

File classification: SWYDDOGOL-DIM ANGEN MARC OFFICIAL - NO MARKING

OFFICE OF POLICE AND CRIME COMMISSIONER

TITLE: OPCC Annual Report on Communications and Engagement for 1st April 2018 to 31st March 2019

DATE: 5th June 2019

TIMING: Routine

PURPOSE: For monitoring

1.	<p><u>RECOMMENDATION</u></p> <p>To note the end of year report outlining the communication and engagement activities undertaken by the Police and Crime Commissioner and the Office of the Police and Crime Commissioner (OPCC) between 1st April 2018 and 31st March 2019.</p>
2.	<p><u>INTRODUCTION & BACKGROUND</u></p> <p>Engaging with the public and gathering feedback is vital where tackling crime and anti-social behaviour is concerned.</p> <p>Communication and engagement activities are also required by legislation, and are an integral part of building confidence relating to the Commissioner's role and that of his office.</p> <p>During the last 12 months, the OPCC has undergone a restructure, resulting in a number of changes to the communications and engagement team.</p> <p>The team is now made up of a Head of Communications and Engagement and two Communications and Engagement Officers. There is an anticipation that a digital apprentice will also join the team in the future.</p> <p>Together, the team is responsible for communicating to the public, across many media platforms, the Commissioner's and OPCC's daily work and achievements. This includes highlighting and providing opportunities for residents to proactively engage with the Commissioner and his office. The team also helps deliver the joint OPCC and Gwent Police Communications and Engagement Strategy.</p> <p>The OPCC, in addition to its own responsibilities, also monitors the outcomes of Gwent Police's communication and engagement activities.</p>

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3.	<u>ISSUES FOR CONSIDERATION</u> The end of year Communications and Engagement Report is attached at annex A and reports on the OPCC's work to communicate and engage with people who live in the Gwent.
4.	<u>NEXT STEPS</u> The OPCC aims to increase engagement to ensure that those who are seldom heard have greater opportunities to engage, particularly children and young people in Gwent. The team will also look to increase the use of current platforms and develop new ones to increase and improve existing communications and engagement work. Communication and engagement activities to date have included a number of learning points that will inform future activities during 2019/20, with a view to supporting and informing the delivery of the Commissioner's Police and Crime Plan 2017-2021.
5.	<u>FINANCIAL CONSIDERATIONS</u> A review of all the communication and engagement activity undertaken by the OPCC for the financial year 2018/19 shows that £19,106.94 has been spent from the dedicated budget. This includes the cost of the Commissioner and OPCC hosting meetings, strengthening social media and its monitoring, the cost of events and OPCC-related communications/marketing costs.
6.	<u>PERSONNEL CONSIDERATIONS</u> A large proportion of the communication and engagement work involved staff working outside of the office. During the summer months, the majority of OPCC staff supported the office by attending events. A conscious effort was made to ensure all events were attended by at least two staff. Guidance was offered to all staff working alone within the lone working policy.

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7.	<p><u>LEGAL IMPLICATIONS</u></p> <p>The legal requirements for engagement are set out in the Police Reform and Social Responsibility Act 2011 s14, s1(8) and s34.</p> <p>The OPCC's communication and engagement practice is aligned with the Welsh Government's National Principles for Public Engagement in Wales, National Children and Young People's Participation Standards for Wales, and supported by the Consultation Institute guidance.</p>
8.	<p><u>EQUALITIES AND HUMAN RIGHTS CONSIDERATIONS</u></p> <p>This report, and all communications and engagement activities undertaken, has 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's inclusive engagement approach is to ensure representative samples of the force area population which support Equalities and Human Rights requirements.</p>
9.	<p><u>RISK</u></p> <p>Communications and engagement activities are required by legislation and are integral to building confidence and legitimacy related to the role of the Commissioner, and that of his office. 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>An identified area of risk is the OPCC's capacity to effectively ensure inclusive engagement.</p>
10.	<p><u>PUBLIC INTEREST</u></p> <p>Publication of this report would be in the public interest.</p>
11.	<p><u>CONTACT OFFICER</u></p> <p>Rhodri Guest – Head of Communications and Engagement, OPCC</p>
12.	<p><u>ANNEXES</u></p> <p>Annex A – Engagement and Communication Outturn Report</p>

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For OPCC use only

Police and Crime PCC for Gwent

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.

The above request has my approval.

Signature:



Date:

6/6/19



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Office of the Police and Crime Commissioner (OPCC) report on communication and engagement (1st April 2018 to the 31st March 2019)

Engaging with the public and listening to their feedback is vital where tackling crime and anti-social behaviour is concerned.

The Police and Crime Commissioner is required to conduct communication and engagement activities, as specified within the Police Reform and Social Responsibility Act (PRsRA) 2011, Section 14 (PRsRA).

They are an integral part of building confidence and legitimacy relating to the role of the Commissioner and that of his office.

Therefore, the delivery of comprehensive communications and engagement activities are essential where promoting the role of the Commissioner and the OPCC are concerned.

