

Organisation & Service Development

West Midlands Police

Measuring Community Reassurance



**November
2009**

Measuring Community Reassurance

West Midlands Police is committed to working with our partners to help communities feel safer and to improve the service we offer our customers.

Our success is monitored, in part, by the Force Snapshot and the measures within this are:




- Single Confidence Measure: % who say the police and local council are dealing with crime and ASB that matter
- % of people who are confident their local police do a good job (Whole population)
- % of people who are confident their local police do a good job (Diverse Groups)
- % of people feeling completely, very or fairly safe during the day when outside in the area where they live
- Overall Satisfaction with the service received in response to an incident (Crime)
- Overall Satisfaction with the service received in response to an incident (ASB)

Two separate consultation programmes are used to populate these indicators at a Force level and down to each Operational Command Unit.

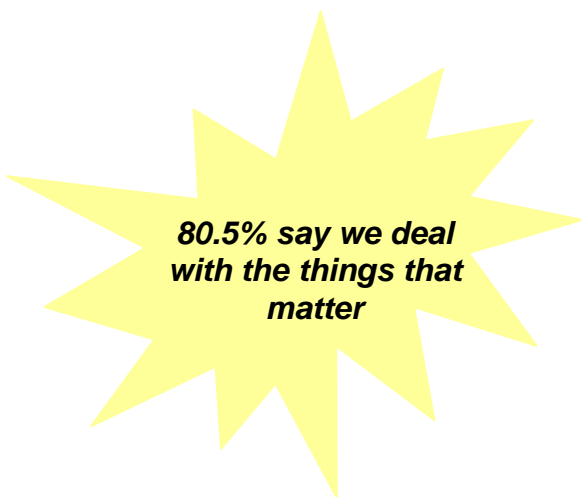
1. Feeling the Difference

The 'Feeling the Difference' survey is a face-to-face household survey conducted by an external research company with residents in the West Midlands Police area. The survey is conducted in four waves throughout the year. In each wave 250 people are interviewed in each of our 21 Operational Command Units (OCU), giving a yearly sample of 21,000 interviews and 1,000 interviews per OCU. Just under 120,000 people have taken part in this consultation since it was launched in April 2004.

In 2004 the Feeling the Difference survey included three indicators and the results show real improvements against these across time.

<p>People feeling that their local area is a place where people from different backgrounds and communities can live together harmoniously</p>	<p>People feeling safe or fairly safe during the day when outside in the areas where they live</p>	<p>Confidence that the police in the neighbourhood do a good job</p>
<p>In Wave 1, 74% said the area was harmonious  Up to 97.4% in Wave 19 to 22</p>	<p>In Wave 1, 88% felt Safe  Up to 97.1% in Wave 19 to 22</p>	<p>In Wave 1, 54% felt confident  Up to 85.3% in Wave 19 to 22</p>

The Feeling the Difference survey also shows improvement in how we police neighbourhoods and in our ability to engage and respond to the concerns of our residents.



