

Making Avon & Somerset Safer for all

Delivering a more Effective and Efficient Police Service

Manifesto for the Avon & Somerset Police and Crime
Commissioner election on 6th May 2021

Mark Shelford, Your Conservative Candidate



A personal message from Mark Shelford

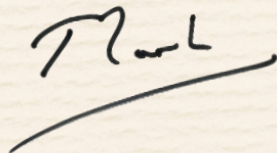
Dear Resident,

I spent over 30 years in the Army, working with Police Forces around the world to fight crime, and bring peace and order to diverse communities. I want to bring the skills I developed, and the experience I gained, to help make all of our region safer as we rebuild from the COVID pandemic.

I've held the current Police Crime Commissioner (PCC) to account as a member of the regional Police and Crime Panel. I also helped sort out poor performance in the regional Fire Service. I've been an elected Councillor, and run major local government programmes.

I know what good leadership of men and women in uniform looks like. And I understand how important it is to listen to local people, and be sure to meet their needs. Frontline police officers do a difficult and sometimes dangerous job with great courage and commitment. They must be backed by strong, supportive and challenging leadership that enables them to be the best they can be.

People can be sure what they will get from me as Conservative PCC. I will use my position to work with Government to ensure the excellent policing and law and order that residents want and deserve. On Thursday 6th May, vote for me to make Avon and Somerset safer.



Mark Shelford, Conservative Candidate For PCC

Mark Shelford

Conservative Candidate for Avon and Somerset Police and Crime Commissioner

I am a firm believer in the principles of good policing set out by Sir Robert Peel, when he established the first recognisable Police Force in the UK

The Peelian Principles of Policing embody 3 core principles:

- **The goal is preventing crime, not catching criminals.** If the police stop crime before it happens, we don't have to punish citizens or suppress their rights. An effective police department doesn't have high arrest stats; its community has low crime rates.
- **The key to preventing crime is earning public support.** Every community member must share the responsibility of preventing crime, as if they were all volunteer members of the force. They will only accept this responsibility if the community supports and trusts the police.
- **The police earn public support by respecting community principles.** Winning public approval requires hard work to build reputation: enforcing the laws impartially, hiring officers who represent and understand the community, and using force only as a last resort.



Under the terms of the Police Reform and Social Responsibility Act 2011, PCCs must:

- secure an efficient and effective police for their area;
- appoint the Chief Constable, hold them to account for running the force, and if necessary dismiss them;
- set the police and crime objectives for their area through a police and crime plan;
- set the force budget and determine the precept;
- contribute to the national and international policing capabilities set out by the Home Secretary; and
- bring together community safety and criminal justice partners, to make sure local priorities are joined up.



Mark Shelford and Home Secretary Priti Patel

My Priorities if elected:

- Reassure the Public that the Police are there for them
- Refocus the Police on Fighting Crime
- Rebuild and reinvigorate the morale and effectiveness of the Police

Reassure the Public that the Police are there for them.

a. **More Visible Policing:** cut frontline officers' red tape, put officers on the beat, continue to recruit more officers and Special Constables

b. **Strengthen focus on victim support:** particularly Sexual Violence, Fraud and Cybercrime, Rural and Business Crime and Burglary. Never again allow 20% of serious crime to be allowed to 'evaporate' from the statistics.



c. **Support Communities to be more resilient and resistant to crime:** My starting point is zero tolerance to Anti-Social behaviour. Boosting Neighbourhood Watch, Farm Watch, and Community Speed Watch and resources for local advice centres. Increasing support for Business Crime Forums. Dealing more effectively with illegal Traveller camps, through better use of temporary Mobile CCTV, and working with Councils jointly to fund Park Wardens where appropriate.

d. **More engagement with Communities:** Parish Councils and other representative bodies. Annual (in year one, bi-annual) Community Conferences to discuss local Crime and Policing. Identify issues, trends and allocate responsibility to individuals people to own resolving these issues. After the first six-months, report progress. Thereafter report every twelve months.

e. **Strengthening Rural crime teams, the Anti-Drugs team and the Investigation Branch:** Measuring their performance against defined outcomes.

f. **Institute Operational Effectiveness & Efficiency Study:** To examine the Police estate footprint and a separate study into the effectiveness and efficiency of the PCC office itself.

g. **Establish an Efficiency Assurance Board:** Comprising of Community, Police, Crime Panel and Subject Matter Experts. Thereafter report every twelve months.