ENGAGEMENT UPDATE

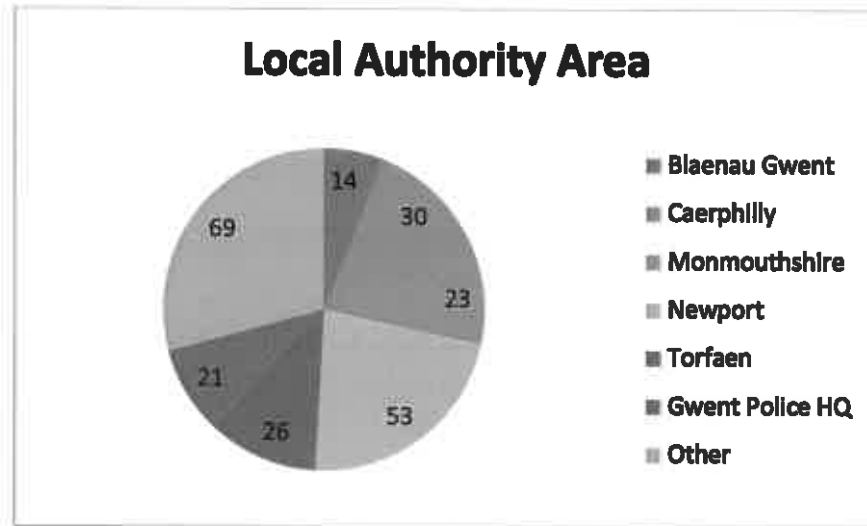
1. Between 1st April 2018 and 31st March 2019, there were 236 public engagement activities attended by the Police and Crime Commissioner, the Deputy Police and Crime Commissioner and OPCC staff. This compares to 395 public engagement activities carried out between 1st April 2017 and 31st March 2018, a decrease of 40%.

It should be noted that during this period, there were a number of changes to OPCC staffing and post holders. This resulted in changes to how engagement information was recorded on behalf of the communications and engagement team. It is thought that during the first few months, this resulted in anomalies in the recording process. However, full training has now been provided, so more accurate data will be available in the 2019/2020 outturn report.

The OPCC continues to maintain a comprehensive and evolving database of local, regional and national stakeholders. The data from this is analysed quarterly to identify any gaps in activity.

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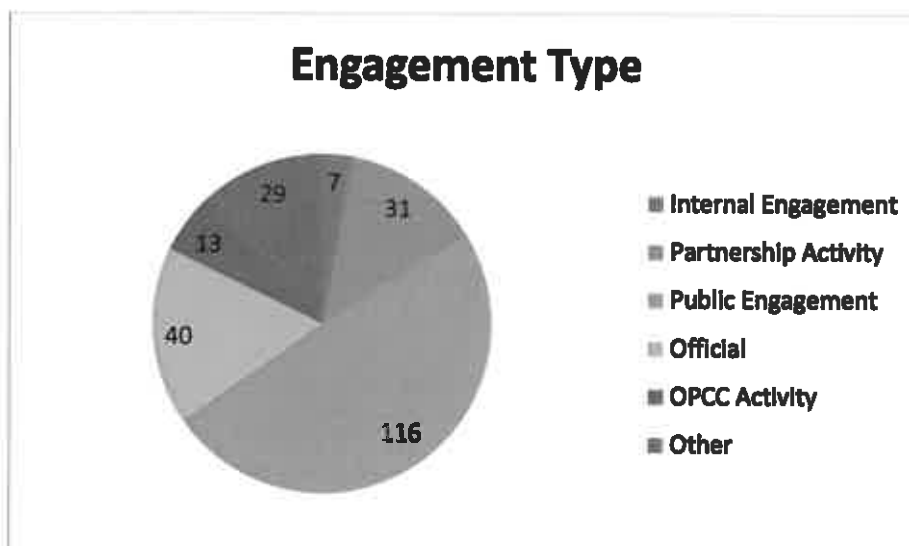
2. Engagement breakdown by 'authority area':



Within Gwent, the largest share of engagement (in areas other than Gwent Police HQ) was carried out in the Newport and Caerphilly local authority areas. Blaenau Gwent saw the lowest number of engagement activities in the last 12 months. Future engagement planning will utilise this information to help inform the location of some events.

It was reported in the 2016/17 outturn report that, in order to provide more accurate data, the recording of engagement would change in 2017/18 so that any activities conducted at Gwent Police Headquarters would be recorded based on their origin. For example, if the engagement activity took place in Gwent Police HQ but involved people from Blaenau Gwent, it was to be recorded as an activity for Blaenau Gwent. However, this proved to be unsuitable and therefore recording under 'Gwent Police HQ' remains.

3. Engagement breakdown by 'engagement type':



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OPCC ACTIVITY	Any activity undertaken by the OPCC in order to support the delivery of the Police and Crime Plan.
OFFICIAL	Any activity with local councillors, other officials and official events
PARTNERSHIP ACTIVITY	Any activity undertaken by a partner organisation.
PUBLIC ENGAGEMENT	Any activity of public engagement, including public meetings attended and outward consultations
INTERNAL ENGAGEMENT	Any activity undertaken internally for staff
OTHER	Any other activity not covered by the above categories, includes functions

Engagement activities were planned to provide as diverse a range of opportunities as possible, so that as many residents in Gwent as possible had an opportunity to participate.

