



Institute of Criminology

**IMPROVING PUBLIC CONFIDENCE
IN POLICING;**

**A TEST OF A LOCAL ENGAGEMENT
PROGRAMME**

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West Midlands
Police

July 2014

RESEARCH QUESTION

'Can local police engagement tactics improve a community's confidence in policing'?

Evaluation research

To assess how effective the programme of activity has been

OBJECTIVES

1. Determine the impact that local police engagement tactics have on public confidence;
2. Explore the drivers and barriers of public confidence in policing;
3. Evaluate critically the effect of a specific engagement programme on two separate communities in the West Midlands, comparing them to two control areas, which did not participate in the programme; and
4. Formulate recommendations on issues relating to public confidence in policing.

WHY IS THE RESEARCH QUESTION IMPORTANT?

- Are we measuring 'confidence in policing' because it's important, or is it important because we're measuring it?
- Tens of millions of pounds spent by UK police forces each year on measuring 'public confidence in policing' through variety of surveys
- What actually happens with the outcome of survey results in order to influence policy?

MEDIA

March 2014

- Stephen Lawrence report described as “profoundly disturbing” by Home Secretary
- Legal action concerning undercover police
- Plebgate
- Hillsborough

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NEWS MAGAZINE

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29 March 2014 Last updated at 12:22

Do the public still trust the police?

In today's Magazine

A string of allegations have been levelled at the police in recent months, but has that eroded public trust, asks Simon Maybin.

Home Secretary Theresa May described as “profoundly disturbing” a report earlier this month that found undercover Scotland Yard officers tried to influence the family of the murdered black teenager Stephen Lawrence. She said that policing stood damaged by the findings.

The story behind Rolf Harris's child safety film

10 tweets about US

WEST MIDLANDS POLICE



BASIC OUTLINE OF TEST

Mosaic information
used to target
community
consultation



Local NPT carry out
surveys to identify
the needs of local
residents



Problem solving
plans implemented
to address
identified issues



Results from police
action relayed back
to community

Confidence measure
from public surveys
taken pre and post
test



Confidence results
compared to two
control
neighbourhoods

AREAS / SELECTION

- 4 wards, which are coterminous with local authority boundaries
- Selected based on their similarities of;
 - Comparatively low levels of confidence at start of test
 - 'Buy in' of Local Command Team
 - Each neighbourhood had a dedicated Team Sergeant
 - Similarities in demographics (gender, age, ethnicity)
- Assignment of 'test' or 'control' was not random. Level 3 test on Maryland Scale - before and after in both experimental and control

WEST MIDLANDS POLICE SURVEYS

- Aim to 'Improve trust and confidence in policing'
- Measured through 'Feeling the Difference' surveys, conducted independently by BMG Research
- Surveys conducted since 2004 (BMG since 2012)
- 8,400 every 6 months, 16,800 PA
- 61 separate questions
- Designed to understand resident's views of their area, and how it could be improved as a place to live

TIMELINE

Activity started

Baseline survey (March
2013) **300 surveys**

Stage 1 evaluation
(FTD survey – June
2013) **600
surveys**

Stage 2 evaluation
(September 2013)
300 surveys

NORMAL ENGAGEMENT/ PRIORITY SETTING

- Neighborhood forums
- Local consultation (beat surgeries)
- Repeat caller database
- Monitoring daily crime and ASB information
- Experiences of local team
- Tasking processes (police and partnership)
- Priorities are often crime or ASB focused
- Very often lacks a specific engagement plan (at local level)
- Limited, if any, feedback to communities
- Community preferences based almost entirely on local knowledge

WHAT'S DIFFERENT?

- 'Mosaic Public Sector' information (classifies all consumers in the UK by allocating to 15 groups and 69 types)
- This offers a rich picture of citizens and their socio economic and socio cultural behaviour
- Communication preferences identified (face to face, newsletter, internet, social media etc.)
- NHT Sergeant selects engagement method and tasks completion of 'You said' forms
- Form passed to OSD Inspector who selects top three priorities
- Delivery plans developed
- Feedback to community in line with preferences and via WMP local webpages

Mosaic Data

Mosaic data suggests that on South Yardley the following Sector Groups are most highly represented.

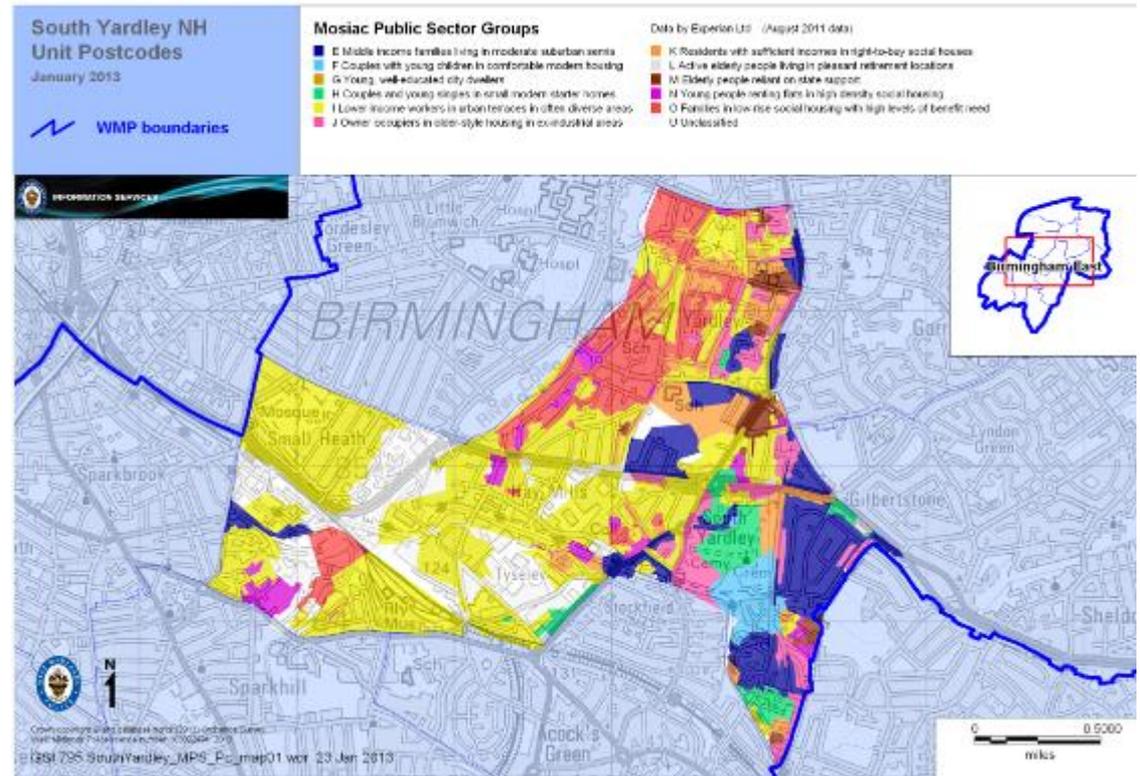
I – 41.83% - Lower income workers in urban terraces in often diverse areas.



O – 13.2% - Families in low rise social housing with high levels of benefits need.



E – 12.75% - Middle income families living in moderate suburban semis.



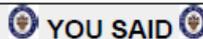
These 3 groups **I, O and E** represent **67.78%** of the population of South Yardley followed by –

K – 8.95% - Residents with sufficient incomes in right to buy homes.

J – 8.28% - Owner occupiers in older-style housing in ex-industrial areas.

N – 5.15% - Young people renting flats in high density social housing.

H – 4.47% - Couples and young singles in small modern starter homes.



Community Engagement Record

Information provided will be used by West Midlands Police for policing purpose and may be shared with agencies working in partnership with West Midlands Police.

