



**Lancashire
Constabulary**
police and communities together

REPORT TO : STRATEGIC SCRUTINY MEETING

DATE: 15 SEPTEMBER 2016

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TITLE: USER SATISFACTION UPDATE

1. Issue for Consideration

1.1. The purpose of this report is to provide an update in relation to the User Satisfaction surveys conducted by Lancashire Constabulary.

2. Recommendation

2.1. The Commissioner is asked to note the report and comment on items discussed.

3. Background

3.1. The Home Office mandates certain surveys in relation to User Satisfaction be conducted by Police Forces. These surveys are in relation to victims of Burglary (Domestic), Vehicle Crime, Violent Crime and Hate Incidents.

3.2. The satisfaction levels reported by the Constabulary are a weighted combination of four areas; Burglary, Vehicle Crime, Violent Crime and Hate Incidents.

3.3. There are five mandated questions within the User Satisfaction Survey and they deal with various aspects of how the Police dealt with the incident. They are concerned with:

- **Initial Contact:** Are you satisfied, dissatisfied or neither with how easy it was to contact someone who could assist you?
- **Police Actions:** Are you satisfied, dissatisfied or neither with the actions taken by the police?
- **Follow-Up:** Are you satisfied, dissatisfied or neither with how well you were kept informed of progress?

- **Treatment:** Are you satisfied, dissatisfied or neither with the way you were treated by the police officers and staff who dealt with you?
- **Whole Experience:** Taking the whole experience into account, are you satisfied, dissatisfied, or neither with the service provided by the police in this case?

3.4. Each of these questions is preceded by a series of diagnostic questions designed to give the respondent an opportunity to remember and consider what actually happened before they are asked about their level of satisfaction. Thereafter, the respondent is asked how satisfied they were with the 'Whole Experience.

3.5. In order to give an explanation of the current results, the bullet points below provide the percentage satisfied across each question for the four groups combined (Burglary, Vehicle Crime, Violent Crime and Hate Incidents) and each user group. The comparisons are between the twelve month period ending July 2016 against the twelve month period ending July 2015. Please Note: The differences expressed in the brackets are between the absolute values of the result.

Four Groups:

- **Initial Contact** is down from 96.6% to 94.5% (2.1%). This is statistically significant.
- **Police Actions** is down from 81.3% to 77.0% (4.2%). This is statistically significant.
- **Follow-Up** is down from 71.4% to 62.4% (9.0%). This is statistically significant.
- **Treatment** is down from 93.3% to 91.4% (1.8%). This is statistically significant.
- **Whole Experience** is down from 79.0% to 78.1% (0.9%).

Burglary:

- **Initial Contact** is down from 97.1% to 95.9% (1.2%).
- **Police Actions** is down from 89.4% to 83.5% (5.9%). This is statistically significant.
- **Follow-Up** is down from 74.1% to 66.9% (3.6%). This is statistically significant.
- **Treatment** is down from 96.8% to 95.5% (1.3%).
- **Whole Experience** is down from 84.6% to 82.5% (2.2%).

Vehicle Crime:

- **Initial Contact** is down from 96.8% to 95.4% (1.5%).
- **Police Actions** is down from 74.2% to 73.9% (0.3%).
- **Follow-Up** is down from 61.4% to 57.5% (3.9%).
- **Treatment** is down from 95.1% to 94.5% (0.6%).
- **Whole Experience** is up from 74.3% to 77.0% (2.7%).

Violent Crime:

- **Initial Contact** is down from 96.6% to 93.7% (2.9%). This is statistically significant.
- **Police Actions** is down from 80.4% to 76.4% (4.0%). This is statistically significant.
- **Follow-Up** is down from 76.3% to 65.0% (11.3%). This is statistically significant.
- **Treatment** is down from 91.2% to 88.9% (2.3%).
- **Whole Experience** is down from 78.9% to 76.7% (2.2%).