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; and
- Accessing grants for community projects.

This included engaging with residents in order for them to participate in the setting of the police precept.

In addition, in 2018/19, the OPCC, Gwent Police and Connect Gwent continued to roll out a joint summer engagement programme in order to maximise engagement opportunities by attending existing large events within Gwent. This, again, proved extremely successful. Together, these events provided the potential of engaging, face-to-face, with more than 85,000 people (based on average event attendance).

The OPCC continued to support the statutory Public Service Boards (PSBs). The PSBs assess the state of the economic, social, environmental and cultural well-being in their areas, and set objectives that are designed to maximise the PSBs' contribution to the well-being goals. The OPCC attends formal PSB meetings as statutory invitees, as well as contributing to the accompanying communications and engagement groups, and community-focused engagement activities.

During 2018/19, engagement activities by the OPCC included:

- Attendance at public functions on the local, regional and national level including commemorative events such as Remembrance Day;

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- Working with partner organisations, including the five local authorities, to improve policing in Gwent;
- Working with partners in Safer Gwent to look at crime prevention and interventions across the Gwent area;
- Supporting the Safer Gwent funded anti-social behaviour co-ordinator, and community safety departments in local authorities by attending 'community action days' and assisting them to access further funding;
- Continued support to fund, and help publicise, local volunteer groups such as 'crime prevention panels' which support the delivery of local policing;
- Supported the Gwent Police 'citizens in policing' work by organising events alongside Mini Police, Police Cadets and Special Constables, as well as highlighting their work;
- Running 19 engagement exercises in community settings around the precept for 2019/20 and engaging with more than 1,000 people face-to-face on this topic;
- Engaging with victims' services to improve local delivery to all victims via Connect Gwent and Gwent Police;
- Organising a regional 'Youth Question Time' event alongside the Regional Youth Forum, which was attended by more than 80 people and allowed them to ask questions to the Commissioner and Chief Constable;
- 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;
- Targeting engagement activities and visiting specialist groups to ensure 'seldom heard' communities have an opportunity to engage with the Commissioner and the OPCC, and, put forward their views on the police service in Gwent;
- Continuing to support the roll out of Positive Futures with funding. This initiative uses sport and physical activity, along with mentoring, to help inspire young people at risk of crime and substance abuse, and, acts as an alternative to anti-social behaviour. It is now embedded in each local authority in the force area and regularly engages with young people, while the OPCC has publicised its events and engaged with young people at them;
- Regular broadcasts by the Commissioner on local radio stations including BRfm, Able Radio and the Aber Valley Community Podcast highlighting issues such as hate crime and the importance of youth engagement;
- Publicising, speaking at and taking part in VAWDASV's White Ribbon Walk in Newport;
- Attending local community events and hosting public walkabouts/surgeries to engage with members of the community, hear their views on police and crime, and ensure the Commissioner is both visible and accessible.

4. PCC Funding

The Partnership Fund was created in 2013/2014 and was funded by monies gained through the Police Property Act 1997 and the Proceeds of Crime Act 2002.

During 2018/19, a review of the OPCC commissioning process was carried out resulting in a change to the way in which this money was allocated and the creation of a new fund.

The new 'PCC Police Community Fund' requires organisations/groups interested in bidding for a share of the annual funding, to be able to demonstrate the positive

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impact their project will have on the communities they serve. The new fund targets organisations/groups aiming at helping children and young people who may be in danger of entering the criminal justice system, or, have become victims.

The new fund awarded its first projects monies in October 2018. Since then, it has agreed to provide funding to support six projects totalling £167,604.50. Communications and engagement support has been offered to all projects and they have been promoted on OPCC channels.

Promotion of the funding granted began early in 2019 with case studies highlighting the funding allocated to projects such as Urban Circle and Regener8. Details of these projects will appear in the 2019/20 outturn report.

In addition, a communications plan is now in place to promote the fund and encourage more applications from Gwent communities. Data relating to this will also be available in the 2019/20 outturn report.

5. 2019/20 precept

The OPCC ran a nine-week engagement exercise from November 2018 to January 2019 about the proposed precept increase.

The survey was conducted bilingually, in both electronic and paper format, with easy read versions available on request from the OPCC.

In addition to the online survey, which was publicised via social media (both OPCC and Gwent Police), local press, community groups and the OPCC website, the communications and engagement team also proactively conducted face-to-face engagement across each of the five local authorities in Gwent.

In total, 19 face-to-face engagement activities were conducted (equating to 81 hours), seeing the office engaging with approximately 1,085 people. In 2017/18, no engagement events were run during the process.

The social media posts regarding the survey generated the following results prior to the engagement ending:

Facebook

- OPCC post reach 29,770
- Gwent Police post reach 49,091

Twitter

- OPCC tweet impressions 29,506

The total online reach of just the social media posts about the proposed precept increase totalled more than 100,000 people. This compares to 10,500 people last year.

