

# ADIDO

THE ATTENTION AGENCY

CONSULTATION SURVEY

DEVON & CORNWALL PCC



# OVERVIEW

## RESPONSES

- Beginning on 4<sup>th</sup> July the survey received a total of **1,358** responses
- The number of Survey Page Views (people visiting the survey) totalled **6,452**
- This is a **21%** completion rate
- The average time to complete the online survey was **16 minutes**
- The most popular age range of users that completed the survey is **65+**
- The majority location of users that completed the survey is **Exeter EX2**



### Devon and Cornwall PCC Consultation Survey

Please help direct the future of policing in Devon and Cornwall by giving me your feedback.

Please watch the videos which accompany the questions and then answer as honestly as you can. All the feedback I receive will be read and considered as I prepare the new Police and Crime Plan. The Police and Crime Plan sets the priorities for policing in Devon and Cornwall.

It should only take five minutes to complete. We will be consulting on the new plan throughout July and August.

**Alison Hernandez - Police and Crime Commissioner**

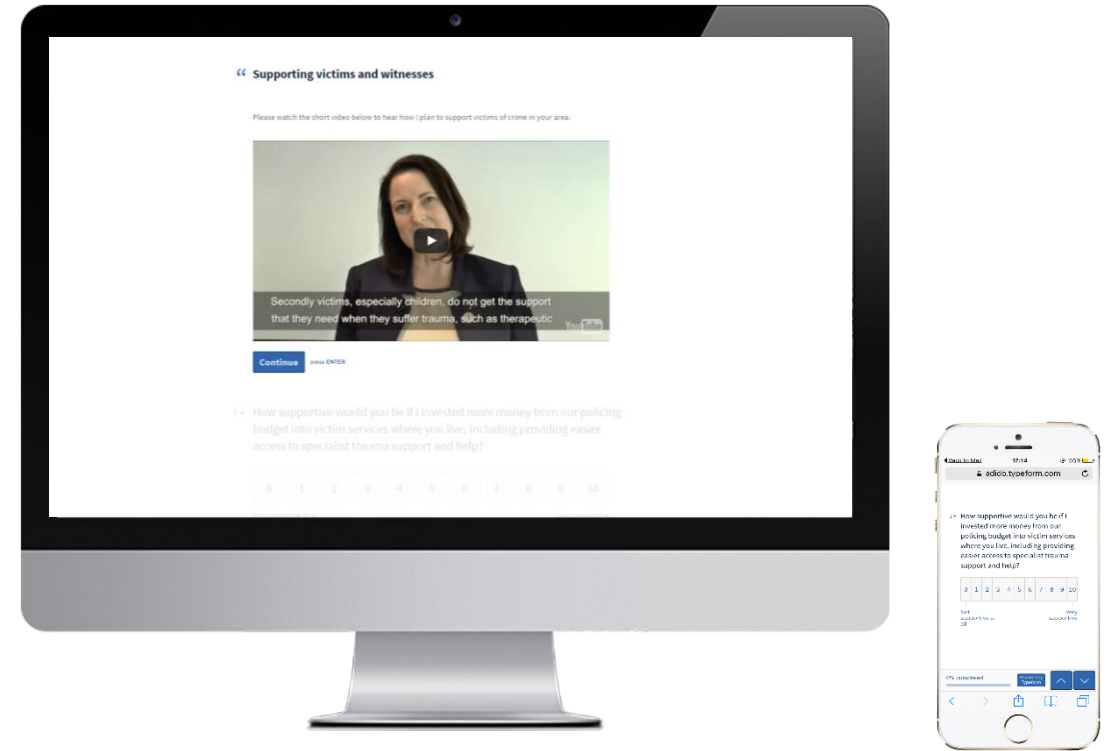
**Start** press ENTER

# DEVICE BEHAVIOUR

## RESPONSES

	Desktop	Smartphone	Tablet	Other
Unique Visits	2,611	2,107	1,519	7
Responses	684	307	166	1
Completion Rate	26%	15%	11%	14%

- Desktop showed the highest completion rate and the average time to complete on this device was 18 minutes, slightly higher than the overall average. This device shows a strong completion rate, it is suggested that the survey is potentially easier to complete when on a desktop than a smartphone, also a user is likely to spend a bit more time thinking about their answers on this device in comparison to mobile.
- Surveys completed on a smartphone average at 10 minutes, much lower than other devices and the overall average. However, the completion rate for tablet is still relatively high when comparing to the total completion rate (19%)



# FACEBOOK PERFORMANCE

The areas targeted by Facebook ads were Barnstaple, Camborne, Exeter, Exmouth, Falmouth, Honiton, Plymouth, Penzance, Paington, Okehampton, St Austell, Truro and Torquay.

- The total amount spent on the campaign was **£2,819.22**
- The ad was shown to **235,198** people
- The total number of unique clicks received was **6,572**
- Overall this resulted in a **£0.35** Cost per Click and a **2.79%** Click through rate
- Penzance received the highest CTR of **3.39%**
- **43%** of clicks were received from users over the age of 55

 **Devon and Cornwall Police and Crime Commissioner**  
Written by Adido Limited [?] · July 5 · 🌐

You're important and we're listening - Have your say in our policing priorities.



**Devon & Cornwall police and crime plan.**

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The police & crime plan is for everyone in Devon & Cornwall. Give us your feedback today.



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RESPONSES

**ANALYSIS OF FEEDBACK**

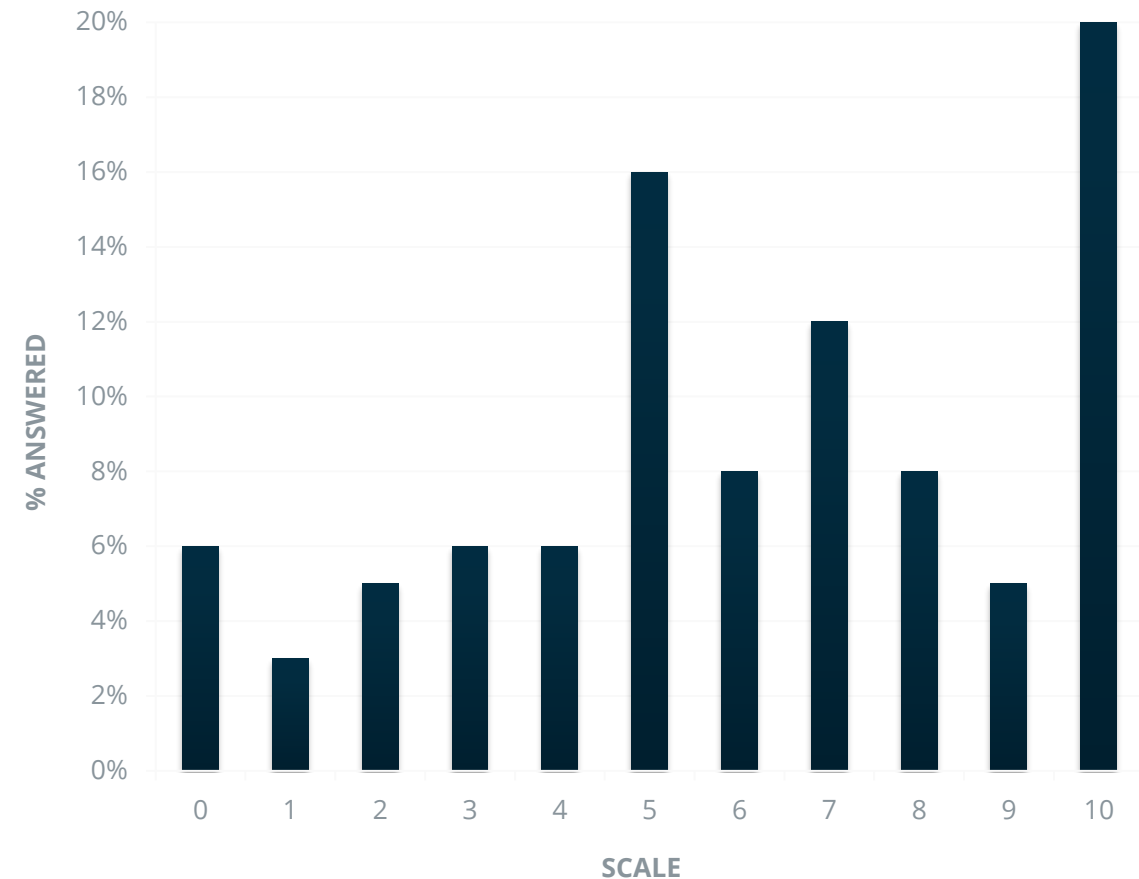
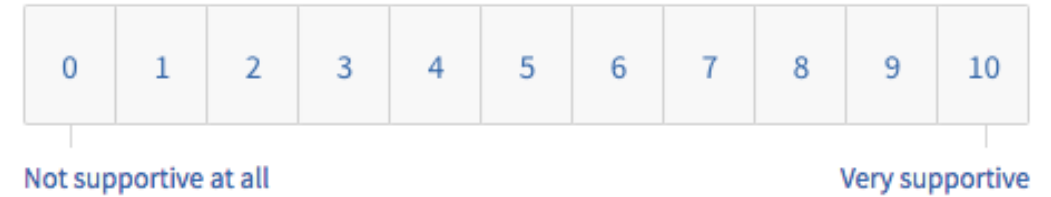