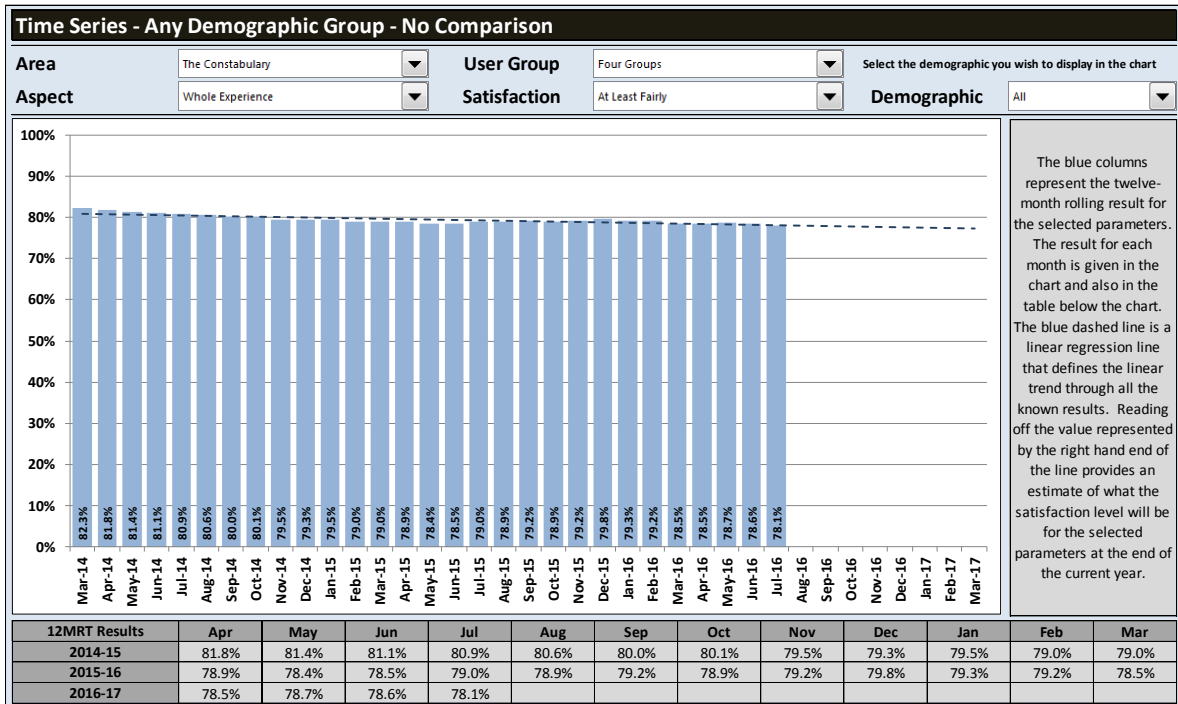
Hate Incidents:

- **Initial Contact** is down from 95.8% to 93.0% (2.8%).
- **Police Actions** is down from 81.1% to 74.3% (6.7%). This is statistically significant.
- **Follow-Up** is down from 73.8% to 60.4% (13.4%). This is statistically significant.
- **Treatment** is down from 89.9% to 86.7% (3.6%).
- **Whole Experience** is down from 78.3% to 76.3% (4.5%).

3.6. It is evident from the above that satisfaction levels are lowest in the aspects of 'Police Actions' and 'Follow-Up'.

