

COMMUNITY ENGAGEMENT COMMITTEE – 1 JULY 2010

PEOPLE FOCUS PERFORMANCE FRAMEWORK

REPORT BY THE CHIEF CONSTABLE

PURPOSE OF THE REPORT

To provide members with an update on the achievement of the priority to Secure the Trust and Confidence of people in Dorset in their police force and the wider criminal justice system

1. BACKGROUND

- 1.1 Members are familiar with the previous performance of the Force in relation to securing trust and confidence and this report advises achievements up to the end of March 2010 (December 2009 for British Crime Survey data).
- 1.2 This performance information is delivered at a strategic level, structured around the locally identified drivers of confidence, together with accompanying commentary. Trend arrows are based on the last four quarters' figures.

2. SUMMARY OF PERFORMANCE

- 2.1 Headline confidence measures are provided by the British Crime Survey (BCS) as set out in the below table. This involves a minimum of around 1,000 interviews per year in each of the police forces, which allows for a degree of over sampling in less populous force areas.

Confidence	Yr ending Mar 08	Yr ending Mar 09	Yr ending Dec 09	Latest MSG Position	Trend last 4 Qtrs
Local police doing a good or excellent job	63.8%	65.4%	64.1%	1st	↔
The police dealing with what matters locally	59.1%	61.5%	62.8%	1st	↔
The police and local council deal with what matters locally	52.8%	49.0%	53.8%	2nd	↗
Taking everything into account I have confidence in the local police	74.5%	72.8%	75.5%	1st	↗

Source: Home Office British Crime Survey, MSG results from Iquanta position for 12 months ending Dec 09

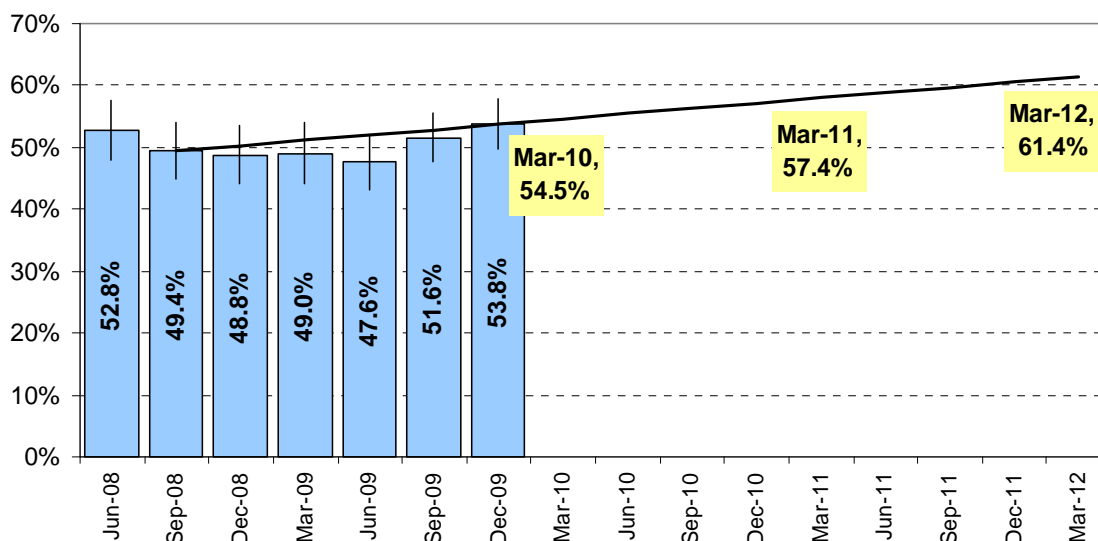
- 2.2 The long standing confidence indicator (first above) has been removed from the HMIC Police Report Card suite of indicators without explanation but still has value in measuring people's confidence. The second and third indicators above are included in the HMIC indicator set. Although the fourth indicator is not included, it asks a

straightforward question requiring no interpretation. This is now included within our framework and Dorset Police has been consistently top nationally in this indicator.

2.3 The first measure (the old confidence measure) is currently running slightly below the position at the end of the year ending March 2009, but has risen slightly since the September 2009 figure. We are now jointly top nationally with Surrey Police (who are also in our Most Similar Group (MSG)).

