

An OPCC Perspective: Messaging and surveying the public

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UK Police Service of the Year 2022: Congratulations to Humberside Police



“... outstanding in transforming the delivery of its services”



Our perspective

Police and Crime Plan 2021-25:

Aim 1 – Engaged, Resilient and Inclusive Communities

... and more specifically the key deliverable:

Greater trust and confidence in urban, rural and coastal areas



History

Force was already developing My Community Alert in 2018

PCC focus at the time on innovation

Provided funding to enable Humbertalking development (move from old way of surveying)

Force drove new approach (and new ideas) with Visav

PCC bought licence for its own use

... so what does OPCC use it for?



Messaging

PCC Blogs: reach over 50,000 people via MCA (double last year) – current PCC wants more on-line personal interaction

Campaigns: communicate campaigns to wider audience

Force Oversight: assurance around force-usage via one-to-one meetings with Chief Officers – local priorities/action – public correspondence and messages



Surveying

Public Consultation: Public Funding Survey (precept) and Have Your Say (Police and Crime Plan)

Bids: use MCA and Humbertalking survey information for external bid writing

Let's look at some examples



Domestic Abuse Campaign

Christmas 2021 Campaign:

Messaging via MCA

750k people reached via social media

3.25k advert clicks to further info

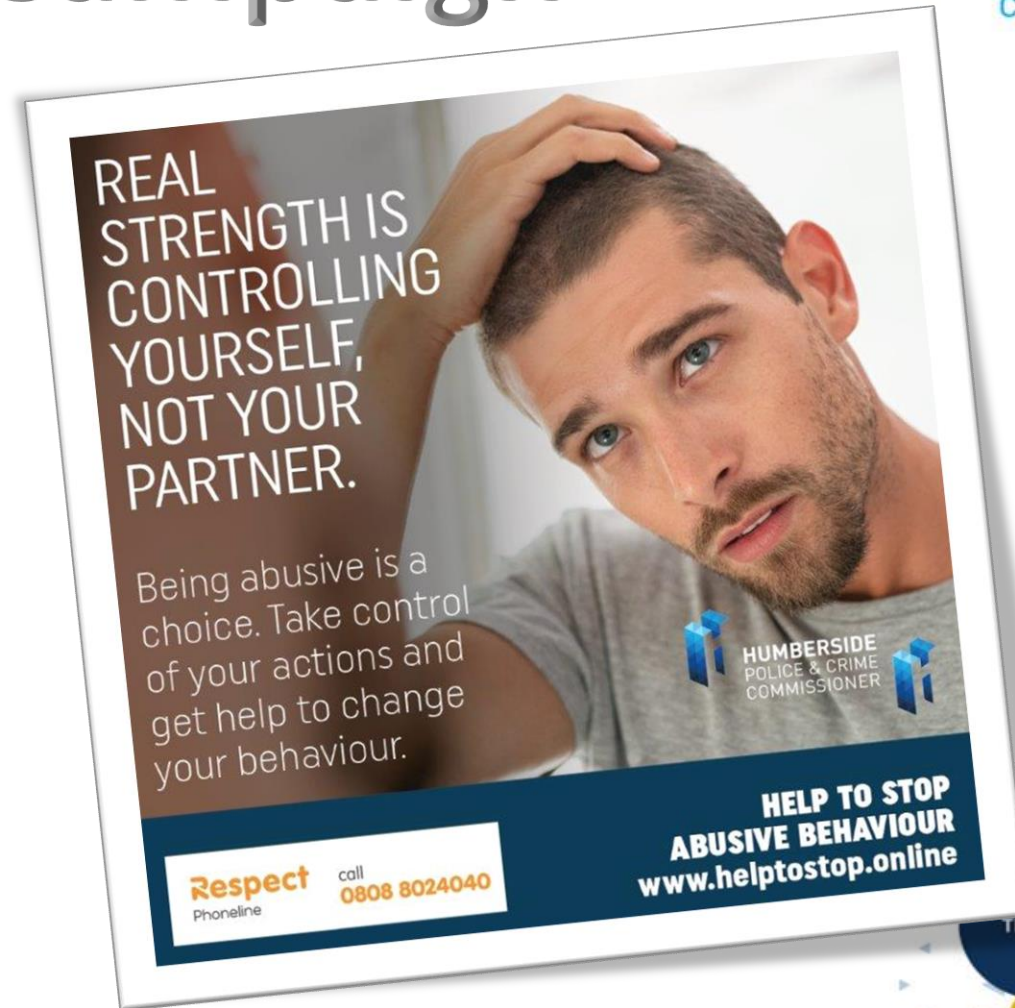
1.5k clicks through to

www.youarenotalone.online or

www.helptostop.online

76k video views

*... just getting the results from recent
Valentine's Day Campaign*



“Have Your Say” (Police and Crime Plan 2021-25)



The cover of the Police and Crime Plan 2021-2025 features a collage of images: Jonathan Evison, the Police and Crime Commissioner, with a dog; a bridge; and police officers. The text on the cover includes the commissioner's name, the title 'POLICE AND CRIME PLAN 2021 - 2025', and three key aims: Engaged, Resilient and Inclusive Communities; Safer Communities; and Effective Organisations.

