

CITIZEN FOCUS COMMITTEE

**MINUTES OF THE MEETING HELD AT THE
NIGHTINGALE CENTRE, THE STREET, FRAMINGHAM EARL, NORFOLK
ON MONDAY, 16 NOVEMBER 2009 AT 10.00 AM**

Present:-

Mrs Fiona Anthony
Mr P Hardy
Mrs V Jenkins
Ms J McKibben
Mr J Perry-Warnes (Substitute)
Mr D Reeve
Mr T Tomkinson

In Attendance:-

Mrs A Campbell	Director of Communications and Public Affairs, Norfolk Constabulary
Mr Jonathan Chapman	Young People's Adviser, from Norwich City College
Mr Abraham Eshetu	Head of Diversity, Norfolk Constabulary
Mr Mark Hill	Assistant Chief Executive, Norfolk Police Authority
Ch/Supt Sarah Hamlin	Contact & Control Room and Partnerships, Norfolk Constabulary
Ms Gill Tavender	Citizen Focus Co-ordinator, Norfolk Constabulary
Mr Kevin Wilkins	Assistant Chief Constable, Norfolk Constabulary
Miss Nicola Wotton	Committee Administrator, Norfolk Police Authority
Mrs Jo Wright	Policy and Research Officer, Norfolk Police Authority

Observer:-

Ms C Jones	Neighbourhood Manager, Norwich City Council
Mrs J Reeve	Resident of Catton Grove Residents Association

1. **Apologies for Absence**

Apologies for absence were received from Paul Wells, Ch/Supt Bob Scully and Colin Websdell. It was noted that John Perry-Warnes was a substitute for the meeting.

2. **Declarations of Interest**

There were none.

3. **To confirm the minutes of the meeting held on 2 September 2009**

The minutes from the 2 September 2009 were signed by the Chair as a correct record of the meeting.

4. **Matters of Urgent Business**

There were none.

5. **Joint Community Engagement Strategy for Norfolk Constabulary and Norfolk Police Authority**

The Committee received the Joint Community Engagement Strategy for Norfolk Constabulary and Norfolk Police Authority. It was noted that the new strategy reflected the joint commitment to citizen focussed policing and community engagement, whilst recognising the differing roles of the Authority and Constabulary.

It was reported that the strategy would be available to a number of different audiences, including colleagues within the Constabulary, partner agencies and national organisations. Members were pleased to note that the strategy had been simplified, jargon had been removed and that the focus was upon relationships rather than processes and tasks.

Members were apprised that the strategy was a living document, which would evolve and develop over time. Although the Committee noted and endorsed the Authority's Delivery Plan, the Chair suggested that a further action should be included to ensure delivery of the three consultations (with sex workers, with young people from ethnic minorities and with people with mental health issues) which Norfolk Police Authority has committed to undertake in conjunction with the Association of Police Authorities and the National Policing Improvement Agency, with which Norfolk Police Authority. Abraham Eshetu suggested that an Equality Impact Assessment be carried out to ensure all areas had been covered by the Delivery Plan.

The Committee was apprised that the Constabulary's Delivery Plan would be completed in the New Year and would provide practical advice and guidance in respect of engaging with different groups and organisations. The Plan would be brought to a future meeting for consideration by the Committee.

Members commended the Authority and Constabulary on the joint strategy and thanked them for their work in this respect.

RESOLVED:

- i) To note the contents of the report;
- ii) To endorse the Joint Constabulary and Authority Community Engagement Strategy and its implementation;
- iii) To endorse the Authority's accompanying Community Engagement Strategy Delivery Plan.
- iv) To Equality Impact Assess the Joint Community Engagement Strategy.

6. Independent Advisory Group Review

Mark Hill apprised Members that an Independent Advisory Group (IAG) had been established within all Forces, as a result of the McPherson Report which followed the murder of Stephen Lawrence. It was noted that the IAG provided insight and advice and currently consisted of 10 members, all of whom had undertaken security vetting. It was reported that the IAG were informed of operational, confidential and anonymised information. Members noted that the IAG, Constabulary and Authority were working constructively and that recruitment for additional members would take place in the New Year.

