

Feeling the Difference Research

Samantha Woods, West Midlands Police

Anne Forshaw, M-E-L Research

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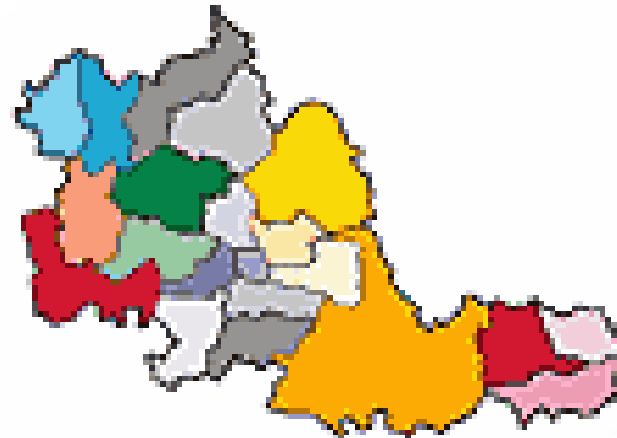
Wednesday 1st April 2009

Overview of presentation

- ◆ About West Midlands Police
- ◆ Policy drivers to capturing public perceptions
- ◆ FTD methodology
- ◆ KPIs and Performance Management
- ◆ How FTD informs practice and service development

About West Midlands Police

- ◆ Second largest police force in country
- ◆ Population of 2.6 million across 348 square miles. 18% from BME backgrounds
- ◆ Birmingham, Coventry, Wolverhampton, Sandwell, Walsall, Solihull and Dudley
- ◆ 21 Operational Command Units (OCUs) containing 297 neighbourhoods – NHP team in each neighbourhood



Why consult?

- ◆ Police forces/authorities need to measure performance of policing services via public attitude research [‘From the Neighbourhood to the National: Policing our Communities Together Green Paper’, Home Office 2008]
- ◆ Critical success factor: public confidence in policing
- ◆ NHP: reassurance, service satisfaction, neighbourhood perceptions and QoL are desired service outcomes
- ◆ Local data also increasingly required
- ◆ Social survey results have become vital performance measures
- ◆ Need for ‘gold plated’ social survey research

Policy drivers behind consultation

- ◆ Police performance is an essential input to the Local Strategic Partnership (LSP)
- ◆ Growing importance of LSP LAA NI targets e.g:
 - ◆ NI17 – perceptions of ASB
 - ◆ NI21 – agreement that police and local councils are dealing with ASB and crime that matter in their area
- ◆ Assessments of Policing and Community Safety Framework (APACs)
- ◆ Services (including local authorities) will be audited against KPIs which will include significant public perception indicators
- ◆ Measurement, Evaluation, Learning

Feeling the Difference: Key purpose

- ◆ Measure and track performance – key indicators and targets
- ◆ Investigate and explain reasons behind public perception to guide police intervention and communications to improve public confidence

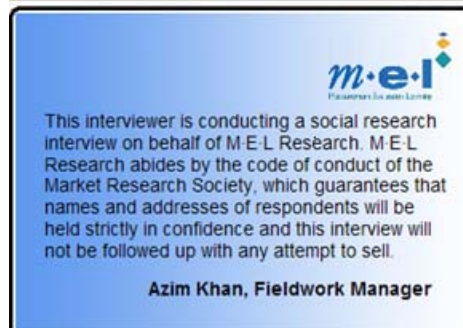
Feeling the Difference research

- ◆ Began April 2004
- ◆ One of a range of WMP consultations
- ◆ Large scale public perception survey
- ◆ 1,000 interviews in each OCU each year, 21,000 total
- ◆ Conducted over four waves
- ◆ Face-to-face interviews, 15 mins to complete
- ◆ Supplemented by 1,000 on street interviews with non-residents in Birmingham City Centre
- ◆ 400 interviews with Birmingham City Centre businesses

Selected methodology: design and fieldwork

- ◆ Measures 5 KPIs plus wealth of other QoL and fear of crime variables
- ◆ Design for a purpose – what will the questions tell you – the ‘so what’ question
- ◆ Challenge: unpick technical jargon e.g. policing priorities
- ◆ Sampling strategy – getting representative respondents
- ◆ Sample selected by demographics and geography (COA) – 25 sampling points per OCU, 10 interviews in each. Different points per Wave (see map)
- ◆ Forthcoming transition to CACI Insights ACORN data – mid year estimates
- ◆ Diverse field team, community languages, rapport and maximise participation

Methodology: Security issues



- ◆ All interviewers are Police CRB checked
- ◆ WMP authorisation letter and ID badges – moving to electronic scan, WMP-branded photo ID badges. Copies sent to WMP
- ◆ Hi-visibility jackets to be WMP-branded but remain independent
- ◆ Protocols – questionnaire distribution and retrieval
- ◆ Pre-notification to no cold-calling zones

Methodology: data quality

- ◆ Interpreting data – reliable statistics, ‘gold plated’
- ◆ Callbacks to 10% of respondents – quality issues fed directly back to interviewers
- ◆ Quality assurance measures in data processing reported to client, including KSE and DDE checks
- ◆ Interviewer reliability analysis to minimise bias and further standardise interviewer interpretation of responses
- ◆ Postcode verification and OCU allocation to minimise errors – drill-down analysis to local level by WMP

Methodology: Analysis and reporting

- ◆ Baseline OCU results accurate to +/- 7%
- ◆ Baseline Force wide results accurate to +/- 3%
- ◆ Four quarterly surveys = 12 month MA / 1,000 interviews per OCU accurate to +/-3%
- ◆ MA: smooth out anomalies or data spikes and detect long term shifts in perceptions
- ◆ Quarterly written reports disseminated to OCUs by WMP and provision of anonymised dataset for ongoing WMP analysis
- ◆ Resource pool of residents: Consent for further involvement in consultation

