



**CLEVELAND
POLICE**
Putting People First



Consultation Strategy 2008-2011



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Protection Panel meeting on 29 March 2008

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

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



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

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

The strategy also contributes to the work needed to respond to the government’s requirement that police forces and authorities better engage and involve communities. It embraces the principles of continuous improvement through adopting, where possible, a collaborative approach with our partners.

All Crime and Disorder Reduction Partnerships (CDRPs) are expected to implement the findings of the review of partnership provisions of the Crime and Disorder Act 1998. Guidance and national standards

were published in Autumn 2007.

The national standards outline CDRP responsibilities for regular and ongoing consultation, engagement and information provision. As statutory partners, the force and authority will engage in joint consultation activities.

Responsibility for consultation

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

Cleveland Police and Police Authority are statutory CDRP partners in publishing a rolling three year local policing plan. This includes our three year objectives and annual 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.

Annually we will take stock of our consultation activities and report the results to the police authority executive committee.



We aim to consult with all sections of the community to ensure 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 18.87%).

Cleveland’s BME population is relatively small, with 97% of those living in Cleveland considering themselves as white, compared to 90.9% in the whole of England and Wales. Our largest non white ethnic groups are Pakistani (1.3%) and mixed race (0.6%).

Our population is predominantly Christian, with a greater proportion of Christians in Cleveland than in England and Wales in general (80.4% compared with 71.8%), and less people declaring themselves as not having a

religion (9.9% compared with 14.8% 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 1.7% of people living in Cleveland being Muslims.

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

We aim to consult with:

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



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

Consultation should be needed

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

Opinion should be informed

Consultation will aim to seek informed public opinion and not instant reaction to issues. Whenever possible, our communication mechanisms will

be used alongside consultation to inform and stimulate public interest, particularly in relation to major strategic issues.

Decisions should be based on evidence

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

Purpose should be clear

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

Consultation should be well planned and timely

Consultees will be given adequate time to prepare their response. It is recognised that the length of time will vary depending on the time of year and the level of response that is being sought. Sufficient time will be allowed for the results of consultation to be collated,



analysed and considered, so that the results feed directly into the planning and decision making processes.

Consultation should be inclusive

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

Methods should be appropriate

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

Results should be acknowledged and fully considered

The full range of views expressed during consultation will be acknowledged and attention drawn to areas of agreement and disagreement. When identifying future 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 Aims and our resource capability as detailed in our Human Resource and Mid-Long Term Financial Plans.

Accessible feedback should be given

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

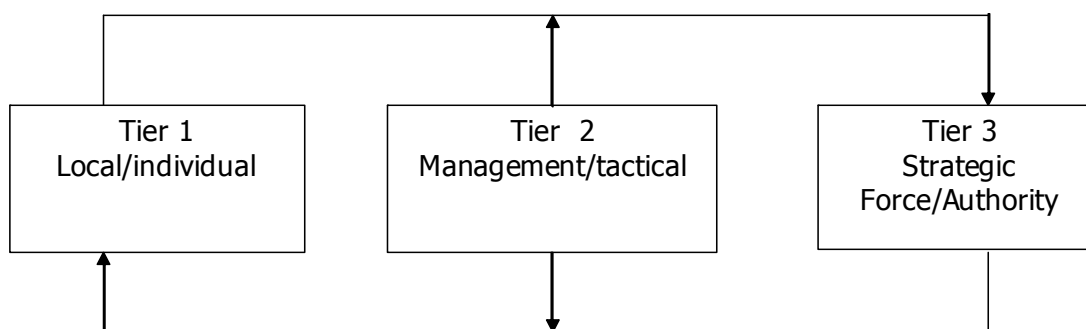
Effectiveness should be evaluated

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

Consultation Strategy

Framework

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



Tier 1 Community/Ward Level Consultation

Consultation at this level involves structured meetings such as community councils, residents meetings, as well as the more informal beat surgeries and schools visits. Tier one usually takes place on an ad hoc basis, and typically involves Neighbourhood Policing Officers, Police Community Support Officers, Wardens, local councillors and other local representatives.

Information gathered during these meetings forms part of neighbourhood policing and should be used to develop neighbourhood action plans. Information at this level will be taken forward for use at tier two level and should feed into the national intelligence model, district based strategic

assessments. Further details on consultation and public engagement at this level can be found in the force Community Engagement Strategy.

