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# **Local Public Confidence Survey Baseline Survey Findings February 2010**

## **FORCE AREA FINDINGS**

**Report produced by Corporate Planning & Governance**



# Executive Summary

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## Background

Enhancing public confidence continues to be the strategic policing priority for Cleveland Police and is central to the Chief Constable's vision of the future.

The issue of 'public confidence' also features highly on the policing agenda at a National level with all police forces in England and Wales being measured in via a single top down performance target relating to public confidence

## The Local Confidence Survey

In October 2009, Cleveland Police and Cleveland Police Authority introduced its Local Public Confidence Survey, the aim of which being to assist in their joint understanding of what can be done to improve public confidence and successfully deliver future policing services to all neighbourhoods across the local area.

The baseline survey was conducted via telephone interviews undertaken with a random selection of 2,400 local residents. The achieved sample is of sufficient size to allow reliable statistical analysis<sup>1</sup> to be undertaken at a policing district level.

## Key Findings from the Baseline Survey

The results of this survey reveal consistently high levels of public confidence in local policing across the Cleveland area. The level of confidence expressed via the current study is significantly higher than those obtained via other surveys conducted at a National level (e.g. the British Crime Survey) and previous surveys undertaken locally (e.g. the Neighbourhood Survey).

Analysis of local survey data has identified an association between public confidence and the following factors:

- Community engagement and problem solving
- Procedural justice (fair treatment)
- Police effectiveness
- Contact with the police

and to a lesser extent:

- Targeted foot patrol
- Dealing with anti social behaviour

Furthermore, free text dialogue with local residents has identified that those people expressing higher levels of confidence base their opinions on the following:

- Previous experience of a good or efficient service
- Perceived reliability to be there when needed

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<sup>1</sup> A confidence level of 95% with confidence intervals of +/-4%

- A perceived lack of problems in the local area

And to a lesser extent:

- The skills and attitude of staff,
- A proactive approach to problem solving and
- Police presence on the streets

Conversely, a perceived lack of action in relation to local problems and the unreliability of the police to be there when needed or to respond to requests for assistance; are all given as the main reasons for a lack of confidence.

## **Conclusion**

Attempts to measure public confidence through the use of a single question will however only capture some aspects of this complex and multi faceted concept. However, the findings of the current survey would generally appear to follow those highlighted via other sources of research and previous studies.

Therefore, having identified some of the potential factors that can be most closely associated with public confidence in the police it should be possible to direct activity towards the area in which effective actions might bring about an improvement in perceived performance.

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# Introduction

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## Background

Enhancing public confidence continues to be the strategic policing priority for Cleveland Police and is central to the Chief Constable's vision for the future. Cleveland Police and Cleveland Police Authority continue to work in partnership and seek to improve the methods of policing used locally. Views from members of the public are important in helping to shape how future services are delivered to local communities.

The Local Public Confidence Survey was introduced in October 2009 as a replacement for the previous Neighbourhood and Quality of Life surveys. This new survey was developed jointly by Cleveland Police and Cleveland Police Authority and implemented as the result a review of existing survey processes. The aim of the survey is to assist Cleveland Police and Cleveland Police Authority in their understanding of what can be done to improve public confidence and successfully deliver future policing services to all neighbourhoods within the Force area.

## The National Context

In April 2009, the Home Office introduced a single top down target for all police forces in England and Wales. This target aims to improve public confidence in policing and is measured via the following question from the British Crime Survey;

*"The percentage of people who agree that the police and local council are dealing with the crime and anti social behaviour issues that matter locally".*

The National target is to achieve a level of confidence of 60% by March 2012. By this time, the Home Office expect public confidence in Cleveland to have improved to a level of 66%. The Local Public Confidence survey was developed in accordance with the Home Office Minimum Technical Standard for public confidence surveying (details of which can be found in Appendix 1). This survey therefore complements the British Crime Survey and enables the measurement of confidence at a more localised level.

## Methodology

The Local Public Confidence Survey for 2009-10 was conducted by Maven Research UK, an independent market research company who have conducted similar work for a number of police forces across the country and other public sector bodies.

The survey was conducted via telephone interview amongst a random selection<sup>2</sup> of residents aged 16 years and over. The baseline data sample was collected between October 2009 and January 2010. In total 2,400 interviews were completed across the whole of the Cleveland Police Force area, this sample was made up 600 respondents

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<sup>2</sup> The sampling process used for baseline data collection included an element of quota sampling. Full details of this, together with other methodological issues can be found in Appendix 2

from each of the four policing districts; Hartlepool, Redcar & Cleveland, Middlesbrough and Stockton.

The interviews were conducted using a predetermined survey script. Using both open ended and closed questions, the survey script covered a range of crime and policing issues structured around the following themes; living in the local area, accessibility, contact with the police, problems in the local area and public confidence. A full copy of the survey script is shown in Appendix 3.

### **Reporting the results of the baseline survey**

This report provides an overview of the main results obtained from the 2009 -2010 survey. The report is structured around the five main themes from the interview script; living in the local area, accessibility, contact with the police, problems in the local area and public confidence.

Analysis of the data was conducted using SPSS data analysis software. As the baseline survey was conducted using equal sample sizes from each of the four policing districts in the Cleveland Police Force area, prior to analysis the data set was weighted in order to minimise and potential geographic bias. Full details of the weighting process can be found in Appendix 2.

Historical comparisons between the results of this survey and those conducted previously are not included in this report due to the inconsistency of survey methodology and sampling processes. Such comparisons would be limited both in terms of availability and reliability and therefore could be potentially misleading. However, where possible, comparisons have been made between the results of the local survey and the British Crime Survey (BCS). A summary of BCS comparisons can be found in Appendix 4. However, this information is provided for illustrative purposes only. Once again, these comparisons are limited in their reliability due to methodological differences and should therefore be treated as caution.

### **Future surveys**

Data collection for the Local Public Confidence Survey 2010-11 will commence in April 2010. A total of 200 interviews will be conducted across the Cleveland Police Force area each month throughout a 12 month period. An annual sample of 2,400 responses will therefore be achieved, this data set will once again be made up of 600 respondents from each of the four policing districts; Hartlepool, Redcar & Cleveland, Middlesbrough and Stockton.

Data collected during 2010-11 will be reported on a rolling 12 month basis in order to identify and track any emerging trends or patterns.

# Results



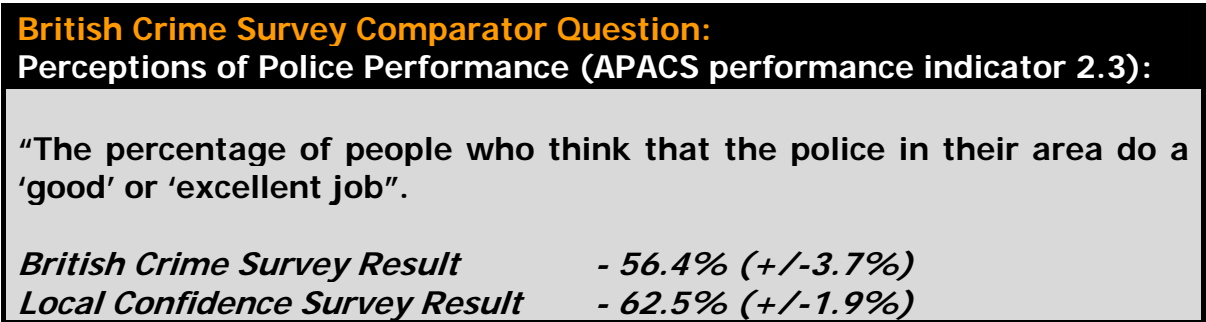
# Living in the Local Area

Survey participants were first asked a number of questions regarding their general thoughts about Cleveland Police and their perception about the way the local area is policed. Participants were advised that for the purposes of the survey, the term 'local area' referred to anywhere within a 15 minute walk from where they actually live. This section provides an overview of the responses given. Where possible, comparisons have been made between the results of the local survey and those obtained via the British Crime Survey.

## General perceptions of police performance

When asked "In general, how good a job they thought the police in their local area were doing?" 62.5% of participants said either 'an excellent' or 'a good' job. A further 27.9% felt that their local police were doing a 'fair' job whilst only 5.0% responded with the option of 'poor' or very 'poor'. The remaining 4.6% could not provide an answer (i.e. stated 'don't know'). A comparison of this result to that obtained via the British Crime Survey is shown below in Figure 1.

Figure 1: Perceptions of Police Performance



## Dealing with local issues (The National Confidence Indicator)

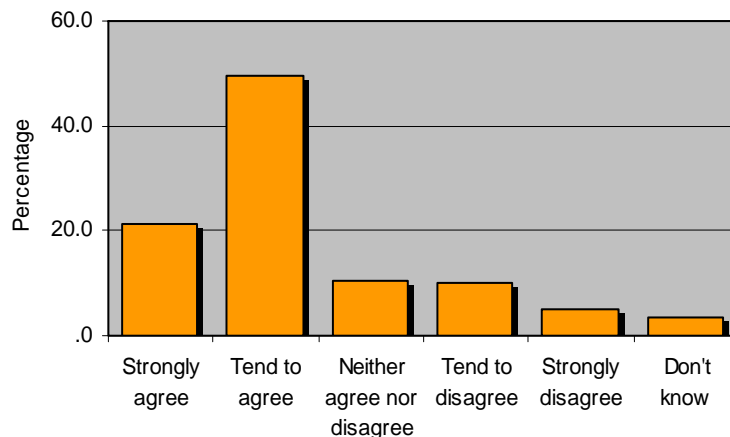
Survey participants were advised that it is the responsibility of the police and local council, working in partnership, to deal with anti social behaviour and crime in the local area. This question is also asked via the British Crime Survey and the results are used to population the National Confidence Indicator (see figure 1 below).