WMP Performance Management

Vision : Reduce crime and disorder and make people feel safer

- ◆ Performance Indicators (5 from FTD)
- ◆ Balanced Score Card
- ◆ Performance Management Board
- ◆ Performance Cluster Meetings
- ◆ Performance Management Training
- ◆ ASAP

Performance Indicators

Customer Satisfaction

- ◆ % Satisfied with the actions taken by the police in response to their call for service
- ◆ % Satisfied with how well they were kept informed
- ◆ % Satisfied with the service overall (Whole population)
- ◆ % Satisfied with the service overall (BME interviewees)

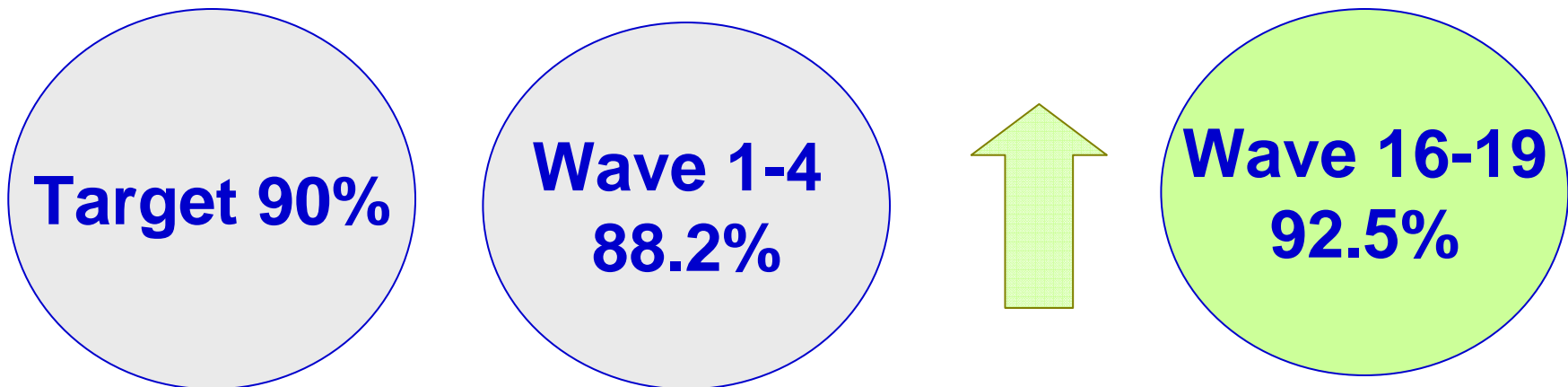
Performance Indicators

Feeling the Difference

- ◆ % who feel safe in their neighbourhood during the day
- ◆ % who say their neighbourhood is one where people can live together harmoniously
- ◆ % who are say their local police do a good job (Whole Population)
- ◆ % who are say their local police do a good job (BME interviewee)
- ◆ % agree police and council deal with crime and ASB that matter

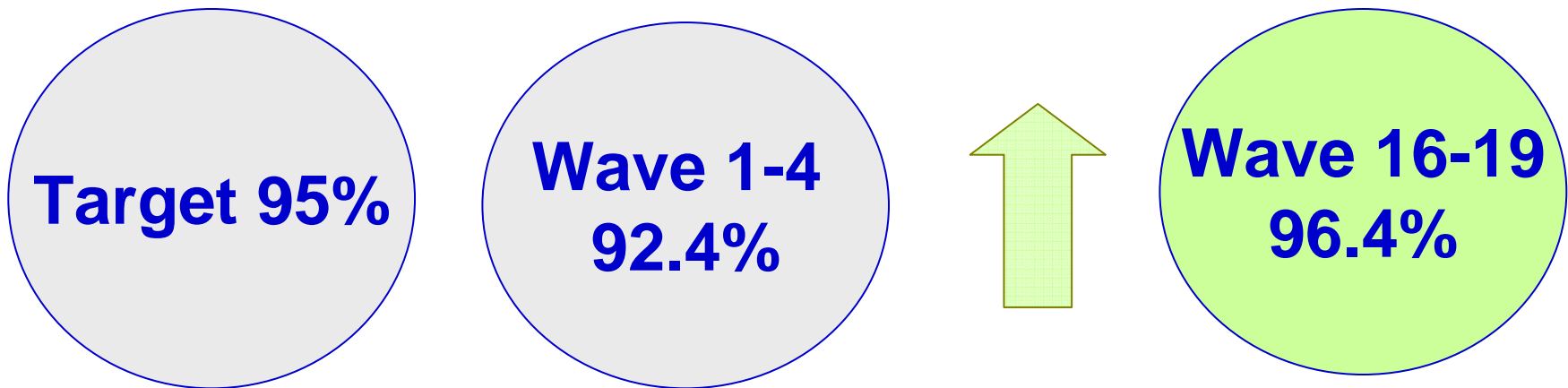
Performance Indicators

- ◆ % who agree their neighbourhood is one where people from different backgrounds can live together harmoniously



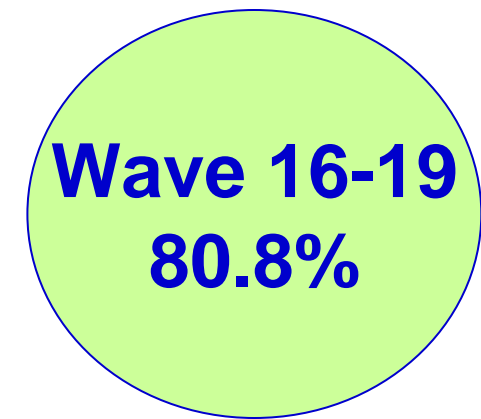
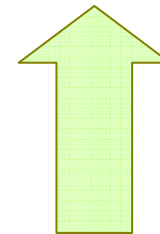
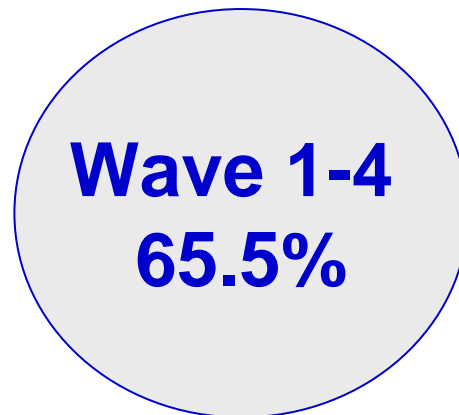
Performance Indicators

