

Cumbria Police Authority

**Communities, Equality and Diversity Committee**  
**11 January 2010**  
**Agenda Item No.**  
**Part 1**

## **Report by the Chief Constable**

### **CONSULTATION RESULTS - 2009 AUTUMN SURVEY ON CONFIDENCE**

#### **BACKGROUND**

The Constabulary's headline performance target is the percentage of respondents to the British Crime Survey (BCS) answering 'strongly agree' or 'tend to agree' when asked 'The police and local council are dealing with the crime and antisocial behaviour that matters in your area'. This is the confidence target and the constabulary must reach:

- 55% by end March 2010 (this is a new benchmark)
- 60.8% by end March 2011
- 64.8% by end March 2012.

The autumn public consultation survey was conducted during November 2009. In total, 3,018 surveys were distributed to members of Community Voice. To date 767 surveys have been returned, a response rate of 25.4%.

The purpose of the survey was to establish levels of confidence across the county to find out what drives improved confidence in police, what relationships exist between the different drivers of confidence and geography and diversity.

The report covers the following:

Section 1: Summary of the 2009 Autumn Survey Findings

Section 2: Confidence in context (Comparison of the national confidence question by different surveys)

Section 3: Actions being taken by the Constabulary to use consultation information to improve confidence levels

Appendix 1 contains Section 4: Detailed Analysis of 2009 Autumn Survey's Main Questions

A full copy of all the tables relating to the Autumn Survey can be requested from Strategic Development.

#### **RECOMMENDATIONS**

That the Committee notes the content of the report and the actions being taken by the Constabulary to improve confidence.

That the Committee agrees that findings should influence the content of the Joint Community Involvement and Consultation Strategy Action Plan.

## DETAIL

### **SECTION 1- Summary of 2009 Autumn Survey Findings**

Overall findings from the autumn survey show that:

#### **1.1 Confidence levels**

- 47.2% of respondents either strongly or tend to agree that the police and local council are dealing with anti-social behaviour and crime issues that matter in their area, with a further 25.6% neither agreeing nor disagreeing, 13.5% disagreeing, and the remaining 13.8% either not knowing or failing to answer the question.
- Generally women have more confidence in the constabulary than men.
- Those aged 65-74 have most confidence in the constabulary; those aged 18-24 have the least.
- Those who stated they were heterosexual have the highest levels of confidence in the police; conversely those who are bisexual have the least.
- Those who stated they did not have a disability were more likely to feel confident in the constabulary than those with a disability
- When asked a supplementary question, splitting the national confidence question by organisation, Cumbria Police scored better than the local council (this has been replicated in the telephone surveys on confidence).
- Respondents feel more confident in Cumbria Police (67.9%) than in Britain's Police Service generally (59.9%).

#### **1.2 Factors affecting confidence levels**

- Confidence in the police is affected more by personal experience and stories about other people's experiences than other factors. Information supplied on Cumbria Constabulary's website impacts on confidence levels the least.
- Seeing more police officers / PCSOs on the streets was the single largest way to increase people's level of confidence (74.2%), the next highest factor was receiving feedback on anything reported to the police (35.5%). Having regular meetings with my local police officer / PCSO (10.0%) had least impact.
- The best ways for police to understand issues that affect communities is to talk to local residents on the street and interact with youths.
- Of note is the result in the summer survey for the national confidence question: - When asked why people had answered the way they had, 318 said they felt unable to answer the question due to the lack of crime or antisocial behaviour in their area. Of these 62.3% ticked 'neither agree nor disagree', 'don't know' or left the national confidence question blank. This distorts the percentage of positive answers to the national confidence question and the constabulary may suffer as a result of having safe neighbourhoods.

- This point is also verified in the autumn survey. When people were asked to say how satisfied they were with the service received by the police and by local councils when reporting antisocial behaviour, nearly 60% of people said they did not know and 30% of them did not answer the question.
- 63% of people realise that dealing with antisocial behaviour is a joint responsibility of police and local councils. Over 60% people know how to report antisocial behaviour to the police, but 63% did not know how to report it to the local council.
- Most people feel that crime levels have remained the same at national, county and local level – but the percentage who thought this at local level was 7% less.

