



# Cumbria Police Authority

*“Maintaining an efficient  
& effective police service”*

**Community Engagement Strategy  
2011/12**

[www.cumbriapoliceauthority.org.uk](http://www.cumbriapoliceauthority.org.uk)

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## **Cumbria Police Authority Community Engagement Strategy 2011/12**

### **Statement of Purpose**

**Cumbria Police Authority will aim to:**

**“Maintain an effective and efficient police service, through effective and sustainable engagement with our communities and partners to ensure their views are heard and influence policing in their local communities.”**

### **Principal Objectives:**

Cumbria Police Authority will:

- Ensure that the public's views are considered in relation to the focus of policing within Cumbria and impact on how it is delivered.
- Identify which partners and key stakeholders we will engage with to ensure effective engagement and avoid duplication.
- Prioritise groups whose views are seldom heard, decide which of these the Authority will focus on engaging with and identify partners who are already effectively consulting with these groups.
- Raise the profile of Cumbria Police Authority and, when appropriate, Police and Crime Commissioner.
- Identify which topics the Authority needs to consult on.
- Identify how the Authority will undertake engagement using a range of consultation methods appropriate to the target audience and topic.

### **Legal Duty**

**Police Authorities, in consultation with the Chief Constable, must ensure there are arrangements in place that will enable the Authority to:**

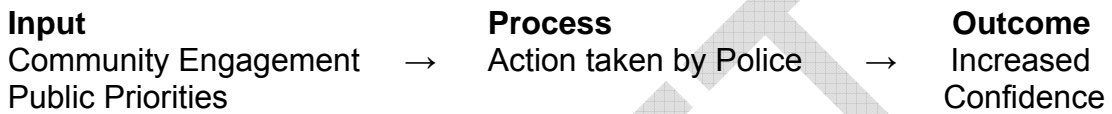
- Obtain the views of local people about policing matters
- Seek the co-operation of local people in the prevention of crime and Anti-Social Behaviour (ASB)
- Take into account the views of communities in setting local priorities
- Consult with representatives of council taxpayers about the policing council tax precept

**Focus for Community Engagement 2011/2012:**

Cumbria Police Authority will aim to support the Government’s Big Society drive to empower communities by listening to their views; and ensure that the information gathered has an impact on the way policing services are delivered within Cumbria.

Through effective Community Engagement, Cumbria Police Authority will focus on finding out:

- What the public’s priorities for policing are



**Our Commitment**

Cumbria Police Authority believes community engagement that is effective and meaningful is at the heart of our drive to secure better policing services within Cumbria; this will enable us to respond effectively to local needs and priorities for policing services.

<b>Strategic Objective 1-</b> Ensure that the public’s views are considered in relation to the focus of policing within Cumbria, and impact on how it is delivered.
<b>Outcomes</b>
Gather, communicate and understand the views of the people within Cumbria through involvement at a strategic and local level. Key priorities for policing gathered through community engagement activities will inform the Policing Plan. Provide evidence of how the public’s views have impacted on service delivery. Residents are actively engaged in achieving local solutions to local problems.
<b>Methods</b>
Face-to-face consultation Web-based consultation Partnership events Public meetings Use of media Partnership working Base future consultation around the Annual Summer Survey results.
<b>Evaluation</b>
Monitor public confidence through the Annual Summer Survey. Focus future engagement on identified issues within the Annual Summer Survey. Work with partners to oversee delivery of interventions to address public

issues, evaluate impact.  
Monitor complaints.

**Strategic Objective 2-** Identify which partners and key stakeholders we will engage with to ensure effective engagement and avoid duplication.

**Outcomes**

Improve and maximise the use of resources.  
Gain an understanding of the diverse communities within Cumbria.  
Joint Community Engagement activity will encourage a partnership approach to tackling crime and disorder.  
Information and issues of interest to the Authority and its key partners are gathered through shared Community Engagement activity channels.

**Methods**

Identify key partners and establish appropriate communication links to increase the influence and profile of Cumbria Police Authority.  
Develop focus groups where appropriate. Work in partnership with Cumbria Constabulary to find out who they already have connections with and what information is currently being obtained.

**Evaluation**

Use previous engagement data as a baseline to measure confidence in policing.  
Monitor progress against Community Engagement Action Plan  
Use previous Community Engagement data as a baseline measure.

**Strategic Objective 3-** Prioritise groups whose views are seldom heard, decide which of these the Authority will focus on engaging with and identify partners who are already effectively consulting with these groups.

**Outcomes**

To ensure the voice of all communities is heard and have the ability to influence policing priorities.  
Identifying which groups the Constabulary are already working with to avoid duplication.  
Build capacity to gather the views of the groups whose views are not captured by existing consultation and engagement methods.

**Methods**

Face to face consultation.  
Using existing partnership connections to access links into groups whose views are not otherwise captured.  
Identifying community groups that have already been set up.