2.4 The combined single target figure for the police and local council has risen in the latest BCS data and shows a definite improvement over the last annual figure. Force performance is now back on the Home Office 'trajectory' (shown by the black line below) required to achieve the 2012 target of 61%. The graph shows a rise in our latest figure to 53.8%, with the target of 54.5% when the next figures are released in July.

Percentage of respondents answering 'strongly agree' or 'tend to agree' when asked **'The police and local council are dealing with the ASB and crime issues that matter in this area'**.



Source: Home Office British Crime Survey, MSG results from Iquanta position for 12 months ending Dec 09

2.5 In order to understand this better, analysis has been carried out using the latest Community Safety Survey (CSS) data that asks the same question locally, but can be analysed in more depth. There is a strong correlation with the results of both surveys.

2.6 The last report focused on the number of respondents who were 'ambivalent' about their response, saying they neither agreed or disagreed or did not know when asked. Targeted work continues to raise awareness of what the police and councils are doing locally.

2.7 Further academic research commissioned by the Force has recently identified some key factors that should drive a positive response to the single target question. They include:

- Increasing public knowledge of the policing pledge
- Increasing public knowledge of who their local officers are
- Increasing officer visibility

- Improving the actions taken on reports of anti-social behaviour
- Keeping informants and victims of anti-social behaviour informed of progress

2.8 These have been analysed down to section level and mapped across Safer Neighbourhood Teams to allow further targeted local action.

3. FACETS OF CONFIDENCE

3.1 The locally commissioned academic research into securing trust and confidence in Dorset Police (2008) has identified that Community Focus, Professionalism, Values, Individual Focus and Community Perceptions all contribute to a feeling of confidence in the service and the measures of these are set out below. The first three of these facets are addressed, in part, by the Policing Pledge.

Community Focus

3.2 The following measures monitor the effectiveness of community focus by the Force. Two of these are repeated from paragraph 2.1 above as they also fall into this facet of confidence.

Community Focus	Yr ending Mar 08	Yr ending Mar 09	Yr ending Dec 09	Latest MSG Position	Trend last 4 Qtrs
Satisfaction that the police dealing with what matters locally	59.1%	61.5%	62.8%	1st	↔
Satisfaction that the police and local council deal with what matters locally	52.8%	49.0%	53.8%	2nd	↗
Satisfaction that the police understand the community	74.1%	74.1%	76.0%	1st	↗
Satisfaction that the police dealing with minor crime	47.1%	50.1%	52.7%	1st	↘

Source: Home Office British Crime Survey, MSG results from Iquanta position for 12 months ending Dec 09

3.3 Dorset Police research has shown that people who express satisfaction with the Force's community focus are 2.5 times more likely to be confident in the police. This highlights the importance of Safer Neighbourhood Policing and the continued work in this area towards greater engagement with local communities. The 'police understanding the community' has been shown in the recent research to be a driver for the single target question and both have improved and are showing upward trends in the latest figures.

Professionalism

3.4 Professionalism is measured in terms of the satisfaction of people who call for service.

Professionalism/Satisfaction	2007/08	2008/09	2009/10	Latest MSG Position	Trend last 4 Qtrs	Sample Size
Satisfaction with Ease of Contact	94.0%	95.7%	95.5%	4th	↗	1,284
Satisfaction with Action Taken	82.8%	84.4%	83.5%	2nd	↔	2,015
Satisfaction with being Kept Informed	65.1%	69.7%	71.7%	3rd	↔	2,006
Satisfaction with Treatment	93.6%	94.1%	93.7%	2nd	↔	2,029
Satisfaction with Overall Service Provided	86.7%	86.8%	84.4%	2nd	↗	2,029

Source: User Satisfaction Victim Surveys, MSG results from Iquanta position for 12 months ending Dec 2009

- 3.5 The Dorset Police research indicates that people who are satisfied are 5.7 times more likely to be confident in the service. The above performance is identified from the annual result of the Victim Satisfaction Survey. There is improvement in the 'keeping informed' indicator (up by 2%), but this remains the weakest area of performance. The remainder of the indicators remain fairly static. This performance is analysed in much more detail with trends reported at section level to identify action to address performance.
- 3.6 All MSG forces are performing well for satisfaction with ease of contact with a variance of only 2.2% covering all five forces in the latest data at the end of December 2009. There is a range of 7.7% across the MSG for satisfaction with being kept informed, with Dorset 1.7% below the group average.
- 3.7 Separate surveying of callers to the Force is shown below.

