

NOT PROTECTIVELY MARKED

DECISION NO: PCCG-2016-034

OFFICE OF POLICE AND CRIME COMMISSIONER

TITLE: OPCC Report on Engagement and Consultation for 1st April 2015 to 31st March 2016.

DATE: 18th April 2016

TIMING: Routine

PURPOSE: Monitoring

1.	<p><u>RECOMMENDATION</u></p> <p>To note the end of year report outlining the engagement activity undertaken by the Police and Crime Commissioner (PCC) and the Office of the Police and Crime Commissioner (OPCC) between the 1st April 2015 and the 31st March 2016.</p> <p>To note the communications update for the same period 2015/16.</p>
2.	<p><u>INTRODUCTION & BACKGROUND</u></p> <p>This report provides both the technical and the reporting requirements for engagement activities for the identified period.</p> <p>The OPCC Engagement Officer developed a Community Engagement Action Plan covering the period 2015/16, in support of the Joint OPCC and Gwent Police Engagement Strategy. This identified the key engagement requirements to meet the statutory duties for engagement by the PCC as stated in the Police Reform and Social Responsibility Act (PRSRA) 2011, Section 14 (PRSRA).</p> <p>The PCC has further responsibilities identified in the PRSRA, s1(8) to hold the Chief Constable to account for the force's engagement activities, which are outlined in s.34.</p> <p>The OPCC monitors the outcomes of engagement activities to inform future work. The OPCC has sight of the demographic profile of the Gwent force area with a view to accessing a wide and diverse range of people.</p> <p>The Communications Manager has a role in communicating to the public, across many media platforms, the aspects of the PCC and OPCC's daily work and achievements, and highlighting opportunities for citizens to engage.</p>


	<p>A strand of engagement activities is aligned to the requirements of the Strategic Equality Plan.</p>
3.	<p><u>ISSUES FOR CONSIDERATION</u></p> <p>The end of year Engagement Report is attached at Annex A and reports on:</p> <ul style="list-style-type: none"> • The OPCC’s work to engage with the citizens who live in the Force area. • Consultations and their findings • Lessons learnt • Communications • OPCC capacity for effective and inclusive engagement
4.	<p><u>NEXT STEPS</u></p> <p>The OPCC has a duty to ensure inclusive engagement. This will need further consideration with regard to enhancing current OPCC capacity, particularly in terms of utilising wider media platforms and facilitating a wide range of engagement methodologies to redress engagement and consultation fatigue.</p> <p>Engagement, consultation and communication activities to date have included a number of learning points that will inform future activities during 2016/17 with a view to supporting and informing the delivery of the PCC’s Police and Crime Plan and can be viewed in the separate Engagement Options Report for 2016/17.</p>
5.	<p><u>FINANCIAL CONSIDERATIONS</u></p> <p>A review of all the engagement activity undertaken by the OPCC for the financial year 2015/16 shows that £7,306 has been spent from the engagement budget. This includes the cost of the PCC and OPCC hosting meetings, strengthening social media and its monitoring, plus the cost of events and OPCC related communications costs. A full breakdown of costs can be obtained from the office if required.</p> <p>A financial consideration will be needed for future engagement activities related to the cost of enhancing engagement and consultation activities.</p>
6.	<p><u>PERSONNEL CONSIDERATIONS</u></p> <p>There are no personnel implications apart from occasional lone working which is covered by policy.</p>

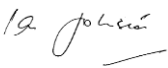
	<p>One point to be mindful of is OPCC capacity to engage effectively which will likely require additional support and resources.</p>
<p>7.</p>	<p><u>LEGAL IMPLICATIONS</u></p> <p>The legal implications for engagement are set out in the Police Reform and Social Responsibility Act 2011 s14, s1(8) and s34.</p> <p>The OPCC engagement practice is aligned with the Welsh Government National Children and Young People’s Participation Standards for Wales and supported by the Consultation Institute Guidance.</p>
<p>8.</p>	<p><u>EQUALITIES AND HUMAN RIGHTS CONSIDERATIONS</u></p> <p>This report and engagement activities have been considered against the general duty to promote equality, as stipulated under the Equality Act 2010 and has been assessed not to discriminate against any particular group.</p> <p>Consideration has been given to requirements of the Articles contained in the European Convention on Human Rights and the Human Rights Act 1998 in preparing this report.</p> <p>One aspect of the OPCC inclusive engagement approach is to ensure representative samples of the force area population which support Equalities and Human Rights requirements.</p>
<p>9.</p>	<p><u>RISK</u></p> <p>Engagement and communication activities are required by legislation and integral to building confidence and legitimacy related to the PCC role. Therefore, good engagement with positive communication aims to mitigate this risk and evidences the need to maintain positive engagement and communication activities into the future.</p> <p>There is an identified risk regarding consultation fatigue which will likely require a more intensive approach, including face to face events which will include the costs for additional officer time, venues, administration and marketing communications.</p> <p>An identified area of risk is the OPCC’s capacity to effectively ensure inclusive engagement.</p>