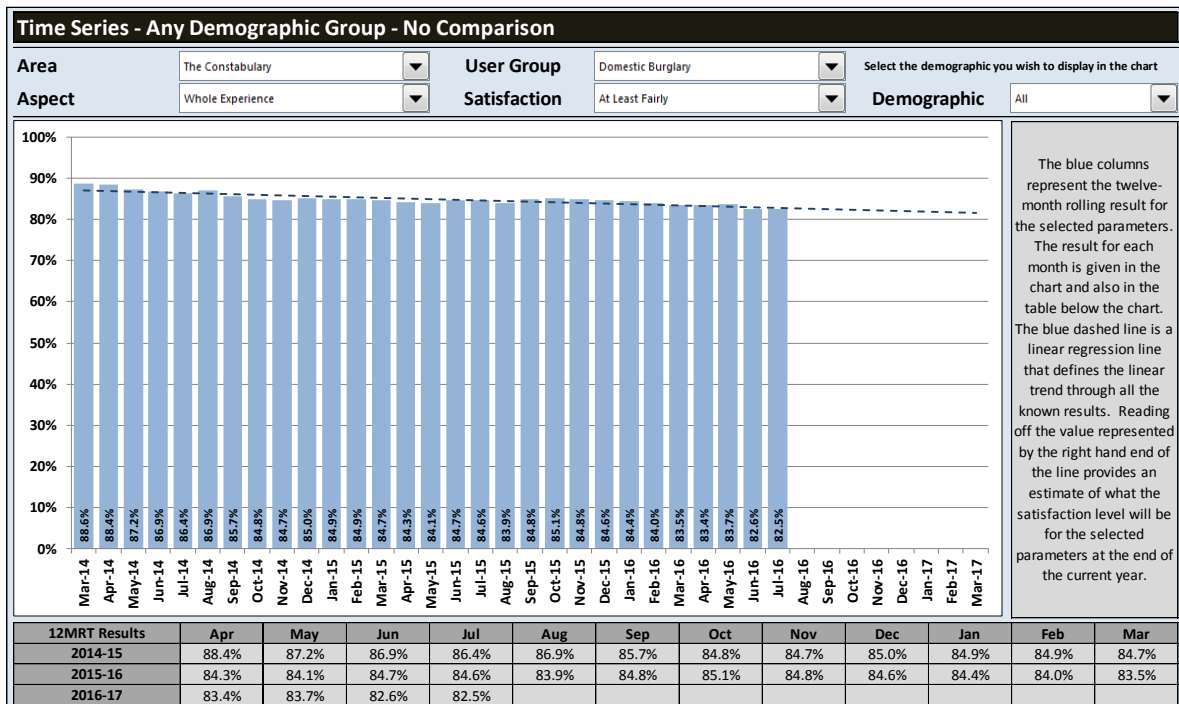
3.7. The longer term trend in relation to the results for the 'Whole Experience' can be seen in the charts below which show the percentage satisfied for the four groups combined and each user group.

Four Groups:



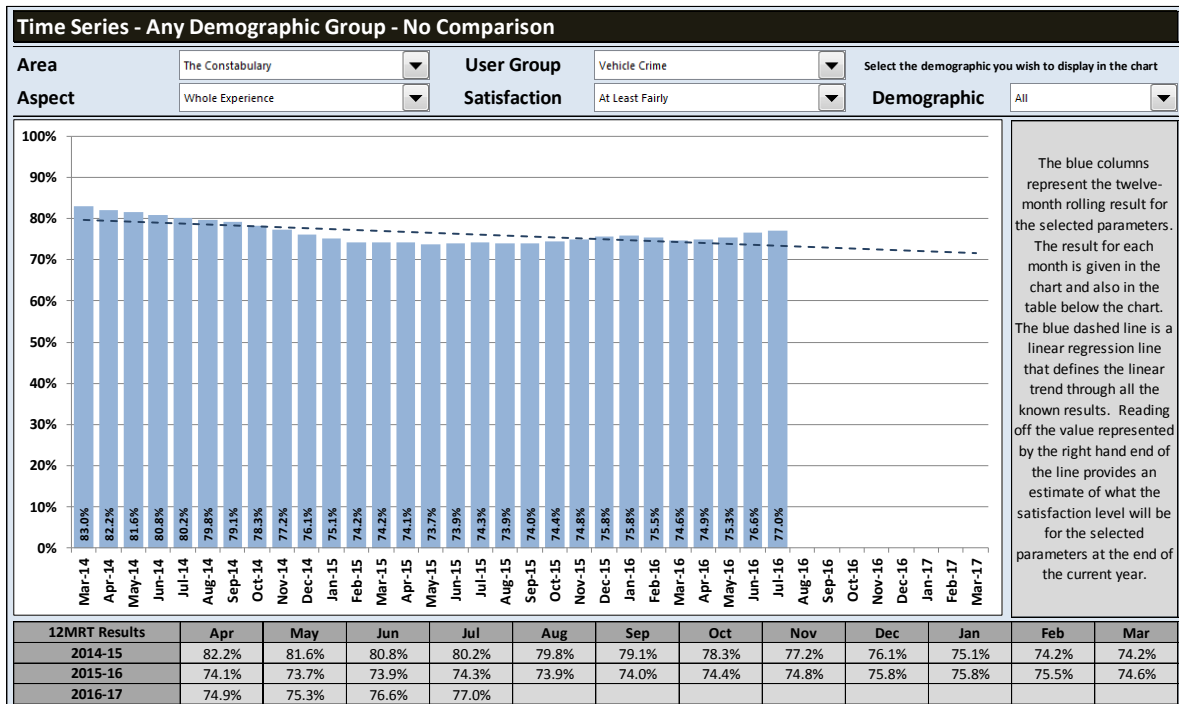
As you can see from the above, there is a downward trend with the occasional small increase in certain twelve month periods. The result for twelve month period ending July 2016 is the lowest in the time period detailed in the chart.

