

AGENDA

Meeting:	Wiltshire Police and Crime Panel
Place:	Committee Rooms A and B - Council Offices, Monkton Park, Chippenham SN15 1ER
Date:	Thursday 2 February 2023
Time:	<u>10.00 am</u>

Please direct any enquiries on this Agenda to Matt Hitch of Democratic Services, County Hall, Bythesea Road, Trowbridge, direct line or email matthew.hitch@wiltshire.gov.uk

Membership:

Cllr Steve Bucknell (Chairman)
Cllr Jenny Jeffries, Swindon Borough Council (Vice-Chairman)
Cllr Kevin Parry, Swindon Borough Council
Cllr James Sheppard, Albourne and Ramsbury
Cllr Elizabeth Threlfall, Brinkworth
Carol Shelley, Swindon Borough Council
Cllr Ross Henning
Cllr Abdul Amin, Swindon Borough Council
Cllr Daniel Cave
Cllr Dr Brian Mathew
Cllr Tony Pickernell
Denisa Ahmeti
Louise Williams

Substitutes:

Cllr Adrian Foster
Cllr Sarah Gibson
Cllr Gordon King
Vinay Manro, Swindon Borough Council
Cllr Dominic Muns
Cllr Sam Pearce-Kearney
Cllr Caroline Thomas

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Public Participation

Please see the agenda list on following pages for details of deadlines for submission of questions and statements for this meeting.

For extended details on meeting procedure, submission and scope of questions and other matters, please consult [Protocol 12 of the council's constitution](#)

The full constitution can be found at [this link](#).

For assistance on these and other matters please contact the officer named above for details

AGENDA

Part I

Items to be considered when the meeting is open to the public

1 **Apologies for Absence**

To receive any apologies for absence.

2 **Minutes and matters arising** (*Pages 5 - 10*)

To confirm the minutes of the meeting held on 12 January 2023.

3 **Declarations of interest**

To receive any declarations of disclosable interests or dispensations granted by the Standards Committee.

4 **Chairman's Announcements**

To receive announcements through the Chairman.

5 **Public Participation**

The Panel welcomes contributions from members of the public.

Statements

If you wish to make a statement at this meeting on any item on this agenda, please register to do so at least 10 minutes prior to the meeting. Speakers are permitted to speak for up to 3 minutes on any agenda item. Please contact the officer named on the first page of the agenda for any further clarification.

Questions

Those wishing to ask questions are required to give notice of any such questions in writing to the officer named on the front of this agenda no later than 5pm on 25 January 2023. Questions may be asked without notice if the Chairman decides that the matter is urgent.

Details of any questions received will be circulated to Committee members prior to the meeting and made available at the meeting and on the Council's website.

6 **PCC Precept Proposal 2023/24 and Budget** (*Pages 11 - 22*)

To review a report on the PCC's precept proposals for 2023/24.

To consider the findings of a public consultation on the PCC's proposals.

7 **Communications**

To receive an update on how the Police and Crime Panel can improve its communications with the wider public.

8 **Future meeting dates**

To note the future meeting dates below:

- Thursday 9 March 2023 - Salisbury Guildhall
- Thursday June 2023 – date and venue to be confirmed
- Thursday 14 September 2023 – venue to be confirmed
- Thursday 14 December 2023 – venue to be confirmed

Part II

Item(s) during whose consideration it is recommended that the public should be excluded because of the likelihood that exempt information would be disclosed

None

Wiltshire Police and Crime Panel

MINUTES OF THE WILTSHIRE POLICE AND CRIME PANEL MEETING HELD ON 12 JANUARY 2023 AT KENNET ROOM - COUNTY HALL, BYTHESEA ROAD, TROWBRIDGE, BA14 8JN.