10.	<u>PUBLIC INTEREST</u> Publication of this report would be in the public interest.
11.	<u>CONTACT OFFICER</u> Maria Chapman – OPCC Engagement Officer
12.	<u>ANNEXES</u> Annex A – Engagement and Communication Report

For OPCC use only

Consultation:	Tick to confirm (if applicable)
Financial The Chief Finance Officer has been consulted on this proposal.	✓
OPCC The Chief of Staff has reviewed the request and is satisfied that it is correct and consistent with the PCC's plans and priorities.	
Legal The legal team have been consulted on this proposal.	N/A
Equalities The Equalities Officer has been consulted on this proposal.	✓

<p>Chief of Staff:</p> <p>I have been consulted about the proposal and can confirm that financial, legal, equalities etc... advice has been taken into account in the preparation of this report.</p> <p>I am satisfied that this is an appropriate report to be submitted to the Police and Crime PCC for Gwent.</p>
<p>Signature: </p>
<p>Date: 19/04/16</p>

<p>Police and Crime PCC for Gwent</p> <p>I confirm that I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct.</p> <p>The above request has my approval.</p>
<p>Signature: </p>
<p>Date: 20/04/16</p>

ANNEX A

OPCC Report on Engagement, Consultation and Communication Activity

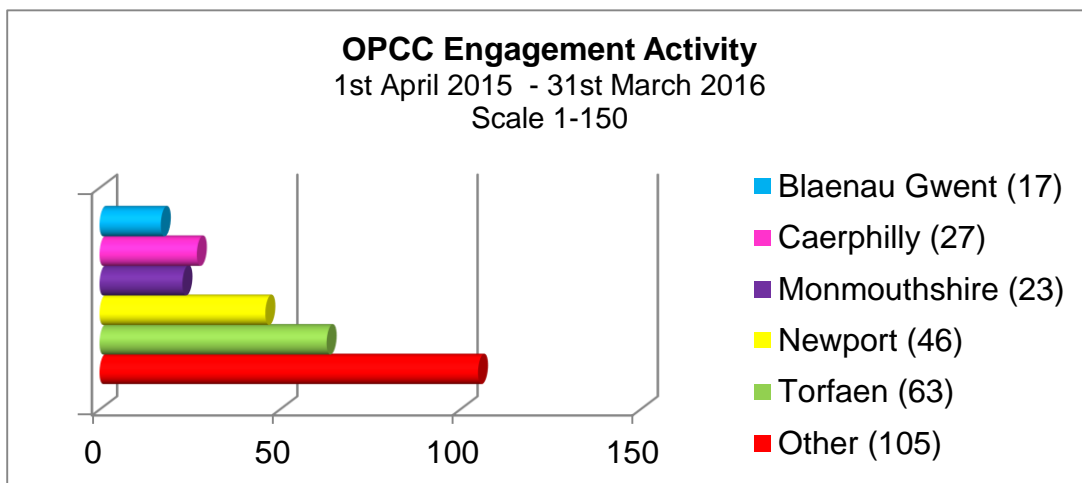
For the Period: 1st April 2015 to the 31st March 2016.



