

SUSSEX PCC Office

Engagement, survey, media reach and correspondence summary

3,176 responses to our #SaferInSussex survey
2,524 responses to our independent, external consultation,
2,208 correspondence received,
371,265 reached via digital platforms
425,330 emails sent via newsletter
389 articles in media

Community Feedback with **over 20 Focus Groups with councillors and clerks**, Focus Groups with over **110 young people, 13 events** across the county engaging with a range of communities such as Veterans, youth workers, businesses, and rural communities.

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex Survey	9 September – 31 st October 2024	3,176	<p>Cohort statistics: over half are 65+, 21% declared a disability, 6% were LGBTQ+ and 2% are of an ethnic minority.</p> <ul style="list-style-type: none">-Majority of respondents have a middle or senior manager as the primary household earner (62%) and 85% have no children under 18 in the household-24% of respondents have reported a crime to the police within the last 12 months <p>Concerns: 32% ranked ASB as their top issue, followed by dangerous driving (14%) and knife crime (14%). All 12 local authority areas ranked ASB as the most important issue. VAWG is more of a concern in areas with large towns particularly university towns Brighton and Chichester. Knife crime and county lines are highly ranked in Hastings, Crawley and Rother</p> <p>We asked: Are you aware?</p> <ul style="list-style-type: none">-60,000 victims of crime are referred to support services each year: 24% said yes, 33% want to know more-The Safe Space Sussex Directory: 15% said yes, 45% want to know more-Sussex Police has a dedicated Business Crime Team: 17% said yes, 29% want to know more-Sussex Police has a dedicated Roads Policing Unit: 48% said yes, 27% want to know more-Sussex Police has a dedicated Rural Crime Team: 40% said yes, 23% want to know more-Total neighbourhood crime is down over 20% last year: 23% said yes, 49% want to know more-Sussex Police has disrupted 585 drug lines in the last year: 23% said yes, 44% want to know more-Sussex Police is one of the best performing forces for answering 999/101 calls: 20% said yes, 47% want to know more-The Sussex Safer Roads Partnership: 35% said yes, 34% want to know more <p>We asked: What would reassure you that crime is being tackled in Sussex? 50% said the most important action would be visible police officers and PCSOs, followed by better police engagement (19%) and effective initiatives to tackle ASB (9%)</p>

	DATES RAN	NUMBER	MAIN FINDINGS
Correspondence	1 st January 2024 - 31 st December 2024		There were 2,208 correspondence records received. Around half of reports did not provide a location or were from outside of Sussex. The top topics included: feedback to newsletter or PCC announcements (290), enquiries (251), reviews (216), complaints (210) road safety (207) and DBS (172).
Community Feedback	1 st January 2024 - 31 st December 2024	250	<p>Engaged directly with over 250 people across the county including residents, councillors and businesses along with approx. 110 young people in schools and youth groups, engagement check-ins with over 20 Focus Groups of Town and Parish councillors. These engagements also included people from diverse communities, people in rural areas, veterans and people/young people with additional needs.</p> <p>General response was supportive of a precept increase with an understanding that it will most likely have to happen to sustain police services and numbers</p> <p>Main concerns were lack of police visibility and named policing contacts within communities and ASB. Amongst younger groups knife crime was of high concern and feeling unsafe when out in public, especially at night.</p> <p>Awareness of support services such as Safe Space Sussex was on the lower side, with all those asked wishing to know more about how it could help them.</p> <p>Other issues raised included drugs, organised crime and shoplifting, lack of reporting due to perception of long wait times and dangerous parking.</p>
Independent consultation including precept survey	November – December 2024	2,524	<p>2,524 residents completed the survey (372) more than last year with a confidence interval of ± 1.95. 47% of respondents were male and 51% female and the survey had an even split across age groups and locations across the county.</p> <p>53% of all residents participating in the survey support some level of precept increase, with 40% opposing any increase and 7% exempt from paying council tax – 24% were prepared to pay up to £1.75 per month, 15% prepared to pay £1.25 extra per month and 14% prepared to pay £0.83 extra per month. The overall support for a precept increase has risen by 3% from last year.</p> <ul style="list-style-type: none"> • 58% of male participants supported some form of council tax increase and 57% of females supported the same. • Age breakdown of supporting the highest precept increase: 28% of the 65+ cohort, 26% of 55-64 cohort, 24% of 34-49 cohort, 22% of 18-34 cohort • West Sussex (59%) were more supportive of any precept increase compared to East Sussex (54%)
Digital Media	January 2024 – January 2025		<p>Digital Engagement: Reached 371,265 individuals Received 76,413 engagements Above benchmarks for average Engagement Rate across 3 priority channels</p>

