

Decision Note – Public Confidence Surveys



STAFFORDSHIRE COMMISSIONER

Police | Fire and Rescue | Crime

REQUEST FOR DECISION BY THE STAFFORDSHIRE COMMISSIONER

	Policing:	Crime:	Fire & Rescue:
This decision relates to:	✓	✓	

APPROVAL (for completion by Staffordshire Commissioner only)

Rationale for approval

STAFFORDSHIRE COMMISSIONER

Signature

Date

4/17/22

Date decision required by:

If an urgent approval is required, please state reasons:

For completion by Staffordshire Commissioner's Office only:-

Decision Number: *SCP/DO/2022 23/002*

Date Received: *4 July 2022*

	Yes	No
Has the required decision been considered under the guidance of the Staffordshire Commissioner's Decision Making Policy?	✓	
Has the required decision been deemed to be a Key Decision as defined within the Staffordshire Commissioner's Decision Making Policy?	✓	
Who is empowered to make the required decision? <i>Staffordshire Commissioner</i>		

Title	Public Perception Survey
Summary:	
<p>In order to evaluate the impact of the Police and Crime Plan, develop community engagement strategies and drive future decision-making it is vital to gain a clear understanding of public perceptions of crime, confidence in policing and feelings of safety and security. Although the Crime Survey of England & Wales does provide some context, it does not test the perceptions of people in Staffordshire and Stoke-on-Trent with sufficient depth and granularity to enable us to understand geographic or demographic variations. A new approach is proposed which will enable a baseline to be taken ahead of the new policing model with a further survey to be carried out six months afterwards. It is proposed that this initial piece of work is undertaken by an organisation with experience of delivering similar surveys in the policing/community safety sector. A full tendering exercise will be conducted to contract the services of a provider for ongoing public perception surveys and other ad hoc survey/consultation support for both the Commissioner's Office and Staffordshire Police.</p>	
Recommendation:	
<p>That approval is given to commission SMSR Research to carry out public perception surveys in Staffordshire ahead of the launch of the new Police Operating Model on 27 June and a follow up survey in January 2023. This will require that Contract Standing Orders are waived in order to meet the deadline for the first survey.</p> <p>That approval is given to commence a formal tendering exercise for an ongoing arrangement with a market research organisation to support the Commissioner's Office and Staffordshire Police in carrying out biannual public perception surveys, ad hoc surveys, focus groups etc as required. This process will consider the learning from the initial surveys done by SMSR Research.</p>	

Chief Executive

I hereby approve the recommendation for consideration.

Signature



Date 1 June 2022

REPORT AND ADVICE TO THE STAFFORDSHIRE COMMISSIONER

1. Introduction and background

Between 2008 and 2018, MEL Research were contracted by Staffordshire Police to carry out public perception surveys under the banner of 'Feeling the Difference'. Every year, over 3,000 people were engaged in surveys which were conducted face-to-face or over the telephone. The surveys focused on perceptions of crime and ASB, local priorities, the performance of the police and other local services, safety and likelihood of victimisation, trust, confidence and the legitimacy of local policing and the wider criminal justice system and other quality of life measures. The annual cost of the survey was [REDACTED]

Staffordshire County Council Insight Team were commissioned by the Commissioner's Office to collate and provide analysis of the results, which was mainstreamed into performance products. It could be used to understand the outcomes of and impact resulting from decisions and investments and provided meaningful results at a district level.

The decision was taken in 2019 to end this process to provide a financial saving as it was felt that the Crime Survey of England & Wales (CSEW) would provide sufficient insight into public perceptions of service. The CSEW ceased during the pandemic; since then we have lacked a consistent measure of public perception.

An online survey was carried out in January 2021, jointly between the force and Commissioner's Office. This was done through Survey Monkey and aimed to attract 5,000 respondents to provide the ability to drill down to district level. The cost of the survey was around [REDACTED] for licencing and a comms strategy. Over 6,000 responses were received but many of the responses were incomplete due to the length and configuration of the survey and the results could not be satisfactorily analysed at a district level. Ipsos Mori were asked to quality assure our approach and their informal feedback was that to use a purely online approach tends to skew results towards extremes and a balance of channels should be used and that question sets should be as short and focused as possible. Ipsos Mori also advised that focus groups should be established to gain a deeper understanding of issues that we had tried to gain through the survey.

