

## **1. Purpose**

This paper provides an update of press and social media coverage concerning the work of the Durham Police and Crime Commissioner since the previous meeting.

## **2. Top press releases published**

Press releases published since the last meeting include:

- Additional security measures secured as the safer streets project ends
- Online support sessions being trialled for victims of hate crime
- Joy Allen commences office as the new Police and Crime Commissioner for Durham
- Funding boost for domestic abuse and sexual violence services in County Durham and Darlington
- Several previous clients of the Community Peer Mentor scheme turned volunteers
- Durham PCC awarded over £670,000 to make streets safer
- PCC shadows control room to observe demand
- PCC praises work of Neighbourhood Watch Volunteers
- PCC joins partners for official opening of Sexual Assault Referral Centre in County Durham
- PCC welcomes HMICFRS report on domestic abuse but urges more needs to be done

Key publications include Northern Echo, Chronicle Live, Aycliffe Today, Durham Advertiser, Newton News, ITV News, Teesdale Mercury and Darlington & Stockton Times.

### **Broadcast**

- BBC Radio Newcastle / BBC Radio Tees – 25.05.21 Interview with PCC around top priorities
- BBC Look North – Live Interview – 25.05.21 – Interview with PCC around Arson/ASB in Wingate
- Hospital Radio – North Tees/Hartlepool Hospital – 27.05.21 Interview with PCC around top priorities
- BBC Politics North – 13.06.21 – PCC plans to address gambling addiction
- Darlington Radio – 19.06.21 – For MoreInCommon takeover, Interview with PCC around top priorities
- BBC Look North/ITV Tyne Tees – 19.06.21 – Official opening of Sexual Assault Referral Centre in County Durham

### 3. Social media activity

- 7621 followers on Twitter (6<sup>th</sup> highest amongst PCCs)
- 5907 followers on Facebook (2<sup>nd</sup> highest amongst PCCs)
- 687 followers on the PCC Instagram Account (8<sup>th</sup> highest amongst PCCs)

*\*As of 06/07/21*

#### **Top social media posts between (01.04.21 - 30.06.21)**

##### **Top tweets:**

- 14.7k reach – New PCSO Recruits
- 6.9k reach – PCC Joy Allen First Day in Office
- 6.3k reach – Joy Allen elected as Durham PCC
- 4.6k reach – PCC Joy Allen meeting to discuss gambling addiction
- 4.4k reach – Support from PCC for Durham Pride

##### **Top Facebook posts:**

- 32.7k reach – Online support sessions being trailed for victims
- 27.4k reach – National Volunteers Week
- 8.4k reach – Joy Allen elected as Durham PCC
- 7.3k reach – Appropriate Adults recruiting in County Durham
- 5.4k reach – Call it out survey

##### **Top Instagram posts:**

- 424 reach – PCC Joy Allen visit to Peterlee and Horden
- 283 reach – New PCSO recruits
- 235 reach – Additional funding available for services
- 229 reach – Joy Allen elected as Durham PCC
- 217 reach – PCC Joy Allen rural visits

### 4. Columns

- One Darlington Magazine – First month in the role and emerging priorities
- Reinstating columns in Teesdale Mercury / Durham Advertiser

### 5. Recommendations

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

**Lucy Constantine** (Senior Media Officer) / **Simon Hahn** (Digital Media 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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