

## **Joint Communications & Engagement Strategy: Annual Outturn Report for Gwent Police 2018/19 (1<sup>st</sup> April 2018 – 31<sup>st</sup> March 2019)**

Effective communication and engagement is essential to the British model of 'Policing by consent'. Maintaining public confidence and trust in the police enables us to deliver on the priorities set out on the Police and Crime Plan and fulfil our core duty to protect and reassure our communities. Public engagement is also a legal duty placed on the Chief Constable under the Police Reform and Social Responsibility Act 2011.

### **A joint strategy**

In the summer of 2018 a joint communications and engagement strategy was agreed between the Commissioner and Chief Constable to ensure a coherent 'joined up' approach to how the organisations communicate and engage with our communities and key stakeholders.

This strategy is supported by each organisation developing a separate delivery plan. However, whilst the principles of the strategy existed, the plan for Gwent Police was not in place during the time period covered by this report (it has subsequently been developed). As such, this report covers the general communication and engagement activities undertaken by Gwent Police during the last financial year based on the information that is available at the time of writing. It should be noted that this is not exhaustive, with much of the activity not being routinely captured, but the report will provide an insight into the work being undertaken.

This partnership approach with the OPCC is supported by the introduction of weekly meetings between the two teams to ensure best use of resources and to avoid duplication of effort/work where possible.

### **A Force wide effort**

The responsibility to effectively communication and engage with our communities and stakeholders extends across the organisation. This is reflected in the wide range of activities undertaken and the large number of staff that are involved. It is truly a force wide effort with major contributions from the Neighbourhood Policing Teams in each Local Policing Area, as well as specialist departments such as Diversity & Inclusion, the Force Communications Suite and Corporate Communications. The breadth of this activity is a major reason why it can be difficult to effectively report on it.

### **Engagement**

The activity undertaken by the force to engage with our communities was the subject of a significant report submitted for SPB in June this year. This captured much of the

activity during the last financial year and can be viewed below. It is not intended to repeat this information in this report.



Force Engagement  
Report.doc

## **Communications**

Another very wide area, this involves not just communicating our key messages and keeping communities and stakeholders informed of our activities, but also providing information and updates about incidents, often in real time. Again, this is very much a team effort. Some of the key contributions include:

