Durham Police and Crime Panel

29 October 2013

Confidence

Report of Police and Crime Commissioner

Purpose

1.   To provide an update to the Panel relating to the work being undertaken by Durham Constabulary in relation to the confidence agenda

Background

2.   In order to better understand what drives confidence in policing delivery the Force began work in April 2012 with Durham University. This work analysed existing data and from this was developed not only a model of confidence, but also a robust survey tool.

3.   From this model, the Force Executive, with guidance from Strategic Development department, set three overarching themes for Commands to focus on in the effort to improve public confidence
:

- Reduce Crime and Anti Social Behaviour
- Improve PACT awareness
- Feeling informed – recognise the need to promote good work

Current Position

4.   From this first interation of the confidence model an improved survey tool was developed. This fully took into account other national developments and academic research. The model was then implemented for a six month period, at the end of which, the results were analysed.

5.   This analysis reinforced the earlier findings as outlined at paragraph 3, but also provided a more in-depth understanding of the model and the relationship between police action and confidence levels.

For instance it showed that:

(i)   Crime and ASB continues to matter: the links between the hard numbers and confidence have been strengthened through the expansion of the questionnaire.

(ii)   PACT Awareness continues to have a relationship with confidence through Community Engagement;

(iii)   Community Engagement as a concept is showing the strongest links with confidence where the individual elements of engagement that are likely to have the biggest impacts are as follows:

    a. Improve the understanding around issues that have a negative impact on communities;
    b. Improving the trust in our ability to deal with minor incidents;
    c. Work together with citizens to solve problems.

(iv)   Feeling informed continues to have a heavy influence on confidence;

(v)   Community Cohesion and Control are major factors in the model and have direct links to both confidence and the hard crime/ASB numbers; this supports the theory that states the more confident a community, the more community-spirited (i.e. Cohesive) it is and the less crime/ASB it suffers and vice versa.

6.   One of the main outcomes of this work has been the implementation of local confidence plans individually owned by Inspectors and examples of these are detailed in Appendix 2 to this report.

7.   The below table illustrates where each locality stands in terms of each element score as well as confidence. It should be pointed out that any positive or negative movements cannot be attributed to actions within the locality plans as yet due to the plans having not been finalised until the end of August 2013. Therefore, in terms of accountability for the plans, it is too early for consider any existing results but they will be available in the next quarter.

Variable Scores: Movement between baselines and quarter one 2013-14 results:	East Locality			West Locality			South Locality			Darlington Locality		
	Baseline	Qtr1	Movement	Baseline	Qtr1	Movement	Baseline	Qtr1	Movement	Baseline	Qtr1	Movement
CONFIDENCE	6.9	7.4	Improved	7.2	7.1	Worsened	7.0	7.2	Improved	6.9	7.2	Improved
Community Cohesion	6.6	6.5	Worsened	6.6	6.8	Improved	7.0	6.9	Worsened	6.8	7.1	Improved
Community Control	6.6	6.5	Worsened	6.6	6.7	Improved	6.8	6.7	Worsened	6.7	6.9	Improved
Community Engagement	6.8	6.9	Improved	7.0	7.1	Improved	6.9	7.0	Improved	6.7	6.6	Worsened
PACT	5.0	4.9	Worsened	6.1	5.6	Worsened	6.3	7.2	Improved	4.8	5.3	Improved
Visibility	4.8	4.6	Worsened	4.8	5.2	Improved	5.0	5.0	No Change	4.5	4.7	Improved
Police Effectiveness	7.3	7.4	Improved	7.4	7.6	Improved	7.5	7.6	Improved	7.5	7.6	Improved
Informed	2.1	2.5	Improved	3.3	3.9	Improved	3.7	4.2	Improved	2.6	3.2	Improved
Service Behaviour	7.5	7.5	No Change	7.7	7.7	No Change	7.8	7.8	No Change	7.5	7.7	Improved
Co-operation	8.7	8.9	Improved	8.8	8.9	Improved	8.9	9.1	Improved	9.0	9.1	Improved
Fear	3.9	3.7	Improved	3.3	4.2	Worsened	3.2	3.5	Worsened	3.4	4.5	Worsened
Perception of Crime & ASB	6.6	6.0	Improved	5.8	5.6	Improved	5.6	5.8	Worsened	5.3	5.7	Worsened
Victim of Crime	1.7	1.1	Improved	1.3	1.7	Worsened	1.2	1.3	Worsened	1.1	1.8	Worsened

Recommendation

8.   That the Panel note the work being undertaken.

Ron Hogg
Police and Crime Commissioner

Finance
N/a

Staffing
N/a
Equality and Diversity
N/a
Accommodation
N/a
Crime and Disorder
This report outlines the work being done in Force to address the confidence agenda

Children's Act 2004
N/a

Stakeholder/Community Engagement
N/a

Environment
N/a

Collaboration and Partnerships
N/a

Value for Money and Productivity
N/a

Potential Impact on Police and Crime Plan Priorities
This work will assist to deliver against my priorities

Commissioning
N/a
Other risks
N/a

Contact Officer:	Lesley Davies
Job Title:	Chief Executive
Telephone:	03000 264626
Email:	lesley.davies@durham-pcc.gov.uk

Locality Confidence Plans

Each of the localities has developed bespoke confidence plans using the information from the confidence model and by considering local results and demographics. The following section outlines the key actions from each plan.