According to the Local Confidence survey, the majority of people would agree with this statement, 71.0% said that they either 'strongly agree' or 'agree' that the police and local council are dealing with the anti social behaviour and crime issues that matter in the local area. Conversely, 14.9% either tended to disagree or strongly disagreed that this was the case. The remaining participants could neither agree nor disagree (10.6%) or could not provide an answer (3.5%).

When asked to consider the same question with reference to the police only a similar result was obtained (the difference is minimal and not considered to be significant). This time 71.7% said that they either 'strongly agree' or 'agree' that the police are dealing with the anti social behaviour and crime issues that matter in the local area whilst 15.7% either tended to disagree or strongly disagreed. The remaining

participants could neither agree nor disagree (9.2%) or could not provide an answer (3.4%).

**Chart 1: The percentage of people who think that the police and local council are dealing with the anti social behaviour and crime issues that matter in the local area**



**Figure 2: Dealing with Local Agencies**

**British Crime Survey Comparator Question:**  
**Dealing with local concerns – Agencies (APACS performance indicator 2.2):**

“The percentage of people who think that the police and local council are dealing with the anti social behaviour and crime issues that matter locally.”

<b>British Crime Survey Result</b>	- 55.3% (+/-4.2%)
<b>Local Confidence Survey Result</b>	- 71.0% (+/-1.8%)

*This BCS question is the basis upon which the NATIONAL CONFIDENCE INDICATOR is measured. Further details and analysis relating to this question can be found on page XX*

Participants were then given the opportunity to comment on their level of agreement. Analysis of the comments made reveal the following recurrent themes.

The most frequent explanation given in relation to a positive response included (in order of frequency):

- The absence of local problems or the need to contact police was perceived as evidence of the ability to tackle such problems.
- Previous experience of good or efficient service
- A good level of visibility or police presence on the streets

- The perception that the police were taking a proactive approach, were getting involved and trying to tackle problems.

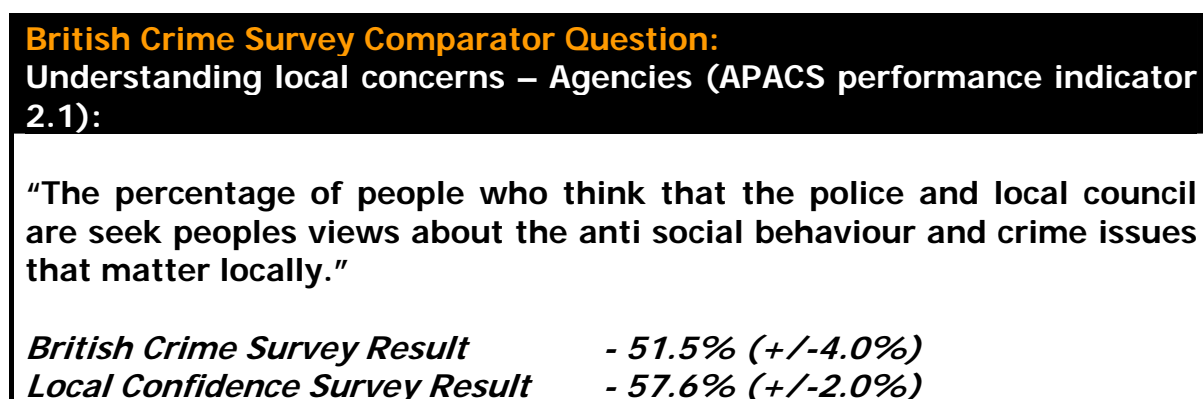
Conversely, the most frequent explanation given in relation to a negative response included (in order of frequency):

- The perception that nothing was being done or a lack of police action being taken to address local problems.
- A lack of visible patrol or police presence on the streets

### Seeking peoples views

Having commented on whether anti social behaviour and crime issues are being dealt with, participants were asked to comment on whether they felt their views in relation to such issues were sought. Thinking about the police and local council working in partnership, over half (57.6%) either 'agreed' or 'strongly agreed' that their views in relation to what matters locally are sought. Conversely, almost a quarter (24.8%) either tended to disagree or strongly disagreed that this was the case. The remaining participants could neither agree nor disagree (10.7%) or could not provide an answer (6.8%). Again, a comparison between local results and those obtained via the British Crime Survey can be found below (figure 3).

**Figure 3: Understanding Local Concerns**



## Accessibility

Neighbourhood Policing is now embedded within every ward within the Cleveland Police Force area. Each neighbourhood has a dedicated team of Police Officers and Police Community Support Officers (PCSO's) who have responsibility to engage with the community, understand their concerns and work with them to address local problems. This section of the report focuses on public awareness of neighbourhood policing teams and accessibility to them.

### Knowledge of local policing teams and how to contact them

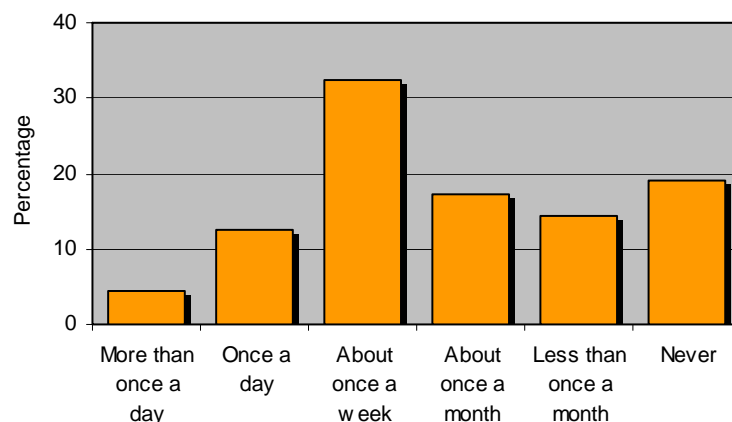
When asked whether they are aware of the fact that their neighbourhood had a team of Police Officers or PCSO's with a specific job of policing the local area and working with the community, 66.6% said 'yes' whilst the remaining 33.4% said 'no'. However, of those participants who were aware of the existence of local neighbourhood only a minority claimed to know who they are either by sight (31.8%) by name (13.3%) or in another way (1.9%).

Of those people who said they did know their local Police Officers or PCSO's, the majority (74.1%) also knew a telephone number on which they could be contacted, or at least how to find it. How to contact a member of the neighbourhood policing team via the local police station was less widely known (14.8%) and even fewer (5.7%) were aware of a contact email address.

### Visibility of local policing teams

When questioned in relation to visibility of local policing teams, almost half (49.3%) of the survey participants said they see teams patrolling the area, either walking or cycling, at least once a week. 31.6% said such patrols were observed less frequently (once a month or less) whilst 19% said they never see an officer or PCSO on foot or cycle patrol in their local area.

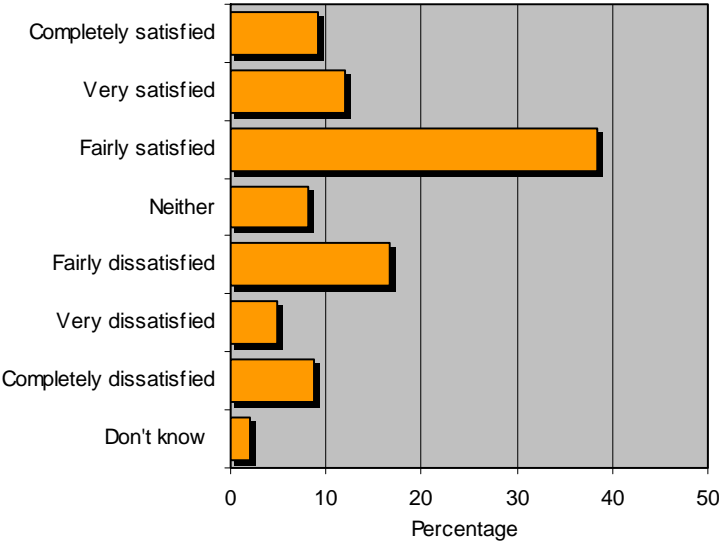
**Chart 2: Observed frequency of foot or cycle patrol in the local area**



Having commented on the observed frequency, respondents were next asked to rate their level of satisfaction with visible patrols in their local area. 59.5% expressed level of satisfaction, ranging from 'completely', to 'very' and 'fairly'. However, 'fairly

satisfied' was by far the most frequent response given. Conversely, almost a third (30.2%) expressed a level of dissatisfaction.

**Chart 3: Satisfaction with the level of visible patrol in the local area**



**Being kept informed**

Survey participants were asked how well informed they are about the way their local area is policed. Whilst a significant number said they were either very well (8.5%) or fairly well (27.2%) kept informed, the majority stated that they only get limited information (38.6%) or in deed 'no information at all' (25.1%). However, when asked whether they would like to receive such information, almost two thirds (65.9%) declined. Furthermore, of those who currently receive 'limited information' or 'no information at all', less than half (46.4%) indicated a desire to do so.

Based on the responses of those people who would like to receive information about policing in the local area, the following would appear to be the type of information that local residents would find most useful.

- Names and contact details for local police officers/PCSO's.
- Dates and times of community meetings.
- Crime statistics for the local area.
- Information about the type of problems occurring in the local area.
- Details about what is being done to address problems in the local area.

Community newsletters (49.4%), flyers (42.6%) and to a lesser extent articles in the local press (10.6%), were suggested as the preferred method of providing this information. Fewer people (8.3%) would like to receive such information at public meetings where police representatives are present whilst the provision of information via the use of technology such as websites, email and text messaging was limited (8% or less).

