



Report of the Police & Crime Commissioner to the Chair and Members of the Cleveland Police and Crime Panel

12th November 2024

Police and Crime Commissioner's Communication, Engagement and Consultation Report

1.1 Purpose of Report

1.1 The purpose of this report is to provide Cleveland Police and Crime Panel (PCP) with an update on the Police and Crime Commissioner's (PCC) communication, engagement and consultation activity since the last meeting.

2.1 Background

2.1 As set out in the Police Reform and Social Responsibility Act 2011, supported by other legislation, effective engagement with all sections of the community, partners and the public is a statutory role of the PCC, as a representative of the public and their voice in policing.

2.2 PCCs have local flexibility as to the precise methods by which public views are sought, as these are not prescribed.

3.1 Communication and Media Activity

3.1 The Office of the Police and Crime Commissioner Communications Team monitors the number of press releases it issues, media enquiries and interviews it handles and statements it provides to the media representatives.

3.2 During this current reporting period, between July – September 2024, there has been:

- 27 proactive press releases.
- 39 media enquiries received.
- 11 media interview conducted.
- 7 statements or quotes provided

3.3 A full overview of media activity and coverage can be found at Appendix A.

- 3.4 The PCC issued a number of statements following the disorder in Hartlepool and later in Middlesbrough. He also conducted several follow-up interviews with media outlets on the causes of the disorder and his perspective on long-term recovery strategies.
- 3.5 A full list of press releases issued by the OPCC are detailed at Appendix B. The most notable stories are summarised below.

Consultation launched on Matt Storey's Police and Crime Plan

Residents of Cleveland were urged to have their say on the proposed four-year plan of newly elected Police and Crime Commissioner Matt Storey.

Matt identified six strategic priorities to realise his vision of "*working together to build safe, strong and confident communities*".

The Commissioner's plan must be developed in consultation with local residents, victims of crime, partner organisations and the Chief Constable of Cleveland Police.

UK's first Youth Focused Custody suite launched in Cleveland

A first of its kind Youth Focused Custody Suite has launched in Middlesbrough Police station to help prevent children coming into contact with an adult offender.

Every young person who is arrested and brought into custody in Middlesbrough will be dealt with in the brand-new suite which is separate from the rest of custody.

The suite has its own entry point and reception area along with a small exercise area and is decorated with artwork which was based on designs created by young people.

Compensation available for people affected by disorder in Hartlepool and Middlesbrough

Homeowners and businesses affected by the recent disorder in Hartlepool and Middlesbrough were encouraged to seek compensation by Cleveland's Police and Crime Commissioner.

Matt encouraged those who suffered loss or damage to their property, including cars, homes or businesses, to contact their insurance companies.

Those who were not insured, or did not have adequate cover in place, may be eligible to claim compensation under the Riot Compensation Scheme.

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

- X (Twitter): @Cleveland_PCC,
- Facebook: Office of the Police & Crime Commissioner for Cleveland,
- Instagram: @clevelandopcc,
- YouTube: Cleveland PCC,
- LinkedIn: www.linkedin.com/ClevelandPCC.

3.5 In summary, social media activity during this current reporting period has been:

- **Facebook** – reached 17,300 people, 80,500 reach and 2,700 content interactions
- **X (Twitter)** – 38,400 impressions, 161 profile visits and 217 reposts
- **Instagram** – reached 511 people, 4,400 views and posted 202 content interactions
- **LinkedIn** – 43,250 impressions, 833 reactions and 318 page views

4.1 Community Engagement and Consultation Activity

Police and Crime Plan Consultation

- 4.1 During the reporting period, the OPCC team were focused on consultation for the PCC's draft Police and Crime Plan for 2024-2029.
- 4.2 The consultation was promoted via the OPCC's social media channels and through press releases, together with raising awareness of the consultation with elected members, stakeholders, partners and organisations including the voluntary sector agencies.
- 4.3 In light of the violence and disorder that took place in Cleveland during the summer, the PCC and his team reprioritised engagement activity to focus on recovery in affected wards in Hartlepool and Middlesbrough.
- 4.4 As a result, the Police and Crime Plan Consultation was extended for a further four weeks until 30th September 2024.
- 4.5 There were five main strands to the engagement activity:
- **An online survey** - community members were asked to rank the PCC's main six priorities and provide feedback on how these objectives may be achieved.

