

Communications objectives

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

Support the force's strategic priorities 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

Corporate Communications PAB update Q4 2025-26

#safercambs

Contact us:

Call 101 or report crime online

Social media: @CambsCops

Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

Press office and social media activity



Road safety activity

Promotion of a course run by the fire service for drivers aged 65 and over. A social media post had a reach of **36,495, 77** reactions, **31** shares and **57** link clicks. An eCops message had a **54%** open rate and resulted in **459** link clicks.

Outcome – **120** people signed up in one day following the eCops message. There were **516** link clicks through to the event web page.

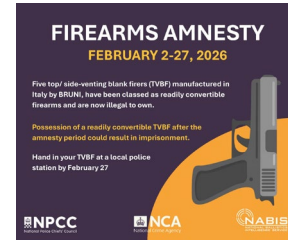
Promotion of a course run by Hampshire for young drivers. A social media post had a reach of **35,098, 46** reactions, **15** shares.

Outcome – The post resulted in **267** clicking through to the event link.



Throughout the quarter the force’s drink and drug web pages were promoted through arrest examples and generic messaging.

The four posts resulted had a reach of **48,640, 933** reactions, **48** shares and **74** link clicks to the force’s web pages.



Firearms Amnesty

Social media was just to promote the national amnesty. During the month there were five posts which had a reach of **171,861**, with **156** reactions, **21** shares and **330** link clicks to the web pages.

Outcome - During the amnesty **six** firearms were handed in.

Herbert protocol

Storytelling posts using anonymised call/incident examples were used throughout Q4 to promote the force’s Herbert Protocol.

From six social media posts there was a reach of **3.6m, 16.5k** reactions, **6.6k** shares and **868** clicks through to the website.

An eCops message had an open rate of **51%** and resulted in **266** clicks to the website.

Outcome – **110** applications. Following a social media post in January, which had a 1.9m reach we gave out **24** wristbands – the most ever in one day.

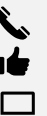
Coming up

- April – Stalking awareness week
- May – Dementia week (Herbert protocol)
- May 18 – Op Dragonfish sentencing
- May 20 – Knife angel opening
- June – Volunteers week
- June – Op Hightower trial

#safercambs

Contact us:

Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

Recruitment

- Objectives
- To generate 100 applications for a PCEP recruitment window and more than 1000 views of the PCEP web page
 - To generate 50 applications for a PCSO recruitment window and more than 500 views of the PCSOs web page

Outputs

PCEP window

- Christmas Eve teaser of window about to open (Chief patrol post)
- Social media case studies
- Facebook adverts
- New Year post



PCSO window

- Two Facebook adverts on case studies
- Five social media posts
- Promotion of PCSO designation ceremony



Out takes

- PCSO case study advert was viewed more than 10,000 times and generated 283 views of the web page
- PCEP officer case study advert was viewed 13,785 times and generated 751 views on the web page
- The new year PCEP post was viewed 37,000 times and generated 315 web page views

Outcomes

- 216 applications for PCEP
- 1971 hits on PCEP web page (22 Dec-22 Jan)
- 36 applications to be a PCSO
- 752 hits on the PCSO web page (25 Jan-25 Feb)

Coming up

- PCDA window opening
- PCEP window
- Specials window until mid April
- Passing out ceremony 10 April

#safercambs

Contact us:
Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

Force priorities

Child protection

CSE awareness day

Social media storytelling was used to promote the day using anonymised examples of CSE and push the force’s child protection pages. The posts reached **284,844**, had **708** reactions, **241** shares. This was further supported by an eCops message with an open rate of **48%**

Outcome – 649 clicks through to the force’s CSE web pages



Case study story telling posts

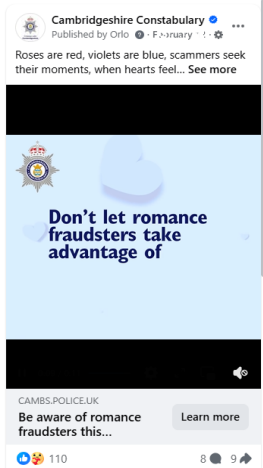
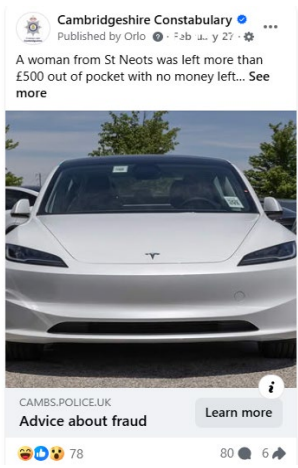
Throughout Q4 social media storytelling was used to promote the force’s child protection pages and Sarah’s Law. Posts had a **1.1m** reach, **2,765** reactions, **1,856** shares.