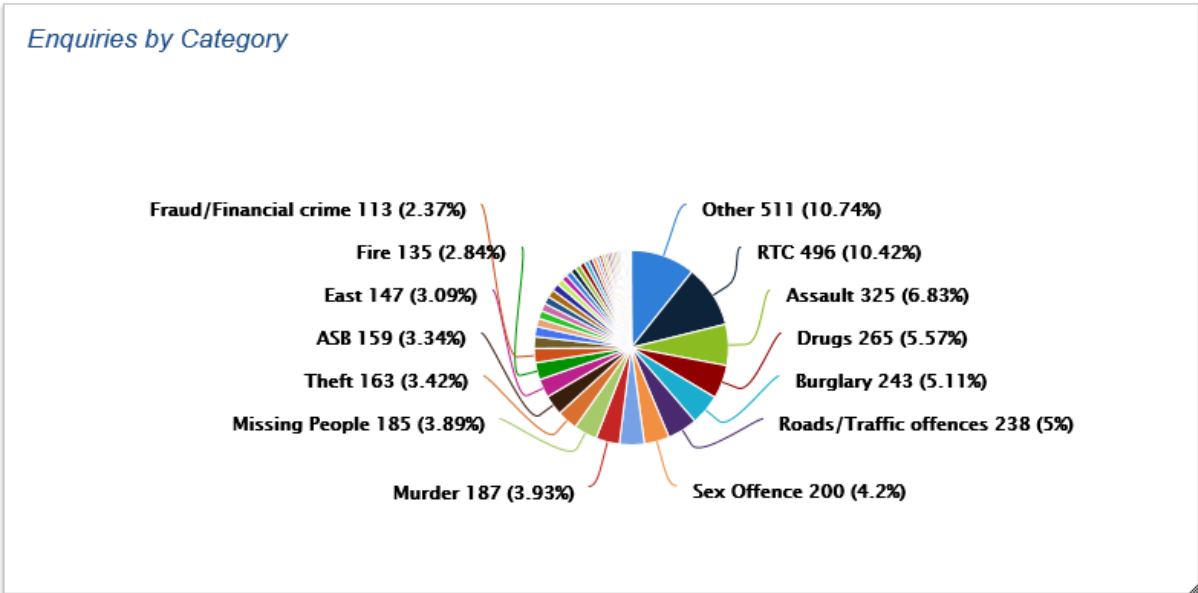
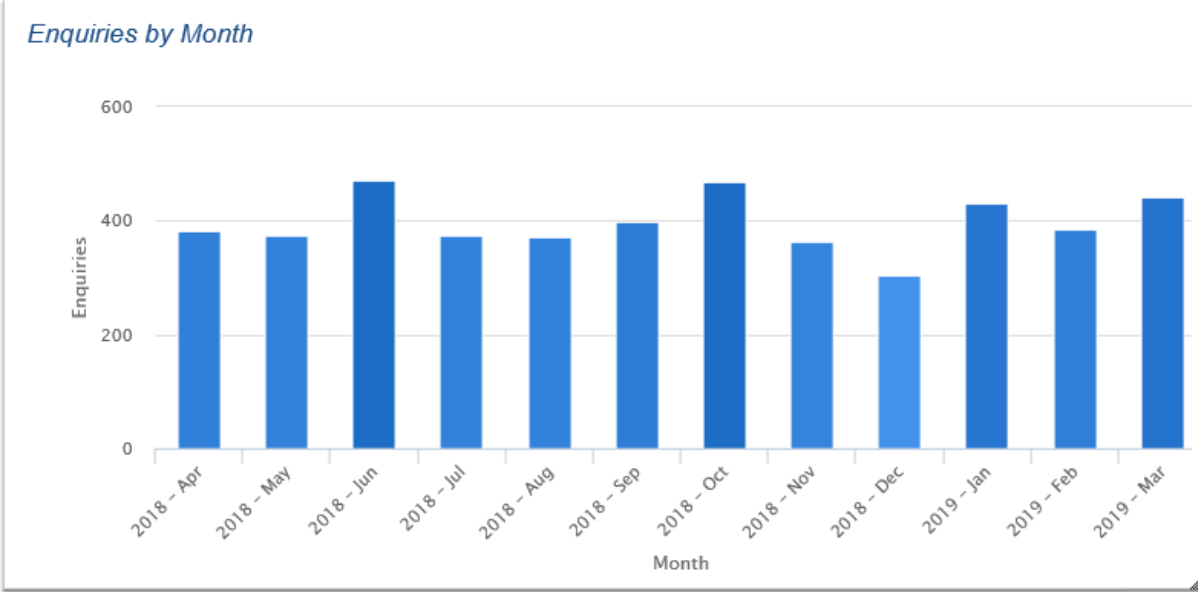
### **The Corporate Communications Department**

#### **The 'News Desk'**

A core responsibility of the department is to maintain an effective 'News Desk' function to ensure we are effectively informing the public and supporting the media.

Between 0800 –1600 hours Monday – Friday two Communication and Engagement Specialists (CESs) will be allocated to the 'News Desk'. They will deal with all the office hour enquiries from the media, provide a presence on the Daily Management Meetings and assist with all real time requests from officers and staff for circulations, appeals or other time sensitive work. They will also deal with any other short-term 'reactive' work such as providing a force information response to on-going incidents or events of national significance.

The 'News Desk' is a significant commitment and on average accounted for around 50 % of a CES's working week during this period. It also accounts for the majority of enquiries that are documented on the department's Record Management System. This shows the volumes and recorded categories for the last financial year as:



(It should be noted that subsequent to the reporting period work has been on-going to achieve greater consistency in how enquiries are categorised, including training from the service provided. This should allow for more accurate analysis going forward).

On Call

To provide 24 hour CES support in dealing with the media and providing public information during serious or major incidents an out of hours 'on call' system went live in October 2018. There were 38 call outs in the reporting period.

Examples of the incidents involved included a murder investigation, unexplained death, suicide, stranger rapes, several robberies as well numerous high risk missing people and serious Road Traffic Collisions.

