



**HERTFORDSHIRE
POLICE AUTHORITY**

Agenda
item:

6c

Meeting	Community Engagement Committee
Date	23 July 2010
Title	Community Engagement
Submitted By	Chief Executive, Hertfordshire Police Authority
Purpose	To provide an update for members on the implementation of the Engagement and Communications Strategy.

1.0 BACKGROUND

- 1.1 At its meeting of 23 April 2010, the Community Engagement Committee agreed the Joint Engagement and Communications Strategy and Action Plan.
- 1.2 This report provides an update on the implementation of the Strategy and delivery of the Action Plan.

2.0 UPDATE

- 2.1 The Authority continues to place high importance on its internal communications with officers and staff. It meets regularly with staff associations and representative groups, such as Engage and Herts BAPA, and uses the in-house magazine, Herts Beat, and all-force emails to provide information about key decisions and debates.
- 2.2 The Authority also attends and presents at the Constabulary's Leadership seminars, graduation and awards ceremonies.
- 2.3 The Authority also undertakes a wide range of public and stakeholder engagement and consultation across the county, much of it in partnership with the Constabulary and/or other agencies.
- 2.4 Below is a summary of the key engagement and communication activities this year.

3.0 Budget and Policing Priorities Consultation

The Authority consulted the public by means of an on-line survey, launched in December 2009 and publicised through the media, emails and stakeholders. It received 1,781 completed responses and these were analysed and reported to the Policy and Planning and Resources Committee for consideration in the preparation of the 2010/11 budget and the 2010/13 Policing Plan.

- 3.1 In addition, separate consultation was carried out with stakeholders via email and on-line, and PALs presented to Responsible Authorities Group (RAG) and Community Safety Partnership (CSP) meetings to gain face-to-face feedback. The results were reported together with the public survey.
- 3.2 These consultations formed part of the overall considerations made by the Police Authority when setting its Policing Plan. Other consultations, including workshops with the Authority's Diversity Engagement Forum, the results of the Safer and Stronger and Place Surveys, and an analysis of the Constabulary calls, were also used.
- 3.3 Staff were kept informed of the survey, its responses and the Police Authority's decision via all-force emails.
- 3.4 To feed back to the public and our stakeholders the Authority held a countywide launch, with almost 200 stakeholders present at the end of March, and a series of local launches. In addition, it issued media releases and placed news stories on its website.

4.0 Local Policing Plan launches

The following local launches have taken place and were arranged in consultation with the local Police Authority Lead member. The local launch in Watford is still outstanding.

Date	Area	Event
April 26	Hertsmere	Presentation to CDRP meeting - approx 90 people present
May 12	St Albans	Stall with Community Safety Partnership in St Albans city centre market
May 15	North Herts	Stall & police mobile at Baldock Fair – video produced and displayed
May 20	Welwyn Hatfield	Standalone event organised with CSP – approx 35 people present
27 May	Broxbourne	Presentation to Community Safety Consultation Forum – approx 40 people present

4.1
cont.

Date	Area	Event
June 3	Dacorum	Standalone event with invitees from Neighbourhood Action Groups and general public – approx 20 people present
June 10	Three Rivers	Standalone presentation timed between Community Safety Board and Neighbourhood Watch Meeting – approx 35 people present
June 10	East Herts – Hertford and Ware	Presentation at Community Voice meeting
June 13	Stevenage	Stall with partners at Stevenage Day
June 14	East Herts – Buntingford	Presentation at Community Voice meeting
June 24	East Herts – Sawbridgeworth & Bishop's Stortford	Presentation at Community Voice meeting

4.2 All events were held in conjunction with the local CSP Chief Inspector and with the support of the local Community Safety Partnership. The Fire and Rescue Service were also invited to participate and gave presentations at four of the more formal events.

5.0 ***Public Engagement Partnership (PEP)***

The key piece of work organised through the PEP in the last few months has been an on-line survey of Hertfordshire's Lesbian, Gay, Bi-sexual and Transgender communities. This enabled the Authority and others to benefit from the specialist skills that exist in PEP and, for minimal costs, obtain the views of 239 LGBT people.

