



Office of the Police and Crime Commissioner for Cleveland

Q2 Communications and Community Engagement Report

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Background

The purpose of this report is to monitor the activity and impact of the communications and community engagement functions of the Office of the Police and Crime Commissioner for Cleveland.

Communicating and engaging with the people of Cleveland, our partners and target audiences is a priority for the OPCC and is central to the aims and objectives of the PCC's Police and Crime Plan.

The Commissioner is elected to be the public's representative for policing and community safety, using his influence to make Cleveland's voice heard and speak up for its police force at local and national levels.

Communications

The Office of the Police and Crime Commissioner has a small communications team, responsible for the communications, media and digital output of the office and to support the PCC to deliver the objectives of his Police and Crime Plan.

Communications and media activity: Quarter 2

The OPCC Communications Team are seeking to better understand their engagement with the media – including how many press releases are issued, how many media enquiries are received and how they are responded to.

This is done with a detailed log, which helps team members log and track media liaison.

	Q1 (April – Jun)	Q2 (July-Sept)	Comparison to previous reporting period
Proactive press releases issued	21	16	-23.8% ↓
Media enquiries received	44	69	+56.8% ↑
Media interviews conducted	4	10	+150% ↑
Statements provided	5	6	+20% ↑

It is worth noting that a proportion of the media enquiries received by the OPCC Communications Team are intended for Cleveland Police's Corporate Communications Department. All enquiries received by the OPCC are directed to the correct department in the Force and journalists are corrected on the correct contact details to use for future reference.

We estimate that around 14% of media enquiries received are as the result of either a proactive press release or digital content created by the OPCC Communications Team. Moving forward, we will be seeking to increase this figure significantly by offering more interview and media opportunities in the quarter ahead.

We are encouraged by the increased engagement we had with the media during Q2, particularly considering the 10-day national mourning period and restriction to media opportunities following the death of her Majesty Queen Elizabeth II.

Notable stories during Quarter 2

A full list of press releases issued by the OPCC can be found at *Appendix A*.

The death of Queen Elizabeth II and proclamation of King Charles III

On the evening of Thursday 8th September, Buckingham Palace announced the death of

Queen Elizabeth II. The OPCC had an Operation London Bridge plan in place to ensure the organisation's public-facing outlets would be amended to be respectful as we entered the national period of mourning.

Within 30 minutes this plan was implemented, including the publication of a statement from the PCC, changing the OPCC logos to a black version and amending the OPCC website. All public-facing events were cancelled and media activity was postponed. It is important to recognise the impact the 10 days of mourning – and the minimal media activity - may have had on this quarter's figures.

Launch of COPA

On Monday 26th September the PCC, in partnership with developers Alt Labs, launched COPA – Cleveland Online Policing App at an event in Redcar. The launch was attended by invited stakeholders and covered by BBC Look North, Teesside Live, Hartlepool Mail, TFM Radio and police industry publications. The OPCC Communications Team and other OPCC staff are working on promoting the app amongst communities, including advertising on buses and on social media.

Community Trigger campaign

As part of the PCC's objective to tackle ASB, the OPCC ran a campaign to raise awareness of community trigger. This involved a seven-week paid social media campaign to help communities understand when community trigger can be used. The social media campaign had the following results:

- **Link clicks (to OPCC Community Trigger page):** 636
- **Reach (number of people who saw our advert):** 27,408
- **Requests for community trigger:** Under assessment, but increases reported

The campaign also involved a training session on ASB and community trigger for professionals. This was delivered by ASB Help and attended by approximately 40 people.

Launch of £500,000 fund for violence-reduction projects

Following the announcement that Cleveland would be receiving funding for a violence reduction unit, the PCC launched a £500,000 fund for community groups interested in delivering violence prevention projects. The launch took place at James Cook University Hospital, where the PCC had a tour hosted by Vascular Surgeon Barney Green on the costs of violent crime on health services. The media event was attended by the Northern Echo, Teesside Live, TFM Radio and BBC Look North.

