

**Police and Crime Panel**9<sup>th</sup> January 2020**Recent media activity****Report of the Office of the Police, Crime and Victims' Commissioner****1. Purpose**

This paper provides an update of press coverage concerning the work of the Police, Crime and Victims' Commissioner since the previous meeting.

Since the last report a 'purdah period' has been in place for the general election, which limits media activity therefore the volume of media activity from the Office of the Police, Crime and Victims' Commissioner has been affected.

**2. Top stories in the press and broadcast media**

Press coverage since the last meeting has included:

- World Class Policing Awards – Community Peer Mentors were the runners up.
- Goldstein Awards – the Durham Constabulary Checkpoint Scheme won.
- Announcement of Jon Carling as Acting Chief Executive at the Office of the Police, Crime and Victims Commissioner.
- Community Peer Mentor Received Lord Ferrers award to recognise his outstanding contribution to volunteering.

**3. Social media activity**

- 7470 followers on Twitter (6<sup>th</sup> highest number amongst PCCs)
- 5,013 followers and 4,870 like on Facebook (2<sup>nd</sup> highest number amongst PCCs)
- 294 followers on the PCVC Instagram Account (8<sup>th</sup> highest number amongst PCCs)

**Top tweets:**

- **October 2019**
  - 6,118 impressions - The [#MakeYourselfHeard](#) campaign was launched this year to raise awareness of the [#SilentSolution](#) system and how to get police help when you're too scared to speak This system encourages a 999 caller who is unable to make a noise/speak to press 55 to alert the police to an emergency
- **November 2019**
  - 4,459 Impressions – **Rural Crime Prevention and Community Safety Roadshow at Darlington Auction Mart.**

**Top Facebook posts:**

- **October 2019**

**3.6K reach - Make Your Self Heard Campaign** The [#MakeYourselfHeard](#) campaign was launched this year to raise awareness of the [#SilentSolution](#) system and how to get police help when you're too scared to speak.

This system encourages a 999 caller who is unable to make a noise/speak to press 55 to alert the police to an emergency.

- **November 2019**

- 2.5K reach – **Rural Crime Prevention Roadshow** at Darlington Auction Mart.

#### **4. Columns**

Monthly columns in the Monthly columns in the Teesdale Mercury, Weardale Gazette and the Advertiser series, covering how to reduce crime in rural communities. The Weardale Gazette is closing as of December so we are looking for alternative methods for communicating with the community in this area.

#### **5. Recommendations**

Panel Members are recommended to note the information contained in this report.

**Sarah Harris**

Media and Engagement Officer

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**Appendix 1: Risks and Implications**

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**Finance**

None

**Staffing**

None

**Equality and Diversity**

None

**Accommodation**

None

**Crime and Disorder**

None

**Children's Act 2004**

None

**Stakeholder/Community Engagement**

None

**Environment**

None

**Collaboration and Partnerships**

None

**Value for Money and Productivity**

None

**Potential Impact on Police and Crime Plan Priorities**

Positive coverage of activity will help to boost confidence in policing.

**Commissioning**

None

**Other risks**

None

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