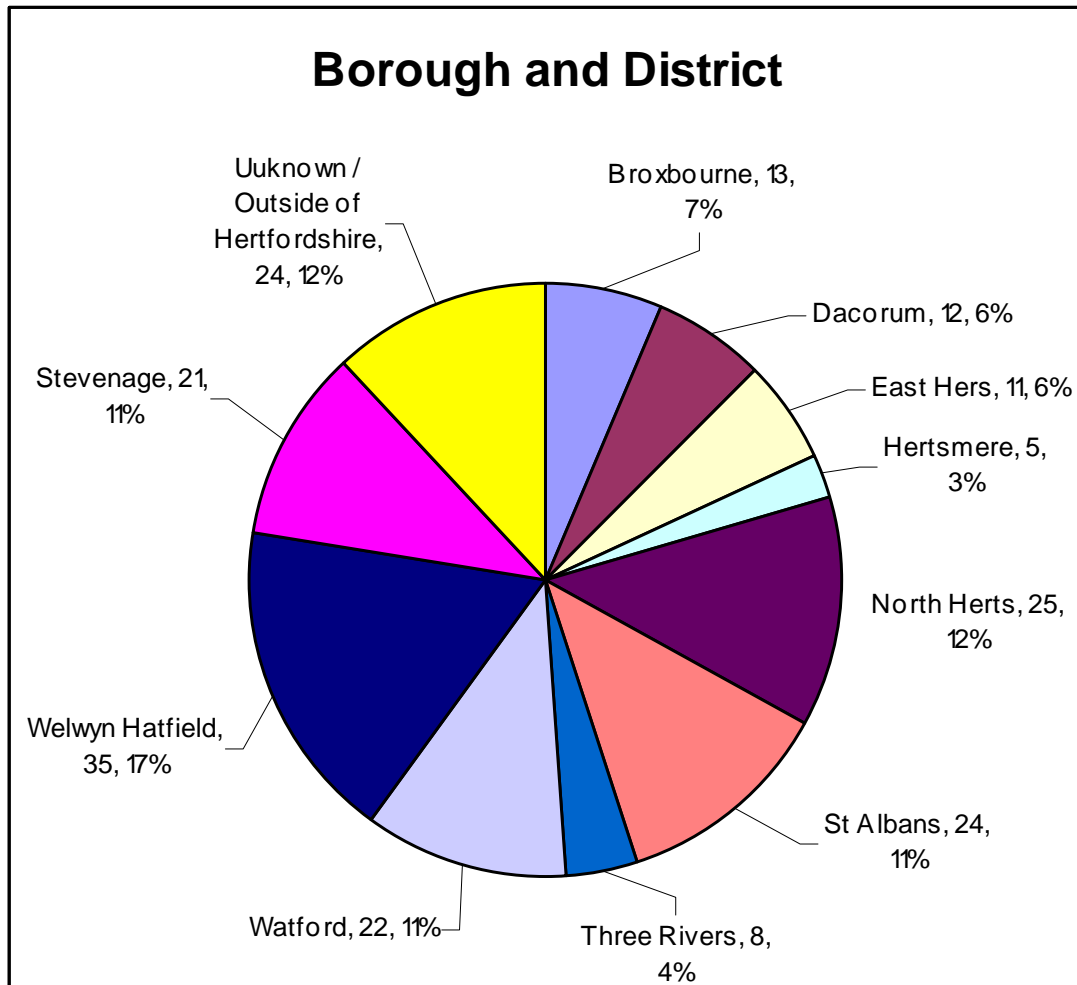
5.1 The 54 question survey ran between 25 January and 22 March and was publicised widely in a range of locations including health clinics, dentist and doctor surgeries, community centres, pubs and clubs. It was also advertised on Channel Mogo and at LGBT History Month events.

5.2 The breakdown of those who responded was:

- Lesbian / Gay Women 33%
- Gay Men 42%
- Bisexual people 15%
- People who had had same sex experiences 14%
- Transgender people 4%

5.3 Ages of respondents ranged from under 15 to over 75 but the highest category (29%) were between 35 and 44. The ethnicity breakdown was 80% White British and 20% Black and Asian Minority Ethnic groups. 14% also reported have a disability or long-term illness.