### **1.3 Policing Pledge**

- 72% of people had not heard of the Policing Pledge and 78% of them did not know whether the standards had been met. (Please note that this survey was carried out before the recent national television campaign.)

### **1.4 Receiving information**

- 82% of people would like to be better informed about what the police are doing in their area.
- Apart from talking to police on the street, people identified that their preferred method to receive information was local TV and radio, followed by local newspapers – these were significantly higher results than any other category.
- The least preferred methods of receiving information were – emails, texts and social networking sites - despite most people owning a computer and having access to the internet.
- Most people would use the website to get contact details.

### **1.5 Getting involved**

- 23% of people say they have had the opportunity to get involved in activities to improve their area; 68% of people say they have not.
- Most people say that they would like to find out about getting involved through local newspapers and residential newsletters.
- 24% of people say they can influence decisions in their local area, with 22% disagreeing and 37% of people neither agreeing nor disagreeing.
- 465 of people agree that their local area is a place where people from different backgrounds get on well together.

### **1.6 Telling the Authority about their views**

The following were identified as preferred methods:

Letter	31%
Personal contact	31%

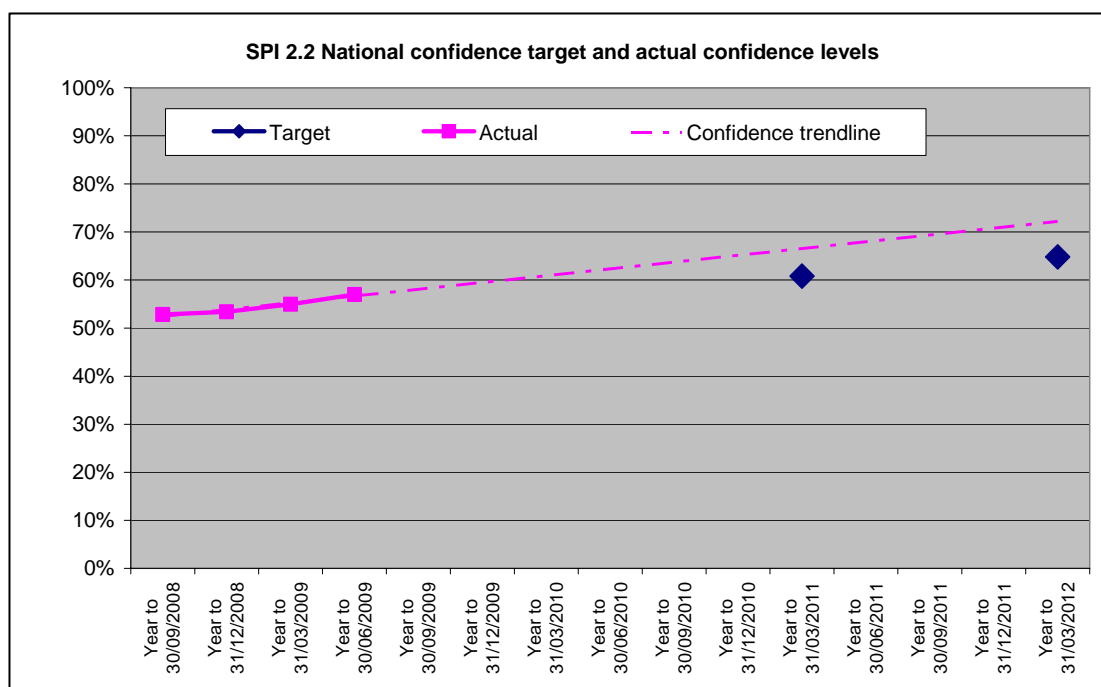
Events	27%
Email	24%
Public meeting	22%
Telephone	22%
Drop-ins	19%
Website	18%

## **SECTION 2 - Confidence in context**

This section will ensure that the Committee has an overview of the national confidence measure identified through the different surveys being carried out.

