

SPECIALS ACTION PLAN – 2009 - 2011

OBJECTIVE	ACTION	RESPONSIBLE PERSON	DATE TO BE ACHIEVED	ACHIEVED
Increase levels of Recruitment	Develop a Recruitment Campaign for the first half of 2009 to enhance pool of delegates and to address the future Olympic need	KD/AD	Plan in place by Mid 2009	Numbers – aim at 300 by end 2011 Campaign designed through to mid 2010, Can be extended. Last 6 months of 2009 more frequent recruitment drives.
	Formulate & distribute a “Staff Survey” to all serving specials in order to assess findings & develop further marketing tools which allow us to communicate personal benefits and aid retention.	HR & Chief Officers (Specials) AD	Early 2009	Staff survey developed. Sent out to all Specials June 2009. Analysis and results/recommendations expected July/August 2009
	Evaluate Recruitment & selection Process. Looking in detail at the end to end process – this to be done following review of process in May 2007. To include an EIA on the process as well as detailed analysis on the evaluation questionnaires.	AD	End of 2009	Had initial meeting to review process in line with other forces and National strategy.

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	Review policy for specials transferring or rejoining - linked to national strategy	AD	End of March 2009	Reviewed policy for regulars – adapt for specials Closed
	Strategic assessment of the role of the Special Constabulary in order to understand the way in which Specials are deployed, which in turn could be utilised as a marketing tool.	Chief Officers (Specials)		Specials do not feature in planning through resources, but through Glyn for events Strategic review currently being under taken – Neil Brunton leading on.
Explore other forms of media for the most effective way in which to attract candidates	Link in with Corporate Comms and utilise and develop website & Force branding	AD to liaise with Clare Roberts (Corporate Comms)	On Going	Have a corporate comms communication strategy, full support from media and corporate comms for marketing/advertising and press over next 18 months Radio & newspaper campaign July 2009
Look at Retention rates	Evaluation of Recruitment and Training processes to include analysis of data relating to Special Constables leaving during probation period.	KD/AD	March 2009	Discuss with Andy Timms how evaluate training, when, after each module or at end? Continuously reviewed and monitored - Closed

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	Explore usefulness of specials recruitment collaboration between local forces – sharing best practice	AD to link in with NPIA Specials Working Party	On Going	Awaiting the appointment of Regional Co-ordinator Setting up meeting of regional recruitment co ordinators and marketing – aim to pool resources re marketing .
	Review evaluation form to assess recruitment process for all new starters, to be included in starter pack.	AD	End of February 2009	Complete.
	Ensure correct use and management of PDR for purpose of promotion	Specials Management Team in conjunction with HR	Ongoing	To be tested with RPU vacancies June/July 09