



Strategic Policing and Crime Board

27th June 2023

Police and Crime Plan Priority: Satisfaction with police services

Title: Confidence and Satisfaction Report

Presented by: ACC Claire Bell

Purpose of paper

1. The purpose of this paper is to update the board on public and victim satisfaction. This report is an update on that provided to the Strategic Police and Crime Board (SPCB) meeting in June 2022.
2. West Midlands Police (WMP) are committed to augmenting the overall level of service provided to the people it serves. Work has been continuing at pace on the implementation of the new operating model which will ensure the force is recognised as a police service that is big enough to cope with everything that is asked of us, whilst showing we are small enough to care about the things that really matter to our communities.

Citizen Charter Update

3. The force, in partnership with the PCC's office, developed a Citizen Charter during 2020. The Charter outlines the standards that the public can expect from WMP whilst also acting as a guide for employees to understand what is expected of them. A set of service standards were developed to accompany the Citizen Charter which applied to different aspects of the citizen journey and the channels through which citizens engage with us.
4. Following the launch of the Charter, initial focus was on communications and engagement activities with internal employees, to ensure staff were clear on the service offer to the public.

5. The intention was to launch the Citizen Charter to the public during 2021, but this was delayed due to external factors such as public concerns about policing following the death of Sarah Everard as well as the impact of the Covid pandemic, when it was considered that the launch of the Charter would be inappropriate.
6. Work will now take place to understand the current requirements for the Citizens Charter to ensure it meets the changing expectations and perceptions of the public and understand next steps.

Citizen Experience Project Update

7. The Citizen Satisfaction project was renamed the Citizen Experience project in October 2021. The project was originally named 'Citizen Satisfaction' to reflect the project goals of setting service standards and managing public expectations in respect of our service offer. However, the force recognises that trust and confidence in the police is a more important indication of police legitimacy than levels of satisfaction and that the public value both what we do, but also how we deliver a service. As a result, the Citizen Satisfaction project was renamed the Citizen Experience project in 2021 to ensure the force focuses on the quality of each interaction.
8. The project team have worked with WMP's Data Analytics Lab to develop tailored sentiment reports using both quantitative and qualitative feedback from the surveys. These reports are available via our Business Insights App and are accessible to service improvement leads in business areas to understand key drivers of satisfaction/dissatisfaction.
9. The Citizen Experience project closed and was transitioned into business as usual at the end of 2022.

Satisfaction Findings

10. The force measures 'how' it is performing in this area through SMS surveys sent to citizens that are dealt with by Force Contact, Force Response and Investigations. Surveys are also sent post interactions with the public via our Live Chat capability. The results from all citizen satisfaction surveys are tracked through existing force governance structures.

11. During the past 12 months, WMP have received 13,987 completed surveys (approx. completion rate of 10%). The results showed 66% of respondents provided an 8 out of 10 score or higher to the question focusing on whether WMP helped with their issue.
12. The Force Contact survey was completed 9,059 times, 82% of respondents gave an 8 or above when asked if call hander was polite and respectful. The area that contributed most to dissatisfaction was the time taken to answer, with only 54% of respondents rating the length of time to get through a score of 8 or above.
13. The Force Response survey was completed 2,769 times. Scores were generally higher across all questions. 90% of respondents gave an 8 or above when asked if responder was polite and respectful. The area that contributed most to dissatisfaction was the time taken to respond again, however 81% of respondents rated the length of time taken to respond with a score of 8 or above.
14. The Investigation survey was completed 1,886 times. 80% of respondents gave an 8 or above when asked if responder was polite and respectful. The area that contributed most to dissatisfaction was whether the officer helped with the issue with 64% of respondents giving a score of 8 or above.
15. A further 273 surveys were received to help assess the T3 pilot that was conducted between April and June 22. With 58% of respondents saying they would give an 8 out of 10 or above for overall satisfaction with process. As this was a pilot in doing telephone-based appointments that would previously been in person appointments a question of whether they would have preferred physical attendance was asked. Interestingly only 37% said they would have preferred a physical appointment.
16. Demographic Data is collected during surveying but isn't mandatory, in the last 12 months 45% of respondents filled in demographic data. Satisfaction increases as respondents become older with 18-24-year olds having the lowest satisfaction with 58% giving a score of 8 or over for having helped with issue. This increases for every age bracket with 75 and over scoring 82%. Those who did fill their in demographic data said they preferred not to say rather than just leave it blank only scored 30%. This theme is also true for gender with 'prefer not to say' only scoring 32% where those who choose to fill in their gender were above the overall 66% average with females 72% and male 67%. For ethnicity again all of those who filled out demographic data had a higher score than those that left it blank. Asian respondents scored 66%, Black 70% and White 71%. For those who responded and said they