### **2.1 British Crime Survey**

Latest figures (June 2009) show the constabulary has a confidence level of 57% and that performance is on an upward trend (see below):



The constabulary sits joint first nationally and a comparison against our MSF is displayed in the following table.

Police Force Area	Percentage agree
Cumbria	57.0%
Durham	56.3%
Norfolk	50.8%
Cheshire	47.8%
Staffordshire	47.4%
North Wales	47.4%
Derbyshire	47.0%
Suffolk	45.4%

## **2.2 Local surveys**

There are three local surveys that can be compared and when the data is amalgamated, it can provide information to inform decision making.

The three surveys are - Summer Survey 2009, Autumn Survey 2009 and the first 900 telephone surveys undertaken by BMG to meet the government technical specification on local surveying for confidence.

A greater percentage of respondents agreed with the national confidence question when asked through the BMG telephone interview, than either the summer or autumn paper based consultation surveys. This is because this is a telephone survey and results of telephone surveys are more positive than paper surveys.

The BCS is a face- to face interview with up to 1,250 residents of Cumbria. Once completed in February 2010, the BMG survey will have carried out a telephone interview with 3,600 residents of Cumbria.

The results are as follows:

The percentage of people answering 'strongly agree' or 'tend to agree' when asked 'The police and local council are dealing with the crime and antisocial behaviour that matters in your area':

<b>Survey</b>	<b>Strongly agree</b>	<b>Tend to agree</b>	<b>All agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Unknown</b>
Summer 2009	8.5%	38.2%	<b>46.7%</b>	23.2%	10.3%	2.5%	11.5%	5.8%
Autumn 2009	7.3%	39.9%	<b>47.2%</b>	25.6%	9.5%	4.0%	11.1%	2.5%
BMG Oct – Nov 2009	19.4%	45.2%	<b>64.6%</b>	15.8%	9.2%	5.0%	5.3%	-

## **SECTION 3 – Actions being taken by the Constabulary to use information to improve confidence levels**

3.1 The results of the 2009 Summer Survey and the first tranche of Local Telephone Surveys (carried out on our behalf by BMG Research) have been combined, both of which asked this question.

Results by postcode have been plotted in order to create a map of confidence across Cumbria. These results compare favourably with those reported by BCS, and, as this process evolves and more results are added to the sample size, a more accurate impression of residents' confidence can be mapped.

At present, 2502 results are mapped. While this is a good indication of confidence at county level, the low sample sizes at smaller geographical levels make confidence interval levels larger – more data is required. The Autumn Survey results will be added to this database and included in future NIM products.

Unfortunately, the Place Survey National Indicator results could not be used as the same question was not asked.

- 3.2 Confidence information is provided monthly to the Strategic Tactical and Coordination Group (TCG) – to identify correlation with criminal activity and to ensure that resources and actions taken support improving the confidence target.
- 3.3. Current work recommended by Strategic Development to TCG and subsequently commissioned is as follows:
- a. Strategic Development and IMS produce packs for each NPT inspector identifying all relevant confidence information from the surveys- based on current information- by mid- January 2010.
  - b. Strategic Development to quality assure current NPT Engagement Plans against results of survey with regard to types of engagement preferred by respondents and low response rates – by end January 2010.
  - c. Packs to be refreshed on receipt of further confidence data from the BMG survey at (due end February and then every quarter) and made available as part of Performance Dashboard. (Strategic Development & IMS)
  - d. Once all data returns are received (3,600) for year 1 (due end February) IMS to provide detailed confidence data at Super Output Area for NPT Inspectors – as per example. Effectiveness of this approach to be evaluated before becoming a routine product.
  - e. Using the information in the NPT packs (Recommendation a above) and local knowledge, BCU Commanders to ensure that strategies to increase confidence levels in priority NPTs are developed and implemented to ensure that the constabulary achieves its target. Based on current information (Summer Survey and 900 BMG responses), these areas are:

BCU	NPTs below March 2010 target – 55%	NPTs below March 2011 target – 55- 60.8%
North	Penrith Brampton Carlisle City South Carlisle North/East Carlisle West Carlisle City Centre	Appleby
South	Kendal Rural Kendal Town	Barrow 3 Barrow 8 Ulverston & Furness Dalton Windermere(likely)
West	Allerdale North Copeland Rural Millom	Maryport