Darlington Locality

- To improve community engagement
  - Develop effective approaches for engaging with communities
  - Development of community hubs in targeted locations
  - Use prime times/prime locations to engage with communities
  - Ensure police officers/staff are engaged with processes
  - Promote PACT at prime times/ prime locations
  - Promote extraordinary PACT meetings
  - Make effective use of opportunities to promote PACT
- To improve how well informed communities are
  - Ensure messages sent out via social media project a professional image
  - Increase public engagement with social media
- To improve service behaviour
  - Maintain contact with current NHW membership
  - Increase membership of NHW
  - Maximising public contact

West Locality

- Improve how Informed communities are

  - Promote key positive messages on a daily basis
  - Set weekly key messages for all staff at the Community Engagement Themed management meeting
  - Establish education/ enforcement initiatives for both Road Crime & Signifier Crime
  - Ensure regular good news stories/ days of action are circulated to partners/ community groups.
  - Engagement with hard to reach members of the community, including utilising Community Cohesion Officers to effect better community engagement and understanding across all parties.
  - Develop more effective relationships with the local press in order to promote police and partnership activity.
  - Develop a tool kit of social media and marketing techniques based on the existing Confidence Plans written by PCSOs for each Neighbourhood.

- Improve Perception of Crime and ASB
  - Adopt an investigative and problem solving approach for all instances of Road Crime and Social Signifier crime
  - Maximise alternate approaches to engage with communities and individuals for the purpose of setting PACT priorities.
  - Each community highlight reduction of key crimes/ reported incidents particularly if linked to a PACT priority (promoting reassurance).
  - To identify instances where longer term problem solving approaches are required
  - Establish Green Dog Walker Schemes in each neighbourhood
  - Adopt a more targeted and focused patrol framework to increase police and partner visible activity aimed at Road Crime and Social Disorder Signifier Crime.
  - PACT reports to include good news stories, arrests, sentences etc.

South Locality

- Improve Community Engagement
    - Identify areas where Confidence is high and develop tactics to bring the cold spots up to standard through community engagement
    - Extend network of KINs across all members of society and community groups so that we have positive dialogue in order to target different types of problems.
    - Identify who and where are diverse communities are and ensure that we know the key contacts in our areas through the Community Cohesion Officers and Independent Advisory Group membership.
    - Develop an annual local event plan with resources allocated to attend and promote our work, e.g. at any community event such as Church Fetes, Car Boot Sales etc.
    - Neighbourhood Team monthly newsletter tailored to each community. Distribute either in paper or electronic form to local businesses, organisations and key people in the community.
    - Identify gaps in Neighbourhood Watch and other Watch Schemes
    - Ask every victim of crime/ ASB if they are interested in finding out more or joining NHW.
    - Neighbourhood Inspectors to promote a positive monthly key message
    - Continue to promote PACT
    - Co-ordination daily posting of positive messages to be sent via Facebook and Twitter evidencing good police work, giving crime prevention advice and reassurance.
- Improve Perception of Crime and ASB
    - Focus on top ten addresses and problem solve in order to reduce incidents and address problems effectively.
    - Feed back what action has have been taken to victims and where appropriate to communities through PACT and day to day patrols, talking to people.
    - Operate regular "surges" to tackle the top three problems and publicise them using partners and media.
    - Contact media every quarter with results of recent surveys and release details of action taken in response to recent concerns diagnostics.
    - Media messages: Identify opportunities across Communities such as plasma screens in some supermarkets, doctor's surgeries etc.
    - Capitalise on every opportunity, such as radio, parish magazines etc to give the message that we do take Crime and ASB seriously and we will tackle those causing harm across our communities.
    - Actively engage Street wardens in joint working where possible and ensure that messages are shared with them in terms of work undertaken, information sought and give feedback.
    - Arrange a series of Community Problem Orientated Policing events to showcase the good work completed by police in partnership with agencies.
    - Invite KINS and other key contacts such as Watch Scheme co-ordinators who will go away and promote what we can achieve.
    - Through Restorative Approaches, aim to change the perception of offenders, that there is no such thing as victimless crime and disorder.

East Locality

- To improve Community Engagement
    - Contact media every quarter with results of recent surveys and release details of action taken in response to recent concerns diagnostics.
    - Adopt PACT toolkit such as street briefings, watch schemes, door knocks, surgeries, young people and school, community events, visual

audits, leaflet drops, suggestion boxes, social networks, email voice connect, online PACT and challenge days.

- o Identify the best forms of communication through use of Mosaic for each community.
- o To identify different types of KINs and widen range in order to target different types of problems in the community
- o To identify in advance and plan to align ourselves with
- o non-policing events to promote our cause, e.g. at any community event such as Church Fetes
- o Use of Market Places/ Shopping centres to set up Police "Stalls" to interact with the public. Find out concerns and promote confidence.
- o Creation of a "Confidence Car" such as a smart car type vehicle that is noticeable and can be used at key locations to promote good work and prevention messages.
- o Utilise the Opportunity Knocks initiative to target sections of the community with personal visits delivering the good news messages. This area will be surveyed to measure the schemes success and viability.

- To improve Police Effectiveness
    - o Identify emerging trends and issues and develop sustainable problem solving plans
    - o Effective PACT meetings which discuss local issues.
    - o Put the victim at the centre of our approach and ensure a quality service in good time. This will increase confidence and satisfaction in our service users.
    - o Effectively tackle organised crime groups and local criminals
- To reduce Fear
    - o Adopt PACT toolkit such as street briefings, watch schemes, door knocks, surgeries, young people and school, community events, visual audits, leaflet drops, suggestion boxes, social networks, email voice connect, online PACT and challenge days.
    - o Publicise the Community based activities we are involved in through Social Networks and Local Papers
    - o Provide a bespoke service to each service user, putting the victim at the centre of our response