Q1 LPU: Sandwell Birmingham East... Q2 Date:

Q3 Collar Number: Q4 Officers Name:

Q5 First Name: Q6 Last Name:

Q7 House No/ Name: Q8 Street Name:

Q9 Postcode: Q10 What issue causes you the most concern in your neighbourhood:

Q11 Where does this occur? (Street Name/Location Name/Postcode)

Q12 When does this occur? (Please X all that apply)
 Mon Tues Wed Thur Fri Sat Sun Anyday Everyday

Q13 Key Time (Please X all that apply)
 00 02 04 06 08 10 12 14 16 18 20 22
 01 03 05 07 09 11 13 15 17 19 21 23

Q14 Nature of problem:

Q15 Do you want to receive regular updates? Yes No

Q16 How often would you like to receive regular updates?
Weekly Fortnightly Monthly Quarterly Other

Q17 How do you want to receive updates? (Please X all that apply)
E-mail Face to Face Telephone Call Neighbourhood Watch
Text Written Update Local Media

Q18 Email:

Q19 Mobile Telephone: Q20 Home Telephone:

Q21 What local papers or community magazines do you read?

Community Surveys - You Said

- **The initial target group was chosen as - Lower income workers in urban terraces in often diverse areas (Yellow on the Mosaic data map) as this represents the largest single Sector Group. By targeting their issues the NHT would most likely influence a larger proportion of residents.**
- The first wave of surveys began on 25th March, 2013.
- 112 surveys were completed in the first 2 weeks.
- This group is strongly represented in the Small Heath Park, Deakins Road, Hay Mills and Tyseley areas of the Ward. We engaged with these residents through door to door visits and interaction in areas of high foot fall.
- A review of surveys collated indicated that the most common issues raised by residents were – **Drug dealing, Parking, Fly-tipping/Litter, Youth Nuisance and Speeding.**



Ward Priorities - Wave 1

OSD then took the results and graded the collected data in order of priority in terms of most common issues reported by residents. The following three priorities were then confirmed as the starting point for the Experiment on the Ward.

- 1. Drug dealing** – Deakins Road area, Broadyates Road, Hilderstone Road, Oldknow Road and Tennyson Road.
- 2. Speeding Vehicles** – The 20m.p.h. speed limit on Oldknow Road is being ignored by motorists.
- 3. Anti-social Behaviour** – Deakins Road area and Graham Road.

South Yardley Ward Website

The screenshot shows the website header with the West Midlands Police logo and the text 'West Midlands Police Birmingham East Local Policing Unit'. Below the header is a navigation bar with links for 'YOUR NEIGHBOURHOOD', 'LOCAL NEWS', 'FIND OUT MORE', and 'CONTACT US'. A search bar is also present. The main content area is titled 'South Yardley Neighbourhood' and features a profile for Sergeant Russell Webb, including his telephone and email addresses. Below this is a grid of ten police officers with their names and locations. A 'WHAT'S NEW...' section highlights a tweet from Chief Superintendent Alex Murray and a 'Local Policing Plan 2013' document. A 'YOUR AREA...' section includes a search bar for local areas. A 'CRIME STATISTICS' section provides a link to find out about crime levels. The website footer includes the URL 'www.police.uk'.

The existing public-facing Ward website was refreshed. One of the key changes was to have a live Twitter link on the page which updates automatically and instantly with live time Tweets created by team members each day. The team also have the capability to embed You Tube files in these Tweets so that video clips can be shared with members of the public.

The screenshot shows a Twitter post from the account @SOUTHYARDLEYNHT. The tweet text reads: 'More cannabis off the streets of South Yardley: go better.com/9w6PksRmZ'. Below the text is a video thumbnail showing a person on a swing set. The tweet includes a 'Confidence in policing' banner with the text 'Our main priority to the public in South Yardley is to give them a firm belief and trust that we are providing them with the local policing they need to make their communities a safe and enjoyable place to live, work and socialise in.' and a 'You Said, We did, We Listened.' banner with the text 'We are committed to continually strengthening our good relations with our local communities, in listening to their problems and working hand in hand with them to develop and implement effective and lasting solutions.' The tweet also includes a 'Follow @SOUTHYARDLEYNHT' button and a 'Tweets' header.

Following a “push” to advertise the team’s Twitter account the number of followers since March 2013 has risen from 431 to 578 (as on 8th May, 2013).

MEASURE OF CONFIDENCE

Conducting three waves of surveys in four select neighbourhoods (two treatment and two control), before and after those communities receive a specific **police engagement intervention** under the banner of;
'you said, we did, we listened'

MEASURE OF CONFIDENCE

taken from single question;

“Taking everything into account I have confidence in the police in this area”

Measured on 8 point Likert Scale

Comp. agree	Agree	Agree some extent	Neither	Disagree some extent	Disagree	Comp. disagree	Don't know
7	6	5	4	3	2	1	8

MEASURE

Comp. agree	Agree	Agree some extent	Neither	Disagree some extent	Disagree	Comp. disagree	Don't know
7	6	5	4	3	2	1	8

Confident

Not Confident

excluded

Rationale being, those that elect the option of 'neither', are NOT saying that they are 'confident' and this is a measure of 'confidence'

LIMITATIONS OF SURVEY

- Population sampled is limited to residents
- Excludes transient population, business locations, homeless, visitors
- Those not home between 10 a.m. and 8 p.m.
- 15 minute interview

- Study was limited to the design and detail provided by WMP and BMG

SAMPLE SIZE

		Neighbourhood				Total
		Brierley Hill (Ctrl)	Longbridge (Ctrl)	Tipton Green (Test)	South Yardley (Test)	
Interviewing stage	Baseline	75	76	75	75	301
	Stage 1	150	150	161	174	635
	Stage 2	76	75	74	75	300
Total		301	301	310	324	1236

SAMPLE SIZE NEEDED

Neighbourhood	Total population	Population aged 16+	Sample size needed
Brierley Hill (Ctrl)	14008	11142	974
Longbridge (Ctrl)	25128	19654	1012
Tipton Green (Test)	12887	9999	964
South Yardley (Test)	29912	21917	1018

To achieve a confidence interval of $\pm 3\%$
at the 95% confidence level

RESPONSE RATE TAKEN AT STAGE 2

	Number	Percentage
Completed Survey	300	26%
No answer	740	63%
No-one eligible	9	1%
Call back later/ appointment	29	2%
Refused	82	7%
Other	10	1%
Total addresses knocked	1170	100%

Thesis examiner: 'the response rate was shameful and not fully transparent'.