Present:

Cllr Steve Bucknell (Chairman), Cllr Elizabeth Threlfall, Cllr Ross Henning, Cllr Abdul Amin, Cllr Daniel Cave, Cllr Dr Brian Mathew, Cllr Tony Pickernell and Denisa Ahmeti

Also Present:

Cllr Paul Oatway QPM
Nicki Alberry – Independent Member – Shortlisting and Interview Panel
Philip Wilkinson – Police and Crime Commissioner
Naji Darwish – Chief Executive and Monitoring Officer, OPCC
Emma Morton – OPCC

1 **Apologies for Absence**

Apologies were received from Cllr James Sheppard – Wiltshire Council, Cllr Kevin Parry – Swindon Borough Council, Cllr Carol Shelley – Swindon Borough Council, Cllr Jenny Jefferies – Swindon Borough Council and Louise Williams – Co-Opted Independent member.

The Chairman reported the sad news that Cllr Jenny Jefferies' husband had recently passed away, and he would send her a letter of condolence on behalf of the Committee.

2 **Minutes and matters arising**

Decision:

The minutes of the meeting held on 15 December 2022 were agreed as a correct record and signed by the Chairman, subject to minute 96 being amended to reflect that a response to a public question had been sent to Mr Caswill following the last Panel meeting rather than before the meeting.

3 **Declarations of interest**

There were no declarations of interest.

4 **Chairman's Announcements**

The Chairman thanked Mr Caswill for his recent correspondence highlighting a number of areas where the Panel had not been complying with the spirit of the procedure rules and arrangements set out in Protocol 12 for the Police and Crime Panel. This matter would be considered further, and the Panel were updated on the action taken.

5 **Public Participation**

The Panel received questions from Mr Chris Caswill which received responses prior to the meeting and were published on the Council's website [here](#) in a supplementary agenda pack.

In addition, Mr Caswill read out a statement in relation to his concerns about how the Panel functioned. The Chairman thanked Mr Caswill for raising some important issues and explained that the Panel had been and would continue to be rigorous in its questioning of the Police and Crime Commissioner (PCC). The Chairman confirmed that the issues discussed at the last meeting with the press and public excluded were indeed very sensitive and not for public consumption. Going forward, he assured Mr Caswill that there would be more transparency where possible and a standard item would be included on all future agenda in relation to communications.

A statement was read out by Paul Sunners – Chairman of Wiltshire NHW Association about responding to local communities' concerns by the PCC. The PCC highlighted his efforts to attend community meetings including Area Board meetings, although he indicated that it was not always possible to attend all Parish Council meetings. In this instance he provided updates of activity for Parish Council magazines.

6 **PCC Budget 2023/24 and MTFS**

The Panel considered a report and received a presentation from the Police and Crime Commissioner's Chief Finance Officer (CFO) Clive Barker. The report provided detail about the draft budget and precept along with the draft Medium Term Financial Strategy which estimated the financial position over the next 4 financial years.

The Police and Crime Commissioner (PCC) informed the Panel that he had written to the Home Secretary about the Police Funding Formula highlighting how Wiltshire Constabulary was under-funded by £12m when compared to other Police Forces. It was noted that in the absence of a fair funding settlement there was a requirement to unlock resources to invest in priorities or continue to provide services at the current level. The Panel noted that the PCC had been appointed to the National Strategic Board for NPAS (Air Support) and he was looking at improving efficiency in this area.

The CFO introduced the report and provided a comprehensive presentation highlighting the following areas of interest:

- The high level national picture
- The Wiltshire funding mix
- The Wiltshire context
- The Medium Term Financial Strategy (MTFS)
- The immediate concern – 2023-24 budget
- Why the essential growth
- Balancing the budget
- How the budget is balanced in the MTFS
- Staffing
- Capital
- The impact of a precept lower than £15
- The next steps

The PCC and CFO then received a number of comments and questions from the Panel about the impact on the residents in Wiltshire of the proposed increase in precept of £15 for a Band D household, the impact of the recent PEEL inspection and association with current funding, detail about the capital grant and how this would be implemented, historical precept increases, and the initial feedback received on the precept consultation.