- **Engagement stalls** – residents are asked to rank the PCC’s six priorities at a range of community events and on stalls in local supermarkets.
- **Briefings and meetings** – the PCC presented his draft plan to a range of stakeholders within the criminal justice and community safety landscape.
- **Victim/survivor focus groups** – the PCC is required by law to engage with people affected by crime and focus groups were held to seek their views.
- **Workshops with diverse groups** – the PCC visited young people, older people, people with learning disabilities and the hearing-impaired community, and ethnically diverse communities.

4.6 A full separate report will be presented summarising the questions and methodology used throughout the consultation, as well as the results of the consultation.

Post-disorder engagement

- 4.7 Following the disorder in Hartlepool and Middlesbrough the PCC and his team visited a range of affected communities in both affected areas.
- 4.8 Over a period of three to four weeks, this included visits to charities supporting asylum seekers and refugees, faith centres and ethnically diverse groups across the Cleveland area.
- 4.9 The PCC visited residents in Newport and Middlesbrough, personally knocking on doors to speak with affected people.
- 4.10 To assist promotion of the Riot Compensation Scheme, the PCC held three full-day drop-ins at community locations in Middlesbrough and Hartlepool, to assist residents with relevant paperwork.
- 4.11 The PCC also recorded a voice note, which was sent to local people via WhatsApp – an app used heavily by faith groups in Teesside. It was seen by over 1,500 people.
- 4.12 The OPCC team were nominated for the Public Sector Award at the recent Tees Valley EDI Awards for their efforts to communicate and engage with communities after the disorder.

5. Recommendation

- 5.1 The Police and Crime Panel note the content of the report.