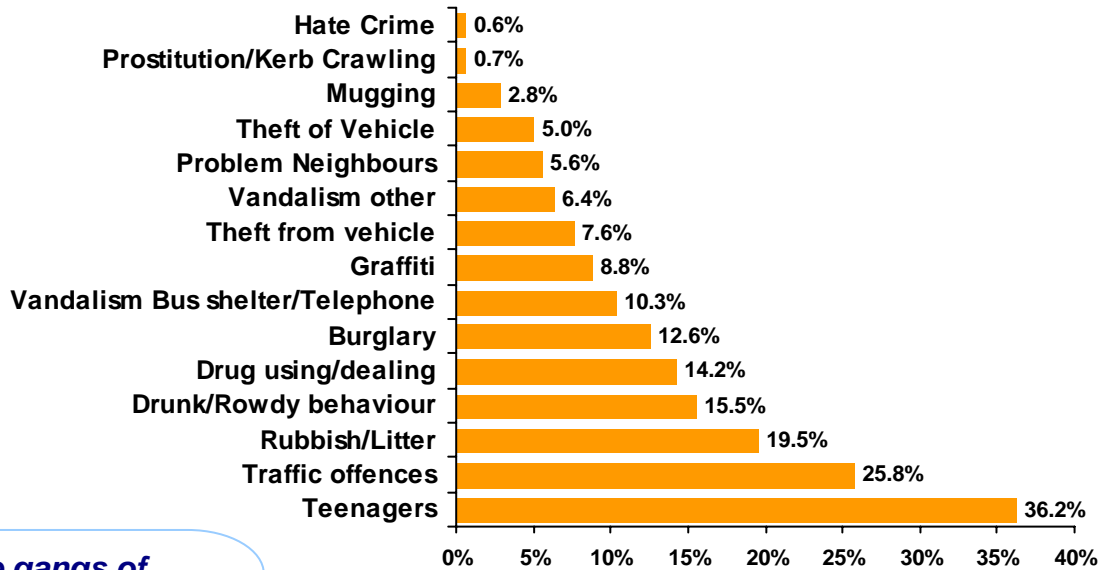
Single Confidence Measure

In wave 17 (April 2008), residents were asked for the first time if the police and council deal with crime and ASB that mattered in their neighbourhood. Based on 31,500 interviews, 80.5% of West Midlands residents said they do.

This performance is against a challenging force target of 85%, introduced in 2009 and sitting above all other measures in the Snapshot.

What are the crime and anti-social behaviours that matter to our communities?

The chart below shows that alcohol and drugs, litter and traffic offences are concerns for our residents.



“There are gangs of boys and girls outside every shop shouting and playing the shop keepers up with throwing things and bad language”

“Too many young kids loitering - looking for trouble”

However, the biggest single issue that causes concern is troublesome teenagers and youth nuisance, mentioned by four out of ten people. Elsewhere in the survey, one third of residents told us that there are not adequate facilities for young people in their neighborhood. Still, when we look at historic data, although youth nuisance remains prevalent, the percentage of people who think it is a problem is in decline, falling from a peak of 43% two years ago.

What Do Young People Say?

Young People are less likely to feel safe than adults. Some 85.9% of 14 and 15 year old school students said they felt safe during the day compared to 97.1% of adults in Feeling the Difference. Young people share adults concerns about youth crime. Teenagers told us they tended to socialise in groups to keep themselves safe, because they often feel vulnerable if they were out alone or with just one friend. They feel concerned about harassment or attacks from other young people and feel safer in larger groups. This fourteen year school student told us “A lot of youths drink and call you names in the street”.

“I feel unsafe if I am on my own walking past gangs”

“I don’t want to go [to the park] alone, I might get mugged”

Teenagers also felt older people and the police 'over-reacted', when they are just having 'harmless fun' and any boisterousness, or even just playing football, is seen as problem behaviour.

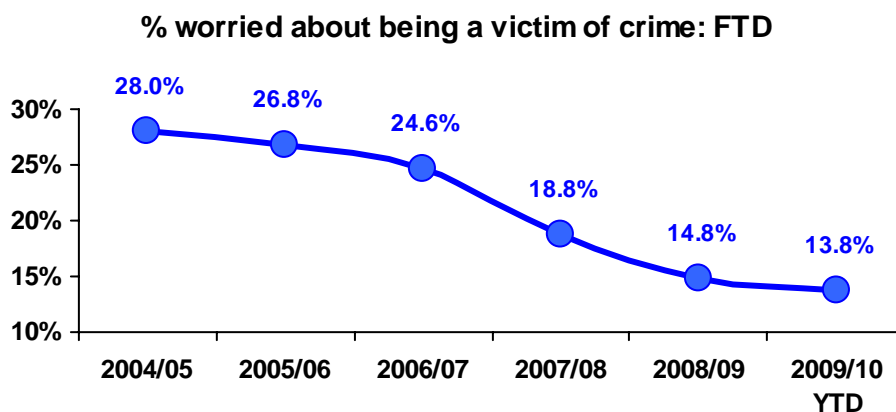
"We can't play football in the park. If we play football this old man gets in his car and chases us"

"The next door neighbours don't let me play football in my own garden"

In 2010, WMP will run a young persons consultation panel on each Local Command Unit, to give young people the chance to tell us what they think, and be involved improving policing in their neighbourhoods.