## Contact

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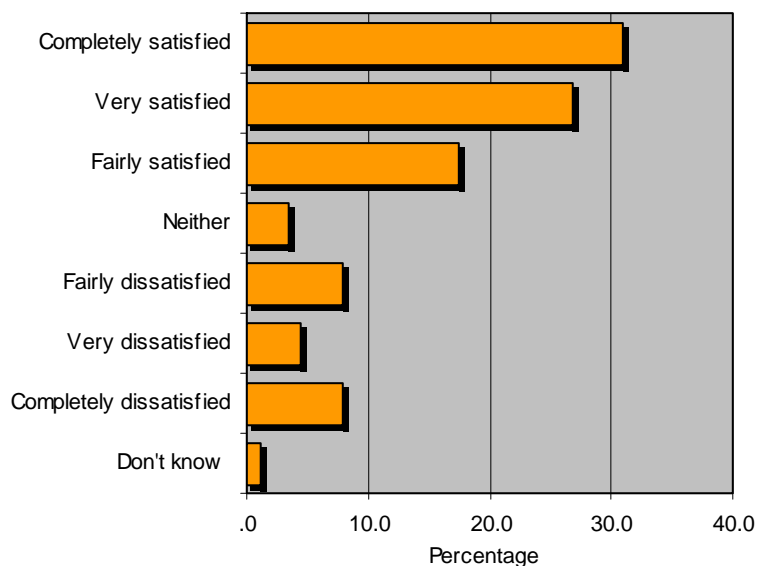
This section of the report only deals with those respondents that have had contact with the police during the last 12 months. On this occasion, the majority of people surveyed (79.5%) had not had any direct contact with the police. Those who had were asked about their most recent contact with the police and asked to consider whether or not they were satisfied with the service received on that occasion.

The most common reason given for contacting the police was to report a crime or incident. Other reasons given for contact with the police were to report another type of problem or to give the police information. A small number of participants stated that they had contact which was initiated by the police, that is they were stopped or approached by the police or had been spoken to as an offender or suspect of a crime.

### Satisfaction with the most recent contact

In total, just over 20% (493) of survey participants were able to comment on their most recent contact with the police within the last 12 months. Of these, three quarters (75.2%) were satisfied ('completely', 'very' or 'fairly') with the way the police dealt with them on this occasion. 20.2% expressed some form of dissatisfaction with the way the police dealt with them whilst the remaining few were neither satisfied nor dissatisfied (3.5%) or did not express an opinion (1.1%)

**Chart 4: Satisfaction with the way the police dealt with the most recent contact (last 12 months)**



Participants were then given the opportunity to comment on level of satisfaction. Analysis of the comments made reveal the following recurrent themes.

The most frequent reasons given in relation to a positive response included (in order of frequency):

- The attitude of the officers or staff that deal with them.
- The speed or response or the fact a response was made and a member of staff attended the incident.
- The action that was taken and the fact that something positive was done or achieved as a result.
- The perceived efficiency or ability of the officers or staff involved to 'do their job'.

Conversely, the most frequent reasons given in relation to a negative response included (in order of frequency):

- The time taken to respond or a lack of response
- The perceived inefficiency or inability of officers or staff involved to 'do their job'.
- The lack of actions taken or the perception that nothing was done or achieved
- The poor attitude of the officers or staff involved.

## Problems in the Local Area

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Survey participants were asked about their perceptions in relation to crime and anti social behaviour in their local area. This section provides an overview of the responses given. Where possible, comparisons have been made between the results of the local survey and those obtained via the British Crime Survey.

### Perceptions of crime and anti social behaviour levels

Participants<sup>3</sup> were first asked to consider the current level of crime and anti social behaviour in the area in which they live and then comment on how this has changed over the past 2 years.

In relation to crime, 20.1% said that there was more (a 'lot' or a 'little') whilst a similar proportion (18.9%) said there was less (a 'lot' or a 'little'). A significant number (39.5%) felt that the amount of crime occurring in their local area was 'about the same'. Only 9.7% of participants were unable to give an opinion ('don't know'). Official crime statistics however show that over the past 2 years<sup>4</sup> there has been a 26.0% reduction in the number of crimes recorded across the whole of the Cleveland Police area.

In relation to anti social behaviour, 31.1% said that there was more (a 'lot' or a 'little') whilst a similar proportion (30.9%) said there was less (a 'lot' or a 'little'). As with crime, a significant number (31.1%) felt that the amount of anti social behaviour occurring in their local area was 'about the same'. Only 7.0% of participants were unable to give an opinion ('don't know'). According to official incident statistics, over the past 2 years<sup>2</sup> there has been a 0.7% increase in the number of anti social behaviour incidents recorded across the whole of the Cleveland Police area.

Participants were asked to identify the factors which influenced their perception of crime and anti social behaviour. The most frequent responses were 'from personal experience' (65.5%) followed by 'from what they have been told by family, friends or people in the local community' (35.3%). A significant number (17.1%) also identified the media (what they have seen or heard on the television, newspapers etc) as a contributing factor. Only a small proportion (4.6%) said their opinion was based on what they had been told by local police officers or PCSO's.

### Identified problems in the local area

Survey participants were asked to consider a selection of potential activities (including various types of crime and anti social behaviour) which may be relevant to the area in which they live. Participants were asked to rate the severity of each activity type using a five point scale; 'a very big problem', 'a fairly big problem', 'not a big problem', 'not a problem at all' or 'don't know'.

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<sup>3</sup> In the baseline survey questions relating to changes in the level of crime and anti social behaviour were asked only where the participant had contact with the police in the past 12 months. Future surveys will ask these questions of all participants irrespective of recent contact.

<sup>4</sup> 12 months ending December 2009 compared to 12 months ending December 2007

The British Crime Survey currently measures anti social behaviour via seven specific activities, as listed below in table 1. Perceptions relating to these individual activities is then used to determine an overall perception of anti social behaviour. Using this methodology, the responses obtained from participants of this survey show that the perceived level of anti social behaviour in local neighbourhoods is generally low. The proportion of people who perceived a high level of anti social behaviour was 7.7%. This compares favourably to the results obtained via the British Crime Survey (see figure 4 below).

**Figure 4: Perceptions of Anti Social Behaviour**

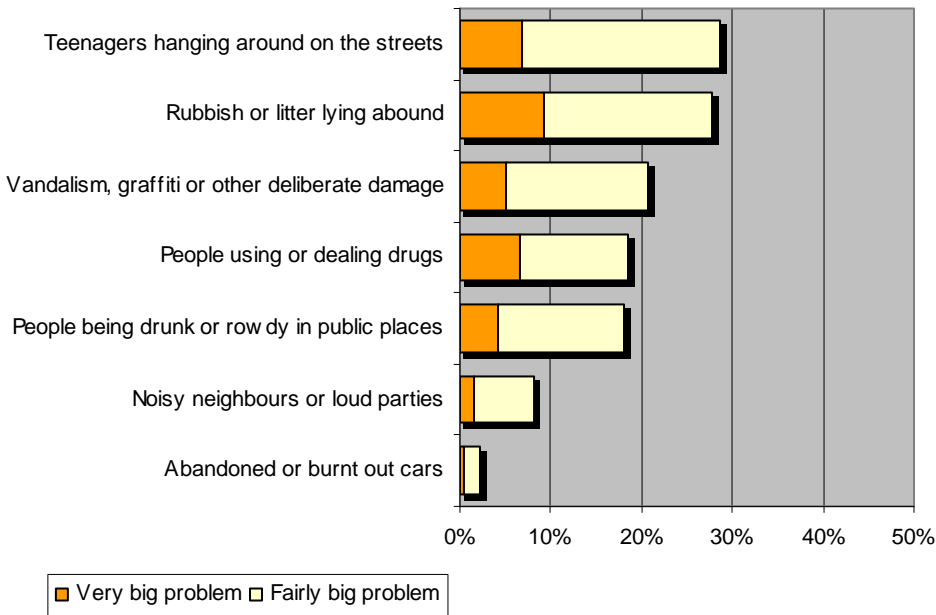
**British Crime Survey Comparator Question:**  
**Perceptions of Anti Social Behaviour (APACS performance indicator 4.1):**

**"The percentage of people who perceive a high level of anti social behaviour in the local area".**

<i>British Crime Survey Result</i>	- 19.1% (+/-4.6%)
<i>Local Confidence Survey Result</i>	- 7.7% (+/-1.1%)

In relation to specific types of anti social behaviour, the greatest perceived problem was 'teenagers hanging around on the streets'. 28.7% of participants believe this to be either a 'very big' or 'fairly big' problem in the area in which they live. The following chart provides a breakdown of other perceived problems in relation to anti social behaviour.

**Chart 5: Anti social behaviour problems in the local area**



**Table 1: Anti Social Behaviour Problems perceived to be a 'very big' or 'fairly big' problem in the local area**

<b>Type of Behaviour or Action</b>	<b>Percentage</b>
Teenagers hanging around on the streets	28.7%
Rubbish or litter lying about	27.8%
Vandalism, graffiti or other deliberate damage	20.8%
People using or dealing drugs	18.4%
People being drunk or rowdy in public places	18.0%
Noisy neighbours or loud parties	6.7%
Abandoned or burnt out cars	2.2%

Perceptions of 'Drunk and rowdy behaviour' and 'Drug dealing or use' are also headline measures taken from the British Crime Survey. A comparison with the results obtained via the local survey is shown below (figures 5 and 6).