PROGRAMME RELATED ENGAGEMENT ACTIVITY

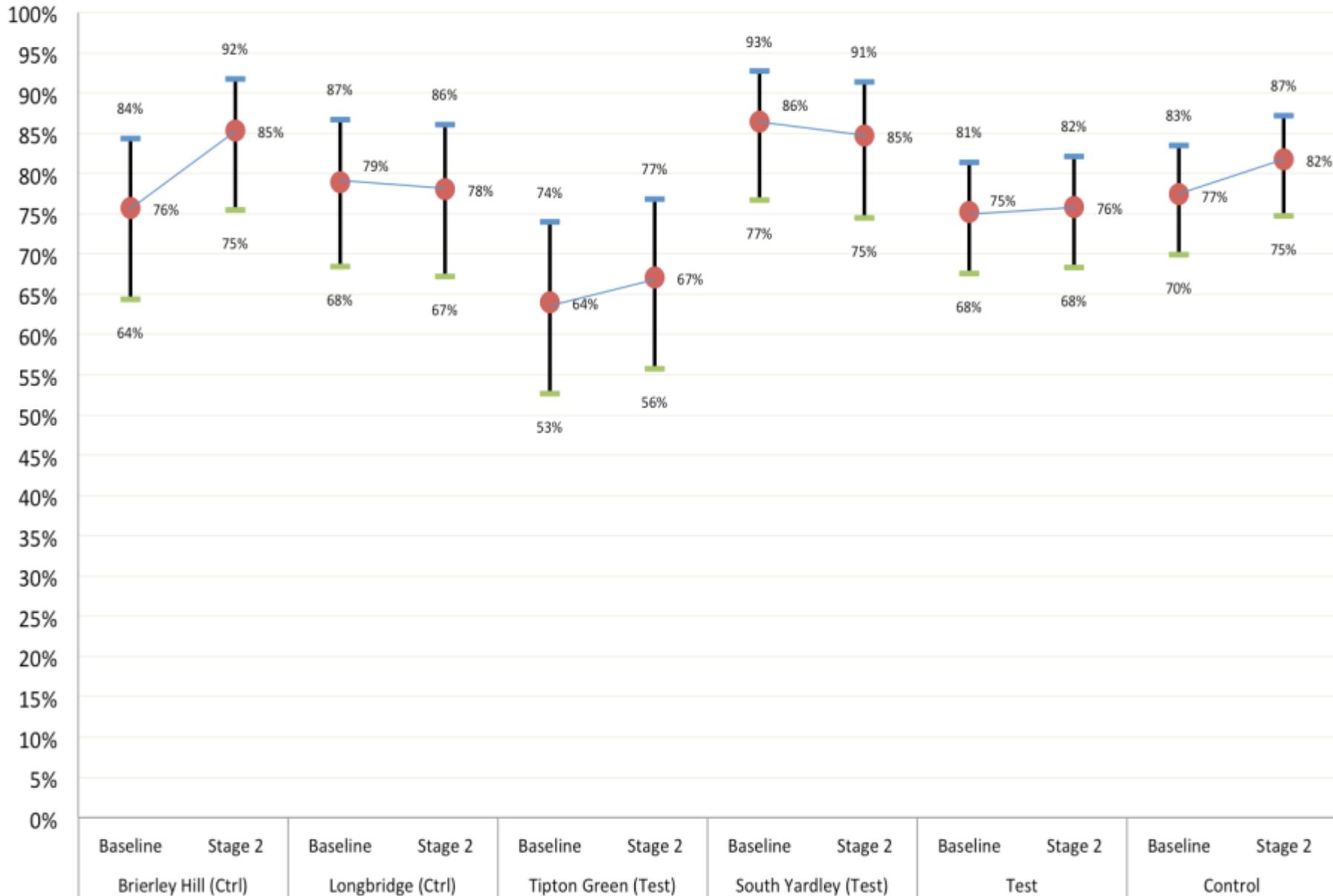
Tipton Green			
	Number of people consulted	Total number of plans set	Issues identified (in order of priority)
Phase 1 - March	110	3	*ASB/ street drinking, vehicle related ASB, environmental issues
Phase 2 - May	66	2	Environmental issues, vehicle related ASB, street drinking
Phase 3 - July	55	2	Vehicle related ASB, street drinking, drug use in residential areas
Total	231	7	

* Anti-social behaviour

South Yardley			
	Number of people consulted	Total number of plans set	Issues identified (in order of priority)
Phase 1 - April	112	3	Drug dealing and drug use in street. *ASB/ street drinking, speeding vehicles
Phase 2 - July	64	2	Vehicle related ASB, Youth ASB
Total	176	5	

* Anti-social behaviour

Fig 4.1 - Confidence Rates by Area and Stage with Confidence Limits



FINDINGS

- Sample sizes for all three stages of programme survey were inadequate, resulting in large confidence intervals. Shortfall of approx. 900 surveys for each neighbourhood at each stage
- Response rates were poor, leading to bias in outcome of survey
- Application of treatment (engagement) generally weak and inconsistent
- Demographic of test and control were only slightly comparable
- Level of 'engagement' difficult to measure - routine police activity, which is conducted in many ways.
- Span of engagement (in test areas) compared to overall population was too small.

FEEDBACK

'All equally suggest more than anything how important it is to carefully plan experiments - even if they are just level 3 studies'

'Police led interventions are generally focussed on operational priorities and it is often difficult to find the right fit between these priorities and research specific questions'

CONCLUSION

- Specific local engagement tactics (as measured) did not lead to an improvement in public confidence
- Findings highlighted weaknesses in how confidence is measured
- Treatment applied was weak and not easily measured
- Lack of assurance in the results due to samples sizes and response rates
- Demographic match between neighbourhoods was poor
- Weaknesses more generally in how *confidence* is measured

MORE FEEDBACK

'I would suggest from the host of methodological issues detailed carefully in the dissertation, that the best conclusion would be that the engagement program could not be evaluated'

FUTURE CONSIDERATIONS

- Basic question: Why and how do police organisations measure public confidence?
- Focus groups could offer a more interactive and qualitative alternative to better understand the needs of their communities
- Using a smaller geographical scale, with more specific engagement tactics

Questions?

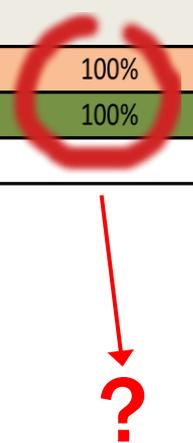
RESPONSE RATES !

- Currently measure 'call outcomes' (see next slide) and full response rates NOT measured. For previous surveys, do not know how many doors are 'knocked' to achieve desired number of interviews per neighbourhood.
- Agreement negotiated with BMG to capture total number of 'door knocks' (full response rate) for stage 2 (September 2013).
- BMG adopt a 'quota sampling approach', not a 'random probability sampling' approach.

CALL OUTCOMES FOR BASELINE

neighbourhood	outcome category	Ind count	Total	agree/total call outcome %
Brierley Hill	Respondent agreed to do survey	75	114	66%
Brierley Hill	Respondent refused to do survey	21		
Brierley Hill	Empty property	1		
Brierley Hill	Respondent said to call back at a later date	11		
Brierley Hill	No-one available who meets criteria	5		
Brierley Hill	Other refusal (specify)	1		
Longbridge	Respondent agreed to do survey	76	87	87%
Longbridge	Respondent refused to do survey	4		
Longbridge	Empty property	1		
Longbridge	Respondent said to call back at a later date	6		
South Yardley	Respondent agreed to do survey	75	75	100%
Tipton Green	Respondent agreed to do survey	75	75	100%
Total		351	351	

Total	Respondent agreed to do survey	301	Total agree % 86%
	Respondent refused to do survey	25	
	Respondent said to call back at a later date	17	
	No-one available who meets criteria	5	
	Empty	2	
	Other	1	



CALL OUTCOMES FOR STAGE 1

neighbourhood	outcome category	Ind count	Total	agree/total call outcome %
Brierley Hill	Respondent agreed to do survey	150	159	94%
Brierley Hill	Respondent refused to do survey	8		
Brierley Hill	Respondent said to call back at later date	1		
Longbridge	Respondent agreed to do survey	150	177	85%
Longbridge	Respondent refused to do survey	22		
Longbridge	No-one available who meets criteria	5		
South Yardley	Respondent agreed to do survey	174	177	98%
South Yardley	Language barrier	1		
South Yardley	Respondent said to call back at later date	1		
South Yardley	No-one available who meets criteria	1		
Tipton Green	Respondent agreed to do survey	161	183	88%
Tipton Green	Respondent refused to do survey	12		
Tipton Green	Language barrier	2		
Tipton Green	Respondent said to call back at later date	6		
Tipton Green	No-one available who meets criteria	2		
Total		696	696	

Total	Respondent agreed to do survey	635	Total agree %
	Respondent refused to do survey	42	91%
	Respondent said to call back at a later date	8	
	No-one available who meets criteria	8	
	Language barrier	3	