# SECTION 1

## SUPPORTING VICTIMS & WITNESSES

- 98% of total respondents answered this question
- 20% of respondents that answered this question said they would be very supportive of investing more money into victim services
- 16% of respondents seem to be on the fence by answering 5 in that they neither agreed nor disagreed with this statement

*How supportive would you be if I invested more money from our policing budget into victim services where you live, including providing easier access to specialist trauma support and help?*



# SECTION 1

## SUPPORTING VICTIMS & WITNESSES

- The majority of comments that were received from respondents who gave a low score suggested that the money could be spent on policing and prevention rather than supporting victims.
- Some respondents argued it is not the role of the PCC to look after victims and that this should be the role of support charities/agencies.
- Those that gave a higher score (7 onwards) were very passionate about victims being cared for by the PCC and wanted to see a change in how victims are helped.

*Is there anything else you would like to say about supporting victims and witnesses?*

"This needs to be targeted to those victims how really need it. Not everyone is a victim of crime, some are survivors of it."

**Female, 55-64, Scored 9**

"The mental health of re-offenders is important to look at as sometimes they are treated unfairly, it would be beneficial if they are able to find out the history of the victim/witness before taking action"

**Female, 25-34, Scored 8**

"The main aim should remain to make people feel safe before they become a victim. Educate on early warning signs of crime and explain how to report in the most discrete way for more personal crimes."

**Male, 18-24, Scored 7**

"It's hard to prioritise any particular thing, given the challenged finances. Knowing the financial context would be helpful."

**Male, 35-44, Scored 5**

"I agree with all you say but feel that taking away any money from actual policing in terms of officer numbers and supporting serving police officers would be counter productive."

**Female, 35-44, Scored 4**

"I feel that the priority should be on the prevention of crime in the first place, this should reduce the amount of victims that are in need of help after crime has been committed."

**Male, 55-64, Scored 2**

"Victim support services take vital money away from the police. There are more appropriate agencies to support victims."

**Male, 35-44, Scored 0**

# SECTION 2

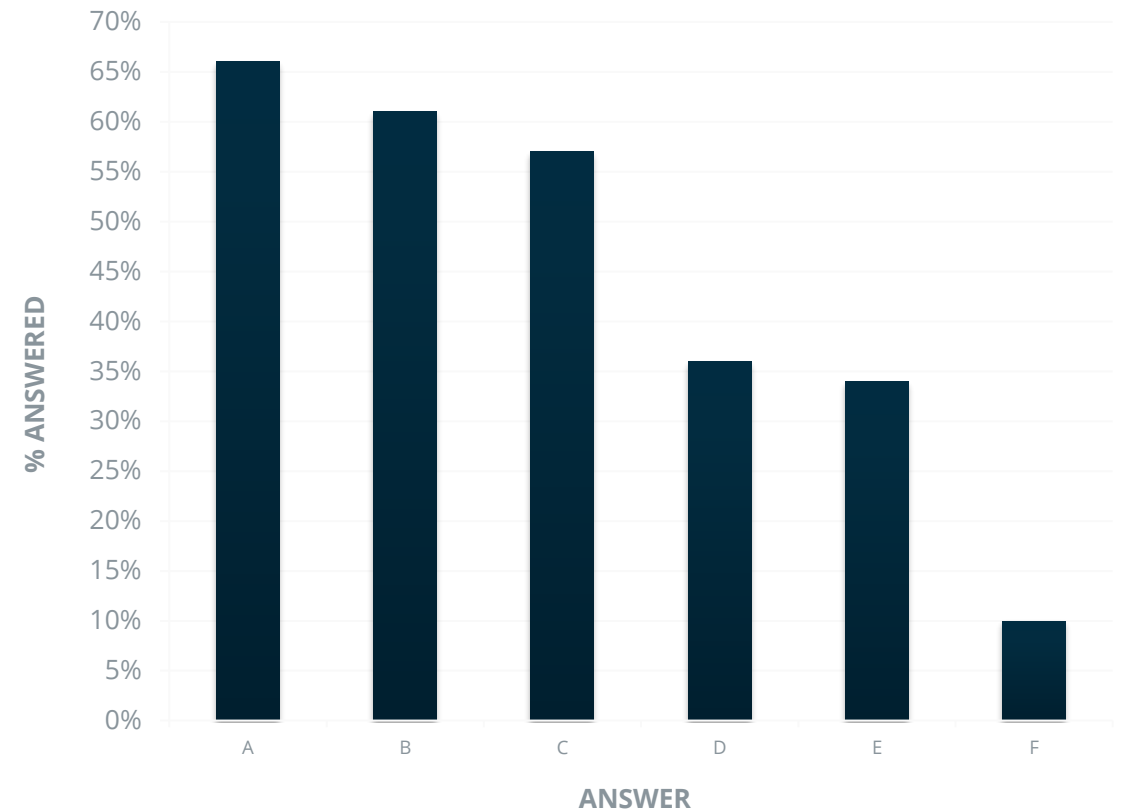
## PREVENTING CRIME

- 95% of respondents answered this question
- Answers A (66%), B (61%) and C (58%) received the most selections
- The majority of comments received on the 'Other' selection were mostly negative and unconstructive. Most people that selected this option, did not select anything else
- Interestingly, the age range that selected Option A, were mostly aged 45+. The age group that selected this option the most was the range 65+. You could argue that this is an issue which concerns an older generation.

*What areas of prevention work do you feel I should focus on under our police and crime plan?*

*(Tick all that apply)*

- A – Support vulnerable people to make them less likely to become victims of crime
- B – Work more closely with offenders on issues like addiction, mental health and housing to stop them re-offending
- C – Early help and support for people who are likely to offend in the future to stop them committing crimes
- D – Help communities and small businesses to be more resilient through advice, action and seed funding
- E – Encourage businesses to develop technology so it is harder to commit crimes
- F – Other



