



**CLEVELAND
POLICE**
Putting People First



Consultation Strategy 2011-2014



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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.



Introduction

What is consultation?

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 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 Government's vision for policing, as outlined in Policing in the 21st Century: Reconnecting People and the Police, published in July 2010, reinforces the requirement to better engage communities, particularly through

neighbourhood policing teams.

A key role for the new Police and Crime Commissioners will be representing and engaging with local communities to help ascertain and deliver their policing priorities.

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 are committed to improving the quality of service to people and communities and to meeting our local standards for policing provision and the National Quality of Service Commitment.



Strategic Aim

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**



Principles We Will Adopt

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, data from the British Crime Survey is made available at Force level only. The Force and Authority may repeat some of the questions contained in the British Crime Survey to obtain an insight into the views of local people 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.

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 Programme

Our consultation programme is part of a wider planning cycle. It begins in September each year and ends in August the following year, culminating in an end of year consultation report and setting policing priorities report which are presented to the Police Authority Operational Policing Panel for consideration and approval.

The consultation year ends in August 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.

An annual calendar is produced to identify what consultation activity is planned, with who and by what method. A copy of our current plan is included as an appendix to this report. This is a living document and subject to change on a regular basis.

Engagement Methods

Interactive Voting (IML)

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.

Local Confidence Survey

The Local Public Confidence Survey (LPC) was introduced in October 2009 and replaces the previous Quality of Life and Neighbourhood Surveys.

The survey is conducted via telephone interview with sample selection and other methodology issues originally designed in accordance with the Home Office minimum technical requirements.



The survey is conducted on a monthly basis by a third party independent market research company. The aim of the survey is to measure public confidence and to understand the factors associated with it.

A total of 2400 interviews are conducted each year on a rolling basis, providing a statistically significant and representative baseline sample from each of the four policing districts. The results of the survey are available on both the Force and Authority websites and are updated on a quarterly basis.

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.

An action alert system is incorporated into the Local Public confidence Survey. This provides the interviewer with a mechanism through which to pass back specific concerns raised by a member of the public during an interview.

Action alerts will usually be raised when the respondent raises a repetitive issue of dissatisfaction, an issue of significant concern or where a member of the public has specifically requested that the police contact them.

On such occasions details of the respondent will be provided to the relevant district research officer for consideration and, where appropriate, further action.

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**
- **Racist Incidents**
- **Vehicle Crime**

A service recovery process is incorporated into the User Satisfaction Survey. This provides a mechanism by which Cleveland Police are made aware of any expression of dissatisfaction raised during the interview which relates to the service received by a specific victim. On such occasions, and where the victim consents, personal details together with information relating to the reason for dissatisfaction will be provided to the relevant district research officer for consideration and, where appropriate, further action or subsequent contact with the victim.

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

Control Room Call Backs

On 1st October 2010 Cleveland Police Authority entered into a shared services contract with a private sector partner, Steria, for delivery of the Force's Control Room, Community Justice and back-office functions.

A key part of the outsourcing partnership concerns Steria's contractual responsibility to re-contact members of the community who have recently reported an incident to Cleveland Police.

Members of the public are contacted by telephone and surveyed concerning their views on the overall quality of service that they have received either from Control Room call takers, responding officers or both. The scale of 1-5 used within the telephone survey represents a continuum of service from 1 (poor) to 5 (excellent).

Responses of '1' or '5' to any questions asked in the survey trigger an e-mail to the direct supervisor of the officer concerned. For instances of



particularly poor performance (1 rating), the member of the public is contacted directly to resolve the issue and appropriate action is taken with the officer concerned.

Face the People Sessions

A Face the People session is where senior representatives of Community Safety Partnerships (including Police District Commanders and a representative from the Police Authority) meet the public to hear their issues and let them know about action they have taken or will take to tackle them. Each CSP must undertake at least one Face the People session per year, as set out in the Crime and Disorder (Formulation and Implementation of Strategy) Regulations 2007.