Media monitoring

At present the OPCC Communications Team is seeking a provider for media monitoring, to assist us in understanding how the proactive communications and PR work we do converts into media coverage. This scoping work is taking place and further updates will be provided.

Social media: Quarter 2

The OPCC Communications Team manages and maintains five main social media accounts, in order to provide the public with information about the work of the PCC and his team.

These accounts are:

Twitter: **@Cleveland_PCC**
 Facebook: **Office of the Police & Crime Commissioner for Cleveland**
 Instagram: **@clevelandopcc**
 YouTube: **ClevelandPCC**
 LinkedIn: **www.linkedin.com/ClevelandPCC**

Facebook

	Q1 (April – Jun)	Q2 (July-Sept)	Comparison to previous reporting period
Total followers	2,889	2,990	+3.5% ↑
Number of posts	64	63	-1.5% ↓
Page reach (the number of people who saw any content from or about our Page)	26,648	69,958	+162.5% ↑
Page visits (the number of times that our Page was visited)	2,634	4,584	+74% ↑
Paid reach (The number of people who saw our ads at least once)	0 – no ads running	27,408	N/A
Paid impressions (the number of times that our adverts were on-screen)	0 – no ads running	102,919	N/A

The OPCC had a positive period on Facebook, with figures increasing in the right direction across the board in comparison to the previous quarter. Despite a similar number of posts to the previous reporting period, visits to the OPCC Facebook page increased by 71.4% and the reach of the page increased by 157% during quarter 2.

In addition to improvements in the quality of content, the page has benefited from paid advertising as part of the PCC’s Community Trigger campaign. This has resulted in a 42.3% increase in followers during the reporting period, with spikes during the seven weeks of the campaign. Please find attached at *Appendix B* a full report on the impact of the Community Trigger campaign conducted by the OPCC during the summer period.

Our audience on Facebook is 65.4% female, with the largest category being females aged 35-44 years old. Most of our followers live in Middlesbrough.

Twitter

	Q1 (April – Jun)	Q2 (July-Sept)	Comparison to previous reporting period
Total followers	Data not available	5,221	N/A
Number of tweets	98	109	+11% ↑
Impressions (the number of times our tweets were seen)	40,200	36,900	-8.2% ↓
Replies (the number of times someone replied to our tweets)	95	154	+62% ↑
Likes (the number of times someone liked our tweets)	183	167	-8.7% ↓
Engagement rate (the amount of engagement we receive in comparison to impressions)	3.2%	3.1%	-0.1% ↔

Figures across Twitter have remained relatively stable across quarter 2, particularly considering the 10 days of inactivity which took place following the death of Queen Elizabeth II. Our number of tweets reduced slightly and despite a reduced number of impressions, we had 62% more replies to our tweets than the previous quarter.

Instagram

	Q1 (April – Jun)	Q2 (July-Sept)	Comparison to previous reporting period
Total followers	Data not available	308	N/A
Number of posts	27	27	-0% ↔
Number of stories	7	7	-0% ↔
Reach (the number of unique accounts that saw any of our posts or stories at least once)	579	951	+64.2% ↑

Instagram remains a growing platform for the OPCC, where there is a need for the content to be tailored towards a younger audience through high-impact graphics, photography or short-form video. The quantity of the content we distribute across this platform has remained static between Q1 and Q2, although we have seen a 64% increase in reach during this quarter. Our key aim around Instagram is to increase the number of people who follow us, to allow our content to reach as many people as possible.

