

Cumbria Police Authority

Communities, Equality and Diversity Committee

14 April 2010

Agenda Item No 8

Report by the Chief Constable

UPDATE ON THE SINGLE CONFIDENCE TARGET SURVEY RESULTS

BACKGROUND

Public confidence is defined as: the percentage of people who, when asked, say that they agree that the police and local councils deal with crime and antisocial behaviour that matters to them in their area.

It is measured using the British Crime Survey and is the single national target prescribed by the government for all police forces.

Cumbria's target is to achieve 55% by end March 2010, 60.8% by end March 2011 and 64.8% by end March 2012.

The current data shows that the Constabulary is on track to meet its target.

This paper provides details on:

- 3.1 The latest data from the BMG telephone survey, including:
 - o Results of confidence questions
 - o Significant points of interest from the BMG report
 - o Statistical correlation analysis done by the Constabulary to identify significant drivers of confidence
- 3.2 Work currently underway to address the issues
- 3.3 Planned work for the future using the results of the analysis

RECOMMENDATION

- 2.1 That the Committee notes the progress to date and plans for future.

DETAIL

3.1 Latest data from BMG telephone survey

3.1.1 Results of confidence questions

The results are based on 3,625 telephone interviews. Therefore we can be 95% confident that the results are accurate to an interval of +/- 1.63% for the

whole sample. The sample was random, but within quotas so that all the diverse groups were represented.

The following table shows the results for the Constabulary for the single target question across the range of surveys that have been undertaken in the past 12 months:

Survey	Strongly agree	Tend to agree	All agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Unknown
Summer 2009 (Paper)	8.5%	38.2%	46.7%	23.2%	10.3%	2.5%	11.5%	5.8%
Autumn 2009 (Paper)	7.3%	39.9%	47.2%	25.6%	9.5%	4.0%	11.1%	2.5%
BMG 2009-10 (Telephone)	19.4%	45.2%	64.6%	15.8%	9.2%	5.0%	5.3%	-
BCS Sept 2009- Feb 2010 (Face to face interviews)	-	-	55.5%	26.7%	17.7%	-	-	-

At BCU level the results of the BMG survey (all percentages rounded up) are as follows:

Question	Percentage agreeing			
	North	South	West	Constabulary
<u>Single confidence target-</u> Police & local councils are dealing with crime and anti-social behaviour that matters in this area	66%	66%	63%	65%
Have confidence in the police in this area	81%	79%	75%	78%
	Excellent/good			
How good a job police in this area are doing	66%	68%	62%	65%

The telephone interviews are yielding higher levels of confidence compared to the BCS measure, which is not expected as face to face interviews normally provide better results. However, this could be explained by the difference in sample sizes and the context in which the BCS question is asked. In May, six BCS data values will be available so that we can determine whether there is a relationship and make projections for the BCS measure.

3.1.2 Significant points of interest from the BMG report

Note that any differences among subgroups are highlighted – where this is not mentioned, there were no differences noted.

Local confidence levels

- a) Around two-thirds of respondents agree that police and local council are dealing with the anti-social behaviour and crime issues that matter in the area, whilst around one in seven disagree.
- b) A similar proportion agrees that local police are dealing with *anti-social behaviour issues*, compared to just 43% who agree with this statement in relation to the council.
- c) Almost two-thirds agree that the police are doing a good or excellent job, and one in twenty (5%) say the police are doing a poor or very poor job.
- d) Women, the youngest (16 – 24 year olds) and oldest (65 or over) are more likely to agree that the police and local councils deal with crime and antisocial behaviour that matters to them in their area.
- e) Those who have had police contact in the previous 12 months are significantly less likely to agree than those who have not (60% compared to 66% respectively).
- f) People living in South Lakeland are more likely to rate the police as doing an excellent or good job (69%) compared to other areas.
- g) Only 6% of people say that something has happened to increase their confidence levels – the most common reason given is that ‘everything has been dealt with or sorted out’.
- h) Only 4% say that that something has happened to decrease their confidence levels – the most common reason given is a feeling that ‘nothing has been done’.
- i) Impact of floods – those who were interviewed after the floods are more likely to say their:
 - increase in confidence was caused by the way everything had been dealt with (29%) or the way police responded to a situation (27%).
Sample base 171
 - confidence decreased because the police had a bad attitude (10%).
No one interviewed before the floods made this comment. *Sample size 108*

Perceptions of local policing (visibility)

- j) Seven in ten respondents report seeing uniformed police officers less often than once a month (71%), and a similar proportion report seeing Police Community Support Officers less often than once a month (69%). 30% of people say they ‘never’ see uniformed police officers and 37% of people

say they never see PCSOs.