*Note – based on summer survey and BMG questionnaires – 2502 responses.*

- f. Visibility is one the overarching factors that is likely to improve confidence: The Surveys indicated that:

- the factor most likely to increase confidence levels is seeing more police officers and PCSOs on the street and
  - the best way for police to understand local issues is talking to local residents on the street.
  - Talking to officers is the preferred method for receiving and providing information
- To improve confidence levels consideration should be made to commission a visibility policy at a corporate level as part of the Confidence Review (to include an Abstraction Policy).

Note that visibility does not necessarily exclusively imply more officers/PCSOs on the street – this could also include the constabulary's use of the police brand and local media.

3.4 Other work in progress:

- The survey indicates that, overall, personal experience and stories about other people's experience of the police are the factors which impact most on confidence. Strategic Development and IMS are developing a performance product which provides more detailed information about drivers for improving user satisfaction, based on users' experience. This will be available by end January 2010.
- Actions from the Confidence Review (commissioned by ACC TP) on quality of service will deliver an improved user experience.
- Strategic Development and IMS are developing a Policing Pledge Performance Dashboard, which will be available by end January 2010. Delivery of the Policing Pledge Improvement Action Plan (response to HMIC Inspection) will support this approach. Elements of the Policing Pledge directly support delivery of improved confidence.
- Strategic development and IMS will include the NIM products on the Performance Dashboard and will continuously improve the information available to operational staff to support driving up confidence levels.

3.5 Results of the survey are being provided to Marketing and Communications to inform the strategy.

3.6 The results of the survey will inform the Community Involvement and Consultation Action Plan being developed jointly with the Police Authority.

## **HUMAN RIGHTS IMPLICATIONS**

Analysis of data in the survey can provide an indication of whether human rights are being observed by the Constabulary.

## **RACE EQUALITY / DIVERSITY IMPLICATIONS**

Analysis of the data in the survey will support activity to ensure that action can be taken to deliver a fair service to everyone and to monitor equality and diversity impacts and progress.

## **RISK MANAGEMENT IMPLICATIONS**

Taking action identified in the survey will help mitigate any identified risks to achieving our confidence target - by responding to information given to us by the people of Cumbria and meeting their expectations.

**Craig Mackey**  
**Chief Constable**

**29 December 2009**

## **BACKGROUND PAPERS –**

Confidence Board – Confidence in the Police  
Results of Summer 2009 Survey  
NIM Profile for Confidence v1

## APPENDIX 1

### SECTION 4 –2009 Autumn Consultation Survey Detailed Analysis

This section provides more detailed information on the seven main questions asked in the survey:

Seven main confidence questions were asked in this survey, these were:

- National confidence question (SPI 2.2)
- Please rate how confident you feel in Britain's Police Service
- Please rate how confident you feel in Cumbria Police
- What affects the amount of confidence you have in Cumbria Police
- What would increase your level of confidence in Cumbria Police
- Supplementary national confidence question – police only
- Supplementary national confidence question – local council only

The level of responses for some demographic groups and locations are not statistically significant. However, when matched with responses from the annual summer survey and the telephone survey being undertaken, results reported align with each other.

#### 4.1 Results for the national confidence question.

It is the responsibility of the police and local council working in partnership to deal with anti-social behaviour and crime in your area. Please say how much you agree or disagree with the following statement:

The police and local council are dealing with anti-social behaviour and crime issues that matter in this area

<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Unknown</b>
7.3%	39.9%	25.6%	9.5%	4.0%	11.1%	2.5%

- 47.2% of respondents either strongly or tend to agree that the police and local council are dealing with anti-social behaviour and crime issues that matter in their area, with a further 25.6% neither agreeing nor disagreeing, 13.5% disagreeing, and the remaining 13.8% either not knowing or failing to answer the question.