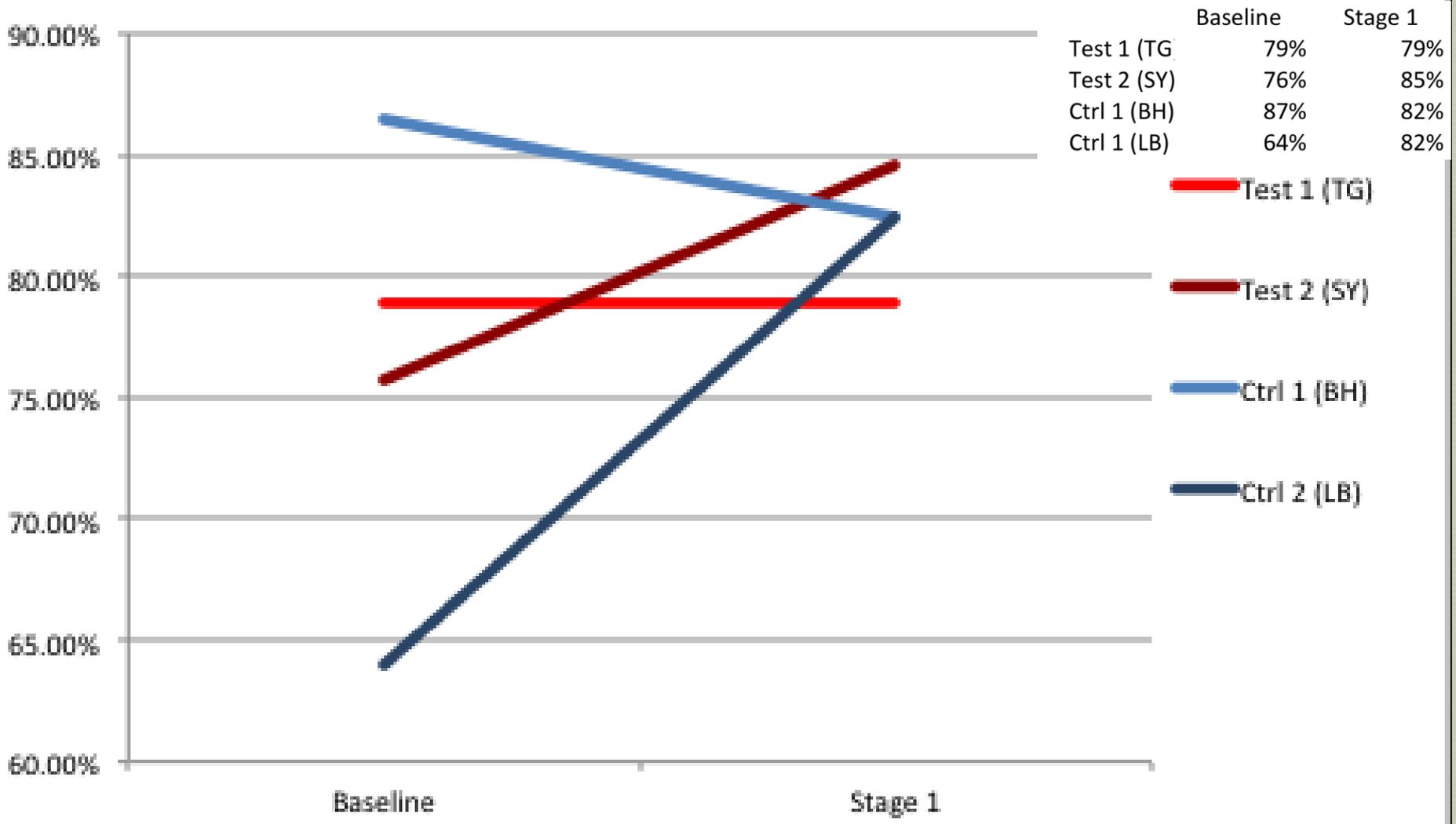
STAGE 2 (SEPTEMBER)

- Capturing full response rate agreed with BMG
- BMG will record 'response rate' pre-coded as follows:
 - Refusal: not enough time
 - Refusal: not interested
 - Refusal: don't do surveys
 - Refusal: nature of subject
 - Refusal: no reason

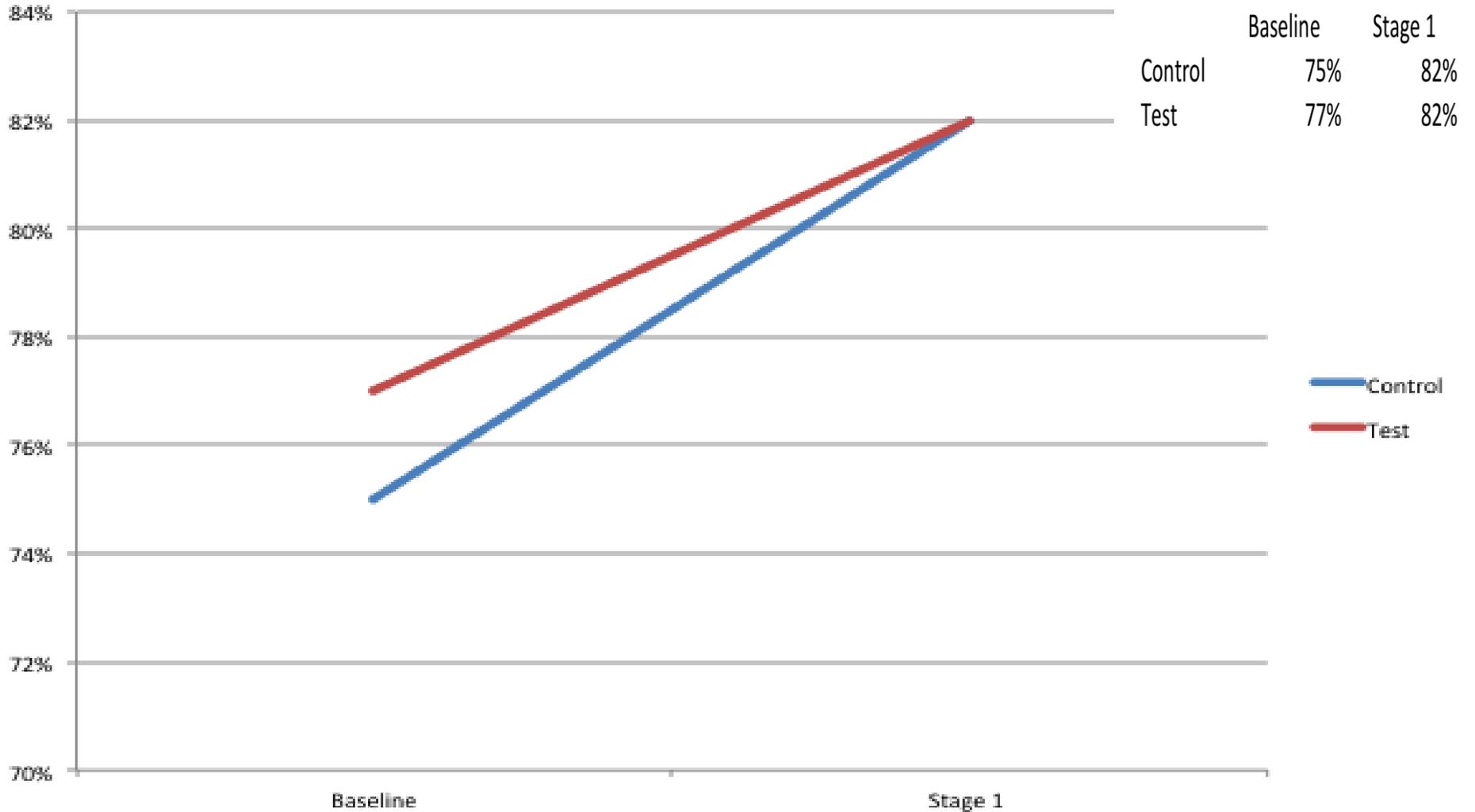
INTERIM FINDINGS

- Unlikely to be able to match one test with one control due to differences in demographics of areas
- Stage one (interim) results (compared to baseline) do not suggest any increase in confidence within the test areas, which can be attributed to the experiment
- ‘Issues’ of concern to residents as identified in FTD surveys, match ‘You Said’ (experiment) consultation in one test area, but not the other - so not a consistent theme
- Key drivers to improve confidence (based on FTD survey outcomes), have themes in common with experiment consultation (you said forms)