- k) Nevertheless, 63% are satisfied with this level of visibility in relation to uniformed police officers, and 60% report satisfaction with visibility of PCSOs (60%).
- l) Respondents under the age of 44 are more likely to report seeing a uniformed police officer at least once a week (31%), compared with those aged 45 and over (24%), and the same pattern is seen with regard to PSCOs (32% and 22% respectively).
- m) Respondents aged 16-24 are more likely to be satisfied with the visibility of both uniformed officers and PCSOs than older age groups (80% satisfied with visibility of uniformed officers, 77% with PSCOs).
- n) Satisfaction with the visibility of the police is higher since the severe flooding that took place in Cumbria in November 2009; rising from 61% to 67% regarding uniformed officers and from 58% to 64% in relation to PSCOs.
- o) Those who have not had any contact with the police in the last 12 months are also more likely to find visibility of police officers to be satisfactory (64% with uniformed officers and 61% with PSCOs. Satisfaction with visibility for those who have had contact is significantly lower - 57% (7% less) and 56% (5% less) respectively
- p) A significantly higher proportion of those rating police performance as excellent or good, report weekly or more frequent sightings of uniformed police officers and PCSOs (31% and 30% respectively) than those who rate police performance as fair or poor.
- q) 88% agree that 'the police would treat you with respect if you had contact with them for any reason' , 75% agree that 'they understand issues affecting the community' , and 73% agree that 'they treat everyone fairly regardless of who they are' (73%).
- r) 11% disagree 'they are dealing with the things that matter', whilst one in seven disagree 'they can be relied upon to be there when you need them' (14%), and almost one in five disagree 'they can be relied upon to deal with minor crimes' (18%)

Contact with the police

- s) Most people had not contacted the police during the previous 12 months (79%). The sample base for those who had contacted the police was 682. Reasons for contact were given as:

Crime – 34%
Antisocial behaviour incidents – 35%
Other incidents – 21%

Something else – 18%

- t) The oldest, youngest and those living in Copeland were least likely to have contacted the police and those living in Carlisle and Allerdale most likely to have contacted the police.
- u) When asked how they had made contact - one in six (16%) did so via a 999 call, the majority of respondents did so by another type of telephone call (62%). 15% made initial contact through a personal visit to the police station. Only 3% of respondents made their initial contact directly to a police officer on the street.
- v) Older respondents and those living in South area are more likely to have made contact via a phone call and those in Eden and those aged 16 – 24 are more likely to have made a personal visit to a police station.
- w) Younger respondents are also more likely than any other age to say that the police contacted them.
- x) Where someone was told that an officer would see them, 25% were told that it would be as soon as possible and 17% said that they were not given a specific time. Of those who were given a time of over 15 minutes, 58% were not given a reason.
- y) Only 8% of people were not satisfied with the time they were given and most satisfied with the actual time it took for the police to arrive.
- z) 71% of people were reassured by the actions taken by the police, although 25% of people said they were not and those living in Barrow in Furness are more likely to say they were not (37%).
- aa) 18% of people are not satisfied with how they were kept informed and one in ten say they are completely dissatisfied.
- bb) Younger respondents are more likely to be dissatisfied with the service they received overall (18% of those aged 25-44). However, younger respondents are more likely to say that they now have a better opinion of the police than they did prior to contact (38% of those aged 16-24).

