

Communications objectives

Support the force vision, mission, values and culture through communications opportunities and channels

Support the force's areas of tactical focus with communications, being mindful of the Police and Crime Plan

Support the force in channel shift to assist in the management and reduction of demand

Increase visibility of policing across the force

Improve internal communications and engagement



Creating a safer
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Corporate Communications PAB update Q1 2026-27

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Website: www.cambs.police.uk



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Press office and social media activity



Op Tiros (Johnson’s of Old Hurst incident)

Media enquiries – **145**
Internal story thanking officers, updating on the injured boy and signposting to wellbeing services – **1728** views

Social media posts about the incident had a reach of **892K**, **1.2K** reactions and **1.3k** shares

The press office provided support to the family helping them set up a fundraising page and write a statement.

This received significant national media coverage. So far **£67k** has been raised to support the victim and his family.



Herbert protocol

Storytelling posts using anonymised call/incident examples were used throughout Q1 to promote the force’s Herbert Protocol. As well as social media activity throughout Dementia Awareness Week in May.

Social media posts there was a reach of **302,873** and **135** shares

An eCops message had an open rate of **50%**

Outcome – 1,190 Link clicks to the web pages and **77** applications and **1** wristband issued.



Caught on camera – successful CCTV appeals

- A murder witness was found thanks to a CCTV appeal on social media
- A man suspected of indecent exposure was identified thanks to a CCTV appeal on social and traditional media
- A man suspected if criminal damage was identified thanks to a CCTV appeal on social and traditional media

Coming up

- Op Dragonfish sentencing
- Summer drink and drug driving campaign
- Student safety campaign
- VAWG running campaign

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Mission, vision and values

Outputs

- Pre-launch podcast
- Senior leader email/briefing
- Supervisor email and 60 second briefing
- Launch article
- Refreshed ‘praise a colleague’ in line with the MVV and frameworks
- Weekly update
- General orders
- Intranet pages
- Updated corporate signature
- Posters
- Digital screen updates
- Promotion of information sessions via an intranet article, tile, general orders and the weekly update



- During Q1 there were **99** people praised via ‘Praise a Colleague’ using the new MVV and framework focused criteria
- Nine areas of the MVV and frameworks were used in praise a colleague. The top three most popular areas for praise were:
 1. Creating a safer Cambridgeshire
 2. Caring for our people
 3. Reducing and solving crime

Out-takes

- The soft launch podcast had **316** views and the ‘It’s about fairness’ follow up podcast had **597** views.
- Intranet articles:
 - Launch article – **2098** views and **3** likes
 - Your chance to quiz chief officers – **1150** views
- Since its launch the intranet page has had **1320** views
- Seven weekly updates promoting those who have received praise had an average page view of **844** views. These were also sent out as all staff emails

Mission

- Prevent harm
- Reduce and solve crime
- Build trust and confidence

Vision



Creating a safer Cambridgeshire

Values

- Public service
- Courage
- Respect and empathy
- Fairness

Meeting the public's expectations and delivering strong leadership

Outcomes

- In a poll **73%** of people said they were aware of the MVV
- In a poll **84%** of people said they had updated their email signature with the new MVV graphic

Next steps

- Continue to highlight the MVV and frameworks in all relevant communications activity
- Continue to embed MVV and frameworks into reward and recognition through ‘Praise a Colleague’
- Review of progress as part of the Chief’s first year in force podcast
- Re-poll to understand awareness

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Recruitment

Objectives

- To generate 100 applications for a PCEP recruitment window in May and more than 1000 views of the PCEP web page
- To generate 100 applications for a PCDA recruitment window in April and more than 1000 views of the PCDA web page

Outputs

PCDA window

- Teaser on passing out content in Feb with ‘register your interest’
- Social media case studies
- Facebook adverts
- Passing out content in April (pic right) with promotion of the window



PCEP window

- Adverts/posts on Facebook using officer case studies
- eCops message targeted at students/recruitment interest
- Video case study – Jake Weldon (see right) - promoted on YouTube



Out-takes

- A LinkedIn post on the Lauren Hills case study was the best performing content on that channel in two months, with 959 clicks
- A PCDA Facebook advert using Grace Bremner case study – 1698 clicks, at 11p per view, and 60k impressions
- Katrina Asby case study – 89k views, 6250 engagements, and a clear spike in web pages views

