

Achieving a Representative Police Service

Fiona Washington and Khizra Dhindsa



Be Clear – what is the rationale?

Two questions:

1. Why does the police service need a **representative workforce**?
2. What does **'representative'** mean?





Home Secretary Theresa May speaks at the National Black Policing Association's conference

“If **police forces** do not truly **represent the people** they serve, if they are not made up of men and women of **all backgrounds**, if they do not properly **reflect** the communities where local officers police, then we cannot truly say the **police are the public**, and the **public are the police**”.

Police legitimacy outlined by the ‘PEEL’ principles.

Why visible characteristics? (i.e. a focus on BME)

The **two** main reasons why a person joins the police service:

- Family or friends
- Role models



Why the police service needs BME

Quite simply:

- Legitimacy
- To provide diversity of opinion, to break the group think

The caveat is that we don't do this in isolation.

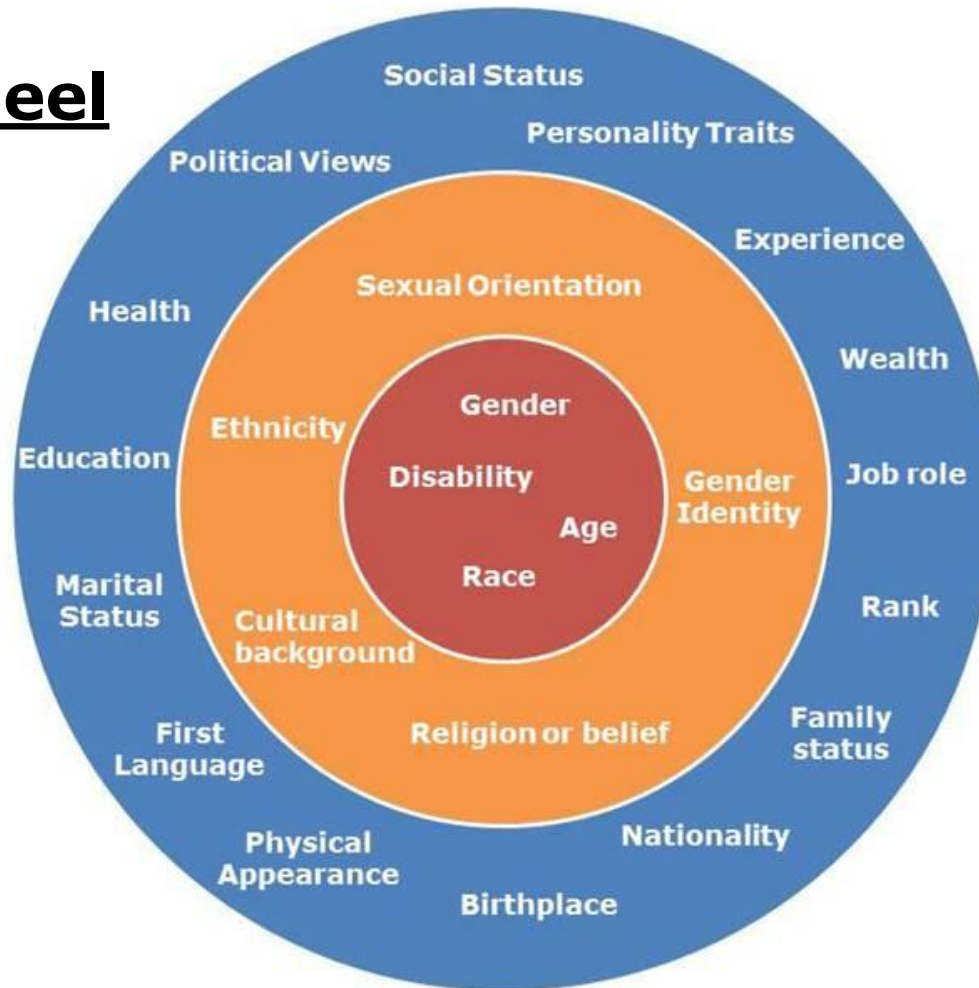


Risks regarding a non-inclusive approach:

- BME is not always visible
- BME in the WM is 187 ethnicities
- A one dimensional approach is divisive
- Never assume one person represents a community
- Colour does not define a person



Diversity Wheel



● Most visible characteristics

● Less visible characteristics

● Other characteristics

A West Midlands Police approach

Sophisticated strategy to recruit the most talented people from all backgrounds who are prized for the unique talents that they can contribute.