INTERIM FINDINGS



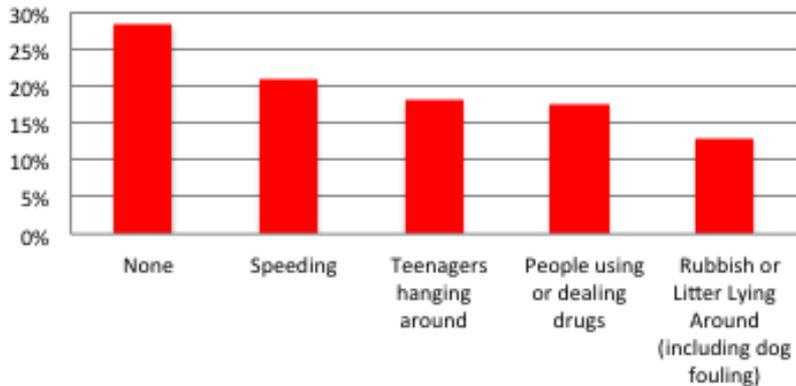
INTERIM FINDINGS (2)



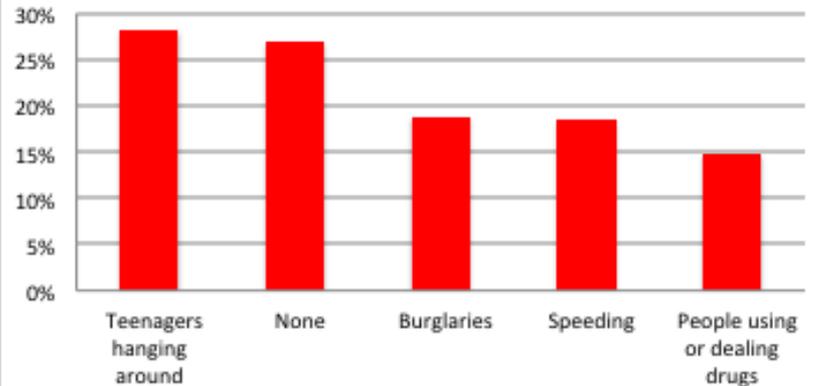
INTERIM FINDINGS (3)

TOP 5 ISSUES FOR EACH AREA

Ctrl 1 (BH)



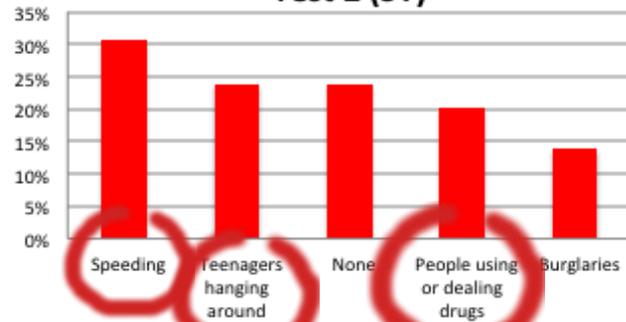
Ctrl 2 (LB)



Test 1 (TG)

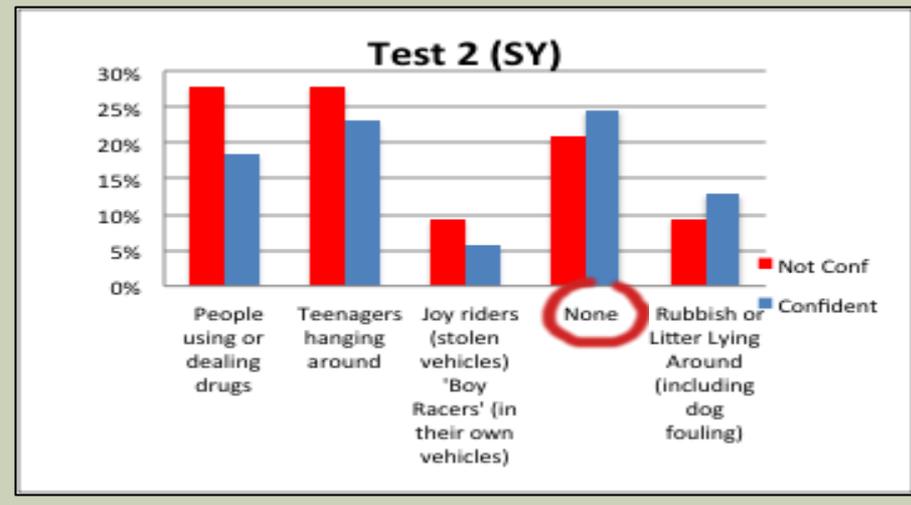
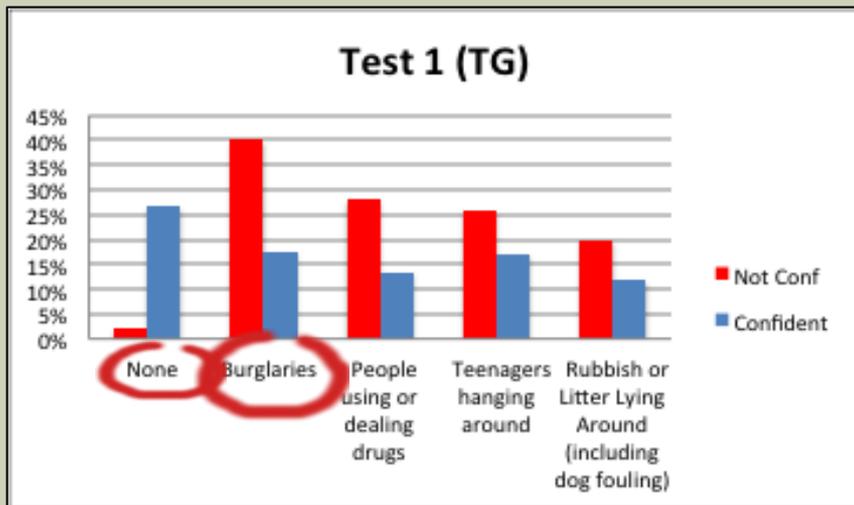
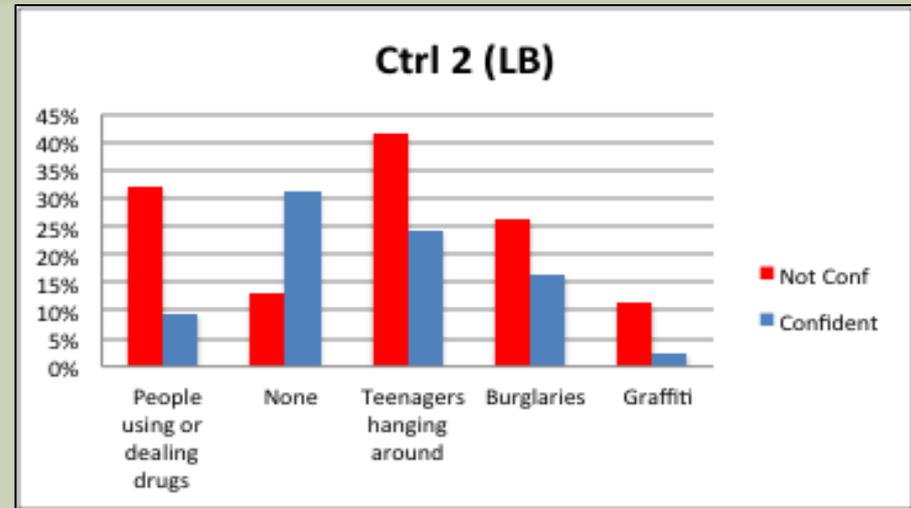
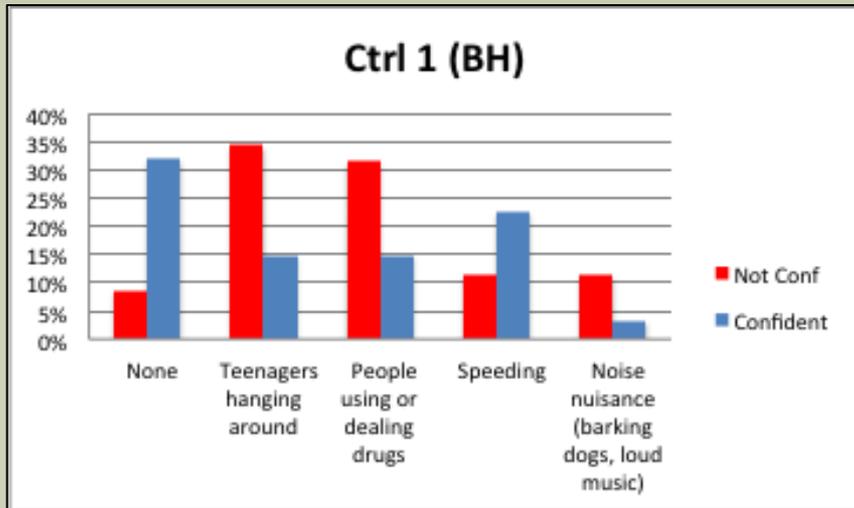


Test 2 (SY)



INTERIM FINDINGS (4)

LARGEST DIFFERENCE OF CONFIDENT/ NOT CONFIDENT, COMPARED TO TOP ISSUES IDENTIFIED PER AREA



WHERE AM I NOW?

