

**OFFICE OF THE POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE  
DECISION RECORD**

Decision Record Number: **43/2015**

Title: **Eye on Crime**

**Executive Summary:**

The purpose of the submission is to determine the Commissioner's appetite and funding commitment to support the production of 6 new episodes of Eye on Crime.

**Decision:**

The Commissioner advised that he was supportive of the production of 6 new episodes and wished to work with the 4 CSPs in order to progress.

**Background Report: Open**

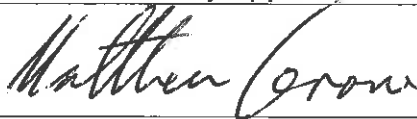
**Police and Crime Commissioner for Humberside**

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

Signature



Date **16.10.15**

**POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE**

**SUBMISSION FOR DECISION**

**OPEN**

**Title: Eye on Crime Funding**

**Date: 14 October 2015**

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**1. Executive Summary**

1.1 The purpose of this submission is to determine the Commissioner's appetite and funding commitment to support the production of 6 new episodes of Eye on Crime.

**2. Recommendation.**

The Police and Crime Commissioner is recommended to:

- (i) Consider the proposal to support the production of 6 new episodes and, if minded to do so, determine the level of financial commitment.

**3. Background**

- 3.1 Through funding provided by the Community Safety Partnerships (CSPs) totalling £15,000, 3 pilot 'Eye on Crime' programmes were produced by East Coast Pictures (ECP).
- 3.2 The purpose of these was to trial an innovative use of online video and TV as part of the overall approach to crime prevention. Eye on Crime aims to raise public awareness of the initiatives around tackling crime, promoting safer communities and help to engage the public in the reporting and prevention of crime.
- 3.3 The 3 pilot episodes were created with a bespoke model to broadcast online and on TV (Estuary TV), allowing each episode to be broken down into 5 bite-size strands for the websites and social media of Crimestoppers, Humberside PCC, Humberside Police and all contributors and partners involved in the production. A 'YouTube' page has been created to host the episodes and videos, making them easy to share with contributors and partners.

**4. Proposal**

- 4.1 The 3 pilot episodes were of a relatively good quality and East Coast Pictures now wish to develop a further 6 episodes, each lasting 30 minutes. The content will also be available online, covering a range of crime issues.
- 4.2 The total cost for all 6 episodes and 30 x 3 minute videos is £36,000. To date £10,000 has been secured from Crimestoppers and £6,000 from the Humberside Fire and Rescue Service. There is therefore a balance of £20,000 to enable these programmes to be made. The Commissioner needs

to decide whether he is prepared to fund this shortfall completely or a part thereof.

- 4.3 There is some concern regarding the initial reach of the pilot programmes as well as how we determine the actual impact of the programmes. To address this East Coast Pictures will employ a dedicated press and publicity officer to publicise the new series in the local press, including radio across the Humber region. With publicity around the series in local press and radio, viewers will be directed to online as well as TV, capturing both sets of audiences across the Humber sub-region.
- 4.4 In addition, it has become clear that we need to maximise the use of social media. Some organisations, such as Women's Aid and Empower have an opportunity to utilise social media much more effectively and ECP will support these organisations with the use of videos on websites and social media. This will help to improve reach and value for money as contributors and partners will use the video content more effectively with their own followers and users.
- 4.5 Finally, ECP will create a weekly video bulletin which will be available for all partners to utilise on their own social media. A video resource that can be utilised by the local press to engage readers online will also be developed.

## **5. Financial Implications**

- 5.1 The cost of producing 6 TV episodes will be £36,000. With contributions secured from Crimestoppers and HFRS the shortfall is £20,000.
- 5.2 As well as preparation and planning, filming, editing and music the production costs will include, as mentioned above:
  - Increased social media support for all organisations appearing in the films, ensuring best value and reach of online materials.
  - DVDs produced and posted to partners and organisations for use in face to face presentations.
  - Issues reflecting all 4 unitary authority areas
  - Better reflection of locations, filming on location in communities in the East Riding, Hull, North Lincs and North East Lincs including preparation, planning and travel.

## **6. Risks**

- 6.1 A significant risk surrounds the potential release dates for the programme and the forthcoming Police and Crime Commissioner elections in May 2016. Confirmation of programme release and content will mitigate any potential risk of conflict and ensure that the focus remains on the crime related issues.
- 6.2 This would not prevent any suggestions from the Commissioner in terms of programme content (i.e. cyber-crime, fraud against the elderly etc.) and in any event a representative of the PCC would be involved in any production meetings, together with Humberside Police.

## **7. Legal Implications**

7.1 There are no legal implications associated with this report.

## **8. Equalities Implications**

8.1 There are no equalities implications associated with this report.

## **9. Consultation**

9.1 The Deputy Police and Crime Commissioner has discussed this initiative with the CSP Managers as part of the discussions around the use of the CSP funding. Together with the street marshal's scheme, this was a suggestion put forward by the CSP Managers that the PCC could potentially commission.

## **10. Media information**

10.1 There will be an opportunity for the PCC staff to get directly involved in promoting Eye on Crime to raise awareness of crime prevention initiatives, and helping to raise the profile of organisations responsible for helping to prevent crime and support victims.

10.2 The series launch will be made known to the press, print, online and local radio to direct viewers to watch online and on TV, Estuary TV, Freeview 08.