LinkedIn

	Q1 (April – Jun)	Q2 (July-Sept)	Comparison to previous reporting period
Total followers	Data not available	851	N/A
Number of posts	38	38	-0% ↔
Page views	216	199	-7.8% ↓
Impressions (the total number of times our posts were seen)	11,475	14,423	+25.6% ↑
Reactions	318	411	+29.2% ↑
Reposts	44	31	-29.5% ↓

Engagement on LinkedIn continues to grow for the OPCC, as we collaborate with more organisations across the Cleveland area and raise awareness of the work of the team. The content for this platform

should be slightly tailored towards other businesses and organisations – with an increased focus on the OPCC team and our best practices as an organisation.

There has been a 25% increase in impressions over the last quarter, meaning our content is being seen by more people and on a more regular basis. This led to a 29% increase in reactions to our posts. We continue to ask OPCC team members to share our posts on their own pages and talk about their work regularly. Most of our followers work in Community and Social Services (22.2%) or Media and Communication (11%).

Website: Quarter 2

Since redevelopment in October 2020, the OPCC website remains an important tool for us to communicate with communities in greater detail, plus to ensure we publish information as required under law.

	Q1 (April – Jun)	Q2 (July-Sept)	Comparison to reporting period
Users (users who have initiated at least one session during the date range)	6,650	8,168	22.8% ↑
New users (the number of first-time users during the selected date range)	6,384	7,838	22.7% ↑
Page views (page views is the total number of pages viewed)	19,998	24,618	23.1% ↑

During this quarter, the majority of people who accessed the OPCC website did so through organic search (57.5%), with a smaller number accessing the site directly through links (18.8%) or via social media (16.8%).

The most popular pages accessed during this quarter were the Home Page, Contact Us and the Apply for Community Funding.

Newsletter: Quarter 2

The OPCC Newsletter remains under review, as we seek to increase the number of people signed up for the newsletter and engaging with our content. Our Digital Media Officer is in the process of reviewing the current tool we use to create and distribute the newsletter, as well as coming up with innovative ideas to increase sign up.

	June	July	August	September
Recipients	255	254	254	255
Open rate	17.57%	18.06%	18.26%	19.82%
Clicks (number of times recipients have clicked content within the newsletter)	10	12	7	21
Unsubscribe	0	1	0	0

We are encouraged that despite a challenge to increase the number of people signing up to the newsletter, open rates are continuing to increase. September 2022 saw a 200% increase in the number of clicks within the newsletter, which we believe is likely driven by the information included about COPA. Further updates will be provided on changes to the newsletter.

Planning for Quarter 3

Promotion of COPA

We continue to lead on the roll-out of promotional materials about COPA to local organisations, community groups and venues, as well as relevant departments within Cleveland Police. We have plans to undertake some paid social media promotion towards the end of Q3, whilst we consider 'physical' advertising measures such as billboards and bus posters for early Q4.

Restorative Justice Week

Restorative Justice Week will take place 20th-26th November 2022. We are working with our commissioned service Restorative Cleveland to identify communications/media opportunities.

White Ribbon Day

White Ribbon Day is 25th November 2022 – the purpose of White Ribbon Day is to ask men and boys to 'never use, excuse, or remain silent about men's violence against women'. We have plans to work with local men's groups across Cleveland to make a stand against VAWG.

Precept consultation

From Monday 31 October 2022, the OPCC will conduct its annual consultation with residents on how much they are willing to pay towards policing in their Council Tax. This will involve the promotion of an online survey, plus advertising face-to-face consultations across Cleveland.

Community Engagement and Consultation

The role of the PCC is designed to be the link between the public and the policing service which is delivered on their behalf. PCCs are elected by the public to hold Chief Constables and the Force to account, effectively making the police answerable to the communities they serve. A key role for PCCs is therefore representing and engaging with local communities to help ascertain and deliver their policing priorities.