**Figure 5: Perceptions of Drunk/Rowdy Behaviour**

<b>British Crime Survey Comparator Question: Perceptions of Drunk/Rowdy Behaviour (APACS performance indicator 4.2):</b>	
"The percentage of people who perceive a high level of drunk/rowdy behaviour in the local area".	
<i>British Crime Survey Result</i>	- 27.1% (+/-3.2%)
<i>Local Confidence Survey Result</i>	- 18.0% (+/-3.3%)

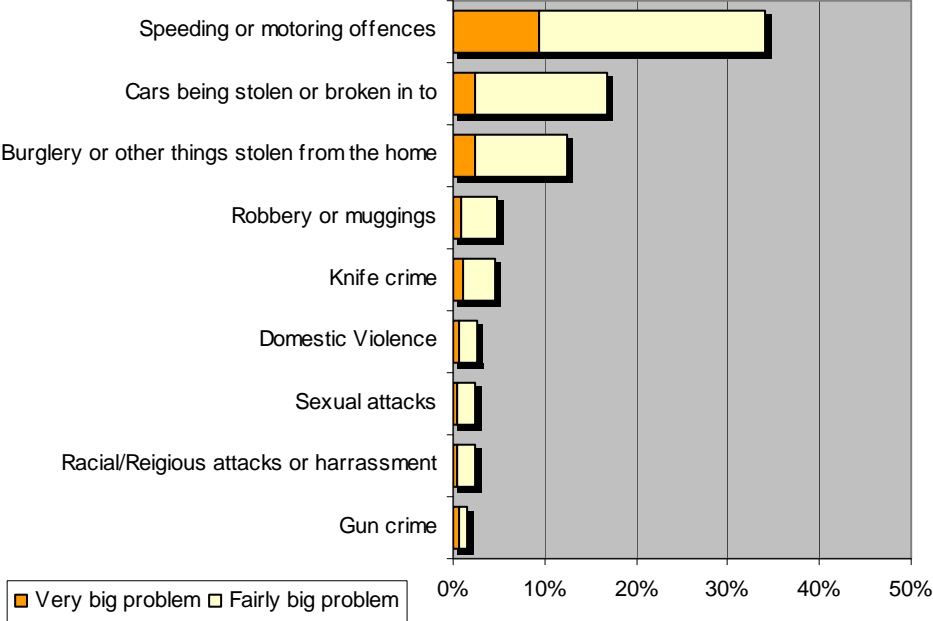
**Figure 6: Perceptions of Drug Use/Dealing**

<b>British Crime Survey Comparator Question: Perceptions of Drug Use/Dealing (APACS performance indicator 4.3):</b>	
"The percentage of people who perceive a high level of drug use/dealing in the local area".	
<i>British Crime Survey Result</i>	- 33.4% (+/-3.3%)
<i>Local Confidence Survey Result</i>	- 18.4% (+/-1.5%)

When questioned in relation to 'crime' related incidents, the greatest perceived problem was that speeding or motoring offences. 34.0% of participants believe this to be either a 'very big' or 'fairly big' problem in the area in which they live.

The following chart provides a breakdown of other perceived problems in relation to 'crime' related incidents.

**Chart 6: Crime related problems in the local area**



**Table 2: Crime related problems perceived to be a ‘very big’ or ‘fairly big’ problem in the local area**

Type of Behaviour or Action	Percentage
Speeding or other motoring offences	34.0%
Cars being stolen or broken into	16.9%
Burglary or things being stolen from the home	12.4%
Robbery or muggings	4.8%
Knife crime	4.6%
Domestic Violence	2.6%
Sexual attacks or harassment	2.5%
Racial or religious attacks or harassment	2.4%
Gun crime	1.5%

Participants were then given the opportunity to comment on any other problems they may have in the local area. The majority of respondent could not identify any additional problems that had not already been considered within the survey. Analysis of the remaining comments reveals the following recurrent themes (in order of frequency):

- Other youth related disorder/problems
- Other vehicle related issues such as car parking
- Dangerous driving including drink-driving

## Measuring Confidence

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Improving public confidence remains high on the agenda at both a local and National level. The introduction of a single top down confidence target for all police forces in England and Wales emphasises the importance of this issue as a priority on the policing agenda. This section of the report focuses firstly on the measurement of the broad concept of 'public confidence'.

### Measuring Public Confidence.

Firstly, it is important to acknowledge that the notion of 'confidence' differs from that of 'satisfaction', the latter being a more retrospective assessment based on personal and direct experience. Confidence is acknowledged a more future oriented concept which may be influenced by past or present experience (either direct or that of others) or by other external factors. Most importantly, 'confidence' in policing is based on future expectations that the police will be there when needed. In this context confidence can be described as a measure of trust, faith and reliance.

There a number of questions within the local survey which could be considered as headline measures of confidence. Firstly, the National Confidence Measure;

***"The percentage of people who agree that the police and local council are dealing with the crime and anti social behaviour issues that matter locally".***

As detailed previously (see page 7), 71.0% of participants either 'agree' or 'strongly agree' with this statement. There are however a number of recognised problems with this question, which places a limitation upon its usefulness as a measure of public confidence. These include;

- It does not explicitly mention confidence.
- It includes both the police and local council.
- It asked about both crime and anti social behaviour.
- It focuses on 'issues that matter locally' without defining what they are.
- It assumes that confidence in the police is synonymous with reductions in crime and anti social behaviour.
- It asked in the context of the present time frame.

As suggested above, the term 'public confidence' is a broad and contested notion often used to refer to a series of related issues such as trust in the police, legitimacy and perceived effectiveness. Alternative questions relating to perceptions of police performance may therefore be considered as a more appropriate means of measuring public confidence. For example;

***“The percentage of people who believe that the police are doing a ‘good’ or ‘excellent’ job”.***

As detailed previously (see page 6), 62.5% of survey participants gave this response.

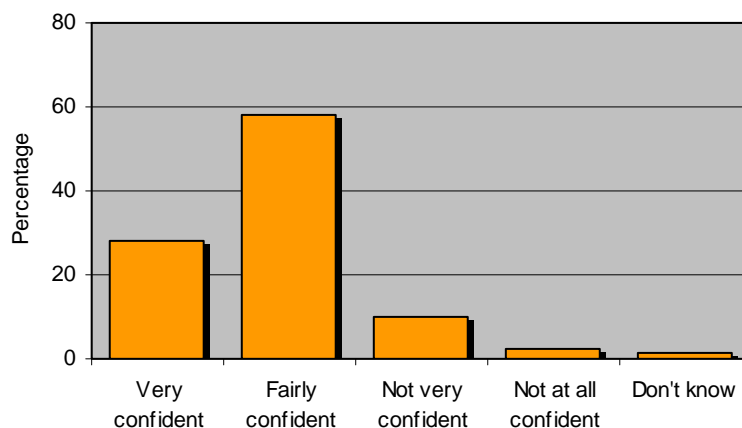
Participants of this survey were also asked about their level of confidence in Cleveland Police using more direct manor. Firstly, via the ‘confidence diagnostic’ question taken from the British Crime Survey;

***“The percentage of people who agree that, taking everything into account, they have confidence in the police in this area”***

83.0% of survey participants state that that either ‘agree’ or ‘strongly agree’ with this statement. The results of this question are considered in more detail later in this report.

Finally, survey participants were also asked to express their level of confidence in Cleveland Police in more general terms. The results are shown in the chart below.

**Chart 7: “How confident are you in Cleveland Police?”**



As shown, survey participants expressed a higher level of confidence when asked a more direct question, 28.2% were ‘very confident’ whilst a further 57.9% were ‘fairly confident’. Only a minority would appear to be lacking in confidence (9.9% ‘not very confident’ and 2.6% ‘not at all confident’) whilst the remaining few (1.4%) were unable to give an opinion.

Participants were then given the opportunity to comment on level of confidence they expressed. Analysis of the comments made reveal the following recurrent themes.

The most frequent reasons given in relation to a positive response were (in order of frequency):

- Previous experience of good or efficient service.
- Police are perceived as reliable/are there when needed/will respond to incidents.

- The absence of local problems or a need to contact the police perceived as police ability to 'doing something right'.

And to a lesser extent (again in order of frequency);

- The skills and attitude of Officers/PCSO's/Staff.
- The police take a proactive approach/are willing to tackle problems and get involved.
- Good level of visibility or presence on the streets.

As the majority of survey participants expressed a level of confidence, negative comments were limited. However, from those obtained, the most frequent reasons given in relation to a lack of confidence included (in order of frequency):

- A perceived lack of action in relation to local problems
- The police can not be relied on to be there when needed/a lack of response when assistance is requested.

The following tables provide a comparison of the responses obtained for each of these alternative 'confidence' questions with the National confidence indicator.

**Table 3: Comparison of results from 'confidence' based questions<sup>5</sup>.**

<b>National Confidence Indicator (Dealing with Crime &amp; Antisocial Behaviour)</b>			
<b>Perceptions of Police Performance</b>	Strongly/tend to Agree	Neither agree nor disagree	Tend to/strongly disagree
Excellent/Good	86.4%	8.1%	5.5%
Fair	56.0%	17.0%	27.0%
Poor/very Poor	18.3%	9.6%	72.1%

<b>National Confidence Indicator (Dealing with Crime &amp; Antisocial Behaviour)</b>			
<b>Confidence diagnostic (local police)</b>	Strongly/tend to Agree	Neither agree nor disagree	Tend to/strongly disagree
Strongly/tend to Agree	81.6%	9.2%	9.2%
Neither agree nor disagree	43.4%	27.9%	28.7%
Tend to/strongly disagree	25.7%	15.8%	58.5%

<b>National Confidence Indicator (Dealing with Crime &amp; Antisocial Behaviour)</b>			
<b>Confidence in Cleveland Police (general)</b>	Strongly/tend to Agree	Neither agree nor disagree	Tend to/strongly disagree
Very/fairly confident	80.0%	9.9%	10.1%
Not very/not at all confident	30.4%	17.6%	52.0%

<sup>5</sup> Percentages in this table have been calculated excluding the 'don't know' responses.