were disabled this scored 67% compared to 71% who said they weren't disabled, again 'prefer not to say' scored lower at 51%. Sexual Orientation saw anyone who filled in characteristics stating they received a better service than who left it blank with 'prefer not to say' lowest at 59%, Gay 67%, Heterosexual 71% and Bisexual having highest at 73%.

17. Live Chat results for last year showed 37% of users who left a survey result rated the overall experience as 'good', with a further 32% as 'okay'. Analysis also indicates a significant difference in satisfaction levels between users who have interacted with a Force Contact member of staff (81% as good or okay) compared to the chat bot (31% as good or okay).
18. The force has recently reviewed our citizen satisfaction surveys to assess whether we are asking the right questions and to establish how best to monitor performance. Overall satisfaction will be gauged through an assessment of how well we have helped, whether the caller would be confident to call us again if needed, and whether the caller was satisfied with the service provided by us. One of the major factors impacting satisfaction levels is where callers are not clear on what happens next. A dedicated piece of work will now look at the free text comments given in these cases in order to identify common themes and any learning/changes we can implement.
19. More widely, WMP is now one of the pilot police forces for the new, Home Office commissioned, national victim satisfaction surveys. This presents an opportunity to utilise the expertise of a public research organisation to listen to victim experiences with WMP in order to fully understand the service that we provide and ensure we are responding to the needs of victims. There will be a representative sample of victims from the West Midlands, with surveys being conducted independently by the research organisation. The force is currently developing a strategy for how we can also survey victims of non-sexual domestic abuse safely as part of the national satisfaction surveys and how we can capture the views of vulnerable victims through partners and/or specialist support providers.

Stop and Search Survey Outcomes

20. A pilot is currently underway to understand satisfaction levels after individuals have been subject of stop and search. A quick response (QR) code is used to capture feedback which people take away to fill in; this has also been trialled in a similar format

in custody. In the first 5 months, 201 responses have been recorded from people who have been subject of stop and search which is approximately 2% of all stop and search undertaken in this period. 72% of respondents stated they felt the police officer acted fairly and 75% said the reasons for search were explained.

21. No demographics data is captured as part of the pilot phase of the survey but potentially if this is made live, links to the actual search record could be made to measure protected characteristics.

22. Results of the pilot continue to be tracked and managed via the Fairness and Belonging Board.

Victims Code Update

23. The force continues to prioritise service improvement and adherence with the Victims Code, under a dedicated Superintendent lead.

24. Work has been ongoing to review progress against the victims code and whilst the focus is on compliance, the force has a wider approach that incorporates the force's mission and values, with a strong emphasis on listening to victims and improving service delivery.

25. A new Victims Strategy is being finalised, with a supporting delivery plan to track progress through the monthly Victims Thematic Board and ensure there is focused delivery on priority areas. The force is imminently due to launch an internal campaign to raise the profile in this area, remind staff of their role and provide further guidance. WMP are also revising the information provided to all victims, to ensure this is engaging and informative.

26. All departments involved in the various stages of the victim journey attend the monthly board, as well as representatives from third sector organisations who ensure that the victims voice is at the heart of everything we do.

27. Significant work has been undertaken with the Data Analytics Lab to be able to measure and monitor key elements of the strategy. Performance will be reported on monthly through the Victims Governance Board as described above.