Outcome – 1,203 clicks onto the Sarah’s Law web pages and **4,141** clicks onto the force’s child protection web pages.

Fraud

Fraud crime prevention story telling

Throughout Q4 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.



Throughout Q4 social media storytelling was used to promote the force’s child protection pages and Sarah’s Law. Posts had a **379,079** reach, **1,011** reactions, **120** shares.

Outcome – 2,485 clicks onto the force’s fraud web pages

#safercambs

Contact us:
Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

Violence Against Women and Girls

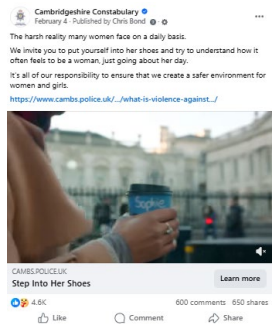
Sexual abuse and sexual violence week

Throughout the week a digital marketing campaign was run focused on promotion of the Safer Streets pages, the Government’s Enough campaign and promotion of the force’s own bystander campaign materials.

Users were directed to several support sources including the Safer Streets pages, the Enough web pages and the force’s own sexual abuse web pages.

Video assets from the Enough campaign were shared on social media and the two videos had **33,152 views**, had **201** reactions and **25** shares.

Outcome – **389** link clicks to the Enough web pages



In comparison the force’s Sexual harassment video had **201,877** views, **6,105** reactions and **650** shares.

Outcome – **2,826** link clicks the force website and **152** new Facebook followers

A post promoting the SARC reached **48,620**, had **133** reactions and **32** shares.

Posts throughout the week promoting the Safer Streets app reached **161,162**, had **266** reactions and **61** shares.

A post promoting support for male victims reached **29,857**, had **95** reactions and **seven** shares

Outcome – **1,442** link clicks onto the force’s sexual abuse pages and **1,234** link clicks onto the force’s Safer Street web pages



Domestic abuse

During Q4 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 **971, 184, 7,234** reactions and **960** shares.

Outcome – **304** link clicks to the force website

Stalking

Promotion of the Suy Lamplugh Trust bystander training webinars. Posts reached **104, 338**, had **254** reactions and **49** shares.

Facebook events were also created to promote the events.

Outcome – **166** link clicks to the web pages for more information, **37** people confirmed they were attending a seminar and **110** people said they were interested in potentially attending the seminars.



#safercambs

Contact us:
Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

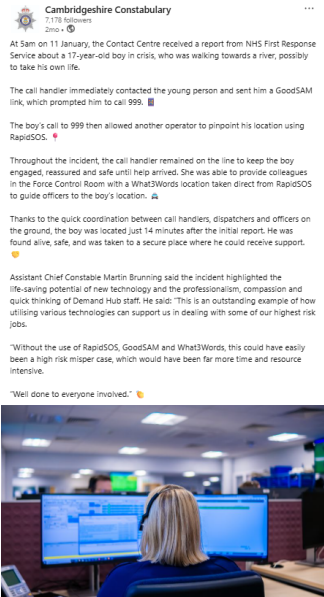
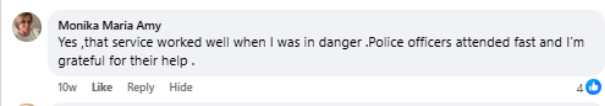
Demand

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

- Shared several “good news” stories on social media about good work from the Demand Hub, including a post about a 17-year-old boy in crisis, where demand hub staff used technology to protect him from harm
- Used real call examples within social media content to promote silent 999 calls, reporting online, web chat, the dangers of hoax calling and the Pegasus Scheme
- Filmed and shared a YouTube video of Nick Church explaining what happens after reporting crime / intel online
- Shared 2 intranet articles sharing good news from the Demand Hub including latest benchmarks and their new name
- Instagram stories promoting other social media channels, including our YouTube and eCops profiles, and online reporting methods



