



# My Vision for the Future of West Midlands Police

CC Craig Guildford



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# Our Journey

My value led approach

‘Big enough to cope, small enough to care’

**A Service that Works for Local People**

**Engaged Communities**

**Employer of Choice**

‘Working in partnership, making communities safer’



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# My Values

- Service
- Professionalism
- Integrity
- Compassion
- Equality Diversity and Human Rights



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# A service that works for local people

A New Neighbourhood based Policing Model which respects people, places and partners

Protect the Vulnerable, bear down on violent crime and increase Visibility

Clear ownership, affinity and pride in local teams to keep the public safe and pool our collective impact upon local criminality

Answer the phone in good time, listen, be honest and support victims

Ensure the IT investment continues to increase efficiency

Think differently on Estates – stay local by sharing at a reduced cost

Keep investing in prevention & engagement with our partners, especially young people



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# Engaged Communities

The key to trust, legitimacy and confidence

‘You Said, We Did’

Be there in the good times and the bad

Creative in approach, open up WMP to the public

Use of force, stop search, data & disproportionality

Recruitment – intelligently together & representative

Cohesion – WMP to be seen as a trusted arbiter



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# Employer of Choice

A 'One Team' listening employer

Genuinely supportive, fair & organisationally just

High standards

Creative in practice, develop local talent

Investing in officer and staff development

Less checkers, more do-ers

Understand impact re cost of living on people



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# Summary

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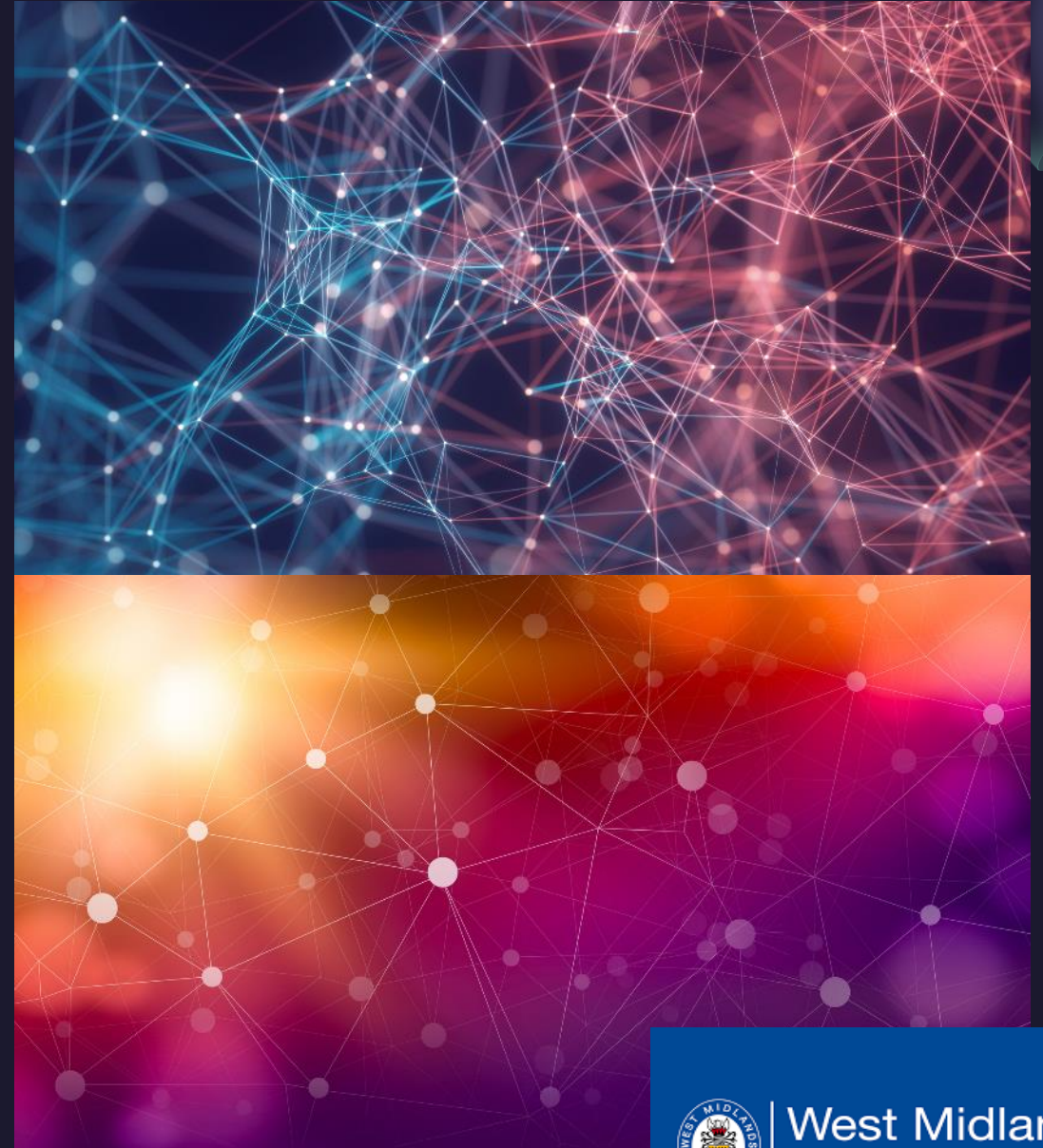


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# Thank You

Questions



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