1. ENGAGEMENT ACTIVITIES UPDATE

1.1 OPCC Engagement Activity Analysis

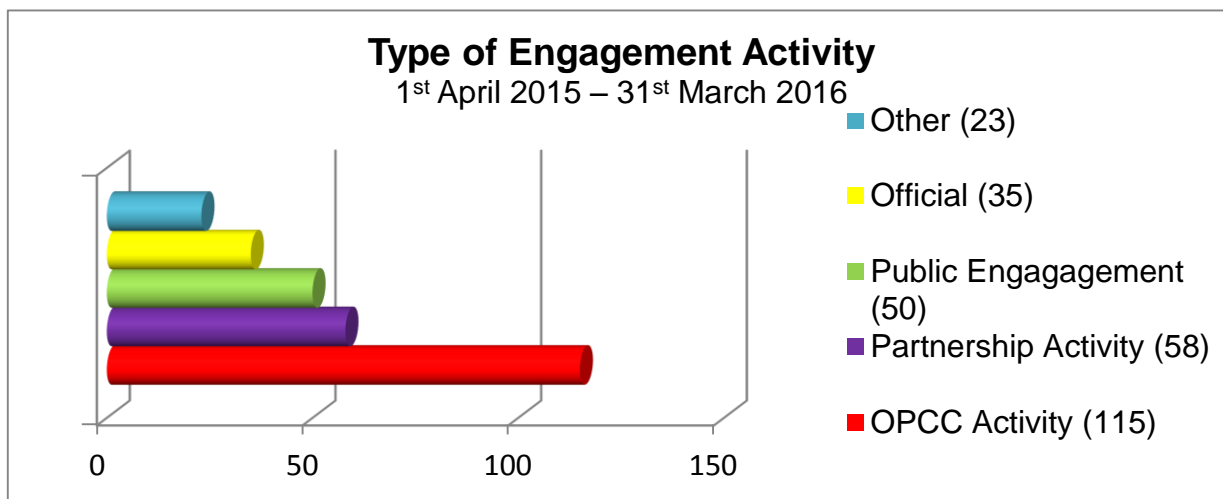
- 1.1.1 Between the 1st April 2015 and the 31st March 2016 there were 281 public engagement activities attended by the PCC, the Deputy PCC and OPCC staff. This compares to the 389 public engagement activities between the 1st April 2014 and to the 31st March 2015. A comparison between the two periods shows a decrease of -27.8%.
- 1.1.2 It should be noted that initially post-election, the PCC focussed on engaging with local communities and introducing himself and his policies to the public. This has evolved by translating what the public has said into delivery. During the last year, there has been more of a focus on establishing good working partnerships and delivery.
- 1.1.3 The OPCC maintains a database of engagement activity to inform further activity, identify anomalies and areas that have under representation and best practice. A geographical breakdown of the engagement activity which took place is shown in the graph below.



'Other' category covers meetings and events attended outside of Gwent and include regional and national events that add value to policing in Gwent.

1.1.4 Gwent Police undertook an operational remodelling exercise in 2015. The Force area was split into 2 Local Policing Areas (LPA), identified as East and West LPAs.

1.1.5 The greatest engagement has been carried out in the Torfaen and Newport council boroughs. Blaenau Gwent has seen the least engagement activity.



KEY for above graph

- OPCC ACTIVITY** - Includes OPCC Officers work to support delivery of the Police and Crime Plan and projects
- OFFICIAL** - Includes Local Councillors, other Officials and Official Events
- PARTNERSHIP ACTIVITY** - Includes Partner Organisations within the 3rd Sector, public sector and business sector
- PUBLIC ENGAGEMENT** - Includes any public meeting attended, as well as outward consultations
- OTHER** - Includes anything not covered by the above categories

1.2 OPCC engagement activities and projects

1.2.1 Engagement projects and activities were planned to provide a diverse range of engagement opportunities for the people who live work and visit in the Force area. The aim of many projects and initiatives was to support

community inclusion and involvement by providing opportunities for people and organisations to link in with the OPCC with a view to influencing their policing service; accessing support services; accessing grants for community projects; being involved and participating at varying levels which suited them. In addition there were specific activities to access the harder to reach communities providing them with opportunities to engage.