We are absolutely clear about this so our successful applicants are more motivated to contribute.

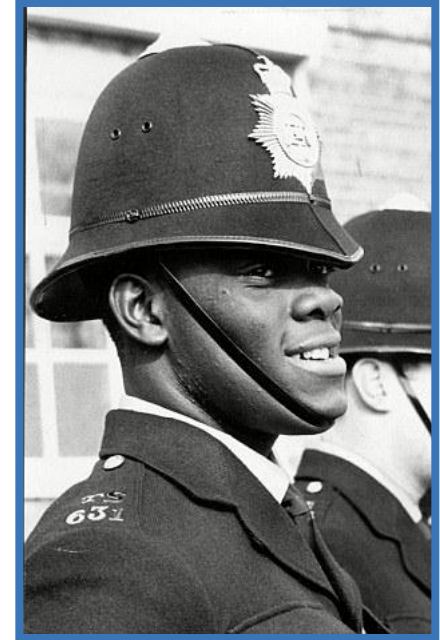


Branding



Objectives

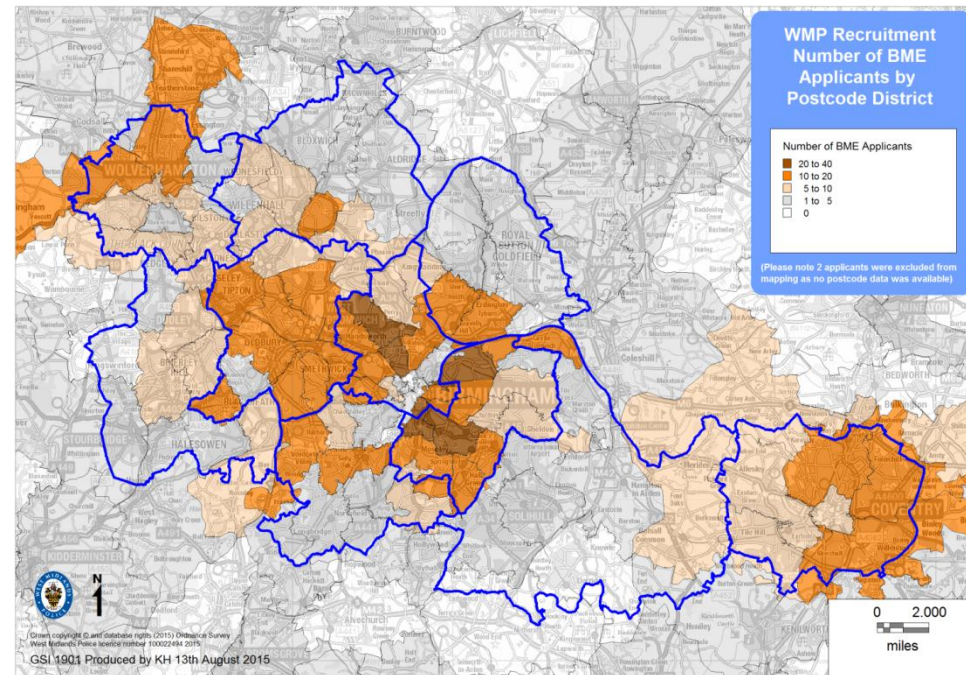
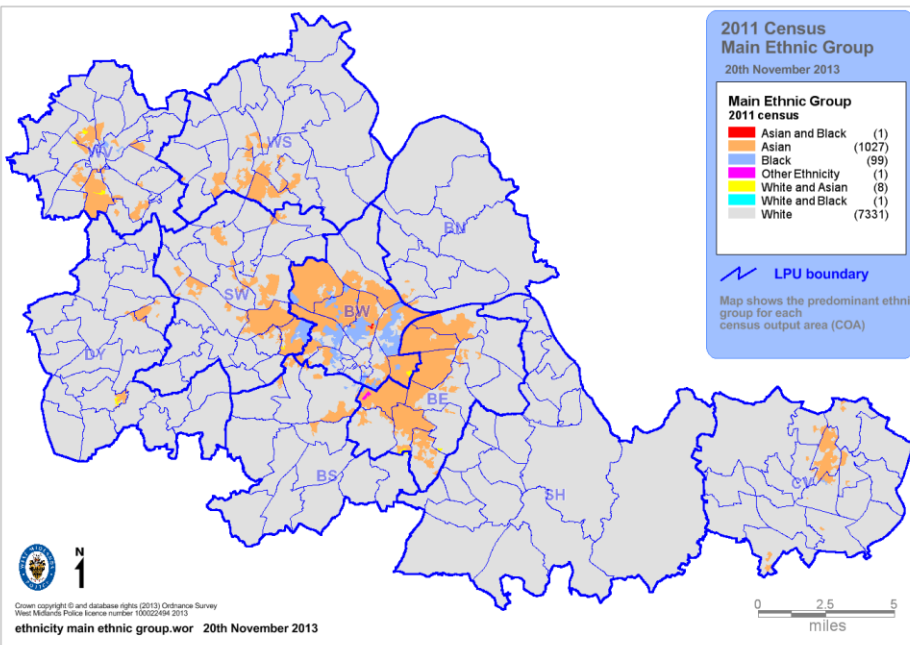
- Recruit only the **best**
- **Increase** applications from BME candidates
- Increase **successful appointments** from BME candidates