#### Key findings by demographics

- As with national findings and other local surveys women were more likely to agree with this statement than men.
- In Cumbria those aged 85 and over were most likely to agree with this statement, which conflicts with other local surveys yet is more in line with BCS findings.
- The most frequent answer given by each ethnic group was 'tend to agree' with the exception of those who were Chinese who selected 'strongly agree', and White Irish whose highest % response spanned 5 answers.
- The most frequent answer given by sexuality was 'tend to agree' with the exception of those who were Bisexual who selected 'tend to agree' and 'neither agree nor disagree'.

- Those who specified they had a disability were less likely to agree with the statement than those who did not (45.5% and 48.3% respectively).

Key findings by geography can be found on page 4 – showing comparison with national and Cumbria confidence levels.

**4.2 Results for rating of confidence in Britain’s Police Service on the scale below where 1 is very confident and 10 is not at all confident.**

Confidence rating	1	2	3	4	5	6	7	8	9	10	Unknown	Grand Total
Total	5.0%	14.3%	24.8%	15.5%	13.8%	8.5%	9.3%	5.7%	1.2%	0.9%	1.0%	100.0%

- 59.9% of respondents selected numbers 1-4 when asked how confident they feel in Britain’s Police Service. This compares to 17.1% of respondents who selected numbers 7-10.

Key findings by demographics

- This survey found that men had slightly more confidence in Britain’s Police service than women (60.9% and 58.8% respectively).
- Those aged over 65 have most confidence in Britain’s Police Service, those aged under 24 have the least.
- Those who stated their ethnic origin was Chinese had the highest confidence score; those from a White Irish background had the lowest.
- Heterosexuals had more confidence than other groups.
- Those who did not classify themselves as disabled were more confident than non-disabled persons.

Key findings by geography

- The top five NPTs, all scoring over 70% are: Carlisle North/East, Whitehaven, Millom, Cockernouth & Keswick and Kendal Rural.

**4.3 Results for confidence in Cumbria Police on the scale below where 1 is very confident and 10 is not at all confident.**

Confidence rating	1	2	3	4	5	6	7	8	9	10	Unknown	Grand Total
Total	8.0%	21.1%	26.5%	12.3%	9.4%	7.0%	4.4%	8.2%	1.6%	1.2%	0.4%	100.0%

- 67.9% of respondents selected numbers 1-4 when asked how confident they feel in Cumbria Police, this compares to 59.9% for Britain’s Police Service as a whole.

Key findings by demographics

- This survey found that men had slightly more confidence in Cumbria Police than women (69.4% and 67.4% respectively).
- Those aged over 65 have most confidence in Cumbria Police, those aged under 24 have the least.
- Those who stated their ethnic origin was Chinese had the highest confidence score; those from a White Irish background had the lowest.
- Heterosexuals had more confidence than other groups.
- Those who did not classify themselves as disabled were more confident than non-disabled persons.

Key findings by geography

- The top five NPTs, all scoring over 78% are: Kendal Rural, Carlisle North/East, Appleby, Whitehaven and Maryport.
- NPT ratings for confidence in Cumbria Police were generally higher than those for national police – except in Whitehaven and Maryport. National and Cumbria ratings were equal in Workington and Barrow 3.
- There is no statistical significant correlation between confidence achieved at national and Cumbria level, nor between these and whether people agree that the police and local councils deal with crime and antisocial behaviour that matters. The table overleaf demonstrates:

