

Edward Leigh  
Chair  
Cambridgeshire Police and Crime Panel  
c/o Jane Webb  
Peterborough City Council

By email: [jane.webb@peterborough.gov.uk](mailto:jane.webb@peterborough.gov.uk)

22<sup>nd</sup> January 2019

Dear Edward

I refer to the Police and Crime Panel meeting on the 14<sup>th</sup> November 2018 where the Panel raised a number of actions to which my response is given below.

### **Public contact figures**

Cambridgeshire Constabulary launched their new website in October 2017, which enabled public contact through on-line reporting facilitates and webchat. The Constabulary publish public contact performance data on their website regarding the number of 999 and 101 calls, online crime reports and web chat that have dealt with on a monthly basis (which can be found on the link below).

The Constabulary's new website which facilitates online reporting and provides guidance on and access to services online has seen a significant shift in the way the public communicate with the police. As an illustration of this, there were over 435,000 calls to 999 and 101 in 2016, and over 447,000 calls in 2017. In Q1 2016, there 72 uses of on-line reporting. In the calendar year 2018 there were 20,797 on-line and web chats. The table given at Appendix 1 provides overall details of public contact figures through the various channels. This information is from the Constabulary's website.

<https://www.cambs.police.uk/information-and-services/About-us/Performance/Public-contact-performance>

Another useful point of reference point is the Constabulary's Force Management Statement (FMS) (a FMS is self-assessment and provides an explanation of the demand the Constabulary expects to face in the next four years). The Constabulary's FMS provides statistics on their demand and information on how they prioritise and manage demand, and what actions they are taking to further understand future demand. This includes a section on responding to calls for services including 999, 101 and on-line reporting.

<https://www.cambs.police.uk/assets/PDFs/About/Transparency/AboutUs-ForceManagementStatement-2018.pdf>

## **Commissioner's Engagement/Strategy**

The Commissioner's Engagement Strategy is attached at Appendix 2. The Panel are asked to note that this was produced in April 2018. With a new Chief Constable in post, it is now opportune to have a joint Engagement Strategy between the Commissioner and the Chief Constable. This will be drafted once the 2019/20 Precept has been agreed and the budget set, and will be available early in the new financial year.

As for performance indicators to determine the success of the Commissioner's Communications and Engagement Surveys, the Commissioner's Communications team evaluates effectiveness through a number of channels. The Commissioner undertakes a vast number and variety of communication and engagement activities with a range of audiences, which is evident through his diary, published on his website. These range from 1:1 surgery appointments, Parish Council Town briefings, partnership meetings and public contact occasions. All of these seek to achieve a number of outcomes and successes towards the delivery of the objectives with the Commissioner's Police and Crime Plan.

The methods used by the Commissioner's Communications Team to measure the effectiveness of these activities include: the Constabulary's regular public confidence survey where public satisfaction is measured, regular surveys (the current Precept survey has 1990 responses after the first two weeks) and feedback through the Commissioner's newsletter which is currently shared with 20,000 members of the public. The team also measure mentions of the Commissioner in news articles (capturing tone and content), the number of media interviews carried out and regularly monitor social media analytics to measure the reach of the Commissioner's messages on Twitter and Facebook.

## **Complaints**

Information regarding how to make a complaint is available on the Commissioner's website. Should someone seek to make a complaint, the OPCC will be open and transparent as to how this can be done.

Yours sincerely,



Jason Ablewhite  
Police and Crime Commissioner for Cambridgeshire and Peterborough

**Public Contact Figures**

On-line crime and intelligence reporting, including road traffic collision, concerns, intelligence and crime) broken down as follows:

	<b>On-line</b>	<b>Web-chat</b>	<b>Overall total</b>	<b>Increase/ Decrease quarter on quarter</b>
<b>January to March 2018</b>	887	3966	4853	
<b>April to June 2018</b>	1529	3472	5001	+148
<b>July to September 2018</b>	1572	3816	5388	+387
<b>October to December 2018</b>	1673	3882	5555	-167
<b>Total</b>	5661	15136	20797	

Over the above period this typically is around reports of:

- crime – 36%
- intelligence – 23%
- anti-social driving - 11%
- road traffic collision – 21%
- Camera Tickets and collision report – 6%
- Camera, Tickets, Collisions report requests – 3%



### POLICE AND CRIME PLAN 2017-2020 COMMUNICATIONS & ENGAGEMENT STRATEGY

#### Community Safety and Criminal Justice

##### *The Police and Crime Commissioner listens, informs and responds*

##### Introduction

The Police and Crime Commissioner (PCC) for Cambridgeshire and Peterborough is Jason Ablewhite.

