

**Cumbria Police Authority**

**People and Performance Committee**

**31<sup>st</sup> January 2012**

**Agenda Item No. 08**

**Part 1**

**Report by the Chief Constable**

**CONSULTATION ACTION PLAN**

**1. BACKGROUND**

This report provides an update on the progress made to date on the 2011/14 consultation action plan, which summarises all strategic methods of engagement that either the Police Authority or Constabulary are conducting during the current planning year.

Since April 2011 the Constabulary has developed, distributed and analysed the 2011 summer consultation survey, results of which were fed back to the Police Authority People and Performance Committee in October 2011. Since this time recommendations made within the report are being progressed and results have been fed into the priority setting process.

The Constabulary continues to look at improving its engagement methods. In July 2011 a new online budget tool was launched on the Cumbria Constabulary website designed to capture views on service priorities via an interactive budget calculator that asks people to choose varying levels of service for 6 different areas of policing activity within a specified budget. More recently this application has been added to the Police Authority website to help shape budget setting priorities for 2012/2013.

Service satisfaction telephone interviews for victims of ASB are also well underway. Since April 2011 a dip sample of victims have been contacted each month regarding their experience, and results are fed back to BCUs for information and service recovery work where appropriate. A summary of key findings have been presented to Police Authority Crime and Performance Committee Meetings.

**2. RECOMMENDATION**

That the Committee:

- 2.1 Notes the progress made to date in the delivery of the 2011-14 consultation action plan.

### **3. DETAIL**

#### **3.2 Consultation Action Plan**

**Appendix A** shows the progress made to date for each of the activities on the consultation action plan.

### **4 HUMAN RIGHTS IMPLICATIONS**

There are no Human Rights implications.

### **5 RACE EQUALITY / DIVERSITY IMPLICATIONS**

The consultation action plan incorporates the single equality scheme. All of the activities within the plan will take into consideration race, equality and diversity implications.

### **6 RISK MANAGEMENT IMPLICATIONS**

Delivery of the Community Involvement and Engagement Action Plan will reduce the risk of non achievement of the Constabulary vision, strategic objectives and desired performance outcomes. It will also reduce the risk of non compliance with various statutory obligations to consult.

**Stuart Hyde**  
**Chief Constable**

**20<sup>th</sup> January 2012**

Contact:  
Claire Griggs  
Strategic Development 01768 217489

## Cumbria Constabulary and Cumbria Police Authority

### Consultation Action Plan for 2011-2014

The aim of this action plan is that Cumbria Constabulary and Police Authority will:

- Have sufficient and reliable information about the needs of communities in Cumbria and how they feel about policing services.
- Have reliable information about any disproportionate or particular issues affecting specific groups in the community.
- Understand implications for current services and priorities.
- Use this information to redesign services that meet community needs and improve services to the public.

This will enhance community confidence and satisfaction. It will also secure statutory compliance.

#### SECTION 1: STATUTORY CONSULTATION ACTIVITIES

STATUTORY CONSULTATION & ENGAGEMENT								
	Action	Priority/ Type	Product	Single / Rolling	Owner	Timing	Progress	Outcomes
1	Summer Consultation Survey via Community Voice.	High  Paper Survey by SD/IMS	Rolling analysis of public opinion to inform service improvement and performance monitoring.  Report to PPC.	Rolling – Annual	Strategic Development on behalf of PA and the Constabulary	Design April 2011  Distribution June 2011  Analysis and reporting August 2011.	This action has been completed and recommendations progressed. Results have been fed into the priority setting process.	Provides comprehensive, comparable and analytical data to support strategic decision making.  Priorities reflect community need and confidence will increase

STATUTORY CONSULTATION & ENGAGEMENT								
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						Report to PPC November.		due to priorities being dealt with. Public perceptions of policing activity will help shape decisions regarding future budgets and change programmes.
2	Carry out user satisfaction surveys to national standards.	High  Telephone Survey by SMSR	Analysis of users' satisfaction with service received, by actions, crime type and ethnicity.  Quarterly performance information for Performance Dashboard.  Reports to Crime and Performance Committee as part of quarterly performance report.	Rolling – Continuous	Strategic Development	Continuous	The statutory requirement to complete satisfaction surveys remain. However, the technical requirements have changed e.g. the removal of road traffic collision satisfaction.  In addition to these user satisfaction surveys, the Police Authority's Crime & Performance Committee agreed to survey those who had been a victim of ASB.	Compliance with Home Office requirement.  The results and feedback received will be used to target areas of poor performance and design services in order to improve public confidence and satisfaction.