The Committee noted the terms of reference for the group and agreed that a flexible approach was required until additional members had been recruited. Jonathan Chapman suggested that the Authority approached the City College to try to recruit young people and those from ethnic minorities. It was reported that the Authority had recently attended the Volunteers Fair at the UEA and although there had been significant interest from students in joining the IAG at the time, there had been little follow up since then. Ch/Supt Sarah Hamlin reported that the Constabulary had recently been involved in the 'Take over the Police Day' for young people and suggested the possibility of linking in with this area and other SNT consultative forums.

Mark Hill provided clarification that the role of the IAG was as an advisory group rather than a consultative forum. It was noted that individuals brought their own experiences to the group, rather than being representatives of different groups.

Abraham Eshetu informed those present that the IAG made a valuable contribution to the Constabulary and were an important point of reference for critical incidents. Assistant Chief Constable Kevin Wilkins reiterated the value of the IAG and it was noted that their advice would be sought on an increasing basis in the future. The Committee wished to record their thanks for the members of the IAG for their ongoing work and support.

RESOLVED:

- i) To note the contents of the report;
- ii) To endorse the recommendations regarding recruitment for the IAG, the current budget level and agreed that in the absence of a waiting list for membership, that flexibility be available in relation to the tenure of the current members of the group.

7. Communications and Public Affairs Update

Anne Campbell, Director of Communications and Public Affairs (CPA), updated Members on the recent launch of the new Constabulary website. It was noted that the site had been designed to engage residents and allow ease of accessibility to a range of services and information, including the newly launched national Crime Maps and their local Neighbourhood Policing Teams. The Committee was pleased to note that the website now had the facility for blind or visually impaired people to have the contents of the site 'spoken' to them. It was reported that the British Sign

Language translation facility would be included on the site in the near future. Members noted that a marketing campaign to promote the new site had been devised using the internet, radio and bus advertising.

The Committee was apprised that following a review, the administration of the Homewatch scheme would transfer to the CPA Department in April 2010. It was reported that three additional Neighbourhood Communications Officers had been recruited to support, co-ordinate and manage Safer Neighbourhood communications at a local level. It was noted that a Communications Toolkit had been created, including poster templates which could be populated according to local need, which will also support the corporate brand identity. Members noted that a Homewatch Implementation Group had been established to manage the introduction of a new county scheme to procure a new digital communication tool, which will replace the Ringmaster 2000 system. The new communication tool will be able to communicate with those who subscribe to the Homewatch service in a range of formats including telephone, letter, text and email. After discussions, Members suggested that the Homewatch scheme be renamed to Neighbourhood Watch, to link in with the corporate theme of Neighbourhoods and to provide clarity on the work of the scheme.

It was reported that a new poster and screen-saver campaign had been created, which used actual customer quotes to highlight to officers and staff how their behaviour and attitude directly affected those who use the Police Service. Members noted that examples of good customer feedback appeared on the 'green' posters, whilst comments from those who have felt dissatisfied were published on the 'red' posters. It was noted that this and other areas of good practice were shared both regionally and nationally via the National Police Force Communications Board, which was chaired by Anne Campbell. Members were updated on the DVDs which had been created by the Constabulary and Jonathan Chapman requested a copy of the alcohol awareness for young people DVD, which could be used during tutorials at City College.

In response to a query from a Member, it was noted that a poster campaign had been developed to highlight the opening hours and services provided at Public Enquiry Offices. It was reported that the new Cromer Police Station was not yet operational, however it would have a public access facility.

A Member raised concerns regarding the Local Priority Setting Process by SNT and partners and the lack of consistency and effectiveness regarding the way in which the meetings were held across the County. After consideration it was agreed that a report on the review of the Local Priority Setting Process would be included on the agenda for the next meeting. The Committee noted the ongoing difficulties involved when trying to engage with the public and the need for other agencies such as housing, health and environmental services to be present at these meetings.