Initial Attraction

- [RYI \(Register Your Interest\)](#) on website- grounding the interest and targeting BME for PA
- [Traditional means](#) - Careers Fairs/ Events/Educational establishments/Places of Worship/Job centres/Shopping malls/community centres
- [‘Discovery Days’](#)
- [Targeting](#) 25 highest-density BME rich areas- Neighbourhood teams

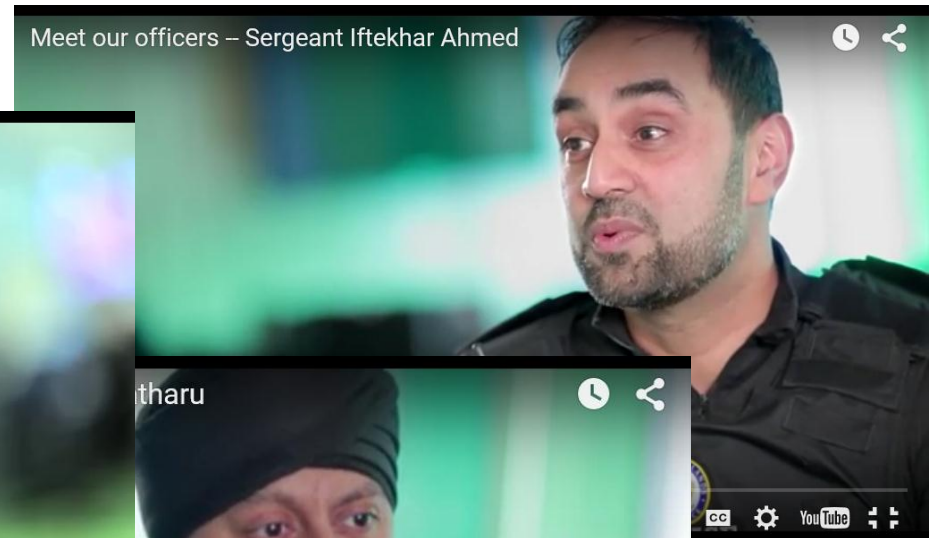
Mapping



Role Modelling

- A dedicated PA resource
- Local community champions
- BME media
- BME officer-ambassadors across the force freely showcasing role
- Youtube interviews of BME officers