- ◆ % who feel safe during the day outside in the area where they live



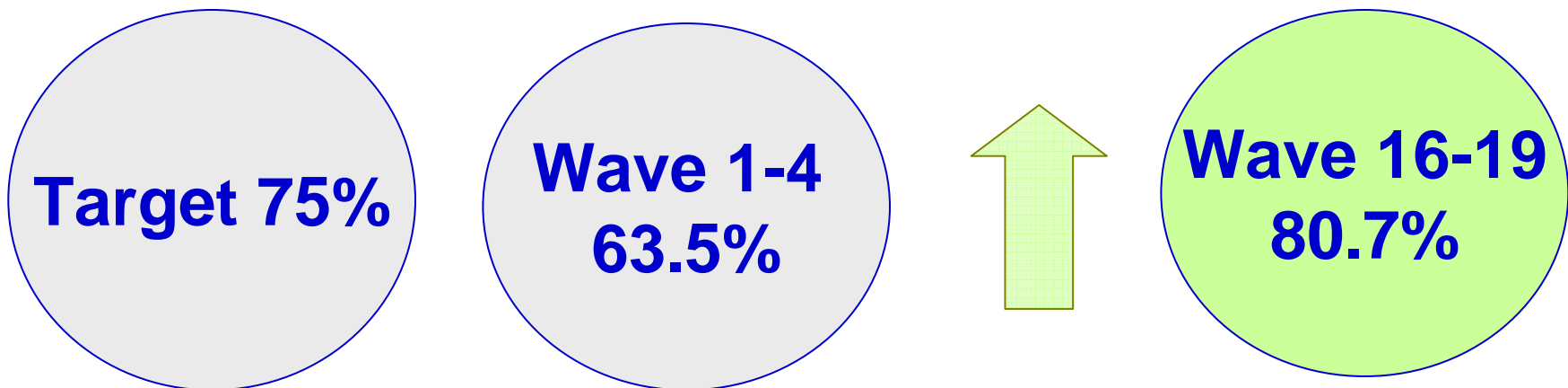
Performance Indicators

- ◆ % who are confident that the police in their neighbourhood do a good job (Whole Population)



Performance Indicators

- ◆ % who are confident that the police in their neighbourhood do a good job (BME)



Performance Indicators

- ◆ % who agree the police and council deal with Crime and ASB that matter

Benchmark

**Wave 17, 18 & 19
76.5%**

N1 21: Deal with crime and ASB

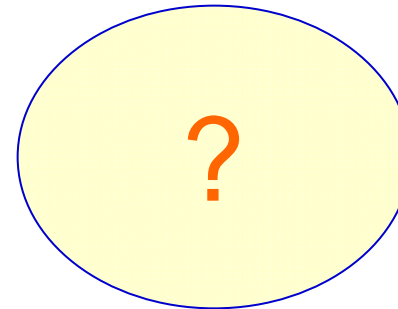
- ◆ Feeling the Difference Versus
 - ◆ British Crime Survey
 - ◆ Place Survey

Methodology will have a sizeable impact on the results

Improving Performance

“What happens when people can’t meet the target?”

- ◆ Dispute the figure
- ◆ Cheat !

