

GWENT POLICE AUTHORITY

Strategic Planning and Performance Committee (SPPC)

Date: 3 September 2009

Item No: 5b

Heading: Public Confidence & Satisfaction Report

Report Author: Chief Constable

SUMMARY

This report highlights the current level of performance against the Public Confidence indicators.

This report also contains the headline results published by the Home Office in 'Crime in England in Wales - Appendix A.

Appendices B and C to the Report provide an overview of key activity that has been undertaken and is planned by Corporate Communications as a part of the strategy for raising public confidence.

RECOMMENDATION(S)

That the report is noted.

BACKGROUND

1. Crime in England and Wales

1.1 The Annual Crime figures for Gwent were released on Thursday 16th July by the Home Office. Headline performance was shown in this publication as follows:

1.2 Public Confidence in Gwent is at its highest level in over four years, with an increase of 8% to 47%.

- Appendix A provides an overview of the results
- Appendix B provides a summary of what we've done so far
- Appendix C summarises what we plan to do

1.3 DOMESTIC BURGLARY

Domestic burglaries dropped by 4% and we continue to issue advice to encourage people to take simple steps to prevent themselves becoming a victim of such an offence such as leaving your house secure and locked.

1.4 VIOLENCE AGAINST THE PERSON

In 2008 - 9 there was a decrease of 8%. Recent work in this area includes the Domestic Abuse campaign, which was run in partnership with the WRU, between January and March this year.

1.5 ROBBERY

We have continued to see a decline in robbery with a drop of 13% in this area.

1.6 SEXUAL OFFENCES

Over the last year, the number of reported sexual offences has fallen by 8%. At the same time, we have improved the way in which we investigate sexual offences and have established a team of dedicated officers to investigate offences of rape.

1.7 VEHICLE CRIME

An increase of 5% was shown, which was most probably linked to the economic climate. We have seen a rise in crimes such as thefts from vehicles. Towards the end of last year we launched Operation 'Reunite' which targeted unlicensed drivers and hotspot areas for car crime. We used capture cars to target criminals and worked in partnership with the local authorities, DVLA and VOSA. This resulted in a significant number of arrests and a large number of vehicle seizures. These are ongoing operations which we expect to have a further impact on crime levels in the coming months.

1.8 DRUG OFFENCES

For the fifth year in succession, our relentless focus on tackling the supply and distribution of illegal drugs has seen a marked increase in the number of offences detected, up 12%. The media have regularly reported incidents where officers have located cannabis factories and such discoveries ultimately prevent these drugs getting into our communities with positive action being taken again those involved.

PROPOSAL FOR CONSIDERATION BY COMMITTEE/CURRENT POSITION

2. For the information of the Police Authority

STAFFING/PERSONNEL IMPLICATIONS

3. There are no specific staffing or personnel implications associated with this report.

FINANCIAL IMPLICATIONS

4. There are no specific financial implications associated with this report.

CONSULTATION

5. This report has been considered by members of the Chief Officer team.

PROJECT ASSESSMENT FOR EQUALITY AND DIVERSITY MATTERS

6. This project/proposal has been considered against the general duty to promote equality, as stipulated under the Force's Equality Schemes, and has been assessed not to discriminate against any particular group.

RISK ASSESSMENT

7. No additional risks have been identified which have not previously been reported upon.

STAYING AHEAD (2011 REVIEW)

8. The matters raised in this report have been considered in the context of the Staying Ahead Project and are not considered to have any direct consequences for the outcomes.

CONCLUSION

9. Performance report for the information of the Police Authority.

CONTACT OFFICER

10. Chief Supt Simon Prince, Service Development

BACKGROUND PAPERS

11. There are no background papers associated with this report

APPENDICES

- 12.1 Appendix A - Crime in England and Wales 2008/09 - Public Confidence Statistics
- 12.2 Appendix B - What We've Done So Far
- 12.3 Appendix C - What We Plan Do

CRIME IN ENGLAND & WALES 2008/09

PUBLIC CONFIDENCE STATISTICS

Gwent Police Headline Results

1. % of People saying Police and Local Councils are Dealing with Issues

46% (Baseline 39.3%)

Not statistically different from Eng & Wales average

Above average for Wales

= 30th position out of 43 forces

2. % Agree that Police Deal with Local Concerns

50% (2007/08: 42%)

One of 12 forces in England and Wales showing statistically significant improvement

=34th position

3. % of People saying Gwent Police do Excellent/Good Job

47% (2007/08: 39%)