WHAT DO I NEED TO FOCUS ON BETWEEN NOW AND SEPTEMBER?

- Have baseline data and stage 1 data in SPSS (merged file)
- Stage 2 surveys start w/c 9 Sept and conclude on 29 Sept
- Stage 2 data available in early October
- Have detailed level of 'engagement' information to date, from NHTs.
 - Number of 'You said' forms completed for each wave
 - Number of priorities set
 - Number of SARA (problem solving) plans set and completed
- Made start on analysing initial findings from BL and S1
- Need to progress data analysis (including S2) and start to interpret and discuss findings

WHAT WOULD I LIKE TO ACHIEVE? CONSIDERATIONS.....

- Evidence of whether or not enhanced local level engagement improves confidence in local policing
- Understand if there is a relationship/ correlation between local police engagement and confidence
- Dosage/ level of engagement may prove difficult to quantify between test and control
- Understand the limitations of surveys as a measure of confidence
- Would like to assess the 'real-world' impact of local police engagement v local public confidence

HOW WILL MY QUESTION BE ANSWERED?

- Conducting three waves of surveys in four select neighbourhoods (two treatment and two control), before and after those communities receive a specific **police engagement intervention** under the banner of;
'you said, we did, we listened'
- Explanatory research
 - seek to explain if intervention has the desired effect
 - Also, seek to explain why an intervention has a desired effect
- Quasi-experimental design - impact on target population and uses means other than randomization
- Level 3/4 test (on Maryland Scale)

VARIABLES/ METHODS

- **Independent variable** = 'Treatment V Control'
- Will have measures of treatment delivery, but not able to measure consistently across treatment and control
- **Dependent variable** = 'confidence in police'
 - Measured through 'Feeling the Difference' surveys
- Seek to understand if the test and control areas differ on their values for the dependent (outcome) variable, 'confidence in police'.

CONFIDENCE/ ENGAGEMENT RELATED QUESTIONS (TAKEN FROM SURVEY)

- Q6) List (if any) top three problems for you in neighbourhood
- Q7) Over last year, have the police been tackling these issues?
- Q8) Have you or anyone in household, reported any of these problems?
- Q16) How could policing in your neighbourhood be improved?
 - Show more interest in community issues
 - Police should integrate more with community
 - Better communication
 - More police presence generally/ increase visibility
- Q16) How could policing in your neighbourhood be improved?
- Q17) to what extent do you agree or disagree that police in this neighbourhood
- Understand the issues that affect this community

TARGET GRID EXAMPLE

Neighbourhood	Target			
South Yardley	75			
Tipton Green	75			
Longbridge	75			
Brierley Hill	75			
Total	300			
AGE				
Neighbourhood	Target	16-44	45-64	65+
South Yardley	75	43	21	11
Tipton Green	75	40	21	14
Longbridge	75	38	24	13
Brierley Hill	75	41	21	13
Total	300	162	87	51
ETHNICITY				
Neighbourhood	Target	Non-BME	BME	
South Yardley	75	35	40	
Tipton Green	75	52	23	
Longbridge	75	65	10	
Brierley Hill	75	67	8	
Total	300	218	82	
GENDER				
Neighbourhood	Target	Male	Female	
South Yardley	75	37	38	
Tipton Green	75	37	38	
Longbridge	75	36	39	
Brierley Hill	75	37	38	
Total	300	147	153	

WHY IS THE RESEARCH QUESTION IMPORTANT?

- May 2010, Home Secretary scrapped last remaining policing target – ‘increase trust and confidence in the police’. (The Independent, 29 June 2010)
- Office for National Statistics still accountable for ‘Crime Survey for England and Wales’, which includes confidence measures

PRESS/ MEDIA

- Keith Vaz MP, Chair of Home Affairs Select Committee – “*Public confidence* in the police has been hurt by a dangerous cocktail of controversies, such as the critical Hillsborough report and the Andrew Mitchell (plebgate) row (BBC News, 30 Dec 2012)
- Teresa May MP on recent launch of 6 week consultation on police use of stop/ search, main thrust of issue being disproportionate use of powers - "If anybody thinks that it's sustainable to allow that to continue, with all its consequences for *public confidence* in the police, they need to think again," (The Guardian, 02 July 2013)

CONFIDENCE SURVEYS

Metropolitan Police Service

- Measure 'Public Confidence in Policing London', through Public Attitude Survey (PAS)
- Measure experiences of crime, ASB, contact etc since 1983
- 400 in-home interviews per borough, per year
- 3,200 across London each quarter, 12,800 PA

Greater Manchester Police

- 'Increase Confidence in Policing', part of Policing Plan, with milestones
- Measure - overall satisfaction with service
- Measure - Improve perception that GMP is doing a good job

BENEFITS?

- Political – PCC, Home Office, General Election.....
- Because it's measured, i.e. what get's measured, gets done....
- In line with organisational values – 'doing the right thing'
- Makes a difference to people's lives, the tangible differences

According to Jackson and Bradford (2010), trust and confidence can;

- Encourage active citizen participation in priority setting and the running of local services
- Make public bodies more accountable and responsive
- Secure public cooperation with the police and compliance with the law

ALSO....

- Gap in knowledge, especially when considered against;
- Shifting set of priorities in the UK (political, financial etc.)
- Context of current national policy against individual force's motivation to measure level of community confidence
- Gap in knowledge, particularly with regards to specific community based engagement tactics (at neighborhood level)
- Understanding what public confidence actually means
- May be that public confidence has no impact on the efficacy of policing
- To what extent does good confidence lead to positive outcomes