Burglary:



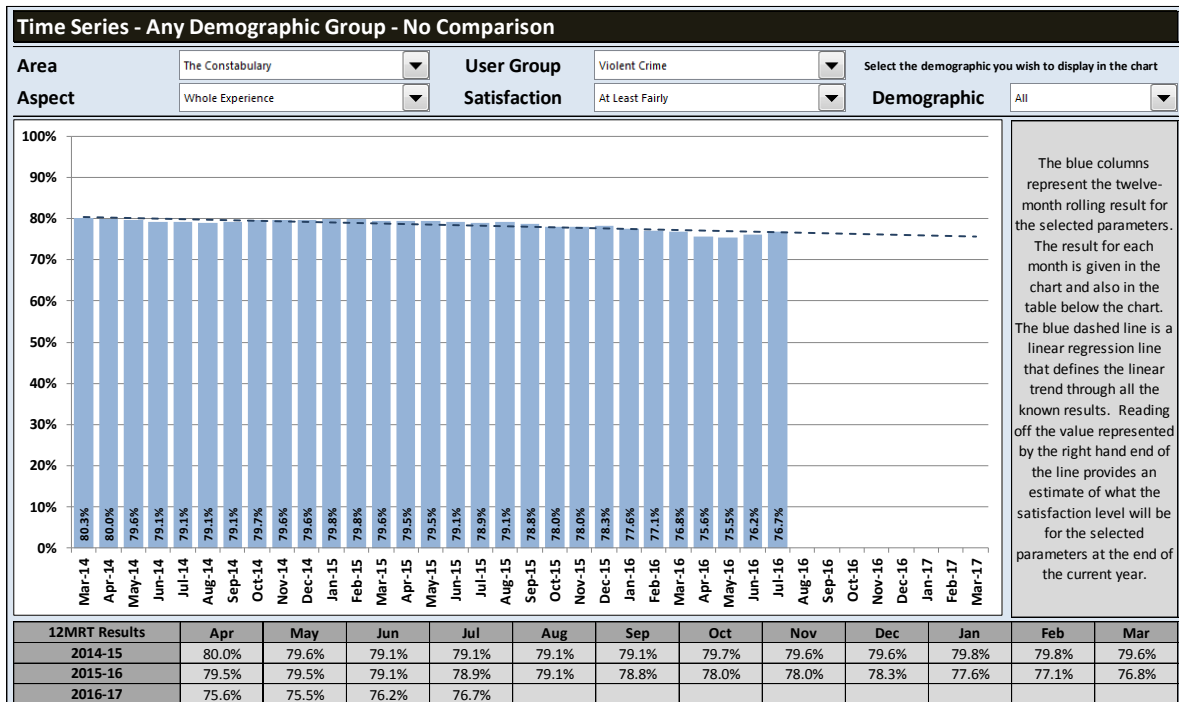
As with the results for the Four Groups combined, there is a downward trend with the occasional small increase in certain twelve month periods. The result for twelve month period ending July 2016 is the lowest in the time period detailed in the chart.