Fear of victimization

West Midlands Police continue to work throughout our neighbourhoods to reduce youth crime, improve how we deal with ASB and enable everyone to feel safer. Despite concerns about young people, litter and traffic offences, people are far less worried about becoming a victim of crime than in 2009 when Feeling the Difference first began.

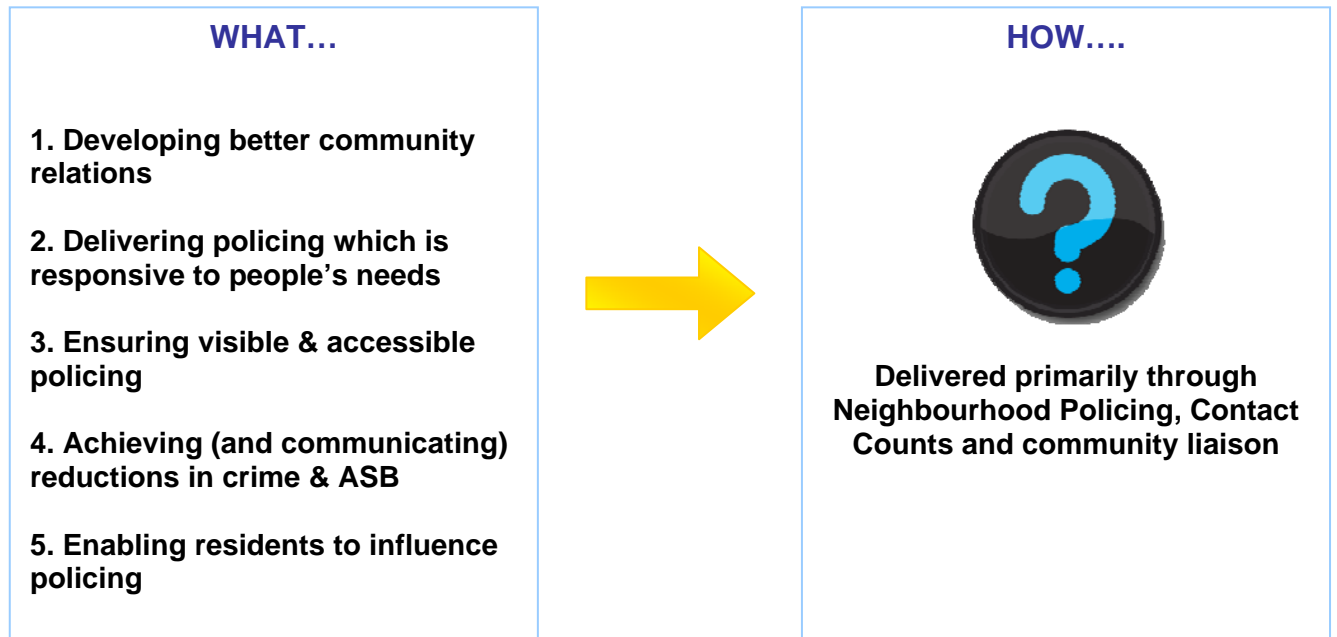


86% satisfied with WMP

In addition to this, satisfaction with the overall service provided by West Midlands Police has gone up by 20 percentage points, rising from 63.9% in 2004 to 86% in 2009.

How can we improve trust and confidence further?

We now know what types of crime and ASB matter to our communities, but what do they want us to do to tackle these? After reviewing all of our research, we have concluded that the most important actions and behaviours for improving trust and confidence are:



2. Customer Satisfaction

Each year, West Midlands Police conducts around 14,000 telephone interviews with members of the public who have contacted us to report a crime or an ASB incident. Many questions are mandated by the Home Office to enable direct comparisons between forces. These surveys are used to inform the national APACS model (Analysis of Policing and Community Safety).

West Midlands Police have set challenging targets around service delivery, with each Operational Command Unit aiming to achieve 88% satisfaction amongst victims of crime and 80% satisfaction for reporters of ASB. In each of these performance indicators the force has shown improvements.