Contact Survey 2009/10

Satisfaction with Time Taken to Speak to Caller	2009/10				Trend last 4 Qtrs	Sample Size
	Q1	Q2	Q3	Q4		
999	96%	98%	99%	98%	↔	45
PEC	92%	87%	98%	94%	↔	49
Station Desk Office	97%	86%	92%	94%	↔	30
Caller felt Reassured						
999	94%	98%	88%	95%	↔	42
PEC	87%	84%	87%	96%	↗	49
Station Desk Office	89%	89%	86%	80%	↘	40
Caller was Kept Informed						
999	88%	90%	93%	92%	↗	38
PEC	89%	89%	90%	94%	↗	49
Station Desk Office	90%	94%	92%	84%	↘	43

Satisfaction with Initial Contact						
999	97%	92%	88%	100%	↗	45
PEC	89%	88%	86%	93%	↗	49
Station Desk Office	91%	89%	90%	80%	↘	46

3.8 Sample size relates to the fourth quarter, but overall samples are relatively small.

3.9 Reassurance has gone up in the Police Enquiry Office (PEC), but down at Station Desk Offices in the last quarter. Generally, trends in '999' and PEC are going up and for Station Desks are going down.

Values

3.10 The following measures relate to Force values.

Values	Yr ending Mar 08	Yr ending Mar 09	Yr ending Sept 09	Latest MSG Position	Trend last 4 Qtrs
Treated with fairness	67.6%	69.0%	68.7%	1st	↔
Treated with respect	86.6%	84.9%	86.0%	4th	↔
Relied upon when needed	54.9%	53.8%	58.4%	1st	↗

Source: Home Office British Crime Survey, MSG results from Iquanta position for 12 months ending Dec 09

3.11 Dorset Police research shows that when people perceive that the Force is demonstrating shared values with the community they are 1.5 times more likely to be confident in the police. This is shown through procedural justice and fair treatment. The results for 'being treated with fairness' and 'being treated with respect' remain static, whilst results for 'being relied upon when needed' have risen by 3.6% and show an upward trend.

Individual Focus

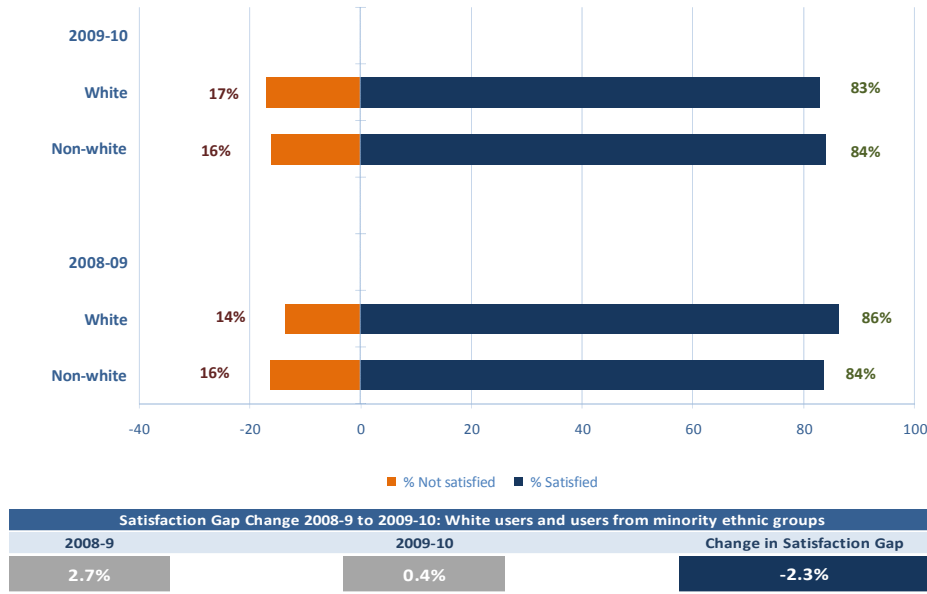
3.12 The following measures look at personal disposition and the importance of the Force meeting individual needs and expectations.