Wednesbury South NH Unit Postcodes

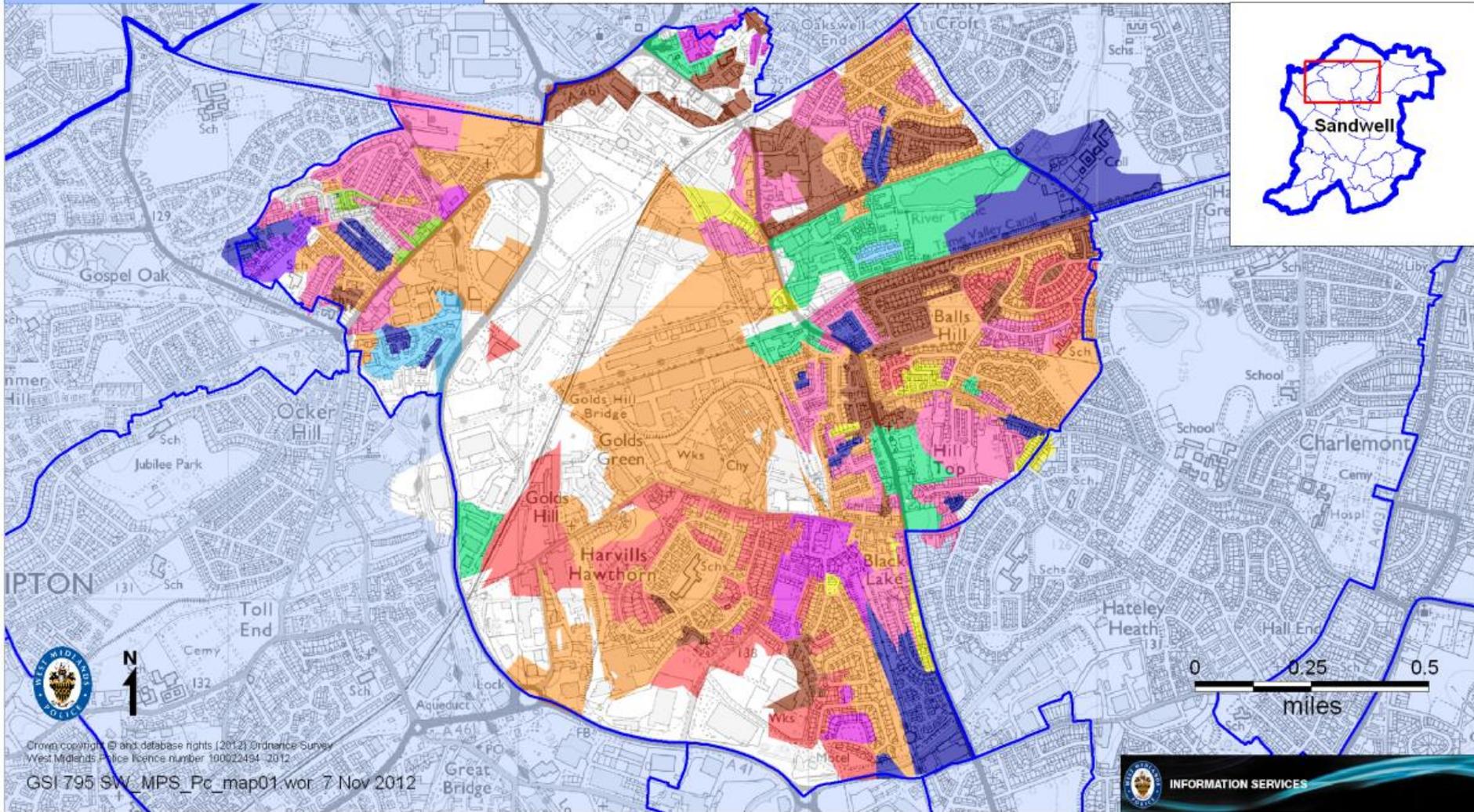
November 2012

 WMP boundaries

Mosaic Public Sector Group

(Dominant Group in Postcode) Data by Experian Ltd

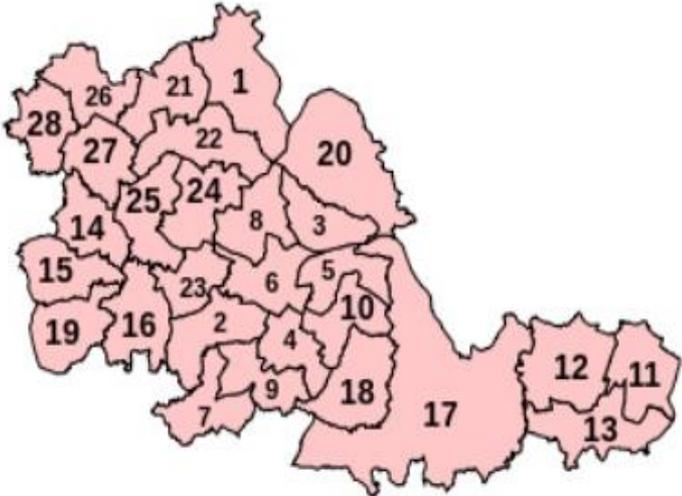
- A Residents of isolated rural communities
- B Residents of small and mid-sized towns with strong local roots
- C Wealthy people living in the most sought after neighbourhoods
- D Successful professionals living in suburban or semi-rural homes
- E Middle income families living in moderate suburban semis
- F Couples with young children in comfortable modern housing
- G Young, well-educated city dwellers
- H Couples and young singles in small modern starter homes
- I Lower income workers in urban terraces in often diverse areas
- J Owner occupiers in older-style housing in ex-industrial areas
- K Residents with sufficient incomes in right-to-buy social houses
- L Active elderly people living in pleasant retirement locations
- M Elderly people reliant on state support
- N Young people renting flats in high density social housing
- O Families in low-rise social housing with high levels of benefit need
- U Unclassified



Crown copyright © and database rights (2012) Ordnance Survey
West Midlands Police licence number 100022484 2012

PARLIAMENTARY CONSTITUENCIES IN THE WEST MIDLANDS (COUNTY)

From each of the 28 constituencies in West Midlands, 30 Census Output Areas (COA) are sampled to form sampling points, with a target of 10 interviews per COA

Name	Current boundaries	Name
1. Aldridge-Brownhills BC	 <p>A map of the West Midlands region in England, divided into 28 numbered constituencies. The map shows the geographical boundaries of each constituency, with numbers 1 through 28 placed within their respective areas. The constituencies are arranged roughly from north to south and west to east.</p>	15. Dudley South BC
2. Birmingham, Edgbaston BC		16. Halesowen and Rowley Regis BC
3. Birmingham, Erdington BC		17. Meriden CC
4. Birmingham, Hall Green BC		18. Solihull BC
5. Birmingham, Hodge Hill BC		19. Stourbridge BC
6. Birmingham, Ladywood BC		20. Sutton Coldfield BC
7. Birmingham, Northfield BC		21. Walsall North BC
8. Birmingham, Perry Barr BC		22. Walsall South BC
9. Birmingham, Selly Oak BC		23. Warley BC
10. Birmingham, Yardley BC		24. West Bromwich East BC
11. Coventry North East BC		25. West Bromwich West BC
12. Coventry North West BC		26. Wolverhampton North East BC
13. Coventry South BC		27. Wolverhampton South East BC
14. Dudley North BC		28. Wolverhampton South West BC

- 300 interviews per constituency, over 28 constituencies = 8,400 people surveyed in force area (every 6 months).

10	10	10	10	10	10	10	10	10	10
10	10	10	10	10	10	10	10	10	10
10	10	10	10	10	10	10	10	10	10



Constituency

30 x COA (sampling points)

MATCHING ONE AREA TO ANOTHER? NEIGHBOURHOOD DEMOGRAPHICS

Ethnicity

Area	All Persons	White: total	BME: total	% White	% BME
West Midlands	2,736,460	1,919,138	817,322	70%	30%
Brierley Hill (Ctrl)	14,008	12,646	1,362	90%	10%
Longbridge (Ctrl)	25,128	22,414	2,714	89%	11%
South Yardley (Test)	29,912	15,771	14,141	53%	47%
Tipton Green (Test)	12,887	9,312	3,575	72%	28%

Household Type

	All categories: Household composition	One person household: Aged 65 and over	One family only: Lone parent: Dependent children
West Midlands Police	1,086,748	134,562	97,640
Brierley Hill (Ctrl)	6,112	666	512
Longbridge (Ctrl)	10,664	1,240	1,208
South Yardley (Test)	11,023	1,213	1,170
Tipton Green (Test)	5,160	691	432

Tenure

	All Households: Tenure	Owned: Owned outright	Owned: Owned with a mortgage or loan	Owned	Social rented: Rented from council (Local Authority)	Social rented: Other
West Midlands Police	1,086,748	319,857	339,710	651,571	169,676	84,437
Brierley Hill (Ctrl)	6,112	1,248	1,774	3,022	1,739	316
Longbridge (Ctrl)	10,664	2,362	3,879	6,241	2,492	532
South Yardley (Test)	11,023	2,637	3,772	6,409	1,747	522
Tipton Green (Test)	5,160	1,064	1,608	2,672	1,304	349

