POLICE AND CRIME PANEL

6 June 2019

AGENDA ITEM NO:

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PUBLIC SURVEYING

1. INTRODUCTION

This report presents the Panel with an outline of the current position, and planned direction for, public surveying on behalf of the OPCC and for Wiltshire Police

2. BACKGROUND

Historically, public surveying within Wiltshire and Swindon was carried out via a number of different mechanisms. These were:

a. Public Satisfaction survey – managed by the Force
- Provided by an organisation on behalf of the Force/HO
- Telephone survey around satisfaction
- 100 people surveyed per month
- 5 questions as set out by the Home Office
- Reported on a rolling monthly basis
- Surveys specific crime types (burglary, violent crime, vehicle crime and hate crime)

b. Public confidence survey – managed by the Police Authority/PCCs office
- Provided by an organisation on behalf of the PCC
- Telephone survey – random digital dialling
- 4,000 people surveyed per year
- Reported every six months

c. Crime Survey of England and Wales:
- Provided by Kantar Public on behalf of the Office for National Statistics.
- Telephone survey
- Reported every three months
- This survey measures crime by asking members of the public, about their experiences of crime over the last 12 months
- Records all types of crimes experienced by people, including those crimes that may not have been reported to the police
- In 2015/2016 around 50,000 households across England and Wales were invited to participate in the survey.

3. CURRENT STATUS

Two of the three surveys mentioned above are no longer running due to a number of reasons. These are:

- **Public satisfaction survey** - as of 1 April 2017, the HO requirement to carry out the public satisfaction survey in the same way ceased and forces were asked to develop their own ways of capturing information.
- **Public confidence survey** – it has been identified that the question set within this survey is very out of date and does not deal with the common day issues that we should, and could, be asking the public about.

At this time, we continue to survey victims of crime using the former Home Office methodology and question set. We have stopped the local public confidence survey and are using the Crime Survey of England and Wales data (which provides a significant sample at force level) to understand confidence levels in the county.

4. SCOPING OF OTHER DELIVERY MODELS ACROSS THE COUNTRY

A National user-satisfaction practitioner workshop was held on Thurs 4 April. We used this opportunity to send a Wiltshire Police representative in order to check and test what other forces were doing when it came to gathering views on user satisfaction.

The general findings tell us that there is no single solution being utilised within force areas): Examples of what we found are as follows:

- Many forces are still scoping how best to move surveying forward
- Following the discontinuance of the mandatory survey, there are a handful of forces who demonstrated considerable time and investment into improving the effectiveness of their survey(s) and they now add considerable value into continuous improvement
- Several forces have moved to, or are trialling, text messaging as a method of surveying.
- There is high potential for the use of Single Online Home as a platform in the future
- Some examples of other force activity:
  - Merseyside (collaboration with OU, focus groups to set question set, moving to a text message survey linking to a browser)
  - Hertfordshire (5 questions, through SMS messaging, straight into Qlik - push & pull surveying)
  - West Yorkshire (focus groups)

5. IDENTIFYING FUTURE REQUIREMENTS

On Thursday 4 April, a local workshop was also convened with business leads from across the OPCC and the Force. Attendees were as follows:

- Clare Mills – Head of Corporate Communications and Engagement for OPCC and Force

- Naji Darwish – Deputy Chief Executive, OPCC
- Ryan Hartley – Business Intelligence Team Leader
- Julia Gay – Horizon victim and witness care team manager
- Ben Holloway – Digital Channel Manager
- Maria Milton – Victims Commissioning Manager
- John Flynn – Head of Contact Management
- Matt Girdlestone – CPT Delivery Manager
- Scott McPherson – Head of Media
- Crime Investigation Department (CID) and Public Protection Department (PPD) police officer representatives

The main focus/purpose of the workshop was:

- To gain a broader view of the service we are providing to victims of crime so that we can learn and improve on services in the future
- To recognise that, from 1 October 2014, Police and Crime Commissioners (PCCs) provide the majority of support services for victims at a local level.
- To ensure continued compliance with the Victims Code (The Code was updated in October 2015, bringing in new measures to comply with the European Union Victims' Directive, which came into force in November 2015. The main changes to the Code included the broadening out of the definition of a victim to include victims of all offences to be entitled to services under the Code.
- In addition, both the Chief Constable and the PCC wish to gain a better understanding of the thoughts and views of the wider public (including non-service users) about their general confidence and satisfaction in policing services within Wiltshire and Swindon.

To aid discussion, we defined the general population of Wiltshire and Swindon into two specific strands:

- Service users (i.e. those who have used the services of Wiltshire Police/OPCC in some capacity)
- Local communities (i.e. those who have never had cause to use the services of Wiltshire Police/OPCC, but who live within the county

We focused on three key questions when discussing each strand:

- Who, specifically, are our target audiences under the strand **'service users' or 'local communities'**
- What do we need to know?
- What do we want to know?

A large amount of helpful feedback and views were gathered from the workshop. This information is currently in the process of being collated, prior to the prioritisation of actions.

In order to ensure the effective deliver of activity, each strand will be led by an individual who will coordinate and manage actions and delivery:

Service Users strand
LEAD: Naji Darwish
GOVERNANCE: Crime and Justice & Victims

- Further to collation and prioritisation, a third party organisation will be commissioned to provide a survey provision for people who fall within this group
- Separate strand for victims as service users of OPCC services and Criminal Justice system

Local Communities
LEAD: Clare Mills
GOVERNANCE: Community Policing Programme Board (CPPB)

- Surveying for people who fall within this group will be multi-faceted and will be run primarily through the use of modern day channels via a short general survey covering general confidence and trust in the police service, and satisfaction with the local policing 'offer' in their area. Examples of channels are as follows:
- **Full surveying:**
    - o 'SurveyMonkey' has a very good analytical ability and presentation suite for the results, which can be shared instantly to anyone with a link, and allows for full data download to Excel. With SurveyMonkey you can create a single survey, but with multiple 'routes in' – such as Force and OPCC website, corporate social media accounts, the Siren app, or Community Messaging. This means we could put the survey out on lots of different channels – and measure the responses from, and success of, each route in, but still have all the results and data in one single place.
- **Quick time polls**
    - o We also have access to a number of ways of generating quick time, usually single-question polls, to enable a snapshot of opinion over a short period of time
        - ▪ **Twitter polls** – usually a single question asked. User's click a response, and results are displayed instantly (both the number of people who voted for each option and the total number of votes cast).
        - ▪ **Website polls** – we also have the ability to set up quick polls on the website pages. However, the only people to see the question would be the people visiting the website.

6. NEXT STEPS

Key individuals are due to meet again on Wednesday 12 June to finalise actions and develop a delivery plan for progress in this area.

A key deliverable to be discussed at the next stage is to commission an annual report on public confidence and satisfaction. It will pull together the range of information from the variety of mechanisms used to obtain public satisfaction in services. This will enable the PCC and the Chief Constable to understand trends, areas for improvement and provide the basis for performance information.