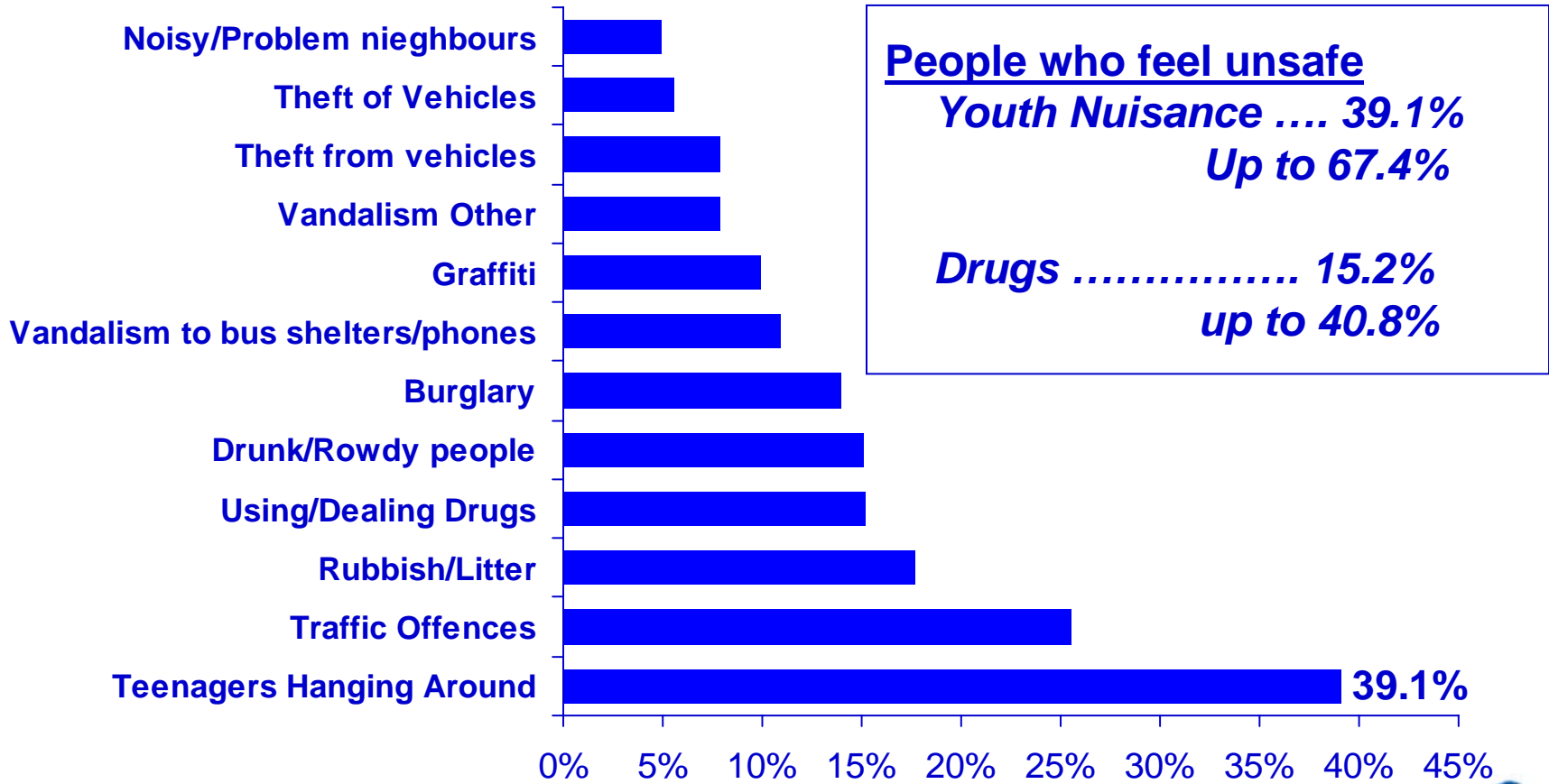


- ◆ Improve the service
 - ◆ *FTD identifies levers for improvement*

‘Make people feel safer’

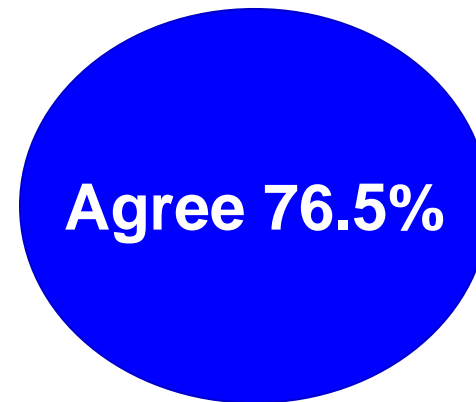
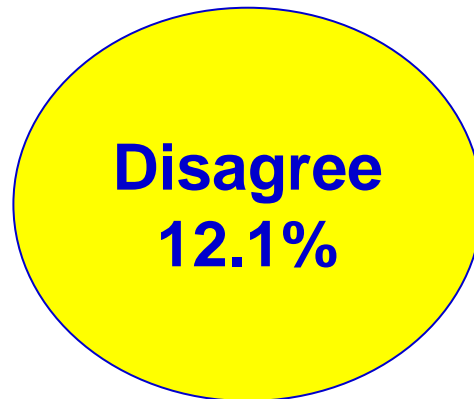
- ◆ People don't feel safe if they ...
 - ◆ Believe Crime/ASB is increasing
 - ◆ Have been a victim of crime
 - ◆ Are worried about being a victim of crime
 - ◆ Don't have confidence in policing
 - ◆ Disagree the police can be relied on to deal with minor crime
 - ◆ Perceive a high level of youth nuisance or drugs issues in their neighbourhood

Problem Crime and ASB

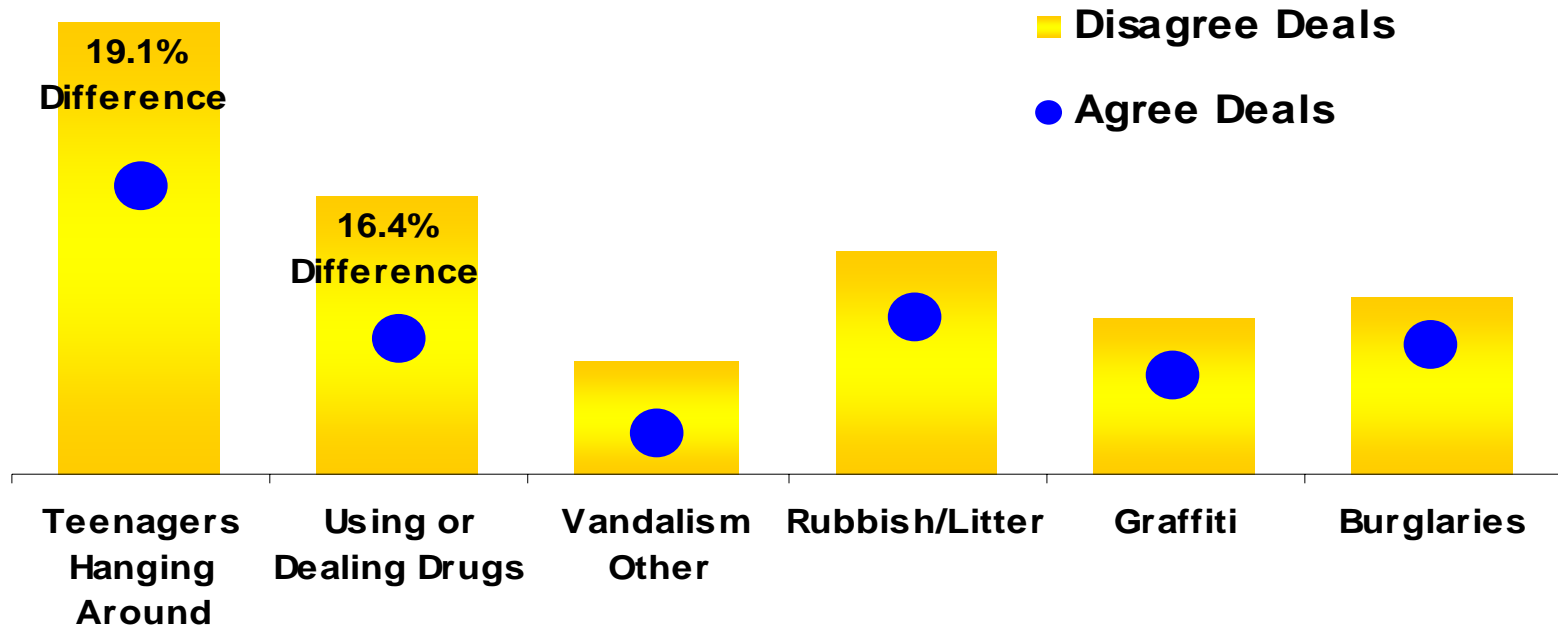


NI 21 – What types of Crime and ASB matter?