Youtube: Meet our Officers



Social Media



The image shows a Facebook profile page for Khizra Dhindsa. The profile picture is a woman in a police uniform. The cover photo features the text "Positive Recruitment" over a pink and white graphic. The profile name is "Khizra Dhindsa" with links for "Update Info" and "View Activity Log". Navigation tabs include "Timeline", "About", "Friends" (4,291), "Photos", and "More".

ADD PROFILE INFO

Fill in your Profile to help you connect with more friends.

- What did you study at Coventry University?
- Fayyaz Mehmood, Raja Ayaz Mahmood and Raman Singh requested your phone number. last Sunday
- Ibou Camara requested your email. about 2 weeks ago
- ... 3 more pending items

Studied at Coventry University

From Birmingham, United Kingdom
Born on 1 January 1980 (35 years old)

Status **Photo/Video** **Life Event**

Khizra Dhindsa
2 hrs · 

PLEASE SHARE ON YOUR PAGES
The West Midlands Police application process is still open today. Do you have any friends or relatives who might also suit a career as a police officer? Encourage them to also apply! I will update you daily until applications close. Apply online here: <http://jobs.west-midlands.police.uk/pc-recruitment/>

Looking for a Career that's a bit different...
...join us

PC recruitment
Few jobs can be more rewarding than that of a police officer: from day one you'll be helping to fight crime and protect the public. Your morning could start with a dawn raid at the home of crime su...

Done, but with errors on page

Alleviating Fears

12 March



Kully Kauldhar

12/03/2015 15:20

Hi Khizra, hope u r well. I have applied to become a COA for west midlands police and also trying to become a police officer. I was wondering if I was going to experience any problems due to my religious beliefs or appearance as a wearing a turban? Does the police force have many Sikhs who wear turbans? I know these questions are abit bizarre but I wanted to know if I was able to fit in!

16 March



Khizra Dhindsa

16/03/2015 20:48

It isn't a bizarre question at all Kully. Firstly my apologies for the delayed response. This is due to having just under a thousand correspondents at the moment- but I am sorry. Secondly, I have many proud Sikh colleagues who wear the turban as part of their uniform with no issues whatsoever. And I think it looks great with the uniform, too! 😊 Please make sure you apply without hesitation!