5.4 The geographical breakdown of respondents was:



5.5 The survey included questions relating to a wide range of partner questions, many of which are still be analysed, and recommendations developed. However, 78% said they had been treated with respect and consideration by local public services all or most of the time. Respondents were most dissatisfied with support regarding anti-social behaviour (46%)

- 5.6 Other findings show:
- 41% had experienced an LGBT related Hate Incident or Hate Crime.
 - 54% would definitely tell someone, and 39% would possibly tell someone if they experienced Hate crime in the future
 - 23% said a concern for their personal safety, or property, affects their quality of life
 - 89% feel very or fairly safe in their local area during the day and 61% feel very or fairly safe in their local area after dark
- 5.7 PEP has also developed a specification for tender for the partnership to purchase consultation finder software. The aim is to procure a single, cost effective system that will collect, manage and present opportunities for residents and stakeholders to be more involved in consultations, surveys, focus groups and other interactions within the public sector. Three bids have been received and are currently being assessed.

5.8 Future developments in PEP are covered in paragraph 11.0.

6.0 Authority Engagement

The Authority undertakes regular and wide ranging support through its Police Authority Lead (PAL) and other members. These are over and above the local Policing Plan launches detailed in paragraph 4.0, and the regular Community Safety Partnership and Local Strategic Partnership meetings attended by all PALs.

- 6.1 The Authority has limited resources and undertakes much of its engagement by taking advantage of existing forums, groups and events. It has an open offer for the Chair or local PAL to present to any local group or organisation and this has been taken up by a range of groups including the Letchworth Howard Rotary Club, University of the Third Age and the Potters Bar Derby and Joan Club.
- 6.2 In addition, the Joint Strategy identifies a number of specific minority communities. These include young people, people with disabilities, recognised and emerging minority communities and businesses.
- 6.3 Other engagement in the past six months has included the following:

- 6.4 • **Local Neighbourhood Meetings** – East Herts, Broxbourne, Dacorum, Hertsmere, Three Rivers all have local forum/CSP meetings organised by the district/borough council, where policing is a regular agenda item. Meetings are also organised by some Parish and Town Councils, such as Welwyn’s Community Café meetings.
- 6.5 • **Beat Meetings and Surgeries** – PALs have been encouraged to pay unannounced visits to these as part of the monitoring of the delivery of the Policing Pledge.
- 6.6 • **Community Events** – These include Stevenage Day, Broxbourne Community Open Day, Constabulary vs Community Cricket Day, Rickmansworth Canal Festival, Borehamwood Police Station Open Day and the Sele Road Show.
- 6.7 • **Events and Meetings focused on Target Communities** – These include Kaleidoscope Festival, which attracts about 10,000 people from all ethnic, faith and religious groups, Watford Mosque, Forum of Faiths meetings, Hindu Temple and Festival, Broxbourne Ethnic Minority Forum, Farm Watch and Eastern European CAB and CVS representatives. The Diversity Engagement Forum and youth engagement are shown elsewhere in this report.
- 6.8 Face-to-face surveys were carried out at the Stevenage Day and Broxbourne Community Day. Results showed that anti-social behaviour is still the most common concern (28% of respondents in Stevenage and 22% of respondents in Broxbourne).
- 6.9 In Broxbourne 86 questionnaires were completed. Key concerns of those responding were anti-social behaviour (43%), burglary (29%) and the levels of visible policing (28%).
- 6.10 Only 29 questionnaires were completed in Stevenage but these show anti-social behaviour as the biggest local concern (53%), followed by Alcohol-related crime and disorder (31%) and then criminal damage and levels of visible policing (both 28%).
- 6.11 Given the low numbers, these results should be used with caution. Questionnaires will also be used at Kaleidoscope on 17 July.

- 6.12 Members provide information and feedback about all engagement events they attend. These are analysed quarterly and reported to CEC (Agenda item 8). Information and actions are logged by the office and disseminated/followed up as required.

7.0 *Diversity Engagement Forum*

The Diversity Engagement Forum (DEF) was set up in early 2008 and now includes representatives from a wide range of communities* and plays an important part in the Authority's on-going engagement programme. (*Includes representatives from the Pakistan, Indian, Caribbean, African, Moroccan, Polish and Italian communities and Christian, Islamic, Sikh, Catholic and faiths, together with people with disabilities and from the LGBT community and University of Hertfordshire Student Union.)

- 7.1 The DEF meets three times a year and its membership is constantly evolving to keep pace with the changing make-up of the county.
- 7.2 The Chair and Vice-Chair of DEF are appointed from within the membership and work with the Authority to shape and deliver the agenda.
- 7.3 The most recent meeting identified concerns about the Constabulary's use of Gateway Organisations by its Professional Standards Department. The Authority has arranged a meeting with the DEF Chair and PSD to explore the issues further and identify any improvements needed. The outcome will be reported back to DEF when it next meets, in October.
- 7.4 Following a presentation on Neighbourhood Watch and, in particular, the On-line Watch Link (OWL), DEF members have been established as a Community Watch Scheme in their own right and the system will be trialled over the next six months.