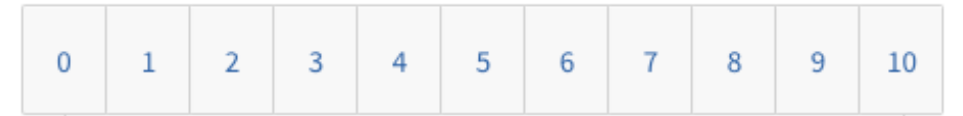


# SECTION 2

## PREVENTING CRIME

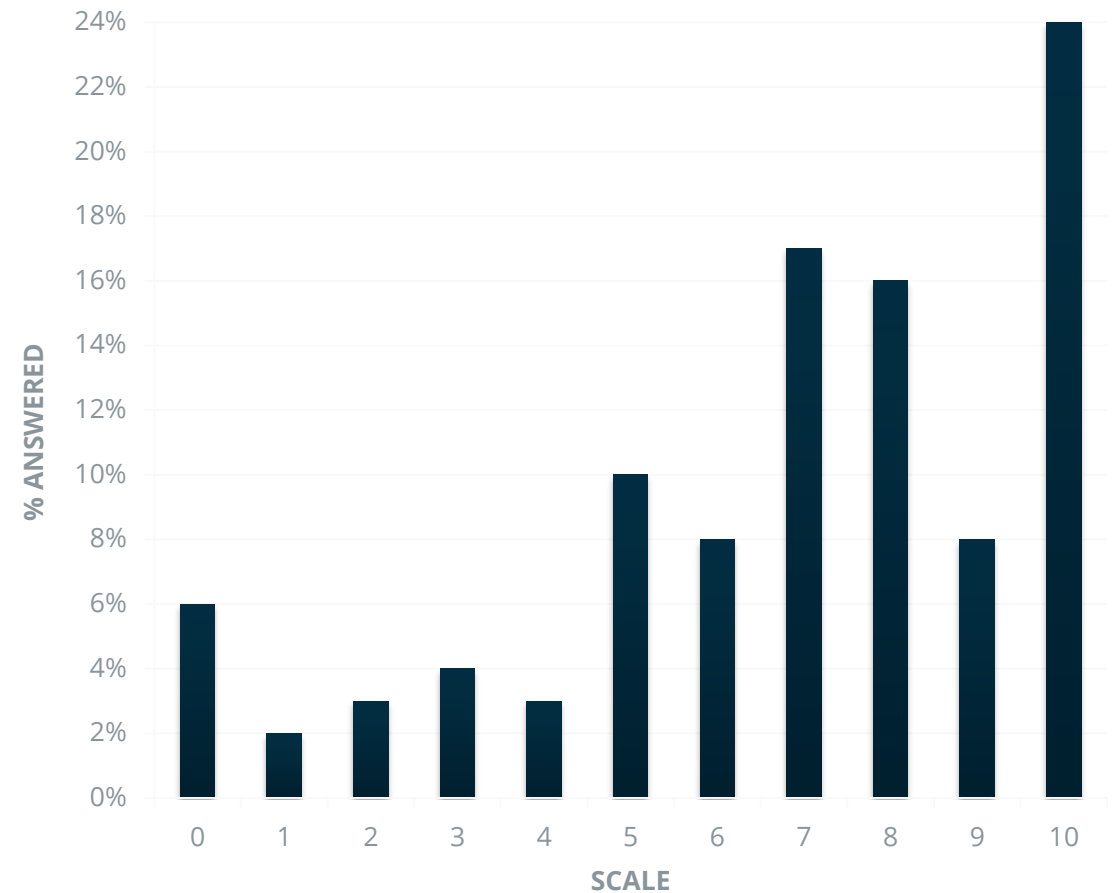
- 96% of respondents answered this question
- 24% of respondents would be supportive towards investing more money into this area
- Those that gave a score of 4 or less were relatively evenly split between 45-54, 55-64 and 65+ age ranges with the majority of respondents being from EX2
- Those that gave a higher score of 7 and higher were from TQ2 and TQ12

*How supportive would you be if I invested more money from our policing budget into prevention work to fill gaps in local support services to stop crimes and antisocial behaviour occurring in the future?*



Not supportive at all

Very supportive



# SECTION 2

## PREVENTING CRIME

- A common theme with the comments received here is that the respondents wanted to see more police officers out on the streets and be more visible within their community
- When assessing the above statements, there is no common area/postcode where this has come from, this appears to be across the board
- Similarly to Section 1, respondents didn't believe that this role should fall under the PCC and are concerned there is not enough budget to contribute towards this issue

*Is there anything else you would like to say about preventing crime?*

"Visible police presence on the streets, with officers having time to stop and talk to people. Officers long term in the community which they serve so people know and rely on them."

**Male, 55-64, TR9**

"You cannot beat police presence on the street. A visible policeman is to hand at the first sign of trouble."

**Female, 45-54, PL3**

"Higher visibility of Police and PCSOs in rural areas would be helpful."

**(Not disclosed), 65+, EX18**

"Budgets exist in other organisations to do this. Concentrate please on what the Police are supposed to provide. Seeing one on Patrol would be a good start"

**Male, 65+, TQ2**

"I really do not think your budget should be used to fill gaps in the services that are perhaps already poorly funded. Those systems are in place, but certainly interaction with these services would be valid."

**Female, 45-54, PL22**

"Prevention is important but local support services should be funded by the Government not from the Policing Budget. the OPCC could champion lobbying the Government / local councils to ensure more of there budgets are spent on essential services.

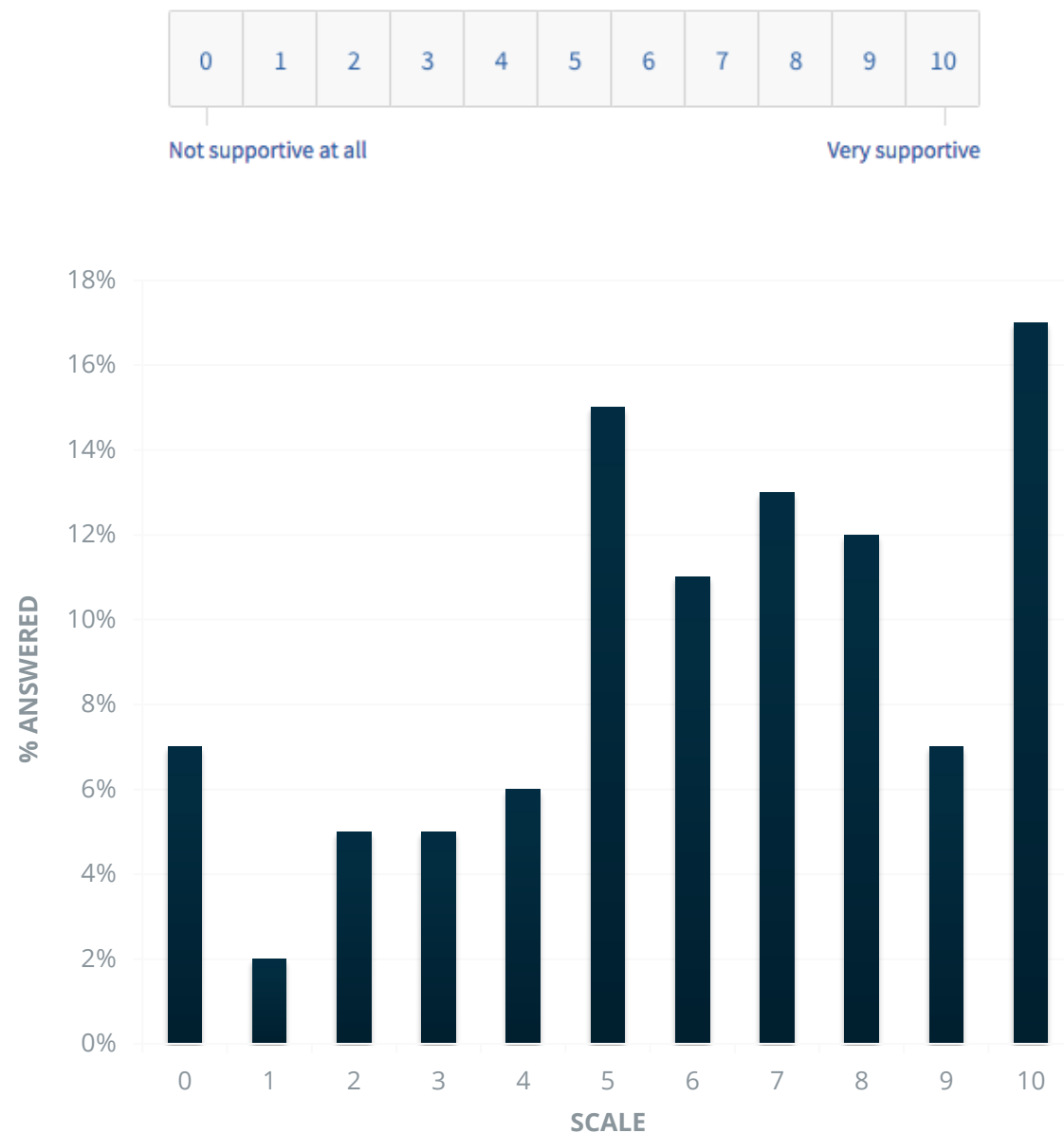
**Female, 25-34, EX11**

# SECTION 3

## ONLINE SAFETY & FRAUD

- 98% of respondents answered this question
- 20% of respondents would be supportive towards investing more money into online safety
- 16% of respondents scored a mid range 5, therefore didn't have a high preference either way
- Respondents aged from 55-64 mostly answered 5 for this answer, it is argued that potentially online safety may not be a priority for this age group
- In contradiction with the above point, 65+ age group were very supportive in this area answering 10.