Outcomes

- 66 applications for PCEP
- 992 hits on PCEP web page (1 May-31 May)
- 89 applications for PCDA
- 1067 hits on the PCDA web page (1 April - 30 April)

Coming up

- Expected PCEP window in August
- PCEP D and PCDA passing out ceremonies in August
- PCSO graduation in September

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Una Crown – 24 Hours in Police Custody and force podcast

Objective

Increase trust and confidence in the force

Outputs

- Social media was used to promote the programme and create a space for the public to comment with their views on the documentary
- A press release resulted in a high volume of national and local media coverage. Including the BBC, ITV Anglia, Hunts Post, Cosmopolitan, The Mirror, Daily Express and The Sun. Interview carried out with BBC Radio Cambs

Inside 'absolutely horrific' 24 Hours in Police Custody cold case and DNA breakthrough

24 Hours in Police Custody returned to Channel 4 tonight with a special instalment featuring the DNA breakthrough that solved a cold case after a decade

- An internal article and LinkedIn post were used to promote the programme internally and professionally
- The force used the profile of the show and high interest it generates to release a new podcast about the investigation. This was promoted via the force's social media accounts and distributed via You Tube and streaming channels

Outcomes

- New followers to the main Facebook page more than doubled compared to the previous month. From **685** in March to **1434** in April
- We saw an almost 30% increase in views of our Facebook content in April compared to the previous month which was heavily influenced by the engagement/views created by 24 Hours posts
- One of the posts was the most viewed post in April, with 1.1m views and 2.7k reactions

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Una Crown – 24 Hours in Police Custody and force podcast

Public feedback (via social media)

- “That officer was a great interviewer”

“This is an example of what happens when skilled people – assume nothing, believe nothing and challenge everything. Excellent work.”

“Well done police in putting an end to this awful crime”

“Excellent detective work and determination. Well done all.”

“Lots of mistakes made in the beginning. I’m so pleased after all this time the family got some justice. Fantastic work by the police in the end.”

“A case close to my heart. Finally, justice for Una and her family. Great work, proud of my former team.”

“Amazing watch my daughter wants to join.”

“Amazing work done by our police force thank you.”

“Such great work and justice for this poor family in the end what an absolutely incredibly wile man.”

“Fascinating documentary. Well done to Lee Martin and his colleagues.”

“Well done to those caring and skilled officers.”

“Very interesting. Cold case detectives are so valuable.”

Out-takes

- Social media posts about the show had a reach of **1.6m**, **5.8k** reactions and **240** shares
- Social media posts about the show had a reach of **87k**, **275** reactions, **seven** shares and **148** link clicks through to the podcast
- Two of the Facebook posts were in the top five most popular posts on the channel in Q3
- An eCops message about the programme had a **50%** open rate
- Episode one had **3.33m** views and episode two had **2.57m** views on Channel 4 and All4. On You Tube episode one had **156K** views and episode two had **157K** views
- The internal article had **1268** views and **14** likes



Podcast

The podcast had **49,068** views on You Tube, making it our most viewed podcast to date. Achieving 44.3k more views than our usual content

The audience was mainly made up of non-subscribers, but paid promotion was used on You Tube to target people living in Cambridgeshire

Outcome

The podcast is now being shown in a new investigative training package for new officers

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Road safety

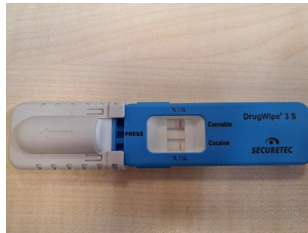
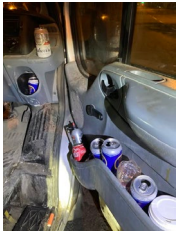
Drink and drug driving

Objectives

- Increase traffic to the force's drink and drug driving web pages
- Increase calls to the force's confidential drink and drug drive reporting line

Outputs

- Social media activity using crash imagery, BWV and arrest stats.
- eCops messaging to encouraging calls and traffic to the website.



Out-takes

- Social media posts reached **1.1m**, had **1.5k** reactions and **97** shares.
- Videos had **207k** views
- The average open rate for eCops messages was **53%**

Outcome

- There were **81** calls to the force's drink and drug driving line in Q1
- There were **1005 (more than four times as many as Q4)** link clicks to the force's drink and drug driving information pages.