Face-to-face engagement stalls

During quarter 2, the OPCC had a physical presence at the below events:

Date	Engagement location	Local authority area
17/07/2022	Stockton EID Fusion	Stockton-on-Tees
19/07/2022	Tescos Eaglescliffe	Stockton-on-Tees
25/07/2022	Tescos Ingleby Barwick	Stockton-on-Tees
05/07/2022	Tescos Eston	Redcar and Cleveland
15/08/2022	Knife Angel Kirkleatham Museum	Redcar and Cleveland
13/08/2022	Middlesbrough Mela	Middlesbrough
16/08/2022	Coop Hartburn	Stockton-on-Tees
25/08/2022	Knife Angel Kirkleatham Museum	Redcar and Cleveland
31/08/2022	Loftus Coop	Redcar and Cleveland
05/09/2022	Stockton Riverside Freshers	Stockton-on-Tees
07/09/2022	Redcar & Cleveland College Freshers	Redcar and Cleveland
08/09/2022	Guisborough Coop	Redcar and Cleveland
22/09/2022	Teesside Uni Student Safety Day	Middlesbrough
24/09/2022	Festival of Thrift	Redcar and Cleveland
25/09/2022		

The purpose of the OPCC's presence at these events is to engage with communities about crime and antisocial behaviour in their area, whilst asking them about their confidence in local policing.

This was done through a counter consultation in which residents were asked to select on a sliding scale how confident they were in local policing in their area. This consultation was concluded at the end of Q2, as the purpose of the OPCC's engagement activity has shifted to increasing downloads of COPA.

The results of the consultation are :

- **Number of people who took part: 2,227**
 - Not at all confident: 208 (9%)
 - Not very confident: 242 (11%)
 - Neutral: 183 (8%)
 - Quite confident: 765 (34.5%)
 - Very confident: 829 (37.5%)

PCC Surgeries

During 2022, the PCC committed to running appointment-based surgeries, for members of the public to meet with him face-to-face about crime and community safety issues in their area. These surgeries rotate around the Cleveland area, with a surgery taking place in each of the area's boroughs – Hartlepool, Stockton-on-Tees, Middlesbrough and Redcar and Cleveland – every four months.

For security reasons, the OPCC does not advertise the exact location of these surgeries for members of the public to 'drop in' and the reason for the appointment must be given in advance. This also helps the OPCC team to best prepare to assist the member of the public with their query or concern.

Whilst no PCC surgeries took place during the Q2 reporting period, the following surgeries are scheduled for Q3:

- 18 November – Billingham, Stockton-on-Tees
- 14 December – Newport, Middlesbrough

Precept consultation

It is the responsibility of the Police and Crime Commissioner (PCC) to secure an efficient and effective police force for the area.

This includes setting the budget for the police force. The Government only provides part of the funding necessary to run the force, and the rest is raised through part of Council Tax, known as the Policing Precept.

The PCC is responsible for setting the level of the precept each year, after consulting with residents. Like the rest of Council Tax, how much residents pay depends upon the value of their home.

The Police Reform and Social Responsibility Act states that the PCC must make arrangements for obtaining the views of the people in that police area, and the relevant ratepayers' representatives, on their proposals for expenditure in that financial year.

Consultation plan

It is proposed that the consultation will run for six weeks from 31st October to 12th December 2022, this will allow a reasonable amount of time to allow people to take part for a meaningful consultation.

These timescales will allow time to undertake the analysis of the results (needed by early January) and to prepare a communications plans to launch the consultation.

Consultation with the public will take the following forms:

- Online survey promoted through OPCC social media and partnership and community networks
- Face to face consultations in shopping centres and community venues using a combination of online/paper surveys and voting with tokens

The public will be asked to select an option from the following:

- **No more than I pay now** – a precept freeze - This would be a significant cut to the police budget due to inflation and current levels of service delivery could not be maintained.
- **Up to £10 a year more** (£0.83 per month), an increase of 3.6% - This would raise around £1.6 million, however is significantly below inflation and would likely lead to reductions in current levels of service delivery.
- **Up to £18 a year more** (£1.50 per month), an increase of 6.5% - This would raise around £3million, is broadly in line with the organisations inflationary pressures and would lead to no reductions in current levels of service delivery.
- **Up to £24 a year more** (£2 per month), an increase of 8.7% - This would raise around £3.8 million, is likely to be higher than the organisations inflationary pressures and would allow some additional investment into policing in Cleveland (an additional 20 Police Officers for example)
- **Up to £30 a year more** (£2.50 per month), an increase of 10.9% - This would raise around £4.6 million, will be much higher than the organisations inflationary pressures and would allow even further investment into policing in Cleveland (an additional 40 Police Officers for example)