22 March

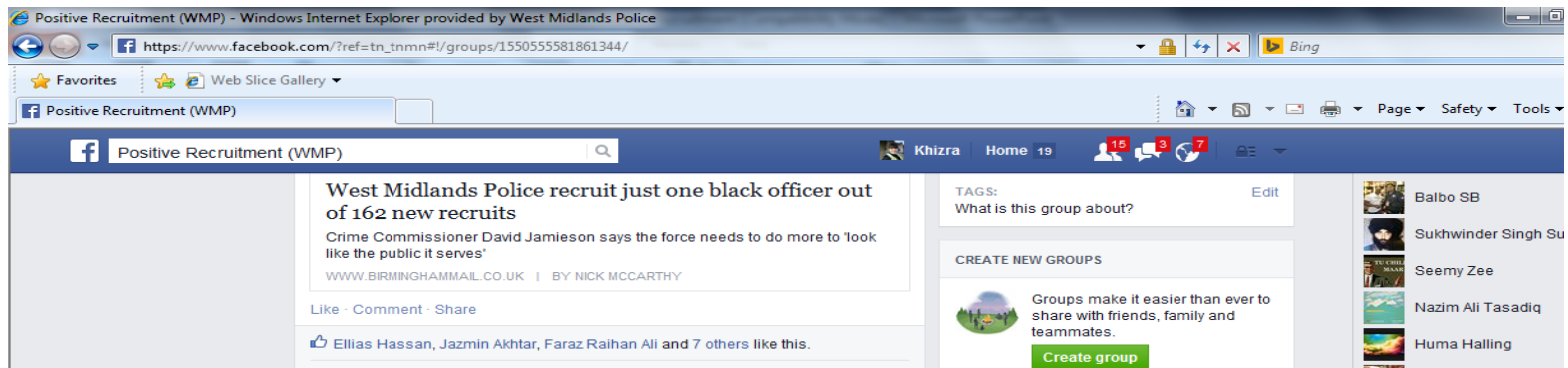


Kully Kauldhar

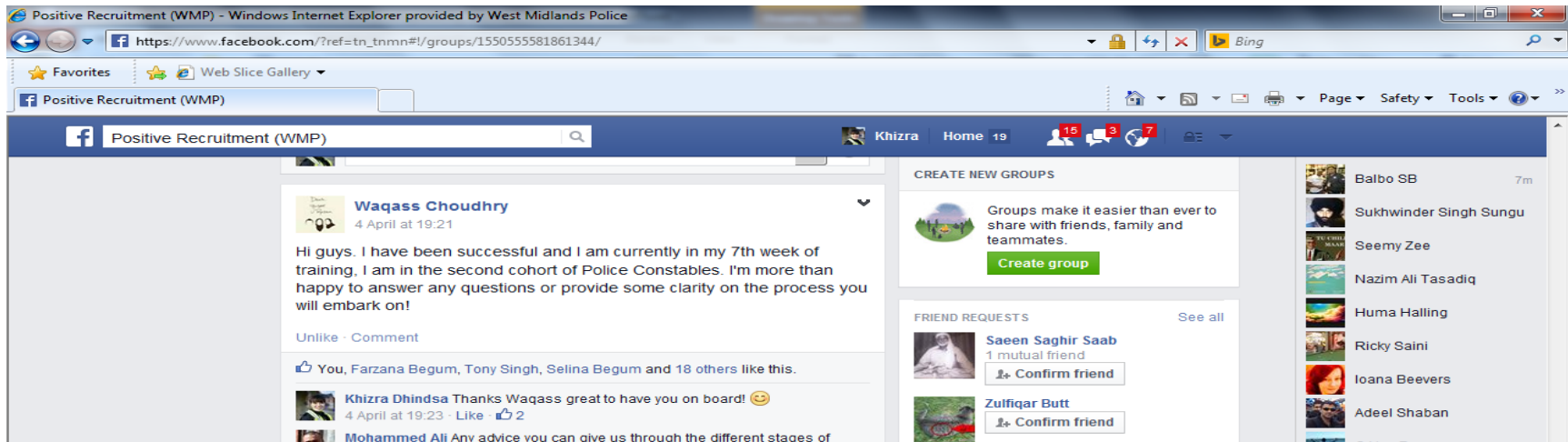
22/03/2015 15:06

Hi Khizra many thanks for your support, i am just getting my competencies ready for tomorrow!! cant wait for it now! hopefully see you soon as a police officer.

Dealing with Distractions/Emerging Issues



Existing BME Staff/New BME Recruits Lending Support (Building a Community)



The screenshot shows a Windows Internet Explorer browser window displaying a Facebook group page titled "Positive Recruitment (WMP)". The address bar shows the URL: https://www.facebook.com/?ref=tn_tnmn#l/groups/1550555581861344/. The page features a post by Waqass Choudhry, dated 4 April at 19:21, which reads: "Hi guys. I have been successful and I am currently in my 7th week of training. I am in the second cohort of Police Constables. I'm more than happy to answer any questions or provide some clarity on the process you will embark on!". Below the post, it shows "You, Farzana Begum, Tony Singh, Selina Begum and 18 others like this." and two comments: "Khizra Dhindsa Thanks Waqass great to have you on board!" and "Mohammed Ali Any advice you can give us through the different stages of". The right sidebar includes a "CREATE NEW GROUPS" section, a "FRIEND REQUESTS" section with two requests from Saeen Saghir Saab and Zulfiqar Butt, and a list of group members including Balbo SB, Sukhwinder Singh Sungu, Seemy Zee, Nazim Ali Tasadiq, Huma Halling, Ricky Saini, Ioana Beevers, Adeel Shaban, and Q. Vee Burns.