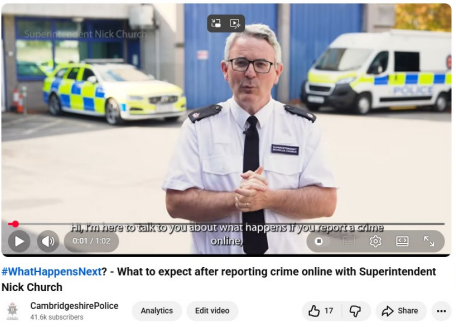
Out takes

- 301k views on silent 999 call posts, leading to 196 clicks to the silent calls page on our website
- 45.5k views on the video of Nick Church explaining what happens after you file an online crime report
- 70 reactions, 7 shares and a 2.2% engagement rate on the good news post about 17-year-old-boy in crisis. Lots of positive comments including: “A positive example of how technology and professional compassionate staff can make a positive impact on a person in crisis and save lives.”
- 225,000 impressions on hoax call posts, and 9.5k views on the hoax call Instagram story
- 50k impressions, 239 reactions and 48 clicks on the Herbert Protocol post
- 1.7k views on the Demand Hub’s new name article, with 19 people liking it, and 2 people commenting
- In an Instagram story promoting our contact schemes, 54% of people said they knew about silent calls, with 22% of people saying they knew about it from our social media posts. A further 52% of people said they knew about the Pegasus Scheme, with 16% of people saying they knew because they’d seen it on force social media pages.

Outcomes

As a result of the activity, we saw:

- 5% decrease in the number of 101 calls compared to two years ago
- 2.8% increase in the number of online reports, compared to last year



Coming up

- Launching a campaign called “If Not You, Who?” which encourages people to report crime when they see it happening, rather than thinking someone else will. Education will be provided so they feel more confident to report in the right way.

#safercambs

Contact us:
Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

Website

Objectives

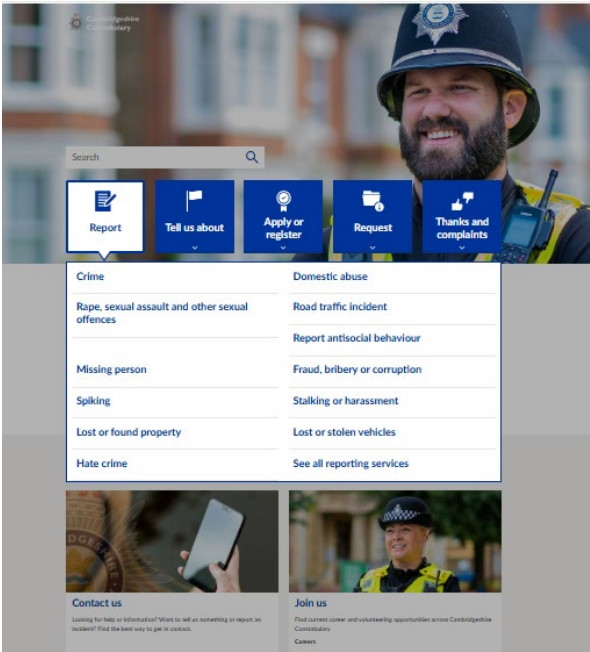
- Increase webchat function use and reduce calls that should not come through to the police
- Increase online crime reporting and use of online services

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, content and images to improve usability of site
- Testing new CMS – migration and roll out April

Outcomes

- 18,933 forms submitted (slightly up on the last quarter but -0.6% decrease on same quarter last year)
- Online crime reports via OCR form = 6119
- Contact us forms – 5393
- Other forms that were submitted in Q4 included:
 - Firearms –3374
 - ASB - 990
 - Clares Law - 324
 - RTI – 347
 - Missing persons – 236
 - DA - 251
 - Stalking and harassment – 274
- **5126** web conversations via our new Web Chat service, an average of 57 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 June’s deadline. New NPT officers for north to be added in May
- New website CMS
- Live Facial Recognition technology information and dates

#safercambs

Contact us:

Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

Visibility – north

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

Key pieces of work this quarter included County Lines Week of Action, promotion of work on NPT quarterly priorities, reassurance messaging during Ramadan, the conclusion of the Winter of Action and the creation of a Microsoft Teams channel for response comms.

There was some significant media coverage concerning theft from shops and the work of the Spree Offender Team last quarter. This included an extensive feature on ITV Anglia that was the lead story on their main evening bulletin and inclusion in a national BBC online article.

Boosted Facebook posts concerning eCops contributed to 318 new subscribers in a month – more than double the largest increase in the same time period for the previous quarter.