In response to the above comments and questions the PCC and CFO explained that if the precept increase was lower than the £15 the increase would be lower than that reported by the Home Office. Due to Uplift Grant being related directly to Police Officer numbers (so Police Office Numbers cannot reduce) there would be increased pressure on all other budgets. The PCC indicated that there were limited areas where savings could be generated, however it would be very difficult to justify underfunding issues with the Home Office if a lower precept was approved. It was confirmed that other Constabularies were also proposing a £15 precept, that it was very unlikely that other PCCs would undertake a referendum on this. There is a £5m Legacy Council Tax Grant which has remained frozen for a number of years. The main revenue grant can be allocated to revenue or capital spend. Current feedback from the consultation was positive overall with many comments supporting the proposed increase in precept.

The Chairman thanked the PCC and CFO for their presentation and responses to questions.

Decision:

That the Panel note the report and presentation, and the current thinking surrounding the 2023-24 precept, that a £15 Band D increase per household per year is appropriate and it is the intention to consult the public on this.

7 **Confirmation of Chief Constable**

The Panel considered the report of the PCC & the Chief Executive and Monitoring Officer, Wiltshire Office of the Police and Crime Commissioner which provided notification of the Police and Crime Commissioner's (PCC) preferred candidate for the role of Chief Constable for Wiltshire Police and seeking confirmation of the proposed appointment by the Panel, as required by the Police Reform and Social Responsibility Act 2011.

The PCC introduced the report and informed the Panel of the recruitment process undertaken. The PCC outlined the rigorous process outlined in the report and the roles of the Chief Executive and independent member on fairness, transparency and merit. He confirmed that Catherine Roper performed to an excellent standard throughout the application and assessment process, and it was the unanimous view of the Panel that she held the skills, abilities and qualities required to lead Wiltshire Police.

The Panel also heard from Nicki Alberry, the independent member, about her role in the recruitment process. The Independent Member considered that the appointment process had been conducted fairly, openly and based on merit. She thanked the PCC and Chief Executive for their role in the process and support offered to the recruitment panel.

Catherine Roper, preferred candidate, introduced herself to the Panel and responded to a number of questions about the impact of the PEEL inspection report and necessary action required to improve Wiltshire Police, time commitment to the role of Chief Constable, experience of improving the performance of a failing organisation, how the preferred candidate would adapt to leading a rural force compared to an inner city force, the number one achievement at the end of her tenure and how she intends on communicating with local communities.

Decision:

That the Police and Crime Panel supports Catherine Roper as the confirmed candidate to the role of Chief Constable for Wiltshire police.

8 **Future meeting dates**

The Panel were reminded that a visit to Police HQ in Devizes had been organised for Panel members on 17 January 2023 and a timetable of events for the day had previously been circulated.

The next meeting of the Police and Crime Panel will be on Thursday 2 February 2023 at Monkton Park Offices, Chippenham.

The following future meeting dates were noted:

- Thursday 9 March 2023 - Salisbury Guildhall, Guildhall Square, Salisbury

- Thursday June 2023 – Date and venue to be confirmed
- Thursday 14 September 2023 - Venue to be confirmed
- Thursday 14 December 2023 - Venue to be confirmed

9 **Close**

The Chairman thanked everyone for attending.

(Duration of meeting: 10.00 am - 12.00 pm)

The Officer who has produced these minutes is Stuart Figini of Democratic Services, direct line 01225 - 718221, e-mail stuart.figini@wiltshire.gov.uk

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Agenda Item 6

Meeting	Police and Crime Panel
Date	2 February 2023
Report Title	Proposed Precept for 2023-24
Report presented by	Philip Wilkinson, Police and Crime Commissioner
Author	Clive Barker, Chief Finance Officer

PURPOSE OF REPORT

1. This paper notifies the Panel of the precept I am proposing for 2023-24.

INTRODUCTION AND BACKGROUND INFORMATION

2. In January 2023 I presented to the Panel a paper which identified my initial thinking on the 2023-24 budget and my draft MTFs (Medium Term Financial Strategy). This paper identified that whilst central funding has increased by 1.8% (including Uplift Grant) significant pressures exist on producing a balanced budget with pay awards in excess of 5% requiring funding. This paper assumes the provisional settlement is confirmed without any changes.

