

On 23 Jun 2020, at 10:54, Erica Roffe <erica@bedfordindependent.co.uk> wrote:

Thanks for your responses [REDACTED].

As you've pointed out, I've been in contact with Peter Thompson regarding the service that he's been providing through his own channel.

Can you send me a link to the two specific channels? I've had a look at JC Collective and found all the videos (bodybuilding, Hatters, cooking and chess) all on one page.

I think I'm a bit confused about why you wouldn't want to piggy-back on well-respected local providers who already have established followings, and instead provide funding to someone from outside the area and then ask local providers to put their content on that person's channel.

Does the PCC branding feature anywhere, or is there acknowledgement of the PCC funding on each of the videos?

Thanks in advance
Erica

On 23 Jun 2020, at 16:54, Erica Roffe <erica@bedfordindependent.co.uk> wrote:

Following the auto-reply from [REDACTED], please find below some additional follow-up questions regarding the James Campbell Collective project. The previous questions are on the email below.

- Does the PCC really truly believe this has been a successful campaign when the YouTube videos have only been seen a collective total of 2,524 times? Considering the under 21 population of Bedfordshire is around 130,000.
- While a young person should indeed be 'spearheading' the campaign, why was a business outside of Bedfordshire chosen?
- By using a young person why must content be under their name, and so promoting their business, and not a brand that is clearly more Bedfordshire based and clearly funded by the taxpayer
- Why is there no mention of how the James Campbell collective was funded on the YouTube account and Instagram page?
- Why are there no links to the content providers own websites or YouTube channels or details of where people can find out more information?
- While James has been chosen to front the content, what marketing and promotional support has he been given by the experienced communications team at Bedfordshire Police and the PCC's office to help him and the others maximise the awareness of this content?
- Has any advertising budget been set-aside to promote the content to a wider audience?
- What other social media channels are being used to help promote the content to a wider audience?
- Where are the positive comments that the PCC highlights here posted? Please provide links or a screenshot and who these comments were made by?
- Why was the application criteria changed during the submission process?

Please let me know if you'll be able to provide a response by the end of the day tomorrow (Wednesday).

Best wishes
Erica

From: "[REDACTED]" <[REDACTED]>
Subject: FW: [WARNING: UNSCANNABLE EXTRACTION FAILED]For Erica [OFFICIAL]
Date: 23 June 2020 at 18:14:54 BST
To: "erica@bedfordindependent.co.uk" <erica@bedfordindependent.co.uk>

Hi Erica, I have a response from the Commissioner in answer to your questions:

Dear Erica

I must admit that I'm somewhat mystified that your questions have been so apparently hostile towards a 20-year-old mixed race man who I see as a superb role model in relation to young people, especially in the current climate but, frankly, at any time. I think we all need to ask ourselves whether we are entirely certain that the approach being taken to this project would have been identical if his cultural background was different as I am deeply disappointed by questions which, when taken collectively, seem intent on creating a negative impression in relation to this outstanding young man.

I go out of my way to provide positive role models for young people in one of the most diverse counties in England and am deeply concerned that the exchange between yourself and my office appears to have been based on the comments of a single individual who was offered funding by me to provide activities of his own as part of the scheme but who declined because he felt schools might not approve of a personal fitness instructor who also does body-building. He was proved wrong. This was not a view shared by the schools we subsequently approached who have been happy to recommend instruction in hobbies that they know their pupils and older young people are interested in.

For confirmation, the comments we have had about the Youtube projects have been universally appreciative: they have come from young people themselves and, the most positive comments of all have been directed at James Campbell's input. It would be a tragedy - and one that smacks, at best, of 'sour grapes' in a single individual - if you were to undermine this project and the young man who is working so hard to support it, in a totally professional and dedicated way that confirms precisely why he was chosen to do so.

Since I have nothing whatever to hide, the answers to your second set of questions are as follows:-

- Does the PCC really truly believe this has been a successful campaign when the YouTube videos have only been seen a collective total of 2,524 times? Considering the under 21 population of Bedfordshire is around 130,000.

Getting an online project off the ground from a standing start during a pandemic and achieving this level of engagement is absolutely a mark of success. I feel sure that, if my local authority partners set up a brand new youth scheme and over 2,500 young people engaged with it in less than eight weeks, they would be completely delighted.

- While a young person should indeed be ‘spearheading’ the campaign, why was a business outside of Bedfordshire chosen?

This is a very narrow approach. No commissioner is restricted to commissioning services from within their own county. James is not a business to me, he is a person and one who has proved completely reliable and professional.

By using a young person why must content be under their name, and so promoting their business, and not a brand that is clearly more Bedfordshire based and clearly funded by the taxpayer?

- I have very deliberately stepped away from branding these activities as my own and, if you think about it, you will see why: I am realistic enough to understand that a middle aged Police and Crime Commissioner is not exactly the most ‘cool’ proposition for children and young people to follow and said so publicly in launching this activity programme across the media at the time! I very much doubt that a project to engage young people titled “Police and Crime Commissioner grant-funded fun things to do” would have had much success; do you?
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- Why is there no mention of how the James Campbell collective was funded on the YouTube account and Instagram page?
- (Please see above)
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- Why are there no links to the content providers own websites or YouTube channels or details of where people can find out more information?
- My other providers were less experienced Youtube providers; another reason why James was chosen to head up this project as I have previously explained.
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- While James has been chosen to front the content, what marketing and promotional support has he been given by the experienced communications team at Bedfordshire Police and the PCC’s office to help him and the others maximise the awareness of this content?
- We do not have ‘an experienced communications team’. I have a single press assistant who does not work full time. We have, as an office, provided details of James’ sessions and those of other providers equally to our education, local authority, youth worker and charitable partners.
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- Has any advertising budget been set-aside to promote the content to a wider audience?
- No. Not a penny.
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- What other social media channels are being used to help promote the content to a wider audience?
- My free Twitter feed and the OPCC’s free social media sites. I would be delighted if the partners listed above shared this material on their own free social media of course.
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- Where are the positive comments that the PCC highlights here posted? Please provide links or a screenshot and who these comments were made by?
- I am somewhat offended by the tone of this question as it implies that I am being untruthful, which is not the case. Comments include:

1. Well done boys!! Can’t wait to try these
2. Wow 🤩 well done 👍 it all looks amazing 😊 keep up the good work, look forward to the next one 🙌
3. loved it

4. Brilliant!!!!

All accessible here: <https://www.youtube.com/channel/UCBBGBdJgnvMHd25wW7aqVUQ/featured>

- Why was the application criteria changed during the submission process?
- We asked people to provide videos as it was obvious to me, as a former television journalist asking for contributions on video to this project, that evidence of the quality of the on-screen work should be provided. Surprisingly, several of those who wanted to be grant-funded did not think to add a video to their original application.

Please let me know if you'll be able to provide a response by the end of the day tomorrow (Wednesday).

Erica, you will see that I have gone out of my way to answer your questions and have done so well in advance of your deadline. I did not need to do so and I would like you to re-read your questions, as phrased, and consider whether they appear to you, in retrospect, to appear equitable towards James. You are looking for evidence of wrong-doing by me. I understand that as an experienced national news journalist (though I was, of course, always expected to report in an even handed way what had actually happened). I can assure you, there has been none.

Kathryn.