

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

Decision Record Number: **DR38/2026**

Title: **Local Magazine and Newspaper Publications**

Executive Summary:

The Police and Crime Commissioner (PCC) utilises paid advertising in local publications to raise awareness of his work and that of the Office of the Police and Crime Commissioner (OPCC) in a timely manner. Advertising space is used to publish articles and photographs on a range of topics, relevant to the area in which each publication is released. The intention is to continue to utilise the publications of the four local authorities along with a number of other free to home and shop-shelf publications to reach the widest possible audience across the region. Prices have once again been negotiated with individual organisations in order to achieve best value for money.

Decision of the PCC:

Approved.

Background Report: Open

Police and Crime Commissioner for Humberside

I confirm I have considered whether 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 30/06/2026

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR: DECISION

OPEN

Title: Local Magazine Publications 2026-27

Date: 16 June 2026

1. Executive Summary

The Police and Crime Commissioner (PCC) utilises paid advertising in local publications to raise awareness of his work and that of the Office of the Police and Crime Commissioner (OPCC) in a timely manner. Advertising space is used to publish articles and photographs on a range of topics, relevant to the area in which each publication is released. The intention is to continue to utilise the publications of the four local authorities along with a number of other free to home and shop-shelf publications to reach the widest possible audience across the region. Prices have once again been negotiated with individual organisations in order to achieve best value for money.

2. Recommendation

The option to purchase advertising space in local publications is an effective method for reaching a high proportion of residents across the region. The local authority publications are sent to each household while free distribution publications are widely available in a variety of areas and outlets. It is therefore recommended to continue to utilise these approaches to reach the widest possible audience.

3. Background

This section details the agreements reached for advertising space in each of the publications. Prices have been negotiated with individual organisations in order to achieve best value for money. We have also negotiated an inclusive design price where possible with a number of the organisations. The costs are as follows:

- The Hull Story: Quarterly double-page spread. £1,250+VAT per edition, paid annually.
- Your East Riding (East Riding of Yorkshire Council): Quarterly double-page spread. Agreed to an incremental price rise across the 12 months.

Starting at £2,600 per edition, to £3,000, then £3,400, then £3,800 and finally £4,200 (distributed to all households in the East Riding).

- North East Lincolnshire Stronger Together (North East Lincolnshire Council) – Double-page spread, twice per year. £2,000 per edition (distributed to all households in North East Lincolnshire).
- Hull CC News (Hull City Council) – Single page, twice per year . £2,000 per edition (newspaper format distributed to all households).
- Dalton Spire publications – Quarterly double-page spread. £1,140 per edition (distributed to a range of households across the West Hull Villages, East Riding, Goole, DN14 and surrounding areas).
- North Lincolnshire Council – Two editions for Scunthorpe and wider North Lincolnshire. Quarterly double-page spread. £2,000 per time (includes both editions) (distributed to all households).

This approach ensures maximum coverage across the Humber region, localised to specific areas in order to ensure the PCC and OPCC are able to feed back to the public accordingly.

The PCC has a statutory duty to consult with the public and by raising awareness of the work of the PCC and the office it provides an opportunity to engage the public and drive them to opportunities to provide their feedback. The Police and Crime Panel who are responsible for holding the PCC to account have proactively encouraged more resources to be used to better promote the work of the office and PCC to the public to better engage the public and improve their understanding off the work undertaken.

4. Options

- 1) Purchase advertising space.
- 2) Do not purchase or reduce the amount of advertising space.

It is recommended that we continue to utilise this approach in order to ensure the PCC and OPCC are able to feed back to the public accordingly.

5. Financial Implications

We have consistently negotiated on pricing to ensure the public and the OPCC receives best value. Discussions have been held with each of the publications to assess distribution in relation to cost, and also for design where appropriate. Costs have been assessed in relation to departmental budgets and are being managed within the overall budget available for communications, despite one supplier raising their charges significantly.

6. Legal Implications

N/A.

7. Driver for Change/Contribution to Delivery of the Police and Crime Plan

Communication via this method helps towards achieving various aims and objectives within the Police and Crime Plan, including publishing and sharing information to improve public understanding of police performance, raising awareness of a variety of issues, establishing inclusive communication routes, and combating misinformation.

8. Equalities Implications

Content for the publications is produced to reflect the community in which it is being distributed.

9. Consultation

Our Police and Crime Plan Survey 2025 received around 4,000 responses and we asked the question around how the public wished to be communicated with. This is informing our communication plan at present. In particular, over one-fifth of the public wanted to receive feedback via text/images/video on social media, so this is something we are currently strengthening via our recently appointed Communications Officer. In addition, over one-fifth requested some form of email response, which we achieve through the use of messaging on our My Community Alert system. The use of local authority magazines and local media combined was requested by slightly less than a quarter of respondents, hence the benefit in utilising local media channels to respond to the public. It is important to develop a blended communications approach that meets the needs of the public.

10. Media information

This communications method provides direct access to the public and allows the organisation to deliver relevant and appropriate messaging. See 'Consultation' above for further information.

11. Background documents

N/A.

12. Publication

Open.

13. DPIA considered

N/A.