

POLICE AUTHORITY SURVEYS - UPDATE

INTRODUCTION

1. This report seeks to update Members on the progress of the various annual surveys carried out by, and on behalf of, the Police Authority, the expected dates for completion, and when the results will be available for Members.

INFORMATION

2. Members will recall that the Police Authority carries out a major public opinion survey every year, this year MRUK will carry out the survey. A value for money survey is carried out via questionnaires on the precept information leaflet. For the first time this year we are conducting a benchmarking exercise to ascertain the level crime against small businesses via a questionnaire sent out by the Federation of Small Businesses and the Hull and Humber Chamber of Commerce.
3. The product of these surveys will assist members in conjunction with our partners to set targets and objectives for the coming year. The force then in turn will ensure that Divisions work towards meeting these priorities and their related targets.
4. Additionally as a measure towards disengagement it will highlight levels of public satisfaction and indicate to what extent involvement in such aspects as call handling, the volume crime model and incident response have impacted on the public.

MRUK Public Opinion Survey

5. This survey is a telephone based survey carried out on a sample of 1,500 people force-wide, analysed by demographic group and policing division. The questionnaire to be used is based on last year with updated sections to reflect changes in local policing and national force amalgamation. Members have been supplied with a copy of this questionnaire for approval or comments by the end of May.
6. The survey will commence week beginning 5 June when MRUK will identify sample respondents and carry out a pilot test on the questionnaire. Interviews will be completed by the end of June.
7. A period of data processing and analysis will follow when the results will be tabulated, top line results will be made available to the Police Authority during

week commencing 17 July with full tabulated results and report available w/c 24 July.

Precept Leaflet Survey

8. In March every household in the Humberside Police area received their council tax information for the coming year, including information on the level of precept collected by the Police Authority. On the back of this leaflet was a value for money survey asking residents about the service they receive from Humberside Police, along with a freepost return address.
9. We have had over 1,100 responses to this survey so far with completed questionnaires still being received daily, last year the final response was 1,600. A cut off date for responses has been set for the end of July, the completed questionnaires will be analysed by Snap-Surveys, as last year, and the results and analysis presented to this committee in September.

Local Business Survey

10. Members will recall that at the last meeting of this committee in March, arising from the developing contacts between the Police Authority and the business community, agreement was given to embark on a survey with small business owners in the Humberside area. The contents of a questionnaire were agreed and the questionnaire was circulated during April.
11. The Hull and Humber Chamber of Commerce circulated 1,500 questionnaires to their Members in a one-off mail shot, the Federation of Small Businesses (FSB) (South Bank) circulated 1,550 questionnaires as part of their regular bi-monthly newsletter and the FSB (North Bank) provided the Police Authority with direct mailing labels for their 1,300 members.
12. Up to now we have had over 250 completed questionnaires returned (approx 5%), the closing date has been set for the end of July, so there is plenty of time for more completed questionnaires to be returned. The analysis of the questionnaires will be carried out by Snap Surveys and the results will be presented to this committee at its September meeting.

RECOMMENDATIONS

13. It is recommended that Members:
 - i. Agree the content of the questionnaire to be used by MRUK in the public opinion survey
 - ii. Receive full reports and analysis of all surveys at the next meeting of this committee in September.

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Background Documents:

None