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# **Presentation to Investigative Skills course**

**Monday 5 March 2012**

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**That was then, this is now**

- ***We were***
- **Press and Public Relations**
- **and Corporate Communications**
- ***Now we are...***
- **... Media Liaison and Marketing**

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## **Our Role is to**

- **provide a professional service to the force, the media and members of the public**
- **promote a positive image of Durham Constabulary**
- **protect the force's reputation**

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# Media and Marketing – who we are

- Head of Media and Marketing
  - **Barbara Brewis**
- Media and Marketing Officers
  - **Martin Wallwork**
  - **Jayne Collins** (currently on maternity leave – cover provided by PCSO Jamie Pitt)
    - **Joanna Bamford**
    - **Anna Malkin**
    - **Kate English (p/t)**

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## The role of a press or media officer

*"I sometimes compare press officers to riflemen on the Somme - mowing down wave upon wave of distortion, talking out rank upon rank of supposition, deduction and gossip."*

*(Bernard Ingham, former press secretary to  
PM Margaret Thatcher)*

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# Martin Wallwork

- **BA (Hons) Communication Studies**
- **Worked in local radio, hospital radio and did reviews for local papers**
- **1987-1991 : Tyne & Wear Emergency Planning Unit**
- **Joined Durham Constabulary in June 1991**



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# Experience includes

- more than 100 homicides
  - visit to Co Durham in 2003 of US President George W Bush
  - in 2011
    - Polish farm workers (murder/suicide)
    - Chris Rochester exhumation
    - Duncan Bannatyne – Twitter
- and in 2012...

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# Horden shootings – Jan 1<sup>st</sup> 2012

- On-call media officer (MW) called out by comms at 0030hrs on 02/01/12
- Local people had extensive details on Facebook by 2am
- First Gold meeting at 3am
- First official press statement released 6am
- Lead 'Breaking News' story on Sky by 7.15am
- Live phone interviews with Sky, Radio 5 Live at 8.15am
- Live press briefing (Sky, BBC News) at 11.30am

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For Distribution to CPs



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Sky News, 2nd Jan 2012

<http://news.sky.com/home/uk-news/article/16140743>

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[TynE-Tees news, 5 Jan 2012](http://www.itv.com/tynetees/news/5_Jan_2012)

<http://www.itv.com/tynetees/peterlee-shooting-update27139/>

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**Media strategy  
implemented by**

***Martin Wallwork***

**(Gold, reputational issues, IPCC) and**

***Anna Malkin***

**(SIO, links with families)**

**Both worked full-time for entire  
week solely on this incident –  
other staff dealt with dozens of  
unrelated issues**

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## 'Business as Usual'

- in total, 32 separate actions unrelated to Horden which required statements or appeals.
- Issues included -
  - fatal road crash in Weardale
  - body of a missing person found in River Tees
  - launch of Operation Tornado (metal theft)
  - a knife assault in Stanhope
  - recruitment drive for PCSO's

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# Appeals and 'good news' stories

- The media can be a powerful tool in terms of witness / information appeals
- And a valuable outlet for promoting good news about the force, its staff and their work

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# Vandals smash graveside picture of stillborn baby

By Helen Smithson  
helen.smithson@nra.co.uk

A MOTHER has spoken of her distress after vandals desecrated the grave of her baby son.

Sharon Hawkey, from Cravock, County Durham, complained those responsible for damaging the graveyards of her son, Warren Moore, who was still born in April 2008.

Something between January 28 and last Friday, a heavy PC tray of the infant was smashed and pushed out the headstone in the cemetery at Low John Hill, in Cravock, and a small glass singel was taken.

Miss Hawkey, 26, who has an eight-month-old daughter, said: "We are not sure exactly when it happened, but my main distress is last Friday. We were both so shocked."

"There is no way that brass could have dropped off, because it had been fixed in place by a stonecrafter."

"The plaque had disappeared out of it. I do not know whether that has blown away or been taken."

"I don't understand how someone could do that to any grave, especially that of a baby. They must be sick, or have something wrong with them."