STATUTORY CONSULTATION & ENGAGEMENT								
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							This form of consultation is ongoing and continuous throughout the year.	
3	Deliver Equality Scheme	High  Specific community & internal consultation to support equality schemes	Qualitative data to inform decision making and action on <ul style="list-style-type: none"> <li>•Gender</li> <li>•Disability</li> <li>•Race</li> </ul> To include European migrant worker community as appropriate.  Reports to: Operations Board People Board People and Performance Committee	Rolling	Personnel and Development/Partnerships	Ongoing	<p>The equality scheme is no longer a legal requirement and does not exist within the Constabulary anymore, however any outstanding actions from it will be completed.</p> <p>There is now a duty to publish equality data by 31<sup>st</sup> January 2012. This will be done online and the information used to help inform what our equality objectives should be from 6<sup>th</sup> April 2012.</p> <p>An Equality and Diversity Strategy is in the process of being</p>	<p>This will contribute towards compliance with the general and specific statutory equality and diversity duties.</p> <p>Ensuring that services are appropriately designed and delivered. Implementation of the schemes will contribute towards improved public confidence and satisfaction.</p>

STATUTORY CONSULTATION & ENGAGEMENT								
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							written, which will take account of the equality legislation and encompass an action plan.	
4	Local Policing Summary	High	A policing performance document that is distributed to all households in Cumbria.	Rolling - Annual	Strategic Development on behalf of PA and the Constabulary	Distribution TBA	Completed. The Local Policing Summary was included in the County Council's Your Cumbria Educational which was distributed to every household across the county during August 2011.	The summary aims to provide information to the public on police performance, how to contact the police and raise awareness of the Authority. This aims to increase reassurance and accountability.

**SECTION 2: STRATEGIC CONSULTATION ACTIVITIES (Non Statutory)**

STRATEGIC CONSULTATION & ENGAGEMENT								
	Action	Priority/ type	Product	Single / Rolling	Owner	Timing	Progress	Outcomes
5	Cumbria Consultation Steering Group	Medium  Paper survey via Community Voice	Comprehensive, comparable and analytical data to inform strategic decision making in the county.  Reports to various boards according to subject matter.	Rolling – Quarterly	Strategic Development  Consultation and Engagement Officer (Police Authority)	Ongoing	The Constabulary and Authority are part of the Cumbria Consultation Steering Committee. The purpose of the group is to conduct joint consultation exercises with partner organisations. Results of the latest round of surveys have been sent to relevant stakeholders within the Constabulary and Police Authority.  As part of Strategic Developments budget savings measures funding for this activity will cease in April 2012. However a representative from the department will continue to attend the meetings so that relationships with key stakeholders are	The results will be used to improve services to the public.  The approach also aims to reduce duplication amongst partners and reduce public consultation fatigue.

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							<p>maintained and issues affecting partner agencies are identified. In addition the Constabulary and Police Authority are looking to carry over residual questions till the Autumn in order to tie in with the budget setting process.</p> <p>It is anticipated that all engagement activity will be reviewed by the PCC upon appointment.</p>	
6	<p>Implement NPT Engagement Plans</p> <p>This includes a whole range of engagement methods that are specific to meet both rural and urban community needs. This</p>	High	Identification of local community priorities	Rolling – Continuous activity	BCU Commanders	Ongoing.	<p>All NPT community engagement plans are up to date. These plans, together with the community contacts list, and the NPT calendars all use the corporate template.</p> <p>Engagement plans are continuously reviewed to</p>	<p>This will increase confidence and satisfaction, by engaging with communities and dealing with their problems effectively.</p> <p>The local priorities identified will also be incorporated into the</p>