Perceptions of service provided

- cc) Majority of respondents (over 80%) say that it's worth telling police about local problems and that the police do a pretty good job around here. 76% say that you can rely on the police to sort out problems.
- dd) 65% of people asked said that Cumbria Police are effective in talking to people these days

ee) Only 48% of people asked say that it's easy to get hold of a police officer when you need one and 28% of people disagree with this statement.

Familiarity with the police

ff) Only 43% of people are aware of neighbourhood policing teams (NPT) dedicated to their local area. Females, over 65s and those living in Carlisle, Eden and Barrow in Furness are the most likely to say that they are aware.

gg) Of those that are aware of their NPT, 51% say they know how to contact them. Respondents who know how to contact their local neighbourhood team are likely to be older (54% of those aged 45-64 and 56% of those aged 65+), and in terms of geography to be living in Eden (57%) or South Lakeland (53%).

hh) Just 13% say they know the name of their local officer, while the remaining 87% do not. Respondents living in Eden (19%) or South Lakeland (17%) are also more likely than those in other areas to know a local officer by name.

3.1.3 Statistical correlation analysis done by the Constabulary to identify significant drivers of confidence

Further statistical tests were carried on the survey data by the Constabulary. This shows that there is a significant correlation with higher confidence levels and the following factors:

- seeing officers and PCSOs on the street
- being satisfied with the levels of visibility (of officers and PCSOs) that they experience
- being able to get hold of an officer when needed
- police are interested in the issues that concern people and in what local people have to say
- people can rely on the police where they live
- people can rely on police to sort out problems in their area
- people saying that it is worth telling the police about local problems
- police being in touch with the needs of the local community
- police are effective in talking to people
- gender – women are more likely to have higher confidence levels (6% difference)
- age – less likely to be confident if aged 25 – 64, the youngest and oldest respondents having more confidence (by 8%).
- whether they are disabled
- whether people know about their NPT
- whether people know how to contact their NPT
- whether people know the name of their local officer
- whether people have contacted us and used our services. (People express significantly less confidence when they have had contact with us – only 60% confidence in the sample who have contacted

us compared to 66% confidence in the sample who had not contacted us)

Further work is required to determine which factors have more influence than others on confidence levels so that actions can be prioritised.

The analysis also shows that there is no significant correlation with higher confidence levels and levels of crime, antisocial behaviour incidents and detection rates and levels of confidence.

3.2 Work currently underway to address the issues

The Policing Pledge is a set of standards which determine what and how the police should be delivering services to the public and is integral to improving confidence. Delivery of the Policing Pledge in Cumbria has improved significantly since the first HMIC inspection. This will continue and will be checked via mystery shopping, integrated into the new performance framework and will be reported on the Performance Dashboard

The strategic building blocks to improve confidence are being developed through Confidence Board and an action plan will be delivered – this includes improvement of NHP and pledge delivery, reducing repeat victims, quality of service and marketing/communications.

A visibility policy is being developed as an outcome of the Structures Review.

3.3 Planned work for the future using the results of the analysis

NIM products for confidence will be available from April 2010 onwards. These will identify corporate and local recommendations (based on evidence) that should be taken to drive up confidence levels across the county. The first report is to Tasking and Coordination on April 13th. Products at NPT level will be available.

Further statistical analysis will be undertaken on the survey results to identify new actions that will improve confidence. (IMS and SD) These will include – an analysis over time, comparison with BCS statistics, gaps in data and prioritisation of actions according to strength of correlation.

The confidence performance product will be available on the Performance Dashboard during Q1 2010/11, which will provide information at NPT level to inform decision making and action. (IMS)

Further consultation and engagement strategies will be developed to improve information so that action required to close any gaps and address issues can be determined.

**Craig Mackey
Chief Constable**

7 April 2010

HUMAN RIGHTS IMPLICATIONS

This report has no direct human rights implications.

RACE EQUALITY / DIVERSITY IMPLICATIONS

Analysis of confidence data will ensure that decisions and actions can be taken so that the Constabulary delivers services fairly, according to need, for all the people in Cumbria.

RISK MANAGEMENT IMPLICATIONS

The strategy will help us mitigate any identified risks to achieving our confidence target, by identifying action to be taken to address gaps in confidence and ensure fair delivery of policing services according to need.