



Introduction

The Bradford West Gwillimbury / Innisfil Police Service Board (Board) is committed to fostering a police service that reflects the rich diversity of the communities we serve. We believe that a diverse and inclusive police service is essential for building trust, promoting public safety, and upholding the principles of community safety and well-being for every member of our community.

Our municipalities have historically been less diverse than larger urban centres. However, as our communities grow, our population is slowly changing. This plan is designed to ensure that we continue to serve today's community effectively while preparing for tomorrow. It builds on the values that are present within our service and meets our obligations under the *Community Safety and Policing Act, 2019*.

Why This Matters

- **Community Trust.** A respectful and inclusive approach, treating every person with fairness and respect is the foundation for building confidence in our service.
- **Preparedness.** Forecasting demographic shifts allows us to adapt proactively, positioning our service for future expansion before challenges arise.
- **Professional Development.** Training and development helps our members build awareness, resilience, and confidence, giving them the tools to be effective and responsive in their roles.
- **Efficient Use of Resources.** Strong community relationships reduce conflict, contribute to recruitment and retention efforts and efficient allocation of resources.

Goal 1 - Foster a Culture of Diversity, Equity, and Inclusion

Commitment: Ensure that our workplace culture where fairness, mutual respect and belonging are part of daily practice.

How the Police Service is Advancing This Goal

1. **Professional Development:** Offer learning opportunities in communication, cultural awareness, and decision-making and how it feels into cultural awareness perspective.

2. **Inclusive perspectives:** Diversity includes generational differences, socioeconomic backgrounds and life experiences- not only cultural identity.
3. **Build on strengths.** The Service is actively working toward developing a comprehensive Diversity, Equity, and Inclusion (DEI) strategy by engaging leadership, staff, community partners and stakeholders in ongoing discussions and planning. This approach ensures that DEI goals are integrated across recruitment, training, policy review, and service delivery, while reflecting the evolving needs and expectations of the communities served.
4. **Training and Awareness:**
The Service delivers comprehensive cultural competency, anti-racism, thematic and implicit bias training to all officers and staff, with periodic refreshers.

Goal 2 – Strengthen Community Engagement

Collaborate and engage with community partners who reflect our diverse cultures. To strengthen communication, and build meaningful, sustainable partnerships with diverse communities. This includes increasing organizational awareness and ensuring effective engagement both within the Service and with the broader public.

How the Police Service is Advancing This Goal

1. **Community Outreach and Engagement:**
The South Simcoe Police Service (SSPS) actively cultivates relationships with a wide range of cultural organizations, newcomer support groups, and advocacy networks. These partnerships are central to building trust, fostering mutual understanding, and ensuring public safety is responsive to the needs of all community members.
 - One example is the **Newcomer Police Academy**—a unique initiative designed to introduce immigrants and refugees to local policing practices, public safety resources, and community support systems in a respectful, inclusive environment. This program promotes open dialogue, dispels misconceptions, and encourages positive relationships between police and new residents.
 - SSPS actively participates in multicultural events as a way to build meaningful relationships and foster collaboration with our diverse communities. These events provide valuable opportunities for dialogue, cultural exchange, and trust-building, allowing the Service to better understand the unique perspectives and needs of the populations it serves.

2. **Digital Engagement and Social Media:**

SSPS leverages its social media platforms to actively engage with diverse communities, share culturally relevant content, and amplify messages that reflect the Service's commitment to inclusion. By highlighting community events and celebrating cultural observances, SSPS ensures that its online presence reflects the diversity of the communities it serves.

Goal 3 – Anticipating Growth and Future Needs

Align resources and workforce planning with the evolving needs of Bradford West Gwillimbury and Innisfil, including attracting and retaining a skilled, educated workforce that reflects the community's diversity.

How the Police Service is Advancing This Goal

- **Recruitment Practices:**

The South Simcoe Police Service (SSPS) has enhanced recruitment efforts by establishing a full-time dedicated recruiting team focused on attracting qualified candidates from diverse groups. This team works closely with educational institutions and community organizations to ensure recruitment campaigns effectively reach diverse populations. Outreach includes targeted participation at career fairs and community events, emphasizing SSPS's commitment to building an inclusive workforce.

- **Resource Planning:**

Regular review of staffing models, workloads, and resource distribution to ensure alignment with community needs. The Service also invests in data-driven planning tools to optimize service delivery and responsiveness.

- **Partnerships and Collaboration:**

The service works closely with educational institutions, and community organizations to build pathways for diverse talent through co-operative education programs and joint initiatives. These partnerships also inform training and policy development to reduce barriers and prepare pathways for diverse talent.

Accountability and Transparency

This plan is about strengthening what works well in our service and preparing for future needs. This plan is actionable and will yield tangible results. Progress will be shared openly with the Board, staff and community. Updates will highlight achievements, lessons learned and opportunities for growth. This plan will be reviewed every 2 to 3 years to ensure relevance to better serve the communities in which we live and work.