STRATEGIC CONSULTATION & ENGAGEMENT								
	Action	Priority/ type	Product	Single / Rolling	Owner	Timing	Progress	Outcomes
	includes: 1 Safer and Stronger Community Meetings 2 Development of the Key Individuals Network 3 Street safe 4 Residents Forum 5 NH & Farm Watch 6 Multicultural centre visits 7 Schools visits 8 Disability visits 9 Meet & Greet at public places e.g. Supermarkets 'Cop in a Shop', 'Tops and Pants' etc 10 Newsletters						ensure they are fit for purpose and any comments fed back to the relevant NPT for action.	2011/12 priority setting process and new policing plan.
7	Develop corporate approach to youth engagement	High Various	Ideas gathering via engagement  Reports as	Rolling	Police Authority and Partnerships	Ongoing	The Basic Command Units are continuing to implement the action plan; progress is monitored quarterly at the	Improving youth engagement will increase our understanding of youth issues and priorities.

STRATEGIC CONSULTATION & ENGAGEMENT								
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			appropriate to: Operations Board People and Performance Committee				Youth Strategy Steering Group.	This will enable us to design services that will improve confidence and satisfaction.
8	Youth engagement (Including activity days in schools)	High	Ideas gathering via engagement  Reports to full Police Authority  Reports to People and Performance Committee  Information will be provided on the PA Website  Analysis of all youth engagement provided to full Police Authority January 2011	Rolling	Police Authority	Ongoing	Members agreed a new consultation strategy in September 2011. Implementation of the strategy will now follow in identifying which partners to consult with.	Improving youth engagement will increase our understanding of youth issues and priorities. This will enable us to design services that will improve confidence and satisfaction
9	Quality Assurance (QA) Surveys	Medium  Telephone	Information to inform decision making and	Rolling – Monthly	West Cumbria BCU	Ongoing monthly	Following a pilot in West Cumbria quality assurance telephone	The survey will enable the BCU to comply with the victim codes of

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		survey by supervisors	professional standards of individual officers		Commander		<p>surveys are now being conducted in all three command units.</p> <p>West Cumbria initially dip sampled random records, but now target specific underperformance issues. This has been significantly more impactive and resulted in the number of dissatisfaction reports falling across the BCU.</p> <p>In North Cumbria Sergeants are required to contact two victims per month. This process is currently under review however with the BCU looking to change the approach so as to make it more targeted.</p> <p>The process currently being adopted in South BCU is also under review</p>	<p>practice, support service improvements and deliver improved quality of service.</p> <p>Improve public confidence and satisfaction.</p>

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							with suggested alterations being discussed at the next SMT meeting. These involve conducting checks as part of the NPT unit review process.	
10	Capture of Service Dissatisfaction	High Information collection from service users	Analytical reports about low level dissatisfaction	Rolling - continuous	PSD	Quarterly on Performance Dashboard	<p>Service dissatisfaction is still being recorded as normal. However since the SharePoint system was updated in September 2011 problems have arisen when extracting information from the dissatisfaction database.</p> <p>This issue is in the process of being resolved and it is now possible to pull some data out, however this is proving time consuming to collate. ICT will continue to look to resolve this issue it.</p>	Used as a quick resolution to quality of service issues.

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							The analyses of findings show that no serious issues have been identified.	
11	Develop options to survey satisfaction levels for victims of antisocial behaviour and repeat victims.	High  TBA	Reports to: Confidence Board Crime and Performance Committee.	TBA	Strategic Development /CID	TBA	<p>Service satisfaction telephone interviews for victims of ASB commenced in April 2011. Each month victims are contacted regarding their experience and results are fed back to BCUs for information and service recovery work where appropriate. A summary of key findings is presented to each Crime and Performance Committee Meeting.</p> <p>It is anticipated that work in this area will carry over to the 2012/2013 Performance Management Framework.</p>	Aim is to capture information to target areas of poor performance and design services that improve the customer experience - in order to improve public confidence and satisfaction.