*How supportive would you be if I invested more of our policing money into improving online safety?*



# SECTION 3

## ONLINE SAFETY & FRAUD

- 97% of respondents answered this question
- Options A, B and C received the majority of selections here with Option D closely behind. It is noted there is then a large drop for answers for E, F and G
- It was interesting to see that Option F was answered mostly by 65+ aged group, considering in the previous question, this group were the most enthusiastic about putting money towards this area
- The comments that were entered in Option G the 'Others' section followed a similar pattern. These respondents did not believe that online safety was a role for the police and suggest that this should be an individuals responsibility or parents and schools

*What concerns you most around online safety? (Tick up to 3 answers)*

A – Risk of financial fraud and being scammed

B - Loss of personal data for criminal reasons

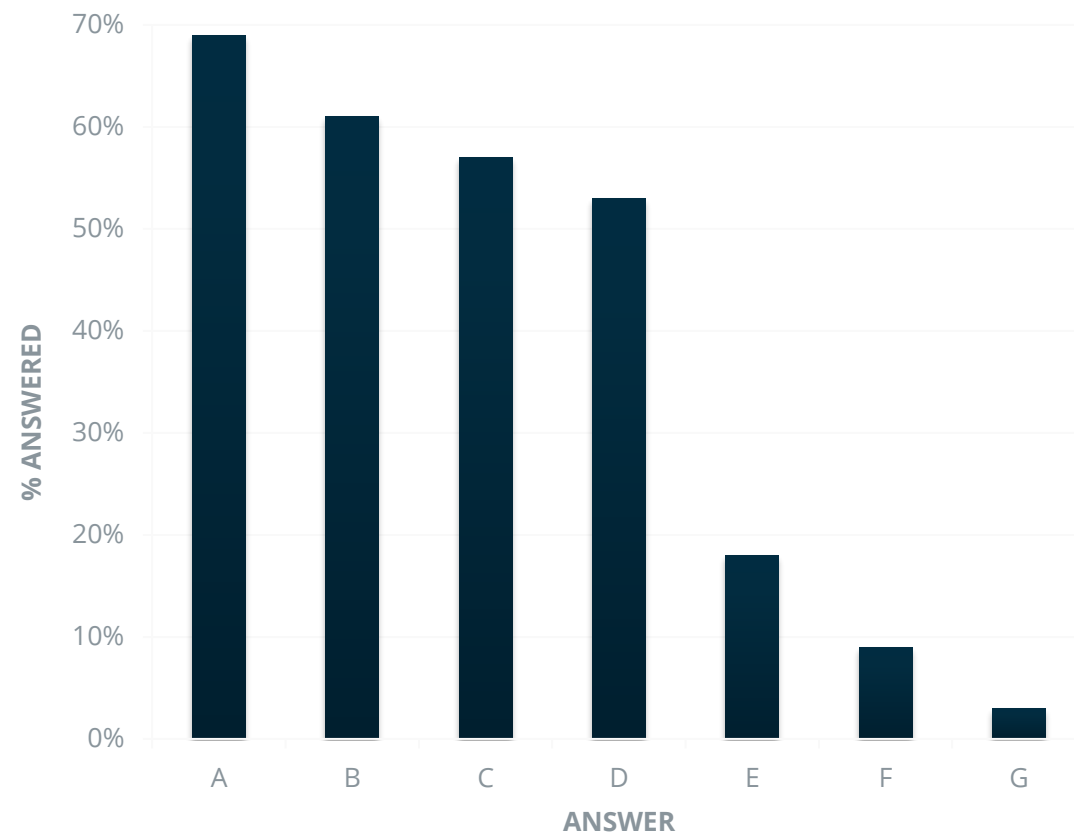
C – Sexual exploitation and explicit content

D – Bullying and harassment on social media

E - Lack of awareness of how to keep me and my family safe

F - Online safety does not concern me

G - Other



# SECTION 3

## ONLINE SAFETY & FRAUD

- The comments received on this question were much more centred around online bullying/harassment more so than any of the other areas ie: Fraud etc
- This question somewhat caused a split amongst respondents – a lot of respondents believe that online safety is not the role of the police and that this is down to the businesses themselves or the individual
- In comparison, other respondents wanted to see more action from the police in this area such as teaching in schools, educating parents or available helplines
- It is worth noting here that 62% of these comments are from 45-54, 55-64 and 65+ age groups. It is argued that these age groups may have never experience online bullying/harassment as much as a lower age group
- The comments received from 18-24 and 25-34 year olds are much more centred around education of young people and parents

*Is there anything else you would like to say about online safety and fraud?*

“I wanted to tick all of the boxes in this response on behalf of those who are vulnerable to them. Information on how to achieve online safety is very important.”

**Male, 55-64, PL21**

“See this as a national not a local policing issue. however, the police could work around schools with the Education authorities to advise on online safety and effects of online bullying.”

**Male, 45-54, PL27**

“Bullying and harassment on social media and the consequences of it take up too much policing time and energy with too many promises by politicians that Police can deal with every little incident. This is unrealistic and we should focus on the more serious crimes of grooming and be more realistic about what we can and can't deal with.”

**Female, 45-54, PL27**

“Everyone knows the risks. Its the responsibility of individuals to look after the safety of themselves and their families. DO NOT throw my money at this problem”

**Male, 25-34, TR4**

“I think cyber crime must be an issue as it will only get worse with ever increasing technology”

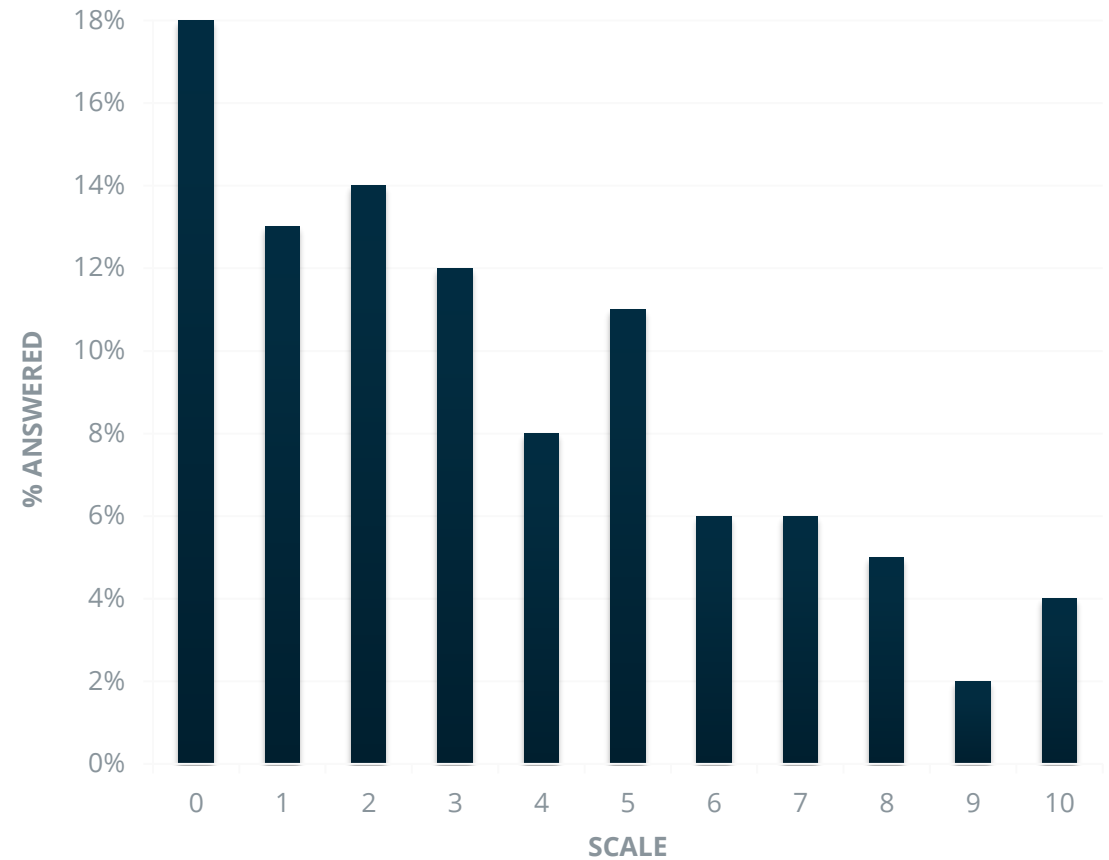
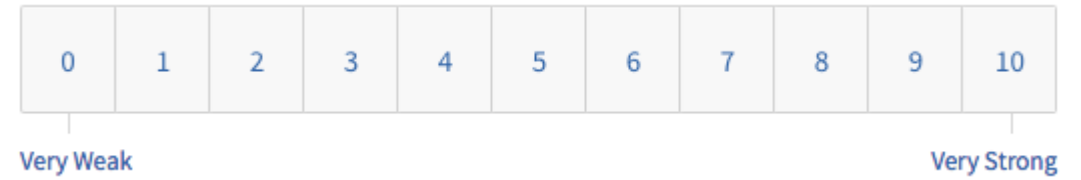
**Female, 55-64, EX20**