Neighbourhood Policing Team	SPI -2.2 National confidence question People agreeing that the police and local council deal with crime and antisocial behaviour that matter			Confidence in Britain's Police Service		Confidence in Cumbria Police		Difference between national and Cumbria
	Agree/ tend to agree	Disagree / tend to disagree	Rank	Confident (those selecting 1-4)	Rank	Confident (those selecting 1-4)	Rank	
Carlisle City West	80%	20%	1	53%	15	73%	8	20%
Carlisle City South	79%	7%	2	64%	6	71%	9	7%
Kendal Rural	66%	8%	3	71%	5	87%	1	16%
Whitehaven	64%	6%	4	82%	2	79%	4	-3%
Millom	63%	0%	5	75%	3	75%	7	0%
Carlisle North/East	62%	7%	6	83%	1	86%	2	3%
Ulverston & Furness	58%	8%	8	44%	18	58%	17	14%
Dalton	58%	17%	7	50%	17	42%	19	-8%
Maryport	57%	7%	9	64%	7	79%	5	14%
Allerdale North	56%	20%	10	59%	11	66%	13	7%
Brampton	50%	10%	11	60%	9	67%	12	6%
Workington	47%	26%	12	53%	14	53%	18	0%
Windermere	46%	15%	14	38%	19	62%	16	23%
Barrow 8	46%	15%	15	58%	12	69%	10	12%
Cockermouth&Keswick	43%	20%	16	73%	4	77%	6	3%
Kendal Town	41%	14%	17	52%	16	62%	15	10%
Penrith	39%	13%	18	61%	8	67%	11	6%
Copeland Rural	38%	16%	19	57%	13	62%	14	5%
Appleby	38%	7%	20	59%	10	84%	3	26%
Barrow 3	0%	60%	21	20%	20	20%	20	0%
Cumbria Overall	47.3%	20%		59.6%		67.8%		8.2%

NB- Highlighted NPTs indicate very low response rate to survey. No responses were received from Carlisle City.

#### 4.4 Results for factors affecting the amount of confidence in Cumbria Police

Factor	Yes	No
Personal experience	51%	49%
Stories about other people's experiences with the police eg friends and family	48%	52%
Public meetings with my local police officer / PCSO	11%	89%
The amount of crime where I live	48%	52%
The amount of police officers and PCSOs I see in the street	48%	52%
National newspapers and/or television	32%	68%
Local newspapers and/or television	45%	55%
Knowing how to contact my local police officer / PCSO	29%	71%
Information on the Cumbria Police website	4%	96%
Other	3%	97%

- Personal and anecdotal stories, levels of crime and visibility of police officers affect the amount of confidence residents have in Cumbria Police more than other factors.
- Personal experience is the only factor that has more people saying that it does affect confidence as opposed to not having an impact – although the difference is only 2 percentage points.
- Local media has more influence than national media.
- Information on the Cumbria website and public meetings have significantly less affect on confidence than any other factors.

#### Key findings by demographics

- Men's confidence is influenced more by each of the above factors with the exception of national newspapers / television; and knowing how to contact a local police officer / PCSO.
- Those aged under 25 are influenced more by personal experience; the experience of others; the amount of crime where they live; and what they see on the Cumbria Police website than older generations.
- Those who stated their ethnic origin was Chinese were influenced more by personal experience; the amount of crime where they live; and knowing how to contact their local police than other ethnic groups. However they were least influenced by stories about other people's experiences; public meetings with local police officers / PCSOs; the amount of police officers / PCSOs on the streets; both national and local newspapers / television; and information on the Cumbria Police website.
- Those who stated they were bisexual were most likely to be influenced by personal experience; public meetings with police officers / PCSOs; and the amount of police officers / PCSOs they see on the street than other groups. However they were least influenced by the amount of crime where they live; national and local newspapers / television; knowing how to contact their local police officer / PCSO; and information on the Cumbria Police website.
- Those who stated they were heterosexual were more likely than other groups to be influenced by local newspapers / television; knowing how to contact their local police officer / PCSO; and information provided on the Cumbria Police website, but least likely to be influenced by personal experience.
- Those who stated they were gay / lesbian were more likely than other groups to be influenced by stories about other people's experiences; the amount of crime where they live; and national newspapers / television, but least likely to be influenced by public meetings with their local police officer / PCSO.

- Those who classified themselves as disabled were more likely to be influenced by personal experience; public meetings held with local police officers / PCSOs; knowing how to contact local police officers / PCSOs; and information on the Cumbria Police website than those who said they did not have a disability, but less influenced by the other factors.