8.0 *Youth Engagement*

Efforts have been made to increase the Authority's engagement with young people. It took part with the Constabulary and Health Authority in an independently facilitated workshop with approx 30 students of Oaklands College in February. The outcomes of this event were reported to the Committee in April.

- 8.1 The Authority has undertaken two on-line youth surveys in the past six months.

- 8.2 The first was run in January and publicised through the media and key stakeholders, including Children, Schools and Families. We received 352 responses, of which 25% (89) were under 15, 43% (150) aged 16-17 yrs, 24% (85) aged 18-21 yrs and 6% (18) aged 22-25 yrs (2% unknown).
- 8.3 The majority (70%) said they felt safer if they saw a police officer when they were out and about but that percentage dropped to 38% when the same question was asked about Police Community Support Officers (PCSOs).
- 8.4 The same division was apparent when respondents were asked about their contact with police. Of those who had contact with police officers 49% (160) said they had a good or fairly good experience; 40% said the same about PCSOs. However, the reverse was true in the numbers saying their contact was a fairly or very bad experience – 14% (46) for police officers and 11% (26) for PCSOs.
- 8.5 Over half those surveyed (68%) said they think police officers do a very or fairly good job. This reduced when asked the same question about PCSOs although 49% still said they think they did a good job.
- 8.6 There was 103 (29%) who said they had been a victim of crime in the last two years, with almost half (48%) saying it had been an assault and 25% (26) identifying bullying or verbal abuse. 16% said they had been a victim of mugging and 15% a victim of burglary.
- 8.7 Of those that had been a victim (103), 74% (76) has reported it to the police and 47% of those (36) felt the police had dealt with it very or fairly well.
- 8.8 The main reasons given for not reporting the crime was a lack of confidence in the courts to punish the criminals properly (74%), feeling that the police would not treat it seriously (67%) and the unlikelihood of the criminals being caught (59%)
- 8.9 The second on-line survey is currently being run in conjunction with Channel Mogo. This follows a meeting between the Authority Chair and members of Hertfordshire's Youth Parliament. It is being promoted by the Youth and Schools PCSOs and to date we have received 98 responses.

9.0 Business Engagement

9.1 As part of a national NPIA/APA/Ipsos MORI research programme, the Authority commissioned a focus group with representatives from small businesses in the county. The report is being finalised and results will be provided to members in the near future, together with the findings from the wide range of research undertaken nationally as part of this project.

9.2 The national research was part funded by the NPIA and involved research through six police authorities with the following communities:

- People with learning disabilities
- People with physical disabilities
- People with mental health conditions
- Young black men
- Sex workers
- Gypsies and travellers
- Brazilian/ Portuguese people
- Polish people
- Owners of small businesses

10.0 COMMUNICATIONS

The Authority continues to work with the Constabulary and other partners to promote and raise awareness of the Authority and its work. Communications also plays a major role in the Authority's engagement activities. Below are examples of some of the initiatives and publications undertaken in the past six months.

- 10.2 • **Council Tax Leaflet** – although the Authority has a statutory requirement to publish its annual budget to Council Tax payers, it has developed a format that provides more local information and fulfils some of its obligations to provide Local Policing Summaries. There are 10 versions produced, providing Policing Plan highlights, local performance information and contacts, in addition to the budget and value for money information.
- 10.3 • **Horizons Magazine** – for the past two years the Authority has taken a full back page advertisement in the County Council's quarterly magazine, Horizon. This was used in July to provide our local policing summary and enabled the Authority to fulfil its legal obligations despite its decision to scrap Herts Beat community newspaper.