# SECTION 4

## LOCAL POLICING PRESENCE

- 96% of respondents answered this question
- The results from this question showed a lot of negativity towards the connection between the public and the police
- 0 on the scale received the most responses. The majority of these were from TQ12 followed by EX2 and TR11.
- The gender split that answered 0 to this question was fairly evenly split (56% male and 43% female)

*What level of connection do you feel you have with the police in your local area?*



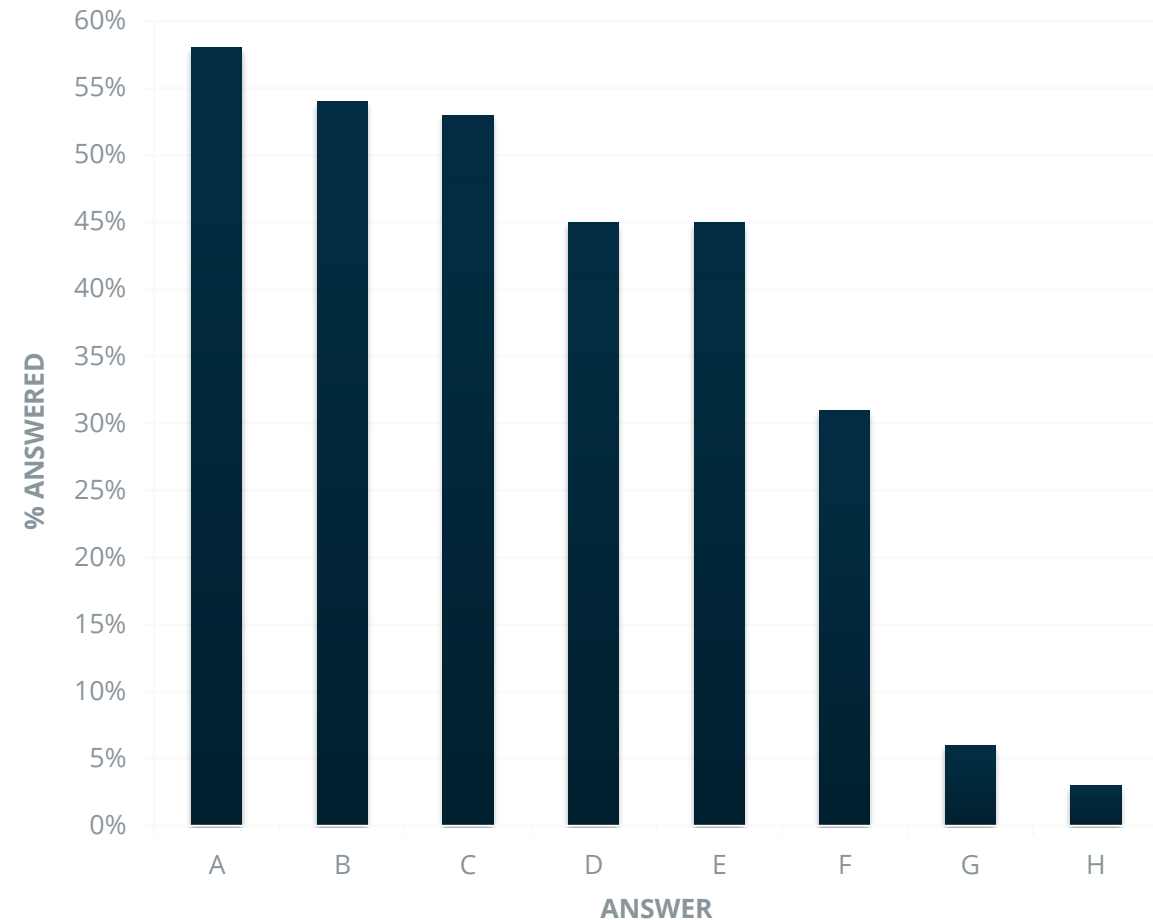
# SECTION 4

## LOCAL POLICING PRESENCE

- 98% of respondents answered this question
- Option A received the most selections at 58%
- Options B & C were very close behind at 54% and 53%
- The comments received when selecting 'Other' are centred around the public wanting to see more officers within their area (a mixture across several postcodes not one specific)

Why is a local connection with policing important to you?  
(Tick up to 3 answers)

- A – More confidence they will be there quickly when I need them
- B – Think it will help deter crime
- C – Gives them better understanding of the local area
- D – Makes them more approachable
- E – Builds my trust in policing
- F – Easier for me to provide important information
- G – It isn't important to me
- H - Other