Key findings by geography:

- Results by geography show that factors affecting confidence do vary by NPT, but main factors are those four identified overall.
- Local media has more affect in specific NPTs.
- Across all NPTs, public meetings and information on the web are consistently the factors which have the lowest affect on confidence.
- The table below identifies the different factors that affect NPTs:

NPT	Factors having highest impact on confidence		
	Primary factor(s)	Secondary factor(s)	Least affect
Carlisle City South	Local media	Personal experience	Public meetings with local police
Carlisle City West	Stories about other peoples' experience	Personal experience/ Amount police seen on street/local media	Public meetings with local police/information on web
Kendal Rural	Stories about other peoples' experience/ Amount of crime/ local media	Personal experience	Public meetings with local police/information on web
Whitehaven	Personal experience	Amount of crime	Public meetings with local police/information on web
Millom	Amount of crime	Personal experience/ local media	Public meetings with local police
Carlisle North/East	Amount police seen on street	Personal experience/ Stories about other people's experience	Public meetings with local police/information on web
Ulverston & Furness	Personal experience/ Amount police seen on street	Amount of crime	Public meetings with local police/information on web
Dalton	Stories about other peoples' experience	Personal experience/ amount of crime	Public meetings with local police/information on web
Maryport	Amount police seen on street	Stories about other peoples' experience/ amount of crime	Public meetings with local police/information on web
Allerdale North	Personal experience	Stories about other peoples' experience	Public meetings with local police/information on web
Brampton	Local media	Personal experience	Public meetings with local police/information on web
Workington	Amount of crime/ police seen on street	Personal experience/ local media	Public meetings with local police/information on web
Windermere	Local media	Amount of crime/ Amount police seen on street	Public meetings with local police/information on web
Barrow 8	Amount police seen on street/local media	Personal experience	Public meetings with local police/information on web
Kendal Town	Amount of crime	Personal experience	Public meetings with local police
Cockermouth & Keswick	Local media	Personal experience/ amount of crime	Public meetings with local police
Penrith	Amount of crime	Amount police seen on street	Public meetings with local police/information on web

NPT	Factors having highest impact on confidence		
	Primary factor(s)	Secondary factor(s)	Least affect
Copeland Rural	Stories about other peoples' experience	Personal experience/ amount of crime	Public meetings with local police/information on web
Appleby	Stories about other peoples' experience	Personal experience	Public meetings with local police/information on web
Barrow 3	Amount police seen on street	Stories about other peoples' experience	Knowing how to contact local officer/information on web
<b>Cumbria Overall</b>	<b>Personal experience</b>	<b>Stories about other peoples' experience</b>	<b>Public meetings with local police/information on web</b>

NB Police refers to officers and PCSOs

#### **4.5 Results for factors that would increase levels of confidence in Cumbria Police**

Factor	Yes	No
Officers being friendly, approachable and helpful (not intimidating)	27%	73%
Regular meetings with my local police officer / PCSO	10%	90%
More crime prevention information	14%	86%
Seeing more police officers and PCSOs in the street	74%	26%
More details of what is being done to tackle crime in my area	37%	63%
Feedback on anything I report to the police	35%	65%
Knowing how to contact my local police officer / PCSO	30%	70%
Other	3%	97%

- Seeing more police officers and PCSOs on the street would increase levels of confidence more than any other measure, followed by feedback on anything reported to the police.
- Regular meetings with local police officer/PCS, more crime prevention information are the two activities that are least likely to increase levels of confidence.

#### **Key findings by demographics**

- The level of confidence women have in Cumbria Police would increase to a greater degree than for men in all factors listed above with the exception of regular meetings with local police officers / PCSOs and seeing more police officers / PCSOs on the streets.
- The level of confidence those aged under 18 have in Cumbria Police would increase to a greater degree than for other age groups if officers were more friendly, approachable and helpful; or if they knew how to contact their local police officer / PCSO. However regular meetings with local police officers / PCSOs; more crime prevention information; seeing more police officers / PCSOs on the streets; more details of what is being done to tackle crime; and feedback on anything they report to the police would have less impact on this age group. By contrast those aged 85 and over would feel more confident if they had regular meetings with the local police / PCSOs and received more crime prevention information.
- Those who stated their ethnic origin as Chinese were more likely than other ethnic groups to feel more confident in Cumbria Police if they saw more police officers / PCSOs on the streets; had more details of what is being done to tackle crime; and feedback on anything they report to the police. However they were least influenced by officers being approachable, friendly and helpful; regular meetings with local police officers / PCSOs; having more crime prevention information; or knowing how to contact their local police officer / PSCO.