One of only 3 forces in England and Wales showing statistically significant improvement

= 39th position

Topline findings:

- Gwent Police performance in the three major public confidence categories shows significant improvement all round
- Significantly, the results for Gwent Police show no statistically significant difference from England & Wales average. This represents a major landmark given the projected position of the Force when the public confidence baselines were being set.
- Gwent Police is the only Welsh force showing significant improvement.
- Welsh Average:
 - “Good Job” 49%
 - “Deal with Local Concerns” 52%

Public Confidence Activity, 2009**What We've Done so Far**

- December 2008 New team leading Corporate Comms, new head, Stuart John and Gail Foley appointed, Senior Manager, Public Confidence – BCS confidence level 39.5%
- Increased budget devoted to communicating good work done
- Police Pledge launched same month – clearer, simpler easy to digest (compared to national pledge)
- Campaign praised by HMIC and NPIA – other forces, North Wales, Avon and Somerset, North Yorkshire, Met asked for advice on how we did it.
- To date 80,000 wallet sized copies produced and mostly distributed
- A further 20,000 leaflet pledges distributed during June drink drive campaign
- Comprehensive marketing campaign throughout 2009 around delivering on the pledge. £40,000 contributed by Safer Caerphilly and Newport. Good partnership working.
- Ads featuring one pledge message and a PSCO or officer have been seen on large hoardings, train stations, the insides of buses.
- Internal marketing reflecting art work of external campaign, but quite low key because of structural changes in April 2009.
- Officers have so far attended more than forty events – at supermarkets, shops, steam rallies, country fairs, crime fighter days – to increase public awareness and gather policing priorities.
- Excellent support from police authority members and staff at these events.
- Good working relationships established with them, and with officers at each level in the force.
- Brighter, cleaner better policing summaries produced (June 2009)
- Film to explain why we're offering minimum service promise made and put on web site. May 2009.
- Further neighbourhood policing film made through summer 2009, with support of Safer Caerphilly and Newport partners
- Promoting excellence in partnership working, eg COW film
- Deals currently being negotiated to purchase page in each of five local authority magazines. Each has placed material free of charge in the meantime. Aimed at communicating confidence.
- Neighbourhood communications officers now under corporate communications management with new job description, encompassing marketing and with much more emphasis on public confidence.
- Good grip on monthly updates of newsletters and We asked, you said, we did priorities on web site. From Fri 16th July last updated on will be added.
- Newsletters being revamped.
- Review of PACT meetings currently underway. Various help given with publicising meetings more widely e.g. plastic banners for outside buildings, purchase of projector, DVD, speaker kit.
- Consultation and engagement sharpened by themed engagement plan and increasing scope of All Wales expectation survey.

**What We Plan to Do
July 2009 - April 2010**

- Anticipation of increased importance of Justice Seen, Justice Done initiatives from Casey and Home Office
- Switch emphasis to the “We Did” part of priorities
- More street surgeries
- Monthly newsletters if possible
- New website
- Workplace events through the winter, with greater partnership input
- Greater evaluation of campaigns and marketing activity to measure effect on public confidence.
- Collaboration with other forces on campaigns that promote key issues and confidence (eg TV campaign on preventing rape)
- Mobile police office plan back on track
- Development of comprehensive new media, e-mail and text communications methods via new IT partnership with Torfaen.
- All Gwent TV service plan to expand Blaenau Gwent public service contract (CCN)
- Exploration of Gwent educational film trust to maximise relationship with Newport University film school and schools production capacity.
- Press and PR officer devoted to Internal comms.
- Media and wider communications training, including importance of new media, delivered.
- Build on awareness of poor service delivery and staff failing to give positive feedback to public
- Full customer service delivery package and service recovery system being developed, via consultation with staff, learning from other organisations, customer focused training, dip sampling.
- Pledge feedback telephone line and postcards in place (now)
- Clear signage of How we’ll tackle dissatisfaction in stations
- Front of house design and merchandising work
- Growth in marketing and web capacity in Corporate Comms to deliver pro active campaigns and messaging
- Public Confidence Tasking Group, chaired by DCC, now firmly embedded in force structure, with budget. Spending decision making process on issues relating to Public Confidence switched from Tactical Tasking group (operations) to PCTG. Fit with Level 1 tasking now agreed.
- Head of Corp Comms or Senior Manager Public Confidence at strategically important meetings like force performance, SMT. Influencing and advising.
- Public Confidence in the force has grown to 47% on the single confidence question in the BCS (July 16th 2009)