CENTRAL GRANT

3. As detailed in the January paper the core grant for Wiltshire has only risen by £0.229m to £75.892m. This excludes Wiltshire's portion of the Uplift grant. This grant has risen from £1.112 to £2.265m. This grant will only be received if specific targets are met surrounding officer numbers (the conditions have yet to be announced).
4. It should be noted that the 4.3% cash increase for Wiltshire reported by the government includes the Uplift Grant and that the precept is increased by £15 for all Band D dwellings (the maximum available to all PCCs without referendum).

THE PRECEPT

5. Local funding is the sum of the precept plus collection funds. Collection funds hold any variances on precept collection in both collecting authorities (Wiltshire Council (WC) and Swindon Borough Council (SBC)). The collecting authorities must estimate the number of equivalent Band D properties, consider their local support scheme and the collection rate to arrive at a council tax base.
6. SBC are reporting a collection fund deficit of £0.002m. This is cancelled out by the surplus of £0.715m reported by WC leaving a net surplus of £0.713m. This is £0.171m more than forecast in the January report to the panel. It should be noted that surpluses at this level are not common and should not be expected in future years (the MTFs assumes a net £0.295m surplus in all future years).

7. The council tax base estimated by the councils is a consolidated increase of 1.6% leading to a total base of 270,917.
8. My initial paper identified that I was considering a £15 increase in precept. This is a 6.2% precept increase and would partially resolve issues arising from the limited grant settlement.
9. I am considering the whole funding position. Wiltshire remains the 3rd lowest total funded area per head of population. At £241.27 It has the lowest council tax in the South West (the 2022-23 regional average excluding Wiltshire is £260.85 for a Band D property). Based on this low funding position I am minded to increase the precept by £15 for a Band D property to £256.27.
10. This increase will assist in the long term funding of Wiltshire Police as it will impact the base for which all future precepts start from. I am campaigning for fairer funding for Wiltshire. To not increase the precept when the government has specifically given me the option to do this would be a missed opportunity. I have taken into consideration the feedback from the public consultation and I intend explaining to them the benefits that a £15 increase will deliver.

THE FUNDING AVAILABLE

11. The table below outlines the funding available with a £15 increase, this is a 5% increase.

	2022-23	2023-24
Central Grant	£70.428m	£70.657m
Legacy Council Tax Grants	£5.235m	£5.235m
Core Grant	£75.663m	£75.892m
Uplift Specific Grant	£1.112m	£2.265m
Total Central Funding	£76.775m	£78.157m
Precept Income	£64.359m	£69.428m
Council Tax Collection Fund	£0.295m	£0.713m
Total Funding Received	£141.429m	£148.298m
Investment Income	£0.079m	£0.500m
Total Funding Available	£141.508m	£148.798m

FUNDING ALLOCATION

12. I am expected to commission services from the funding available. The table below identifies how I intend using these resources.

	2022-23	2023-24
OPCC Office Costs	£3.443m	£3.647m
OPCC Commissioning Costs	£1.728m	£1.804m
OPCC Shared Services Costs	£32.224m	£34.825m
OPCC Capital Contribution	£2.857m	£2.912
OPCC Chief Constable Allocation	£101.256m	£105.610m
	£141.508m	£148.798m

13. The 2023-24 allocation will allow for Police Staff and Police Officer Pay increases of 5% in 2022 and a 3% increase in 2023. Energy increases have also been allowed at 100%. Whilst these allowances are significant there is a risk that they are not enough. To help mitigate the risk the additional £0.171m collection fund surplus has been set aside to help fund any deficit.
14. The Shared Services allocation includes extra staff in ICT to improve cyber security and Learning and Development post an external review.