Using this question we create two populations



These are ranked below by the size of the ‘difference’.
 The greatest difference is for youth nuisance followed
 by drugs issues



Service Improvement

- ◆ Refreshed our Customer Service Policy (Contact Counts) to include ASB
- ◆ Introduced Customer Satisfaction monitoring for ASB
- ◆ Notable practice site
- ◆ Identified barriers to service delivery – (including staff consultation)

Specifics.....

Service improvement: Joining the Dots

- ◆ Improve service delivery for ASB incidents
 - ◆ IT improvements to allow 'Logs' efficiently managed
 - ◆ Customer call back if incident is not resourced
 - ◆ ASB incidents referred to the NHP team (Joined up policing)
 - ◆ NVQ in customer service for Call Centre staff
 - ◆ Pro-active supervision – monitoring quality
 - ◆ Customer Satisfaction policy (Contact Counts) Objectives in call centre staff appraisals
 - ◆ Deployment of 'ASB Responder' Car in ASB Hot Spots
 - ◆ Call Centre passing on local details of NHP – Citizens informed and empowered – '*Big Win*'

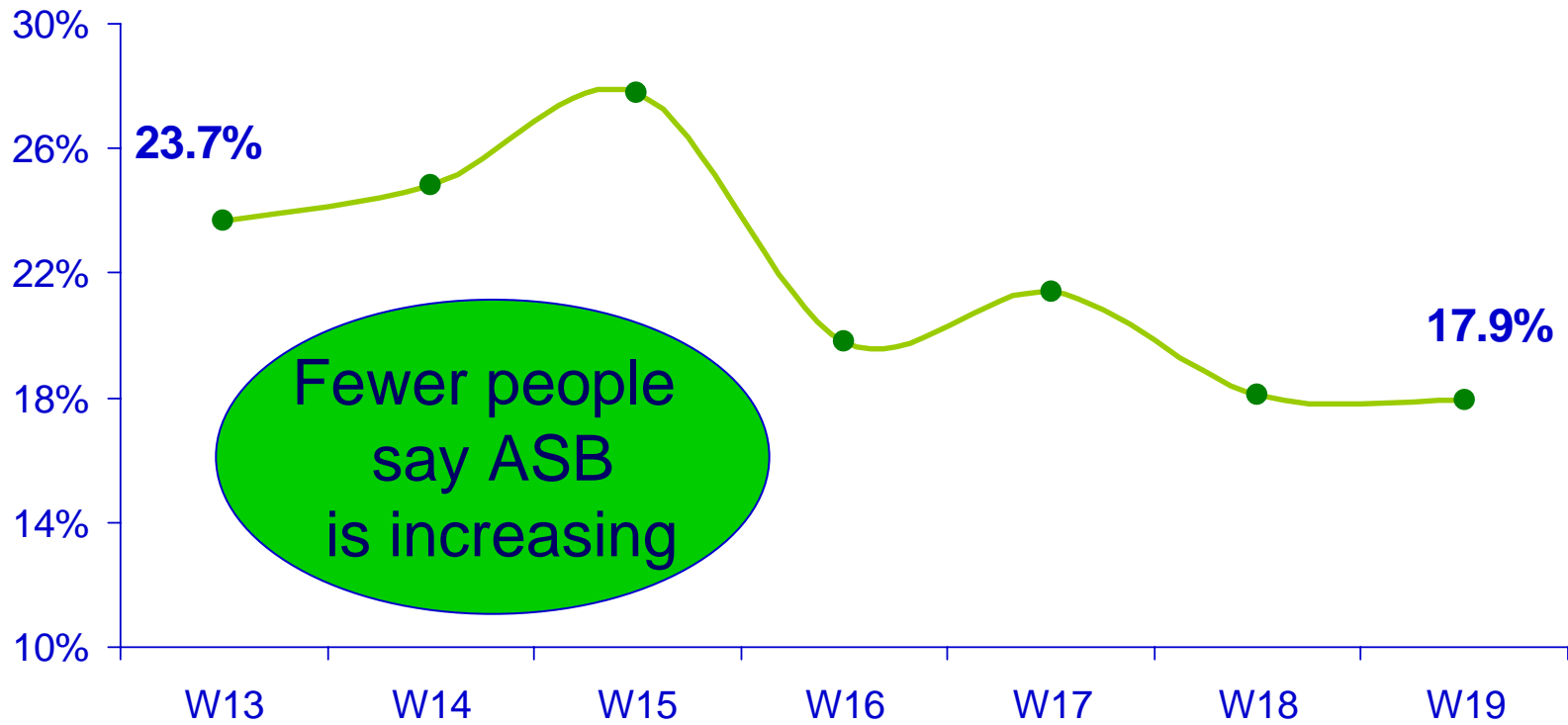
Reduce crime and disorder and make people feel safer



Fear of Crime: Is crime increasing?