- 10.4 • **Local Newsletters** – final decisions have yet to be made about local neighbourhood newsletters while recent developments, such as the scrapping of the Policing Plan, and proposals to change the number of neighbourhoods, are considered. However, the Authority and Constabulary will be conducting a pilot in 27 neighbourhoods in the near future.
- 10.5 • **The Migrant** – The Authority and Constabulary published a full page article in this new magazine, which is published in paper and on-line formats in English, Polish and Russian. The Authority has now taken a full-page advertisement in the next edition and will be using it to raise the profile of its Independent Custody Visiting and Animal Welfare schemes.
- 10.6 • **Media releases** – Good coverage is generally given to the Authority’s media releases and the Chair is regularly interviewed by local radio. To date this year, 31 media releases have been issued by the Authority, in addition to a range of releases issued jointly with the Constabulary, and numerous press statements. Quotes from the Authority are also frequently included in Constabulary media releases. The Authority has twice yearly meetings with editors.
- 10.7 • **District, Borough, Parish and other magazines** – The Authority has good relationships with partners and is frequently able to use their publications to provide feedback to the public. PALs play a key role in developing these opportunities.
- 10.8 • **Advertisements** – The Authority makes limited use of paid for advertisements but these can provide opportunities to reach communities that would otherwise not have access to information, such as The Migrant (para 10.5). The Authority currently has advertisements and leaflets in out patient areas of Lister Hospital, which have an average monthly footfall of 40,000 plus staff.
- 10.9 • **Safer Neighbourhood Awards** – These are run annually and provide the Authority with an opportunity to raise its profile with officers, staff, partners and local communities at the same time as giving public recognition for work undertaken in the county.
- 10.10 • **Website** – The Authority’s website is updated weekly with new front page stories and enables its committee agendas and reports to be made readily and speedily available.

- 10.11 • **Emails and OWL** – The Authority has an extensive data base of email addresses which it uses to keep stakeholders informed of developments and key decisions. It also has access to OWL, which currently has about 40,000 Watch Co-ordinators registered.

11.0 RECENT DEVELOPMENTS

The national reliance on surveys to provide performance information for public services and, in particular, the police has changed dramatically since the Coalition Government took over in May. The following provides an outline of the key changes that may impact on the Authority's engagement and communications.

11.1 *NI 21- Police National Confidence Measure*

The mandatory requirement for police forces to undertake a local confidence survey was removed at the end of June when the Home Secretary announced the scrapping of the NI 21 confidence measure. There is no requirement to publish the rolling 12 month results to the end of June 2010, although Hertfordshire, in line with most other forces, have already completed the field work.

- 11.2 There are cost implications – most forces have entered into an annual contract to provide the telephone surveys and Hertfordshire is no exception. Cancellation will incur charges.

- 11.3 There is also uncertainty about any Home Office grant monies still being held by police authorities. Hertfordshire had agreement to carry over approx £30,000 of the original grant to pay for surveys this year. The original agreement states that any unspent monies must be returned but Hertfordshire has already incurred approx £19,000 costs in the first quarter survey for 2010. Clarification is being sought urgently.

- 11.4 Despite it being scrapped as a national target, NI 21 remains part of the Analysis of Policing and Community Safety (APACS) Banding Analysis, which is currently produced by the Police Performance Steering Group for HMIC. This measures and compares police performance and the results of the British Crime Survey, together with the Constabulary's own telephone survey on victim satisfaction, populate the Confidence and Satisfaction domain used in APACS. Results and comparisons are then placed on iQuanta and, at the time of writing, remain online. At present forces are still required to provide this information, although the NPIA and ACPO are developing a new 'core indicator set'.

11.5 **Place Survey**

The national Place survey, scheduled to start in October this year, will not now take place and its future is uncertain. This, together with the scrapping of the TELLUS5 education survey, means many of the of National Indicators (NIs) can no longer be measured.

11.6 A sub-group of the Public Engagement Partnership is exploring the viability of alternative joint surveys across the county and decisions will be made over the summer (next meeting 27 July).

12.0 **HUMAN RIGHTS, EQUALITIES AND DIVERSITY IMPLICATIONS**

The Joint Engagement and Communications Strategy identifies specific communities that it aims to target in relation to increased engagement and communications

12.1 These include:

- Young people
- Elderly and vulnerable people
- People with disabilities, including mental health problems
- Recognised and emerging minority communities
- Businesses

12.2 Members will see from the report that new initiatives aim to improve our communications with these communities. For example, the use of The Migrant to communicate with the growing population of Polish speaking residents, work through DEF to gain greater engagement and provide better access to people with learning disabilities, presentations to groups such as the Derby and Joan Club and University of the Third Age.

12.3 The Authority will continue to offer translations of its publications in languages appropriate to the needs of Hertfordshire's population, in addition to large print and Braille versions.

13.0 **FINANCIAL IMPLICATIONS**

This report contains no unknown financial implications for the Authority. Current activities are contained within existing budgets although the effects of current and future budget cuts will be assessed and reported on to this committee as required.

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