1.2.2 The variety of engagement activities included:

- Attendance at public functions on the local, regional and national level including commemorative events;
- Working with partner organisations to improve policing in Gwent. This included working closely with the Third Sector to enable them to access funding for service provision activities;
- Continued support and help to fund local volunteer groups such as Crime Prevention Panels, which support the delivery of local policing;
- Running consultation exercises on the Police and Crime Plan Priorities, the precept setting for 2016/17 and the OPCC Strategic Equality Plan;
- Engaging with victims' services to improve local delivery to all victims via Connect Gwent and the Police;
- Launching a Women's Pathfinder Pilot Scheme for Wales. The Scheme aims to provide holistic and individually tailored approach of working with women and girls who come into contact with the Criminal Justice System;
- Linking in with local businesses and business organisations such as Rotary Clubs to discuss their policing needs and raise awareness regarding emerging crime trends such as cyber crime;
- Show Racism the Red Card received funding from the PCC's Partnership Fund to run anti-racism educational workshops with schools across Newport and Monmouthshire;
- Establishing Safer Gwent, to develop a strategic partnership approach to community safety across the Gwent region;
- Safer Gwent works with partners to map and raise awareness and access to partner's restorative justice initiatives;
- Safer Gwent works with partners to look at strengthening anti-social behaviour processes and interventions across the Gwent area, this work is on-going;
- PCC funded a Third Sector Liaison Officer to build better working relations between the voluntary sector and the public sector, this has included working with a broad spectrum of partners and raising awareness of consortium bidding practice and the strengthening of COMPACT agreements, which is on-going;
- Targeted engagement activities and visiting specialist groups to ensure the 'seldom heard' minority communities have an opportunity to engage

with the PCC / OPCC and put forward their views on the police service in Gwent;

- PCC funded a post with the Race Council Cymru to map emerging communities within the Gwent force area to ensure the OPCC is aware of changing demographics and is aware of evolving communities' policing requirements. The aim is to improve trust and confidence in the Police and OPCC amongst identified Black and Minority Ethnic (BAME) 'hard to reach' communities.
- There have been a number of activities related to stop and search encounters:
 - A dip sampling exercise to ensure stop and search encounters are fair and proportionate to the demographics of the force area.
 - Hosting a number of stop and search awareness raising events, including a BAME Youth Forum.
 - Publishing online stop and search information in 6 languages.
- Continued to support the roll out of Positive Futures initiative with funding which uses sport and physical activity to help inspire young people at risk of crime and substance abuse and acts as an alternative to anti-social behaviour. This initiative is now embedded in each Local Authority in the force area and regularly engages with young people;
- Representation and support for the regional Armed Forces Covenant Group;
- PCC regularly broadcasts on local radio and hosts a regular slot on Brynmawr Radio;
- The PCC has a blog in the South Wales Argus called 'Your PCC writes'
- Attending local community events to ensure the PCC is both visible and accessible. These include memorial services, Council events, community events and other events that have some import to policing.

1.3 Supporting Community Projects and Inclusion

1.3.1 During 2015/16, the PCC awarded over £200k to assist a diverse range of charities, voluntary organisations and community groups involved in activities that have a positive impact on his police and crime priorities.

1.3.2 The PCC contributed £33,633 to the High Sheriff's Shrievalty Fund. This allowed community projects to bid into the Fund to provide diversionary activities for their young people, with a view to building stronger, safer communities.

1.3.3 The PCC continued to fund a Regional Youth Forum. This provides a forum for young people to discuss their views on their policing requirements and to raise subjects that mattered to them. Some of this work included drug

awareness, domestic abuse, how the police engage with young people, and stop and search rights.

2. Consultation

2.1.1 **Police and Crime Plan Priorities** – The OPCC has annually published an E-consultation asking the public whether the existing police and crime priorities were still valid. The last consultation was launched on 1st June 2015 and ran for 12 weeks to the 21st August. The question set included:

- Q.1 Locality
- Q.2 The continued relevance of the existing Police and Crime Priorities;
- Q.3 What emerging local crime themes they deemed most important;
- Q.4 Which Strategic Policing Requirement¹ (SPR) priorities they felt to be of most concern to them.

