

The Confidence Agenda

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NPIA Research - key factors associated with public confidence in police

<i>Factors associated with confidence</i>	<i>Factors not associated with confidence</i>
Neighbourhood policing Police treatment of citizens Perceptions of local crime rate Contact with the police Perceptions of ASB Newspaper readership Area type (rural/urban) Age Witnessing crime Education Housing tenure Gender Feeling of safety walking alone after dark	Ethnicity Religion Employment status Socio-economic deprivation Household income Worry about crime Personal experience of victimisation Community cohesion Civic participation Rating of own neighbourhood as a place to live



Home Office Research - Communicating for Confidence

FIVE KEY DIRECT FACTORS AFFECTING PEOPLE'S VIEWS ON CRIME

Own or others' experience of crime as a victim or witness - affecting feeling of safety and views of response to crime

Local area experience - what people see in local area

Personal background – beliefs, characteristics, upbringing etc can affect views & personal levels of confidence or anxiety

Broad social factors - prosperity, demographic factors, community cohesion, faith, family structures etc

Media representation - especially at the national level



Home Office Research - Communicating for Confidence

UNDERPINNING FACTORS AFFECTING CONFIDENCE

Perceptions of the causes of crime

Perceptions of Society

Awareness of the Police, CJS and the response to crime

Satisfaction with the Police, CJS and the response to crime

Willingness to engage with police, CJS and the response to crime



Engaging Communities – Some Conclusions

1. *Confidence is about trust and transparency – we need to trust community with information and tell them what we are doing*
2. *Close link between feeling informed and feeling confident*
3. *Public need information about outcome – punishments – e.g. more publicity regarding ‘pay back’*



Engaging Communities – Some Conclusions

4. *Actions leading to increase in confidence include:*

- *Provide effective support services for victims and witnesses*
- *Set clear service standards – with clear accountability mechanisms*
- *Inform/engage public so they know what's being done*
- *Close the feedback loop: listen – act – feedback*
- *Make explicit how consultation will be used – manage expectations, and provide feedback on how views have influenced future planning*
- *Make criminal justice visible – publicise consequences for offenders*
- *Use community crime fighters*



Home Office Seminar – What works

1. Embedding neighbourhood policing – and integrating with other services – within wider citizen focus:

Include visible and familiar policing

Consult residents – focus on what matters to people locally

Co-produced solutions (kept under review)

2. Increasing quality of contacts:

Face to face contacts with residents and businesses

Avoiding abrupt and unannounced intensive foot patrols

Ensuring engagement with all sectors of community

3. Local level communications & newsletters:

Area specific

Give detail of what has been delivered and planned

Contact details

4. Restorative justice:

Face to face meetings

Independently mediated



Home Office Seminar - What looks promising

1. Target confidence activity – identify hotspot areas for fear of crime

Consult, implement actions, monitor and revise

2. Variety of consultation methods

Focus groups, public meetings etc

3. Train and educate community

Tackle misconceptions of crime rates

Recruit key community members

Citizen Police Academies (USA) educate public about policing and how to get involved

4. Multi-agency public consultation and communication

Maximise resources

Facilitate problem solving



Home Office Seminar - What looks promising

5. Respond to public fairly – with politeness

6. Alleviate visual signs of Crime & Disorder

Fly-tipping etc

Joint working

Publicise success and say who

7. Drive police organisation change

Make community engagement core business

Skill up the workforce and ensure they understand the importance of the confidence agenda



'Communicating For Confidence'

Six key purposes of communication:

- *To inform*
- *To explain*
- *To engage*
- *To reassure*
- *To provide a supportive resource*
- *To help prevent crime*



'Communicating For Confidence'

Priorities for communications should be:

- *information on how more serious crime is being tackled locally*
- *reassurance and information on how ASB is being dealt with*
- *sharing success stories and what works well in local areas*
- *sharing public feedback and working together to respond to it*
- *more information about the CJS, and encouragement to engage*
- *more on how we are achieving success with high harm causers*
- *information on sentencing to show that justice is being done*
- *focusing on local newsletters - the best way of delivering*
- *giving safety messages in positive way – e.g. 'bag safe zone'*



Some Considerations

We have to get into perceptions at very local level to know which responses would work best.

We need to consider carefully how we publicise information about offenders and about arrests – e.g. about drug busts.

Communicating effectively with young people, not just about them is important.



Some Considerations

We need to ensure we integrate our communication - giving the public one clear consistent message.

Police and partners need to act as advocates for one another, and for the system as a whole and we need to consider the Member dimensions of this.

We need more work on defining what confidence is and what drives it.

We need more robust measures to test levels of trust / legitimacy.



Action so far

- *Right service, first time*
- *Work with SNTs*
- *Major publicity campaign*
- *Significant survey*
- *Partnership task and finish group agreed*
 - *shared goal*
 - *to develop shared strategy and action plan*
 - *to develop framework 'branding' / approach*



Questions for Workshop

- *What are the issues for you in Devon in relation to public confidence?*
- *Where are you now?*
- *How do you wish to move forward?*
- *What could you do in partnership?*
- *What barriers do you need to overcome?*
- *What good practice can you build on?*
- *Who will lead?*