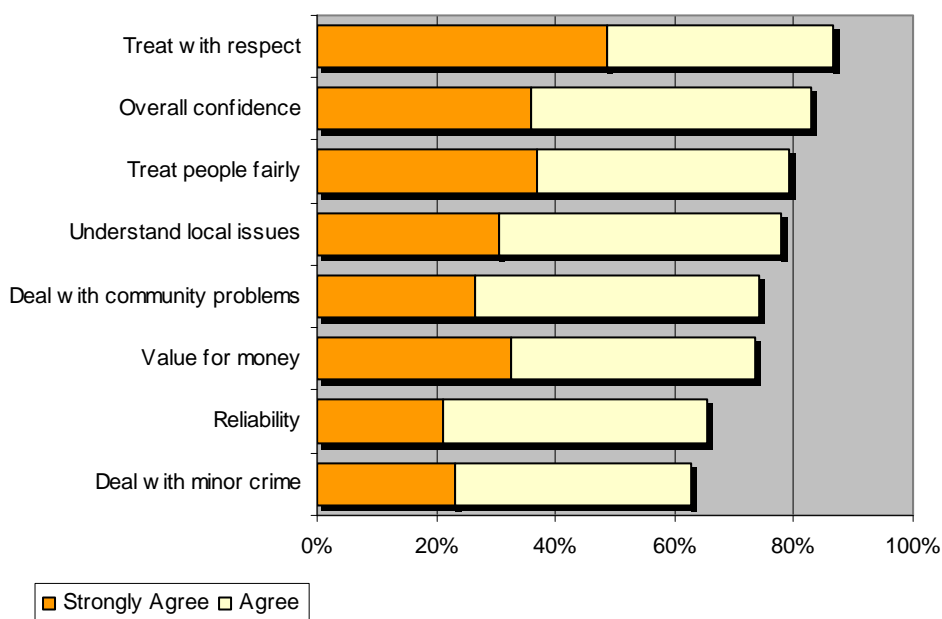
The figures presented above would suggest those people who agree that the police and local council are dealing with the crime and antisocial behaviour that matters locally (i.e. the National Confidence Indicator) are also more likely to have a more positive perception of police performance, have confidence in the police in their local area and Cleveland Police in general.

However, further statistical analysis<sup>6</sup> of this data reveals that whilst there is a degree of association between the National Confidence Indicator and other confidence measures used within the survey, the strength of this relationship is weak. For example;

- A high proportion of participants who perceived only 'fair' (56.0%) or indeed 'poor' (18.3%) levels of police performance still gave a positive response to the National Confidence Indicator question.
- A high proportion of participants (25.7%) who expressed a lack of confidence in the police in their area still gave a positive response to the National Confidence Indicator question.
- A high proportion of participants (30.4%) who expressed a lack of confidence in Cleveland Police in general still gave a positive response to the National Confidence Indicator question.

Attempts to measure public confidence through the use of a single question will, inevitably, only be able to capture some aspects of what is a complex and multi-faceted concept. In addition to measuring confidence, a significant amount of research has been conducted in relation to identifying and understanding the actions, events or other factors which may shape it.

**Chart 8: Confidence Diagnostics (using the local survey)**



<sup>6</sup> Measures of association including correlation coefficients and lambda values

To this end, surveys such as the British Crime Survey have been developed with the inclusion of key diagnostic questions<sup>7</sup>. For consistency, these key diagnostic questions have also been incorporated into the local public confidence survey. Chart 8 provides an overview of the results obtained.

The next section of this report attempts to disaggregate some of these issues through further diagnostic analysis.

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<sup>7</sup> 'Value for Money' does not appear within the BCS and is a local addition only.

## Understanding Confidence

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The aim of the Local Public Confidence survey is to assist Cleveland Police and Cleveland Police Authority in their understanding of what can be done to improve public confidence and successfully deliver future policing services to all neighbourhoods within the Force area.

A review of the available literature<sup>8</sup> has shown that a significant amount of research has already been conducted in relation to identifying and understanding the 'drivers' of public confidence; that is the actions, events or other factors which may shape it. By identifying the relevant drivers of public confidence in the police it should be possible to direct activity towards the area in which effective actions might bring about an improvement in perceived performance.

### Known drivers of confidence

Previous research has shown that the main drivers of public confidence are (in order of importance):

- Community engagement and problem solving
- Procedural justice (fair treatment)
- Police effectiveness
- Contact with the police
- Dealing with anti social behaviour
- Targeted foot patrol

Using baseline data captured via the local survey, the remainder of this section provides a summary of the diagnostic analysis undertaken in relation to the known drivers of confidence with each of the measures of 'public confidence' as discussed in the previous section of this report.

For a comprehensive understanding of the concept of public confidence it is important to track any changes in perceived performance over time. This method of analysis, known as 'time series' is an important tool which can assist with both the identification and understanding of key influences; that is the factors which 'drive' confidence. However, historical comparisons between the results of this survey and those conducted previously are not included on this report. This is due to significant inconsistencies between survey methodology and sampling processes.

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<sup>8</sup> The Association of Police Authorities Report – "Public Confidence in the Police: Guidance for Police Authorities and Police Forces" (October 2009)

## **Community Engagement and problem solving.**

Community engagement can be described as proactive involvement with members of the public to understand their needs and concerns, together with any subsequent actions taken to address them. This is essentially a problem solving approach to policing in which community concerns are identified and treated as 'local priorities' for action. Previous research has shown that diagnostic analysis based on the following questions can therefore provide an insight into community engagement and problem solving activities as a key driver of public confidence.

- The police and local council seek people views about the anti social behaviour and crime issues that matter in this area.
- The police in this area understand the issues that affect this community.
- The police in this area are dealing with the things that matter to the people in this community.

Analysis of local survey data has shown there to be a statistically significant association between measures of public confidence and the responses given to each of the questions highlighted above. The strongest association was observed in relation to the latter statement; 'the police in this area are dealing with the things that matter to the people in this community'. Generally, those who agreed with this statement were more likely to have a higher level of confidence than those who disagreed.

Diagnostic analysis was undertaken in relation to each of the four 'public confidence' measures discussed in the previous section of this report. On this occasion the strongest relationship was observed between the diagnostic questions and public confidence as measured by the statement 'taking everything into account, I have confidence in the police in this area'.

### **Procedural justice (fair treatment)**

Previous research has shown that an individuals experience of a 'process' can be just as important as the eventual 'outcome' in terms of its influence over confidence. Those people who feel they have been treated unfairly will generally have less confidence in the police than those who feel they have been treated well. Diagnostic analysis based on the following questions has been shown to provide an insight into perceptions of procedural justice or fair treatment as a key driver of public confidence.

- The police in this area treat you with respect if you have contact with them for any reason.
- The police in this area treat everyone fairly regardless of who they are.

From the results of the local survey, there would appear to be a statistically significant association between measures of public confidence and the responses given to each of the questions highlighted above. Once again, the strongest

relationship was observed between the diagnostic questions and the statement 'taking everything into account, I have confidence in the police in this area'. Generally, those who believe the police treat people fairly are more likely to have a higher level of confidence than those who don't. However, the association between fair treatment and perceived police performance (police are doing a 'good' or 'excellent' job) and the National Confidence Measure is weaker.

### **Police effectiveness**

Police effectiveness is usually considered in terms of the ability to tackle crime. On this basis there are a number of studies that have found police effectiveness to be a driver of public confidence. Diagnostic analysis based on the following questions can provide an insight into perceptions of police effectiveness as a key driver of public confidence.

- The police in this area can be relied on to be there when you need them.
- The police in this area can be relied on to deal with minor crime.

Again, local analysis has shown there to be a statistically significant association between measures of public confidence and the responses given to both of the questions highlighted above. The strongest relationship however was observed in relation to the former statement; 'the police in this area can be relied on to be there when you need them'. Generally, those who agreed with this statement were more likely to have a higher level of confidence than those who disagreed.

Diagnostic analysis was undertaken in relation to each of the four 'public confidence' measures discussed in the previous section of this report. Again, the strongest relationship was observed between the diagnostic questions and the statement 'taking everything into account, I have confidence in the police in this area'.

### **Contact with the police**

Negative experiences of the police, particularly those initiated by the public (e.g. when reporting an incident) have been shown to have a negative influence on public confidence. A high quality of service resulting in a satisfied member of the public is unlikely to increase confidence in the police, but poor quality of service could damage it. Diagnostic analysis based on the following question can provide an insight into the level of satisfaction with previous contact as a key driver of public confidence.

- Thinking about your most recent contact with the police, were you satisfied or dissatisfied with the way they dealt with you?

Again local analysis has shown there to be a statistically significant association between measures of public confidence and satisfaction with most recent contact. Generally, those with a higher level of satisfaction are more likely to have a higher level of confidence than those who were dissatisfied. Once again, the strongest relationship was observed between the diagnostic questions and the statement 'taking everything into account, I have confidence in the police in this area'.

## Dealing with anti social behaviour

The ability of the police to deal with problems of anti social behaviour has also been shown to have an impact on public confidence. Those who perceive a low level of anti social behaviour in the local area are more likely to have confidence in the police than those who perceive levels to be high. Previous research has shown that diagnostic analysis based on the following questions can provide an insight into perceived levels of anti social behaviour as a key driver of public confidence.