The full evaluation report can be found on the following link:
<http://bit.ly/1Tpg6ZC>

2.1.2 The headline findings of the consultation identified:

- That respondents believed that the current Police and Crime Plan priorities were valid with all priorities scoring over 93% when the ‘very important’ and ‘fairly important’ categories were counted together. This applied at both the Local Authority and Gwent wide level.
- The 3 highest rated **local** emerging crime themes in Gwent were:
 1. Child sex exploitation (31.59%)
 2. Acquisitive crime (23.81%)
 3. Online crime (21.41%).
- The UK **national** SPR policing themes that respondents identified as of most concern to them were:
 1. Terrorism and radicalisation
 2. Organised child sex exploitation
 3. Serious organised crime
- On a UK wide basis, less importance was placed on online crime and cyber-attacks (15.34%), with significantly fewer respondents again identifying large scale threats to public order (2.03%) and civil emergencies (1.56%) as a priority.

¹ SPR is set by the Home Secretary and all Police Forces are required to be cognisant and support delivery against the identified national risks.

- 2.1.3 The findings of the consultation confirmed that a large majority of respondents believed the existing police and crime priorities for the Gwent area were correct.
- 2.1.4 The respondents' indicated that child sex exploitation was of high concern locally. This finding informed a number of Force operations targeted at child sex exploitation.
- 2.1.5 Considering the current international landscape it was not surprising that the respondents' main concern was related to terrorism and radicalisation.
- 2.1.6 The annual consultation on the Police and Crime Plan priorities (4 year cycle) appears to be somewhat overly rigorous, particularly during a period of consultation fatigue. The initial priorities are informed by a consultation process, legislation and a strategic policing assessment. The priorities are set at a high level which allows flexibility to meet emerging trends. In addition Gwent Police engages with approximately 12,000 people every 4 months which is designed to gather local policing priorities. Therefore, consideration should be given to reducing the duplication and concentrate resources on a very robust consultation phase to inform the 4 year revision of the Police and Crime Plan.

2.2 Precept for the Financial Year 2016/17

- 2.2.1 The aim of the consultation was to find out what the people who live and work in Gwent believed to be an acceptable precept level for 2016/17. An E-consultation was held between the 12th January 2016 and the 19th January 2016. A number of consultation events had been arranged but due to a limited public response it was decided instead to run a short online poll.
- 2.2.2 There were 526 respondents. The majority of respondents (31.94%) believed that a 3.99% precept increase was suitable. This was closely followed by 30.61% respondents who would have been willing to pay more at a 5% increase. The report can be found on the following link: <http://bit.ly/21rIMcW>
- 2.2.3 As the majority of respondents (62.55%) were willing to pay 3.99% and above it informed the PCC's decision to propose a 3.99% increase to the Police and Crime Panel, which was accepted.

2.3 Joint OPCC consultation activity with the Force

2.3.1 Joint OPCC consultation activity with the Force remains on-going by means of the Victim User Satisfaction surveys and the Public Confidence telephone surveys. Details of these consultation methods and their findings continue to form part of the standard performance report to the Strategy and Performance Board.

2.3.2 The findings of both the Victim User Satisfaction Survey and the Confidence Survey provide key indicators for the OPCC monitoring of Force performance and the effectiveness of delivery against the Police and Crime Plan priorities.

2.3.3 **Victim User Satisfaction Survey** – The Gwent Survey findings (12 months to December 2015) identified that the victim satisfaction rates have increased in all 5 areas over the last 12 months. The areas monitored are:

- Whole Experience
- Actions
- Ease of Contact
- Follow up
- Treatment

These findings are reassuring and highlight the good work achieved by the introduction of the Force’s CARES process and the support for victims provided by the PCC funded victim’s hub known as ‘Connect Gwent’.

2.3.4 Confidence Survey

The Confidence survey applies to all people who live in the Gwent Force area, as opposed to only the victims of crime. A random representative sample is surveyed and the findings are captured by the Crime Survey for England and Wales (CSEW Findings: Dec 2015).

CSEW Gwent Police Confidence Survey	Trend
Community Understanding	IMPROVED
Confidence	IMPROVED
Fair Treatment	IMPROVED
Police Deal with Community Priorities	IMPROVED
Police do a good or excellent job	IMPROVED
Police or Council dealing with crime	IMPROVED

Reliable	IMPROVED
Respect	IMPROVED

2.3.5 The reasons stated for the findings are primarily linked to visibility and service delivery. Those who reported an increase in confidence stated they had received a good service but conversely those who reported a decrease believed they had received a poor service. In some cases the negativity was related to the criminal justice system rather than the 'police' per se and the public have also commented that they believe that 'the austerity cuts' are likely to have a negative impact on local policing which in turn affects their confidence levels.