SUSSEX
(continued)

Full list of
Engagements
Across 2024

Event/Partner	District/area	Engagement
Focus Group - Lewes	Lewes District Group	Safer in Sussex Survey and community concerns
Youth Engagement through Youth Group Leaders x 2	East and West Sussex	How to best engage with young people
Youth Engagement with Sussex Police	39 Youth Club, Bognor Shoreham Academy Angmering School BHASVIC Hove	Youth safety, perceptions of the police, reporting crime
Safer In Sussex Survey distributed to various contacts from the OSPCC	Independent Custody Visiting Scheme Shared by SALC across East & West Sussex Immediate Justice Steering Group Community Safety Partnerships Commissioning Network Southdown Sussex ASB Working Group Newsletter distribution OSPCC social media channels	Safer in Sussex Survey
NHS distribution to doctors partners	158 GP practices in Sussex: 30 in Brighton and Hove 52 in East Sussex 75 in West Sussex	Safer in Sussex Survey
Pharmacies across Sussex	310 pharmacies across the county	Safer in Sussex Survey
Neighbourhood Watch	Sent to over 3,000 co-ordinators across the county	Safer in Sussex Survey
West Sussex Armed Forces Conference	West Sussex	PCC awareness & feedback for Police & Crime Plan
BIMM Wellbeing Fair	Brighton & Hove	StopTopps, Safe Space Sussex, Safer in Sussex Survey

Event/Partner	District/area	Engagement
SALC Event	Countywide	Victim Services Awareness survey
Safer in Sussex Community Fund event	Countywide	General engagement and local issues
Safer Business Action Day	Brighton & Hove	Business and retail crime
Rural Community	Chichester district	Rural crime, hare coursing, policing engagement
Hassocks Garden Centre	Hassocks and surrounding	
Winter Focus Groups:	North Chichester South Chichester Arun Horsham North Horsham South Adur Crawley Mid Sussex North Mid Sussex South East Rother West Rother East Wealden West Wealden Lewes inland Lewes coastal Eastbourne Bexhill	Local issues, awareness and precept & communications to and from the police

ADUR & WORTHING

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	227	<p>Cohort statistics: 58% of respondents are retired and only 7 respondents were 18-34</p> <p>Concerns: 38% ranked ASB as their top issue, followed by shoplifting and assaults on retail workers (14%) and SOC (11%)</p> <p>What would reassure you that crime is being tackled in Sussex? 52% said the most important action would be visible police officers and PCSOs, followed by better police engagement (21%) and effective initiatives to tackle ASB (11%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	83	The most common report type was road safety (14) followed by PSD complaints (8), ASB (7), reviews (6) and enquires (6).
Community Feedback	1 st January 2024 - 31 st December 2024	35	<p>Knife carrying amongst youths is a concern for both adults and CYP and fear how it is a cycle of individuals carrying knives because they feel they need to protect themselves against someone else with a knife. CYP in schools feel generally safe and have lived in their respective areas for most of their lives. CYP in Adur and Worthing are more inclined to report a crime than other areas but didn't have a full understanding of reporting methods available.</p> <p>All spoken to agreed that more funding for youth centres and groups would be beneficial to making CYP feel safer and also dispersing groups congregating in areas like parks and other public spaces.</p>
Independent consultation including precept survey	November – December 2024	257	<p>Support/not support for precept increase:</p> <p>24% - support increase of extra £1.75pm</p> <p>15% - support increase of extra £1.25pm</p> <p>21% - support increase of extra £0.83pm</p> <p>40% - don't support increase in any form</p>