- Perceived level of overall anti social behaviour
- Perceived levels of drunk or rowdy behaviour
- Perceived level of drug use or dealing

Again, local analysis has shown there to be a statistically significant association between measures of public confidence and perceived levels of anti social behaviour. However, the strength of this relationship is relatively weak. As stated earlier in this report the proportion of people who perceive high levels of anti social behaviour is small. This apparent weak relationship may therefore be reflective of this finding rather than the strength of the association between any actions taken to elevate anti social behaviour and public confidence.

## Targeted Foot Patrol

Previous research has shown that there is some evidence to suggest that increasing the level of foot patrol can have a positive impact on public confidence. However, this is generally a weak factor in driving confidence when compared to the other drivers discussed above. Diagnostic analysis based on the following questions can provide an insight into targeted foot patrol as a key driver of public confidence.

- On average, how often do you see a police officer/PCSO patrolling the area either walking or cycling?
- How satisfied are you with the current level of visible patrol in your local area?

Local analysis has shown there to be a statistically significant association between measures of public confidence and targeted foot patrol. However, the strength of this association is stronger when considering 'satisfaction' rates rather than perceived frequency (this relationship being particularly weak). Generally, those with a higher level of satisfaction are more likely to have a higher level of confidence than those who are dissatisfied.

However, this relationship differs from those observed in relation to other potential drivers. This time, the strongest relationship was observed between satisfaction with visible patrol and public confidence as defined by the National Confidence Measure.

**Other factors for consideration**

The purpose of this research was to identify any potential association between public confidence at a local level and the known ‘drivers’ associated with it. The analysis undertaken on this occasion was therefore not exhaustive and a number of additional factors could be taken into consideration. For example, some existing research has suggested that confidence can be explained to some extent by geographic location or ‘neighbourhood type’. The evidence would suggest that the greater the level of deprivation, the less likely the residents are to be confident in the police.

The following table provides a summary of the comparative level of ‘public confidence’ across each of the four policing districts within the Cleveland area<sup>9</sup>.

**Table 4: Comparison of confidence levels by policing district**

<b>Confidence Measure</b>	<b>Hartlepool</b>	<b>Redcar &amp; Cleveland</b>	<b>Middlesbrough</b>	<b>Stockton</b>
National confidence measure	75.3%	67.8%	73.0%	69.8%
Perceptions of police performance	70.2%	58.2%	63.8%	61.0%
Confidence diagnostic (local police)	86.7%	81.7%	83.5%	82.0%
Confidence in Cleveland Police (general)	90.8%	83.6%	87.7%	84.5%

Further analysis of the findings shown that the differences observed in relation to geographic location are significant with a relatively strong association between confidence and geographic location. However, whilst the local confidence survey data was collected at postcode level, reliable geographic analysis can only be undertaken to a policing district level. This is due to the achieved sample size and subsequent robustness of statistical findings.

Previous research has also shown that socio-demographic factors, such as age and ethnicity, are associated with attitudes towards the police where by younger people and Black people tend to have more negative views.

Results from the local survey reveal significant differences in relation to confidence levels by age and gender<sup>10</sup>. Generally, a higher level of confidence is expressed by female participants and those within the older age groups. People between the age of 35-44 expressed the lowest level of confidence. However, further analysis reveals that the strength of the association between confidence and age or gender is weak.

<sup>9</sup> A detailed summary of the headline findings for each policing district will be published separately and made available on request.

<sup>10</sup> A comparison of confidence levels by ethnicity is not possible due to the small number of people within the sample belonging to minority groups.

# Summary & Conclusion



## Summary and Conclusion

The results of this survey have shown consistently high levels of public confidence in local policing across the Cleveland area. The level of confidence expressed via this survey are significantly higher than those suggested via other surveys such, as the British Crime Survey and previous surveys conducted by Cleveland Police (e.g. The Neighbourhood Survey).

**Table 5: A Comparison of current public confidence data.**

<b>Alternative measures of public confidence</b>	<b>Local Confidence Survey</b>	<b>British Crime Survey</b>
<b>National confidence measure:</b> The percentage who agree that the police and local council are dealing with the crime and antisocial behaviour issues than matter locally.	71.0%	55.3%
<b>Perceptions of police performance:</b> The percentage of people who believe that the police in this area are doing a 'good' or 'excellent' job.	62.5%	56.4%
<b>Confidence diagnostic (local police):</b> The percentage of people who agree that taking everything into account they have confidence in the police in this area.	83.0%	66.5%
<b>Confidence in Cleveland Police (general):</b> The percentage of people who are 'very' or 'fairly' confident in Cleveland Police.	86.1%	Not available

Generally, when asked, those people expressing higher levels of confidence suggest that; previous experience of a good or efficient service, perceived reliability to be there when needed and a lack of problems in the local area are the main reasons for doing so. The skills and attitude of staff, a proactive approach to problem solving and police presence on the streets are also highlighted as reasons for higher levels of confidence. Conversely, a perceived lack of action in relation to local problems and the unreliability of the police to be there when needed or to response to requests for assistance; are all given as the main reasons for a lack of confidence

Furthermore, the findings of the current survey would generally appear to follow those highlighted via other sources of research and previous studies. The factors most closely associated with public confidence would appear to be:

- Community engagement and problem solving
- Procedural justice (fair treatment)
- Police effectiveness
- Contact with the police

and to a lesser extent:

- Targeted foot patrol
- Dealing with anti social behaviour

Diagnostic analysis has shown a significant association between public confidence and a number of diagnostic questions. This apparent association is particularly evident when considering public confidence based on the measure of those people who agree that; 'taking everything into account, they have confidence in the local police'.

Based on the responses to this question, the strongest associations are found in relation to the following diagnostic questions (shown below in order of strength):

- The police in this area are dealing with the things that matter to the people in this community.
- The police in this area understand the issues that affect this community.
- The police in this area can be relied on to be there when you need them.
- The police in this area can be relied on to deal with minor crime.
- The police in this area treat you with respect if you have contact with them for any reason.
- The police in this area treat everyone fairly regardless of who they are.

A further association which would appear to be relatively strong is that between the public confidence and satisfaction with the level of visible patrol. This association however is strongest when considered in relation to the National Confidence Measure.

Attempts to measure public confidence through the use of a single question will however only capture some aspects of this complex and multi faceted concept. However, having examined some of the factors most closely associated with public confidence in the police it should be possible to direct activity towards the area in which effective actions might bring about an improvement in perceived performance.



# Appendices



# Home Office Minimum Technical Specification (Appendix One)

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When conducting local public confidence surveys all forces must ensure that:

1. The following British Crime Survey (BCS) question and answer options are included within the survey, with all response categories offered explicitly to respondents:

*It is the responsibility of the police and local council working in partnership to deal with anti-social behaviour and crime in your area. Please say how much you agree or disagree with the following statement: The police and the local council are dealing with the anti-social behaviour and crime issues that matter in this area*

- *Strongly agree*
- *Tend to agree*
- *Neither agree nor disagree*
- *Tend to disagree*
- *Strongly disagree*
- *Don't know*

2. Continuity is important so forces are encouraged to ask the above question in a consistent form over time.

3. Use a random sample of the residential population aged 16 years and over in each CDRP/CSP area.

4. Achieve a sample for each CDRP/CSP that provides results to the BCS question (as at 1.) with a confidence interval of +/-4%, and a confidence level of 95%. Presuming a 50:50 agree/disagree response, this is likely to require an achieved sample of approximately 600 per CDRP/CSP.

5. The achieved sample should be broadly representative of the residential population. As far as possible this should be achieved through random sampling. If necessary, the sample can be supplemented with a quota sample to increase representativeness.

6. From April 2010, the sample should be divided evenly across the financial year (approximately 150 per quarter per CDRP/CSP).

7. By the end of February 2010, the sample (as at 4) must be achieved and the results for the BCS question made available to the public. As a minimum, the results should be presented as the percentage of respondents agreeing that the police and the local council are dealing with the anti-social behaviour and crime issues that matter in this area. The percentage should be calculated by summing the "Strongly Agree" and "Tend to Agree" categories and expressing this sum as percentage of total number of responses (i.e. the sum of the following six categories: "Strongly

agree", "Tend to agree", "Neither agree nor disagree", "Tend to disagree", "Strongly disagree" and "Don't know"). Forces are advised to make available a breakdown of the indicator with the responses to each of the six categories because of possible Freedom of Information requests.

8. For each CDRP/CSP the results to the BCS question (with a confidence interval of +/-4%) from a rolling sample should be made available to the public at the end of each quarter (i.e. July, October, January and April).

**These should be considered the minimum requirements and do not preclude forces from asking additional questions or publishing additional information, as long as the above requirements are met.**

## Methodological Issues (Appendix Two)

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### Sampling

The survey sample was achieved using a probability sampling approach based on a Random Digit Dial (RDD) process. RDD is a method of obtaining responses from telephone interviews whereby exchange digits are fixed and the rest of the digits are dialled at random. This approach gives accessibility to unlisted as well as listed telephone numbers, ensuring that those residents who choose not to be listed in the telephone directory are included in the sampling frame.

An important consideration in random digit dialling surveys is bias introduced by non-responders. Various techniques were therefore introduced into the sampling process in order to reduce the non-response rate, such as multiple call attempts, appointment setting, calling up to eight occasions at different times of the day and on different days of the week. Call barring was overcome through visibility of all dial out numbers.

In accordance with the Home Office technical requirements, residents under the age of 16 were screen out at the point of contact.