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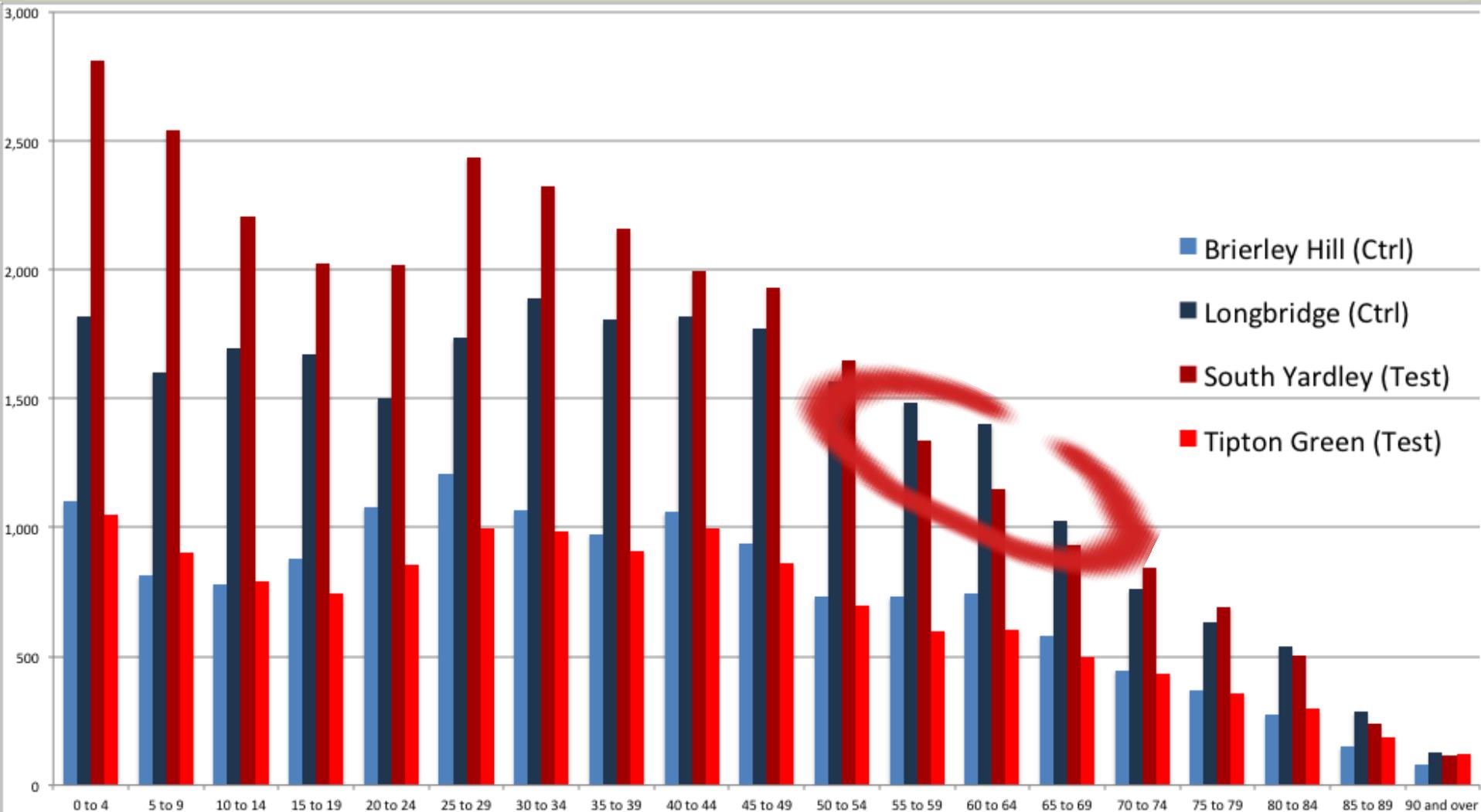
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MATCHING ONE AREA TO ANOTHER? AGE BANDS OF RESIDENTS



WMP/ BMG MEASURE

Comp. agree	Agree	Agree some extent	Neither	Disagree some extent	Disagree	Comp. disagree	Don't know
7	6	5	4	3	2	1	8



Confident



excluded



Not Confident



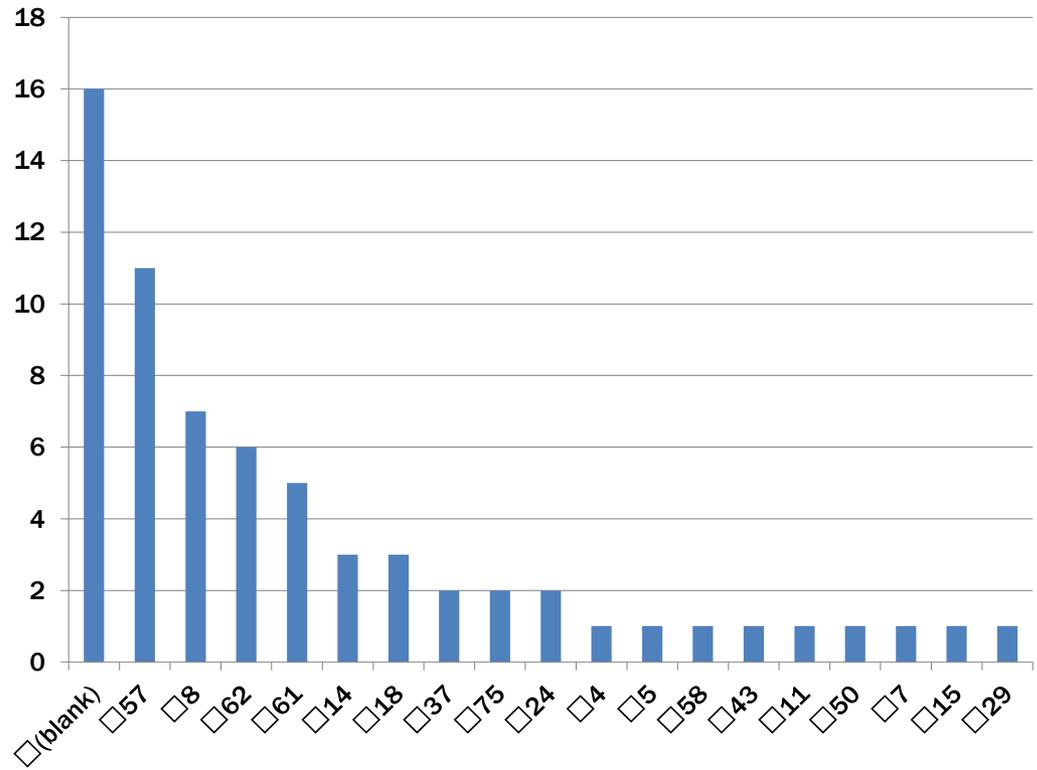
excluded

Force Target = 88%

Count of Q1	
Q8	Total
(blank)	16
57	11
8	7
62	6
61	5
14	3
18	3
37	2
75	2
24	2
4	1
5	1
58	1
43	1
11	1
50	1
7	1
15	1
29	1
Grand Total	66

- No problems
- Animal/Dog Fouling
- Litter/Rubbish/Fly tipping
- Speeding
- Parking
- Mini-Motorbikes
- ASB
- Other
- Drug Dealing
- Partnership other
- BDH
- Boy
- Racers
- Vehicles off roading
- Traffic calming
- Street Drinking
- Rowdy Behaviour
- Street Lighting
- Noise nuisance
- Youth Nuisance
- Theft

Count of Q1 Total



Total of 66 persons were surveyed. 16 (24%) had no issues/problems.

Issues 75, 57 & 8 relate to dog fouling and general litter/fly tipping. 20 (30%) gave this as their issue. This problem was reported as very localised to the streets in which they live and nearby wasteland.

Timing was predominantly early morning and early evening. This may be attributable to the time these people may be going/returning from work/school runs or engaging in dog walking activities themselves for example.

Issues 62, 61, 58, 14, 4 & 5 relate to vehicle issues such as speeding, parking, off roading etc. 17 (26%) gave this as their issue. Again these issues were very local and specific. As previously seen there is a link with the canal network that covers other concerns and issues

Issues 11, 15, 18, 43 relate to youth nuisance, drinking, rowdy behaviour. 6 (9%) gave this as their issue. This was very specific to Owen Street and identified Pubs. Again mention of the canal network.

Combination of these 3 priorities and those with no problems covers 89% of the people surveyed.