In total, 1,919 responses were received, so the OPCC achieved a representative sample of respondents. All of the above ensured that the target of 600 respondents was passed by a significant margin. Last year, there were 609 respondents.

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The total findings from the report demonstrated that 67% of residents were in support of the principle of an estimated £1 a month increase in precept. The face-to-face engagement sessions saw 81% of respondents in support.

6. Joint Communications and Engagement Strategy 2018-22

The Commissioner and Chief Constable approved a joint communications and engagement strategy in summer 2018. This provided a new joint approach for the OPCC and Gwent Police in how they communicate and engage with the public.

Both organisations are now in the process of finalising the accompanying action plans to support the strategy. In terms of the OPCC, this will feed into the new OPCC business plan, which is also being developed.

This partnership approach with Gwent Police 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. The teams also share forward planners, briefings and are examining joint campaign work in the future, eg communications and engagement around the proposed new HQ.

7. Surgeries

The Commissioner has reinstated monthly surgeries. These take the form of an informal walkabout, followed by the option of a formal sit-down meeting that can be pre-booked. Visits have been made to Abergavenny town centre, Ebbw Vale and Bettws shops, and there is a plan to hold them in all local authority areas throughout the year.

The outcome of these surgeries has been active visible engagement by the Commissioner in community settings, engaging with people who wouldn't attend traditional surgeries, whilst continuing the philosophy of surgeries to people who choose to engage in this way. They have allowed the Commissioner to hear a wide range of people's views, which has helped him fulfil his role as voice of the people, providing greater understanding when scrutinising policing performance in any given area.

The long-term plan is for the communications and engagement team to supplement the monthly surgeries with additional activities, meaning that the office is completing a minimum of two public engagement sessions every month. This will increase opportunities for the public to engage with the OPCC in a community setting, discussing policing priorities and specific campaigns. The content of these events will rotate between general engagement and subject specific, eg precept engagement, awareness campaigns or information gathering. It is expected that this will be rolled out during 2019/20.

Any information gathered or opinions expressed will feed back to the OPCC to help inform strategic and commissioning decisions. General feedback will also be provided to the Commissioner to facilitate conversations when holding the Chief Constable to account.

In addition to this, the Commissioner has reintroduced briefings for MPs and AMs. These are an opportunity for elected members to have greater understanding of the

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work of the OPCC do and how it has a positive impact on the communities they represent through regular communication.

8. All Wales OPCC communications group

The Gwent OPCC has been instrumental in setting up an all Wales communications and engagement group and hosted the first two meetings. South Wales hosted the third, with North Wales scheduled to host the fourth.

The purpose of the group is to share learning and best practice, allow greater communication and information sharing between the teams, look for opportunities to collaborate on initiatives, and discuss communications/engagement issues relating to policing in Wales.

9. Summer events engagement

A significant amount of engagement work was held throughout summer 2018.

The OPCC played a crucial role in the planning processes for the Behind the Badge open day. The event was promoted widely across OPCC and Gwent Police communication networks and generated a great deal of public interest. The day was a great success, with more than 15,000 people attending throughout the day.

In total, the OPCC attended 17 events, including Caerphilly Big Cheese, Pontypool in the Park and the Caldicot 999 Day.

During Caerphilly Big Cheese, a small survey was run to ask attendees a number of questions. Of the 50 responses received, the following feedback was recorded:

- Do you know who your PCC is? 64% No / 36% Yes
- Do you know what the PCC and his office does? 50% Yes / 50% No
- Would you like to hear more about the PCC and his office? 69% Yes / 31% No
- What kind of information would you like to hear about? 54% General Info / 41% All of the above / 19% Future opportunities to engage with the PCC and his office. (Other options requested here included 'feedback on actions/improvements you have made' and 'update the OPCC website').
- How would you prefer to see updates from the PCC and his office? 49% Social media / 47% Email / 29% Local press

Although a small sample size, this feedback has been considered when planning future communications and engagement. It also provides a useful baseline from which to measure awareness of the Commissioner, OPCC and their functions going forward.

10. Stop and search engagement programme

Building on previous work to promote positive stop and search encounters and the 'Know Your Rights' information, the OPCC and Gwent Police launched a joint engagement programme.

The programme sought to establish a regular programme of engagement with key groups, delivering information in a suitable format on a routine basis. Initially aimed

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at young people, with a focus on black, Asian, and minority ethnic (BAME) audiences, the programme comprised two elements:

1. 'Know Your Rights engagement'

A series of workshops that cover:

- Rights and responsibilities when stopped and searched ('Know Your Rights')
- Perceptions of stop and search and policing of young people/BAME communities
- Engagement with young people about how they would like to receive information about stop and search
- Practical demonstration of stop and search (involving local officers).