Motorbike summer safety campaign

Objectives

- To encourage traffic to the Bikesafe website so increase course applications

Outputs

- Press release and interview opportunities with PC Boddington
- Social media activity promoting safety courses and outlining the role all road users play in road safety
- eCops messaging

Out-takes

- Media coverage from the BBC, Cambs Times, Peterborough Telegraph and Cambridge News
- Social media posts reached **50k**, had **322** reactions and **21** shares
- The average open rate for eCops messages was **52%**

Outcome

- There were **124** link clicks to the Bikesafe webpages



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Violence Against Women and Girls

Stalking awareness week

Objectives

- Increase visits to the force’s stalking web pages

Outputs

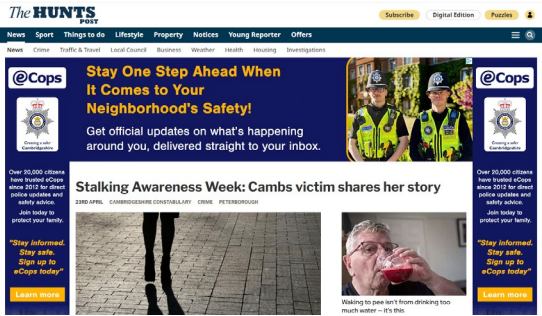
- Interview with a stalking victim which went out to media and force website
- Interview also went on the intranet with information for officers about walk-in clinics to support those with stalking cases
- 58 social media posts (including duplicates for areas) to promote the force’s stalking pages. StreetSafe was also highlighted
- Video to demonstrate relentless messages is a sign of stalking, using real examples of messages from cases

Out-takes

- Facebook received **656,127** reach and **1008,85,185** impressions. Instagram story received **894** views and **16** link clicks
- The video had **71.5k** views across Facebook and You Tube
- Peterborough Telegraph, Peterborough Matters, Cambs Times, Hunts Post and Greatest Hits Radio published the victim’s story
- The internal article was read by **864** members of staff

Outcome

- As a result of the campaign there were **2,941** link clicks to the force web pages
- The stalking pages saw a **1,150%** increase in views compared to the month before

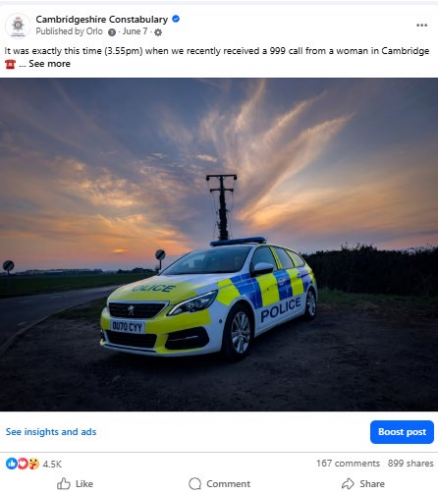


Domestic abuse

During Q1 we ran a storytelling social media campaign focusing on examples of calls to raise awareness of support and encourage third party reporting. Posts had a reach of **1.2m**, **6.3k** reactions and **1.1k** shares.

Outcome

464 (+53%) link clicks to the force website’s domestic abuse pages



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Fraud

Fraud crime prevention story telling

Outputs

Throughout Q1 we ran a social media campaign to raise awareness of scams and fraudulent activity in the area.

The content focused on victim experiences and reported incidents to raise awareness of the methods scammers/fraudsters are using and to highlight online prevention advice on the force’s website.

Out-takes

Social media activity had a reach of **1.5m**, **4.4k** reactions and **286** shares.

Outcome

6,970 link clicks through to the force’s fraud prevention web pages



Rogue Trader warning

Social media activity around rogue traders had a reach of **496K**, **876** reactions and **84** shares.

Outcome

440 link clicks through to the force’s rogue trader prevention web pages



eCops

eCops message with scam warnings had an average open rate of **51%**

Outcome

506 link clicks through to the force’s fraud prevention web pages

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Knife crime

Ely knife angel

Objectives

- Increase traffic to the force’s knife crime web pages
- Raise awareness of how to hand in knives to encourage use of the Angel bin

Outputs

- Promotion of Knife Angel in Ely, posts across socials, press release and media invite to interview the Chief and other senior figures involved

Out-takes

- Interviews completed with BBC Radio Cambs, Greatest Hits, Ely Standard, Heart and ITV Anglia.
- Across six posts (Main page, local page and Instagram). Average of 240k views, 70 comments, 18 shares, 509 reactions. ‘Tens of thousands’ visitors to the site.