The new Police Operating Model will be pivotal to the Commissioner's priority for 'A flexible and responsive service'. It is therefore essential that both the force and SCO have a means of understanding its impact through objective and consistent measures of public performance.

2. Issues for consideration

Given the tight timescales, a limited market testing exercise has been carried out as there are no procurement frameworks available. Four market research organisations have been approached for

proposals to deliver two surveys; one prior to go-live on 27 June and a further survey six months after implementation, in January 2023. Experience of delivering similar surveys in policing/community safety and the ability to implement quickly are a key consideration alongside the use of a variety of channels and cost. Given the limited lead-in time, it is unlikely that there will be sufficient responses to provide statistically valid results at a district level for the first survey, but this can be developed for future surveys.

Two of the proposals have broad experience in market research but limited experience in the policing/community safety sector. Options, and consequently costs, were unclear.

We received two proposals from organisations with experience of working with police forces. Both could mobilise within the required timelines but the recommended provider, SMSR Research, will use a broader range of contact methods: online, face-to-face and telephone interviews. Both proposals would include the provision of results analysis and reporting. SMSR Research offer the additional benefit of being able to benchmark results with 13 other forces / 7 OPCCs where questions align. SMSR have proposed a cost of [REDACTED]

3. What other options have been considered?

A full tendering process has been considered, but there is currently some uncertainty around our full survey and engagement requirements and the timing of the launch of the new policing model necessitates a baseline survey to be conducted prior to go-live. This proposal provides an opportunity for learning from these initial surveys and consideration of gaps in our approach to public engagement which will inform the subsequent tendering exercise.


4. Consultation and Engagement undertaken

This proposal has been jointly developed by the Commissioner's Office and the force Corporate Communications Department.

Report Implications

5. Monitoring Officer comments:

Contract Standing Orders will need to be waived on this occasion due to the impending deadline of the operating model launch.

Signature 

Date 1 June 2022


6. Section 151 Officer comments:

Signature 

Date 20/6/2022

	Yes	No
Has legal advice (outside of that provided by the Monitoring Officer) been sought on the content of this report?		✓
7. Legal Comments:		
8. Equality Comments – please attach the completed EIA		
See attached EIA. This survey will provide the Commissioner’s Office and Staffordshire Police with valuable insight into public perceptions of policing, crime and community safety which will be broken down by protected characteristics to help us identify any disparities impacting on particular groups. It will therefore enable future decision-making to be better informed with regard to equality issues. The survey methodology uses a variety of channels to ensure equal accessibility, e.g. in terms of protected characteristics, digital access, digital skills etc.		
9. Background/supporting paper		
Paper to SCO Management Meeting, 20 May 2022		
Please answer the following questions	Yes	No
10. Public access to information?		✓
11. Does this decision involve the processing of personal data? (If yes please attach a completed Data Impact Assessment)		✓
12. Is the publication of this form to be deferred? (If yes approx. how long?)		✓
13. Does this form contain commercial or operationally sensitive information which is to be redacted? (If yes, please provide details with the submission of this note)	✓	
Cost of this work as agreed with the provider.		

14. ORIGINATING OFFICER DECLARATION:

Author	Ralph Butler
Signed	
Date	1 June 2022

Equality Impact Assessment



The purpose of this EIA is to ensure you consider any equality issues as part of your decision making when developing / reviewing your policy / procedure.

Please complete the sections below and send to the Staffordshire Commissioner's Office to be quality assured. New / revised policies cannot be published on the policy database until the EIA has passed the quality assurance process.

Title of policy/procedure:	Public Perception Surveys
Department:	Strategy & Change
Date:	1 June 2022

1. Identify the aims and purpose of the policy

In order to evaluate the impact of the Police and Crime Plan, develop community engagement strategies and drive future decision-making it is vital to gain a clear understanding of public perceptions of crime, confidence in policing and feelings of safety and security. Although the Crime Survey of England & Wales does provide some context, it does not test the perceptions of people in Staffordshire and Stoke-on-Trent with sufficient depth and granularity to enable us to understand geographic or demographic variations. A new approach is proposed which will enable a baseline to be taken ahead of the new policing model with a further survey to be carried out six months afterwards.

