



**STRATEGIC POLICING AND CRIME BOARD**  
**11<sup>th</sup> June 2013**

**Feeling the Difference**

**PURPOSE OF REPORT**

1. This report provides an overview of how the Feeling the Difference survey is conducted together with key results.

**BACKGROUND AND METHODOLOGY**

2. The Feeling the Difference (FTD) was launched in April 2004 as a programme of research carried out by an independent external research company using face to face interviews with a structured questionnaire at people's homes to understand the perceptions of the people of the West Midlands.
3. The aim of the FTD survey programme is to provide an objective analysis of the overall effectiveness of West Midlands Police which is not available from other sources.
4. From 2004 to 2010, the survey interviewed 21,000 residents in four waves each year, comprising 1,000 interviews in 21 Operational Command Units (OCUs).
5. With the reduction from 21 OCUs to 10 Local Policing Units (LPUs) in April 2010, the sample was redistributed to produce 2,100 interviews per LPU (525 per wave).
6. Following a review in 2011, constituency boundaries were adopted as being more relevant to population size and therefore would improve demographic representation and the geographic spread of interviews.
7. A statistically reliable sample of 600 interviews per constituency was arrived at to give each LPU statistically reliable annual data with results also available at policing neighbourhood level.
8. A reduction in the frequency of FTD was also recommended in order to support increased strategic analysis and to reduce the cost in order to help deliver savings as a result of the comprehensive spending review.

9. The resulting recommended changes meant that it was possible to reduce the FTD survey to 16,800 interviews over two waves each year (8,400 interviews in each wave) with related reduction in costs. This was approved through the Force priority based budgeting (PBB) process.
10. The changes were adopted in Wave 31 of FTD, with interviews conducted during October and November 2011.
11. In February 2012 the FTD survey programme was retendered based on the changes noted above. As a result of the competitive tendering process BMG Research were appointed to carry out the survey
12. The new contractor carried out the Wave 32 interviews between May and July 2012.
13. An accepted risk of changing contractors and survey methodology is that some incompatibility in the results during the first wave compared to previous waves. This occurred during Wave 32 compared to the previous wave but has now stabilised for Wave 33 reporting.

## HEADLINE RESULTS

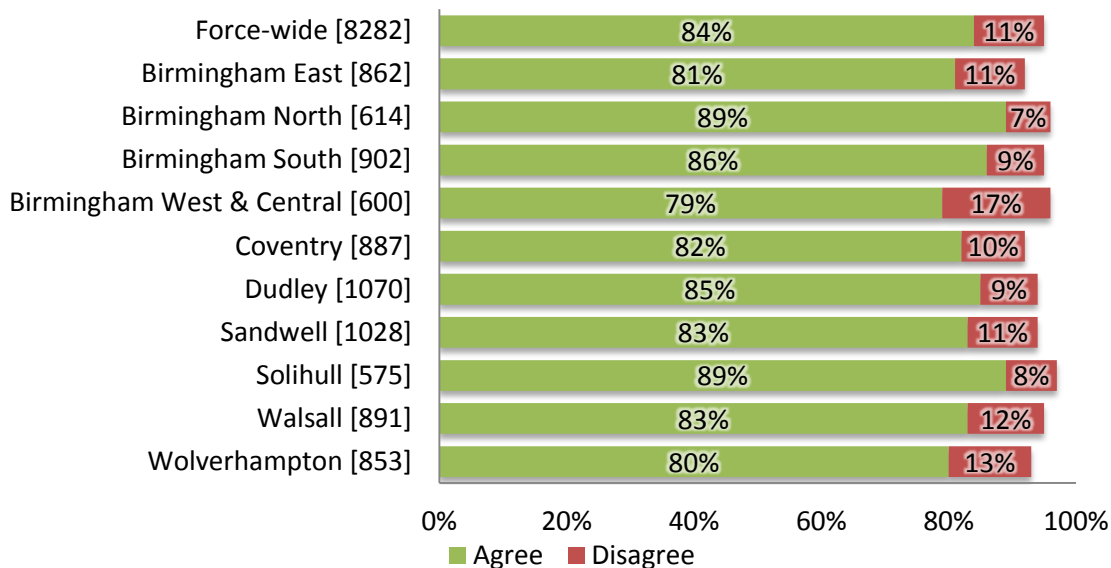
14. The section below gives a summary of the Wave 33 results<sup>1</sup> compared to those for Wave 32<sup>2</sup>