Outcomes

- 11k clicks onto the force’s knife crime web pages
- More than 50 knives handed in at the Angel bin



Over 50 weapons handed in during Knife Angel visit



Op Grasshopper sentencing

Objectives

- Increase traffic to the force’s knife crime web pages

Outputs

- Video outlining the details of the case and highlighting the devastating consequences of knife crime
- Podcast with the SIO to highlight dangers of knife crime
- Social media posts and a press release promoting the video, podcast and outcome of the court case

Out-takes

- The investigation video had **291K views**. On You Tube it had **7.6k** views. It reached an audience of **99%** male, the majority (**94%**) aged **18 - 34**
- The podcast had **10k views** on You Tube. It reached an audience of **86%** male, the majority aged **25 – 44**
- Podcast social media posts reached **157k**, had **1k** reactions and **61** shares
- Video and court posts reached **291k**, **1.3k** reactions



Outcomes

- There were **937** link clicks onto the force’s knife crime web page

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Demand

Objectives To increase awareness and education surrounding online methods of contact, aiming to increase live web chat and online report use while shifting demand away from 101 and 999 calls

Outputs

- Created a campaign called #IfNotYouWho aiming to reduce “diffusion of responsibility” when people witness a crime, and promote reporting in the correct way, which included digital promotion (organic and paid), and physical assets being displayed in 2x shopping centres
- Ran a 2-week long ad campaign on Facebook / Instagram promoting web chat use and its benefits
- Shared continuous social media content promoting our online reporting methods and when it’s appropriate to use them, including signposting to our previous “Contacting the Constabulary” online guide

Out-takes

- 1.3 million views** on 2x **silent 999 call** posts, generating just under 1,000 shares and just under 5,000 reactions, leading to 90 clicks to the silent calls page on our website
- The ad campaign promoting web chat use generated **639 link clicks** from 67k views (1.05% click through rate) in April
- More than 85,000 impressions** on If Not You, Who campaign posts, generating 80 comments and 183 visits to the campaign webpage. An email alert sent out via eCops was also opened by 11,000 people, generating 16 replies and more than 100 link clicks. Posters in shopping centres generated **18 scans** to the force’s reporting page across a two-week period. **18k** people also viewed our paid ad campaign about the campaign from a £50 budget, leading to **1.2k clicks** to the landing page (aiming to reach people who don’t already follow our social media pages).
- 193.8k impressions**, 265 reactions and 138 clicks on hoax call social media posts, created using real call examples (one post generated 98.9k of those views alone)
- 39.6k impressions**, 140 shares, 169 reactions on 2x Pegasus Scheme posts, leading to 326 visits to the webpage, and an increase in applications this quarter. An Instagram story about Pegasus shared on World Autism Day also generated 5.6k views and 4 clicks to the website
- An Instagram story promoting eCops gained **8.1k views**, and 16 visits to the website
- The Contacting the Constabulary guide gained 728 visitors throughout the quarter, with 163 of those people visiting the section about web chat, and 258 visiting the section about online reports



If Not You, Who?

If you see a crime happening, it's your responsibility to report.

Outcomes

- 5.9% increase in web chat** use in March / April compared to Jan / Feb 2026
- 19% increase in SOH online reports** in April-June compared to the previous quarter
- 46 Pegasus Scheme applications – a 91% increase** compared to Jan-March 2026



Coming up

- Launching a new campaign sharing examples of correct vs incorrect use of our contact methods



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Website

Objectives

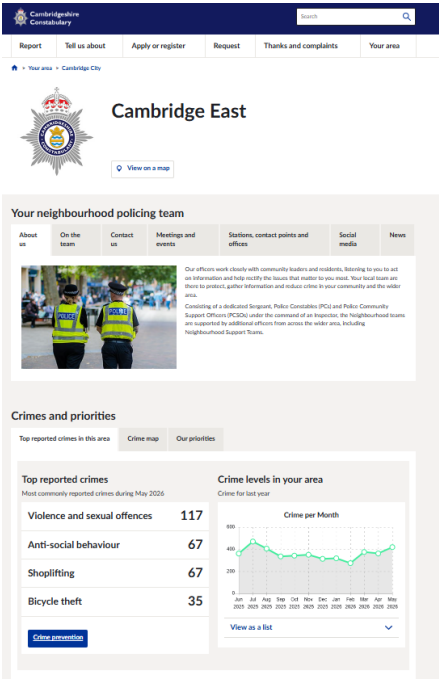
- Increase webchat function use and reduce calls that should not come through to the police
- Increase online crime reporting and use of online services

