

Report of the Durham Police and Crime Commissioner

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:

- PCC is calling for MPs to protect shopworkers
- APCC appoints PCC Joy Allen Joint Lead and Deputy Lead across a range of portfolios
- Darlington to mark UK's first ASB Awareness Week
- PCC addresses government plans to tackle violence against women and girls
- Have your say on a new Police and Crime Plan for County Durham and Darlington
- PCC's plan to tackle anti-social behaviour is top priority
- PCC responds to ONS Drug Related Deaths statistics
- PCC responds to HMICFRS report on fraud
- Commissioner commits to open and transparent democracy – Public Accountability Meeting
- PCC secures new funding to help prevent domestic abuse in County Durham and Darlington
- Community Speed Watch receive funding to improve road safety and tackle speeding
- Police and Crime Commissioner puts the needs of victims at the top of her agenda – ASB and Victims' Champion Roles
- PCC marks 100 days in office
- PCC approves plans for centralised custody and investigations suite

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

Broadcast

- BBC Radio Newcastle Interview – 04.08.21 - In response to ONS drug death rate figures
- Metro Radio Interview – 05.08.21 – Police and Crime Plan Consultation open
- BBC Radio Tees Interview – 06.08.21 - In response to HMICFRS report on fraud

3. Social media activity

- 7668 followers on Twitter (6th highest amongst PCCs)
- 6084 followers on Facebook (2nd highest amongst PCCs)
- 712 followers on the PCC Instagram Account (8th highest amongst PCCs)

**As of 03/09/21*

Top social media posts between (01.07.21 - 31.08.21)

Top tweets:

- 9.5k reach – PCC advertises for ASB and Victims' Champion roles
- 6.6k reach – PCC Joy Allen marks 100 days in office
- 5.9k reach – PCC launches consultation on Police and Crime Plan
- 5.7k reach – Joy Allen announced as APCC lead and deputy leads
- 5.4k reach – PCC meets with TESLA

Top Facebook posts:

- 66.3k reach – Have your say on a new Police and Crime Plan
- 22.9k reach – Accountability meeting announced for custody suite
- 19.9k reach – Have you say on rural policing
- 15.1k reach – Consultation on Police and Crime Plan launched
- 9.1k reach – Visit with Road Safety Policing Team

Top Instagram posts:

- 268 reach – Durham Pride
- 239 reach – Ludworth Village Show
- 214 reach – New Safety Camera Vans
- 210 reach - PCC meeting with NHS Foundation Trust
- 191 reach – PCC Joy Allen meets with TESLA leads

4. Columns

- One Darlington Magazine – Safer Streets Round 2 in partnership with Durham Constabulary – Issue 6 Sept
- New column space agreed from September in Bishop Press, Shildon Town Crier, Ferryhill & Chilton Chapter and Spennymoor News

5. Recommendations

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

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

Appendix 1: Risks and Implications

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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