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We are committed to improving the quality of service we provide and to increasing the effectiveness of our consultation activities.

Copies of this strategy are available in large print for visually impaired people. Interpretation and translation services for minority groups will also be provided on request.



Consultation is seeking the views and opinions of others to gain a broader understanding of the needs and experiences affecting people. By listening to people’s views through effective dialogue the Force and Authority can make better informed decisions to help meet community expectations.

This strategy provides a broad framework to underpin the wide range of public consultation carried out by both Cleveland Police and Cleveland Police Authority. It does not include details of staff consultation activities.

The introduction of Neighbourhood Policing and the subsequent launch of the Citizen Focus agenda and Policing Pledge has strengthened the focus on increasing local communication, consultation and engagement activities to ensure that people have more involvement in their local policing, especially in terms of influencing policing priorities.

The Home Office Green Paper, ‘From the Neighbourhood to the National: Policing Our Communities Together’ set out the Government’s intention to focus on public

confidence in policing, with a single performance target focusing on dealing with partnership issues. This lies at the heart of the Citizen Focus agenda.

The 2007 National Standards for Partnerships outline CDRP responsibilities for regular and ongoing consultation, engagement and information provision. As statutory partners, the Force and Authority will engage in joint consultation activities.

Responsibility for consultation

We are required under the Police and Criminal Evidence Act 1984, Police Act 1996 and the Crime & Disorder Act 1998 to consult with the public. Changes to these laws and new regulations are outlined in appendix two.

Cleveland Police and Police Authority publish a rolling three year local policing plan including our annual local policing priorities. Your views and opinions are valued and form a vital part of our planning and decision making processes. With this in mind, this strategy sets out the activities we will carry out to collect your views.



We aim to consult with all sections of the community to ensure that we continue to improve our service to you. The following paragraphs briefly outline the people and households in our area.

Demographics of Cleveland Police Area (based on the 2001 Census)

Cleveland has a relatively young population, with almost 20% of those living in the area being under the age of 16 (this is marginally higher than the average in England and Wales of 19%).

Cleveland's BME population is relatively small, with 97% of those living in Cleveland considering themselves as white, compared to 91% in the whole of England and Wales. Our largest non white ethnic groups are Pakistani (1%) and mixed race (1%).

Our population is predominantly Christian, with a greater proportion of Christians in Cleveland than in England and Wales in general (80% compared with 72%), and less people declaring themselves as not having a religion (10%

compared with 15% across England and Wales).

The proportion of people practising non Christian faiths across Cleveland is smaller in all categories than for the whole of England and Wales. Our most predominant non Christian religion is Muslim, with 2% of people living in Cleveland declaring themselves Muslims.

Actual figures for gender, age, ethnicity and religion, broken down by police district are shown in appendix one. The force and authority use this information to ensure all consultation is representative of the communities we serve.

We aim to consult with:

- Young People
- Parents
- Elderly
- Disabled
- Minority Groups
- Businesses
- Interested Parties/Special Interest Groups



We are committed to improving the quality of service to people and communities and to meeting the standards set out in the Policing Pledge and the National Quality of Service Commitment. We will adopt the following principles to underpin our consultation work:

Consultation should be needed

Before any new consultation begins, a thorough search will be made to find out whether relevant questions have already been asked of the public. We will avoid unnecessary repetition and only repeat questions where there is a need to consult at a much more local level. For example, the British Crime Survey is only statistically significant at Force level. The Force and Authority may repeat some of the questions contained in the British Crime Survey to obtain statistically significant views at police district or neighbourhood sector level.

Opinion should be informed

Consultation will aim to seek informed public opinion and not instant reaction to issues. Whenever possible, our communication mechanisms will be used alongside consultation to inform and stimulate public

interest, particularly in relation to major strategic issues.

Decisions should be based on evidence

We will adopt clear processes of consultation that, wherever possible, will produce results that are measurable and can be evaluated objectively.

Purpose should be clear

Any consultation will contain a clear statement describing why it is being carried out and how the results will be used. The way the consultation links to our wider corporate aims, work programmes and statutory policy framework will be described where possible.

Consultation should be well planned and timely

Consultees will be given adequate time to prepare their response. It is recognised that the length of time will vary depending on the time of year and the level of response that is being sought. Sufficient time will be allowed for the results of consultation to be collated, analysed and considered, so that the results feed directly into the planning and decision making processes.



Consultation should be inclusive

Consultation should aim to seek a representative cross-section of views. It is widely documented that some sections of the community are harder to engage in consultation than others. Therefore, appropriate action will be taken to ensure that the views of these individuals and groups are not excluded or overlooked.