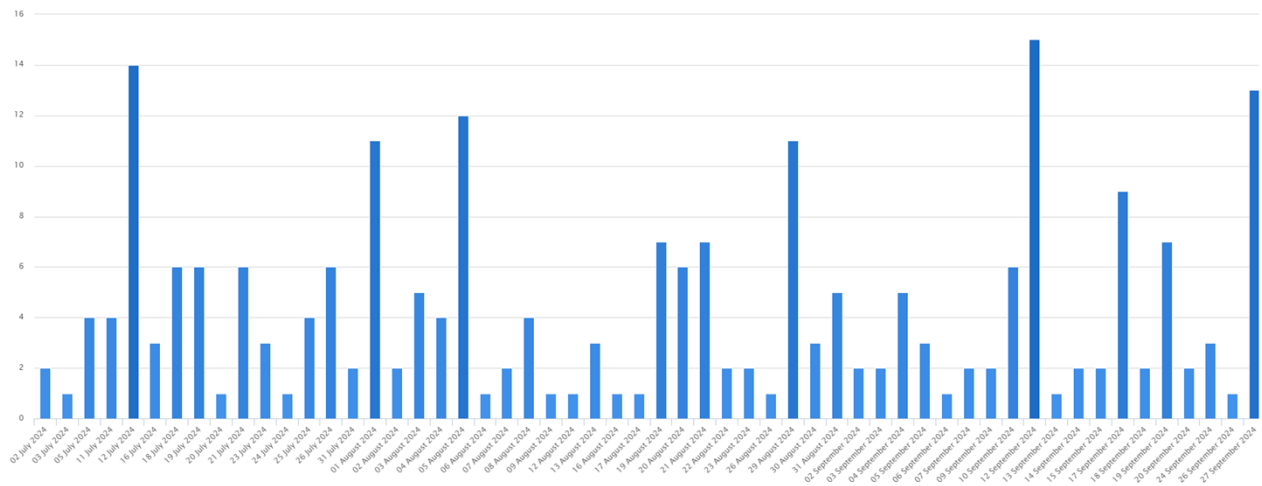
Quarter 2 2024/25: Media monitoring

Media coverage

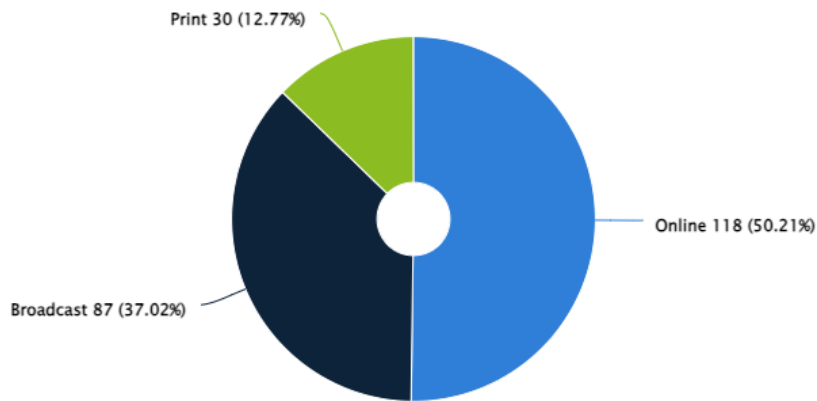
The Police and Crime Commissioner received:

- 235 mentions in regional, national and local media during Q2.
- Spikes in media coverage took place around the violent disorder on 31 July and 4 August. Media coverage throughout September also focused on the recent violent disorder.

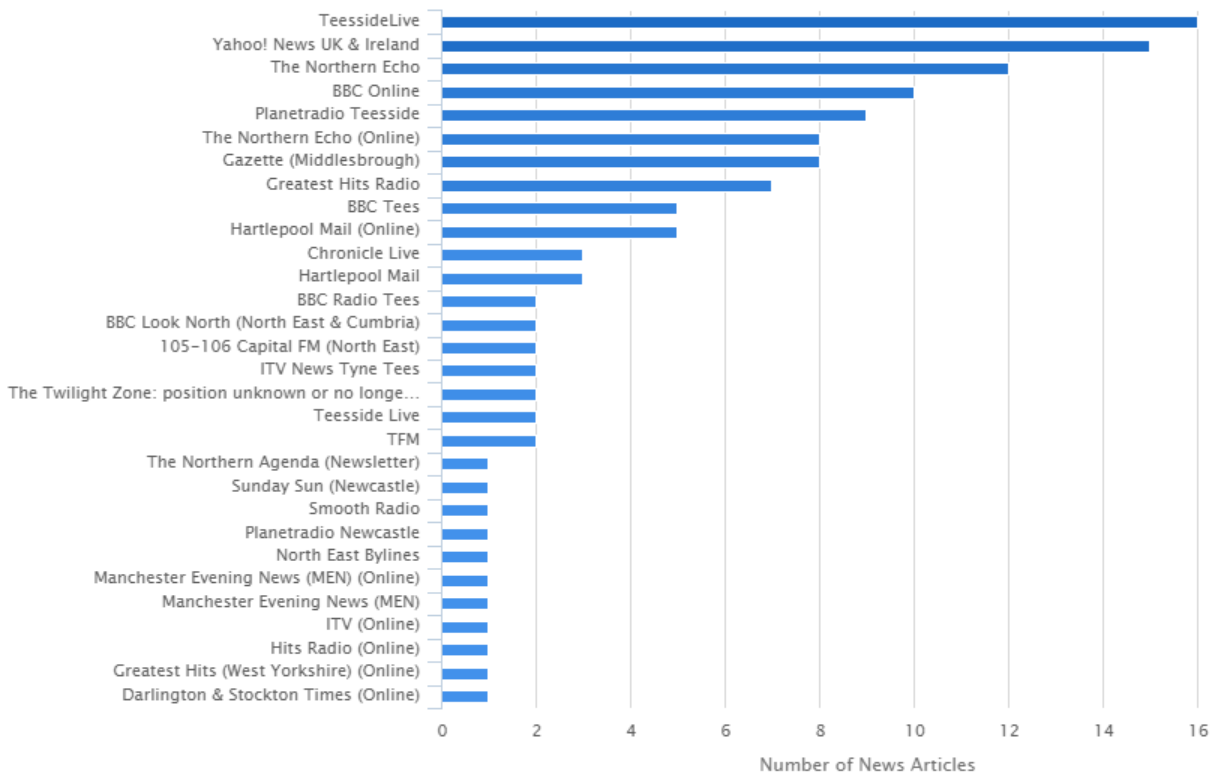
Daily Volumes



- There was an increase in broadcast coverage during Q2, making up for a third of all coverage. Over 50% of coverage was from online news outlets.