In addition to an online survey, members of the public will have the opportunity for face-to-face engagement with the Commissioner's office at a number of stalls across the Cleveland area.

Appendix A

OPCC Press Releases – Quarter 2

- 1st July 2022 - [Community members wanted to ensure fair handling of police misconduct](#)
- 7th July 2022 - [Crime prevention project makes streets safer in three areas of Cleveland](#)
- 20th July 2022 - [Working together is key in resolving antisocial behaviour, says PCC](#)
- 20th July 2022 - [PCC launches campaign to raise awareness of tool to help victims of ASB](#)
- 21st July 2022 - [PCC launches £500,000 fund for interventions to reduce violent crime](#)
- 25th July 2022 - [Government funding to boost safety on Middlesbrough estates](#)
- 27th July 2022 - [£20K-plus to arrest rise in summer violence](#)
- 4th August 2022 - [Bridging the gap for Cleveland's diverse communities affected by domestic abuse](#)
- 9th August 2022 - [Putting the pride back into two Stockton estates](#)
- 11th August 2022 - [Scheme proven to reduce youth re-offending gets three-year funding commitment](#)
- 24th August 2022 - [Over 70 exploited young people protected during pilot project](#)
- 30th August 2022 - [PCC meets team working with disengaged young people in Hemlington](#)
- 31st August 2022 – [Blog: No More Knives](#)
- 9th September 2022 - [PCC pays tribute to Her Majesty Queen Elizabeth II](#)
- 21st September 2022 - [Funding for charities to provide a brighter autumn for all](#)
- 23rd September 2022 - [Campaign launched urging bystanders to report street harassment and abuse](#)
- 26th September 2022 - [Cleveland's first app for policing and community safety launched](#)
- 28th September 2022 - [PCC leads new partnership getting tough on drug misuse](#)
- 30th September 2022 - [Grant supports victims of serious road collisions in Cleveland](#)

Appendix B



OPCC Community Trigger Campaign – Summer 2022

Aim of the campaign

Police and Crime Commissioner Steve Turner has made it a key objective in his Police and Crime Plan to develop effective, long-term solutions to tackling antisocial behaviour (ASB) across the Cleveland area.

As part of this work, the Office of the Police and Crime Commissioner (OPCC) has commissioned a range of diversionary activity for young people at risk of ASB and made investments in measures to make ASB hotspots safer for those who live, work and visit there.

Following some high-profile media coverage regarding ASB in the Hemlington area of Middlesbrough, the PCC wanted to increase awareness of the mechanism of community trigger.

Community trigger – or an ASB Case Review – can be requested by an individual who has made three or more ASB reports (to any organisation) within the last six months. Requests meeting local criteria will be considered by a panel made up of representatives from the police, local authority, housing providers, fire and rescue services and community groups.

A recent YouGov survey on ASB found that only 2% of respondents had heard of community trigger.

The aim of the campaign was to increase knowledge about the community trigger mechanism and increase the number of requests made for community trigger with local authorities.

Ahead of the campaign, the number of case reviews completed by local authorities were as below:

	Q1 20/21	Q2 20/21	Q3 20/21	Q4 20/21	Q1 21/22
Number of CTs Hartlepool	4	0	0	0	0
Number of CTs Stockton	2	0	0	2	1
Number of CTs Redcar	0	1	0	0	0
Number of CTs Middlesbrough	0	0	0	0	7

Campaign plan and measures

The campaign was designed to be largely social-media based, with a community engagement element.