CAPITAL

15. The Capital Financing Strategy is essential in helping me plan future investments in a viable manner. With depleting capital reserves and the removal of capital grants it is essential that I increase the revenue funding in this area (by direct revenue contributions or funding debt).
16. Within the draft MTFS a revised Capital Financing Strategy was reported. This shows a need to increase the revenue funding of capital spend from £2.9m to £9.3m by 2029-30 (this is dependent on the capital plans over the next 9 years). This will enable funding for a £18m Southern Policing Hub in the future. This budget is in line with the strategy and is the next step in making capital plans viable into the future with the approach of smoothing the increase over the life of the assets.

IMPACT ON THE CHIEF CONSTABLE'S BUDGET

17. The draft MTFS showed the budget requirement increase by a net £5.578m. Inflationary increases within this total £3.297m.
18. The most significant other increase surrounds Regional Collaborations (£0.700m). Out of this £0.295m is required to fund Wiltshire's contribution to the Forensics Collaboration. This will improve IT capability and capacity to deal with increased mobile demand and fund additional costs resulting from the governments intention to introduce ISO (International Standards) to investigations. There is also a £0.346m increase in Wiltshire's contribution to the Regional Organisational Crime Unit. These costs relate to the increase of Uplift Officers in 2022-23 and a further allocation in 2023-24.
19. This years Business Planning Process has concentrated on risk with an Organisational Risk Assessment (ORA) completed to identify where the biggest focus needs to be. The ORA will feed into the Force Management Statement which is a nationally mandated document. The ORA identified 2 critical areas which needed investment;
- Bail Management – a risk was identified in the way custody dealt with the bailing of individuals and management of Voluntary Attendance. With changes to the Bail Act demand is increasing. It was considered that there was a risk to detainees and the general public in not managing this effectively hence it was agreed to increase staffing at a cost of £0.200m.
 - MASH investment – a risk was identified in the time available for MASH decision makers to review PPNs (Public Protection Notices) due to an increase in demand (volume of PPNs). The increase in staff at a cost of £0.284m will allow them 30 mins per PPN which is in line with other good performing forces and should reduce the risk of inaccurate gradings and as such leaving individuals at risk.
20. Details of the other cost increases forecast for the Chief Constable are included in Appendix Bi of the MTFS
21. In 2023-24 there is no additional nationally funded growth in officers. It is expected that Specific Grant of up to £2.265m will be received if we employ 1,189 staff (headcount) on the 31 March 2024 (the details are yet to be confirmed). This means that any reduction in officer budget requires careful consideration. In 2023-24 we intend converting 40 staff posts to officer posts which will help in ensuring we obtain the grant. This does however mean we need to recruit 160 officers during the year. This is a risk and requires targeted focus in recruitment, vetting and training.

22. The table below shows the impact on the budgeted Police Officer numbers (an increase of 32). This includes any impact from the savings proposed later in the paper.

	Officers
Starting Position (Budget BFWD)	1,165
Special Branch Officers now via National Collaboration	-4
Funding of Chief Inspector Posts	-2
Learning and Development Review	+1
MASH Decision Makers	+2
Conversion of Local Crime Investigators to Officers	+20
Conversion of Community Support Officers to Officers	+20
Strategic Support Officers Reduction	-5
Total Officers Budgeted	1,197

SAVINGS

23. The MTFS work identified that across the group savings of £3.108m were required to balance the budget with a £15 increase. Due to the significant increases in Shared Service costs (Energy costs, Pay costs, No specific grant) it is not possible to allocate a savings requirement per area this year. The approach therefore has been to look at all areas to identify the savings.

24. As well as looking at general savings we have used the new Workforce Assessment (referenced in the MTFS) alongside HMICFRS VFM profile information to assist.