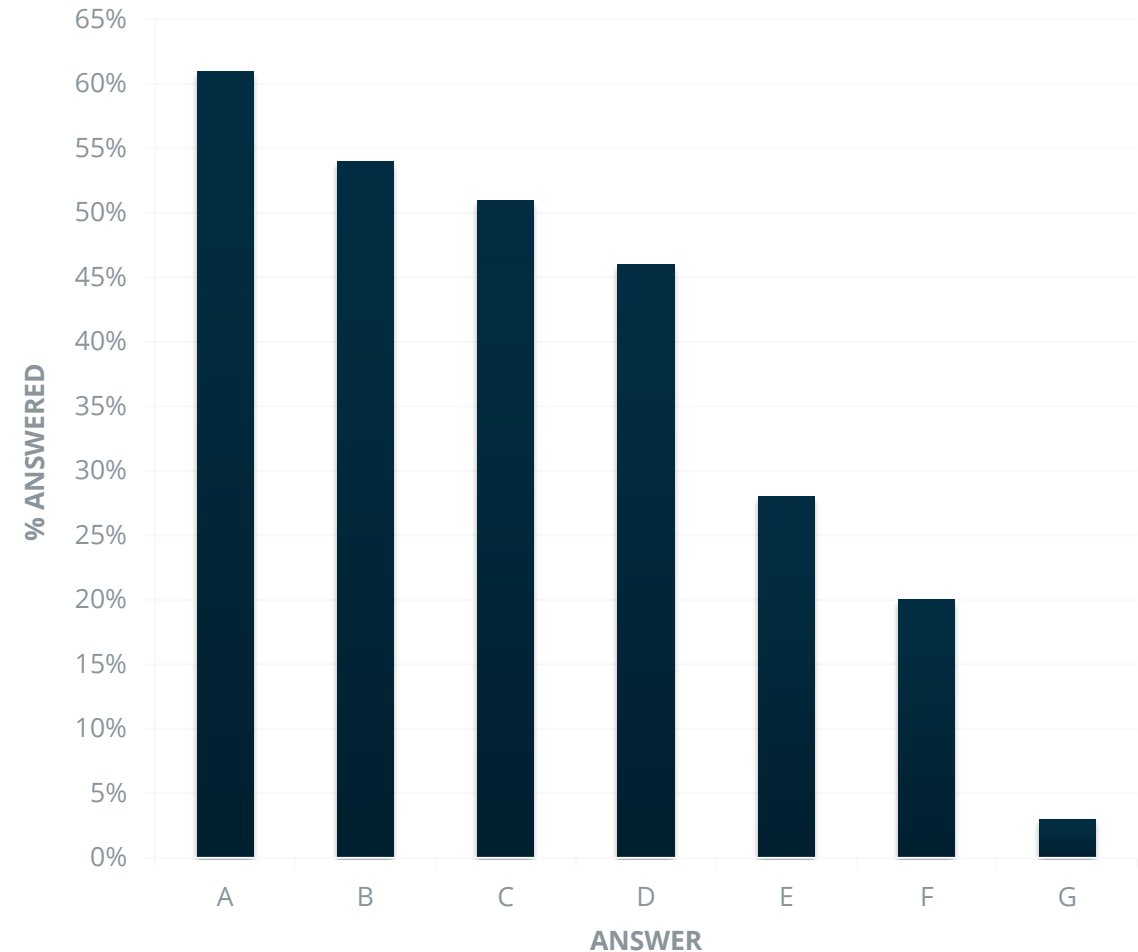
# SECTION 4

## LOCAL POLICING PRESENCE

- 97% of respondents answered this question
- Option A received the most selections at 61%
- The majority of respondents that selected Option A were from TQ2, EX2, TQ12 and EX4
- The majority of respondents that selection Option B were from TQ2, TQ12, EX2 and TQ1
- Those that suggested nothing more was needed, tend to be within the age range of 45-54

*What is the best way we could help to better connect people in your local community to the police?  
(Tick up to 3 answers)*

- A – Make it easier to report crime
- B – Emergency response times
- C – Specify local contact points
- D – Physical Space (building or drop in centre)
- E – More information on local services
- F – More volunteering in police work
- G – Nothing more is needed





# SECTION 4

## LOCAL POLICING PRESENCE

- 96% of respondents answered this question
- We would expect to see such a high volume for 5 on the scale here, it is suggested that people do not have a preference either way here and want to see a good mix of both police presence and police response.
- However, it is then surprising that some respondents did choose better police response. Especially considering the comments as presented earlier in the document about seeing more police on the streets and in the communities
- Looking at those that answered 10 on the scale, the majority here is 65+ located in TQ2 and PL26

*I often hear from people that they want to see more police locally, but I want to find out if a more visible police presence is what communities want or would they actually prefer the focus to be on the quality of the police response when it is really required. Please tell me what is more important to you.*



# SECTION 4

## LOCAL POLICING PRESENCE

- In conjunction with other comments received throughout the survey, the public wish to see a greater police presence on the streets
- Respondents also suggested that the police could engage more with younger people and schools to educate them and make them feel safe
- Comments also suggested that they wanted the police to be more approachable to engage with the community more so than how they are currently

*Is there anything else you would like to say about local policing presence?*

"I admire all police officers and think we have the best force in the world. I believe prevention (presence) is better than response. I have no proof of that though.."

**Male, 55-64, PL4**

"I don't see a local police presence. Police used to patrol my area and but they are only seen if coming for a specific reason. Called upon etc. I wasn't even visited when reported attempted break ins. I was told police would patrol and visit me but never happened"

**Male, 18-24, TQ12**

"I feel that police need to engage far more with children and teenagers in a positive manor, so that it builds better relationships between the based on support and respect"

**Female, 55-64, TR2**

"I live in Truro and rarely see a police officer on the street. I fully believe their presence (although costly) can deter crime. It would make me feel a lot safer if they were more visible. Also, I do believe a police station is necessary in all major towns."

**Female, 45-54, TR1**

"I think it is important in communities that have a high presence of vulnerability to have a better known local police presence"

**Female, 35-44, TQ5**

"I think we need both but a local presence is needed especially in areas of high crime and among young people (who need to know and build respect for the police)."

**Female, 55-64, EX16**

"In reality both are important as each other! There is a severe lack of police on the streets at the moment and it is taking longer than required to respond as a result of this."

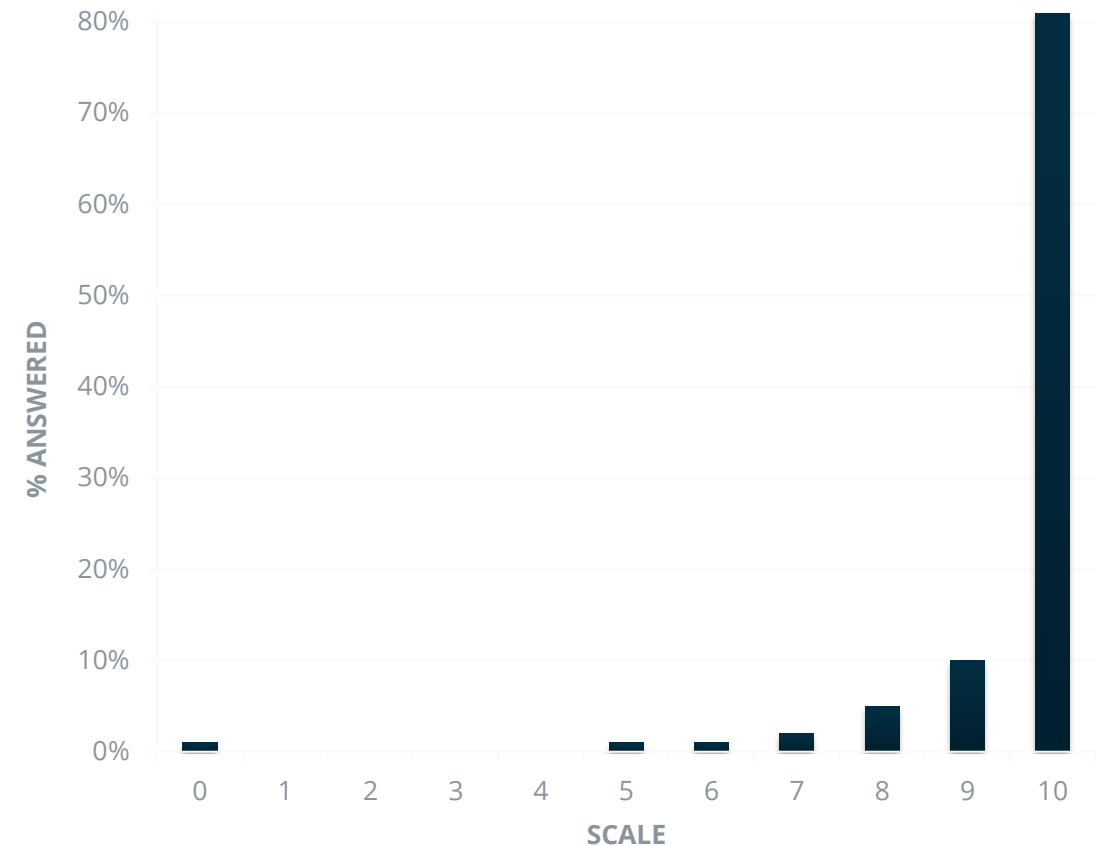
**Male, 45-54, PL21**

# SECTION 5

## CONTACTING THE POLICE

- As the results show, the majority of respondents selected 10 here - we would expect this type of question to receive this high of a volume
- Those that selected 0-8 were mostly within the age range of 45-54
- The area in which users were from which selected between 0-8 was EX16. It is potentially suggested that this area is relatively low crime for the public to not view this question as a high priority

*How important is it that you are able to contact the police and get a quick response in a 999 emergency situation?*