2. Identify the individuals and organisations who are likely to have an interest in, or be affected by the policy.

Staffordshire Commissioner's Office, Staffordshire Police, Staffordshire Police, Fire & Crime Panel, HMICFRS.

3. Data

Summarise the findings of any monitoring data / information which you have considered regarding the impact of this policy on people from all or any of the protected groups. This could include national or local data.

3.1 Age

No data considered. This survey will provide the Commissioner's Office and Staffordshire Police with valuable insight into public perceptions of policing, crime and community safety which will be broken down by protected characteristics to help us identify any disparities impacting on particular groups. It will therefore enable future decision-making to be better informed with regard to equality issues.

3.2 Disability

As above.

3.3 Race

As above.

3.4 Religion or Belief

As above.

3.5 Sex

As above.

3.6 Sexual Orientation

As above.

3.7 Transgender

As above.

4. Research

Summarise the findings of any research you have considered regarding this policy for all or any of the protected groups. This could include information you have obtained from other sources e.g. Home Office.

making to be better informed with regard to equality issues. As such, no consultation has been carried out on the proposed approach.

5.2 Disability

As above

5.3 Race

As above

5.4 Religion or Belief

As above

5.5 Sex

As above

5.6 Sexual Orientation

As above

5.7 Transgender

As above

6. Conclusions

Taking into account the results of the monitoring, research and consultation, set out how the policy impacts or could impact on people from the following protected groups? (Include positive and/or negative impacts)

6.1 Age

The proposed survey is expected to be highly positive for all protected groups in that it will provide a better understanding of variations in public perceptions of policing, crime and community safety.

6.2 Disability

As above.

4.1 Age

We want our surveys to be representative as possible. LGA Paper, *Understanding the views of residents: an introduction to surveys and consultation* provides guidance on using a variety of survey channels to ensure equal accessibility, e.g. in terms of protected characteristics, digital access, digital skills etc.

Consultation with our proposed provider has reassured us that their methodology will support this as it includes a combination of face-to-face, telephone and online surveys.

4.2 Disability

As above

4.3 Race

As above

4.4 Religion or Belief

As above

4.5 Sex

As above

4.6 Sexual Orientation

As above

4.7 Transgender

As above

5. Consultation

Summarise the opinions of any consultation for all or any of the protected groups. Who was consulted and how e.g. survey, discussion, forum. If there was no consultation please justify why.

5.1 Age

This survey will provide the Commissioner's Office and Staffordshire Police with valuable insight into public perceptions of policing, crime and community safety which will be broken down by protected characteristics to help us identify any disparities impacting on particular groups. It will therefore enable future decision-

6.3 Race

As above, but specifically, this proposal will also provide insight into perceptions of fair treatment, including with regard to specific powers such as Stop and Search. In conjunction with the ability to break the results down by race and religion/belief it will provide a valuable baseline against which progress with the national Race Action Plan can be measured.

6.4 Religion or Belief

As above, but specifically, this proposal will also provide insight into perceptions of fair treatment, including with regard to specific powers such as Stop and Search. In conjunction with the ability to break the results down by race and religion/belief it will provide a valuable baseline against which progress with the national Race Action Plan can be measured.

6.5 Sex

As above.

6.6 Sexual Orientation

As above.

6.7 Transgender

As above.

7. Decisions

If the policy will have a negative impact on members of one or more of the protected groups, explain how the policy will change or why it is to continue in the same way.

If no changes are proposed, the policy needs to be objectively justified.

n/a. No negative impacts identified.

8. Monitoring arrangements

If the policy is new what consideration has been given to piloting the policy?

If monitoring is not already in place what arrangements have been made to monitor the effects of the policy on equality and diversity?

Two surveys are being conducted prior to a full tendering exercise, therefore this is essentially a pilot which will inform a full tendering exercise for ongoing support in survey and engagement work.

This equality impact assessment will be published on the SC website.

EIA Form Dated
01/08/2018

Not Protectively Marked