2. Confidence and trust

- Work with Gwent Police's professional standards department (PSD) to raise awareness of complaints processes to encourage reporting when someone feels they have been treated unfairly by the police
- Work with the PSD and diversity and inclusion team to engage with the 'ethnic minorities and youth support team' BAME forum to develop a police-themed event focusing on stop and search, hate crime, recruitment and complaints
- Support Gwent Police to engage older people in BAME communities in dispelling myths around the use of stop and search (utilising BAME officers).

Two workshops were held with young people in January. One was held in the Pillgwenlly area and the other in Maindee. Some of the attitudes around policing and stop and search presented by participants were particularly challenging and feedback suggested that regular engagement would provide valuable opportunities to better understand the reasons behind this. It also fostered more positive relationships between young people and the police.

This work is still ongoing. Information as to its effectiveness will be gathered throughout the 2019/20 financial year.

11. Hate crime

Hate Crime Awareness Week (HCAW) took place in October and a number of activities took place during the week, jointly supported by the OPCC and Gwent Police.

Using funding provided by the Welsh Government to the OPCC, the joint OPCC and Gwent Police HCAW fund supported 11 projects across Gwent to deliver activities during HCAW and beyond.

Caerphilly People First was one of the organisations supported: "Thanks to the funding awarded to us, we were able to provide Hate Crime Awareness training to over 80 individuals. The aim of the training was to make as many people as possible aware of their right to be treated equally and fairly, and what to do if they feel they have been the victim of a hate crime - report it. The outcome of the training is that people are more aware of their rights, and know what to do if they feel they have been the victim of a hate crime."

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Disability Cando was also supported: "In addition to producing promotional materials, there were also two meetings arranged as conversation-style events involving statutory agencies and members of the User Lead Disability Forum (facilitated by Disability Can Do). The purpose of this style of meeting was to consider Disability Hate Crime within the broader experience of People with Disabilities."

The Commissioner also visited BGfm where he was interviewed live on air by members of Blaenycwm Primary School's Mini Police. A short video and photos from this event, along with messaging about hate crime, had more than 2,000 impressions and 30 engagements on Twitter.

12. Welsh Refugee Council Hate Crime Awareness Programme

Funded by the PCC's Partnership Fund, the Hate Crime Awareness Programme was delivered by the Welsh Refugee Council in partnership with the Sanctuary Project, British Red Cross women's groups and SEWREC groups.

The aim was to help raise awareness about hate crime and incidents amongst asylum seekers, refugees and other migrants in the Gwent area.

The programme delivered 12 hate crime awareness sessions and workshops to refugees and asylum seekers (RAS) across Newport and the surrounding areas, to:

- Share any recorded incidents with Gwent Police and Victim Support when given permission to do so by RASs;
- Explore scenarios for hate crime and how to identify and report it;
- Understand how the police respond to reports of hate crime; and
- Encourage participants to report any incidents.

The following feedback was obtained from the end of project report: "As part of the project, 86 asylum seekers, refugees and migrants were engaged with, discussing power and equality during their day to day life in Wales. No major incidents of hate crime were raised. Many minor incidents were raised which could have been reported. Participants stated that they did not report these to the police as they feared this would have a negative effect on their asylum claim. However, many welcomed the knowledge that this would not be the case.

"Overall, participants believed that the police could help, but was not always able to do so, either because they did not want to, or, because they did not have the right amount of evidence to do so. Overall, people said they felt safe and said that moving forward, they felt more empowered to report an incident."

To celebrate the end of the programme, an event was held and attended by a range of stakeholders and people from the RAS community. Guest speakers included Jayne Bryant MP, highlighting the national significance of this issue.

13. Black History Month

In October, the OPCC and Race Council Cymru hosted a Black History Month (BHM) Wales event in Newport. It marked the 11th anniversary of BHM Wales celebrations and the theme for 2018 was 'Icons of Black Wales'.

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The event featured keynote speeches on 'Windrush, Race Equality and Black History Matters in Gwent' and 'The Race Relations Act (1968): 50 Years On – So What?', live performances from Wales-based African and African-Caribbean groups, exhibitions, workshops, and a panel discussion session.

14. Gwent Regional Youth Question Time

In October 2018, the Commissioner agreed to highlight his support for the Regional Youth Forum (RYF).

To launch this, the RYF requested to host a question and answer style event with the Commissioner, Chief Constable and senior representatives of Aneurin Bevan University Health Board. The event was structured in a way to allow young people to ask questions of the four panellists relating to areas such as mental health, bullying and knife crime.

The Gwent Youth Question Time event was held in March at the University of South Wales. Formal invitations were sent to each Regional Youth Forum in Gwent, cadet groups, the Gwent Young Dragons and OPCC-funded diversionary projects including Positive Futures and Urban Circle.

In total, 81 people (71 under the age of 18) attended the event from across the Gwent area. During the event, a number of questions were asked on a variety of subject matters including funding for support services and the impacts of financial cuts, knife crime, anti-social behaviour, drugs, mental health (for staff and citizens) and homelessness.

