

CITIZEN FOCUS COMMITTEE
MINUTES OF THE MEETING
HELD IN THE NPA MEETING ROOM, BUILDING 8,
NORFOLK POLICE AUTHORITY, WYMONDHAM, NORFOLK
ON THURSDAY, 18 NOVEMBER 2010 AT 10.00 AM

Present:-

Mr Phil Hardy
Mrs Val Jenkins
Ms Jenny McKibben – Chair
Mrs Liz Ollier
Mr David Reeve
Mr Tony Tomkinson
Mr Paul Wells

In Attendance:-

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| Mrs Mandy Allen | Community Engagement Officer, Norfolk Police Authority |
| Mr Julian Blazeby | T/Assistant Chief Constable, Norfolk Constabulary |
| Anne Campbell | Director of Communications and Public Affairs, Norfolk Constabulary |
| Mrs Diana Dring | Committee Administrator, Norfolk Police Authority |
| Mr Abraham Eshetu | Head of Diversity, Norfolk Constabulary |
| D/Supt Katie Elliott | Head of Vulnerable People Directorate, Norfolk Constabulary |
| Mr Peter Haystead | Policy and Partnerships Officer, Norfolk Police Authority |
| Mr Mark Hill | Assistant Chief Executive, Norfolk Police Authority |
| Mr Peter Merry | Head of Criminal Justice, Norfolk Constabulary |
| Mrs Gill Wheatley | Quality Assurance Manager, Norfolk Constabulary |
| Mr Kevin Wilkins | Assistant Chief Constable, Norfolk Constabulary |

1. **Apologies for Absence**

Apologies for absence were received from Mrs Fiona Anthony and DCC Simon Bailey

2. **Declarations of Interest**

Paul Wells declared a Business Interest in Item 7 in his capacity as an employee of the MP for Great Yarmouth.

3. **To confirm the minutes of the meeting held on 1 September 2010**

The minutes from the meeting on 1 September 2010 were signed by the Chair as a correct record of the meeting.

4. **Matters of Urgent Business**

There were none.

5. **Citizen Focus Performance**

The Quality Assurance Manager provided Members with an update on the Constabulary's performance measures for public satisfaction and confidence; the User Satisfaction survey programme was under review; the WAVES survey would be withdrawn by the government.

Members noted that although the Home office target on public confidence had been removed under the new Government, the Constabulary was continuing the measure for 2010/11. The latest local survey of public confidence had shown that Norfolk Constabulary achieved 64.1%; which was 10% higher than the British Crime Survey confidence indicator.

In relation to customer satisfaction, Members were advised that Norfolk retained the same positions in its Most Similar Forces (MSF) group on the iQuanta performance tables for the rolling 12 months to June 2010. Despite Norfolk's falling positions for Ease of Contact from 3rd to 4th and for Treatment from 1st to 2nd, satisfaction overall had risen slightly from the last report.

The Quality Assurance Manager advised Members that a review of Constabulary surveys had been carried out by the Quality Assurance Team, which included a scoping exercise of partner agencies and neighbouring forces, budget review, collaboration and partnership working. The Business Case was under preparation, lead by the Business Performance Unit, to form a joint consultation unit with Suffolk which will include an in-house unit to conduct surveying, call back and engagement.

Members noted that the new force performance Service Framework continued to be developed. A range of indicators were under consideration to capture data to support key outcomes. The 'mystery shopping' surveys would be renamed 'Service Checks', which would link in with the quality of service elements of the Force Service Framework.

In response to a Members query regarding the protocol for Hate Crime Surveys being undertaken in victim's homes, the Quality Assurance Manager advised that this was under review and could involve telephone surveys or interviews in other environments. She explained that the force used a team of volunteers to assist with surveys such as Mystery Shopping. (Liz Ollier asked for a copy of the Ethical Framework relating to home visits which the CEO would arrange to be sent).

A discussion took place about the range and cost of public surveys that had been carried out by the Constabulary and other organisations. The Quality Assurance Manager assured Members that any survey reduction or collaboration work should not affect quality or performance and the focus would still be on excellent service.

6. **Service Delivery Update**

The Assistant Chief Executive advised that work was ongoing to amalgamate the reports on performance and quality of service into a single report, which would encompass confidence and satisfaction within the wider view of the Policing and Service Framework. Key performance indicators were being aligned to the Service

Framework and it was envisaged that this work would be completed in January 2011; whilst consultation on quality based indicators was being undertaken and would be delivered by March 2011.

The Assistant Chief Executive advised Members that the Committee should include reports from Diversity and Equality and the County Delivery Unit.