ARUN

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	339	<p>Cohort statistics: 61% are retired and 30% are in full or part time employment</p> <p>Concerns: 40% ranked ASB as their top issue, followed by shoplifting and assaults on retail workers (11%) and dangerous driving (10%)</p> <p>What would reassure you that crime is being tackled in Sussex? 52% said the most important action would be visible police officers and PCSOs, followed by better police engagement (22%) and effective initiatives to tackle ASB (10%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	152	The most common report type was unauthorised encampments (22) followed by road safety (19), feedback (18), ASB (16) and reviews (13).
Community Feedback	1 st January 2024 - 31 st December 2024	19	<p>Feedback highlighted high levels of ASB in Arun communities, with lack of police visibility and action on crime – this is of main concern in town centres such as Littlehampton. Shoplifting was highlighted as an ongoing issue and staff do not know what to do when shoplifting occurs.</p> <p>There is a perception that the police are not solving crimes due to lack of seeing/hearing about successes – this is paired with lack of visibility in communities.</p> <p>Amongst CYP, knife carrying, drugs and lack of police visibility causes feelings of being unsafe. Main issue areas are Littlehampton town and Bognor seafront.</p>
Independent consultation including precept survey	November – December 2024	205	<p>Support/not support for precept increase:</p> <p>30% - support increase of extra £1.75pm</p> <p>16% - support increase of extra £1.25pm</p> <p>15% - support increase of extra £0.83pm</p> <p>40% - don't support increase in any form</p>

BRIGHTON & HOVE

	DATES RAN	NUMBER	MAIN FINDINGS
Talk Sussex	9 September – 31 st October 2024	407	<p>Cohort statistics: nearly half of total 18-34 respondents live in Brighton and Hove. Brighton and Hove has the highest number of LGBTQ+ respondents (15%) and unlike other areas where most respondents are over 65, Brighton has a higher proportion of working professionals (48%) compared to retired (43%)</p> <p>Concerns: 31% ranked ASB as their top issue, followed by VAWG (21%) and county lines (12%)</p> <p>What would reassure you that crime is being tackled in Sussex? 36% said the most important action would be visible police officers and PCSOs, followed by better police engagement (18%) and stronger focus on the safety of women and girls (17%)</p>
Correspondence		154	<p>The most common report type was reviews (23), feedback (20), road safety (17), ASB (15) and enquiries (12).</p>
Community Feedback	1 st January 2024 – 31 st December 2024	75	<p>Shoplifting across the city is an issue for both residents and shops. The Brighton BCRP is very much valued especially visible patrols and data sharing on individuals committing repeat offences. However, there is a reluctance from businesses (especially larger chains) to report as it takes up time for their staff and they don't believe the crime will get solved by the police.</p> <p>Among CYP, there is a fear of walking/being alone in public spaces at night due to street drinkers, drugs, ASB and more serious crimes. Females in particular explained that they felt unsafe at night, even on public transport. More streetlights, CCTV and safe spaces would make CYP feel safer.</p>
Independent consultation including precept survey	November – December 2024	294	<p>Support/not support for precept increase:</p> <ul style="list-style-type: none"> 21% - support increase of extra £1.75pm 18% - support increase of extra £1.25pm 20% - support increase of extra £0.83pm 42% - don't support increase in any form

CHICHESTER

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	181	<p>Cohort statistics: 52% are retired and 40% are in full or part time employment. Chichester has the highest rate of respondents who have middle/senior managers as primary household earners (68%)</p> <p>Concerns: 38% ranked ASB as their top issue, followed by dangerous driving (12%) and rural crime (9%)</p> <p>What would reassure you that crime is being tackled in Sussex? 49% said the most important action would be visible police officers and PCSOs, followed by better police engagement (20%) and stronger focus on the safety of women and girls (8%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	58	The most common report type was feedback (8) followed by enquiries (7) , road safety (6) and ASB (5).
Community Engagement	1 st January 2024 - 31 st December 2024	10	<p>Acknowledgment that actual crime is low, however public perception of crime and lack of action from the police is high and of concern. Better communications is key and retention of PCSOs and officers within their communities.</p> <p>Rural areas feel that they aren't getting adequate support from the police. They understand being overstretched in capacity, however the rural communities say they are facing serious crimes that affect their livelihoods and safety. Road safety was also a key issue across the district.</p> <p>Groups also expressed a desire for there to be a better focus on awareness of services for those who are vulnerable in communities. For example, it was requested that the police do larger campaigns supporting early dementia/Alzheimer's interventions.</p>
Independent consultation including precept survey	November – December 2024	168	<p>Support/not support for precept increase:</p> <p>24% - support increase of extra £1.75pm</p> <p>20% - support increase of extra £1.25pm</p> <p>16% - support increase of extra £0.83pm</p> <p>40% - don't support increase in any form</p>

