

## Progress on Force action plan to improve public confidence

Recommendations to be typed in bold and put in a box, numbering should use roman numerals

**Recommendation(s):**

**(i) For members to note the contents of this report**

### Introduction / Summary

1. A Force plan to prioritise and monitor activity to improve public confidence was developed in November 2009. Some activities were to be completed within 2 weeks, the remaining ones to be completed by 13<sup>th</sup> December 2009

### Background Information

1. In May 2008 Devon and Cornwall Police were ranked 2<sup>nd</sup> out of 43 Forces around the one national top down target of how confident the public were in us and our partners dealing with the crime and anti social behaviour that mattered to them (53.2%). By May 2009 that figure had fallen to 49.2% making us 16<sup>th</sup> out of 43. The main area for improvement was how we kept the public informed.
2. The main strategic themes within the plan were Governance, Standardisation, Performance Monitoring, Neighbourhood Policing, Partnership, Communication, research with top performing Forces and Quality Assurance.
3. The Force Performance and Improvement Group is the one strategic body that monitors performance around the confidence agenda. All BCU's and Departments have amended their leadership meetings to reflect the priority around improving public confidence. The Leadership seminar on the 1<sup>st</sup> December 2009 focused very much on how BCU's, Departments and individuals could contribute to this strategic priority.
4. The Force identified 4 key drivers within its Confidence Model to prioritise activity. These are  
Engaging fully with the community  
Treat people fairly  
Dealing effectively with crime  
Alleviating anti social behaviour.  
This standardised model has been extensively promulgated throughout the organisation. Other work to improve standardisation has been to review the neighbourhood policing website to ensure that their meetings, priorities and updates are relevant, timely and informative. A full audit has been carried out by corporate communications and every neighbourhood page has been graded. Best practise has been identified and those neighbourhoods that have fallen below the standards have been given exact instructions what they need to do to get it up to standard. This has been sent out to all LPA Commanders.
5. Neighbourhood Teams have also been tasked with taking new photos photographs and distribute photos and details in prominent locations around their neighbourhoods. Teams have also been asked to renew their Key Individual Network lists (KINs) and increase usage of Community Messaging. Corporate Communications are producing NHP newsletters with all NHP teams, starting with the lowest performing LPAs. The first three LPA newsletters were distributed before Xmas.

6. BCU and LPA Commanders are also looking at ways to improve engagement with their local partners within this area. All 3 BCU's have a strategic structure to monitor local performance and ways to ensure work is coordinated. The Performance and Analysis Department will be providing regular performance information to partners.
7. Operational activity include the introduction of 'Court and Convicted', which is part of our Force website to identify those who have been recently convicted or received an anti social behaviour order. Immediately after the launch of this initiative, the website received over 47,000 hits. Patrol and Neighbourhood Team officers have been focused on the red times/red zones policy. This policy was introduced a number of years ago but has been reinvigorated. These are places and times where officers patrol in an effort to reduce crime & anti social behaviour and to fully engage the community by talking, listening and understanding their concerns.
8. Another piece of work that is closely associated with improving public confidence is The Crime and Incident Process review that is aimed at improving service to victims.
9. The CM&CU, while being removed from face to face contact with our customers is a major contributor to Force interaction with them via the telephone. A renewed action plan has been developed which includes recognising the need to deliver 'more of what we do well' within a requirement to 'ratchet up' the levels of achievement within the existing improvement programme. Also, the reintroduction to prominence of the Policing Pledge and a reinvigoration of putting the "Customer First" (Or, treat your customers how you would expect to be treated).
10. Our Public Contact Strategy (PCS) is in itself part of an iterative process of continual re-evaluation and is currently being updated to reflect the changes that have already taken place to date and those continuing to evolve. This includes changes to processes and procedures to deliver an improved service to the public such as the adoption into the CM&CU, to create a centre of excellence, of more Crime and Incident log creation and maintenance. This is alongside evaluation of alternative methods and technological support to aid call handling such as Interactive Voice Recognition for some limited and appropriate call volume to minimise delays and or waiting times. The PCS, will thus continue to evolve.
11. CM&CU have delivered an improvement in performance over the last two years and this performance uplift required a re-evaluation of measurements, monitoring and targets. Each have been reviewed and where suitable, changes made to reflect our ongoing requirement for improvement. New additional measurements and monitoring have been designed to support delivery of the Policing Pledge to an improved level and these are being tested in the 'live' environment in January 2010. In addition overall user satisfaction with ease of contact, to which CM&CU play a significant role in delivering is currently above 96%.
12. All station enquiry offices have been visited, a standard template around what should be on the public facing notice boards has been produced and where possible the BCU Communication Officers have taken down irrelevant information and ensured that notice boards match the template. The NHP teams have been asked to ensure new team posters are displayed and PACT priorities and meetings are updated.
13. All NHP teams are working with Corporate Communications to ensure the most effective channels are used to promote good news stories.
14. Extensive internal communication material has been produced.

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Sponsored by ACC Paul Netherton