Our target audiences were as follows:

- Cleveland Police Neighbourhood Policing Team
- Other Blue Light services
- PCC's office
- Hospitals
- Youth organisations
- Community/voluntary sector
- Local councillors/MPs
- Specific target groups:
 - Refugees and asylum seekers
 - People from BAME backgrounds
 - People with learning difficulties and disabilities
 - Older people
 - Victims of domestic abuse and sexual abuse
 - People with physical and mental health issues
 - Young people

Media

On Wednesday 20th July, the OPCC distributed a press release to inform local, regional and national media about our seven-week campaign to raise awareness of community trigger.

Press release: [PCC launches campaign to raise awareness of tool to help victims of ASB - Cleveland Police and Crime Commissioner](#)

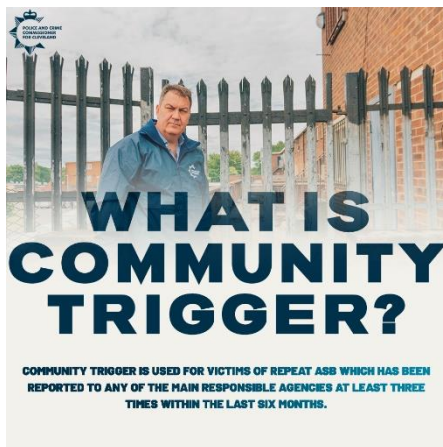
Social media

The OPCC Communications Team developed a campaign plan, involving weekly posts from the OPCC Facebook, Twitter, Instagram accounts.

The weekly themes were as follows:

Week 1	Launch – what is Community Trigger?
Week 2	How a case review works
Week 3	Support available for victims
Week 4	Plugging the awareness session with ASB Help
Week 5	Case study
Week 6	Case study – and future steps

Graphics were designed to be used on the weekly posts:



In addition to our weekly social posts, a decision was taken to commission a seven-week social media advertising programme to raise awareness of community trigger in areas most affected by ASB.

The key features of the campaign were as follows:

- Running from 20th July to 31th August – the school holiday period and an increased period of activity for ASB
- Budget of £10 per day over the 42 day campaign period – total budget of £420.
- Targeting people between the ages of 18 and 65+.
- Targeted neighbourhoods (a 1km radius) based on feedback from key partners:
 - Central Middlesbrough
 - Hemlington
 - Stockton Town Centre
 - Norton North
 - Guisborough
 - Teesville

Based on our proposed budget and target audience, our advertising had the potential to reach a maximum of 210.7k people over the course of the ad campaign.

This would translate to a maximum figure of 5762 clicks to the PCC's Community Trigger webpage.

Community engagement

A leaflet was developed to explain the community trigger process to members of the public, when engaged with at community/public events. The OPCC was scheduled to attend several events during the course of the summer, when the leaflet would be distributed with the public.

Website

The Community Trigger webpage was to be updated to reflect the latest information and to link to the correct pages on local authority websites.

Stakeholder engagement

The OPCC had plans to inform key partners via email of the launch of the community trigger campaign and to promote the community trigger training, commissioned by the OPCC and delivered by ASB Help.

Training for professionals

To better inform stakeholders on community trigger, particularly those who have responsibilities for tackling ASB, we commissioned the assistance of ASB Help to deliver a training session for professionals. For £300 for a three-hour session, we hoped to reach many professionals working in the Cleveland area.

Campaign results

Requests for community trigger

Data on the number of community trigger requests will be analysed over the coming months to identify whether an increase has been seen by local authorities. There has been some anecdotal evidence from Middlesbrough that they have seen more reports than normal – although this will need to be qualified by figures.

Social media advertising

We had the below headline results from the social media advertising we commissioned.

