



GARDA INSPECTORATE

PROMOTING EXCELLENCE & ACCOUNTABILITY

Communication Strategy

2013 - 2015

Overall Strategy:

This communication strategy arises from the Garda Inspectorate Corporate Strategy 2013-2015 which sets out that:

“We are implementing the internal and external communication strategy to assist in the dissemination of good practice identified during our inspections and on a broader level to engage regularly with key stakeholders”.

The Inspectorate needs to project a positive, progressive and professional image which encapsulates the expertise, independence and impartial approach of its members. The purpose of our communications is to heighten awareness and understanding of the work of the Inspectorate and to engage in dialogue which informs our work with a view to consistently high quality Inspectorate output.

The message:

The Inspectorate:

- is a professional, impartial and independent body which aims to identify both good practice as well as areas for development and improvement within the Garda Síochána in order that the organisation operates effectively and efficiently
- reports to the Minister for Justice and Equality
- listens to and considers a broad range of views on modern and effective policing
- identifies and highlights good practice in policing
- offers a balanced view based on both the evidence and facts provided by the Garda Síochána and the professional views of its members after a thorough inspection process
- aims to add value to the work of the Commissioner and his/her team
- supports the Garda Síochána in a practical way by suggesting points of contact for best practice in the UK, US and other comparable North American, European countries, Australia and New Zealand

- works with other Government offices and other stakeholders to support the continued development and improvement of policing services across Ireland.

In implementing this communications strategy, we will abide by our corporate values:

- **Independence:** we aim to be objective, fair and impartial basing our reports on a thorough and rigorous evaluation of considered evidence
- **Integrity:** we will act with honesty, reliability and fairness
- **Timeliness:** we aim to carry out our responsibilities in a timely manner
- **Courtesy and respect:** we aim to deal with all people and organisations with whom we work in a polite, transparent and professional manner.

From time to time the Inspectorate deals with matters that must be addressed with due regard for confidentiality and sensitivity. In all of our communications we will aim for appropriate openness and accessibility; providing information in clear, concise and plain language. Having regard to the current operating environment, we will ensure that this communication strategy will be implemented with minimal financial cost and careful use of resources.

We have identified our primary stakeholders and how we intend to communicate with them. We will use a range of communication methods to implement this strategy including our website (www.gsinsp.ie), direct meetings, journal articles, press releases, conference attendance and our reports.

Stakeholders

The Inspectorate needs to communicate with a wide variety of people with different levels of engagement.

Stakeholder	Frequency of communication	Method of communication and action
<ul style="list-style-type: none"> ○ Minister for Justice and Equality and senior Dept. personnel ○ The Commissioner and the Garda Síochána Senior Executive 	Ongoing	<ul style="list-style-type: none"> • Provision of inspection reports to Minister • Annual meeting with Minister and regular meetings with his senior staff • Regular meetings with the Commissioner and his senior executive • Familiarisation visits to Garda locations • Debrief to local senior managers at the conclusion of fieldwork to highlight urgent / high risk issues, overall findings, and good practice. • Attend GRACE advisory board meetings. • Oireachtas Committee appearances as requested.
<ul style="list-style-type: none"> ○ All other Garda Síochána personnel ○ The Garda Síochána Representative Associations ○ The Garda 	Regular meetings / more frequently as necessary	<ul style="list-style-type: none"> • Articles in Garda Síochána magazines • Regular meetings with Staff Associations, (GRA, AGSI, Supts. Association, Civilian Personnel Unions) • Update our web site and provide more information about our role, how we work, how we 'fit' with the Dept. of Justice & Equality, GSOC and An

<p>Síochána Ombudsman Commission</p> <ul style="list-style-type: none"> ○ Joint Policing Committees ○ The Central Statistics Office 		<p>Garda Síochána. Provide facility for more ‘user friendly’ submission of information and views to us.</p> <ul style="list-style-type: none"> ● Chief Inspector and Deputy Chief Inspectors to attend JPC meetings and make presentations upon request. ● Direct meetings with CSO
<ul style="list-style-type: none"> ○ The Victims of Crime Office ○ The Courts Service ○ The Probation Service ○ The Irish Prison Service ○ The Office of the DPP ○ Cosc ○ NGOs representing victims 	<p>As needed or as requested</p>	<ul style="list-style-type: none"> ● Articles in relevant magazines ● Ensure that we are accessible to other Dept. of Justice users through IT portal ● Seek ‘links’ to our website from key stakeholder sites ● Update our web site and provide more information about our role, how we work, how we ‘fit’ with the Dept. of Justice & Equality, GSOC and An Garda Síochána. Provide facility for more ‘user friendly’ submission of information and views to us. ● Participation in key conferences and meetings, e.g. Cross Border crime conference and that the Inspectorate is represented at key events. ● Direct meetings with stakeholders as necessary
<ul style="list-style-type: none"> ○ Forensic Science Laboratory ○ State 	<p>As needed or as requested</p>	<ul style="list-style-type: none"> ● Articles in relevant magazines ● Direct meetings with stakeholders as necessary

<ul style="list-style-type: none"> ○ Pathologist ○ Coroners Service ○ The HSE ○ Local Authorities ○ Office of the Data Protection Commissioner ○ The Bar Council ○ The Law Society ○ Academic research community 		
<ul style="list-style-type: none"> ○ Customers of An Garda Síochána, the public, & the media 	<p>Annually/ more frequently as necessary</p>	<ul style="list-style-type: none"> • Develop our relationship with the media both 1) post publication of Inspectorate reports and 2) proactively to explain our role in supporting improvements in policing services. • Website - accessible and informative
<ul style="list-style-type: none"> ○ Her Majesty's Inspectorate of Constabulary (England & Wales) ○ Her Majesty's Inspectorate of Constabulary Scotland 	<p>Routinely/ more frequently as necessary</p>	<ul style="list-style-type: none"> • Participation in key conferences and meetings, e.g. international policing conferences, Cross Border crime conference. • Direct meetings with stakeholders as necessary • Seek 'links' to our website from stakeholder sites • Website - accessible and

<ul style="list-style-type: none">○ Association of Chief Police Officers○ Police Service of Northern Ireland○ Criminal Justice Inspectorate of Northern Ireland○ Other inspectorate and police oversight bodies		informative
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Evaluation

We will implement, review and evaluate the success of this strategy using a variety of tools such as:

- monitoring the value of our reports through examination of our Status Implementation Reports (These reports are compiled twice yearly and set out the position with implementation of the recommendations, made by the Inspectorate and agreed by the Garda Síochána)
- Seeking feedback from the Minister and the Commissioner
- Monitoring website activity through Google analytics
- Monitoring the extent and accuracy of media coverage.

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