Indicator	Wave 32	Wave 33	% Change
Feelings of safety during the day (% feeling safe)	95%	97%	+2
Feelings of safety after dark (% feeling safe)	78%	78%	=
The Police in this area make fair decisions when dealing with local problems (% satisfied)	65%	70%	+5%
How good a job do you think the police in this neighbourhood are doing? (% good)	74%	76%	+2%
Can be relied on to be there when you need them (% agree)	79%	82%	+3%
Treat everyone fairly regardless of who they are (% agree)	83%	85%	+2%
Can be relied on to deal with minor crimes (% agree)	70%	71%	+1%
Work with people in the community to improve neighbourhoods (% agree)	66%	66%	=
Taking everything into account, I have confidence in the police in this area (% agree)	81%	84%	+3%
How good or poor are relations between people in your neighbourhood and the police (% good)	69%	70%	+1%
West Midlands Police force provide good value for money (% agree)	74%	77%	+3%
Works hard to engage with local residents (% agree)	64%	65%	+1%

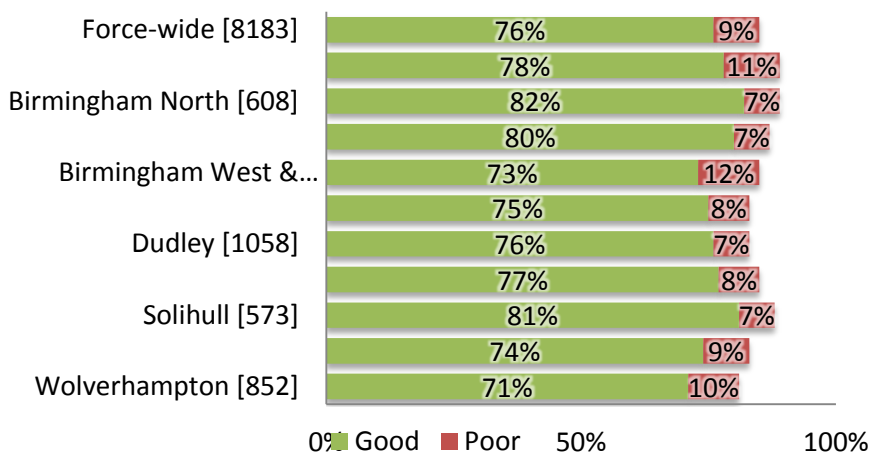
<sup>1</sup> Interviews for Wave 33 took place from December 2012 to February 2013

<sup>2</sup> Wave 32 interviews took place between May 2012 and July 2012

15. The question in FTD that contributes to the Police and Crime Plan confidence milestone is the question, 'Taking everything into account, I have confidence in the police in this area'. As indicated in the headline results table above, this has shown an increase from 81% in Wave 32 to 84% in Wave 33.
16. The results by LPU shown below indicate that confidence is high at 84% in Solihull and Birmingham North but is 79% in Birmingham West and Central.