Refocus the Police on Fighting Crime.

Months of speaking with residents from across the whole of Avon and Somerset have confirmed to me that the public in our region want the Police to particularly focus on preventing and deterring certain crimes.

Preventing all crime might be impossible, but aiming for this is a key role for the Police, through close working with the community, and with other agencies. These will be crime areas I will particularly focus on:



a. **Burglary, Drugs, and associated Violence:** Prevention and treatment. Strengthen education & information campaigns, target business aspects of the drug trade. Address an individual's violence and knife crime early, in co-operation with the NHS, use non-custodial solutions for the young (those who are 'sad and not bad'), and link to supervised training opportunities. Introduce proper rehabilitation of those with addiction including those on short term custodial sentences.



b. Domestic violence and Sexual Offences:

No-one should feel frightened at home or on our streets. More focus is needed on prevention and early intervention where possible, working with other agencies, but where not possible then swift action to support victims of sexual offences, domestic violence and child abuse. Closer working with Crown Prosecution Service and Criminal justice to speed up the processes.



c. Ethnic & Other Hate Crimes Offences: Zero tolerance. We work together as one community, arm in arm with the Police. I will insist on swift support for victims and rigorous action against perpetrators. I will increase efforts to recruit from across our community, and deploy officers to help prevent and deter such anti-community crime.

d. Anti-Social Behaviour: Working with local authorities and others on, for example, park wardens, temporary and mobile CCTV, supporting after-school activities. Work with the West of England Mayor and other planning authorities so that designs of new properties take into account the need for personal and community safety and good order.



e. Dangerous Driving and Car Crime: Work closely with local Highway authorities to drive down and prevent the top 5 reasons for death on the roads. Continue to educate the public about the best way to keep their cars and valuables safe. Improve the speed of support for victims of dangerous driving.

f. Rural Crime: such as Unauthorised encampments, illegal hunting, livestock theft and attacks, dognapping and raves. Fully engage and improve prevention, detection and prosecution of Rural Crime.

g. Fraud, Business and Online Crimes: Work with the National Crime Agency, and neighbouring PCC's to increase our in-house capability including the hiring of a force of 'special' Special Constables, skilled via their day job in forensic accounting, in order to prevent, detect and prosecute with the aim of supporting the many victim of these crimes.

Rebuild and Reinvigorate the Morale and Effectiveness of the Police. Fully support the Government's approach to the Police Covenant.

a. **Ensure officers are provided with improved kit:** For example 5G-enabled mobile devices, enhanced Protective Equipment including all front line officers to be trained and issued with Tasers. I will also want to see greater use of existing technology by working with partners and sharing information and intelligence, such as Highways England and the Automatic Number Plate Recognition capability.

b. **Major overhaul of training:** Particularly leadership and management training at all levels. Increased training time and resources. Sharper focus on Tactics, Techniques and Procedures.

c. **Deploy more efficient mobile technology:** allowing officers to work away from their desks. Work with Crown Prosecution service and Justice Department to improve the use of body-worn personal video recordings to reduce administration time of officers. Deepen working with the Local Criminal Justice Board, to enhance protection of officers and victims.

d. **Early and continuous review of Information that is required to be recorded by front Line officers:** Keep downward pressure on form-filling and pass any resultant risk up the chain of command, if required to the Chief Constable and the PCC.

e. **Better use of Data analytics:** Better liaison and data sharing with all local councils and government organisations to allow for preventative operations to stop crimes before they happen.

f. **Recruiting From All Communities:** With greater support for those struggling with entry standards - no lessening of standards - reassure parents that frontline Policing is a great career.



g. More effective co-operation with NHS and agencies: To take greater responsibility for mental health issues from Front Line Policing (currently 30% of operational time) to free up officers to be more proactive in fighting crime.

h. More effective multi-agency working: Including the Probation Service, to deliver a more joined-up approach to resettlement of prisoners at the end of their term to prevent the “revolving door” of repeated re-offending.

i. Review the terms of service of Special Constables: Support and develop them within their role, bringing increased value to their deployment and recognition with their work. Supporting the Policing Covenant so that these volunteers have the same protection and care as their regular officers.



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