Methods should be appropriate

We will use a wide range of public consultation methods. They will be used appropriately, reflecting the strengths and weaknesses of each method.

Results should be acknowledged and fully considered

The full range of views expressed during consultation will be acknowledged and attention drawn to areas of agreement and disagreement. When identifying future local policing priorities, and other strategic issues, the results of public consultation will be weighed carefully together with other evidence and considerations such as Strategic Assessments, the Home Secretary’s strategic policing priorities and our resource

capability as detailed in our Workforce and Long Term Financial Plans.

Accessible feedback should be given

Accessible feedback will be provided both on the results of consultation and on how they have been used, in order to encourage greater public participation in the future.

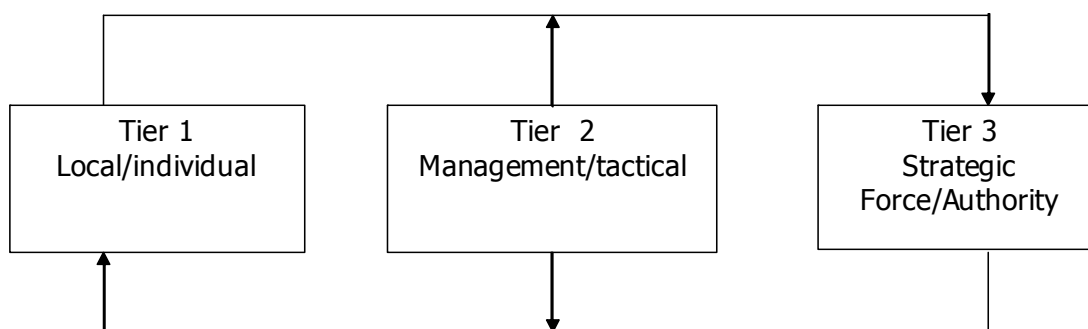
Effectiveness should be evaluated

The effectiveness of major public consultation activities will be evaluated and the results shared to encourage broader lessons to be learned. Evaluation will consider not only the number of responses received but also the quality, cost and timeliness of the consultation and the overall usefulness of the results in helping to inform decisions.

Consultation Strategy

Framework

We deliver consultation through a three tier framework. This framework ensures we continue to meet the standards set out in the National Quality of Service Commitment.



Tier 1 Community/Ward Level Consultation

Consultation at this level involves structured meetings such as community councils, residents meetings, as well as the more informal beat surgeries and schools visits.

The introduction of Neighbourhood Policing has strengthened the focus on tier one activities, with neighbourhood policing teams organising regular public meetings to ascertain local policing priorities and provide updates on local crime and policing issues. Information gathered during these meetings is then used to develop neighbourhood action plans.

Information at this level will be taken forward for use at tier two

level and should feed into the national intelligence model, district based strategic assessments. Further details on consultation and public engagement at this level can be found in the force Community Engagement Strategy.

Tier 2 Management/ Tactical Level Consultation – District Based; aligned with partnership groups

Tier two consultation includes joint consultation activities with partners at district level.

Examples of tier two consultation include:

- Multi Agency Face the People Sessions
- Local Authority Citizens' Panels and other surveys
- CDRP Consultation Activities



- Children’s Trust Consultation Activities.

Authority Community Protection Panel for consideration and approval.

Tier 3 Strategic Force/ Authority Level Consultation

Tier three meetings consider issues arising from the tier one and two consultation at a strategic force-wide level. The meetings are also an opportunity for local people to give their views on policing needs and inform the strategic decision making process.

The consultation year ends in September to enable senior managers and authority members to consider the views of communities when making strategic decisions and setting the local policing priorities for the following year.

Examples of tier three consultation include:

- Chief Constable/ Police Authority force-wide Public Meetings
- Cleveland Criminal Justice Board Consultation Activities
- Neighbourhood Survey

Interactive Voting (IML)

We use IML interactive voting at most of our public meetings to record audience feedback.

Consultation Programme

Our consultation programme is part of a wider planning cycle. It begins in October each year and ends in September the following year, culminating in an end of year consultation report and setting policing priorities report which are presented to the Police

Interactive voting technology is a relatively modern tool that allows a consultation event to take place, where-by a mix of information can be presented whilst the audience gives immediate feedback. The use of individual voting handsets gives the advantage of being able to anonymously record and present the views and opinions of audiences.



Cleveland Police Authority will offer the use of IML to partners for public consultation activities.