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

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

Examples of tier two consultation include:

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



**Tier 3 Strategic Force/
Authority Level Consultation**

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

Examples of tier three consultation include:

- Chief Constable/ Police Authority force-wide Public Meetings
- Cleveland Criminal Justice Board Consultation Activities
- Quality of Life Survey
- Local Policing Plan Summary Survey
- Precept Leaflet Survey

Consultation Programme

Our consultation programme is part of a wider planning cycle. It begins in October each year and ends in September the following year, culminating in the joint force and authority end of year consultation report which is presented to the full Police Authority for consideration and approval.

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

Interactive Voting (IML)

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

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 presented the views and opinions of audiences.



Cleveland Police Authority will offer the use of IML to the CDRPs for the purpose of determining community safety priorities and identifying local public perception.

The following paragraphs outline our methods of consultation

Precept Leaflet

Cleveland Police Authority issue a precept leaflet to every individual or business in the Cleveland Police area, who pays council tax. This will contain a free post survey on policing priorities and anti social behaviour issues. This survey is distributed during February each year and usually generates around 500 responses.

Local Policing Plan Summary

The Serious and Organised Crime and Police Act 2005 introduced a statutory duty to deliver local policing summaries to every council tax payer in the area. Cleveland Police Authority has for the past two years used this document as a means of consulting with residents. The national standards resulting from the review of crime and disorder require joint reporting on Community Safety via the local

policing summaries.

Cleveland Police Authority will use the local summary to undertake joint consultation exercises. The Local Policing Plan Summary survey will be distributed during June/July each year. This is an inexpensive method of consulting and in 2007 generated over 4,000 responses.

Participation in the Local Authority Citizens Panels

Each local authority in the Cleveland police area has established a citizens panel. Typically panels are a cross-section of between 1,000 -2,000 residents who complete around three or four questionnaires per year on a range of local issues. Most panel members are recruited by a postal questionnaire, although some authorities use telephone or face-to-face recruitment, and people are asked to take part in regular surveys by post, telephone or face-to-face. Some panels are run in-house, and some wholly or in-part by outside agencies. Panels are extremely useful, but they are not suitable for all your consultation and research needs.

A panel cannot be used to see



how the views of all your residents are changing because panel members become more atypical over time, individuals drop out or are replaced and so on. Citizens Panels in the Cleveland Police area are usually refreshed by a third each year. For reliable trend information you need to take a fresh sample each time.

Cleveland Police Authority will put questions to each of the four Local Authority citizens panels on an ad hoc basis to obtain public perception on new initiatives such as neighbourhood policing and volunteering. Questions will be thematic and change each year.

Engaging with Young People

Young people (under 16) represent 21.3% of the population in Cleveland. Young people are often considered ‘hard to engage’ because they don’t usually participate in traditional consultation methods. Our aim is to be as inclusive as possible of all demographic groups. We hope to involve young people in our decision making processes through methods that are fun and dynamic.

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

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

- Holding IML Sessions at Crucial Crew and Community Safety Workshop, multi agency events.
- Holding IML Sessions at Children’s Trust Events
- Engaging through dedicated Youth Citizens Panels.
- Holding Focus Groups with Young People.

National Youth Consultation

The 2005 Offending, Crime and Justice Survey (OCJS) focused on levels and trends in youth offending, anti-social behaviour and victimisation in young people aged from 10 to 25 living in the general household population in England and Wales. A summary



of the results are as follows:

- 27% of young people aged from 10 to 25 had been a victim of personal crime in the last 12 months – this is significantly higher than for adults. The British Crime Survey 2005/2006 indicated that people aged 16 and over had a 23.5% chance of being a victim of any type of crime, and a 6.4% chance of being a victim of personal crime.
- 10-15 year olds were more likely to have been a victim than 16 to 25 year olds (31% versus 25%).
- The most common forms of victimisation for both age groups were assault without injury (11%) and other personal thefts (9%). Both forms were more common among 10 to 15 year olds.
- Males were significantly more likely than females to have been a victim of personal crime in the last 12 months (32% versus 22%).

This research together with local statistics on crime and young people will be used to inform our consultation activities with young people.