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12	Investigate the potential of website technology to improve consultation	Medium  TBA	Costed options, including cost/benefit analysis	TBA	Marketing and Comms  Police Authority	TBA	<p>The Constabulary together with the County Council have now completed a Social Media Audit. The advice following the audit was to consult with key social media users. A joint workshop with the County Council has since taken place in the North which provided information on how both agencies can improve the use of social media. Workshops in South and West to be scheduled.</p> <p>The Constabulary, BCUs and NPTs are continuing to use Facebook, twitter and other sites to engage with the public. The use of web chats has also increased as an additional channel for engaging with local communities.</p>	<p>Aim to improve consultation processes – internal and external – in terms of volume, speed, accessibility, increased response and type of respondent.</p> <p>Build capacity and maintain communication with those who have been consulted</p> <p>Provide an alternative to the traditional face to face and paper surveys.</p>

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							As part of the transition process a new website is currently being explored in preparation for the incoming PCC, work is currently underway in identifying a suitable service provider.	
13	Deliver the media and marketing strategy for improving confidence	High Various	Information provision and engagement with people of Cumbria through a variety of media.  Reports via Confidence Board	Rolling	Head Marketing and Comms	Continuous	The marketing strategy is continuing to be delivered. Recent campaigns have included 101, Stay Safe over Christmas and Drink Driving. A further strategy is being developed for the next financial year in line with force priorities.	Public reassurance through extensive media coverage of positive messages, managing press and media around critical/negative incidents.  Positive impact on confidence levels and visibility.
14	Public engagement events in public places	High  A stall or interactive activity in a public	Analytical report on public priorities  Community intelligence on local crime	Rolling	Police Authority	On-going	The Police Authority carried out a series of eight consultation events during August 2011 to gather the views of local communities on what	Aims to find out the public's views on specific current issues, give them an opportunity to raise issues and queries and raise the

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		place e.g. shopping centre	Reports to: CEDC Police Authority				<p>policing services they felt should be a priority to Cumbria Police. The information gathered was presented to the People and Performance Committee in October 2011.</p> <p>As part of the current budget consultation the Police Authority has visited a series of different locations across the county handing out informative leaflets on the budget setting proposals and talking to members of the public in more detail to obtain their views.</p>	<p>Authority's profile.</p> <p>The Authority is able to make decisions on strategic priorities, budget and police performance in an informed way.</p>
15	Police Authority meetings	Medium  Formal question and answer	Public questions and formal answers from the Authority	Rolling	Police Authority	Frequency to be determined (currently 2-3 per year)	The Police Authority continues to provide an opportunity for members of the public to observe meetings and formally	Aims to provide accountability and reassurance by providing the opportunity for members of the

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		session in full Authority meeting					submit questions.	public to observe how the Authority's discussion and decision-making; an opportunity to formally ask a question of the Authority and receive an answer; to raise the profile of the Authority across the county.
16	Focus groups	Medium  Discussion with specific groups within the community	Analytical report on priorities and satisfaction with services	Rolling	Police Authority	As and when required	There are no focus groups planned to date.	This will obtain more in-depth information on the views and experience of certain groups based on issues identified in other consultation. It will be used to look at how the Constabulary is meeting those needs and help to inform decisions on policing priorities and future areas for scrutiny. The aim is that the members of the public involved will feel that they have been listened

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								to and have greater confidence.
17	DAAT Survey	Medium  Paper survey via Community Voice	Report to DAAT.	Single	Strategic Development on behalf of the DAAT	Analysis and reporting April 2011.  Report to DAAT in April.	This work has been completed. A summary report and main report were submitted to DAAT within agreed timescales.	Results will be used to develop the Cumbria Drug Strategy and improve quality of service.

## Glossary:

BME Black and Minority Ethnic  
 CCC Cumbria County Council  
 CEB Confidence and Equality Board  
 COG Chief Officer Group  
 CPA Cumbria Police Authority  
 IMS Information Management Section

PSD Professional Standards Department  
 SD Strategic Development  
 SMF Senior Managers' Forum  
 NPT Neighbourhood Policing Team  
 PDC Performance Development Conference  
 PPPC Policing Plan and Performance Committee