The following paragraphs outline our methods of consultation

Neighbourhood Survey

Twice a year the Force and Authority carry out a neighbourhood survey to determine the policing needs of local communities, together with levels of confidence and satisfaction in local policing.

The survey is posted to a random sample of 25,000 addresses across the Cleveland Police area.

Data is available at neighbourhood sector level. Demographic data on age, gender and ethnicity is collected, which enables the Force and Authority to determine if certain sectors of the population are under represented in the survey results. If this is the case then additional consultation activities are organised with the under represented groups.

If results indicate that a particular issue is a concern in an area then an additional consultation is arranged in this area to explore the issue in greater depth.

User Satisfaction Surveys

User Satisfaction surveys are carried out by every force as part of the Home Office performance requirements. The questionnaires are structured around a mandatory framework of core questions, covering:

- User satisfaction with the whole experience, i.e. the overall service provided
- User satisfaction with:
 - First contact – making contact with the police
 - Action taken by the police
 - Follow-up – being kept informed of progress
 - Treatment by staff

Surveys are sent to victims of five different crime/incident types as follows:

- Burglary
- Violent Crime
- Road Traffic Collisions
- Racist Incidents
- Vehicle Crime



Results are used to monitor performance and to drive continuous improvement.

Stop and Search

Cleveland Police Authority has a statutory duty under PACE Code A to educate the public on the use of stop and search, including your rights if you are stopped or searched. Information regarding stop and search is available on the Police Authority website.

Statistics show that young people are more likely to be stopped or searched than older people. Cleveland Police Authority undertake a programme of stop and search education and consultation activities in schools using the interactive IML equipment.

Participation in the Local Authority Citizens' Panels

Each Local Authority in the Cleveland police area has established a Citizens' Panel. Typically panels are a cross-section of between 1,000 -2,000 residents who complete around three or four questionnaires per year on a range of local issues, which occasionally cover

community safety issues.

The Force and Authority will put questions to each of the four Local Authority citizens' panels on an ad hoc basis to obtain public perception on issues which are not covered by the neighbourhood survey.

Engaging with Young People

Young people (under 16) represent 19.4% of the population in Cleveland. Young people are often considered 'hard to engage' because they don't usually participate in traditional consultation methods. Our aim is to be as inclusive as possible of all demographic groups. We hope to involve young people in our decision making processes through methods that are fun and dynamic.

IML is a particularly useful tool when consulting with young people. As a statutory partner responsible for delivering the 'Every Child Matters' agenda, we will work with our Children's Trust partners to undertake joint consultation activities with young people.

Cleveland Police Authority will use a number of different methods to consult with young



people including:

- Holding IML sessions at Crucial Crew and Community Safety Workshop, multi agency events.
- Holding IML sessions at Children’s Trust events.
- Engaging through dedicated Youth Citizens’ Panels.
- Holding focus groups with young people.
- A targeted questionnaire to young people which is included in the annual young person’s policing plan summary.

Undertaking focus groups and engaging the hard to reach

Focus groups are carefully planned discussions designed to obtain perceptions on a defined area of interest. They are conducted with a small group (usually between 8 – 12 people) by a skilled facilitator who encourages participants to share their ideas and opinion.

We will carry out a number of focus groups to explore thematic issues such as implementing neighbourhood policing or to expand on some of the

quantitative results arising from perception surveys. Focus groups may also used as a method for consulting hard to reach groups.

In addition to this work, we will engage with hard to reach or special interest groups using face to face surveys at special multi agency events such as Deaf Awareness Week and the Middlesbrough Mela.

Website Surveys

Consulting via a web based survey is a relatively easy and inexpensive consultation method. Historically the return rate is significantly lower than any other method (average return rate one-two per month), therefore this method should only be used to support other consultation methods.

The Cleveland Police Website will be used as a method to consult.

National surveys impacting upon the Police Service

British Crime Survey

The British Crime Survey (BCS) asks people about crimes they



have experienced in the last 12 months, their perception of crime, their quality of life and the services delivered by the Criminal Justice System. The survey collects information about:

- the victims of crime
- The circumstances in which incidents occur
- the behaviour of offenders in committing crimes

In this way, the survey provides information to inform crime reduction measures and to gauge their effectiveness.

The BCS is also an important source of information about other topics, such as people’s perceptions of antisocial behaviour and attitudes towards the criminal justice system, including the police and the courts. The survey also looks at people’s attitudes to crime, such as how much they fear crime and what measures they take to avoid it.

The annual sample is now approximately 40,000 respondents. In 2007/08 there were 1,064 respondents in the

Cleveland area. Details of the number of respondents from each police district is not available.

