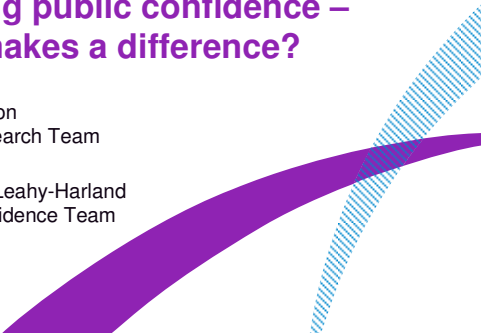
  
Home Office

## Building public confidence – what makes a difference?

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### Structure of today's workshop

Part 1 – background and context

- Why confidence?
- Recap on the single target

Part 2 – The research evidence

- What can research tell us?
- Future research

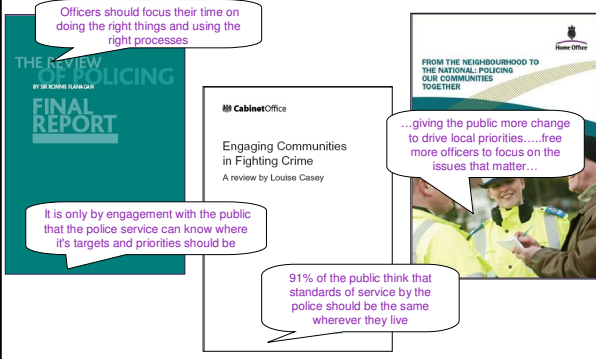
Part 3 – What next?

- A toolkit for delivering improvements in confidence?

### Part 1 – Background

- Why confidence?
- Recap on single target

### Why focus on public confidence



Officers should focus their time on doing the right things and using the right processes

FROM THE NEIGHBOURHOOD TO THE NATIONAL: POLICING OUR COMMUNITIES TOGETHER

...giving the public more change to drive local priorities....free more officers to focus on the issues that matter...

It is only by engagement with the public that the police service can know where it's targets and priorities should be

91% of the public think that standards of service by the police should be the same wherever they live

Engaging Communities in Fighting Crime  
A review by Louise Casey


### The single confidence target

**“Public confidence that the police and local council are dealing with the anti-social behaviour and crime issues that matter in [their local] area”**

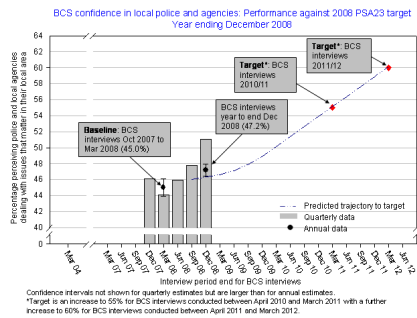
- A hard-edged measure about tackling local priorities
- Partnership working at its heart
- Links to local area agreements (NI21 & 27)
- Strong alignment across PSAs 23, 24 & 25 particularly tackling anti-social behaviour and crime, improving the effectiveness of the CJS and communicating this to the public.

### What is the target?

- Targets are based on the national baseline of 45% established from 6 months BCS data (Oct 07 – Mar 08)
- By 2012, nationally, 60% of the public should think that the police and local council are dealing with the anti-social behaviour and crime issues that matter locally.
- By 2011, nationally, 55% of the public should think that the police and local council are dealing with the anti-social behaviour and crime issues that matter locally.
- Home Secretary will also take into account “police only” performance and the results of HMIC’s “rounded assessment”.



## What will success look like – the national picture?



## Part 2 – The research evidence

- What can research tell us about:
  - What works?
  - What looks promising?
- Future research

## What can the research tell us?

- The interventions presented shortly draw on **published literature** on public confidence in the police and some **local practice schemes**.
- The intention is to help areas when considering **local strategies** on how to improve confidence.
- The interventions are classified into two main categories:
  1. those which have consistently demonstrated improvements in public confidence as measured by an evaluation ("**what works**").
  2. examples where there is some practical basis for considering that they have the potential to bring about improvements in confidence ("**what looks promising**").

## What can the research tell us?

- Not all potential interventions are listed here and it is possible for further future research may change whether an intervention is considered to "work" or "be promising".
- Much of the published literature focuses on police interventions, however many of these are actually generic and could also be used by other local agencies.
- Different interventions may be appropriate in different areas, depending on **specific local characteristics**.
- A **high quality of implementation** will be important for success, and regular **monitoring** will enable lessons to be learned.