JONATHAN EVISON
HUMBERSIDE
POLICE & CRIME
COMMISSIONER

**POLICE AND
CRIME PLAN**
2021 - 2025

- ✓ Engaged, Resilient and Inclusive Communities
- ✓ Safer Communities
- ✓ Effective Organisations

AIMS

This plan has three key aims:

- 1. Engaged, Resilient and Inclusive Communities** – our aim is to provide pathways for everyone to contribute to the safety of our communities
- 2. Safer Communities** – our aim is to focus activities on interventions that significantly impact on local crime levels
- 3. Effective Organisations** – our aim is to make the system work better for local communities

ROADMAP

PCCs are required to issue their Police and Crime Plans as soon as practicable after taking office and, in any case, before the end of the financial year [31 March] in which the PCC is elected.

Because the PCC elections were delayed from 2020 to 2021, this Plan covers three years rather than the usual four. The next Police and Crime Plan for the Humberside area will be published after the elections scheduled for May 2024. This Plan will remain in force until then.

Below you can see at a glance some of the key actions planned for each year of this Plan, and the preparations that are being made for future years. More details will be published in Annual Delivery Plans on the PCC's website.



- ▶ Delivery Fund launched to support innovation, community resilience and reduce local crime
- ▶ New partnership established to improve crime education for young people
- ▶ Clear performance data published to see how the police force are doing
- ▶ Increased visibility of the Police and Crime Commissioner
- ▶ New funding structure implemented for CSPs
- ▶ Multi-agency public health approach to domestic abuse
- ▶ Roll-out of campaigns to raise awareness of crime and safety issues



- ▶ Recommission victim support services under a new model that will improve the support available to victims of crime to help them cope and recover
- ▶ New commissioned service for victims of sexual assault
- ▶ Development of new South Bank station



ANNUAL INVESTMENT IN YOUTH OFFENDING SERVICES IN EACH LOCAL AUTHORITY AREA TO DIVERT YOUNG PEOPLE FROM ENTERING THE CRIMINAL JUSTICE SYSTEM

£4M ADDITIONAL INVESTMENT SECURED AND DELIVERED IN THE HUMBER REGION



ANNUAL INCREASE IN POLICE OFFICER NUMBERS



- ▶ New victims' hub that hears the voice of the victim and others affected by crime and ASB
- ▶ Volunteering opportunities expanded and easier to access
- ▶ New business crime forum established
- ▶ Roll-out of campaigns to raise awareness of crime and safety issues
- ▶ New Smart Contact product operational which will make it easier to report crime and ASB
- ▶ Analytical capabilities which allow us to publish rural, coastal, and urban community safety issues for the public
- ▶ Opening of Melton 2 police building
- ▶ New Niche Crime System in Humberside Police



So how did we get to this?



How we got to this

One of first PCCs to publish new Police & Crime Plan (Oct 2021)

Largest response ever – over 2,900 responses from MCA alone

Questions included:

1. Top 5 specific crime or ASB issues
2. Themes: Engaged Communities, Safer Communities, Effective Organisations
3. Victim of Crime/ASB and Experience
4. Other agencies response
5. Community trigger awareness

Results helped form new Police & Crime Plan



Police Funding Survey 2022/23



Used MCA again – we have done successfully for last two years

Complemented by social media, publications, radio, etc.

Previously used other ‘traditional’ methods, e.g. on-street talks, with poor engagement

Provided three options via MCA (£4.99/£9.99/£14.99 increase)



Results

Large response – over 1,200 responses from MCA in a few weeks

80% in favour of increase (73% favoured £9.99 or more)

Data broken down by postcode area

... helped form PCC response and provide assurances to Police and Crime Panel that all areas and people covered



Future use

‘Meet the Commissioner’ Events: attract people genuinely interested in policing issues – wider social media used, but attracts different (non-geographical) audience

Community Grant Scheme: launch new scheme, previous third-party contract who didn’t promote widely. People on MCA with links to their community groups will be able to apply for funds

Annual Survey: undertake our new annual survey linked to Police & Crime Plan measures. Also publicise National APCC survey from Spring 2022

Reach: expand our audience generally





JONATHAN EVISON
HUMBERSIDE
POLICE & CRIME
COMMISSIONER



So that was just a quick journey

Follow our progress:

 @HumbersidePCC

 Humberside-Police-and-Crime-Commissioner



www.mycommunityalert.co.uk

www.humberside-pcc.gov.uk