Before the event, feedback forms were handed out to all attendees to complete. Overall feedback has been overwhelmingly positive:

- 96% were either satisfied or very satisfied with the event as a whole.
- 100% found the venue good or very good.
- 100% found the day and time of the event good or very good.
- 100% found the event content good or very good.
- 96% found the panellists good or very good.
- 86% found the refreshments good or very good.
- Of the 55% who asked a question, 83% were happy with the response they received.
- 100% said they would attend an event like this again.

Common areas of positive feedback identified from the forms included:

- Being able to question people with power and influence.
- Learning more about the different roles of policing and health.
- Having the opportunity to voice young people's thoughts and opinions.
- Young people having the opportunity to ask their questions, not older people on their behalf

This event ensured that the Commissioner and OPCC built relationships with a number of key youth groups across Gwent. It also ensured that children and young people from across the entire region were engaged with and able to share their

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opinions and experiences. The feedback from this event has helped to progress a number of key areas of work within the OPCC, including a joint campaign on knife crime with the Regional Youth Forum which will be progressed throughout 2019/20.

The OPCC will work with partners to organise another event in 2019/20, which will be publicised accordingly.

COMMUNICATIONS

15. All aspects of the Commissioner's role, and that of his office, are communicated with key partners and the public across many media platforms. This includes highlighting daily aspects of work and achievements, as well as highlighting opportunities for residents to engage.

16. Social media activity

The OPCC continued to use social media as a key communication tool throughout 2018/19.

To compliment the use of Twitter and Facebook, the OPCC has also now begun to utilise Instagram and YouTube as methods of communicating and engaging with residents.

Twitter

At 31 March 2019, the OPCC had 4,689 followers on Twitter compared to 12 months ago when there were 4,313 (9% increase). For the first time, the Gwent OPCC has the highest number of followers compared to the other three Welsh OPCCs. Of its followers, 47% are male and 53% are female.

In total, 481 tweets were posted generating 661,762 impressions (number of times a user saw the tweet on Twitter). This is a 63% decrease on the previous year when the number of impressions was 1,779,270. There were 192 fewer tweets. This was due to changes in office structures, diversification of channels and a reduction in the amount of retweeting of content.

In addition to the main corporate account, the Commissioner, Deputy Commissioner, OPCC Chief Executive, and Communication and Engagement Officer are also all active users of Twitter. However, statistics on this content are not currently collected.

The OPCC continues to focus on posting content that is relevant, informative and engaging. There will continue to be a move away from sharing of content to the actual creation of content. This inevitably reduces the number of posts, but means it is more meaningful content.

OPCC tweets have been re-tweeted 1,235 times (38% increase on 2017/18) and 3,580 of them have been 'liked', compared with 3,394 last year (a 6% increase).

The OPCC generated tweets that made the most impressions on Twitter, plus their engagement rates, were:

- The launch of Operation Encompass (19,352 impressions/479 engagements);

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- **New police constable recruits (14,089 impressions/1,689 engagements);**
- **PCC visit to the Gwent Police force control room (10,818 impressions/415 engagements);**
- **Promotion of the PCC's precept engagement (8,193 impressions/143 engagements);**
- **New police constable recruits (7,753 impressions/479 engagements);**
- **PCC awarding the Dog Section 'Team of the Year' (7,721 impressions/644 engagements); and**
- **Opening of the Abergavenny 'One Stop Shop' (7,289 impressions/360 engagements).**

In total, there were 22,245 engagements with OPCC content on Twitter.

Facebook

The OPCC Facebook page has seen an increase in followers in the last 12 months from 1,396 to 1,589. This represents a 14% increase.

The Gwent OPCC retains the highest number of Facebook fans compared to other Welsh OPCCs. In total, 62% of followers are female, 37% male and 1% uncategoryed.

During the year, there were 266 OPCC posts and/or status updates published, amounting to 249,780 impressions (a 24% increase on the same period last year), meaning significantly more people saw and had the ability to engage with content through this channel.

The OPCC generated posts that made the most impressions on Facebook were:

- **Promotion of the PCC's precept engagement (44,423 impressions/4,039 engagements);**
- **Opening of the Abergavenny 'One Stop Shop' (22,057 impressions/557 engagements);**
- **PCC awarding the Dog Section 'Team of the Year' (11,409 impressions/733 engagements);**
- **Rural crime survey (10,753 impressions/98 engagements);**
- **Launch of the Xcelerate Youth counselling service (8,817 impressions/493 engagements);**
- **Keep Wales Tidy spring clean (6,972 impressions/347 engagements);**
- **Promotion of the Gwent Police dog section (6,461 impressions/168 engagements);**
- **Royal Assent of the 'Assaults on Emergency Services Bill' (5,333 impressions/205 engagements); and**
- **Advertisement for the Growing Spaces Gwent ambassador (3,707 impressions/181 engagements).**

Total engagements with Facebook content in 2018/19 was 12,108 and there was no paid promotion of posts.

Instagram

At April 2019, the OPCC Instagram account had 206 followers.

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Between 1 April 2018 and 31 March 2019:

- 31 posts were uploaded;
- 187 likes; and
- 3,694 reach

The use of Instagram is becoming more popular within the sector, in particular with young audiences. It allows for more informal engagement, more suited to this demographic. It is anticipated that its future use will spike around summer engagement and the OPCC will look to continue to grow this channel during 2019/20.