Police are appealing for information about the incident, and urged anyone with information to contact PC Geoff

**They must be sick, or have something wrong with them**

Sharon Hawkey, whose son's grave was vandalised

Moore, or PC Billy Crampson, at Cravock Police Station on 0945-80-80-565, or Crimestoppers on 0800-555-111.

In a separate incident, thieves stole a Newcastle United footballer from a youngster's grave in Bishop Auckland's town cemetery.

The pot, which contained a memorial plaque and flowers, was taken from the grave of a 14-year-old boy who died last year. The theft happened sometime between noon on Wednesday, February 9, and 8.55am on Saturday.

A spokesman for Durham Police said: "This is the second time in recent weeks that such a crime has occurred, and the nature of the theft is upsetting for the family. The cemetery is regularly patrolled by the police because it is a well-known area for youths to congregate."

Anyone with information is asked to call PC Michael Blake, at Bishop Auckland, police station on 0945-80-69-86.



SHOCKING DISCOVERY: Sharon Hawkey at her son's grave

Picture: SARA CALDECOTT

N. 2010 1/2

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Sunderland Echo 12/06/08

Ect

**New police gadget paying dividends in East Durham**

# Fingerprint device makes impression

A GADGET which can check fingerprints is already helping police out on the beat catch criminals in East Durham.

Durham Constabulary is one of the country's forces taking part in the Lantern project.

The hand-held mobile devices enable officers to check someone's identity on the scene, scrapping any need to return to a police station.

They work by scanning in the index finger's print, with the image then sent to a national database using a WiFi connection.

A response is given within two minutes and if a match is found it gives details including criminal record, date of birth and an indication of the level

**By FIONA THOMPSON**

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of confidence in the result, ranging from high to low.

Results have already been seen in the south of the county, helping to put one East Durham youth before a court.

The 17-year-old, who lives in the travelling community in Peterlee, was charged with robbery after an incident in Staindrop in the early hours of June 1, when a 19-year-old was punched, kicked and had £50 stolen as he made his way home.

He has already made his first appearance before magistrates.

The project is being co-ordinated by the National Policing Improvement Agency and has trained 50 road policing

and core officers from the south of the county to use the Sagem terminals.

Inspector Andy Huddleston, who heads the south area road policing unit, said: "The idea for this system came through the development of Automatic Number Plate Recognition.

"A large number of drivers stopped through ANPR give false details and Lantern provides a fast and efficient way of checking them out.

"They are available '24/7' and can be used in a variety of situations."

Other results include the identification of a man found unconscious by the roadside in Darlington, with officers able to discover who he was within 20 minutes, and correct details of a man being highlighted after he gave false information.

N. ECHO 02-07-09

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# Youngsters keep elderly relatives safe from crime

By Mark Summers  
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YOUNGSTERS are helping elderly relatives protect themselves against bogus callers as part of a region-wide crackdown on doorstep scam.

Thousands of "kids' cards" bearing crime prevention advice are being given to year 6 pupils at North-East schools. The front cover of each card is blank so youngsters can personalise them by drawing their own pictures, before presenting them to an elderly relative or friend.

They were launched by CE Electric UK, Northern Gas Utilities and Northumbrian Water.

The scheme was launched yesterday at the Raich Carter Centre in Sunderland, under the umbrella of Strongbow, the regional operation to beat crime, headed by Durham, Cleveland and Northumbria police forces and Northumbrian Water.

Durham PC Merrid Wolfe, Strongbow's regional co-ordinator, said: "Bogus callers often pose as staff from utility companies and target the elderly who tend to be more

trusting. These people turn up on doorsteps, dupe their way into people's homes and steal from their victims.

"We hope the kids' cards scheme will get generations of the same family talking to each other.

"When the children give them to an elderly relative, it will hopefully spark discussion and raise awareness of the risks posed by bogus callers.

