



Police Diversity, Equality & Inclusion 2021

Police Uplift Programme – Targeted Attraction and Outreach

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 HM Government

**BE A
FORCE
FOR
ALL**

BE ONE OF THE
20,000 NEW OFFICERS

The poster features a close-up photograph of a Black female police officer wearing a checkered cap and a high-visibility vest, looking towards the right. The background is a grid of blue and white squares, with some squares containing pink and purple colors. The text is overlaid on the left side of the grid.

‘By 2025 policing will be a profession with a more representative workforce that will align the right skills, powers and experience to meet challenging requirements.’



The opportunity

- Recruit 50k+ officers during the lifetime of uplift
- Create a more representative service
- Fill skills gaps (detectives/ firearms/ improved CTU capacity etc)
- Policing with our values and public service at our heart
- Build confidence, legitimacy, trust
- Build a professional service
- Be fit for future
- Increased effectiveness



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What is available to me?

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National Assets / Support

- National Positive Action Training course
- Updated attraction and outreach handbook
- Supporting outreach on the ground / tactical advice & physical support
- Candidate care (virtual / In person events)
- AIR tool
- Evaluation / Evidence base / Does it work

National Positive Action training

- Challenging thinking
- Standardising and professionalising PA training
- Increase the profile and worth of PA
- Use national resources
- Evidence based approach / Does it work

Attraction and outreach handbook

- Readymade tool for practitioners in the attraction , outreach & PA space
- Collated handbook of evidence based good practice
- Informative, user friendly guide to attraction & outreach
- Accessible and free to the end user
- Professionally designed in conjunction with practitioners

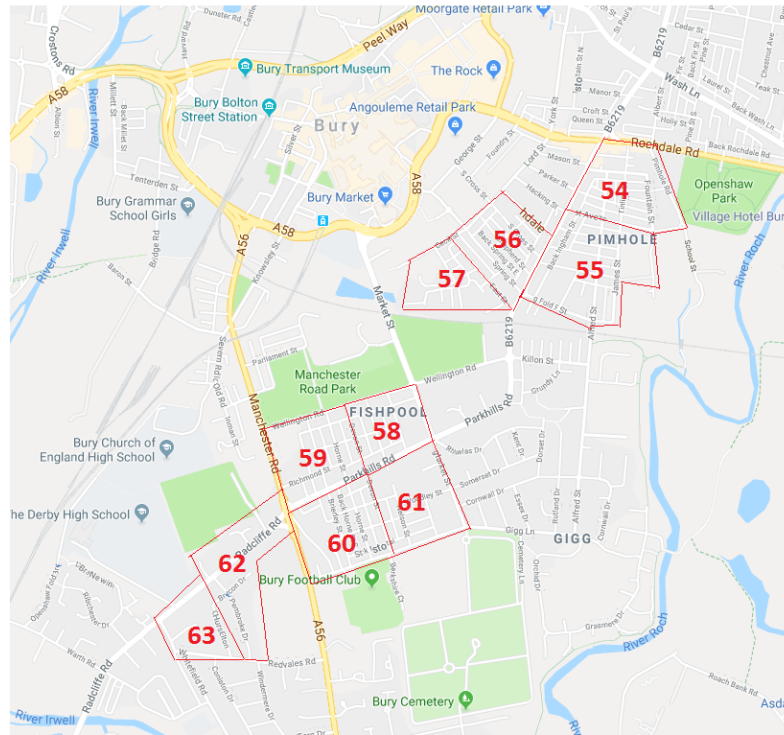
The challenge for Outreach

- 50% of the workforce wouldn't recommend a career in policing.. but 40% of new recruits said they joined after speaking with someone who worked there
- 'Why don't they just join?'
- 'But they must be the right calibre!'
- 'There's no point in me applying because I'm not...'
- 'Positive action is discrimination'
- Attraction and outreach often undervalued and under-resourced
- Historic lack of representation
- Previous methods had limited success
- Community memory/ history
- Socio-economic
- Attracting the best in a competitive market
- Improve cultural competency

What does outreach look like?



How is outreach delivered?



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[Why join?](#)[Supporting diversity](#)[Training & Progression](#)[Is policing right for me?](#)[Application process](#)[WHO'S RECRUITING?](#)

COULD YOU MAKE A DIFFERENCE?

Joining the police is life-changing. Not just for you but for the people and communities you'll serve.

[WHY JOIN THE POLICE?](#)

POLICE

**MAKE YOUR
DIFFERENCE**



**THERE ARE A VARIETY OF ROLES
THAT CAN WORK FOR YOU
WITHIN THE POLICE SERVICE.**

All officers can thrive in their careers, with a range of opportunities for personal and professional development.