Individual Focus	2007/08	2008/09	2009/10	Latest MSG Position	Trend last 4 Qtrs	Sample
Parity of satisfaction between white and minority ethnic service users						
Overall satisfaction of minority ethnic groups (using HO formula)	84.7%	83.7%	66.7%	5th	↗	128
Overall satisfaction of white users (using HO formula)	86.0%	86.4%	82.9%	3rd	↔	1,985
Racist Incident satisfaction	85.5%	82.6%	81.4%	2nd	↔	113
Overall satisfaction of females	87.7%	89.0%	86.0%		↗	
Overall satisfaction with males	83.6%	84.0%	82.0%		↔	
Overall satisfaction 16-34 yrs	83.7%	85.0%	81.0%		↗	
Overall satisfaction 35-54 yrs	83.8%	85.0%	83.0%		↘	
Overall satisfaction 55+ yrs	90.8%	90.0%	88.0%		↔	

Source: User Satisfaction Victim Surveys, MSG results from Iquanta position for 12 months ending Dec 2009

- 3.13 The apparently poor Force results for the overall satisfaction of minority ethnic groups arise from Home Office methodology that causes the five categories of crime/incident used to be assessed in isolation and then weighted as percentages. Each category is deemed to be 20% of the total and the weighted percentages are then added to give a total percentage. However, as is often the case in smaller forces, where there are no reports in some categories (for example, minority ethnic group members involved in road collisions) the overall satisfaction rate in this category is scored at 0%. This means that the Force is subsequently being scored out of a maximum of 80% (with five categories).
- 3.14 The 2009/10 figure is influenced by the fact there was only one person from a minority ethnic group involved in a RTC and that person was dissatisfied, giving a '0%' weighting in one of the groups. However, if the actual numbers from each category are added together and averaged without the weighting to give a total satisfaction rate as a percentage, a more accurate figure is arrived at. This shows the satisfaction of white victims is 83.2% and for Minority Ethnic Groups it is 83.6%, a variance of 0.4%. All vulnerable victims, including those from visible ethnic minorities and victims of race crime, receive supervisor follow up contact.
- 3.15 Members who attended the Members' Seminar on 17 June 2010 will be aware from the Opinion Research Services presentation that they have independently calculated this satisfaction gap in the same way as the Force and the table from their presentation is shown overleaf.

View by Performance Indicator | Satisfaction with service provided by ethnicity



Opinion Research Services | June 2010

- 3.16 This shows the 'gap' in satisfaction between white users and non-white for 2009/10 as 0.4%, a reduction of 2.3% on last year.
- 3.17 The Dorset Police research showed that the only significant diverse groups where confidence differed were between male and female and for differing age groups. This is reflected in the figures at paragraph 3.12 above. These figures remain relatively static, with an upward trend for females and the 16-34 age groups. There is a slight downward trend for the 35-54 age group of 3% over the year.

Community Perceptions

- 3.18 The following measures address community fears and perceptions.

Community Fears/Perceptions	Yr ending Mar 08	Yr ending Mar 09	Yr ending Dec 09	Latest MSG Position	Trend last 4 Qtrs
Perception of anti social behaviour	11.0%	10.5%	10.4%	1st	↘
Perception of drug use and dealing	16.9%	19.5%	17.2%	1st	↘
Perception of drunk and rowdy behaviour	22.0%	18.2%	18.8%	1st	↔

Source: Home Office British Crime Survey, MSG results from Iquanta position for 12 months ending Dec 09

- 3.19 Dorset Police research showed that people who feel safe are 1.5 times more likely to be confident in the police and that those who have few worries about Anti-Social Behaviour (ASB) are 1.3 times more likely to be confident. The indicators remain relatively static from the previous quarter and we maintain a healthy position in the MSG tables. There are positive trends for perceptions of ASB and 'drug use and dealing'.

4. RECOMMENDATION

4.1 Members are asked to note this report.

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