Communication Strategies and Campaigns

Specific communication strategies, plans and campaigns have been developed over the period to support the delivery of some key force priorities and objectives. Whilst sometimes aimed primarily at the internal audience, examples of these with a significant external focus have included:

- The highly successful 'Op Jigsaw' targeting Serious and Organised Crime. Communication activity included an external launch, awareness raising and regular updates on the enforcement activity being undertaken and the success achieved.
- Op Sceptre and knife crime: A comprehensive Knife Crime Communications Strategy was completed to support the overarching force strategy on knife crime. As part of this there were significant external communications to support the two Op Sceptre stop & search operations during the reporting period.
- A 'Vulnerability' communications plan was developed to support the work of the Public Protection Unit in areas such as domestic abuse, stalking and harassment, sexual violence, FGM, child abuse and child sexual exploitation. Incorporated into this was Hate Crime Awareness Week, National Stalking Week, White Ribbon Day, National Safeguarding Week, National CSE awareness day, #ITSNOTOK, National FGM campaigns and updates on force wide action days.
- A communications plan to support the various Gwent Police recruitment campaigns and launch of the online recruitment hub.

Additionally, in partnership with the OPCC communications team, a draft joint communication and engagement plan for the proposed new HQ build was developed and agreed.

#### Other communication activity

Other notable external communication activity during the reporting period included:

- Acid Attack Response Kits launch. This concerned kits to respond to acid attacks or other hazardous substance incidents being provided to licenced premises in Gwent. A formal initial media launch arranged by the team was followed by subsequent publicity as the project was rolled out across the county. The team engaged the interest of the Crimewatch Roadshow programme on which the appearance of a senior officer was facilitated. Viewing figures of over a million were reported.
- Support for the Cyber Crime Team, including the Cyber CSO, associated campaigns and daily support for the Cyber bus tour as it made it's way around Gwent.
- Facilitating the on-going work for the successful Crash Detectives television series that is approaching series 3.
- Publicising success and recognition for officers including the Chief Commendations in November 2018 and Force Awards in March 2019.
- Working with Senior Investigating Officers to inform and support the media in a number of high profile court cases such as the David Gaut murder trial.

## Training

The team continues to support the organisation by delivering training in various aspects of communication. Of direct importance to our external communication and engagement is the Crowd Control training delivered to our social media users. This half day session looks at how best to use social media, the practical and legal 'do's and don't's' as well as how to use our procured social media management platform 'Crowd Control'. In the reporting period 12 sessions were delivered to 92 employees.

Additionally the team trained all the current operators on the Social Media Desk.

## **Social Media**

A key communication and engagement tool Gwent Police had 79 social media accounts during the reporting period comprising:

7 principal corporate accounts: Facebook (English & Welsh), Twitter (English & Welsh), You Tube, Instagram, LinkedIn.

72 other individual, team or group twitter accounts.

For the purpose of this report, only data for the main corporate accounts have been included.

Prior to December 2018 the vast majority of the Gwent Police activity on these corporate accounts was undertaken by members of the Corporate Communications Department. Since the introduction of the Social Media Desk in December specially trained officers from the Force Control Room have also contributed significantly to the activity on the corporate Facebook and twitter accounts.

## Facebook

The English language Facebook account had followers 106,198 on the 1<sup>st</sup> April 2018 and 120,270 on the 31<sup>st</sup> March 2019, an increase of 14,072 (13%) over the year. The figures for the Welsh Facebook account were 130 and 230 respectively, an increase of 100 (77%).

During the year the total number of Gwent Police generated posts and associated impressions (number of times the content would have appeared on someone's screen) were:

English: 1,133 posts & 47,720,368 impressions

Welsh: 960 posts & 63,206 impressions

The top 5 Gwent Police posts generating most impressions were:

### English

- The knife attack on PC Rhydian Jones with 4,736,520 impressions and an engagement rate of 1.04% (Engagements divided by impressions / 100).
- An appeal to locate the owners of stolen quad bikes with 650,341 impressions, engagement rate of 0.6%

- Informing the public of a 48 hour dispersal order in Twmbarlwm, near Risca following antisocial behaviour towards firefighters battling grass fires. 480,327 impressions, 2.02% engagement rate.
- Informing the public in real time of a number cars being stolen off driveways whilst owners had left the engines running. 310,740 impressions, 0.9% engagement rate.
- The passing of one of our retired Police Dogs with 284,096 impressions and an engagement rate of 2.9%.