YouTube and video

The OPCC has held a YouTube account since May 2015, however, its performance has not been previously reported upon. This information will now be included in each communication and engagement outturn report. On 31 March 2019, the OPCC had 19 subscribers.

From 1 April 2018 to 31 March 2019, the OPCC YouTube videos attracted:

- 746 views
- Gained five new subscribers
- Watched for 751 minutes

The most popular videos published on YouTube over the last 12 months have been:

- The Gwent Association of Voluntary Organisation (GAVO) Young Volunteer of the Year Award (138 views);
- Waunfawr mini police visit (98 views); and
- OPCC Hate Crime Mini Police BGFM visit (66 views).

However, this represents just the amount of views on YouTube. As in-line with best practice, the OPCC is also simultaneously uploading content to Facebook and Twitter, where the videos are embedded content. This generates considerably more views and engagement than via YouTube.

For example, the #LoveYourPetDay video on YouTube has only had four views, while on Twitter alone it had 609 views, with the tweet being seen by 1,548 people, of whom 109 engaged with it.

For future reports, the video figures will be combined to give a better feel on what has had better traction online.

Overall social media comparison

Gwent's Most Similar Groups (MSGs)

Force area	Twitter	Facebook	Instagram
Gwent	4,664 followers 1,692 likes	1,588 likes 1,584 followers	198 followers
Humberside	5,312 followers 2,114 likes	283 likes 294 followers	No account found
Durham	7,160 followers 1,960 likes	4,655 likes 4,661 followers	160 followers

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South Wales	4,300 followers 2,391 likes	100 likes 104 followers	276 followers
Lancashire	6,219 followers 1,913 likes	12,830 likes 12,827 followers	414 followers
Northumbria	8,201 followers 901 likes	13 likes 15 followers	No account found
South Yorkshire	5,996 followers 324 likes	1,341 likes 1,354 followers	No account found

Welsh OPCCs

Force area	Twitter	Facebook	Instagram
Gwent	4,664 followers 1,692 likes	1,588 likes 1,584 followers	198 followers
South Wales	4,300 followers 2,391 likes	100 likes 104 followers	276 followers
Dyfed Powys	3,661 followers 633 likes	359 likes 368 followers	No account found
North Wales	2,618 followers 1,608 likes	407 likes 405 followers	103 followers

The OPCC currently has the most Twitter and Facebook followers of the four OPCCs in Wales.

17. Website

During 2018/19, the OPCC website underwent a complete re-design. The previous site was no longer fully functional, nor was it fit for purpose.

The new website, launched on 19 February, is:

- The OPCC's official digital presence;
- Key to strengthening the OPCC's corporate identity online;
- Responsive and display clearly across a range of devices;
- Provides clear, informative content to visitors; and
- Is an information repository and platform for signposting to other services.

The following details the performance of the OPCC website between 1 April 2018 and 31 March 2019:

- 13,660 users in total;
- 18,095 sessions;
- 50,286 page views;
- Two minute average session duration; and
- 56.68% bounce rate.

Of the above statistics, the total users and average session duration are particularly pleasing.

The most popular pages visited during this time were:

- Homepage (6,274 views);
- News story – Event to tackle anti-social behaviour in Cwmbran town centre held (1,042 views);

Annex A

- Vacancies (983 views); and
- About us – Commissioner’s Team (663 views).

The website helps ensure that the OPCC continues to remain transparent and that information is easily accessible to the public.

As other communications channels grow, more content will refer to the OPCC website, which should see the above figures grow further.

18. Media Activity/Monitoring

A new media monitoring service was put in place on 1 October, 2015.

A total of 395 media articles were logged in the 12 months up to 31 March 2019, with 277 of them being positive, with the remaining being neutral or negative in nature.

The total monetary value of the media cuttings captured equated to £892,410.50. The estimated reach of these articles totalled 37,316,387.

The most popular stories in 2018/19 included:

- Launch of the ‘Alcohol Diversion Project’
- Apprenticeship Levy
- One stop shop opens in Abergavenny
- PCC meets the Severn Area Rescue Association (SARA)

19. Newspaper columns

The PCC’s newspaper column for the South Wales Argus has continued and appears every other month.

In addition to this, a new monthly column has been introduced in the Caerphilly Observer.

Despite an overall trend of people moving to online news, print media still plays an important role in helping public confidence due to the added level of scrutiny compared to broadcast communications channels such as Twitter.

In 2019/20, it is hoped to establish further columns with other traditional print media outlets. These articles are generally reused online, so are multi-purpose. They are also bespoke to the communities served, allowing greater focus on local issues than would sometimes appear on other channels.

20. E-bulletins

In January 2019, the OPCC released its first e-bulletin, providing subscribers with fortnightly updates regarding the work of the PCC and his office.

The bulletin has three main purposes:

- To keep residents and partner organisations up-to-date with the activities of the OPCC and partners.
- To target residents who are active internet users but do not follow the OPCC on social media.