RESOLVED:

To note the contents of the report.

7. **Communications and Public Affairs Update**

The Director of Communications and Public Affairs updated Members on events and activities for the 6 months to 30 September 2010. The report covered the joint campaign to influence MPs to give special regard to Norfolk Constabulary regarding funding reductions due to the efficiency savings and radical restructuring carried out by the Force in the last 4 years, which had come to the attention of BBC Television who were interested in making a programme about this.

The Director of Communications & Public affairs advised that the department was earmarked as a shared service with Suffolk Constabulary and work was ongoing to create this function; it was expected that staff numbers would be halved and a significant saving would be achieved.

Members noted that the interactive newsletter had replaced the previous monthly newsletters; registrations to the Constabulary's new community messaging system, Police Direct, had increased to over 4,000; and that digital platforms were well advanced.

Members were pleased to note that the Constabulary website had achieved a 'Best in Class' title by the Interactive Media Awards, and that Social Marketing had achieved a total income of £37,345 since April 2010. Members congratulated the team on the Safe Scoot initiative which included an excellent DVD, which continued to sell well and had received interest from other forces, GPs and the BBC. Members were mindful that the Constabulary receive a lot of inappropriate calls and suggested that the website should provide an explanation about the services which are not provided.

The Director of Communications and Public Affairs outlined future Communication Plans to ensure the public are kept informed and engagement continued through the existing approaches e.g. the Police Direct data base, focus group work by the Customer Service Team and contact with Safer Neighbourhood Teams. Members recommended use of Partnership Risk Assessments to avoid inadvertently putting pressure on other groups and to justify why decisions have been made.

RESOLVED

To note the contents of the report

8. Protective Services Update

The Head of Vulnerable People Directorate presented an update on current performance and issues affecting the Protective Services Command in the last 6 months, namely that;

- The Investigations Directorate had moved to the County Delivery Unit in preparation for Collaboration of the command with Suffolk Constabulary
- The Murder Investigation Team had improved working processes which had maintained positive outcomes with reduced overtime costs. Members noted that the team had a total of 48 live cases, 20 were pre-charge, 10 at post-charge and 18 cold cases spread over the 2 counties.
- The Sexual Assault Referral Centre in September had supported 19 victims since opening in September. Members noted there had been a significant decrease (43%) in the high level crimes such as malicious wounding reported to the Domestic Abuse Investigation Unit.
- Serious and Organised Crime had carried out successful operations relating to drug supply which resulted in arrests of offenders and the breakup of drugs networks. Members noted that the Economic and Computer Crime Unit had raised £479,304 from auctions of seized goods which would be put back towards fighting crime.

A discussion took place about the effect of the potential County Council funding reduction of Safety Cameras. The Assistant Chief Constable advised that one option was to make the cameras self funding through courses such as speed awareness. However, Members were mindful that as the NHS were a major benefactor of safety cameras in that they reduced death and injury on the roads, a request should be made to the Primary Care Trusts to contribute to the cost. The Assistant Chief Executive agreed to undertake this.

Members discussed Operation Feed, which was centred on the trafficking of young women from Lithuania for sexual purposes and for arranged marriages. In response to a query about the allocation of resources to this Operation, the Head of Vulnerable People Directorate assured Members that it was fully resourced and that there were lessons to be learned, one of which was to develop intelligence in such areas and/or use resources such as Eastern Regions Special Unit. The NPA Engagement Officer advised that an Independent Advisory Group Member had been consulted by the Constabulary about the case and further joint working with Matrix would take place.

Members noted that collaboration work was ongoing and that a proposal for the introduction of a Joint Head of the Protective Services Command will be presented to the Norfolk and Suffolk Police Authorities in December 2010.

RESOLVED:

To note the contents of the report.

9. **Norfolk Police Authority Community Engagement Strategy and Communications Strategy**

The Partnership and Policy Officer presented the report on the community engagement and communications strategies and refreshed Members regarding the background to the strategies and the Authority's legal responsibilities to ensure that it obtained the views of a wide range of people. He advised that this involved the support and scrutiny of the Constabulary community engagement activities.

Members discussed aspects of the strategies and action plans and the future effects of the reduced funding and Business Support Review.

RESOLVED:

To endorse the two strategies as recommended

10. **Any Other Business**

None

11. **Date of next meeting**

Tuesday 18th January 2011 at 10.00 am, in the Police Authority Meeting Room, Building 8, Police Headquarters, Wymondham.

(The meeting ended at 11.30 a.m.)

CHAIR