

Consultation Strategy 2013

1. Since 1998 the Safer Stockton Partnership has carried out five 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
2010 – 5,222
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 we will continue to see an increase in the number of responses via the web, 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 2010 shows that after reading the accompanying consultation magazine 42% of respondents felt that they were well informed, 24% did not feel well informed and the views of 34% were unknown. After reading the magazine 35% of respondents felt safer, 55% felt no difference and only 4% felt less safe.
4. The consultation will support three key aims:
 - 1) Provide legitimacy to our medium term target planning
 - 2) Educate the public on crime and ASB in Stockton enabling them to make an informed choice on future priorities
 - 3) Reduce the fear of crime and ASB
5. Using this tried and tested approach coupled with our knowledge from the Partnership Strategic Assessment will assist with ensuring that the Safer Stockton Partnership continues to:
 - Contribute towards a reduction in crime and the fear crime
 - Provide community reassurance as well as give local residents the opportunity to influence decisions in their area
 - Identify and deal with local concerns about anti-social behaviour and crime through a partnership approach
 - Highlight the level of satisfaction of different groups with the way the police and local council deal with anti-social behaviour
 - Enable the partnership to gain an understanding of the current issues and views of local people in relation to crime and anti-social behaviour.

6. The 2011/12 Partnership Strategic Assessment will help to direct the content of the audit document. This will be completed in December 2012 and will identify any emerging trends, ongoing issues and areas of concern.
7. The target in Consultation 2010 was for a total of 5,000 responses. We achieved a total of 5,222 responses, an increase of 4% of the original target. It is proposed that for audit 2013 we look to repeat this challenging target. Along with the following:
 - a) Ensure we receive responses of at least 1% per ward, in particular from wards with higher levels of crime and anti social behaviour and above average levels of fear of crime. In 2010 all wards achieved at least a 1% response rate.
 - b) To increase responses from the BME population to above 5% of the population. In 2010 we achieved 4.7%.
 - c) To maintain responses from the 16 – 34 age group (sometimes defined as ‘hard to reach’) at 19%, the response rate in 2010 was 18.7%.
8. Interim costs for the production and delivery of the Audit document will be approximately £30,000. It is proposed that we use the following formula and this is shown below:

Partner	Yearly contribution	%	Amount
Police	£1,000	30%	£7,500
Council	£1,000	30%	£7,500
CPA/PCC	tbc	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
Total	£3,000		£25,000

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 2013.

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 Manager Steven.Hume@stockton.gov.uk or 01642 527610 for inclusion in a further progress report.
- c) Agreement is reached on the funding proposal for Consultation 2013
- d) A further consultation report is brought to the next meeting.