#### Welsh:

- National Volunteers Week with 12,706 impressions and an engagement rate of 0.1%.
- Advertising vacancies in the Force Control Room with 1501 impressions, 4.3% engagement rate.
- Reporting a Road Traffic Collision on Cambrian Road, Newport with 1448 impressions, 0 engagement rate.
- A missing person appeal for a 17 year old girl with 718 impressions, 0.7% engagement rate.
- Adverse weather warning, 518 impressions and 0 engagement rate.

Total engagements for the year were:

English – 275,424

Welsh - 298

#### Twitter

On 31<sup>st</sup> March 2019 the English twitter account had 72,217 followers and the Welsh 462. It has not been possible to obtain the figures for the previous year by way of comparison.

The total number of Gwent Police tweets and associated impressions for the year were:

English: 1,844 tweets, 8,777,495 impressions

Welsh: 971 tweets, 176,112 impressions.

Gwent Police tweets were liked 17,399 times and re-tweeted 9,295 times.

The top 5 tweets generating most impressions were:

English:

- Launch of the countdown to the Behind the Badge open day with 66,209 impressions, engagement rate of 1.2%.

- An update on Op Finch activity in Newport with 48,293 impressions and 8.8% engagement rate.
- Two further updates on Behind the Badge with 46,503 & 42,519 impressions and 1.3% & 1.2% engagement rates respectively.
- A good luck tweet from HeddluBach to the Welsh rugby team with 36,479 impressions and 1.7% engagement rate.

Welsh:

- National Volunteers Week with 8710 impressions and a 2.2% engagement rate.
- Newport County playing in the FA cup with 6704 impressions and 0.9% engagement rate.
- An update regarding the arrest of a suspect in a serious sexual assault in Crumlin with 5174 impressions and 10.3% engagement rate.
- A social media feedback questionnaire with 2302 impressions and a 0.6% engagement rate.
- A Gosafe road safety campaign with 2106 impressions and a 3.8% engagement rate.

In total there were 254,175 engagements with Gwent Police tweets on the English page for the year and 3,106 engagements with the Welsh page.

### YouTube

The Gwent Police YouTube account currently has 861 subscribers. However it is not possible to confirm the actual number on the 1<sup>st</sup> April 2018 or 31<sup>st</sup> March 2019. Over the reporting period there were 183,217 views of content for a total of 530,189 minutes. The Average watching time was 2 minutes 53 seconds.

The top 3 most watched videos were:

- Body Worn Video footage of the attack on PC Rhydian Jones: edited version with 73,957 views and unedited with 73,191 views. These two videos thus accounted for the majority of the views on our YouTube channel.
- The 'Is it worth it?' short film made several years ago with Newport Youth Offending Service concerning shoplifting and theft. This had 4206 views.

It should be noted that the videos posted by Gwent Police on YouTube are also used as embedded content on the corporate Facebook and twitter accounts where they invariably generate much higher viewing figures.

### Instagram

The Gwent Police Instagram account currently has 8278 followers. Again, it has not been possible to confirm the actual number on the 1<sup>st</sup> April 2018 or the 31<sup>st</sup> March 2019. However, the number is believed to have increased significantly over the year.

Over the reporting period there were 17 Gwent Police posts with 2,114 likes and a reach of 45,765.

It is recognised that Instagram is more popular with the younger demographic and is a channel that Gwent Police are trying to develop. However, it is not suitable for a lot of the content we currently produce and identifying the right subject matter and images is crucial for it to be successful.

## **The Social Media Desk**

Launched in December 2018 the Social Media Desk was established to provide a 24-hour professional service for the communities of Gwent, utilising the main corporate Facebook and twitter accounts. This has expanded the ability of Gwent Police to use social media as a means to inform our communities and stakeholders 24/7. It also enables the public to contact the police at a time and place that suits them with the ability to 'Direct Message' allowing confidentiality. It is intended as an extra communication channel to compliment the more traditional methods already in use and provides an alternative for hard to reach groups or those that would not have otherwise engaged with us.