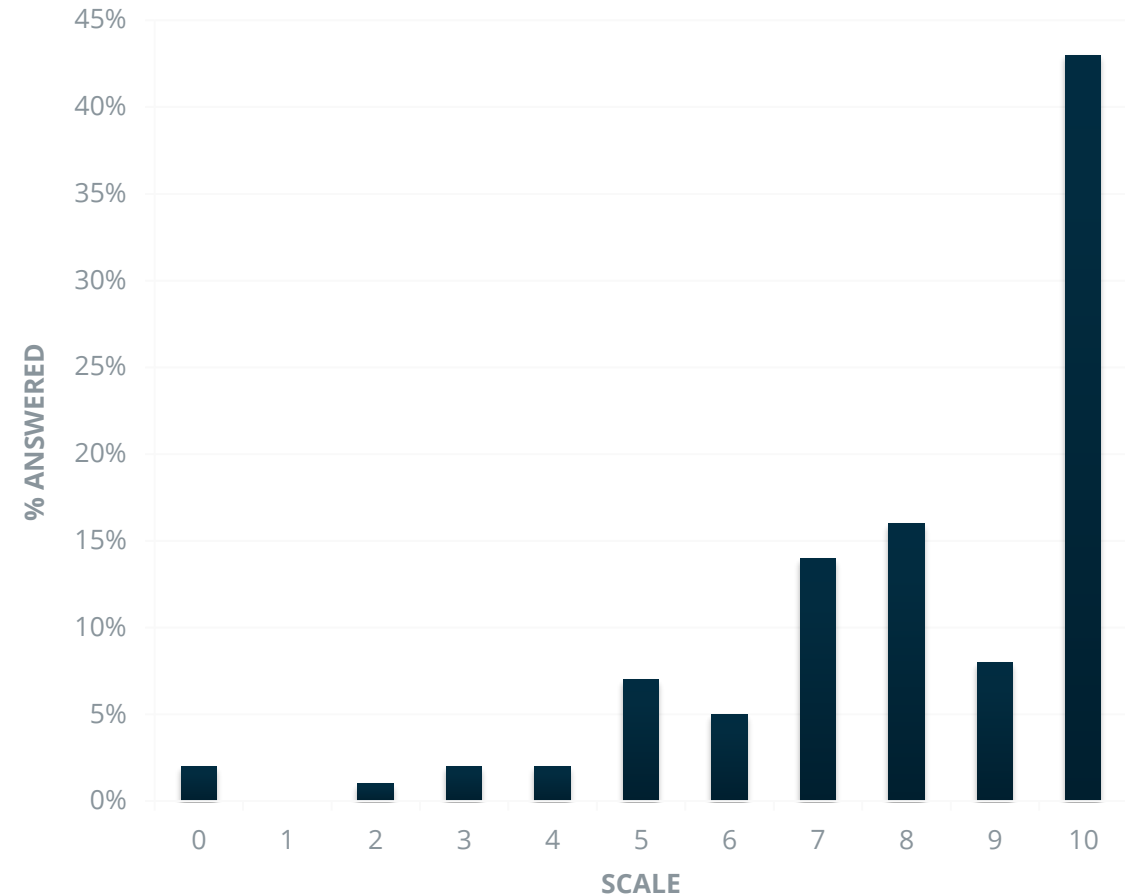
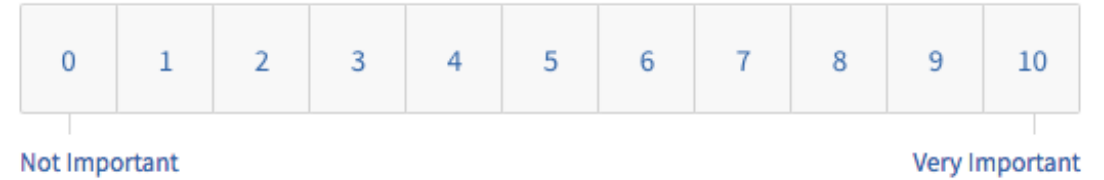


# SECTION 5

## CONTACTING THE POLICE

- Again, as per the previous slide we would expect to see this results for number 10 here
- However it is quite surprising that the public don't view this as *high* a priority in comparison to 999 calls
- Looking at the users selected 0-8 again, the majority age range here was 65+ (considerably higher than the previous slide)
- The main location of people that selected 0-8 was EX4.

*How important is it that you are able to contact the police and get a quick response through services like 101 if the issue is not urgent (e.g. passing on intelligence, follow up information, report a crime that has already occurred)?*



# SECTION 5

## CONTACTING THE POLICE

- The majority of comments that were received here is the dissatisfaction that the public have with the 101 number, this issue is consistent throughout all of the comments made such as people being constantly on hold/needing quicker response times
- Some respondents suggested using email or a face to face option for 101 crimes rather than the phone line

*Is there anything else you would like to say about contacting the police?*

"Lots of crimes go unreported or information doesn't get passed to the police because the public have a 'what's the point' attitude. This is due to poor service from the 101 non emergency line."

**Female, 35-44, Scored 10 for 999 and 101 questions**

"101 is failing at the moment. More funding is required to boost the public's confidence in the service."

**Male, 55-64, Scored 10 for 999 question and 8 for 101 question**

"A 101 text no and a 101 email address would add to the connectivity and reduce the number of those needing to phone. Having to wait so long to get an answer on 101 makes many people not even bother to report minor non urgent crimes/ activity."

**Female, 55-64, Scored 10 for 999 question and 7 for 101 question**

"An email or online chat system would greatly improve the 101 delay's."

**Female, 65+, Scored 10 for 999 question and 7 for 101 question**

"Correspondence with the police, in whatever form, should be answered as soon as possible. It is important that this takes place to ensure that public confidence is not eroded further."

**Male, 65+ Scored 10 for 999 question and 8 for 101 question**

"I have not had to use the 999 service but have tried to use the 101 service a few years ago but I gave up after 5 minutes of waiting for someone to answer my call! I found out the next day that the 101 service was only usable during the daytime and not in the early hours of the morning (3 am)!"

**Male, 35-44, Scored 10 for 999 and 101 questions**

"I find the 101 number inadequate, I have used it many times in my job and on some occasions have had to wait for over 30 minutes until my call is dealt with."

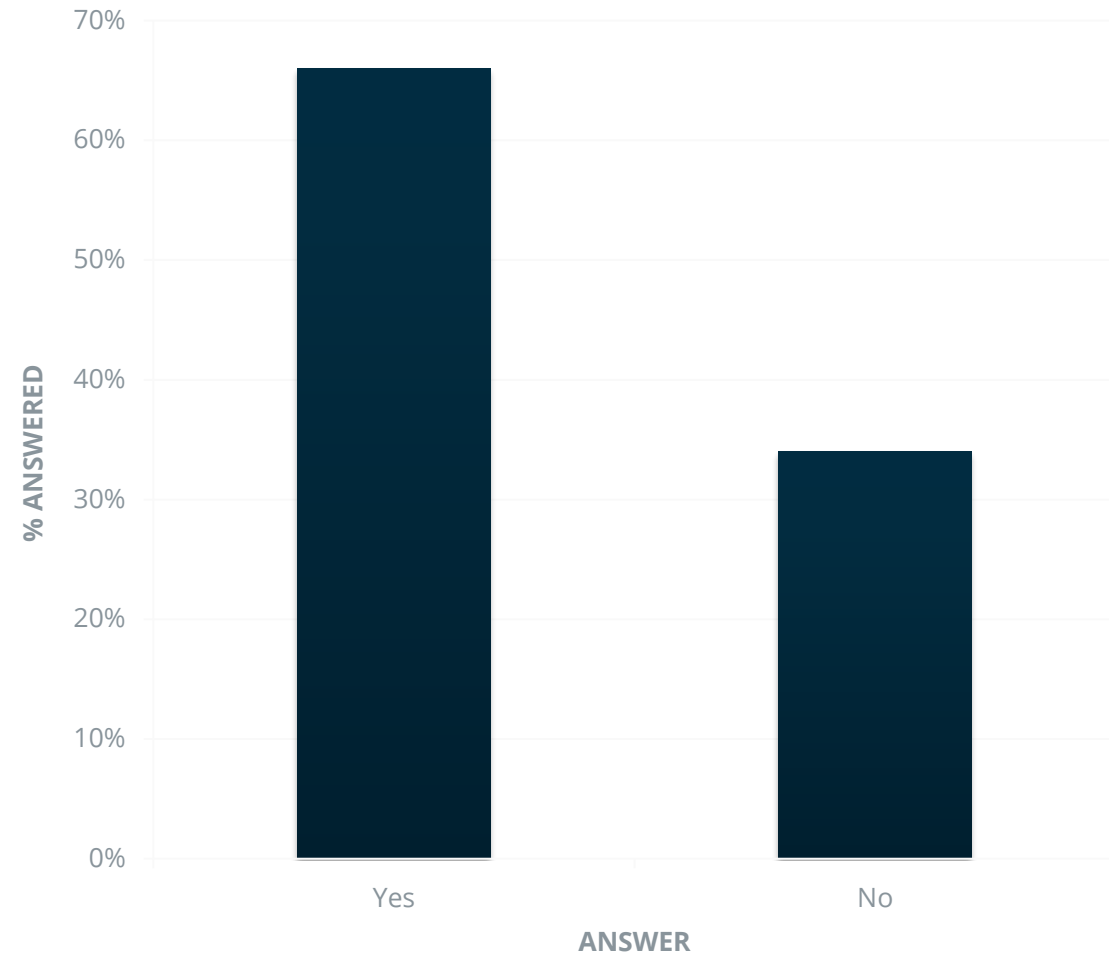
**Female, 35-44, Scored 10 for 999 and 101 questions**

