

## Police and Crime Panel

23 June 2022

### Media Report

#### Report of the Durham Police and Crime Commissioner

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#### 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. Press releases published (19 February to 30 May 2022):

Ten press releases distributed to the press and uploaded to the website.

##### Top press releases (by views) during that time:

- Public invited to submit questions on processes to report crime or contact police (9 May 2022)
- Joint pledge signed to tackle anti-social behaviour (20 February 2022)
- 20m cash boost available to help support survivors of domestic abuse and sexual violence (14 April 2022)
- Putting more officers back on our streets will be top of the agenda (1 March 2022)
- Joint Scrutiny Panel finds good practice in review of Out of Court Disposals (25 April 2022)

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

##### TV and Radio Interviews:

- BBC Look North - talking about the Home Affairs Select Committee Report into Spiking (26 April 2022)

#### 3. Social media activity (as of 30<sup>th</sup> May 2022)

- 7,844 followers on Twitter
- 6,335 followers on Facebook
- 794 followers on the Instagram Account
- 61 subscribers on the YouTube Channel

## **Top social media posts between 19 February and 30 May 2022**

### **Top tweets (by reach):**

- 6.0K – Statement from Joy Allen (6 May 2022)
- 4.2K – We're recruiting (5 April 2022)
- 3.7K – Joy meets special Constables (17 March 2022)
- 2.8K – Statement (6 May 2022)
- 1.9K – Spiking video (27 April 2022)

### **Top Facebook posts (by reach):**

- 5.6K – Tackling Violence Against Women (21 April 2022)
- 5.4K – Public invited to submit questions on process to report crime (9 May 2022)
- 4.1K – Community Safety Fund (6 May 2022)
- 3.7K – Meeting Special Constables (17 Mar 2022)
- 3.03K – Recruitment Post with video (28 April 2022)

### **Top Instagram posts (by reach):**

- 197 -Joint Scrutiny Panel (25 April 2022)
- 181 – Joy welcomes Tonya Antonis (1 March 2022)
- 177 – Joy presents £5K cheque (25 March 2022)
- 173 – Joy meets David Stone (18 March 2022)
- 162 – We're recruiting (5 April 2022)

## **4. Recommendations**

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

**Steve White**

Chief executive

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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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