Monitor and Evaluation

We monitor consultation activity using a variety of methods, including databases, spreadsheets, IML databases and minutes from meetings.

The web-based *Consultation Monitoring Form* is the main method of collecting and reporting tier one and two activity. Our dedicated research team carry out statistical analysis of survey results using SPSS. Victim survey results are forwarded to the Home Office for further analysis relating to national crime trends and performance issues.

Feedback

It is essential that we “*close the loop*” to complete the consultation process through building in systematic feedback. This includes not only to the people who have participated, but also to the general public. If people perceive that consultation is worthwhile, then we hope the number of respondents will



increase.

In particular, the Force and Authority will use available media to promote positive messages highlighting what has changed as a result of consultation. (Involving the public: the role of police authorities Home Office Paper 13). This will enhance trust and a willingness to participate. A means of providing such feedback may be through:

- The annual end of year consultation report which is available on our web pages.
- We will publish an annual consultation article in each of the Local Authority's quarterly magazines.
- The Local Policing Summary, distributed during July each year will contain information about consultation results and describe how they have been used to set policing priorities.
- A summary of consultation results are available in the full Local Policing Plan.
- The results of consultation activities will be published in the Consultation sections of the Force and Authority websites.

POPULATION AND HOUSEHOLDS

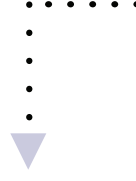
	HARTLEPOOL	MIDDLESBROUGH	REDCAR & CLEVELAND	STOCKTON	CLEVELAND	ENGLAND AND WALES
TOTAL POPULATION (Mid 2007)	89,200	136,800	136,500	187,300	549,800	53,690,000
NUMBER OF HOUSEHOLDS (2007)	40,200	58,600	59,800	77,600	236,200	23,000,000

GENDER AND AGE

	HARTLEPOOL	MIDDLESBROUGH	REDCAR &	STOCKTON	CLEVELAND	ENGLAND AND WALES
MALE	43,400	64,700	67,100	87,100	262,300	26,361,000
FEMALE	45,800	70,200	72,000	91,300	279,300	27,329,000
UNDER 16	17,800	27,500	25,200	36,200	106,700	10,132,000
RETIREMENT & OVER	17,300	24,400	29,700	33,700	105,100	10,296,000

ETHNIC GROUP (%)

	HARTLEPOOL	MIDDLESBROUGH	REDCAR & CLEVELAND	STOCKTON	CLEVELAND	ENGLAND AND WALES
WHITE	98.8	93.7	98.9	97.2	97	90.9
MIXED	0.4	0.9	0.3	0.6	0.6	1.3
INDIAN	0.2	0.6	0.1	0.4	0.3	2.1
PAKISTANI	0.2	3.6	0.2	1.1	1.3	1.4
BANGLADESHI	0.1	0.1	0.1	0	0.1	0.6
CHINESE	0.1	0.2	0.1	0.2	0.2	0.5
OTHER	0.2	0.9	0.3	0.5	0.5	3.2



Consultation
Strategy

Appendix one

RELIGION (%)

	HARTLEPOOL	MIDDLESBROUGH	REDCAR & CLEVELAND	STOCKTON	CLEVELAND	ENGLAND AND WALES
CHRISTIAN	80.7	76.8	82.1	81.6	80.4	71.8
HINDU	0.2	0.3	0.1	0.2	0.2	1.1
MUSLIM	0.4	4.2	0.5	1.4	1.7	3.0
SIKH	0	0.3	0	0.2	0.1	0.6
OTHER	0.2	0.3	0.2	0.3	0.3	1.0
NO RELIGION	9.4	10.1	9.8	10.0	9.9	14.8
NOT STATED	9.1	8.0	7.3	6.3	7.4	7.7

INFORMATION IN THE TABLES WAS PROVIDED BY TEES VALLEY JOINT STRATEGY UNIT



Obtaining the views of the community on policing

Police and Justice Act 2006 Section 30 of schedule 2 will amend s96 consultation arrangements set out in the Police Act 1996 to include anti-social behaviour. So the duty will be for police authorities to make arrangements to obtain the views of local people on the policing of the area and their cooperation with the police in preventing crime and anti-social behaviour in that area. The Secretary of State may make regulations on these arrangements.

Regulations under this section may

- require the police authority to review these consultation arrangements from time to time
- set out persons whom the police authority must consult
- set out the matters the police authority should have regard to when making/reviewing consultation arrangements
- and (if the Secretary of State is not satisfied with the arrangements) require the police authority to submit reports to him concerning the arrangements or to review the arrangements.