Outputs

- Maintaining compliance with Neighbourhood Guarantee with regular and timely updates to Your Area NPTs officers, events and priorities
- Accessibility and Quality Assurance – continued technical and updates for broken links, spellings, content and images
- Testing new CMS

Outcomes

- 20,045 forms submitted
- Online crime reports via OCR form = 6460
- Contact us forms – 6232
- Other forms that were submitted in Q1 included:
 - Firearms – 2551
 - ASB - 1070
 - Clares Law - 297
 - RTI – 413
 - Missing Persons – 239
 - DA - 313
 - Stalking & Harassment – 301
- **6287** web conversations via our new Web Chat service, an average of 69 chats per day



Coming up

- Continued improvements and updates to Your Area and Q2 26/27 Priority actions to be collated and added to all NPT by next deadline
- New website CMS estimated for end of July

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Visibility – north

Objectives

To support the implementation and delivery of a 12-month campaign that focuses on neighbourhood policing:

- Increase eCops subscribers by 10% compared to the previous year
- Increase followers on the local Facebook pages by 30% compared to the previous year

Outputs and outcomes

Key pieces of work this quarter included the announcement of Supt Olly Warsop as the new Area Commander, Response Policing Week and Neighbourhood Policing Week.

The comms concerning Supt Warsop’s appointment resulted in three local media interviews. Our content on social media generated 54,867 views and 222 comments, reactions and shares.

For both policing weeks we highlighted the work of the teams on social media with multiple posts, generating significant engagement. We also produced a suite of “behind the badge” features for the intranet for each to put an internal spotlight on the teams.

We sent out eCops messages at the start and mid-point of the quarter to highlight new neighbourhood priorities and update on ongoing work. These resulted in 713 link clicks. Similar content was also published and boosted on social media.

NHP guarantee

There have been 2,234 visits to the “Your Area” website pages for the north.

The pages have been updated with new priorities and updates on work are being published every six weeks.

Coming up

- Work with Channel 4 News to highlight efforts to combat criminality and exploitation within the “grey economy.”
- Promotion of NPT quarterly priorities and ongoing work in these key areas
- Court reports with use of body worn video/CCTV
- Highlighting warrants and other activity wherever possible

Key stats *followers / subscribers compared to

	P'boro	Fenland
	131k +2.2%	51K +3.3%
@Cops	5k -1%	1.7k +1.5%



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Visibility – south

- Objectives
- To support the implementation and delivery of a 12-month campaign that focuses on neighbourhood policing:
- Increasing eCops subscribers by 10% compared to the previous year
 - Increasing followers on the local Facebook pages by 20% compared to the previous year
 - Increasing community intelligence submissions by 10% compared to the previous year

Outputs and outcomes

Public appeals continued to demonstrate the value of community engagement in policing. A CCTV appeal to identify a man responsible for damaging traffic lights in Cambridge was successful following publication on the Cambridge Facebook page. The post received 337k views, 43k clicks and 1,055 reactions, comments and shares. A separate CCTV appeal to identify a man in connection with an exposure offence in St Ives was also successful, generating 155k views, 38k clicks and 196 reactions, comments and shares on the Huntingdonshire Facebook page.

The introduction of Superintendent Paul Rogerson as the new area commander was communicated through a series of Facebook posts, helping residents understand who is leading local policing in their area. Across four posts, the content received more than 92k views and generated 3,139 reactions, comments, shares and clicks, supporting efforts to strengthen visibility and accessibility of senior leadership.

Communications also supported operational activity around a series of post office burglaries and ram raids in the south of the county. Proactive messaging aimed to reassure communities, encourage information sharing and demonstrate ongoing investigative work. One CCTV appeal related to the series generated 158k views, 35k clicks and 1,865 reactions, comments and shares.