2.4 **OPCC Strategic Equality Plan 2016-2020**

The Strategic Equality Plan (SEP) was reviewed and consulted upon between 11th November 2015 and the 16th December 2015 to ensure the OPCC and Gwent Police fulfil their equality duties under the Equality Act 2010. The respondents had the following observations:

- Concerns that cuts to the policing budget would impact on the delivery of the equality objectives.
- Concerns that all documents and correspondence are printed in English and Welsh, which was not felt to be proportionate to the Welsh speaking population in Gwent (6.9%).
- Specific cohesion initiatives needed to be implemented and undertaken within the SEP to prevent self - segregation and improve cohesion.
- Police Officer recruitment should be on merit and not influenced by positive discrimination.
- The majority of respondents indicated that the objectives and outcomes were correct, but the proposed indicators needed to be more robust.
- More training on equality for officers would be beneficial.
- Information on stop and search and their quality of encounters should be published to ensure stops are fair and proportionate.
- To monitor the care for people in custody with mental health issues.
- That the SEP is written clearly and available in an 'easy to read' format for those with learning difficulties.

2.4.2 The findings of the consultation informed the joint OPCC and Gwent Police Strategic Equalities Plan. The revised Strategic Equality Plan will be available on the OPCC's website May 2016: www.gwent.pcc.police.uk

2.5 Stop and Search Encounters Survey

2.5.1 The OPCC ran a survey on the OPCC website for 8 months (July 2015 to January 2016) on the 'Quality of Encounter' to seek the views of people that had been stopped and searched during the past 12 months in Gwent. The data will feed into the next monitoring stop and search dip sample.

2.5.2 The main feedback identified that the public generally did not know their rights during a stop and search encounter. This informed a number of engagement activities with young people and ethnic minority groups. Additionally, 'Know Your Rights' literature was published on the OPCC website in 6 languages. These can be found at the following link: <http://bit.ly/1UuSMj>

3. Force Engagement

3.1 Effective engagement remains a key focus for the PCC and the Chief Constable. The OPCC maintains scrutiny and oversight of force engagement work via the Force Lead Officer for Engagement and the Public Confidence Board. The PCC and Chief Constable have also agreed an Engagement Strategy setting out the minimum standards required by the police force and its officers.

3.2 A revised approach to force community engagement was launched in April 2015 and was marketed as 'Your Voice'. The 'Your Voice' process was intended to replace the previous model which deemed effective anymore. Wider accessibility was provided by the use of a social messaging network and other social media platforms. Outcomes to date have recorded a continuum of increased participants, particularly online.

3.3 Over 40,000 respondents have taken part since March 2015 and the key local policing issues remain: speeding and parking; with ASB also being a high priority.

3.4 Additionally, within the force area, there are 10 local police stations with Inspectors who hold monthly surgeries to enable the public to influence their

local policing service and raise matters related to local policing. This opportunity has not been fully utilised by the public and in some areas, the uptake has been inconsistent and poor. Nevertheless, the opportunity still exists.

- 3.5 **Independent Advisory Group (IAG)** - The OPCC regularly meets with the Gwent Force IAG, which is a body made up of a wide variety of community representatives which provide comment on police policy. One key area of their work at present is monitoring force engagement and public confidence. IAG members are aligned to specific force areas and have a role as a critical friend. The IAG members act as mystery shoppers with a view to identifying areas of good practice plus areas for training and improvement. The OPCC regularly discuss their findings and seek assurances that the Force have acted upon it.
- 3.6 **Local Authorities** - The Engagement Officer continues to liaise and support the 5 Local Authorities' participation and engagement groups that have been established to facilitate a joined up approach to the engagement activities and independent scrutiny role for proposed engagement activities across the borough councils. With the introduction of Public Service Boards and Wellbeing Plans by 2017 these groups are likely to evolve due to the focus on engagement that is to inform citizen led public services.