25. This work has identified that Wiltshire are an outlier on many spending areas, the main reason for this being that the PCC has £12.390m less than forces in its MSG (Most Similar Group) to spend on policing. This results in most area spends being less than MSG.

26. Compared to the MSG the workforce profile shows the following;

- 276 less Police Officers
- 42 more PCSOs
- 102 more Police Staff
- Overall 132 less workforce due to our low funding

27. This has led to the following plan to close the £3.108m gap;

	2023-24
ICT/Clothing Uplift Reduction	£0.240m
Estates - Energy and Disposals	£0.100m
Procurement	£0.050m
Telematics	£0.050m
CSW Income	£0.200m
Legal 3rd party cost reduction	£0.050m
LCIs - 20 converted to Police Officers	£0.240m
PCSOs - 20 converted to Police Officers	£0.100m
PCSO unsocial hrs budget adjustment	£0.046m
Ill Health reduction	£0.172m
Support Staff Pension Revaluation	£0.404m
Spinal Point Review (Officers)	£0.525m
1% increase to Police Staff Vac Factor	£0.439m
Intelligence reduction to MSG average	£0.219m

Support and Services Budget Reduction	£0.033m
Strategic Support Officer Reduction	£0.240m
Total Savings	£3.108m

28. If this plan is implemented the impact on the workforce profile will be as follows. This moves the profile closer to our most similar forces

	2022-23 FTE	2022-23 %	2023-24 FTE	2023-24 %
Police Officers	1,165	49.3%	1,197	50.4%
Staff	1,078	45.6%	1,078	45.4%
PCSOs	122	5.2%	102	4.3%
Total	2,365	100.0%	2,377	100.0%

RISK

29. To deliver an increase of 32 police officers, replace leavers and close a budget shortfall of 20 will require the Chief Constable to identify, recruit and train 160 officers in 2023-24. This is more than that planned for 2022-23. With 3 years of high recruitment the field to extract suitable officers is reducing. We must consider the values and competencies of new recruits and require them to meet the high standards correctly expected by the public. To attract 160 officers will require over 500 applicants. Intakes will be spread across the year with 60 officers not joining until 2024. Failure to recruit and maintain officer numbers would impact the service to the public and would likely result in Wiltshire not securing the full specific grant available.
30. Precept and budget increases will increase public expectations of an immediate, visible, policing impact. With the timelines surrounding recruitment and training outlined in the paper this immediate impact will not be seen.
31. It should be noted that if the opportunity to increase the base budget is not taken it can never be recovered and will impact the base budget for the long term. A below £15 increase is likely to widen the funding gap between Wiltshire and other South West Forces.
32. It should be noted that at the time of writing this is a provisional central grant settlement and could change.
33. Reserves exist to help manage risk. The review of reserves, as part of the MTFS, provides me assurance that overall these are adequate.

LEGAL

34. I am required to receive advice from my Chief Financial Officer surrounding the budget and my reserves. The Chief Financial Officer is content that with a £15 increase that my budget and the Chief Constable's budget are sound and deliverable. The Chief Financial Officer has also confirmed to me that he believes my reserves are adequate to manage risk.

RECOMMENDATION

35. After carrying out the necessary consultation I am minded to set a precept of £69.428m. This will require council tax to be set on all property bands based at £256.27 for a Band D property. This represents a £15 (6.2%) increase on the 2022-23 level.

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Agenda Item

Meeting	Police and Crime Panel
Date	2 February 2023
Report Title	PCC consultation on the policing precept 2023/24
Report presented by	Philip Wilkinson, Police and Crime Commissioner
Author	Emma Morton, Head of Communications and Engagement

1. PURPOSE OF REPORT

1.1 This paper provides the panel with a summary of the public consultation process and engagement about to be undertaken by the OPCC Communications and Engagement Team on behalf of the Police and Crime Commissioner (PCC) on a proposed policing precept increase for 2023/24. It also provides a top-line analysis of the engagement and feedback received from Wiltshire and Swindon's residents.