The Committee was apprised that the CPA Department had been involved in the strategic planning for Halloween, Bonfire Night and Christmas, which had focussed upon reassuring and educating the public of the Constabulary's increased presence and intelligence in order to reduce crime and anti-social behaviour. It was noted

that feedback had been extremely positive regarding the work undertaken over Halloween and Bonfire Night.

A Member queried whether the Constabulary's marketing campaign included the use of Facebook. It was reported that the Constabulary had a Norfolk Constabulary Facebook site and was also on Twitter. It was noted that the CPA Department were working on a social networking strategy for the Constabulary and further information would be provided to a future meeting. Members requested that further information on Facebook be included within a future report and that a demonstration of the Norfolk Constabulary Facebook site be provided at a future meeting.

Members commended the CPA Department for their ongoing hard work and support for the work of the Constabulary.

RESOLVED:

- i) To note the contents of the report;
- ii) That a report on the review of the Local Priority Setting Process be included on the agenda for the next meeting;
- iii) That a copy of the recently launched DVD regarding alcohol misuse be forwarded to Jonathan Chapman, for use during tutorials at City College;
- iv) That an update on the use of Facebook by the Constabulary be included in a future report. The Corporate and Public Affairs Department would also invite Members of the Committee to a demonstration of the Norfolk Constabulary Facebook site;
- v) To support the re-naming of Homewatch to Neighbourhood Watch, to link in with the corporate theme of Neighbourhoods and to provide clarity on the work of the initiative.

8. **Citizen Focus Strategy Update**

The Committee was reminded that the Citizen Focus Strategy had been approved in 2008 and that the strategy emphasised the role of the Constabulary's 'Vision, Pledge and Principles' at the heart of its work. It was reported that the HMIC had carried out a thematic inspection on Citizen Focus in 2008, with the Constabulary receiving a 'Meets the Standard' assessment.

Members noted that the National Police Improvement Agency (NPIA) continued to support the development of Citizen Focus policing through a programme of assessment activity based on the Citizen Focus Hallmarks of: Understanding People, Understanding Services, Service Design and Service Delivery.

It was reported that in order to ensure that activity to support the delivery of improved performance in levels of public confidence and satisfaction, an action plan had been produced and was in the final stages of completion. Further work was also underway to develop improved customer services introducing 'leaner' and co-

ordinated processes. It was noted that a 'Value Stream Analysis' of the Constabulary's processes had taken place at RAF Coltishall and that Val Jenkins was a consultative Member on the project work.

RESOLVED:

To note the contents of the report.

9. **Citizen Focus Performance**

The Committee was pleased to note that the satisfaction levels remained stable and as a result Norfolk was currently in first place in our Most Similar Group (MSG) on the iQuanta tables.

It was reported that the Citizen Focus team had recently set up a monthly Emerging Issues Meeting, which analysed Citizen Focus data to discover forthcoming trends. It was noted that satisfaction levels were lower among those members of the public with a disability, with regard to Ease of Contact. It was noted that as a result, further research was ongoing into the nature of people's disabilities to investigate whether the telephony system or process could be improved. Jo Wright suggested that the Norfolk Police Disability Advisory form be consulted on this matter. Additional analysis around diversity had also been requested through the Business Performance Unit.

Members were apprised that a Hate Crime Survey had been finalised and work was continuing on the best way to deliver the survey, as the work could not be outsourced to a market research company due to the sensitive nature of the crime and vulnerability of the victims. Abraham Eshetu advised the Committee that there had been significant increases in the Black and Minority Ethnic (BME) satisfaction levels and it was noted that all victims of hate crime received a visit from a Police Officer or Minority Ethnic Liaison Officer (MELO).

RESOLVED:

To note the contents of the report.

10. **Update on the Constabulary's Single Equality Scheme and Diversity Strategy**

The Committee was apprised of the progress regarding the Equality Bill and the likelihood of its Royal Assent being in Spring 2010. It was noted that most of the Act was expected to come into force in Autumn 2010, however the present Government envisaged that some parts of the Act may well be delayed until Spring 2011 and beyond.

