

Keeping People Safe



## FREEDOM OF INFORMATION REQUEST



**Request Number:** F-2015-01799

**Keyword:** Organisational Information/Governance

**Subject:** Keeping People Safe

### Request and Answer:

#### Question

Under the Freedom of Information Act, I would like to request details in relation to the PSNI's 'keeping people safe' slogan/branding.

I am interested to know about the increase in the use of this slogan in branding, media releases and even quotations from police staff and officers.

Please disclose the following:

- A copy of any reports or documents in relation to the 'keeping people safe' slogan, such as its creation, purpose, where and when it should be used, etc.
- If possible since May last year a copy of any correspondence sent and received (redacted where appropriate if necessary) in relation to the use of the 'keeping people safe' slogan in communications.
- The cost of developing this 'keeping people safe' slogan.

#### Answer

This is to inform you that the Police Service of Northern Ireland (PSNI) has now completed its search for the information you requested. The decision has been taken to disclose the located information to you in full.

'Keeping people safe' is neither a slogan nor branding, it is the Chief Constable's vision on the purpose of the Police Service of Northern Ireland – details of which can be found in full at <http://www.psni.police.uk/about-us.htm>

For ease of reference: "For the Police Service of Northern Ireland, keeping people safe is what we do; Policing with the Community is how we do it. Policing with the Community is about understanding and responding to the human impact of policing. It is about creating real participation between the police and the community - a partnership in which policing reflects and responds to the community's needs and in which the community plays an active part in delivering a solution."

There was no cost for the development of the Chief Constable's vision.

Taking cognisance of the Chief Constable's vision and conscious of cost to the public purse, the introduction of 'Keeping people safe' on printed material and on digital media platforms has been undertaken internally by police staff at no additional cost to the organisation – with old stock of

materials being exhausted before new printed material being produced.

Various sections of the PSNI website are being updated as required.

Template documents, letterhead and power point presentations have been updated and made available to police officers and staff via the internal PSNI website. Internal brand identity guidelines encompassing the 'keeping people safe' vision are currently being updated.

Please find attached on pages 1 and 2, at the end of this correspondence, copies of 2 emails sent by the PSNI's Head of Corporate Communications to colleagues on this subject in May 2015.

If you have any queries regarding your request or the decision please do not hesitate to contact me on 028 9070 0164. When contacting the Freedom of Information Team, please quote the reference number listed at the beginning of this letter.

If you are dissatisfied in any way with the handling of your request, you have the right to request a review. You should do this as soon as possible or in any case within two months of the date of issue of this letter. In the event that you require a review to be undertaken, you can do so by writing to the Head of Freedom of Information, PSNI Headquarters, 65 Knock Road, Belfast, BT5 6LE or by emailing [foi@psni.pnn.police.uk](mailto:foi@psni.pnn.police.uk).

If following an internal review, carried out by an independent decision maker, you were to remain dissatisfied in any way with the handling of the request you may make a complaint, under Section 50 of the Freedom of Information Act, to the Information Commissioner's Office and ask that they investigate whether the PSNI has complied with the terms of the Freedom of Information Act. You can write to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. In most circumstances the Information Commissioner will not investigate a complaint unless an internal review procedure has been carried out, however the Commissioner has the option to investigate the matter at his discretion.

Please be advised that PSNI replies under Freedom of Information may be released into the public domain via our website @ [www.psni.police.uk](http://www.psni.police.uk)

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.

**Not relevant to Request**



**Sent:** 13 May 2015 16:37

**To:** YOUNG Liz

**Cc:** [Redacted]

**Not relevant to Request**

**Subject:** 1.NOT PROTECTIVELY MARKED-All Networks: Corporate identity

Liz,

Sorry – I’ve updated Policenet to reflect the info and links below.

Draft email for your perusal.

And yes, graphics are content to be the point of contact / guardians of the corporate identity.

C

Colleagues,

To ensure all corporate printed materials and other communications formats are consistent across the organisation, the Keeping People Safe template for electronic versions of headed paper, a letterhead for printing and a PowerPoint presentation template are all available to download from Policenet at [http://policenet/main-home/directory\\_departments/corporatecommunicationshome\\_11/mpr\\_identityguidelines\\_11.htm](http://policenet/main-home/directory_departments/corporatecommunicationshome_11/mpr_identityguidelines_11.htm)

If you need printed copies of headed paper or need advice regarding other documents and graphic design, contact Print and Design branch via email [zPublications.Manager@psni.pnn.police.uk](mailto:zPublications.Manager@psni.pnn.police.uk) who will be happy to discuss your requirements.

For compliance.

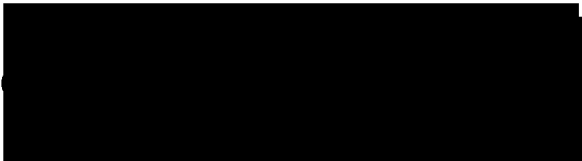
Liz Young

**Not relevant to Request**



Corporate Communications Department  
Police Headquarters  
65 Knock Road  
Belfast BT5 6LE

Extension:  
Telephone:  
Mobile:  
Email:



**Not relevant to Request**

**Not relevant to Request**

**From:** YOUNG Liz  
**Sent:** 14 May 2015 16:10  
**To:** zAll Police Officers; zAll Police Staff  
**Subject:** 1.NOT PROTECTIVELY MARKED-All Networks: Keeping People Safe Corporate Branding Guidelines

Colleagues,

The PSNI Corporate Branding Guidelines have been updated to encompass "Keeping People Safe".

To ensure all corporate printed materials and other communications formats are consistent across the organisation, the Keeping People Safe template for electronic versions of headed paper, a letterhead for printing and a PowerPoint presentation template are all available to download from Policenet at [http://policenet/main-home/directory\\_departments/corporatecommunicationshome\\_11/mpr\\_identityguidelines\\_11.htm](http://policenet/main-home/directory_departments/corporatecommunicationshome_11/mpr_identityguidelines_11.htm)

If you need printed copies of headed paper or need advice regarding other documents and graphic design, contact Print and Design branch via email [zPublications.Manager@psni.pnn.police.uk](mailto:zPublications.Manager@psni.pnn.police.uk) who will be happy to discuss your requirements.

It is important that all printed or electronic material is professional and aligned to a corporate set of guidelines.

If you have any queries in relation to the guidelines please contact Corporate Communications Department who will be able to provide advice.

Regards

*Liz*

Liz Young  
Head of Corporate Communications  
PSNI Headquarters Brooklyn, 65 Knock Road, Belfast, BT5 6LE

☎ Ext 33574 | [REDACTED] [liz.young@psni.pnn.police.uk](mailto:liz.young@psni.pnn.police.uk)

**Not relevant to Request**