Elected in 2016, the Commissioner's role is to support, and at times challenge the Chief Constable and hold the police force to account on behalf of the public. Jason Ablewhite is committed to working with a range of partner agencies, other police forces, and the public to cut crime, reassure the public and ensure an effective and efficient police service. He is responsible for the totality of the police budget which includes setting the annual policing element of the council tax and the police budget. He is also responsible for providing funding through a mixed model of commissioning to support the objectives as laid out in his Police and Crime Plan which was launched to the public in March 2017.

In addition to chairing a Business Co-ordination Board, where decisions are made with senior officers of the OPCC and the Constabulary, Jason also chairs Cambridgeshire Countywide Community Safety Strategic Board, Cambridgeshire Criminal Justice Board, Bedfordshire, Cambridgeshire and Hertfordshire Strategic Alliance, the Seven Force Strategic Collaboration Oversight Group and the Police National Commercial Board. Jason also has observer status on the Cambridgeshire and Peterborough Combined Authority, is a Board member of the Local Government Association's Fire Management Committee, and a Member of the National Fire Commission. He is supported by his Deputy Commissioner, Ray Bisby.

*On 26 March 2018, the Home Office formally approved the Commissioner's case to take responsibility for the governance of Cambridgeshire Fire and Rescue Service.*

The OPCC is located at Cambridgeshire Constabulary Headquarters in Huntingdon.

##### Communications Objectives

This communications plan has been developed to support the strategic objectives of the OPCC and the tactical delivery of the Police and Crime Plan. The plan takes note of the Constabulary's mission, vision and values as set out by the Chief Constable.

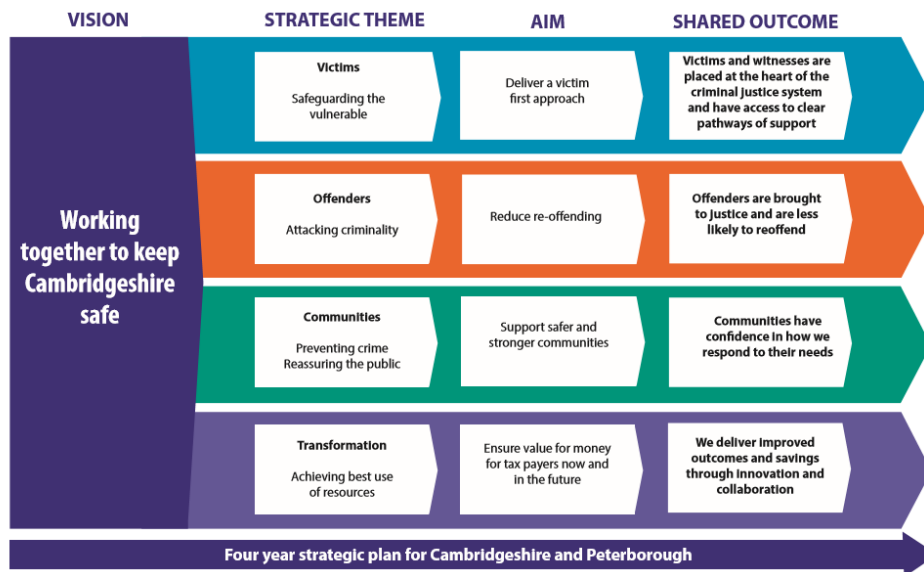
*Mission: Safeguard the vulnerable, attack criminality, prevent crime, value for money, reassuring the public*

*Vision: to create a safer Cambridgeshire*

*Values: Respect, openness, integrity, trust, innovation*

## Organisation Objectives

### Police and Crime Plan – Community Safety and Criminal Justice



## Principles

- To **represent** the public, listening and responding to their concerns in a timely manner (be visible about holding the police force to account)
- To **inform** the public about how to keep safe (this includes any changes in the law, and action they can take to help prevent crime)
- To **respond** to the public, working in partnership to find solutions to emerging and complex problems
- To **involve** the community to support the police (Citizens in Policing agenda)
- To **work in partnership** to find systematic solutions to complex problems
- To **demonstrate integrity** by being open and transparent, publishing financial and decision making information
- To **devote time** to engagement opportunities, supporting trends, issues and initiatives

