

## Consultation Strategy 2010

1. Since 1998 the Safer Stockton Partnership has carried out four cycles of consultation with local people about the priorities on which the Community Safety Plan for the borough should be based, and we have steadily increased response numbers as follows:  
  
1998 – 150  
2001 – 1,500  
2004 – 2,500  
2007 – 4,000
2. Over the years we have used our organisational memory of what has worked well and used an increasing variety of response mechanisms to generate and improve response rates. Whilst it is anticipated that responses via the web are likely to increase it is likely that most responses will once again come from face to face consultation.
3. A key element of our consultation strategy has been 'keeping the faith' with respondents and a core aim of this approach has been to inform residents and thereby reduce fear of crime whilst raising awareness of relevant crime reduction measures that need to be considered. Analysis from 2007 shows that after reading the Audit 45% of respondents felt that they were well informed, 29% felt that they were not well informed and 26% did not respond to this question.
4. This approach gives legitimacy to our medium term planning and protects the partnership from short term policy trends providing us with a strong response to the first key question in CAA, 'How will the local priorities express community needs and aspirations.'

'A new era in policing' published by ipsos MORI highlights the need to improve public confidence. Commenting on the increasing move towards perception based targets it states " If these are to be achieved forces and local authorities need genuine understanding of local people's needs and expectations to deliver increased public confidence." More details on this report can be found on <http://www.ipsos-mori.com/Assets/Docs/Publications/sri-understanding-society-newsletter-a-new-era-in-policing.pdf>

5. Using this tried and tested approach coupled with our knowledge from the Partnership Strategic Assessment will assist with the following PSA targets and national indicators:

PSA 21 'Build more cohesive and empowered communities'

PSA 23 'Make communities safer'

NI 4 '% of people who feel that they can influence decisions in their locality'

NI 21 'Dealing with local concerns about anti social behaviour and crime issues by the council and police'

NI 25 ' Satisfaction of different groups with the way the police and local council dealt with anti social behaviour'

NI 27 'Understanding of local concerns about anti social behaviour and crime issues by the council and police'

6. The third Partnership Strategic Assessment will help to direct the content of the audit document. This will be completed in January 2010 and will identify any emerging trends, ongoing issues and areas of concern. Given our current focus on the providing reassurance agenda the PSA will also provide valuable analysis on this key area of work.
7. The target in Audit 2007 was for a total of 4,000 responses, we are proposing a challenging target of 5,000 for Audit 2010. Within that we are proposing to capture a range of responses from marginalised groups and areas as follows:
  - a) Increase total responses to 5,000
  - b) Ensure we receive responses of at least 10 per thousand per ward, in particular from wards with higher levels of crime and anti social behaviour and above average levels of fear of crime.
  - c) To increase responses from the BME population to above 5% of the population. In 2007 we achieved 3%.
  - d) To maintain responses from the 16 – 34 age group (sometimes defined as 'hard to reach') at 19%, the response rate in 2007 was 18.7%.
8. Interim costs for the production and delivery of the Audit document are coming in at approximately £30,000 a slight increase on projections from 2007. It is proposed that we use the same formula used in previous rounds and this is shown below:

<b>Partner</b>	<b>Yearly contribution</b>	<b>%</b>	<b>Amount</b>
Police	£1,000	30%	£7,500
Council	£1,000	30%	£7,500
Police Authority	£2,000	5%	£1,250

Fire Service	£1,000	5%	£1,250
Health	Nil	6%	£1,500
Probation	Nil	6%	£1,500
DAT	Nil	18%	£4,500
<b>Total</b>	<b>£5000</b>		<b>£25,000</b>

The Council hold the Partnership budget and this is a holding account whereby funds can be carried forward so any partner who would like to supply the funding in this financial year can do so.

9. Members are asked to consider and endorse the proposals set out for Audit 2010.

It is recommended that:

- a) The targets proposed are considered and endorsed.
- b) Members send any additional targets that come to light to the Community Safety Team [Claire.sills@stockton.gov.uk](mailto:Claire.sills@stockton.gov.uk) or 01642 527610 for inclusion in a further progress report.
- c) Agreement is reached on the funding proposal for Audit 2010
- d) A further consultation report is brought to the next meeting.

Community Safety Manager  
6<sup>th</sup> September 2009