To find out more visit www.joiningthepolice.co.uk/national-police-autism-association

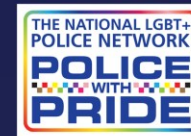
POLICE

**MAKE YOUR
DIFFERENCE**



**"AS A POLICE OFFICER,
I FEEL I CAN REPRESENT
MY COMMUNITY."**

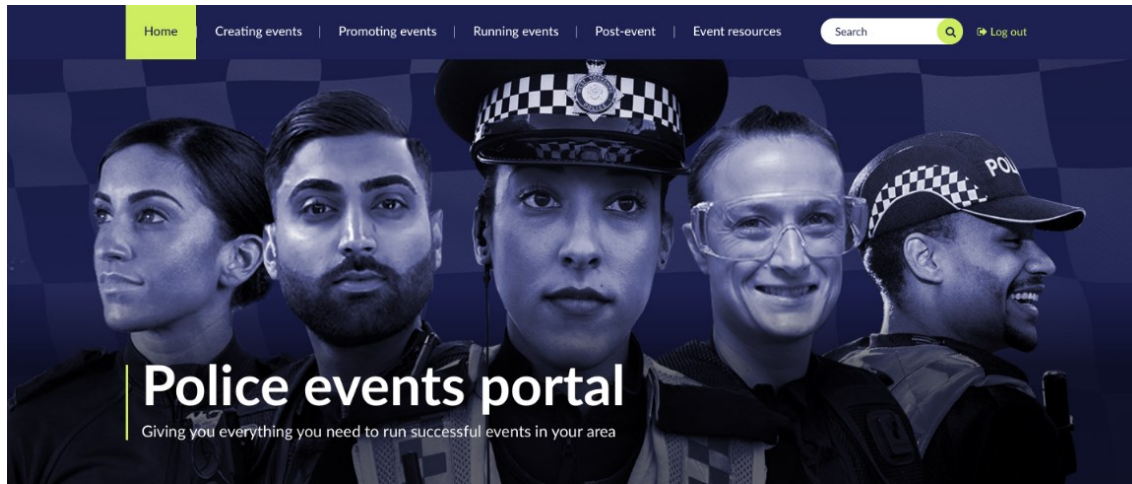
Officers are empowered to be their whole selves, free from discrimination. Careers in the police offer a variety of support and opportunities to represent your community.



To find out more visit www.joiningthepolice.co.uk/national-lgbt-police-network

Creating an excellent candidate journey – Events Portal

- Build forces' capability in the attraction phase
- Professionalise the approach to attraction
- Provide quality templated materials for forces to use in their discovery and attraction events
- Materials should help build candidate confidence and motivation and help them perform at their very best



For our police service to be as effective as it can be, we need a more diverse workforce. Having a mix of skills and lived experiences within our ranks helps build more **trust with the communities we serve**.

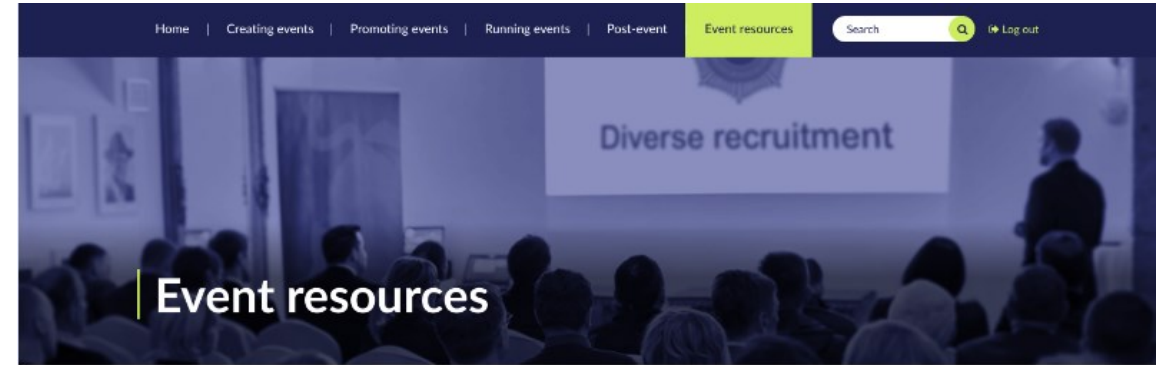
Events – where people can find out more about the rewards and realities of policing – are one of our most effective recruitment tools.