Vehicle Crime:



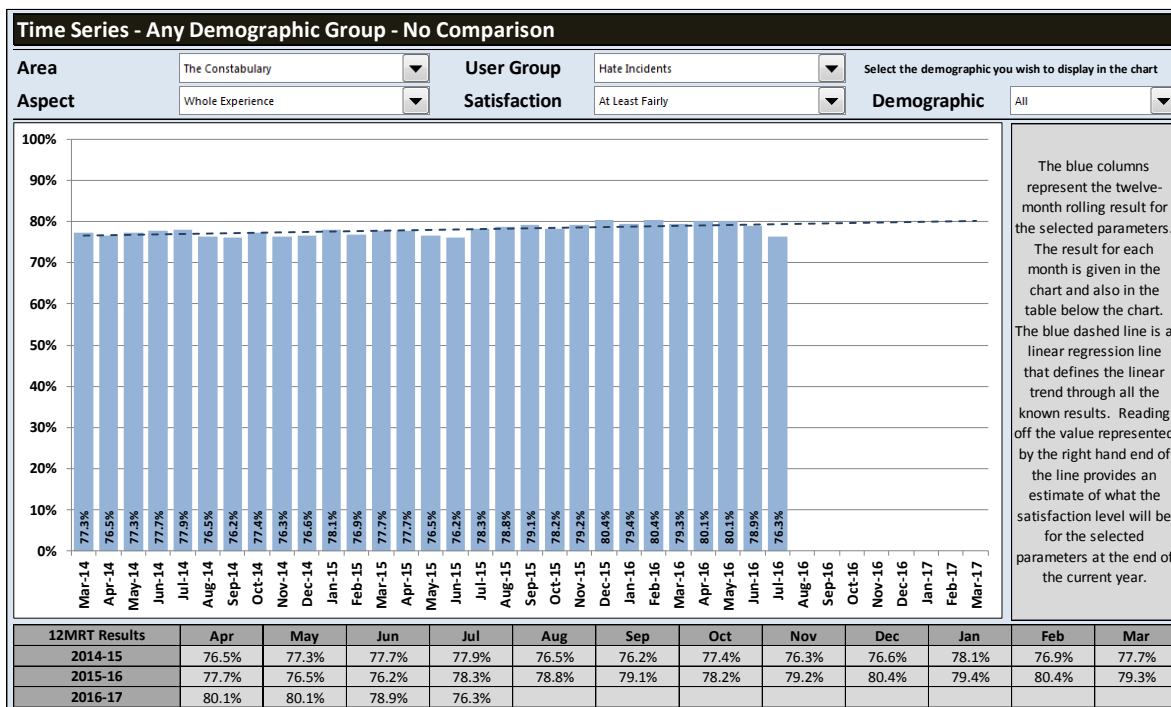
Although there is a downward trend across the period contained in the chart you can clearly see that the last five results have all shown increases. The result for twelve month period ending July 2016 is the best since November 2014.

Violent Crime:



Although there is a downward trend across the period contained in the chart you can clearly see that the last two results have shown increases. The result for twelve month period ending July 2016 is the best since March 2016.

Hate Incidents:



Although there is an upward trend across the period contained in the chart you can clearly see that the last two results have shown reductions. The result for twelve month period ending July 2016 is the lowest since June 2015.

3.8. The User Satisfaction Delivery Plan (Appendix A) developed by ACC Bates focuses on improving user satisfaction.

3.9. ACC Bates has taken a proactive approach and lead at numerous meetings including Strategic and Tactical Management Boards to highlight the areas which were detailed at previous Strategic Scrutiny meetings.

3.10. Follow up continues to show a downward trend across all categories of the victim satisfaction. This is an area that is being addressed through ACC Bates satisfaction board with actions to change behaviours at a local level undertaken by the attending Organisational Development Superintendents. The process for follow up is clear and it is recognised that it requires rigor at a BCU level.

