



Public opinion survey – Chippenham – Chippenham Community Area

The Office of the Police and Crime Commissioner (OPCC) commissioned M.E.L. Research to consult local residents. During 2012/13 4408 Wiltshire residents completed the survey. A minimum of 384 people took part in each of the eleven policing sectorsⁱ ensuring that the results for each sector were significantⁱⁱ

The aims of this survey are:

- To measure public perception of Wiltshire Police and how communities are policed
- To consult the public and enable the OPCC and Wiltshire Police to prepare policing plans
- To enhance the OPCC and Wiltshire Police's understanding of how policing influences people's sense of security and wellbeing

The report below sets out the results for the Chippenham area. A summary for the whole Force area will be available shortly on the Commissioner's website. If you have any queries please contact the OPCC on the details below.

Public perceptions linked to the Police and Crime Commissioner Priorities

	Chippenham Community Area	Chippenham Sector	Wiltshire Police Force Area
Feel Safe when outside in their local area during the day?	94.2%	94.7%	93.4%
Feel Safe when outside in their local area after dark?	62.9%	65.9%	63.9%
Are satisfied with the level of police visibility in their neighbourhood?	62.6%	63.3%	59.1%
Surveyed	259	418	4408
Population	44530	87330	684028

Key:

	significantly better than Wiltshire average*
	in line with Wiltshire average*
	significantly worse than Wiltshire average*

* Wiltshire average is the Wiltshire Police Force Area

What types of crime and anti social behaviour (ASB) cause a problem in your area?

Issues in the local area	There are no crime and ASB issues in my local area	Teenagers hanging around	Graffiti & vandalism to private property	Domestic burglary	People using or dealing drugs	Graffiti & vandalism to public property
Chippenham Community Area	59%	14%	9%	8%	7%	6%
Chippenham Sector	58%	14%	8%	7%	6%	7%
Wiltshire Police Force Area	54%	16%	8%	8%	5%	8%

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What are the concerns in your area?

Concerns in local area	Chippenham Community Area	Chippenham Sector	Wiltshire Police Force Area
Lack of facilities for young people	58%	57%	56%
Unemployment	36%	34%	37%
Drug misuse	35%	33%	30%
Anti-social behaviour	32%	32%	34%
Crime	29%	26%	29%
Lack of local amenities	25%	25%	25%
Standard of public transport	18%	19%	20%
Standard of health services	13%	12%	16%
Poverty	13%	13%	14%

What should the priorities be in your area?

Priorities	Chippenham Community Area	Chippenham Sector	Wiltshire Police Force Area
None - not a problem in my area	26%	27%	24%
More police out and about	25%	23%	29%
None - police do as much as they can	19%	19%	16%
Tackle minor crimes and anti-social behaviour	6%	6%	6%

Perceptions of Crime and ASB

Perceptions of Crime and ASB being a problem in the Chippenham Sector are just below the average for the Wiltshire Police area.

- The average perceived level of crime on a scale of 1 – 10 (with 1 being 'none' and 10 being 'a lot') is 3.39 for Wiltshire Police as a whole. For the Chippenham Sector the average score is very similar to the force average at 3.35, the average score for the Chippenham Community Area is slightly above the force average at 3.42
- The average perceived level of ASB on a scale of 1 – 10 (with 1 being 'none' and 10 being 'a lot') is 3.34 for Wiltshire Police as a whole. For the Chippenham Sector the average score is slightly higher than the force average at 3.35, with a slight increase to 3.43 for Chippenham Community Area.

The higher perceived levels of ASB are not an accurate reflection of the actual ASB levels which along with the crime levels are below the Wiltshire average.

- There were 36 crimes per 1000 population in the Chippenham sector in 2012/13, this compares to a Wiltshire average of 46 crimes per 1000 population.
- There were 34 reported ASB incidents per 1000 population in the Chippenham sector in 2012/13, in comparison to a Wiltshire average of 37 incidents.

ⁱ Wiltshire Police is divided geographically into 11 local policing sectors. These sectors are then further divided into sections - these usually consist of a large town and the neighbouring villages or community areas.

ⁱⁱ Statistical significance; If the survey was completed using an alternative set of respondents there is a 95% chance that the result would fall within $\pm 1.5\%$ of the current result at force level. At sector level there is a 95% chance that the result would fall within $\pm 5\%$ of the current result.