4. **Voluntary Sector**

- 4.1 The PCC and his Office have developed close working links with the voluntary sector in Gwent area. The voluntary sector is a recognised partner who has representation at the strategic level at the Strategic Commissioning Board. The OPCC maintains working relations and supports both the Torfaen Voluntary Alliance and Gwent Association of Voluntary Organisations (GAVO) events.
- 4.2 This has been evidenced by the PCC providing funding for an interim third sector post, a Third Sector Liaison Officer who was employed by GAVO in April 2015 with a view to forging strong links with the OPCC to support third sector bids and facilitating the development of third sector commissioning consortia.
- 4.3 The following activities have been undertaken:
- Mapping of third sector voluntary organisations across the Force area that contribute to community safety outcomes and support delivery against the Police and Crime Plan's priorities.

- The Voluntary Sector Liaison Officer arranged awareness raising events for both voluntary sector organisations and public sector commissioners to meet and contribute to the workshop discussions regarding voluntary sector consortia involvement in commissioning activities. This attracted respected speakers and was very well received.
 - To follow up the event, consortiums' training was arranged in each Local Authority for both voluntary sector and commissioning organisations. The take up was very good.
- 4.4 The OPCC remains linked into the on-going work of GAVO and the TVA to review Local Authority's Compact Agreements which recognises the importance of the public and private sectors working together with the voluntary sector.
- 4.5 **Armed Forces Community Covenants** - are supported by the PCC and engagement work is on-going to ensure the OPCC is involved by supporting the strategic partnership work for delivery across the Gwent area by attending events that further this work.
- 4.6. **Independent Custody Visitors and the Animal Welfare Scheme** – these are two schemes administrated by the OPCC. Both schemes provide an opportunity for members of the public to be positively engaged in scrutinising aspects of force delivery and they provide a level of independence which is valued and reassures the public.
- 4.7 The independent custody visitors ensure the standard of care for detainees in police custody is appropriate and that the detainees have the right level of care and facilities. The Scheme recruited 8 new visitors in the autumn 2015, all who have received accredited training and started visiting duties. This has offset a number of retirements by long standing volunteers.
- 4.8 The Animal Welfare Group provides oversight of the care and facilities for Gwent Police dogs. The Scheme is currently being reviewed to improve practice and reporting activities to ensure the Scheme remains effective.
- 4.9 **Crime Prevention Panels** – The PCC makes funding available to support the volunteers who run the Crime Prevention Panels which provides crime prevention information and target hardening devices in their local policing area in support of local policing. The PCC also provided additional funding via the Blackwood Crime Prevention Panel to retain the excellent 'Wings to Fly' theatre production that delivers drug awareness education to all young people of 11 years of age across the force area.

- 4.10 **Neighbourhood Watch** is inclusive of other types of Watches such as Farm Watch, School Watch, and Pub Watch. All are supported by the PCC in recognition of the importance of the public's role in crime prevention activities.
- 4.11 **Speed Watch** – The PCC has supported the roll out of a voluntary Community Speed Watch. The scheme enables Gwent Police to work with volunteers in their community to raise awareness of the dangers of speeding and poor driving, helping to control the problem locally. There are 18 areas to date that have been trained and active and there are more planned for 2016/17.

5. COMMUNICATIONS UPDATE

5.1 Social media activity

5.1.1 There has been a significant increase in social media activity over the last year 2015/16, in particular the use of twitter as a means of communicating with our key stakeholders.

5.2 **Twitter** (56% of our followers are male and 44% female).

5.2.1 There are now (as of March 2016) **2,959** followers on twitter compared to 12 months ago when there were **2,196** (**34.7%** increase).

5.2.2 Nearly **970** tweets were posted which generated **511,991** impressions (number of times a user saw the tweet on twitter). OPCC tweets have been re-tweeted **1,373** times and **808** of them have been selected as 'favourites' compared with **507** last year (a **59.36%** increase).

5.2.3 Amongst the most re-tweeted stories were the announcements regarding the launch of the new Connect Gwent victims' hub; the Hate Crime Awareness Week Campaign featuring the London 7/7 bombing survivor, Daniel Biddle; the launch of the new Positive Futures partnership with Asda Community Foundation and the Active Communities Network; and the PCC's comments around police cuts.