Public Confidence

28. The latest British Crime Survey for England and Wales that measures public confidence showed that 60% of the public were overall confident in WMP. Whilst this is below the national average, it is similar to Greater Manchester and the Metropolitan Police.
29. Local Policing Areas currently undertake surveys in our impact areas which supports the prioritisation of local activity.

WMNow Performance

30. WMNow is a free community messaging system that delivers up to date information from police and partners, keeping citizens informed on matters such as updates on crime, appeals and safety advice. Neighbourhood Teams have remained focussed over the last performance year on encouraging sign ups to the WMNow system. This has been coupled with a programme of work to improve the quality of communications with those that have already signed up. This work has been supported by Corporate Communications as part of the work to improve the digital service to citizens.
31. Comparison March 2022 to March 2023.
Between March 2022 to March 2023 WMNow membership has increased from 112,000 members to 120,000 (+8000). The table below indicates that all LPAs have increased their membership and focus will continue in this area during the forthcoming period.
32. Table 1 below shows the increases across all LPA's comparing March 2022 with March 2023 data.

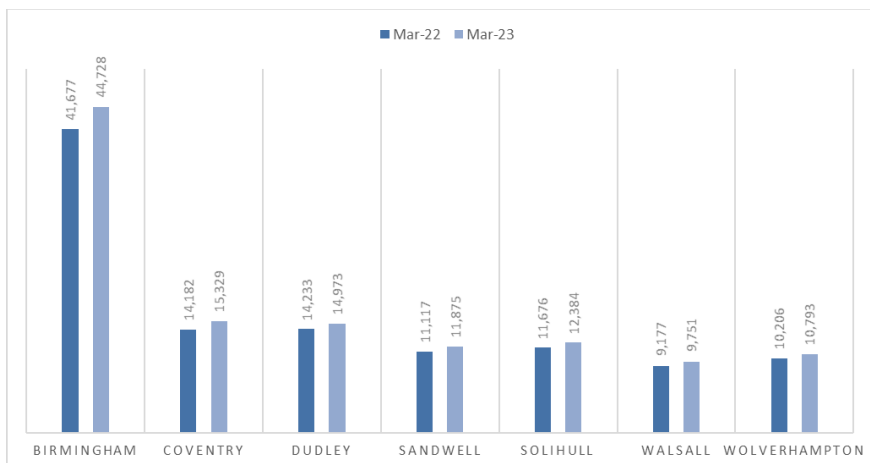


Figure 1: Sign up rates WMNow.

33. Neighbourhood Analysis

The table below (Figure 2) shows the increase across the whole force area and how the percentage increase is broken down by LPA's.

LPA	WMNow Members		Change		% of Force total		Population (16+)	Sign up Rate per 1k population (16+)	
	Mar-22	Mar-23	Number	%	Mar-22	Mar-23	Census 2021	Mar-22	Mar-23
Birmingham	41,677	44,728	3,051	7.32%	37.1%	37.3%	889,664	46.85	50.28
Coventry	14,182	15,329	1,147	8.09%	12.6%	12.8%	276,884	51.22	55.36
Dudley	14,233	14,973	740	5.20%	12.7%	12.5%	262,494	54.22	57.04
Sandwell	11,117	11,875	758	6.82%	9.9%	9.9%	266,083	41.78	44.63
Solihull	11,676	12,384	708	6.06%	10.4%	10.3%	174,508	66.91	70.97
Walsall	9,177	9,751	574	6.25%	8.2%	8.1%	223,124	41.13	43.70
Wolverhampton	10,206	10,793	587	5.75%	9.1%	9.0%	208,429	48.97	51.78
WMP	112,268	119,833	7,565	6.74%	100.0%	100.0%	2,301,186	48.79	52.07

Figure 2: Breakdown of WMNow membership across force and by LPA.

Equality Implications

34. Satisfaction levels where protected characteristics are captured have been stated in relevant sections.
35. Young People are less likely to be satisfied with the service they receive, however there are not any significant differences in other protected characteristics.

Next Steps

The board is asked to note the updates.

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