2. Precept 2023/24 consultation and engagement

2.1 Consultation with the public on next year's (2023/24) policing precept started on 9 Dec 2022 and ended at midnight on 23 January 2023.

2.2 While all insights from the survey have been captured from this point, the survey remains open and collecting data. If there has been a significant change to any of the information presented, further in-person updates will be given.

2.3 This second budget consultation I have undertaken since taking office and the approach utilised by my office included a considered communications and engagement plan, using both offline and online communication tools.

2.4 I have always been extremely clear that residents should feel engaged and empowered to have their say on matters affecting their policing service. Setting the police precept and the police budget is one area where the public is able to have a voice which is actively listened to and is another avenue for me to be able to hear from local communities.

2.5 In order to enable as many people as possible to be aware of the police precept, and to give their feedback about the proposed increase, and police budget spending, the team utilised not only online platforms but targeted outreach to increase engagement with residents where engagement is lower.

2.6 The main focus of this year's consultation was to ensure as wide an awareness of the proposed increase to this year's policing precept as possible, as well as obtaining statistical significance numbers of respondents to the survey.

3. The consultation

3.1 Using a short online survey, residents were simply being asked to consider supporting an increase in policing precept of either:

£10 per year, per Band D property, which equates to 83p a month.

£15 per year, per Band D property, which equates to £1.25 a month.

3.2 By using this online survey, we were able to create 'collector links' to be able to have key insights to which route was the most successful in terms of survey responses.

3.3 These were - staff / internal, Media, Web landing page, Social media – organic, Social media – paid, Community Messaging (community email system), Councillor Direct Mail Councillors and MP digital tool kit, Swindon Borough Council and Wiltshire Council Communications team, Offline (events), OPCC Stakeholders and Commissioning Partners and Wiltshire Police social media and website.

3.4 An extensive social media campaign was active during the time the six weeks that the survey was live. The OPCC and PCC Twitter, Facebook, Instagram and LinkedIn channels were used to engage with the different audiences of each platform.

3.5 Static graphic posts were published and supported by short videos published as Meta stories. Each had a CTA (Call To Action) and linked to the survey for people to complete.

3.6 Other optimisation functions that were used to reach more local people were done including sharing the posts in high membership local community Facebook groups and replying to post messages where possible (this extends the reach of the post).

3.7 The highest performing organic (not paid for) social media post was on Facebook. It reached 40,000 organically and had 5,900 link clicks.

3.8 A paid social media campaign was also successfully completed on Meta (Facebook and Instagram). Two ads ran the duration of the survey and reached in total just over 131k people in Wiltshire and Swindon, with 10.4k engagements (comments, likes, link clicks) recorded on from 28 Dec to 24 Jan 23. This was at a cost-effective total of £500.

3.9 Utilising the Community Messaging email system, allowed us to reach an audience that may not be using social media, as well as an audience that are more likely to not only see our Precept 'content' but also are more likely to respond to the survey as they have voluntarily signed-up to receive emails from us. This was received and opened by 5,000 individual users.

3.10 The Communications and Engagement team were active and visible across Wiltshire and Swindon directly canvassing people, speaking to them about the policing precept and encouraging survey responses. Schools, shopping centres and community groups were visited to fill the demographic gaps that the last precept survey highlighted.

3.11 A total of 17 community engagements were carried out during January in places where the OPCC/ PCC may not have had a physical presence in the past. Feedback from these engagements showed members of the public wanted to have a chance to participate but may not have been aware of how to engage in the past. More consideration to this type of engagement will be given for the next precept survey.

3.12 The team also utilised traditional media coverage to secure sustained, and wide-ranging, media coverage across Wiltshire's radio stations, television news, including a

chunky segment on BBC Radio Wiltshire, traditional print media, and their online editions, of all major Wiltshire and Swindon newspapers, and coverage in parish magazines throughout January, including the Gazette and Herald, Salisbury Journal, Swindon Advertiser, White Horse News, The Swindonian, Wiltshire Times and Warminster Journal.