**Evaluation**

Monitor progress against the Equality Strategy Action Plan.  
Monitor progress against Community Engagement Action Plan  
Work with partners to evaluate the outcomes and how this information is being used.

**Strategic Objective 4- Raise the profile of Cumbria Police Authority/ Police and Crime Commissioner.**

**Outcomes**

Local people understand the decision making processes and their ability to get involved and influence decisions.  
Views and experiences of residents are regularly gathered to inform and improve service delivery.  
Cumbria Police Authority will build its internal capacity for undertaking high-quality community engagement.

**Methods**

Face-to-face consultation.  
Increased use of media including Facebook, Twitter, and on- line meetings  
Increase use of Police Authority Website for consultation.  
Utilise existing structures, forums and groups which will enable the Authority to make the most efficient use of resources.

**Evaluation**

Monitor contact and content on social media sites.  
Monitor access to Police Authority Community Engagement.  
Analyse survey results to monitor increase in public perceptions and awareness.

**Strategic Objective 5- Identify which topics the Authority needs to consult on.**

**Outcomes**

Focused engagement when key issues arise including informing communities of change to police estate and priorities.  
Police budget focused consultation.  
Targeting engagement around crimes or antisocial behaviour that have become areas of concern.  
Duty to inform the community on Stop and Search and raise awareness met.  
Working with the Constabulary and other partners to avoid duplication.  
Using information gathered from consultation to influence neighborhood policing.

**Methods**

Looking at performance data presented to the Authority through its committees.  
Using information from previous surveys and engagement activities carried out by the Authority, Constabulary and partner organisations and using this data to influence targeted consultation.

**Evaluation**

Public awareness has increased, monitored through annual survey results.  
Monitor public confidence levels annual surveys.

<p><b>Strategic Objective 6-</b> Identify how the Authority will undertake engagement using a range of consultation methods appropriate to the target audience and topic.</p>
<p><b>Outcomes</b></p> <p>To achieve higher participation in engagement activities undertaken by the Authority.          Ensuring the appropriate method of engagement is used for the target audiences.          Working with new innovative consultation techniques.</p>
<p><b>Methods</b></p> <p>Face-to-face consultation          Web-based consultation          Partnership events          Public meetings          Use of media (press releases, radio)          Partnership working          Social networking          Newsletters          Letters          Leaflets          Surveys</p>
<p><b>Evaluation</b></p> <p>Monitor how the local community prefers to be consulted through the Annual Summer Consultation results and Citizen Panel results.          Monitor usage of Authorities website and social networking sites.</p>

## Appendix

### Overview of Cumbria

#### Cumbria

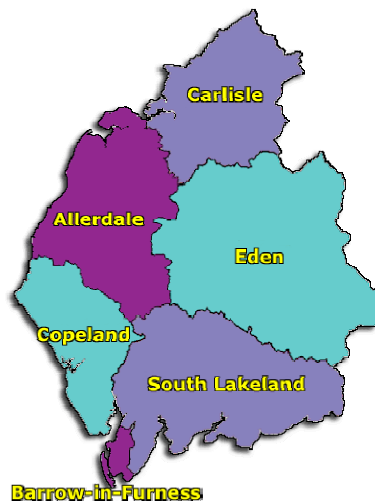
The county has a population of around 488,500, making Cumbria one of the most sparsely populated counties in the country (72 persons per km<sup>2</sup> compared to a UK average of 244). Significant local variation is masked by the figure, however. For example, Barrow has a density of 919 persons per km<sup>2</sup>, whilst Eden has just 23.

#### Urban Cumbria

Barrow-in-Furness, Carlisle and parts of West Cumbria are often grouped together to define urban Cumbria

#### Rural Cumbria

A large area of the county is rural in nature. The National Park covers around a third of the land area and there are additional large areas of rural land interspersed with small market towns and villages. Tourism and land-based industries are the foundation of the economy in these rural areas.



Source: Mid-Year Estimates 2010, Office for National Statistics							
Population	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria
Total Population	94,100	70,700	104,500	69,500	51,800	103,700	494,400

Ethnicity (Black & Minority Ethnic Groups) Estimated Resident Population					
Area	All Groups	BME (number)	BME (%)	White British (number)	White British (%)
Cumbria	496,900	19,700	4.0	477,200	96
Allerdale	94,500	3,200	3.4	91,300	96.6
Barrow	71,800	2,900	4	68,900	96
Carlisle	103,500	4,200	4.1	99,300	95.9
Copeland	70,400	2,400	3.4	68,000	96.6
Eden	51,900	1,800	3.5	50,100	96.5
South Lakeland	104,900	5,400	5.1	99,500	94.9

Source: Mid-2007 Estimates, Office of National Statistics (experimental statistics)

Note: Figures may not add exactly due to rounding.

(These figures are based on Cumbria County Council's definition of Black and Minority Ethnic groups which includes: Eastern Europeans; Gypsy Travellers; Irish people; Black African and Black Caribbean people; Asian and East Asian people; and People who are mixed race)