The implementation of a regular CCTV appeal campaign resulted in 10 people being identified from 19 photos published in the first two editions

NHP guarantee

- Response Policing Week (20 April)
- Neighbourhood Policing Week (15 June)
- Promotion of new NPT quarterly priorities
- Court reports with use of body worn video/CCTV
- Highlighting warrants and other activity
- There have been 3,394 visits to the “Your Area” website pages for the north

Coming up

- Response Policing Week
- Promotion of these pages and the NPT quarterly priorities continue wherever possible

Key stats *followers / subscribers compared to

	P'boro	Fenland
	128k +38%	49K +29%
@Cops	5k +4.2%	1.7k +11.5%



#safercambs

Contact us:

Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

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

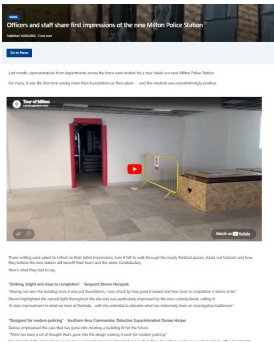
Outputs and outcomes

This quarter we welcomed five new PCSOs to the south of the county who have contributed significantly to increasing our social media engagement with their visible patrols. We did some introductory communications via Facebook including photos of the new officers followed by a video post of their first couple of weeks. The pictures across three posts received 186,270 impressions, 106,878 views, 670 reactions, comments and shares and 72 clicks to the NPT pages of the website. The video across four posts received 24,801 impressions, 23,486 views, 133 reactions, comments and shares and 14 clicks to the NPT pages. An eCops message went out to 7,267 residents and was read by 57% of recipients with 149 clicks to the website and 441 interactions.

In March the force took part in the national County Lines week of action. Comms went along to as many warrants as possible to get videos and images. Media coverage was secured in Cambs News, Hunts Post, AOL, BBC and Cambridgeshire Live. On our social media we produced a video which went out across Cambridge, Huntingdonshire, Peterborough and the corporate Facebook page and received 66,497 views, 80,381 impressions, 555 reactions, comments and shares and 259 clicks through to the county lines page of the website.

NHP guarantee

Between January and March there have been a total of 2,279 (+1.9%) visits to the ‘Your Area’ website pages for the south – (713 (-0.4%) collectively for the Cambridge city pages, 1,030 (+5%) for Huntingdonshire, 707 (-7%) for South Cambs and 394 (-1%) for East Cambs). Following the significant decrease in numbers last quarter, these numbers have now stabilised as expected following a push around the Neighbourhood Guarantee in Q1.



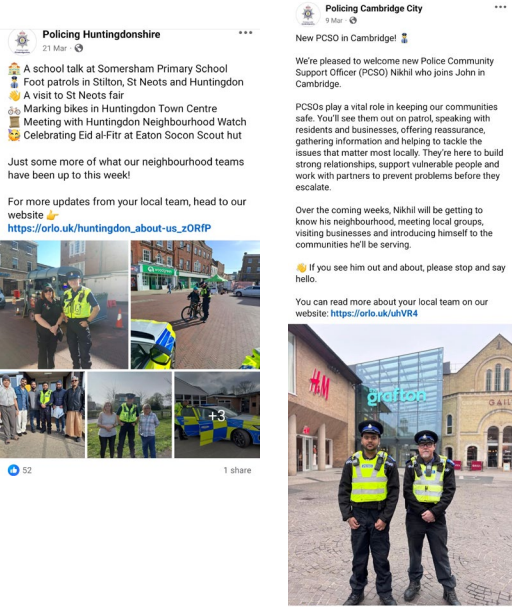
Milton

In February we started ramping up the internal communications around Milton Police Station. Four articles have gone out on the intranet.

- 90% completion – 1,760 views
- Officers and staff share first impressions – 1,885 views and 659 video views
- Six weeks to go – 1,247 views
- Four weeks to go – 874 views

Key stats *followers / subscribers. Showing increase since 1st April

	South		City	
	29k	+28%	49.4K	+82%
@Cops	5,676	+3.9%	2,522	+3.8%
	East		Hunts	
	26.9K	+32%	59K	+52%
@Cops	1,983	+2.7%	5,660	-4%



Coming up

- Response policing week
- Opening of Milton Station, comms around new centre station and sale of Parkside.

Contact us:

Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



#safercambs

Communications objectives

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

Support the force’s strategic priorities 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

Police staff celebration week

Two intranet articles opening and closing the week from the Chief had **2513** views and **28** likes.
Five case study articles on the force app had **3,296** views, **153** likes and **34** comments. The article with Alice Atay was the second most read article in March and the article on Sally Roe was the fifth most read article in March.

Three LinkedIn posts during the week had a reach of **12,275, 218** likes and **20** comments

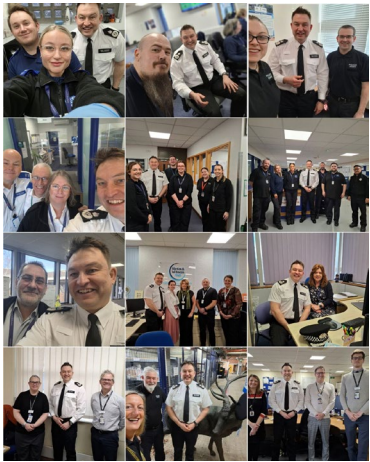


Women’s History Month

The month was opened with an intranet news article with Chief Supt Sherrie Nash which was viewed **1159** times, had **63** likes and **three** comments. It was the most engaged content about the month. A follow up article about the ‘Give to Gain’ event had **778** views and **seven** likes.