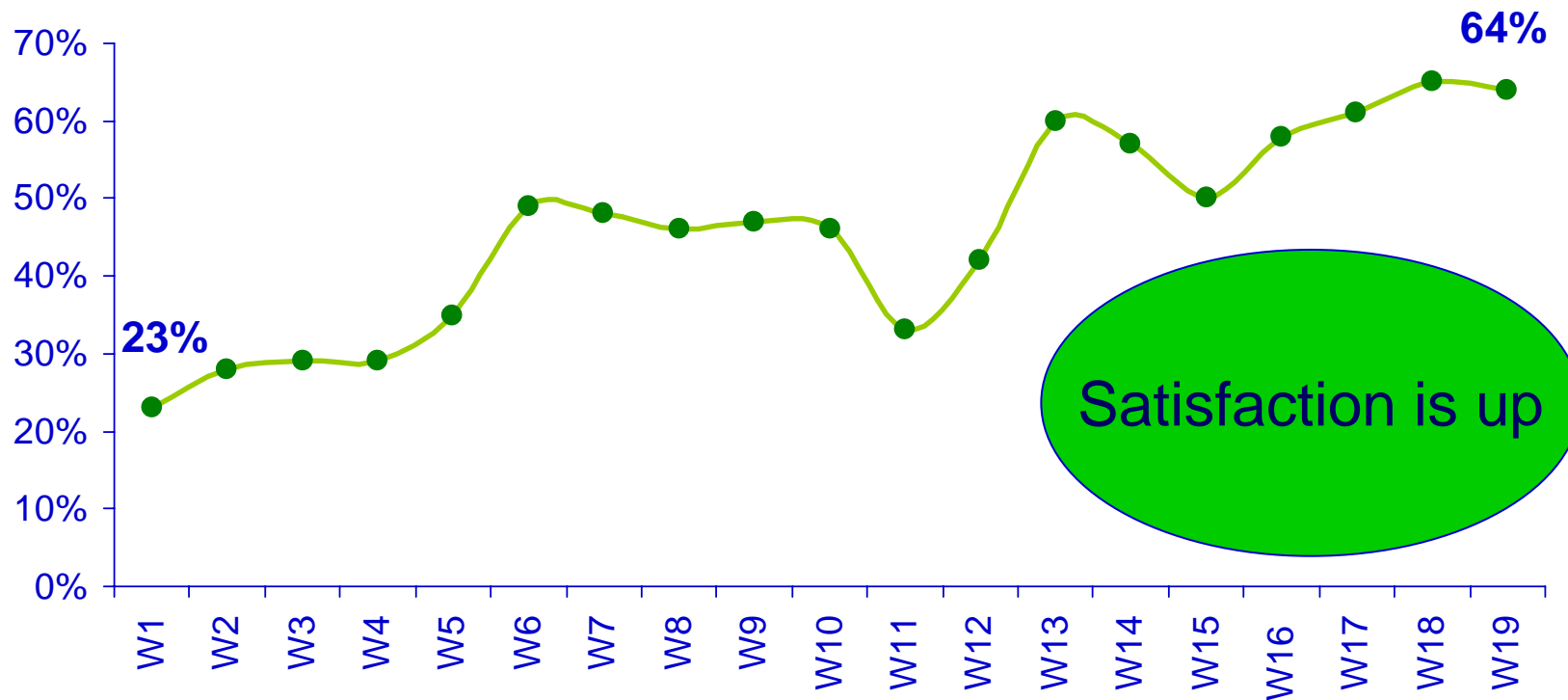
Fear of Crime: Is ASB increasing?