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. It is conducted with a small group (usually between 8 – 12 people) by a skilled facilitator who encourages participants to share their ideas and opinion. We will carry out a number of focus groups to explore thematic issues such as implementing neighbourhood policing or to expand on some of the quantitative results arising from perception surveys. Focus group may also used as a method for consulting hard to reach groups.

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

Website Surveys

Consulting via a web based survey is a relatively easy and inexpensive consultation method.



Historically the return rate is significantly lower than any other method (average return rate one-two per month), therefore this method should only be used to support other consultation methods.

The Cleveland Police Website will also be used as a method to consult. Cleveland Police Authority will publish the precept leaflet survey on the Police Authority website. The Authority will also signpost web users of the Cleveland Police Authority site to the survey on the police force website.

Quality of Life Survey

Every year the Corporate Planning & Performance Unit carries out a Quality of Life survey to determine what police issues and views are prevalent in our communities. The survey is posted to a random sample of addresses selected from the list of council tax paying addresses across Cleveland and any household member over the age of 16 can complete the questionnaire.

In 2007 the survey was split with householders in two districts receiving surveys addressed to 'the occupier' and the remaining two districts receiving surveys addressed to named individuals. This information was used to track response rates to identify which method produces the most responses.

The 11th annual survey was posted to 12,000 households across the Force area during September 2007. In total 2,590 completed questionnaires were returned, which equates to a response rate of 21.6%. The next survey is to be carried out in September 2008.

The policing priority data is available at police district level. Although demographic data on age, gender, ethnicity and home area is collected the survey is not analysed at this level as the sample sizes are too small to get meaningful data. Respondents are asked to identify which ward they live in; this is not likely to produce results that are statistically significant at ward level but it may be possible to achieve sub district data to use as contextual pointers.



The content and methodology for the Quality of Life Survey is subject to review.

all surveys are analysed at force level with only the overall measure of satisfaction available at police district level.

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 six different crime/incident types as follows:

- Burglary
- Violent Crime
- Road Traffic Collisions
- Racists Incidents
- Vehicle Crime
- Anti-Social Behaviour

2006-07 was the first year that the anti-social behaviour surveys have been conducted. Results for

National surveys impacting upon the Police Service

British Crime Survey

The British Crime Survey (BCS) moved to an annual cycle from 2001-02. The BCS measures the amount of crime in England and Wales by asking adults in private households about crimes they have experienced in the last year.

Previous sweeps of the BCS were in 1982, 1984, 1988, 1992, 1994, 1996, 1998, 2000 and 2001. The first survey was carried out in England, Wales and Scotland, as was the third survey (Scotland now has its own survey as has Northern Ireland).

Since April 2001, interviewing has been carried out continually and reported on in financial year cycles. The annual sample is now approximately 40,000 respondents. In 2005/2006 there were 971 respondents in the Cleveland area. Details of the number of respondents from each BCU is not available.



Monitor and Evaluation

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

The *Consultation Monitoring Form* is the main method of collecting and reporting tier one and two activity. The form is available on our intranet system and information is used to inform the quality of service provided and to identify those issues affecting people the most.

Our dedicated research team carry out statistical analysis of survey results using SPSS. Victim survey results are forwarded to the Home Office for further analysis relating to national crime trends and performance issues.

Feedback

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

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

- The annual end of year consultation report is available on our web pages.
- Each of the local authorities quarterly magazines, it is proposed that we publish an annual consultation article in the Easter edition of the Local Authority Magazines.
- The Local Policing Summary, distributed during June/July each year will also contain information about consultation results and describe how they have been used to set policing priorities.
- In addition to this, consultation results are made available in the full Local Policing Plan and on our web pages.

POPULATION AND HOUSEHOLDS

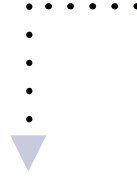
	HARTLEPOOL	MIDDLESBROUGH	REDCAR & CLEVELAND	STOCKTON	CLEVELAND	ENGLAND AND WALES
TOTAL POPULATION (Mid 2007)	89,200	136,800	136,500	187,300	549,800	53,690,000
NUMBER OF HOUSEHOLDS (2007)	40,200	58,600	59,800	77,600	236,200	23,000,000

GENDER AND AGE

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

ETHNIC GROUP (%)

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



Consultation Strategy

Appendix one

RELIGION (%)

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

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



Obtaining the views of the community on policing

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

Regulations under this section may

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