Home Office requirements state that the achieved sample should be broadly representative of the residential population. As far as possible this should be achieved through random sampling. Where necessary, forces are advised to supplement the achieved sample with a quota sample in order to increase representativeness. However, due to restrictions on both time and finances it has not been possible to adopt this approach. Therefore an element of 'soft' quota sampling was introduced mid way through the data collection phase. This was due to the limited number of male respondents achieved via the original random sampling phase.

### Weighting the Data

In the baseline survey, 2,400 interviews were completed across the whole of the Cleveland Police Force area. This sample consists of 600 respondents from each of the four policing districts; Hartlepool, Redcar & Cleveland, Middlesbrough and Stockton, the minimum number required to meet the Home Office Minimum Technical Requirement. However, as the resident population<sup>11</sup> of policing districts in Cleveland are not equal, the aggregated Force level sample may be considered to be geographically bias.

In order to achieve a non bias sample, the total number of interviews required would be approximately 3,700 (see table below). For financial reasons it was not possible to carry out a survey of this size and therefore a simple weighting has been applied to the dataset prior to analysis.

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<sup>11</sup> For weighting purposes the population base is the mid 2008 estimates for the resident population aged 16 years and over. These estimates were calculated by Tees Valley Joint Strategy Unit and have been rounded to the nearest 1000 residents.

**Table 1: Interviews required for representative sample by policing district**

<b>Police District</b>	<b>Population<sup>2</sup></b>	<b>Population % of Force Area</b>	<b>Minimum interviews Required for representative sample</b>
Hartlepool	73500	16.2%	600
R&C	113800	25.2%	933
Middlesbrough	110900	24.5%	908
Stockton	154200	34.1%	1263
<b>Force Area</b>	<b>452400</b>	<b>100.0%</b>	<b>3704</b>

Weightings are used to counterbalance any under or over representation within a sample. This might be the geographic location of a respondent or their age, gender or ethnicity etc.

*The main focus of the Local Public Confidence Survey is one of geography. Therefore all results shown in the Force report are based on data with a geographical weighting applied against the police district variable.*

**Weighting Calculation:**

A total of 2,400 responses were obtained, this represents an interview ratio of 1 in every 188 residents aged 16 and over across the Cleveland area. In order to ensure that each policing district is proportionally represented a weighting is applied to the data. This essentially balances out the results, ensuring that a 1:188 interview ratio is achieved in each district. By doing so each policing district contributes proportionally to the overall Force results.

**Table 2: Weighted samples by policing district**

<b>Police District</b>	<b>Actual Sample</b>	<b>Response Ratio</b>	<b>Weighting</b>	<b>Weighted Sample</b>
Hartlepool	600	122.50	0.65	390
R&C	600	189.67	1.01	604
Middlesbrough	600	184.83	0.98	588
Stockton	600	257.00	1.36	818
<b>Force Area</b>	<b>2400</b>	<b>188.50</b>	<b>1.00</b>	<b>2400</b>

# Telephone Interview Script (Appendix Three)

## INTRODUCTION

Good morning/afternoon/evening, my name is ..... I am calling on behalf of Cleveland Police from Maven Research. We are an independent research agency and we have been asked to carry out a survey about policing in your local area. Your opinions are very important to Cleveland Police and will be used to improve the services they provide you.

Would you be able to spare 10 minutes of your time to answer some questions either now or at a more convenient time?

- Yes  Thank respondent and continue to permission (A)
- At a more convenient time  Verbally confirm respondent is over 16
- No  Take reason for refusal and Close interview
- CLOSING SCRIPT - Thank you very much for your time.

We work in accordance with the MRS Code of Conduct and this information will be used for confidential market research within Cleveland Police only, and not used for selling or marketing. This call may be recorded for quality and training purposes.

A) Before we start, can I just check that you are at least 16 years of age?

- Yes  Start interview
- No  Go to B

B) If no, I am sorry but we are unable to interview people under the age of 16. Thank you for your time, is there another person there at the moment who could take part in the survey instead?

- Yes  Go to start of interview
- No  Thank you for your time, goodbye.

## Instructions

I am now going to ask you some questions in order to find out what it's like where you live, how you feel about Cleveland Police and what you know about policing in your area. (Interviewer note: By the local area we mean within a 15 minute walk from where the respondent actually lives). It doesn't matter if you haven't had any contact with the police, we are still interested in how you feel about living in your local area.

## 1- LIVING IN YOUR LOCAL AREA

1. In general, how good a job do you think the police in your area are doing?  
Would you say they are doing... (SINGLE CODE)

An excellent job
A good job
A fair job
A poor job
A very poor job
Don't know (DO NOT READ OUT)

It is the responsibility of the POLICE AND LOCAL COUNCIL working in partnership to deal with anti-social behaviour and crime in your area. Please say how much you agree or disagree with the following statement:

2) The police and the local council are dealing with the anti-social behaviour and crime issues that matter in this area. Do you . . . .  
 (READ OUT ALL OPTIONS INCLUDING DON'T KNOW) SINGLE CODE

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

3) Thinking about the POLICE ONLY, do you agree or disagree that they are dealing with the anti-social behaviour and crime issues that matter in this area. Do you . . .  
 (READ OUT ALL OPTIONS INCLUDING DON'T KNOW) SINGLE CODE

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

3com) Can you tell me why you say that?  
 PROMPT IF NECESSARY: What is it that the police are doing/not doing to make you [agree/disagree] with the statement?

--

4) Thinking now again about the police and the local council working in partnership, would you agree or disagree that they seek people's views about the anti-social behaviour and crime issues that matter in this area? Do you . . . .  
 (READ OUT ALL OPTIONS INCLUDING DON'T KNOW) SINGLE CODE

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

**2- ACCESSIBILITY**

Cleveland Police work to a system of 'Neighbourhood Policing'. This means that every neighbourhood has its own team of Police Officers and Police Community Support Officers (PCSO's) who's job it is to get to know people living in the area, understand their concerns and work with them to solve local problems

5) Were you aware that there is a team of Police Officers and PCSO's with the specific job of policing your local area and working with the community? (SINGLE CODE)

Yes  GO TO Q6  
 No  GO TO Q8

6 Do you know any of your local Police Officers or PCSO's? (MULTI CODE a-c, SINGLE CODE d)

- a) Yes, by sight – GO TO Q8
- b) Yes, by name– GO TO Q8
- c) Yes, in another way –GO TO 6com
- d) No I don't know them at all– GO TO Q8

6com) If C – How?

--

7) Do you know how to contact your local Police Officers or PCSO's? (MULTI CODE a-d, SINGLE CODE e)

- a) Yes, I know the phone number or how to find it
- b) Yes, I know the email address or how to find it
- c) Yes, at the local station
- d) Yes, in another way –GO TO 7com
- e) No, I don't know how to contact them at all

7com) If D – How?

--

On average, how often ... (SINGLE CODE)

	More than once a day	Once a day	About once a week	About once a month	Less than once a month	Never
8) Do you see a police officer or PCSO patrolling the area either walking or cycling?						

9) How satisfied are you with the current level of visible patrol in your local area? Are you ... (SINGLE CODE)

- Completely satisfied
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Completely dissatisfied
Don't know (DO NOT READ OUT)

10) How well informed are you about the way your local area is policed? (SINGLE CODE)
Very well informed
Fairly well informed
Only get limited information
Get no information at all
Don't know

11) Is there any information you would like to receive about policing in your local area?	
Yes	<input type="checkbox"/> <b>GO TO Q11com</b>
No	<input type="checkbox"/> <b>GO TO Q13</b>

11com) If Yes – What information is that?

12) How would you like to receive this information? (MULTI CODE -PROMPT IF NECESSARY)
Public meetings where police representatives are present
Community Newsletter/Newspaper
Cleveland Police website
Cleveland Police email Bulletins
Text messaging
Local notice boards
Flyers
Articles in local newspapers e.g. Evening Gazette or Hartlepool Mail
Other- Please specify

12com) Other – Please specify

**SECTION 3: CONTACT**

13) During the past 12 months have you been a victim of, or a witness to, crime? (MULTI CODE a-b, SINGLE CODE c)	
a) Yes, I've been a victim	<input type="checkbox"/>
b) Yes, I've been a witness	<input type="checkbox"/>
c) No	<input type="checkbox"/>

14) During the past 12 months have you had contact with the police for any other reason? MULTI CODE (PROMPT IF NECESSARY)

Yes, to report a crime/incident

Yes, to report another type of problem

Yes, at a meeting where a police representative was attending

Yes, to ask for direction, advice or information

Yes, to give the police information

Yes, I have been spoken to as an offender or suspect of a crime

Yes, the police have stopped or approached me

Yes, for another reason

No (GO TO Q19)

15) Thinking about your most recent contact with the police, were you satisfied or dissatisfied with the way the police dealt with you? Are you ... (SINGLE CODE)

Completely satisfied

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Completely dissatisfied

Don't know (DO NOT READ OUT)

15com) Can you tell me why you say that? (PROMPT IF NECESSARY: What is it that the police did or did not do - to make you [response from previous question] with the way the police dealt with you?)