## Communications & Engagement tools and tactics

- Internal articles, emails and letters
- Media releases, lines to take, statements, articles – proactive and reactive
- Online features and blogs (inc. guest blogs)
- PCC newsletter
- Social media – Twitter, Facebook and Instagram
- TV and radio interviews (inc. radio phone ins)
- Surgeries – private and street
- Public Speaking
- Support for Force events (e.g. Crime Reduction Days, awareness events)
- Conference hosting (local, regional and national)
- Local meetings
- Engaging with county MPs
- Engaging with local schools, colleges and universities
- Surveys
- Jointly branded campaigns with Constabulary
- APPC campaigns
- Partnership campaigns (multi-channel)
- Partner events

Communications Objectives	Outputs
To ensure the public understand the role of the Police and Crime Commissioner and how he supports their communities to keep safe.	Public awareness will be measured through regular surveys, online analytics, social media engagement and newsletter take-up. We will also conduct 'soft' surveys to gage public opinion, through surgeries, partner events and internally.
To ensure the public have confidence in policing and the criminal justice system in Cambridgeshire and Peterborough.	Public confidence will be measured through the 'Policing in Cambridgeshire survey', regular PCC surveys, relevant online analytics, social media engagement and newsletter take-up. We will also liaise with key partners on the effectiveness of any joint Communications announcements.
To meet the needs of the Cambridgeshire's many and diverse communities with an effective and efficient police force.	<p>The effectiveness of communication and engagement activities will be measured through surveys and face to face meetings with the Commissioner (strategic level), and the Engagement Officer (tactical level) across all sectors of community.</p> <p>All communication and engagement activities must be presented in an accessible format, (in print, audio, video and online).</p>
To reassure the public and work with partners to address the fear of crime.	<p>The effectiveness of communication and engagement activities in terms of reassuring the public will be measured through surveys and community meetings.</p> <p>Where relevant, polls will be conducted (internally and externally) to gather public views.</p> <p>The newsletter will feature regular 'calls to action' and feature articles to promote the Police and Crime Plan objectives.</p>

Police and Crime Plan Objectives	Delivery of outcomes through effective communications and engagement
<b>Victims</b> – <i>Victims and witnesses are placed at the heart of the criminal justice system and have access to clear pathways of support</i>	Awareness of support available for victims and witnesses will be promoted through regular media opportunities through traditional, social and online media, through the use of case studies and announcements of specific support posts. Joint communications activities will also be promoted where relevant. Surveys and soft questionnaires will be orchestrated where opportunities arise.
<b>Offenders</b> – <i>Offenders are brought to justice and are less likely to offend</i>	Awareness of work carried out by the PCC in the area of bringing offenders to justice and supporting people from reoffending will be promoted through regular media opportunities through traditional, social and online media. This will be done through the use of case studies, opportunities with partners, surveys and soft questionnaires.

<p><b>Communities</b> – <i>Communities have confidence in how we respond to their needs</i></p>	<p>The success of effective communications and engagement with communities will be measured through regular surveys and calls to action. Tools used will be traditional, online and social media. Joint activities with relevant partners will also be carried out to reach maximum audiences.</p>
<p><b>Transformation</b> – <i>We deliver improved outcomes and savings through innovation and collaboration</i></p>	<p>Awareness of work carried out by the PCC to make the force more efficient and effective will be measured through surveys following promotion of initiatives through traditional, social and online media. Debates will be encouraged through radio interviews and internal engagement measured through soft surveys.</p>

**Stakeholders/Audience**

**Internal:**

OPCC Staff, Cambridgeshire Constabulary – Chief Officer Group, Management Team, Officers and staff, all Citizens in Policing

**External:**

General public  
Victims and witnesses  
County, City and District Councils  
Cambridgeshire MPs  
NHS England  
Public Health England  
Mental Health groups  
Criminal Justice Groups  
Prisons – HMP Peterborough  
Parish Councils and Local Community Groups  
Voluntary Sector, including Watch organisations  
Faith groups  
Schools, colleges and universities  
Business Community  
Umbrella groups and organisations  
Disability groups  
Schools & Business Community  
Media, local/national/stakeholder publications  
Stakeholder Comms groups and representatives  
Distribution media: PA, Kantar Media  
Online news channel audiences  
Social media news channel audiences  
Unions  
Umbrella organisations,  
Government departments - Home Office, Ministry of Justice, Cabinet Office, NHS England, Public Health England, Highways England, DWP  
Other Police Forces, mainly TriForce, 7 Force  
Grant recipients  
MPs, MEPs, elected officials  
HMICFRS, HMIP  
ICVA  
APCC, NPCC, College of Policing  
Community Safety Partnerships  
Criminal Justice  
Blue Light Services – Ambulance, Fire