Fear of Crime: Worry about victimisation

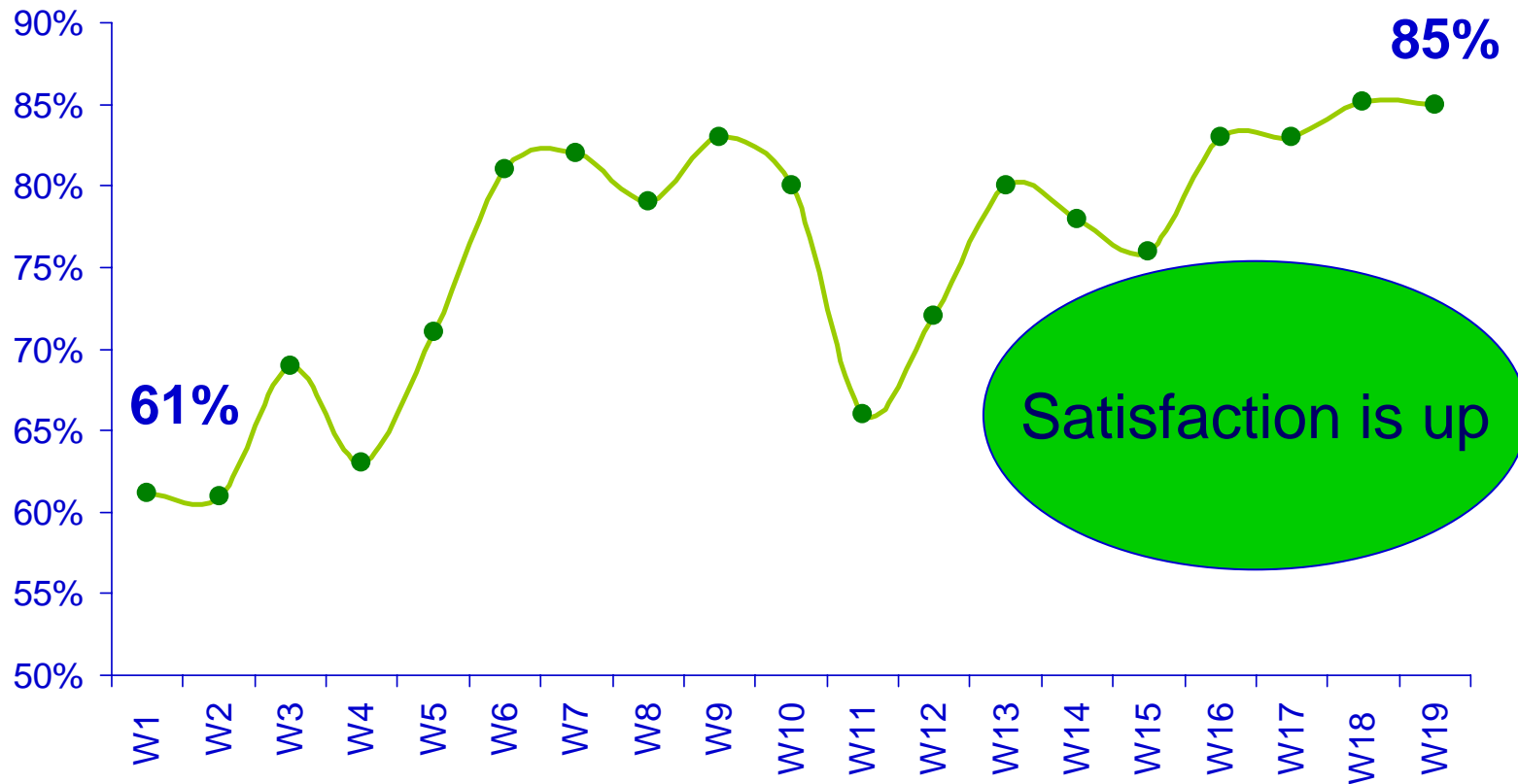


Satisfaction with Foot Patrol

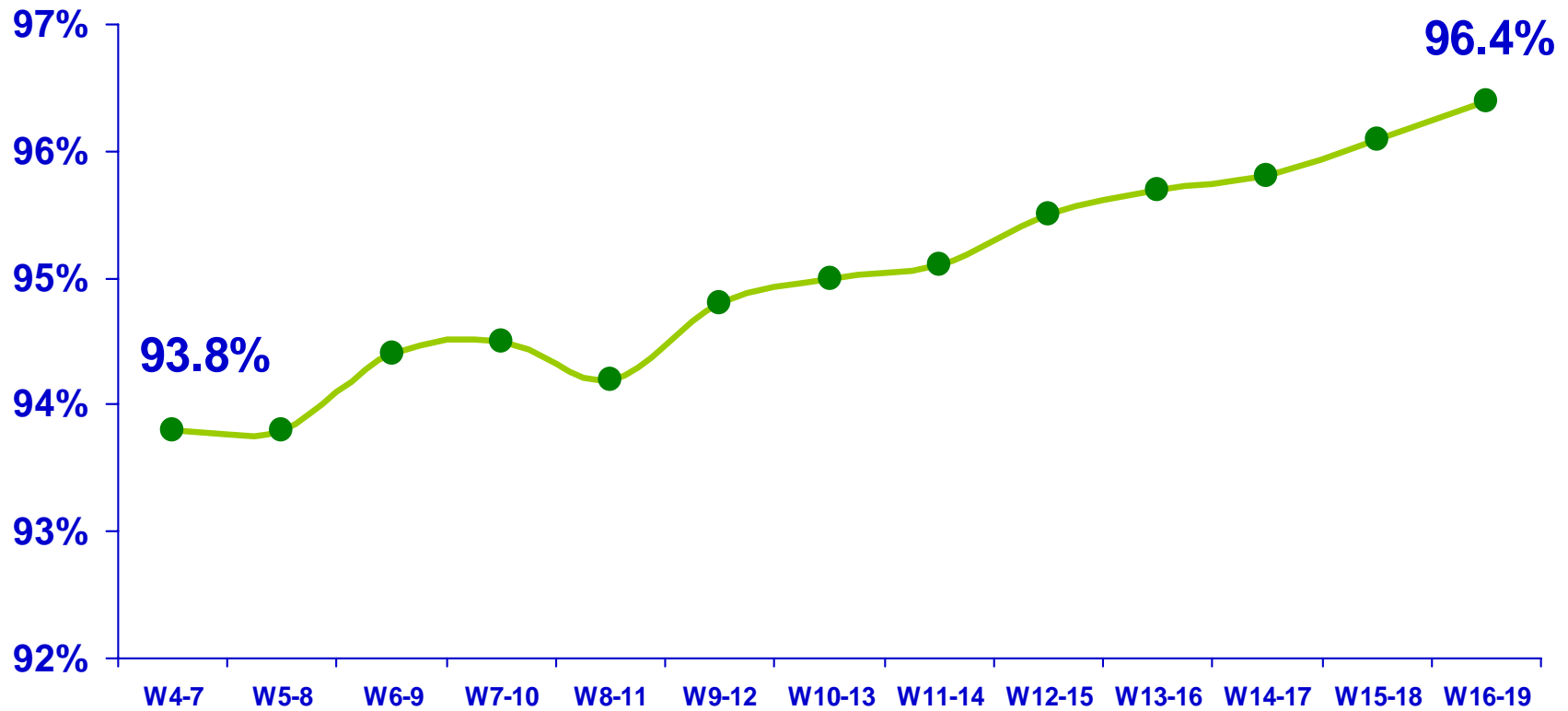


Satisfaction is up

Overall Satisfaction with Policing



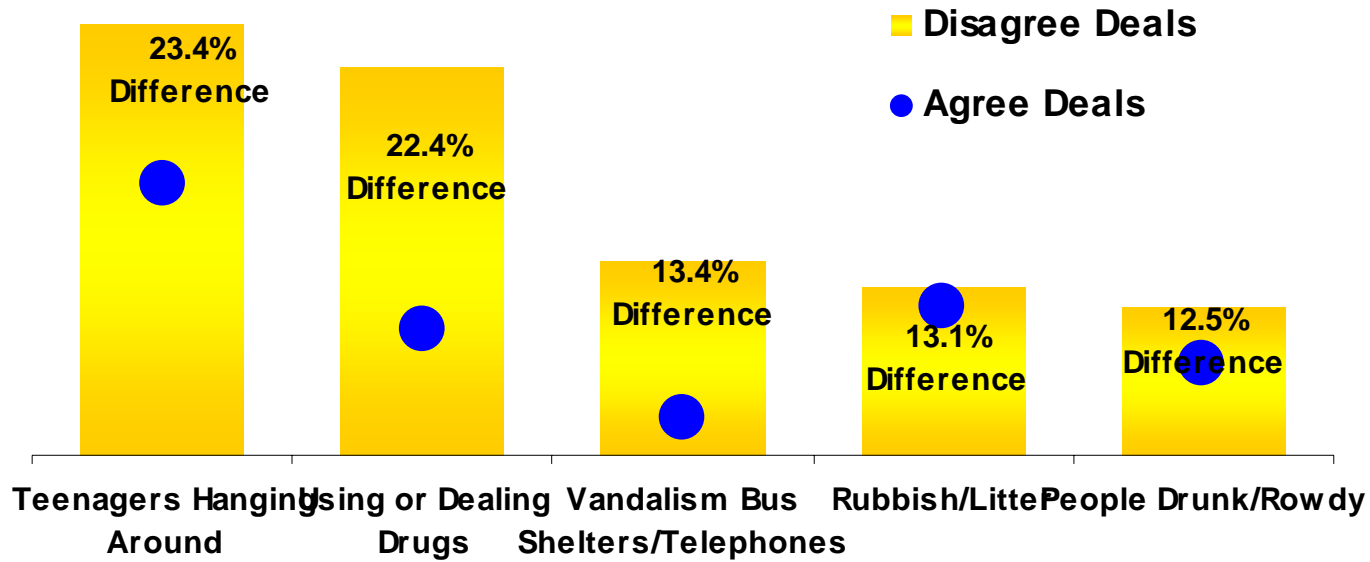
Are People Feeling Safer?



Harmonious neighbourhoods (Waves 17-19)

- ◆ 38% of those who think their neighbourhood is harmonious think teenagers hanging around is a problem in their neighbourhood
- ◆ Increases to 61% amongst those who don't think their neighbourhood is harmonious
- ◆ Significantly different results
- ◆ Biggest difference evident for: teenagers hanging around/dealing or using drugs/certain types of vandalism/rubbish or litter/drunk and rowdy behaviour

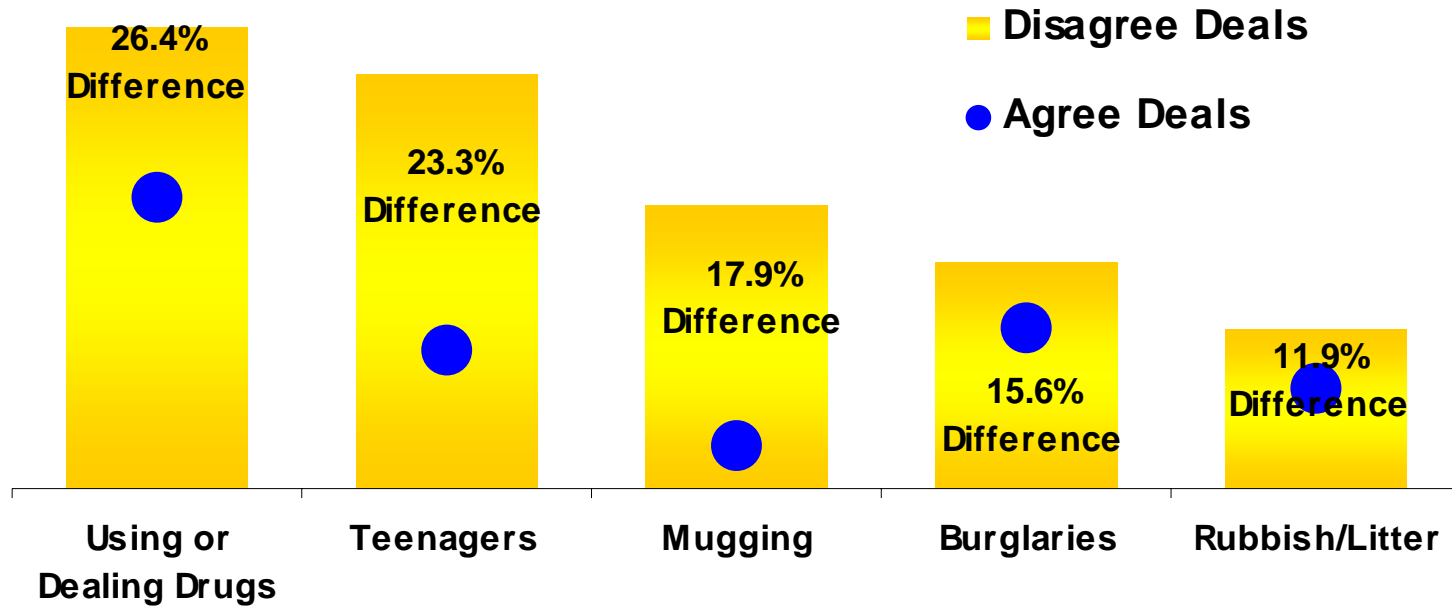
Harmonious neighbourhoods (Waves 17-19)



Feeling safe during the day (Waves 17-19)

- ◆ 15% of those who feel safe in their neighbourhood during the day think using/dealing drugs to be an issue in their neighbourhood
- ◆ Increases to 41% of those who don't feel safe
- ◆ Significantly different results
- ◆ Biggest difference: using or dealing drugs/teenagers hanging around/mugging/burglaries/rubbish or litter

Feeling safe during the day (Waves 17-19)



Police doing a good job (Waves 17-19)

- ◆ 35% of those who think the police do a good job in their neighbourhood rate teenagers hanging around as a problem in their neighbourhood
- ◆ Increases to 63% amongst those thinking the police do a poor job
- ◆ Significantly different results
- ◆ Biggest difference: teenagers hanging around/using or dealing drugs/drunk or rowdy behaviour/burglaries/rubbish or litter

Police doing a good job (Waves 17-19)