Annex A

- **To provide additional structure to information sharing, internally and externally.**

It is also being used to direct people to Gwent Police services, such as Connect Gwent.

The e-bulletin has proven extremely successful gaining 836 subscribers, with an average open rate 63%. This is an exceptionally high open rate so, as the number of subscribers increases, it is expected that this will decrease. However, given the popularity of sign-ups and the amount of emails being read, the e-bulletin will become weekly from May 2019.

A full year's performance data for the e-bulletin will be available in the 2019/20 outturn report.

21. Estates

The move to the one stop shop in Abergavenny is part of the Commissioner's estate strategy to develop facilities that reflect the needs of policing in the modern era. Prior to the move, local councillors were invited to see the condition of the former police facility and the benefits of moving to a shared facility. Joint communications with Gwent Police were shared and the media invited to attend the official launch. Coverage appeared in all key titles.

For the proposed new HQ build, a frequently asked questions document and internal communications were created with the Corporate Communications team. A joint draft communications and engagement plan was also created. This will be finalised and implemented in 2019/20.

The principle of the document is the intention to be proactive to ensure coverage is balanced and key messages are reported. There will be considerable stakeholder management and engagement, both internally and externally. This will be done in collaboration with Corporate Communications. The process will reassure staff about the move and communities that their service will not be negatively affected by the investment.

22. Commissioned services

Communications and case studies supported a number of projects throughout the year.

For example, Newport People First and Torfaen People First premiered a range of impactful short films produced by people with learning disabilities to warn of the dangers and highlight the devastating impact of 'Mate Crime'. The films were funded by the Commissioner's Partnership Fund and are based on some of the real life experiences of members of Newport People First and Torfaen People First, the self-advocacy groups run by people with disabilities in Gwent.

The series of films tell the stories of several victims of Mate Crime across Newport and Torfaen. Each film highlights how vulnerable individuals were targeted, the impact it has had on their lives and how services, such as People First and Gwent Police were able to provide support. These were publicised and shared, with BBC News highlighting the issue and this work in Gwent.

Annex A

Commissioned services Xcelerate (a counselling service for children and young people) and Regener8 (promoting healthy relationships) have also featured in case studies and promoted across OPCC channels.

23. Mini Police

The OPCC has been supporting Gwent Police in the publicising of the Mini Police programme. The Commissioner sat on one of the interview panels for Fochriw and Phillipstown primary schools.

OPCC staff visited Waunfawr primary school to meet pupils participating in the scheme, alongside the then Cabinet Secretary for Local Government and Public Services, Alun Davies AM. They all contributed to a question and answer session with the Mini Police pupils.

Mini Police from Blaenycwm Primary also took part in Hate Crime Awareness Week and interviewed the Commissioner live on radio. Photographs and videos from the visits were posted on social media and shared with the local press. The purpose was to highlight the importance of active citizenship and encourage others to sign-up to the scheme.

24. Public Service Boards

The communications and engagement team has been continuing its close working relationships with the local Public Service Boards (PSB) including working together to develop opportunities for joint engagement activity, particularly over joint topics such as the precept/budget. This allowed OPCC messaging to reach a far greater audience than in the past.

The team is currently responsible for the editing of the Blaenau Gwent PSB newsletter and regularly submits content for the Newport PSB newsletter. A number of meetings were also held with PSB partners during the year to examine further opportunities to collaborate.

25. Police and Crime Plan

As part of the updating of the Police and Crime Plan during 2018/19, the public was asked to tell the OPCC which one of the five current policing priorities was most important to them. Almost 2,000 people had their say as follows:

- Crime prevention 46%
- Tackling anti-social behaviour 28%
- Effective service delivery 18%
- Supporting victims 4%
- Community cohesion 3%

The plan, which was published in 2017, was driven by a set of key values and principles, which were strengthened by a vision that the people of Gwent have confidence in the services we provide which makes them feel safe in their communities.

Annex A

The plan was updated in 2018/19 to make it clearer for the public to understand and evidence the good work that is carried out by Gwent Police in communities throughout the force area every day.

A narrative around serious and organised crime was also weaved throughout to emphasise its importance and ensure the protection of our most vulnerable residents remains a priority for Gwent Police.

Next Steps

The OPCC aims to increase engagement to ensure those who are seldom heard have an opportunity to engage, particularly children and young people in Gwent.

The team will also look to increase the use of current platforms and develop new ones to increase and improve existing engagement work.

Communications and engagement activities to date have included a number of learning points that will inform future activities during 2019/20, with a view to supporting and informing the delivery of the Commissioner's Police and Crime Plan 2017-2021.

There will be further upskilling of the team throughout 2019/20, with an emphasis on Creative Cloud products, photography and video. This will reduce the need for any freelance and/or external providers creating content resulting in financial savings to the OPCC.

The targeted growth of existing channels, particular Twitter, Facebook and ebulletin, will continue, as will the expanding use of video. The team also aims to deliver agreed communications plans, implement new approaches to media management and general engagement, run three external campaigns and increase partnership working.