Neighbourhood Priority setting Meetings

Neighbourhood Police Teams hold regular public meetings allowing the local community to influence the policing priorities which their teams will focus on. These priorities are recorded centrally and monitored by the

Police Authority through the Operational Policing Panel.

Mobile Diary Room

Cleveland Police Authority, working in partnership with Safe in Tees Valley, take a mobile diary room 'The Voice Box' to community events to elicit the views of residents by recording their comments on camera. These can be viewed on the Police Authority website.

Roadshow Consultation

Cleveland Police Authority hold annual thematic policing consultation roadshows at community events. Consultations are interactive in order to encourage the maximum number of responses.

In 2011 the Police Authority consulted on anti-social behaviour priorities, asking members of the public to 'allocate' police officers to their key concerns. This was done alongside paper based surveys and a mobile diary room, as mentioned above. Future themes will be chosen to focus on a current policing issue.



Use of Social Media

The emergence of social media has created an additional mechanism for communicating with local communities. The Force has dedicated Facebook, YouTube and Twitter sites which are used to inform our communities of key policing operations and messages, and can also be used to consult and engage on specific issues.

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.

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

- Holding IML sessions with Primary School pupils at Crucial Crew events.

- A targeted questionnaire for secondary pupils 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 neighbourhood policing or to expand on some of the quantitative results arising from perception surveys. Focus groups may also be 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.



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 anti-social 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.

Witness and Victim Experience Survey (WAVES)

WAVES interviews victims and witnesses in cases which have closed and which resulted in a charge.

The WAVES questionnaire covers all aspects of victims' and witnesses' contact with the Criminal Justice System, from giving an initial witness statement, through experiences at court, to support after the case is complete. The survey is conducted by Ipsos MORI on behalf of the Ministry of Justice. MORI interview approximately 100 victims and 100 witnesses per quarter in each of the 42 Local Criminal Justice Board areas across England and Wales. Interviews are carried out by computer assisted telephone interviewing (CATI).



Monitoring and Evaluation

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

Victim survey results are forwarded to the Home Office for further analysis relating to national crime trends and performance issues.

An external evaluation of our consultation strategy was undertaken in May 2010, the results of which were used to update the strategy.

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.**
- **Consultation articles in external publications such as the Local Authority quarterly magazines, in a ‘you said,’ ‘we did’ style.**
- **A summary of consultation results are available in the Local Policing Plan.**
- **The results of individual consultation activities will be published in the Consultation sections of the Police Authority website.**

POPULATION AND HOUSEHOLDS

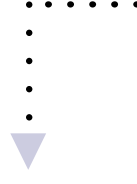
	HARTLEPOOL	MIDDLESBROUGH GH	REDCAR & CLEVELAND	STOCKTON	CLEVELAND	ENGLAND AND WALES
TOTAL POPULATION (MID 2009)	91,900	139,200	139,300	192,900	563,300	54,816,000
NUMBER OF HOUSEHOLDS (2009)	40,500	58,000	59,100	79,600	237,200	23,568,900

GENDER AND AGE

	HARTLEPOOL	MIDDLESBROUGH GH	REDCAR & CLEVELAND	STOCKTON	CLEVELAND	ENGLAND AND WALES
MALE	44,700	68,400	67,800	94,800	275,700	26,983,500
FEMALE	47,100	70,800	71,600	98,100	287,600	27,832,500
UNDER 16	18,100	27,600	25,400	37,300	108,400	10,250,500
RETIREMENT & OVER	17,600	24,700	30,800	35,300	108,400	10,661,300

ETHNIC GROUP (%)

	HARTLEPOOL	MIDDLESBROUGH GH	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



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 amends s96 consultation arrangements set out in the Police Act 1996 to include anti-social behaviour. The duty is 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

- 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.

The Policing and Crime Act 2009 and Community Engagement and Membership Regulations 2010 adds the requirement to

“have regard to the views of people in the authority’s area about policing in that area”

i.e., obtain the views of a wide range of people, including businesses, and reflect community priorities in policing activities.