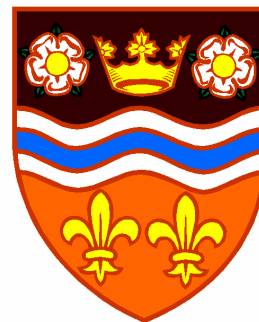


# PRESS INFORMATION



**HUMBERSIDE**  
**POLICE AUTHORITY**

Ref: 161-customer satisfaction

Date: 25 September 2007

## Police Authority Scrutinises Customer Satisfaction

Members of Humberside Police Authority's Communities and Partnerships Committee scrutinised satisfaction figures for the year ending March 31<sup>st</sup> 07 to look at areas where improvements in service could improve both satisfaction and confidence in the police.

The information for this performance indicator is generated through research with people who have had cause to contact the police for assistance. Satisfaction is measured in five key areas: 'ease of contact', 'actions', 'follow-up', 'treatment' and 'whole experience'.

The Authority has been calling for better follow-up procedures (where people are kept informed regarding their case) for some time, so the Committee was pleased to see a 5% improvement in this area compared to the previous year. Satisfaction with the whole experience was shown as 77.35%, which is roughly the same as the previous year.

However, it was noted that other forces have made similar or greater improvements and Humberside's overall position has slipped from 37 out of the 43 forces, to 38. This concerned the Committee and questions were asked on remedial activity.

They were informed that an action plan, including training, marketing and research to find out what drives people's opinions, will be put into place. Earlier in the year the Authority voiced its concern about the current opening times for police stations, saying that the public expected access to stations and were dissatisfied when this was not available. The committee was told that in future police stations will be open longer and those that are currently closed will be opened with the help of volunteers.

Follow-up improvements are also planned, including update visits from officers and Police Community Support Officers (PCSOs) along with letters to victims of crime, explaining the process, addressing concerns and giving crime prevention advice.

Chair of the Police Authority, Alene Branton MBE said that she was keen to see greater satisfaction levels. "There are areas of concern, such as follow-up procedures and confidence in the police, which is currently standing at 38.2%. Keeping people informed of the progress on their case is not just polite, it is a key driver to improving performance in terms of satisfaction. We will be watching this area closely.

"We also called for improvements to opening hours earlier in the year so I'm pleased to see that this is now underway. People expect access to the police and they should be able to do this without delay. I'm aware that there are other methods of contacting officers, but in terms of customer service I believe that open and accessible police stations are a key component.

"It would be really disappointing if recent performance improvements are not reflected in higher levels of confidence in the police, which is why we must see more emphasis on customer service."

"I would also like to ask the public to let us know when they are happy with the service they receive. Everyone is very quick to criticise, but not so swift to acknowledge success.

ENDS

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