

ASB Policy Consultation 2025 Reach

Reference	What	Metrics	Notes
1	ASB Policy Consultation	188 responses	https://consultation.oxford.gov.uk/community-services/anti-social-behaviour-policy-consultation/#:~:text=We%20are%20now%20consulting%20on,to%20develop%20this%20new%20policy.
2	ASB video Cllr Arshad	Facebook - Views : 7,303 - Reach: 4,560 - Likes/reactions: 83 - Comments : 48 - Shares: 13 - Watch time: 17 hours	20/06/2025
3	ASB video Cllr Arshad	Instagram - Views : 4,842 - Reach: 3,381 - Likes: 83 - Comments : 14 - Watch time:	20/06/2025

		11 hours • Shares: 1	
4	ASB video Cllr Arshad	TikTok • Views : 2,667 • Reach: 2,300 • Likes: 151 • Comments : 1 • Shares: 57 • Saves : 9 • Watch time: 7 hours	20/06/2025
5	ASB video Cllr Arshad	YouTube • Views: 326 • Reach: 173 • Watch time: 1.5 hours • Likes: 8	20/06/2025

6	ASB Graphic link	Facebook • Views : 1,580 • Reach: 1,013 • Likes/reactions: 2 • Comments : 3 • Shares: 3 • Link clicks: 3	28/07/2025
7	ASB Graphic link	Instagram • Views : 540 • Reach: 431 • Likes: 4 • Comments : 0	28/07/2025
8	ASB Graphic link	LinkedIn • Impressions : 518 • Reach: 356 • Link clicks: 8 • Reactions: 2 • Comments : 0	
9	Website press release		

10	Mailchimp	6000 resident users	2,500 'opens' 131 'clicks'
11	Residents Involvement Email	189 recipients	
12	City Centre Newsletter	640 recipients	
13	Facebook ASB video likes	- OPPC - NDV: Neurodiverse Voices - Oxfordshire African Caribbean Multicultural Association	
14	Attached to email footers		
15	Retweets OPPC and TVP		
16	Emails sent to all Locality Officers,		

	EDI Office r, Landl ord Servic es		
17	Your Oxfor d	72,156 people sent out to: • 1 August: 9,040 • 25 July: 9,040 • 18 July: 9,024 • 11 July: 9,010 • 4 July: 9,019 • 27 June: 9,014 • 20 June: 9,011 • 13 June: 8,998	8 editions
18	Locali ties	• Oxfor d Jewis h Congr egatio n	Circulated
19	Locali ties	• Little more Parish Coun cil	Circulated

20	Localities	Faith partners, including • Jewish • Christian • Muslim (four mosques) • Hindu • Oxford Council of Faiths	Circulated
21	Localities	Community groups including, • Oxford Community Action • Nigerian • Syrian • Asian Women's • Sudanese • East Timor	Circulated
22	Localities	• Cowley Road businesses representatives	Circulated

23	Localities	Community partnerships and contacts: • Little more • Rose Hill • Donnington RTA	Circulated
24	Localities	Youth contacts: • Rose Hill • East Oxford • Little more • Donnington	Circulated
25	Localities	Larders: • East Oxford • Rose Hill • Little more	Circulated
26	Localities	• Oxford Job Centre	Circulated
27	Emails to TVP and OPC C		
28	Housing Policy Forum		Peter Davies

29	ASB Residents Group	• 2 Presentations, feedback	Wendy Hind Peter Davies
30	Tenants in Touch	• Printed version sent to 3,741 households • Electronic version to 4,972	
31	Local media	Oxford Mail article 21/06/2025	https://www.oxfordmail.co.uk/news/25253787.oxford-city-council-opens-anti-social-behaviour-consultation/