This portal is designed to help you create and manage events that will successfully attract, inspire, motivate and support the best people from all backgrounds and cultures to join us in the police service.



[Home](#) / [Creating events](#) / [Ready-made event packages](#) / Ready-made event 1

This event programme focuses on why diversity in the police service is important. It also explains what Positive Action is.



[Home](#) / [Event resources](#)

In this section, you'll find a wide range of content you can use to make your event engaging for potential applicants. It's grouped by topic – just click on a section to view the available resources for that topic.

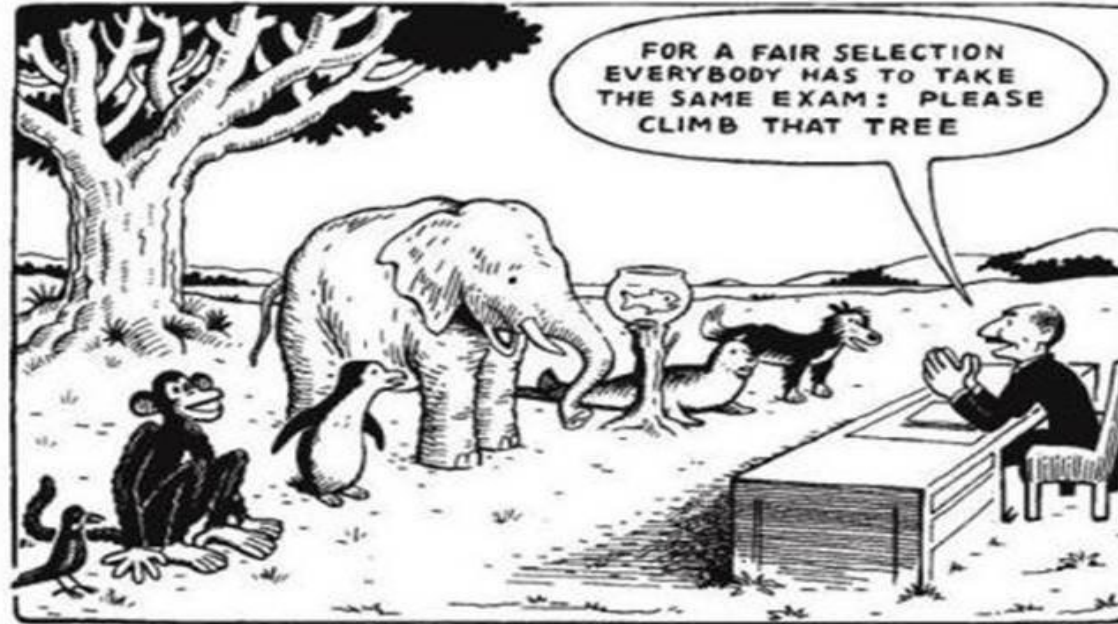
<h3>Becoming an officer</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse convallis augue ornare metus convallis accumsan.</p> <p>Explore resources</p>	<h3>Applying to the police</h3> <p>ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse convallis augue ornare metus convallis accumsan.</p> <p>Explore resources</p>	<h3>Diversity and inclusion</h3> <p>Dolor sit amet, consectetur adipiscing elit. Suspendisse convallis augue ornare metus convallis accumsan.</p> <p>Explore resources</p>
<h3>Recruitment process</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse convallis augue ornare metus convallis accumsan.</p> <p>Explore resources</p>	<h3>Career progression</h3> <p>ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse convallis augue ornare metus convallis accumsan.</p> <p>Explore resources</p>	<h3>Event branding and promotion</h3> <p>Dolor sit amet, consectetur adipiscing elit. Suspendisse convallis augue ornare metus convallis accumsan.</p> <p>Explore resources</p>

Does Outreach work?

- Greater Manchester (GMP) recruited above its population demographic for black, Asian, minority ethnic officers sustained over five years – results noted in recent HASC report
- Recent West Yorkshire event attracted over 200 EOIs with more than 80% black, Asian, minority ethnic representation
- Recent West Midlands event attracted almost 600 applications with high levels of diversity

What is our ask of you?

- Support the Uplift by being an Advocate for policing. (Remember.. 50% of the workforce wouldn't recommend a career in policing.. but 40% of new recruits said they joined after speaking with someone who worked there)
- Support the new recruits to ensure high levels of retention
- Understand the All Together Better campaign – www.uplifthub.co.uk/all-together-better
- Utilise Police Uplift Programme assets e.g. Events portal, Attraction and Outreach handbook
- Ensure outreach officers attend positive action training
- More information can be found at www.joiningthepolice.co.uk



“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

Albert Einstein



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Now time for Q&A!

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