Overall Satisfaction with the service received in response to an incident (Crime)	Overall Satisfaction with the service received in response to an incident (ASB)
From 84.3% in 2004/5 ↑ to 87.7% in 2009	From 65.9% in 2007/08 ↑ to 73.9% in 2009

The Customer Satisfaction survey measures our performance and how it is perceived in key areas

**93.9%
Satisfied**

How easy is it to get in touch with West Midlands Police?

Satisfaction with ease of initial contact is high for ASB and crime reporters, with over nine out of ten people (93.9%) saying they are satisfied.

However, common complaints include local police stations being inaccessible or the 0845 switchboard number being expensive to call and hard to remember

“0845 number should be publicised more - I couldn't find it in the directory”


Are people happy with the initial actions we take?

More than eight out of ten victims (86.4%) were satisfied with the action taken initially by police and staff.

**86.4%
Satisfied**

Are people kept informed?

Giving people who have been the victim of crime feedback and follow up information is so central to overall satisfaction that it features in the Management Information Grid which local police commanders monitor to ensure the service they offer meets people's needs.

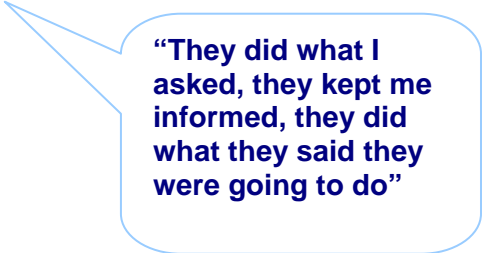


**79.7%
Satisfied**

Overall 79.7% of interviewees said they were satisfied with how well they were kept informed of progress. This is the highest level of satisfaction with feedback since surveying began in 2004. Continued improvement shows our commitment to victims and the success of our 'Contact Counts' and Neighbourhood Policing model for service delivery.



"I was impressed with the feedback I received and communication levels were very high"



"They did what I asked, they kept me informed, they did what they said they were going to do"

Are people reassured by what the police do?

Reassurance is key to overall satisfaction levels, and general trust and confidence in the police. Seven out of ten respondents (70.6%) felt reassured by what the police did.



"They acted professionally and they *did* care about it, I was impressed with the help I was offered"

Are people happy with the way they are treated?

Nine out of ten people (94.6%) said they were satisfied with the way they were treated by police officers and staff who dealt with their incident.



**94.6%
Satisfied**

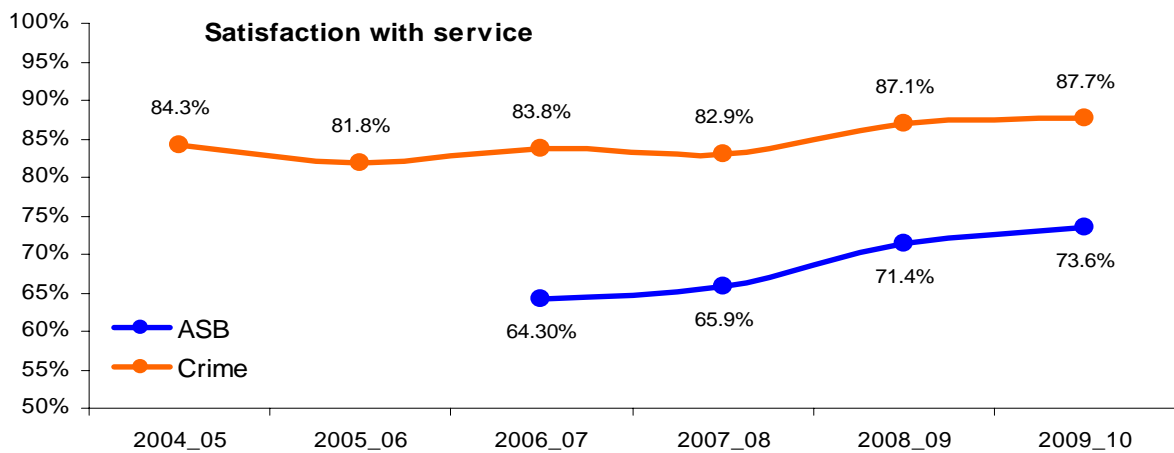
Our research shows that consistently the difference between the most and the least satisfied victims is in 'treatment'. Those most satisfied use words like 'sympathetic', 'understanding', 'polite', while those least satisfied felt said staff were 'rude', 'disinterested' or had a 'bad attitude'.