CRAWLEY

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	153	<p>Cohort statistics: 53% are over 65 years</p> <p>Concerns: 32% ranked ASB as their top issue, followed by knife crime (17%) and dangerous driving (13%)</p> <p>What would reassure you that crime is being tackled in Sussex? 50% said the most important action would be visible police officers and PCSOs, followed by better police engagement (19%) and police disrupting organised crime gangs (9%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	72	The most common report type was reviews (15) followed by road safety (12), feedback (9), ASB (6) and complaint (6).
Community Feedback	1 st January 2024 - 31 st December 2024	20	<p>Feedback highlighted that communities in Crawley would like more engagement from the PCC's office and Sussex Police in general, however not asking our 'regular' sets of questions – communities would like us to understand the different challenges each diverse community faces and to then work together for proactive solutions. Interfaith groups were keen to have a louder voice in community safety and policing plans in the future due to the sorts of crimes they face.</p> <p>More information on community safety initiatives, funding and good news was also requested by groups within Crawley.</p>
Independent consultation including precept survey	November – December 2024	175	<p>Support/not support for precept increase:</p> <p>22% - support increase of extra £1.75pm</p> <p>17% - support increase of extra £1.25pm</p> <p>11% - support increase of extra £0.83pm</p> <p>50% - don't support increase in any form</p>

EASTBOURNE

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	186	<p>Cohort statistics: 66% are retired and 26% in full or part time employment. Eastbourne had the highest rate of respondents who declared a disability (31%)</p> <p>Concerns: 36% ranked ASB as their top issue, followed by VAWG (12%) and dangerous driving (12%)</p> <p>What would reassure you that crime is being tackled in Sussex? 49% said the most important action would be visible police officers and PCSOs, followed by better police engagement (16%) and effective initiatives to tackle ASB (11%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	78	The most common report type was feedback (15), followed by road safety (8), enquiries (6) and PSD complaints (6).
Community Feedback	1 st January 2024 - 31 st December 2024	5	Main issues from the group raised were about reporting crime and the follow up from Sussex Police after that. Many mentioned experiences or stories about the police being called and never hearing about their case again which deters residents and businesses from reporting in the first place. More good news needs to be shared by the police to increase public confidence alongside known, named PCSOs and NPTs. All recognised that the precept will need to increase to continue basic function of the police force and highlighted that they too were in the same boat.
Independent consultation including precept survey	November – December 2024	214	<p>Support/not support for precept increase:</p> <p>23% - support increase of extra £1.75pm</p> <p>14% - support increase of extra £1.25pm</p> <p>13% - support increase of extra £0.83pm</p> <p>50% - don't support increase in any form</p>

HASTINGS

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	145	<p>Cohort statistics: Hastings has the second highest rate of LGBTQ+ respondents (10%) and the highest rate of female respondents (53%)</p> <p>Concerns: 31% ranked ASB as their top issue, followed by knife crime (15%) and dangerous driving (15%)</p> <p>What would reassure you that crime is being tackled in Sussex? 48% said the most important action would be visible police officers and PCSOs, followed by better police engagement (17%) and effective initiatives to tackle ASB (11%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	68	The most common report type was road safety (8), feedback (7), reviews (7) and DBS (6).
Community Feedback	July – December 2024		Main concerns: anti-social behaviour and drug dealing and consumption and knife crime.. Request for wider police engagement with BAME and LGBTQ+ communities. Call for more visible town centre policing and tougher enforcement on ASB. Call for earlier engagement with young people
Independent consultation including precept survey	November – December 2024	169	Support/not support for precept increase: 18% - support increase of extra £1.75pm 17% - support increase of extra £1.25pm 14% - support increase of extra £0.83pm 51% - don't support increase in any form

HORSHAM

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	336	<p>Cohort statistics: respondents in Horsham have the highest rate of senior managers and CEOs as the primary earner in the household (34%) and lowest rate of manual skilled workers (7%)</p> <p>Concerns: 34% ranked ASB as their top issue, followed by knife crime (14%) and dangerous driving (13%)</p> <p>What would reassure you that crime is being tackled in Sussex? 50% said the most important action would be visible police officers and PCSOs, followed by better police engagement (22%) and effective initiatives to tackle ASB (9%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	74	The most common report type was road safety (20) followed by feedback (8) and reviews (6).
Community Feedback	1 st January 2024 - 31 st December 2024	25	<p>Residents of Horsham expressed that Horsham is perceived as a safe place to live which can attract criminals who think there is a lack of police presence. Feedback suggests that residents are in fact seeing a reduced presence of their local policing teams, especially PCSOs. Groups also highlighted that when they are facing a crime (particularly the rural community), that they are directed to 101 by their named PCSO instead of the officer taking details to investigate.</p> <p>Shoplifting and Knives were a key issue for communities within the town centre of Horsham, with ASB being an issue across the whole district. Residents are keen to hear more about what their police force is doing and to have better contact and crimes solved by the Horsham policing team.</p>
Independent consultation including precept survey	November – December 2024	201	<p>Support/not support for precept increase:</p> <p>33% - support increase of extra £1.75pm</p> <p>11% - support increase of extra £1.25pm</p> <p>14% - support increase of extra £0.83pm</p> <p>41% - don't support increase in any form</p>