- Conversely those who stated that their ethnic origin was White British were more likely than other ethnic groups to feel more confident in Cumbria Police if officers were approachable, friendly and helpful; or if they had regular meetings with their local police officers / PCSOs. They were also least likely to feel confident if they had more details of what is being done to tackle crime; or were given feedback on anything they report to the police than other ethnic groups.
- Those who stated they were bisexual were most likely to feel more confident if officers were more friendly, approachable and helpful, yet least influenced by regular meetings with police officers / PCSOs; more crime prevention information; seeing more police officers / PCSOs on the streets; more details on what is being done to tackle crime; or knowing how to contact their local police officer / PCSO.
- Those who stated they were heterosexual were more likely than other groups to be influenced by regular meetings with local police officers / PCSOs.
- Those who stated they were gay / lesbian were more likely than other groups to be influenced by more crime prevention information; seeing more police officers / PCSOs on the streets; more details on what is being done to tackle crime; receiving feedback on anything they report to the police; knowing how to contact their local police officer / PCSO.
- Those who classified themselves as disabled were more likely to feel more confident in Cumbria Police than those who did not specify a disability if: officers were more friendly, approachable and helpful; they had regular meetings with local police officers / PCSOs; they received more crime prevention information; and got feedback on anything they reported to the police.

Key findings by geography:

- For all NPTs, seeing more police officers and PCSOs on the street is the most significant thing that could be done to increase confidence levels.
- The least likely activity that will increase confidence levels across majority of NPTs is having regular contact with the police, with the exception of:
  - Carlisle City South – knowing how to contact local officer
  - Millom – more detail about what’s being done to tackle crime
  - Dalton – feedback on anything reported
  - Brampton – more crime prevention information (2<sup>nd</sup> lowest crime rate in the county)
  - Barrow 8 – more crime prevention information (12<sup>th</sup> in county for crime levels)

As the national confidence question asks how well residents believe the police and local council are dealing with any issues, two supplementary questions were added to examine these organisations separately:

**4.6 Results for supplementary national confidence question – police only**

<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don’t know</b>	<b>Unknown</b>
7.4%	41.5%	22.9%	11.0%	3.1%	11.0%	3.1%

- 48.9% of respondents either strongly or tend to agree that the police are dealing with crime and anti-social behaviour issues that matter in their area; this is an increase of 1.7% from the generic national confidence question.

Key findings by demographics

- Women agree with the statement more than men.

- Those who specified they had a disability were less likely to agree than those who did not.
- Those under 18 were less likely to agree with the statement than other age groups.
- The most frequent answer given by sexuality was 'tend to agree' with the exception of those who were Bisexual who selected 'tend to agree' and 'tend to disagree'.
- The most frequent answer given by each ethnic group was 'tend to agree' with the exception of those who were Chinese who selected 'tend to disagree' as their most common response, and those from 'Any other White Background' whose most frequent answer spanned 4 categories from tend to agree to completely disagree.

#### **4.7 Results for supplementary national confidence question – council only**

<b>Strongly agree</b>	<b>Tend to agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Unknown</b>
2.2%	21.6%	31.3%	18.4%	6.0%	16.2%	4.3%

- 23.8% of respondents either strongly or tend to agree that the local council are dealing with anti-social behaviour issues that matter in their area; this is a decrease of **23.2%** from the generic national confidence question.

#### **Key findings by demographics**

- Women agree with the statement more than men.
- Those who specified they had a disability were still more likely to agree than those who did not.
- Those aged under 18 were less likely to agree with the statement than other age groups.
- The most frequent answer given by sexuality was 'neither agree nor disagree' with the exception of those who were Bisexual who selected 'tend to disagree'.
- The most frequent answer given by each ethnic group was 'neither agree nor disagree' with the exception of those who were Chinese who selected 'tend to disagree' as their most common response.