--

#### **SECTION 4: PROBLEMS IN YOUR LOCAL AREA**

16) How much would you say the amount of CRIME in your local area has changed over the past 2 years? Would you say there is... (SINGLE CODE)

A lot more crime

A little more crime

About the same

A little less crime

A lot less crime

Don't know

17) How much would you say the amount of ANTI SOCIAL BEHAVIOUR in your local area has changed over the past 2 years? (SINGLE CODE)

A lot more anti social behaviour

A little more anti social behaviour

About the same

A little less anti social behaviour

A lot less anti social behaviour

Don't know

18) On what do you base your opinion of CRIME and ANTI SOCIAL BEHAVIOUR in your area...  
(MULTI CODE)

From what you have seen or heard in the media (e.g. television, newspapers)
From what you have been told by your local police officers or PCSO's
From what you have been told by family, friends or people in your community
From personal experience
Other

18com) Other- Please specify

I am now going to read out a list of issues which may or may not be a problem in your local area. For each issue that I mention, I would like you to tell me how you would describe what it's like where you live. So, for example something might be a: Very big problem, fairly big problem, not a big problem, not a problem at all.

19) OK, if you could think firstly about ... (SINGLE CODE)	Very big problem	Fairly big problem	Not a big problem	Not a problem at all	Don't know (DO NOT READ OUT)
Noisy neighbours or loud parties					
Teenagers hanging around on the streets					
Rubbish or litter lying around					
Vandalism, graffiti or other deliberate damage to property or vehicles					
People using or dealing drugs					
People being drunk or rowdy in public places					
Abandoned or burnt out cars					
Domestic violence					
People being attacked or harassed because of their skin colour, ethnic origin or religion					
Sexual attacks or harassment					
Cars being stolen or broken into and things being stolen					
Speeding or other motoring offences					
Burglary or other things being stolen from your home					
Robbery or muggings					
Gun crime					
Knife crime					

19com) Would you like to tell me about any other issue which might be a problem in your local area?

**SECTION 5: CONFIDENCE**

I am now going to read out a list of statements that could apply to the police in your local area. You don't actually have to know whether they apply to your local police, we would just like to know what you think. So, can you tell me whether you agree or disagree that . . . . .

Q20) The police in this area...	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Can be relied upon to be there when you need them						
Treat you with respect if you have to contact them for any reason						
Treat everyone fairly, regardless of who they are						
Can be relied on to deal with minor crime						
Understand the issues that affect this community						
Are dealing with the things that matter to the people in this community						
Taking everything into account, I have confidence in the police in this area						
Represent good value for money						

21) How confident are you in Cleveland Police? Are you . . . .  
 (READ OUT) SINGLE CODE

Very confident

Fairly confident

Not very confident

Not at all confident

Don't know (DO NOT READ OUT) GO TO Q22

21com) Can you explain what it is that makes you (insert level of confidence from previous question) in Cleveland Police?

PROMPT IF NECESSARY: What is it that Cleveland Police have done or maybe have not done which makes you (insert level of confidence)

22) So finally then, taking everything into account, how good a job do you think the police in this area are doing? SINGLE CODE

INTERVIEWER NOTE: We are repeating this question just to check whether your opinion has changed since you have had the chance to consider some of the topics raised in this survey.

Excellent
Good
Fair
Poor
Very poor
Don't know (DO NOT READ OUT)

## DEMOGRAPHICS

Just a few more general questions to complete the survey:

C) Gender INTERVIEWER NOTE: Don't ask	Tick
Male	
Female	
Refused	

D) Can I ask you which age group you fall in to? INTERVIEWER NOTE: Read if necessary	Tick
16 to 24	
25 to 34	
35 to 44	
45 to 54	
55 to 64	
65 to 74	
75 or above	
Do not wish to say (INTERVIEWER NOTE: Don't read out)	

E) What is your ethnic group? Are you Asian, Black, Chinese, of a mixed background, White, or of another ethnic group? And is that: (read from list below as appropriate)	Tick
Asian or Asian British	<input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Any other Asian background
Black or Black British	<input type="checkbox"/> Caribbean <input type="checkbox"/> African <input type="checkbox"/> Any other Black background
Chinese	<input type="checkbox"/> Chinese
Mixed	<input type="checkbox"/> White and Black Caribbean

	White and Black African	
	White and Asian	
	Any other mixed background	
White	British	
	Irish	
	Any other White Background	
Other ethnic group	Other	
Do not wish to say  (INTERVIEWER NOTE: Don't read out)		

F) The Disability Discrimination Act defines a person as having a disability if he or she 'has a physical or mental impairment, which has a substantial and long-term adverse effect on his or her ability to carry out normal day to day activities'.  
Do you have such a disability?

- Yes
- No
- Refused

G com) What is your post code? RECORD FULL POSTCODE AND READ BACK TO RESPONDENT TO CONFIRM

INTERVIEWER NOTE:

This is just so we can compare the views and experiences of people living in different places throughout Cleveland Police area.

If respondent is reluctant or refuses to give their postcode add:

Can I remind and reassure you that all information being collected is entirely confidential and that no personal details will be passed on to Cleveland Police or any other organisation. Your answers will remain anonymous and can not be attributed back to you.

Refused

## **SECTION 6: Closing the interview**

Action Alert Check

(If the respondent raises a repetitive issue of dissatisfaction caused by an outstanding Cleveland Police action, or insists that Cleveland Police contact them, offer to raise an action alert)

[Read Out] You have highlighted some issues with the service provided by Cleveland Police, do you feel that there is an outstanding action that they need to be aware of?

- Action alert – go to action alert screen and take details
- No respondent complaint

On behalf of Cleveland Police, we would like to thank you for taking part today. Your views are very important and will greatly assist in helping to make your neighbourhood a safer and more secure place to live.

Just a couple of final pieces of information for you . . . . .

If you would like to find out more about what is happening in your neighbourhood, you can visit the Cleveland Police Website at [www.cleveland.police.uk](http://www.cleveland.police.uk) and simply click on the 'my neighbourhood' tab at the top of the page.

Should you have any concerns that you would like to discuss in more detail then you can contact your local policing team, on a dedicated Neighbourhood Policing number, do you require this number?

Number for each area is: (READ OUT APPROPRIATE NUMBER IF REQUIRED)

- Hartlepool                      01429 235811
- Redcar & Cleveland        01642 302929
- Middlesbrough                01642 302900
- Stockton                        01642 302930

**THANK YOU FOR PARTICIPATING**  
**This survey was carried out by Maven Research, if you have any queries regarding this survey or require any information about the company, please call James Kennedy (Senior Research Executive) on 0800 0563852.**  
**ALSO, IF YOU WOULD LIKE TO VERIFY THE AUTHENTICITY OF MAVEN RESEARCH**  
**YOU CAN CALL THE MARKET RESEARCH SOCIETY, FREE, ON 0500 396999**

## British Crime Survey Comparisons (Appendix Four)

### APACS Performance Indicators

	<b>APACS Performance Indicators</b>	<b>Local Confidence Survey Result</b>		<b>British Crime Survey Result<sup>12</sup></b>	
2.1	Understanding local concerns (agencies)	57.6%	(+/-2.0%)	51.5%	(+/-4.0%)
2.2	Dealing with local concerns (agencies)	71.0%	(+/-1.8%)	55.3%	(+/-4.2%)
2.3	Perceptions of police performance	62.5%	(+/-1.9%)	56.4%	(+/-3.7%)
4.1	Perceptions of anti social behaviour	7.7%	(+/-1.0%)	19.1%	(+/-4.6%)
4.2	Perceptions of drunk/rowdy behaviour	18.0%	(+/-1.5%)	27.1%	(+/-3.2%)
4.3	Perceptions of drug use/dealing	18.4%	(+/-1.5%)	33.4%	(+/-3.3%)

### Confidence Diagnostics

	<b>The Police in this area . . . .</b>	<b>Local Confidence Survey Result</b>		<b>British Crime Survey Result<sup>1</sup></b>	
KD1	Can be relied upon to be there when you need them	65.6%	(+/-1.9%)	49.8%	(+/-4.3%)
KD2	Treat you with respect if you have to contact them for any reason	86.6%	(+/-1.4%)	82.3%	(+/- 3.8%)
KD3	Treat everyone fairly regardless of who they are	79.1%	(+/-1.6%)	65.4%	(+/-4.3%)
KD4	Can be relied on to deal with minor crime	62.6%	(+/-1.9%)	49.3%	(+/-4.0%)
KD5	Understand the issues that affect this community	78.1%	(+/-1.7%)	69.7%	(+3.1%)
KD6	Are dealing with the problems that matter to the people in this community	74.0%	(+/-1.8%)	57.4%	(+/-3.5%)
KD7	Taking everything into account I have confidence in the police in this area	83.0%	(+/-1.5%)	66.5%	(+/- 3.8%)

<sup>12</sup> British Crime Survey results are based in the latest available data. This is currently interviews undertaken in the 12 months ending September 2009

## Demographics (Appendix Five)

The following tables provide an overview of the demographic population of survey respondents compared to the resident population of the Cleveland Police Force area.

### Gender

The survey sample has been calculated excluding those respondents who refused to provide their gender:

Gender	Survey Sample	Population
Male	41.3%	48.9%
Female	58.7%	51.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Age

The survey sample has been calculated excluding those respondents who refused to provide their age:

Age	Survey Sample	Population
16 to 24	3.4%	17.5%
25 to 34	8.8%	14.1%
35 to 44	15.5%	17.2%
45 to 54	20.4%	17.0%
55 to 64	22.6%	14.7%
65 to 74	19.2%	10.5%
74 or above	10.1%	9.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Ethnicity

Ethnicity	Survey Sample	Population
White	97.5	95.0%
BME	2.5	5.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Disability

Respondents were asked whether or not they considered themselves as having a disability. A disability is defined by the Disability Discrimination Act as a physical or mental impairment which has a substantial and long term adverse effect on a persons ability to carry out normal day to day activities.

Disability	Survey Sample	Population
Yes	14.7%	Comparison data currently not available
No	85.3%	
<b>Total</b>	<b>100%</b>	