LEWES

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	124	<p>Cohort statistics: 53% are 65+</p> <p>Concerns: 33% ranked ASB as their top issue, followed by SOC (16%) and dangerous driving (11%)</p> <p>What would reassure you that crime is being tackled in Sussex? 48% said the most important action would be visible police officers and PCSOs, followed by better police engagement (18%) and police disrupting organised crime gangs (12%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	61	The most common report type was enquiries (11) followed by road safety (8), feedback (7) and DBS (6).
Community Feedback	1 st January 2024 - 31 st December 2024	30	<p>Clrs within the Lewes District report a lack of communication from their Neighbourhood Policing Teams with the lack of visible/contactable PCSOs a key issue.</p> <p>Youths are causing issues with ASB, vandalism and shoplifting. Reports of speeding and reckless driving and reports of some crimes in rural areas and fears of potential rural crime..</p>
Independent consultation including precept survey	November – December 2024	150	Support/not support for precept increase: 29% - support increase of extra £1.75pm 19% - support increase of extra £1.25pm 10% - support increase of extra £0.83pm 42% - don't support increase in any form

MID SUSSEX

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	248	<p>Cohort statistics: Mid-Sussex has the highest rate of households with children under 18 (16%) and the lowest rate of manual skilled workers (7%)</p> <p>Concerns: 31% ranked ASB as their top issue, followed by dangerous driving (15%) and VAWG (12%)</p> <p>What would reassure you that crime is being tackled in Sussex? 53% said the most important action would be visible police officers and PCSOs, followed by better police engagement (15%) and effective initiatives to tackle ASB (9%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	86	The most common report type was ASB (17), followed by road safety (11), feedback (8), enquiries (8) and reviews (8).
Community Feedback	1 st January 2024 - 31 st December 2024	15	<p>Lack of police presence and shoplifting were two key issues raised by cllrs and clerks in Mid Sussex. All groups highlighted that they aren't seeing their local PCSOs but they understand that a lot of officers are currently in training and will be deployed soon. Communities have received communication from their local Inspector and the CC explaining additional police numbers and distribution within communities.</p> <p>In relation to shoplifting, stores and their staff say they aren't reporting despite various partners pushing them to sign up to DISC. Groups also expressed a desire to hear more about the good work of Sussex Police as it would provide reassurance that crime is being tackled to communities who are not seeing officers on their streets.</p>
Independent consultation including precept survey	November – December 2024	207	<p>Support/not support for precept increase:</p> <p>28% - support increase of extra £1.75pm</p> <p>21% - support increase of extra £1.25pm</p> <p>20% - support increase of extra £0.83pm</p> <p>31% - don't support increase in any form</p>

ROTHER

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	222	<p>Cohort statistics: Rother has the highest rate of male respondents at 54%. The rate of 65+ is 62%</p> <p>Concerns: 27% ranked ASB as their top issue, followed by dangerous driving (24%) and county lines (11%)</p> <p>What would reassure you that crime is being tackled in Sussex? 57% said the most important action would be visible police officers and PCSOs, followed by better police engagement (18%) and effective initiatives to tackle ASB (9%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	64	The most common report type was road safety (12), feedback (12), ASB (10) and enquiries (8).
Community Feedback	1 st January 2024 - 31 st December 2024	20	<p>Road issues and a diminishing Community Speed Watch was raised as a key issue by communities in Rother. They expressed that they don't receive much police response around road issues unless it's a tragic fatality – they would like more support from the police and CSP for the Community Speed Watch.</p> <p>Have some interaction with their local PCSOs but would like more – groups expressed that two-way conversations and information sharing from the police provides communities with great reassurance that crime is being tackled. Information sharing in particular is desired for good news stories of crimes being solved.</p> <p>Other issues included ASB, shoplifting, fraud and issues with reporting. Some members expressed that when they have reported they've received an underwhelming response from the police.</p>
Independent consultation including precept survey	November – December 2024	128	<p>Support/not support for precept increase:</p> <p>25% - support increase of extra £1.75pm</p> <p>13% - support increase of extra £1.25pm</p> <p>9% - support increase of extra £0.83pm</p> <p>52% - don't support increase in any form</p>