Northumbrian Water spokeswoman Cara Hall said: "More than 50 per cent of bogus callers pretend to be from a water company as our partnership with Operation Strongbow to help raise awareness about and reduce this callous crime is vital.

"The children's card is a fun and creative way of getting serious messages to all age groups and we encourage our customers to listen to our and the police's advice."



**FAMILY AFFAIR:** Phaeppa Jarvis, 11, of Sacred Heart Primary School, in Hartlepool, with her crime card

Linda McAloon, the Neighbourhood Watch co-ordinator whose idea the cards were, said: "We hope that because the children have drawn their own pictures on the cards, grandparents and other elderly relatives will keep them on display."

"If they do, they will have

an hand both crime prevention advice and useful telephone numbers for not only the police but also utility companies and other agencies.

The Northern Echo launched its Doorstoppers campaign in 2005 to crack down on bogus door-to-door callers.

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# But on the negative side...

- It can also require us to be in 'damage limitation' mode

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# Ex-policemen who sold guns spared jail

N. Echo  
10/7/66

By Echo Staff  
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TWO former police officers who set themselves up as "gun fire arms dealers" were spared jail by a judge who criticised the "lay" gun licensing system of their force.

Maurice Allen, 48, and Darman Coburn, 42, were given suspended sentences by a judge at Newcastle Crown Court after they admitted misconduct in public office.

The judge was told how the pair were fire arms licensing officers with Durham police, although both have now resigned.

Working separately they would sell on guns surrendered by members of the public for a range of reasons, including during armistices.

Kensley Elshel, prosecuting said the two men "set themselves up as gun fire arms dealers, treating such weapons as their own to do with as they pleased".

Mr Hyland said the pair would have with their many contacts in the shooting community to pass on weapons, many of which had been due to be destroyed.

Allen was operating between 1958 and 1961, and Coburn between 1961 and 1965, the court heard.

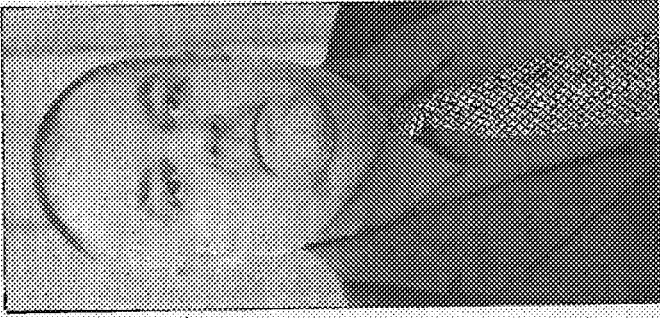
But he said the former officer's actions were made worse by his attempts to cover his tracks with forged documents.

He gave Allen a 51-week prison sentence suspended for two years, and ordered him to observe a curfew between 10pm and 7am for six months.

Turning to Coburn, a former fire arms licensing officer in East Durham also to from Sandeford, the judge said he had not tried to cover his tracks.

In fact, he said, Coburn had been open about many of his transactions but this was not picked up by his force.

Coburn was given a 48-week sentence suspended for 18 months and ordered to observe a curfew



SUSPENDED SENTENCES: Maurice Allen, left, and Darman Coburn, who set themselves up as "gun fire arms dealers"

between 10pm and 7am for four months.

Judge Hobson said "There's no suggestion that any fire arms which you were involved in have ever got into the hands of the criminal underworld. The fire arms went to people who had appropriate

## 'Betrayed by my officers'

THE chief constable of Durham has said he felt betrayed on learning that some of his officers had been selling guns for profit.

As his named complainees Maurice Allen and Darman Coburn were sentenced at Newcastle Crown Court, Chief Constable Jim Sheehy said "They are criminals whose conduct was morally condemnable".

The pair, who have since resigned from the force, sold weapons which had been handed into the police for safe disposal.

Mr Sheehy said: "My reaction on hearing what they had done was of absolute disgust. I felt betrayed, let down and angry."

He said he associated reputation and nationally as a high performing force and their actions went against all we stand for.

"Maurice Allen in particular was in a trusted position, and to sell the guns for profit was completely unacceptable."