## What works? (1)

1. Embedding neighbourhood policing
  - Increased **visible and familiar** policing.
  - Engagement with local residents to identify **community priorities for action**.
  - Co-produced solutions.
2. Efforts to increase not just the quantity, but also the **quality of contact** with the community.
  - Making **face-to-face** contact with residents/businesses.
  - Avoiding abrupt and unannounced introduction of intensive foot and contact patrols.
  - Ensuring engagement is sustained with all community demographics.
  - Responding to public-initiated contact in a **polite and respectful** manner.

## What works? (2)

3. Local-level **communication/newsletters**:
  - Area-specific;
  - Give detail of what is being delivered, including agency responses to problems;
  - Provide information on actions that are planned; and
  - Include contact details of how to access services.
4. **Restorative justice**: following an offence, the victims, offender and sometimes the families involved collectively decide how to deal with the aftermath of the offence and its implications for the future.
  - Face-to-face meetings.
  - Independently mediated.

## What looks promising? (1)

1. **Targeting confidence activity** to where the most improvements could be made give detail of what is being delivered, including agency responses to problems:
  - Identify 'hotspot' areas (**disproportionate fear of crime**).
  - Consult local residents and implement appropriate actions.
  - Ongoing monitoring and revisions.
2. **Variety of consultation methods** to give the greatest chance of reaching all demographic groups:
  - Focus groups.
  - Public and committee meetings.
  - Online surveys.
  - Citizen panels.
  - Road shows.

## What looks promising? (2)

3. **Train and educate** members of the community to encourage active participation.
  - **Tackling misconceptions of crime rates.**
  - Recruiting key individuals in the community to promote the police and local partners.
  - Citizen Police Academies.
4. **Improving community engagement skills of police officers**
  - Ensure officers are adequately prepared for the role.
  - Other partner agencies involved in community engagement may also benefit from similar training.

## What looks promising? (2)

5. **Multi-agency public consultation and communication:**
  - Maximise resources;
  - Reduce 'consultation fatigue'; and
  - Facilitate multi-agency problem-solving.
6. **Alleviating visual signs of crime and disorder.**
  - E.g. fly-tipping, graffiti, and abandoned vehicles.
  - Can also reduce crime, further improving confidence.
  - Joint working and publicising successful improvements could help further increase public confidence.
7. **Drive police organisational change.**
  - Community engagement is perceived throughout as **important policing work**.
  - **Protecting time** for officers to work on community engagement and not allowing officers to be abstracted to work regarded as core business.

## Future research

1. **Confidence focus groups**
  - Exploring public perceptions on what could be done to build confidence in the police and their local partners.
  - What the key factors are between different demographic groups and residents with differing confidence levels.
2. **BCS analysis**
  - Publication in November 2009 including analysis of seasonality trends in ASB and confidence perceptions.
3. **Evaluation of neighbourhood policing integrated service delivery**
  - Identifying good practice from 12 sites where neighbourhood policing is being integrated with other local services.
  - The research will consider the effect of integrated services on local residents' perceptions of confidence.

## Part 3 – A delivery toolkit?

- A National Delivery Plan has been developed bringing together what national bodies are doing to drive improvements in public confidence.
- Activities have been grouped around four main themes that we believe are strongly linked to improved public confidence. Within each of these themes, a number of evidence-based workstreams have been identified.
- Under each workstream critical actions and milestones have been identified which will be reviewed monthly at the Public Confidence and Satisfaction Board and the delivery plan will be continually updated to reflect new priorities.

## The themes and workstreams



### A service wide 'toolkit'?

- Initial discussions with ACPO and APA have identified that it is essential that we link up the work being done at the national level with that of our policing colleagues in forces and authorities
- Proposal is to develop a 'toolkit' that seeks to:
  - provide a clear and well evidenced model for how we, the police and partners will achieve a 15 percentage point increase in public confidence by the end of March 2012;
  - be used as a very practical diagnostic tool for the service and other partners which will help drive strategy and delivery on public confidence at a local level; and
  - be clear on our expectations of local delivery partners across the crime and policing landscape and ensure that the model is joined-up; effectively communicated; and delivers maximum impact to supporting agencies.

### Toolkit principles

- It will be tripartite
- It won't be prescriptive
- It will draw together in one place what we collectively know about improving public confidence
- It won't be a one-size fits all 'model'
- It will draw on good practice identified nationally but more important locally
- It won't be mandatory
- It hopefully will be a useful tool.....

### For discussion

1. Do you find the idea of a 'toolkit' useful? What would you like to see in it? What wouldn't you?
2. What are you already doing locally to improve public confidence in the police and other local agencies?
3. Are you locally evaluating the success of any of your local interventions? *If not, how do you know they work?*
4. Are there any interventions in this presentation you would be interested in taking forward in your local area?
5. What are the barriers to successfully implementing any of these interventions in your local area?