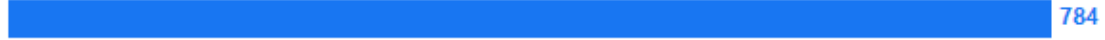
(It is worth noting that there was a short period of time in which we had issues with the payment option on Facebook – and this resulted in the advertisement being paused for an unknown period of time. We do not anticipate that this had a significant impact on the campaign, but it may have slightly reduced the final reach/engagement)

- **Total cost:** £236.42 over 42 days
- **Link clicks (to OPCC Community Trigger page):** 636
- **Reach (number of people who saw our advert):** 27,408

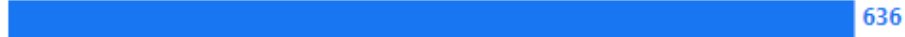
Activity breakdown

Activity

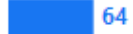
Post engagement



Link clicks



Post reactions



Post shares



Post comments

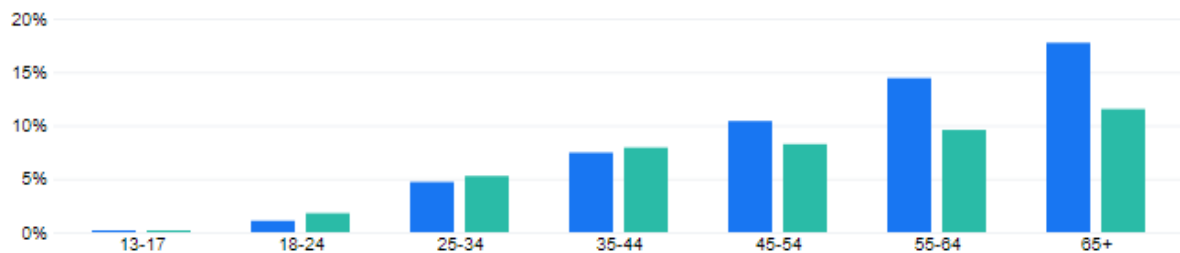


Post saves



Breakdown of people reached through advertising

55.7% Women 44.3% Men



Training

Approximately 40 professionals joined the Community Trigger training delivered by ASB Help. This was around half of the numbers of people who signed up, which was slightly disappointing.

Feedback on the session is below:

Feedback survey

Did you find the session useful?

Do you feel more confident in your knowledge?

Any other feedback, please feel free to make a comment and let us know?

Did you find the session useful?

18

yes

94%

no

6%

Do you feel more confident in your knowledge?

18

no difference

22%

more confidence

78%

Edit

Any other feedback, please feel free to make a comment and let us know?

6

Anonymous

Too generic. Spent too much time in legislation, and not enough time on community trigger. Too much front loading and talking, could be more interactive. Found it boring in parts. It was pitched too low for police and too high for members of public and those outside organisations. Needs to be different training for different agencies one size definitely does not fit all with this training. Still not sure if people would actually know how to trigger a community trigger.

Anonymous

Thank you for putting this session on. As a legal professional I had hoped that this would have provided more of an overview of the legislation and guidance and discuss best practice. It was however interesting to hear your views and listen to the questions posed. Thank you

Anonymous

This will be very useful for the Resolution Team dealing with expressions of dissatisfaction

Anonymous

Thankyou

Anonymous

Great session. Knew some of the information but learnt quite a bit as well. Loved the Slido really good way to be involved in the session without having to go on camera or microphone.

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Anonymous

Right level. Very useful. Thank you

Anonymous

Really helpful session!

Anonymous

n/a

Community engagement

The OPCC attended the below events during the dates of the campaign, where community trigger leaflets were handed out:

- Supermarket Roadshow – Ingleby Barwick
- Supermarket Roadshow – Redcar
- Supermarket Roadshow – Linthorpe
- Middlesbrough Mela
- Knife Angel, Kirkleatham
- Supermarket Roadshow – Hartburn
- Supermarket Roadshow – Loftus

The leaflets remain in the general resources available for the OPCC team to distribute at community events.