The chief constable asked "Allen and Coburn, why freely and knowingly do morals at all."

"They're criminals who, against my best interests, have brought disgrace back to the uniform they wore and the good name of Durham Constabulary."

He said that changes brought in by the force in the wake of the case would ensure it could never happen again.

Addressing the judge's concerns about the force's competence for dispensing of fire arms, Mr Sheehy said "Since this case, legislation changed, we have examined all procedures on fire arms licensing and made some important changes."

"While you can never make 100 per cent guarantees, I am confident we have improved our processes and we have much more active supervision taking place which should prevent this abuse in future."

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JOURNAL 03-03-10

# Claims police gave girl clubbers a lift

## Two officers suspended over incident

Laura Caroe

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**T**WO policemen have been suspended after claims they picked up three women on a night out.

A woman reported the unauthorised pick-up at Chester-le-Street

police station, after they allegedly gave three young women a lift. It is believed three teenage women had been on a night out on January 15 when they were lifted the ride in an official Durham police vehicle.

Investigations into the incident are on-going and the officers will remain suspended whilst the Professional Standards Department look into the allegations.

The mother of one of the girls was so upset about the incident she reported the matter to police.

Two of the girls were 17 and the third was 19.

The concerned woman, who the Journal agreed not to name, described

the incident as "terrible". She added: "I really can't believe what has happened, it is shocking."

"As a parent I would like this to come out. This shouldn't be swept under the carpet."

"My daughter was out with two others and they had been in a night club when they were put in a police car. I have spoken to an inspector about what went on."

"I believe that the police officers involved were suspended a couple of days later."

Insp Michael Rendshaw of Durham Police's professional standards department said: "Two police officers based at Chester-le-Street were sus-

**As a parent I would like this to come out. This shouldn't be swept under the carpet**

ended from duty on January 22 following an incident in the early hours of January 15.

"The incident was reported to us by the mother of one of three young women who claimed they had been given a lift in a police vehicle."

"The officers remain suspended while the matter is being investigated internally by the Professional Standards Department."

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# Broadcast Media in County Durham

- BBC
- Tyne-Tees
- Sky News
- BBC Radio Newcastle, BBC Tees
- Real / Smooth Radio
- Metro / TFM
- Star Radio

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## Print Media in County Durham

- Northern Echo (and Advertiser series)
- Journal / Evening Chronicle / Sunday Sun
- Sunderland Echo
- Hartlepool Mail
- Evening Gazette
- Teesdale Mercury (Wear Valley Mercury closed before Xmas)

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# *What do they need?*

- **Key facts**  
**who, what, where, when, how**
- **Pictures**  
**of the victim(s), the crime scene, stolen property**
- **Quotes**  
**from the investigating officer, from the victim(s)**  
**or from friends /relatives**
- **Tv / radio interviews**  
**with police, victim, witnesses**
- **The human element**  
**how does this crime or incident affect those**  
**involved?**



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# Consider all the options

- Media appeal but also...
- Facebook -- NPT pages and force Facebook page
- Twitter feeds -- @DurhamPolice
- NPT Twitter feeds
- Force website - relaunched soon

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# Give us the information – we'll do the rest

- **Call us** on 661 ext 2157
- **Email us** via the 'media' inbox
- **Find us** top floor of main block, former fraud squad office
- **We will discuss with you what details to include – and what to leave out**

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## **Weekends / out of hours**

- **If routine then contact supervision in comms – they can record message on the force 'voicebank' which media can access 24/7**
- **If you need guidance – comms can contact the on-call media officer who will then advise accordingly**

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# Phone hacking and other scandals

- Leveson enquiry is looking into many areas, including police/press relationships
- Regular contact with local media is encouraged – but stay professional

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## Police/press relationships

- any offers of hospitality should be recorded, whether accepted or rejected
- hospitality should be proportionate
- FOI requests for data on hospitality often made by media
- if you provide information it must have a genuine policing purpose

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**Any questions ?**



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