3.13 A digital toolkit comprising of social media and web graphics, Meta story videos, suggested copy and survey links were distributed to 450 contacts among Parish and town councils, Swindon Borough Council, Wiltshire Council, Wiltshire Police and other OPCC stakeholders and partners.

3.14 This encouraged support from partners such as digital communications products being published on Malmesbury.gov.uk, Chiseldon parish council website and Tidworth website, as well as inclusion in SBC’s residents’ newsletters, sharing by councillors and promotion via Victim Support and Fearless among others.

3.14 Myself, or an OPCC representative, was also available at nine public meetings, parish meetings, Area Boards etc, in December and January to discuss the Medium Term Financial Strategy (MTFS) and the precept – further widening public awareness and debate on both subjects. I also briefed our county’s MPs and council leaders on the precept and MTFS.

4. Survey responses

4.1 Last year (2022/23 precept), the OPCC ran two surveys in parallel which asked questions about the precept. Responses from my Use Your Voice survey totalled 2,600 respondents who particularly answered the question: *would you support an increase in precept?* We also received 1,200 responses to the specific survey about raising the precept.

4.2 The 2023/24 precept survey has recorded 2,715 survey responses collected during the six-week period that the survey was live and its campaign was active. This is an increase on the numbers gathered last year.

4.3 Topline results from the survey

- **78%** of people would like to see more investment to increase policing in their communities.
- **80%** of people would like to see Wiltshire Police receive more funding to continue investment in getting crime down, preventing crime, protecting the vulnerable and supporting victims across our county.
- **66%** of people would be prepared to invest more in policing to help improve the service provided.
- **65%** said yes and **35%** said no to whether they’d support an 83p per month increased (average Band D household) to invest in Wiltshire’s policing.
- **54%** said yes and **46%** said no to supporting a £1.25 per month increase (average Band D household) to invest in Wiltshire’s policing.
- Which areas would you like to see more investment in?

	Area	Score
1	Tackling gangs and drug related violence	10.82
2	Local neighbourhood policing	9.81

3	Crime prevention	9.71
4	Serious and organised crime	8.90
5	Tackling anti-social behaviour	8.49
6	Domestic abuse	8.27
7	Tackling violence against women and girls	7.80
8	Cyber / online crime	7.66
9	Engaging with the public	6.59
10	Protecting the vulnerable	6.46
11	Road safety	6.19
12	Counter terrorism	5.68
13	Supporting victims	4.96
14	Promoting volunteering	3.76

- Which of the current Making Wiltshire Safer: Police and Crime Plan 2022 - 25 is most important to you?

Priority	Percentage of people put in first place
A police service that meets the needs of its communities	39%
Reduce violence and serious harm	27%
Tackle crimes that matter most to local communities	28%
Improve the experience of victims and deliver justice	7%

Of those people who completed the survey:

- 8% were aged 18 – 24
31% were aged 25 - 44
43% were aged 45 – 64
35% were aged 65 - 75
- 28% of them live in Swindon, 72% live in Wiltshire.
- 56% were male, 39% female and 41% preferred not to say or prefer to self-describe.
- 73% are white, 50% are English/Welsh/Scottish/Northern Irish/British, 6% preferred not to say and approximately 5% made up the other 18 options of ethnic groups (responders were able to choose more than one response).
- 72% have no impairment, 6% a hearing impairment, 1% a visual impairment, 3% have mental health needs, 10% a physical impairment, 2% have autism spectrum disorder and 11% have 'other' or preferred not to say.
- When asked how they heard about the survey, 36% said Facebook, 33% Community Messaging (email system), 12% the OPCC website 9% their local authority.

4.4. We will have a fuller analysis of the results, presented in an engaging manner, ready to be published on the PCC website by the beginning of April.

5. RECOMMENDATION

5.1 Panel members are asked to note the report and consultation process with Wiltshire and Swindon residents

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