WEALDEN

	DATES RAN	NUMBER	MAIN FINDINGS
Safer In Sussex	9 September – 31 st October 2024	456	<p>Cohort statistics: Wealden has the highest rate of responses in Sussex. 62% are retired and 31% are in full or part time employment. Only 2 respondents were of an ethnic minority</p> <p>Concerns: 32% ranked ASB as their top issue, followed by dangerous driving (20%) and knife crime (14%)</p> <p>What would reassure you that crime is being tackled in Sussex? 54% said the most important action would be visible police officers and PCSOs, followed by better police engagement (21%) and police disrupting organised crime gangs (8%)</p>
Correspondence	1 st January 2024 - 31 st December 2024	79	The most common report type was road safety (24), followed by feedback (9), enquiries (9), reviews (9) and DBS (8).
Community Feedback	1 st January 2024 - 31 st December 2024	20	<p>Parking and road issues were of main concern to groups in Wealden – there is an ongoing challenge of who this sits with (council vs police despite explanations of the need to embrace CPE) and there is frustration that it isn't getting sorted.</p> <p>Lack of visible PCSOs was an issue, especially when there have been reports of crimes in the area. Tougher punishments for CYP was also raised as the group felt current schemes did nothing to deter youths from offending again.</p> <p>Better police contact processes and sharing good news stories was requested.. Cllrs and clerks said Sussex Police need to be shouting about improvements to 101/999 times so that residents feel encouraged to report more.</p>
Independent consultation including precept survey	November – December 2024	183	<p>Support/not support for precept increase:</p> <p>32% - support increase of extra £1.75pm</p> <p>14% - support increase of extra £1.25pm</p> <p>10% - support increase of extra £0.83pm</p> <p>44% - don't support increase in any form</p>

Media Evaluation

Q4 Jan-March (131 pieces of coverage)

Total reach	501,219,543
% Positive or Very Positive	97%
% Negative or Very Negative	3%
% Priority or Key target media	100%
PCC Priorities	
Strengthen local policing, tackle crime & prevent harm	59%
Relentless disruption of serious and organised crime	23%
Support victims and safeguard the vulnerable	9%
None	0%
Article size	
Full page	47%
1/2 page	0%
1/4 page	21%
1/8 page	8%
% PCC led	46%

Q2 - July-September 2024 (93 pieces)

Total reach	514,082,013
% Positive or Very Positive	94%
% Negative or Very Negative	6%
% Priority or Key target media	99%
PCC Priorities	
Visible policing to improve public confidence	60%
Tackle serious violence and organised crime	20%
Support victims, witnesses and communities	20%
None	0%
Article size	
Full page	50%
1/2 page	6%
1/4 page	41%
1/8 page	3%
% PCC led	83%

Q1 - April-June 2024 (90 pieces)

Total reach	403,987,423
% Positive or Very Positive	95%
% Negative or Very Negative	5%
% Priority or Key target media	99%
PCC Priorities	
Strengthen local policing, tackle crime & prevent harm	73%
Relentless disruption of serious and organised crime	21%
Support victims and safeguard the vulnerable	6%
None	0%
Article size	
Full page	48%
1/2 page	1%
1/4 page	50%
1/8 page	1%
% PCC led	60%

Q3 - October - December 2024 (75 pieces)

Total reach	302,666,842
% Positive or Very Positive	97.40%
% Negative or Very Negative	2.60%
% Priority or Key target media	100%
PCC Priorities	
Visible policing to improve public confidence	28%
Tackle serious violence and organised crime	41%
Support victims, witnesses and communities	31%
None	0%
Article size	
Full page	53%
1/2 page	24%
1/4 page	16%
1/8 page	6.60%
% PCC led	38%

Digital Media Evaluation

LinkedIn	Impressions	Engagements	Av Engagement Rate
Total	38,153	878	10%

X (Twitter)	Impressions	Engagements	Av Engagement Rate
Total	218,340	1,756	2.60%

Facebook	Impressions	Engagements	Av Engagement Rate
Total	60,772	3,379	2.45%

Website	Users	Sessions	Av Engagement Rate
Total	54,000	70,400	1.3%

Newsletter	Subscribers	Emails Sent	Av Open Rate
9,194 subscribers	13.3% increase	425,330	47.1%

Benchmarks	
Facebook ER	1.60%
X ER	1.36%
LinkedIn ER	3.85%
Website	1-5%