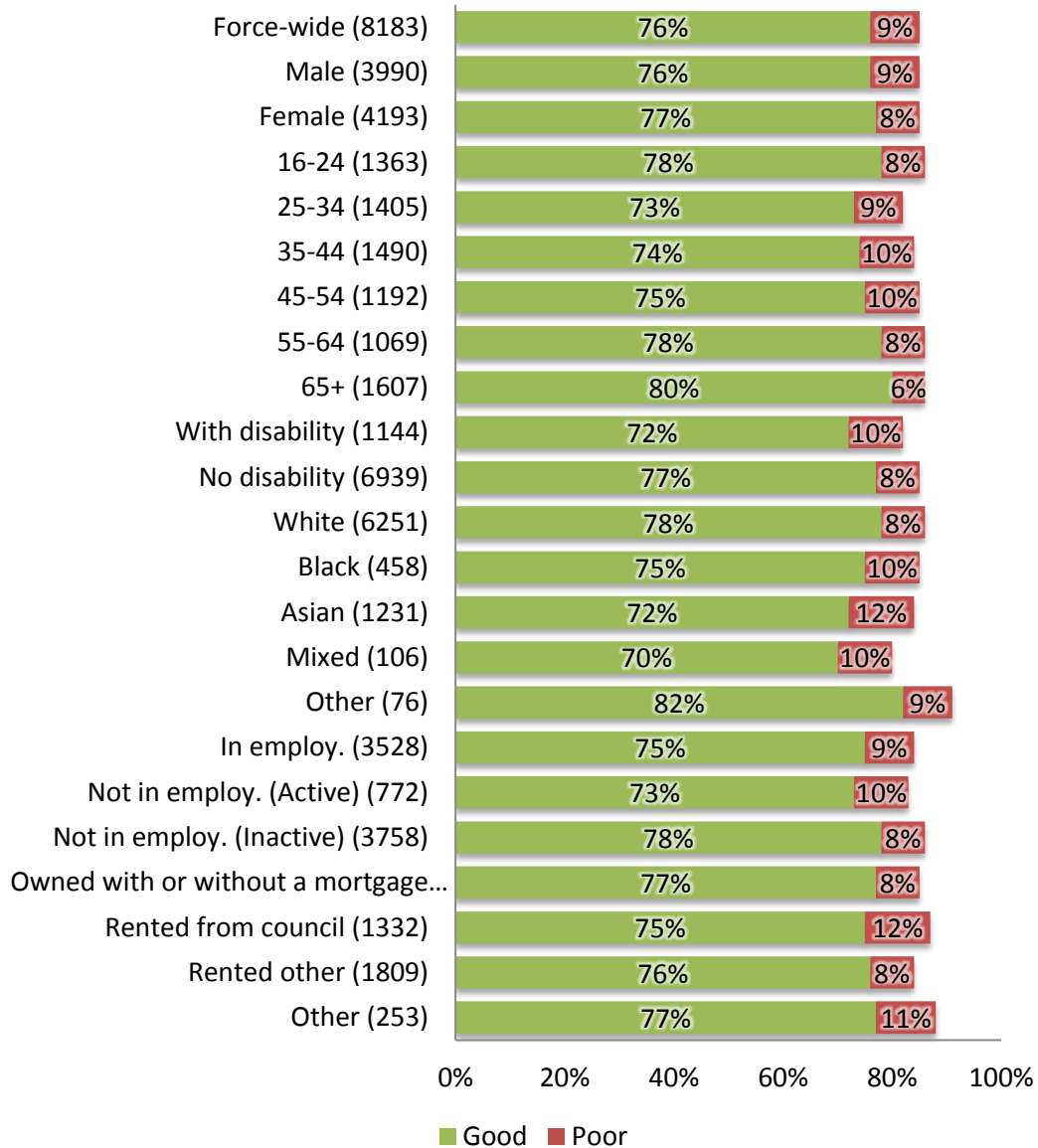
17. FTD explores the views of policing in the neighbourhood including how residents feel about the police.
18. Just over three quarters (76%) of residents surveys in FTD think the 'police do a good job' and a minority (9%) think they do a poor job.
19. The variations by LPU to 'police do a good job' are given in the table below:



20. The results are broken down by key demographic groups are shown below. The responses to FTD show that older residents are likely to hold positive views of the

police, with 80% of those over 65 and 78% between 55-64 saying the police do a good job. Whereas the comparable figures for the 25-34 and 35-44 age groups are 73% and 74% respectively.

21. Figures are also shown below for disability, ethnic origin, employment status and housing.



22. In order to understand what factors and issues are important in term of driving public attitudes, BMG have undertaken a 'key driver analysis' based on statistical analysis of residents ratings in the survey.

23. The table below show the factors driving views of how good a job the police are doing.



24. The chart indicates that higher the figure produced by the analysis then the more important that driver is.

25. Having confidence in the police in the area at 2.18 is the biggest driver of the public's perception of how good or poor a job the police are doing.

26. The second and third key drivers relate to engagement with the local community, 'deal with things that matter to the community' (2.00) and 'working with people in the community to improve the neighbourhood' (1.76).

27. This indicates that the Force needs to consider ways which will improve their presence in the community.

### **TAKING THE RESULTS FORWARD**

28. A Confidence Task and Finish Group has been set up that will use the FTD results to identify opportunities to improve confidence.

29. All LPUs are being asked to develop improvement plans based on the key driver analysis mentioned above.

30. A specific piece of work is also underway where initiatives are being tested in specific areas of the Force and then monitored and measured to see understand what improvement is produced.

## **PRESENTATIONS**

31. Presentations on FTD and how the results are being taken forward by the Force will be given to the Board at the meeting.

## **FINANCIAL IMPLICATIONS**

32. There are no direct financial implications arising as a result of this report.

## **LEGAL IMPLICATIONS**

33. The Police and Crime Commissioner has a duty to make arrangements to obtain the views of people about matters concerning the policing area (Police Act 1996 s96 ).

## **RECOMMENDATIONS**

34. The Board is asked to note the contents of the report.

Chris Sims  
Chief Constable