Content showcasing frontline policing activity continues to resonate strongly with audiences and provides valuable opportunities to demonstrate the work officers undertake every day to keep communities safe. A video showing Huntingdon neighbourhood officers pursuing and arresting a man wanted for harassment attracted 238,000 views, 21,000 clicks and 1,879 reactions, comments and shares. Another post showing a plain-clothes officer arresting a wanted shoplifter, captured on CCTV, achieved more than 421,000 views on the Cambridge City Facebook page and 66k engagements. It also exceeded one million views on Instagram and resulted in 1,788 new followers, significantly increasing the reach of local policing messages and helping to connect new audiences with policing activity.

Key stats

*followers / subscribers. Showing increase since last quarter

	South		City	
	29.7k	+2.6%	51k	+3.2%
@Cops	5,694	+0.3%	2,554	+1.2%
	East		Hunts	
	27.3K	+1.8%	62.1K	+5.2%
@Cops	1,973	-0.5%	5,420	-4.2%

NHP guarantee

Between April and June there have been a total of **3,284** visits to the ‘Your Area’ website pages for the south – (**746** collectively for the Cambridge city pages, **1,241** for Huntingdonshire, **965** for South Cambs and **332** for East Cambs).

The ‘Your Area’ landing page had **2,509** visits.

Specific promotion of these pages did not start until July, so we expect to see a significant increase in visits next quarter.

Coming up

- ASB week
- Opening of Milton Station, comms around new centre station and sale of Parkside
- Recruitment of new communications assistant for the south

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Cambs Connected

App performance – Months 10 - 12

- There are **2395** users registered
- Content views – **97,100 (-9%)**
- Unique content views – 45,200 (no change)
- Likes – 1,300 (no change) (176% more than on the intranet during the same period)
- Comments – **320 (-13%)** (610% more than on the intranet during the same period)
- People thanked – **99 (+135%)**

Next feature

- ‘The Big Interview’
- Kevin Misik – **1,400** views, **72** likes and **four** comments
 - Caroline Scully – **1,100** views, **52** likes and **5** comments



App user logins exceptionally high

Thrive have reported the average user login for their customers is around 40%. In Cambs this is:

- Police officers – 90%
- Police staff – 84%

Behind the Badge

The force’s ‘Behind the Badge’ feature has been highlighted in the monthly Thrive newsletter to customers as a recommended feature following its success internally.

Go Behind the Badge with Regular Employee Q&A Features

While short and bite-sized content often tends to work best on a platform like an employee app, one of our customers has recently had a lot of success and app engagement by supplementing that with a more in-depth approach.

Our customer **Cambridgeshire Police** have been publishing a weekly series in their app of ‘get to know you’ style employee profiles called ‘Behind the Badge’ - a series of quick-fire questions - some light-hearted and others going a little bit deeper to highlight their reflections on their lives and careers.



Next steps

- Build an ‘Operational’ section on the app for targeted operational updates for officers and staff and to utilise the mobile notification function. Enhancing our business continuity toolkit from an internal communications perspective.
- Post summer focus groups with officers and staff to get feedback and understand what additional functionality people would like within the app. As well as understanding how to encourage people to use the app version more.
- Creation of more user generated content to try and encourage even more engagement on the app and promote a positive working culture.

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Communications objectives

Support the force vision, mission, values and culture through communications opportunities and channels

Support the force’s areas of tactical focus with communications, being mindful of the Police and Crime Plan

Support the force in channel shift to assist in the management and reduction of demand

Increase visibility of policing across the force

Improve internal communications and engagement



Creating a safer Cambridgeshire

Internal communications

‘Care for our people’

Maternity packs

A feature on the app about maternity packs created by the Parents and Carers Support group had **379** views, **25 likes** and **5** comments

Outcome

- **12** pregnant employees made contact with the network for packs



National wellbeing survey

- Promotion of the national wellbeing survey through a launch article with the DCC, targeted email from the Chief Constable, intranet tiles, general orders and the weekly update
- The intranet article had **888** views. General orders articles has **2133** and **1712** views

Outcome

- Increase in response rate compared to the previous year. Up from **18%** to **20%**

‘Prevent harm, reduce and solve crime, build trust and confidence’

Other key internal comms activity

DCC’s performance update

- News article – **978** views

Officers to be redeployed to response

- News article – **3952** views, **17** likes and **six** comments



Coming up

- PDR comms
- Chief’s one year anniversary
- Introduction comms – new ACC

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Coming up and questions

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