Three case studies on the force app had **2270** views, **127** likes and **13** comments. The case study with Trudy Carr was the most read article on the app in March and the article with Carlie Ingham was the fourth most read article in March.

A video message from the Chief on International Women’s day had **236** views and **2** likes. Externally the video had **1,056** views and **43** likes on LinkedIn.



Other key internal comms activity

DCC’s performance update
Short video message placed on BAT and shared via the weekly update to increase reach – **302** views

New name, new records
An article promoting the Demand Hubs changed of name had **1664** views, **19** likes and **two** comments

Chief’s podcast
The Chief reflected on the Reform paper and his plans for the coming months. Podcast views – **299** views

DCC’s podcast
DCC reflects on his first eight weeks in force. Podcast views - **236** views

Chief responds to reform paper
Intranet article had **1918** views and **four** likes.

Coming up

April - Launch of the force’s new mission, vision and values
- Response policing week

May - Chief Constable’s Long Service and Commendation ceremony

#safercambs

Contact us:
Call 101 or report crime online
Social media: @CambsCops
Website: www.cambs.police.uk



Communications objectives

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

Support the force’s strategic priorities 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

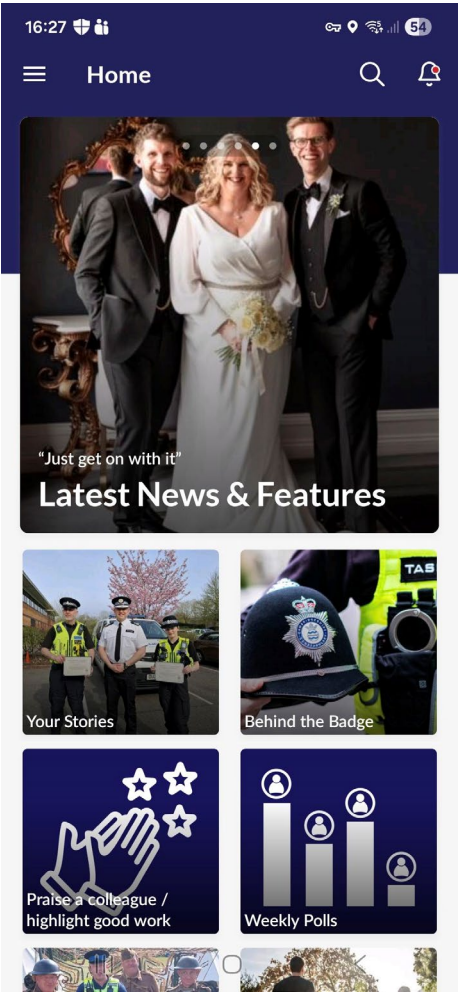


Creating a safer Cambridgeshire

Cambs Connected

App performance

- There are 2439 users on the App
- Content views – **107,000 (+5%)**
- Unique content views – **45,200 (+6%)**
- Likes – **1,300 (+30%)** (176% more than on the intranet during the same period)
- Comments – **369 (+21%)** (610% more than on the intranet during the same period)
- People thanked – **42 (-52%)**



Most viewed content

1. Behind the Badge – 6500 views **(+8%)**
2. Latest News – 6100 views **(+11%)**
3. Features – 5,900 views **(+16%)**
4. Latest News – 5,100 views **(-4%)**
5. Praise a colleague – 6,400 views **(+106%)**
6. Behind the Badge – 6000 views **(+106%)**
7. Latest News – 5,500 views **(+72%)**
8. Features – 5,100 views **(+28%)**
9. Caption Competition – 3,300 views **(-6%)**

SELECT A TEAM MEMBER

ABLARD, Luke 8014

REFLECTING OUR MISSION, VISION AND VALUES

Choose a Value

GIVE MORE DETAIL

Tell us why you're thanking them

Add Image

Publish

Next steps:

- Re-promote the praise section and the fact it is now aligned to the force’s new mission vision and values
- Continue to analyse the data available to understand which audiences we are reaching and what content is working

#safercambs

Communications objectives

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

Support the force's strategic priorities 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

Coming up and questions

#safercambs

Contact us:

Call 101 or report crime online

Social media: @CambsCops

Website: www.cambs.police.uk