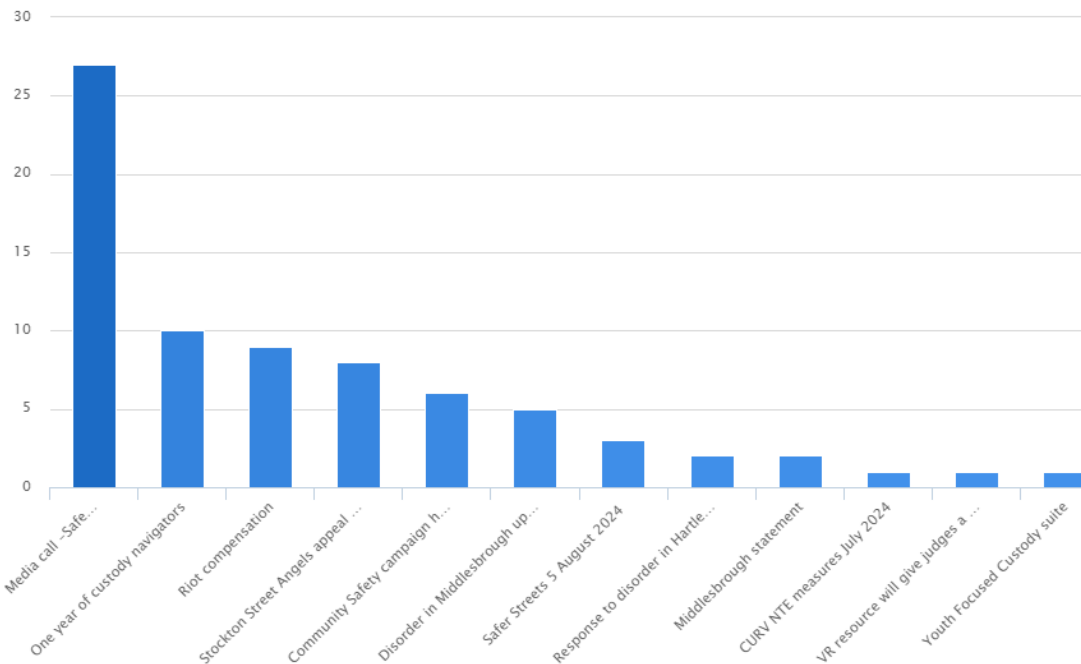
• There was increase in the number of media outlets mentioning the PCC in their



reports – likely driven by his comments on the violent disorder.

- Our most successful media story of the month was on the Safer Streets project in Stockton, resulting in 27 mentions.

News by Press Release



Appendix B

Quarter 2 2024/25: Press releases issued

10 July 2024: [Search for Stockton Street Angels to create a safe haven service in town centre](#)

12 July 2024: [Life-saving bleed cabinets amongst new safety measures rolled out across Cleveland](#)

15 July 2024: [Consultation launched on Matt Storey's Police and Crime Plan](#)

17 July 2024: [King's Speech is good news for Cleveland's communities](#)

18 July 2024: [New safety scheme targets licensed premises in Hartlepool](#)

18 July 2024: [UK's first Youth Focused Custody suite launched in Cleveland](#)

19 July 2024: [PCC reaffirms commitment to Neighbourhood Policing following first scrutiny meeting](#)

23 July 2024: [Plea to revise "broken" policing funding formula](#)

30 July 2024: [Hotel staff trained to spot the hidden harms of child exploitation](#)

1 August 2024: [PCC Matt Storey responds to disorder in Hartlepool](#)

2 August 2024: [Latest update from PCC Matt Storey on violent disorder in recent days](#)

4 August 2024: [Latest update from PCC Matt Storey on violent disorder in Middlesbrough](#)

5 August 2024: [Updated statement from PCC Matt Storey](#)

23 August 2024: [Security measures making Hartlepool streets safer](#)

29 August 2024: [Compensation available for people affected by disorder in Hartlepool and Middlesbrough](#)

30 August 2024: [Community Safety campaign helps to clean up Middlesbrough](#)

5 September 2024: [National success for PCC-backed project](#)

12 September 2024: [VR resource will give judges a new perspective on the impact of domestic abuse](#)

16 September 2024: [Cleveland custody navigators help hundreds of young people](#)

18 September 2024: [Wanted! Flexible, fair-minded people to sit on police panels](#)

20 September 2024: [Spooktacular funding offer for half term and Halloween from Cleveland PCC](#)

24 September 2024: [PCC welcomes ban on Zombie-style knives](#)