It thus covers both the areas of communication and engagement.

Specific training has been provided to all the Social Media Desk operators by the Corporate Communications Department who were also instrumental in developing the operational processes and guidance now in use.

In addition to the contents of the Engagement report above the activities of the Social Media Desk were also covered in a separate report submitted to SPB in June this year. This can be seen below.



Social Media Desk  
Report.docx

## **Media Activity / Monitoring**

A procured media monitoring service is in place which provides a number of metrics for the reporting period based on searches for the key words of Heddlu Gwent Police. Excluding social media these have recorded that:

- There were 10,440 news items from 722 unique sources. 162 of these were from National Newspapers.
- Total News Reach was 92.97m
- Total news value was £27.74m
- Top news sources by volume, value and reach were,

Volume

Rank	Source Name	Volume
1	South Wales Argus	1,141
2	South Wales Argus (Web)	1,125



3	Wales Online (Web)	350
4	BBC Radio Wales	290
5	BBC (Web)	253

#### Value

Rank	Source Name	Value
1	BBC (Web)	£12.962m
2	South Wales Argus (Web)	£1.661m
3	Wales Online (Web)	£1.362m
4	The Independent Daily	£1.131m
5	BBC Wales	£830,705

#### Reach

Rank	Source Name	Reach
1	BBC 1	4.896m
2	ITV 1	4.071m
3	BBC Radio 2	3.564m
4	BBC Radio 1	3.159m
5	BBC Radio 4	2.996m

The top news stories in terms of reach were not surprisingly those that were broadcast on national television and radio. These primarily focussed on operational matters and including the investigation into the MP Jeremy Thorpe, the David Gaut murder, the betting shop robberies in November 2018 and the conviction of Mark Price and others for serious drug offences. The top stories in the print media were similar but also included coverage of the dismissal of two Police Officers.

### **Gwent Police Website**

The Gwent Police website provides a platform by which we are able to provide clear information and advice to the public either directly or by signposting to other service providers / sources. It is also another area where we are able to provide insights and updates about some of the activity being undertaken in the force. By doing so, it enhances our transparency and assists in service delivery.

The website also offers an opportunity to engage with the public and/or inform people how they might contact Gwent Police to do so. For this reason, it was included in the Force Engagement Report embedded earlier in this document. These details will not be repeated here. However, one extra area of note not included in that report concerns the advice pages provided on the website. Collectively this had 51,237 page views (40,503 unique) with an average time of 1 minute 22 seconds per visit. The most popular advice area concerned Firearms Licensing with 10,400 page visits (7349 unique). The average time spent in this area was 1 minute 35 seconds for the index area and 2 minutes 54 seconds for forms section. The next most

popular advice area concerned off road vehicles with 2,799 page visits (2,628 unique) with an average visit time of 3 minutes 7 seconds.

The content on the Gwent Police website continues to be reviewed, refined and developed. However, it should be noted that the focus is also now being directed to the national Single Online Home project that is scheduled to be introduced to Gwent Police early next year. This will replace the current site and is anticipated to bring significant benefits to the organisation as well as the service offered to our communities and stakeholders.

### **The next steps**

On a practical level some of the key areas going forward include:

- Refining our messaging, ensuring a balanced and consistent approach.
- Improving our ability to consult effectively with our communities and stakeholders, including agreeing on local policing priorities.
- Improving our ability to engage with hard to reach groups.
- Reviewing and aligning our social media presence in accordance with guidance from the National Social Media Project.
- The introduction of the Single Online Home website

However, co-ordinating engagement and communication activity across the force (and recording the results achieved) remains a challenge. The Corporate Communications team have a key role to play in this but it requires a truly force wide approach.

Community Engagement is one of the 7 strands of the NPCC Neighbourhood Policing Strategy and a governance structure to deliver this strategy is being developed. The delivery plan referenced above has now been agreed and measuring performance in this area will be built into the Force Performance Framework currently being developed.