3.11. The process for addressing issues such as follow up and other areas of victim satisfaction from the survey bureau, through the BCUs following each completed survey is;

- Email sent to the officer in case with the feedback from the victim.
- Email sent for the attention of the officer’s first line supervisor with the feedback from the victim.
- All supervision has access to the Team and Individual Satisfaction file in order to monitor at both an officer and team level for satisfaction.
- Quarterly analytical satisfaction product sent to Organisational Development Superintendents for use in their divisional Quality Board meetings. This will highlight specific areas for improvement that appertain to their area.

- Satisfaction and follow up at the fore of TMB / SMB performance presentations

By focusing from the individual, through immediate supervision to the team and onwards through the BCU this will embed the areas of both best practice and areas for improvement, focusing on the needs of the victim and leading to an increased quality of service without creating additional administrative burden.

4.0 Future changes to surveying:

4.1 The User Satisfaction Note (Appendix B) recognises that whilst the importance of seeking and using insights from customers is universally recognised, the relevance and reliability of the current surveys is now questionable. It notes that there has been a divergence in how forces interpret the guidance and in the representativeness of the narrow sample of service users that are required. This variation in the interpretation and adherence to the guidance means that considerable caution should be exercised in comparing the satisfaction indicators from different forces.

4.2 In order to develop our approach to victim surveys, police forces in England and Wales were asked to consider a number of options for developing victim surveys. 29 forces chose the below option;

- Discontinue the requirement for forces to make a specific return of user satisfaction and replace it with a requirement that they will seek insights from service users and an expectation that they will be able to demonstrate how the insights are used to improve policy, practice or performance.

From the responses it has been proposed that the current collection is discontinued and replaced with the above option with the details of how this will be achieved being developed and communicated to forces in the future.

4.3 Lancashire Constabulary will continue to survey the Home Office mandated groups until further guidance is received. These will be supplemented by the surveying of Domestic Violence victims, as per the Home Office direction, by the latest January 2017.

4.4 Initial discussions with ACC Bates have scoped the potential to continue the surveying the high victim impact areas such as Burglary, Hate and A.S.B whilst looking at more risk areas of the policing such as more serious assaults and robbery. No decision has been reached and wider consultation with the OPCC will need to take place. By widening our approach to victims this will ensure that we have a full range of understanding of our service to our community's across a broad range of interactions and thus better inform our people and service. This information / analysis can be used to feed the wider corporate engagement plan. These discussions are currently on-going with Commanders and Organisational Development Superintendents under ACC Bates.

4.5. Currently any victim satisfaction surveys are conducted by the Constabulary's survey bureau. Dependent upon the Home Office guidelines and the capacity of the survey bureau a survey can be developed for any crime/incident type or for a specific geographical area in the future. These surveys can be conducted by phone, via email victim surveys or even through the Samsung devices with the data collated by the

bureau manager and the appropriate analysis applied. Wider survey of individuals who are not victims of crime can take place through a number of means if required.

5.0 Survey Bureau

5.1 The Constabulary’s In House Survey Bureau went live in April 2016 when the Constabulary began conducting its own victim satisfaction surveying. The bureau consists of a team leader and three part time researchers who work between 4pm and 8pm Monday to Thursday. Since April the bureau has completed a total of 1074 burglary, vehicle, violent, hate and ASB surveys.

5.2 The productivity of the bureau has varied over the first four months with July showing a reduction due to staff leaving for other roles in the Constabulary. It is anticipated the bureau will be back fully staffed from mid-September.

April – 331 (5 week month)
 May – 259
 June – 285
 July - 200

The Home Office mandated number for surveys per month for Lancashire is 179

5.3 Going forward the bureau is increasing its numbers to 4 researchers in order to cover the commencement of the DV surveys and other anticipated demand. It is anticipated that this will allow for an extra 60 – 70 surveys per month.

6. Implications

Financial:	Nil
Legal:	Nil
Equality Impact Assessment:	Nil
Risks and Impact:	User Satisfaction is monitored nationally by the Home Office as part of the Annual Data Requirement (ADR).
Link to Police and Crime Plan:	Contributes to the delivery of service experienced by victims dealt with by Lancashire Constabulary.

7. List of attachments / appendices

- a. Appendix A: User Satisfaction Delivery Plan 2016/17.
- b. User Satisfaction Note

8. Background Papers

n/a