

## Police and Crime Panel

9 September 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 (24 June to 19 August 2022):

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

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

- Commissioner secures almost £1.5m funding jackpot to make County Durham and Darlington safer (25 July 2022)
- New guidance welcomed to improve support for victims of anti-social behaviour (8 July 2022)

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

##### TV and Radio Interviews:

- Police Oracle-Interview re bringing victims services in house (11<sup>th</sup> July)
- BBC Radio Tees- Interview re Alcohol Related ASB (11<sup>th</sup> July)
- Peter Grant- podcast discussion (8<sup>th</sup> August)

#### 3. Social media activity (as of 19 August 2022)

- 7,859 followers on Twitter
- 6,418 followers on Facebook
- 815 followers on the Instagram Account
- 63 subscribers on the YouTube Channel

## **Top social media posts between 24 June and 19 August 2022**

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

- 1.7K – Victims’ Commissioner’s Victims’ Survey (10 August 2022)
- 1.1K – 20<sup>th</sup> Anniversary of PCSO’s (13 July 2022)
- 1.0K – What’s the harm campaign (28 June 2022)
- 1.0K – Cross Sector Safety and Security Communications event (18 July 2022)
- 0.7K – Aycliffe Blue Light Day (14 July 2022)

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

- 7.5K – Commissioner secures almost £1.5m funding jackpot to make County Durham and Darlington safer (25 July 2022)
- 7.0K – We’re hiring- Rape and Serious Sexual Offence First Contact Navigators (4 August 2022)
- 5.8K – We’re hiring- Victims Care and Advice Service Team Leader (19 August 2022)
- 2.3K – Interschool art competition (27 July 2022)
- 2.2K – Chester le Street Activity Week (10 August 2022)

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

- 167 -Anti Social Behaviour funding (25 July 2022)
- 149 – Chester le Street Activity Week (10 August 2022)
- 127 – What does the PCC do (12 August 2022)
- 115 – Environment and Sustainability in Focus report (2 August 2022)
- 112 – CCTV upgrade Darlington (24 June 2022)

## **4. Recommendations**

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

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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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