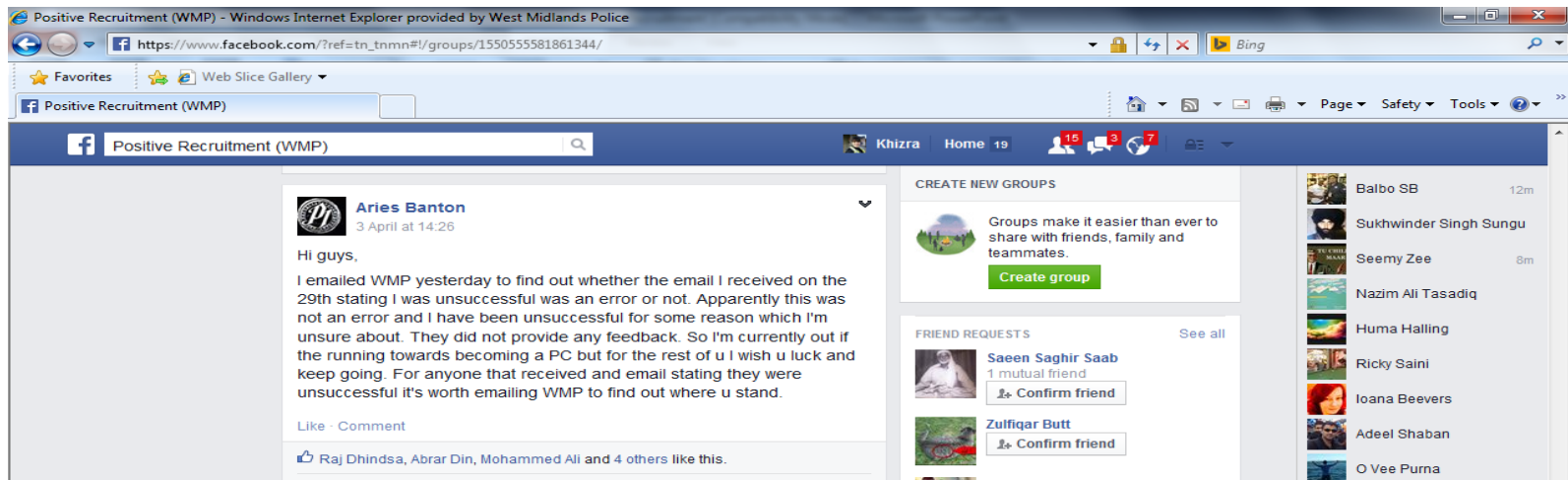
Training

- De-mystifying the process
- **Values-based inputs**
- Skills workshops
- **Mock testing/ interviews**
- Role-playing
- **Action-set learning**
- Weight loss
- **Fitness**



Leaving the Process; Keeping the Relationships

- *How else can we include your Voice?*



Candidate Feedback

- *“Thanks for your **help and inspiring words**, you have helped me (and others) greatly. I hope to join your team in November” (Rhiannon Straker)*
- *“I have applied for the police force now, I would like to thank you for **the support and suggesting to go to the discovery day** it was very informative” (James Cheung)*
- *“Many thanks for your massive help with this FB group. I have been reading through all the posts and you were most helpful. **I feel I am now totally prepared to apply.**” (Anamaria Puicar)*

The (Measurable) Results

- Attrition eliminated at every recruitment stage
- 40% of new recruits are BME
- Compare with 12% of BME recruits in 2014 and 8.9% current BME officer level

What Next?

- Recruitment is ending; Positive Action is **not**.
- Positive Action **Practitioners Alliance**
- **Online** inter-force collaboration space.
- Mid-term strategy around **recruitment, retention, relationships** and **reputation**.





Further Information:

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