How good is the service we offer overall?

Respondents were asked;

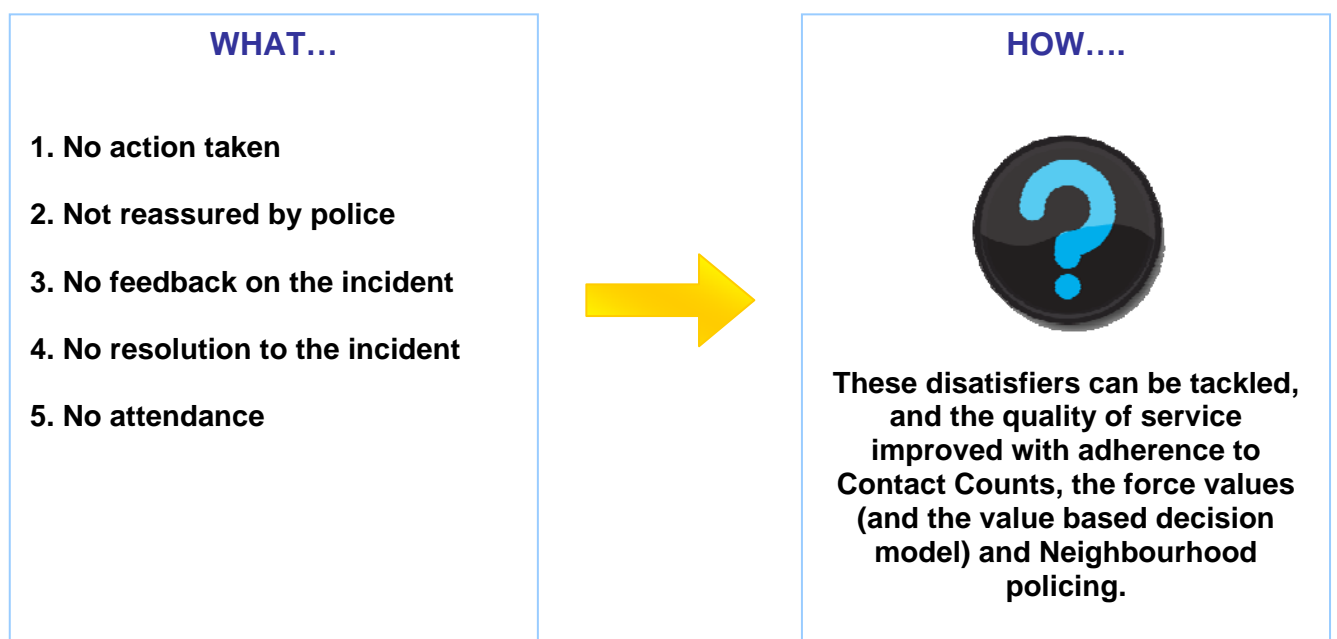
“Taking everything into account, how satisfied are you with the service you received from the police in relation to your incident.”

The chart below shows improvement over time for both crime and ASB. Since ASB surveying began three years ago, satisfaction with service has improved by 9%.



How can we improve the service?

If people are dissatisfied with the service they have received, we ask ‘why’. The most common sources of dissatisfaction are:



3. Serving our Communities

West Midlands Police is committed to improving the service we deliver and the messages from these consultations influence policing by weaving through the standards we set for service delivery and our expectations for the neighbourhood policing model.

The force seeks to

Do the right thing and deliver a service that our friends and family would be proud of

This is achieved by putting our communities at the heart of all we do and by decision making based on the force values. These are

We put the public first in everything we do

We act with integrity, fairness and humanity

We are one team working together

We listen, learn and strive to improve

Our Force vision remains the same, to

Reduce Crime and Disorder and Make our Communities Feel Safer

Further reading...

Force Values
Professional Judgement

Further information
Further information and more detailed reference material, see the Information and Advice pages.

PROGRAMME PARAGON
Serving our communities, protecting them from harm

Our pledge to you

Contact Counts:
The Face of the Force