5.3 **Facebook** (62% of our followers are female and 38% male)

5.3.1 Facebook, one of a number of social media platforms, has seen an increase in followers in the last 12 months from **1,107** for April 2015 to **1,218** March 2016. Twitter remains one of the most popular forms of social media but the Gwent OPCC still has among the highest number of Facebook followers compared to the other PCCs in England and Wales, i.e. Dyfed Powys – **297** likes; South Wales Police – **71** likes; North Wales – **22** likes; Cheshire PCC - **330** likes; and Dorset – **662** likes.

5.3.2 **229** OPCC posts and/or status updates since April 2015 have amounted to **226,291** impressions (**19.1%** more than the same period last year) in total and the largest impression for a single update was the post around the story of 19-year-old Leon Brown, the Wales Under 20's and Dragons Academy prop from Newport who volunteers in his spare time as a mentor with Positive Futures - **30,176** impressions (a substantial **256.9%** more than the best performing post last year).

5.3.3 The OPCC received a total of **43** negative comments (1 more than last year) on its Facebook posts since April 2014 however, **2,438** people liked the posts on the OPCC page.

5.3.4 Social media is an area of significant and constant growth. There is an opportunity to increase growth in the future and look at other platforms such as Snapchat and Instagram to engage directly with young people in our communities.

5.4 **Media Activity / Monitoring (last 6 months)**

5.4.1 A new media monitoring service (excluding TV and Radio Broadcast coverage) was put in place on October 1st 2015. As a result of changes in the provision of media monitoring and a break in the service provided, a full comparison with data from the previous year is not available. However, a total of **447** press articles were logged in the last 6 months with **274** of them being positive and only **22** of them negative in nature. The total monetary value of the media cuttings captured equates to **£608,397.40**, with **29,960,061** individual reaches to people.

The highlights include:

1. The launch of the 'TroubleWithAnEx' stalking campaign – **27** cuttings
2. Hate Crime Awareness Week with 7/7 Survivor, Daniel Biddle – **26** cuttings
3. Gwent Police to Recruit 100 Officers – **22** cuttings

October 1 st 2015 – March 16 th 2016	Total number of articles	Positive	Negative	Neutral
	447	274 (61.29%)	22 (4.92%)	151 (33.78%)

Broadcast Media

5.5 There has also been a significant increase in broadcast media activities in the last financial year conducted in both Welsh and English languages. Examples of the activities include:

- PCC Interviewed on impact of Police Cuts (BBC Wales/ ITV Wales);
- Launch of the Connect Gwent victims' hub (BBC Wales);
- Coverage of 7/7 Survivor speaking at Hate Crime Awareness Week (BBC Wales / Real Radio);
- Launch of the new Mobile Data Platform (ITV Wales);
- Praise for HMIC Reports (BBC Wales / ITV Wales)
- Launch of new Positive Futures Partnership (BBC Wales)
- Launch of the Network for Surviving Stalking Campaign (BBC Wales / ITV Wales)
- PCC use of local radio

6. **FUTURE ENGAGEMENT**

6.1 With regard to activity planned for 2016/17, the joint OPCC / Force engagement work outlined above will continue. This will provide a focus on the wider community, victims and service users and will be further supplemented by the recommended OPCC's enhanced use of the social media platforms together with due consideration of partnership working where it lends value to the OPCC's aim and objectives.

6.2 Future engagement activities to support the PCC / OPCC commitment to meaningful engagement and the delivery of the Police and Crime Plan can be viewed in a separate report entitled OPCC Engagement Programme 2016/17.

7. **CONCLUSION**

7.1 A significant amount of interaction with Gwent's community has been achieved for a comparatively low cost. On-going activity with partners, together with the proposal for activity during 2016/17 sets a firm engagement programme that will allow us to meet our 2016/17 statutory requirements within budget.

7.2 A number of lessons learnt have been noted due to limited community involvement in a number of consultations. A revised approach will be focussed on events in the community with snapshot polls online to garner public opinion on policing matters.

7.3 The OPCC has always highlighted the importance of effective community engagement and as a result, the engagement activity outcomes have informed significant changes to the way policing services in Gwent are provided. The OPCC believes the local policing service in Gwent must be informed by the people who live and work in the force area. A comprehensive Engagement Plan for 2016/17 will enable citizens and communities to influence their local policing service.