Abraham Eshetu updated Members that the Constabulary's Single Equality Scheme would include the Race, Disability and Gender Schemes, taking into account sexual orientation, religion and belief, age and carers equality in line with the recently outlined legislation. It was noted that the Scheme would cover all areas of equality and would bring the existing Equality Schemes under one document.

Following a query from a Member, it was reported Gay Liaison Officers (GLOs) undertook this role as an additional duty to their Liaison Officer posts. It was noted that they were instrumental in addressing engagement with the Gay Community, supporting people affected by homophobic incidents and dealing with incidents of sex in public places.

Members also noted the role undertaken by Minority Ethnic Liaison Officers, and the changes to the force structure where they were now based in Safer Neighbourhood Teams rather than the Diversity Team. It was reported that many ethnic minority communities had grown significantly over time, therefore any issues would need to be dealt with robustly.

The Committee discussed the Diversity, Equality and Human Rights Action Plan and were pleased to note that significant progress had been made regarding its implementation. Members noted that the Diversity Team had been liaising with all of the action holders to develop and progress these areas of work further.

RESOLVED:

To note the contents of the report.

11. **Norfolk Policing Pledge**

ACC Wilkins reminded the Committee that the Norfolk Policing Pledge had been launched in December 2008. It was noted that HMIC inspected all forces in this respect in June 2009 and Norfolk Constabulary was awarded a 'Fair' grading, as were the majority of other forces in England. It was noted that no force received an 'Excellent' grade.

Members were pleased to note that there were significantly more strengths highlighted in the inspection than weaknesses and that a working group had been created to take the developments of this area further. It was reported that issues regarding officer abstraction levels had already been addressed and significant training had been provided to the staff within the Contact and Control Room, regarding the identification and support for vulnerable people. After discussion, Members requested that an additional update on the Policing Pledge be brought to the Committee in 6 months time.

RESOLVED:

- i) To note the contents of the report;
- ii) Members requested an update on the Policing Pledge Action Plan in 6 months.

12. **Results of the Survey to Norfolk Parish and Town Councils regarding their views on Safer Neighbourhood Teams**

Mark Hill introduced the results of the survey, which had been commenced by Sue Brady earlier in the year. It was reported that the annual survey had been circulated to all Norfolk Parish and Town Councils via the Norfolk Association of

Local Councils, with their newsletter. Members were apprised that the response rate had only been 20%, it was noted that useful feedback had been gained regarding local issues but that the Police Authority could not draw conclusions from the data.

The Committee noted that Terry Comber had recently replaced Jack Sadler as the Authority and Constabulary representative from Norfolk Association of Local Councils. It was reported that a presentation to Jack Sadler would take place at the next full Authority meeting on the 9 December 2009.

There followed some discussion regarding the lack of consistency regarding police attendance at meetings across the County and it was noted that further work was required in this respect.

RESOLVED:

- i) To note the contents of the report;
- ii) That a further survey and an update on the Norfolk Parish and Town Councils views on SNTs would be carried out in 6 months.

13. **Any Other Items of Business**

Tony Tomkinson queried whether the additional information on Stop and Searches requested at the last meeting had been circulated. It was noted that this would be checked and information re-circulated if necessary.

Mrs Reeve commended the work of the Constabulary for their proactive campaign regarding anti-social behaviour over Halloween and Bonfire Night. It was noted that previous years had been very difficult. However this year's events had passed without incident.

Mrs Jones reported that in her role as a Neighbourhood Manager, she would welcome a closer working relationship with the Constabulary in order to share information and reduce duplication of effort.

Tony Tomkinson reported that he would be spending the evening on duty with the Sergeant from the Loddon Safer Neighbourhood Team, in order to gain experience of the issues faced by the Constabulary on a daily basis.

14. **Date of next meeting**

Monday, 11th January 2010 at 10.00 am in the Police Authority Offices, Building 8, Falconers Chase, Wymondham.

The meeting ended at 12.05 pm.

CHAIR