# SECTION 6

## MEASURING OUR SUCCESS

- As shown, the majority of respondents were in agreement with judging success against these 3 factors
- When looking at those who replied No, the majority of these people were within the age range of 55-64
- The location of these people were mostly from TQ2 and TQ12

*Do you think it is a good idea to judge success by looking at the three factors necessary for a crime – offender, victim and location?*



# SECTION 6

## MEASURING OUR SUCCESS

- Many people suggested that the police do surveys amongst the public within the areas to gain feedback of how they feel the police have performed
- Also a common theme was to ask victims how they feel their crime was handled
- Whilst some people requested to see facts and figures, others suggested that more involvement within the community would help ie: talks within towns of progress updates rather than reports going online and on leaflets

*Do you have any specific suggestions or ideas on how we can best track our progress in keeping people safe and getting the best out of the police?*

***Please comment in the text box***

“Ask us regularly how safe we feel, how quick you respond and how often we interact with you.”

**Female, 45-54, EX23**

“Better communication with the public, a monthly report by email to the local parish/town council would be given then available to the public who may not have Internet. Also use the police website to publish these reports to the local community on things that are happening in their neighbourhood, it would not be helpful to just list crimes committed across the area as this could frighten older residents.”

**Male, 65+, EX6**

“Checking the views, experiences, and feelings of the public at regular intervals”

**Female, Not disclosed, TR7**

“Greater presence in communities where crimes may not have happened but is possible/likely”

**Female, 65+, EX13**

“I think too much emphasis is placed upon figures and statistics. these can be manipulated to suit the question. Im not interested in tracking progress in this way at all.”

**Female, 55-54, EX2**

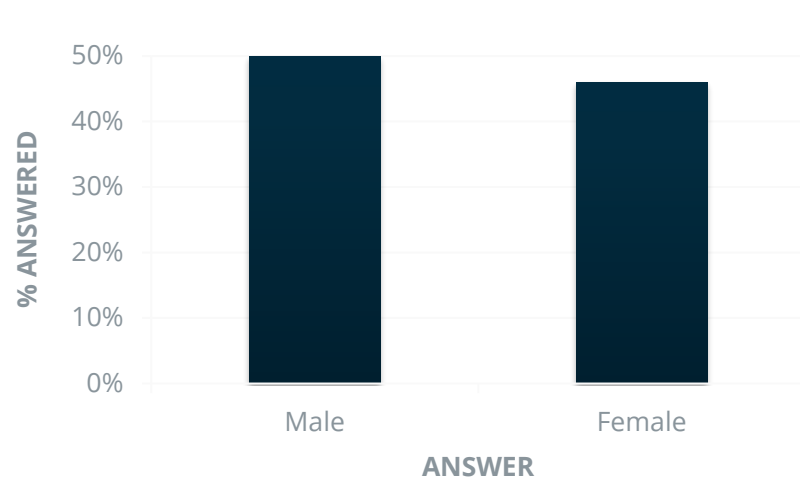
“Discussion with the community and Police public meeting what went well what didn't ideas from community reviews Police need more involvement with community and encourage support so we are all working together and have pride in our community and able to offer support”

**Female, 55-64, EX7**

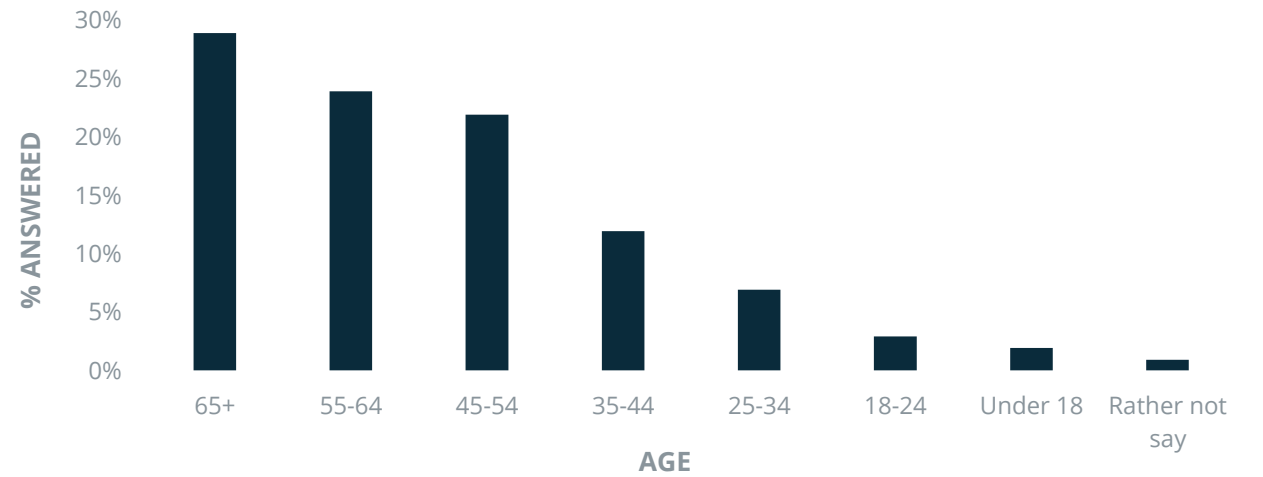
# DEMOGRAPHICS

## WHO ANSWERED THE SURVEY

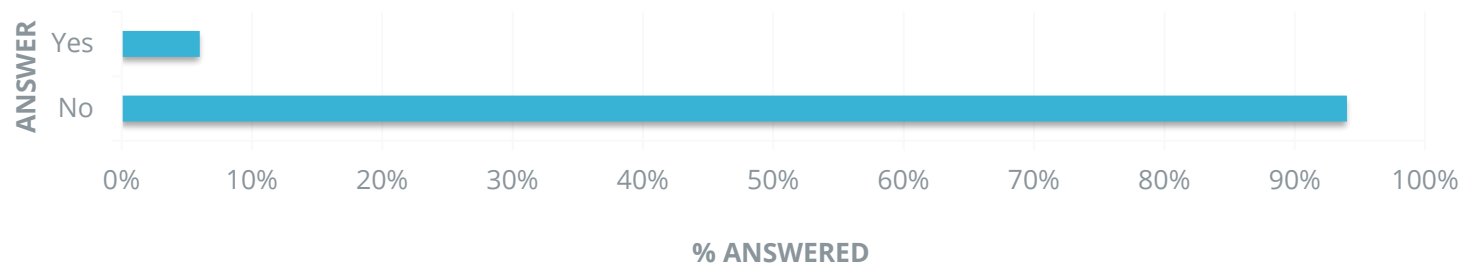
*What is your gender?*



*What is your age?*



*Are you a police officer or member of staff?*

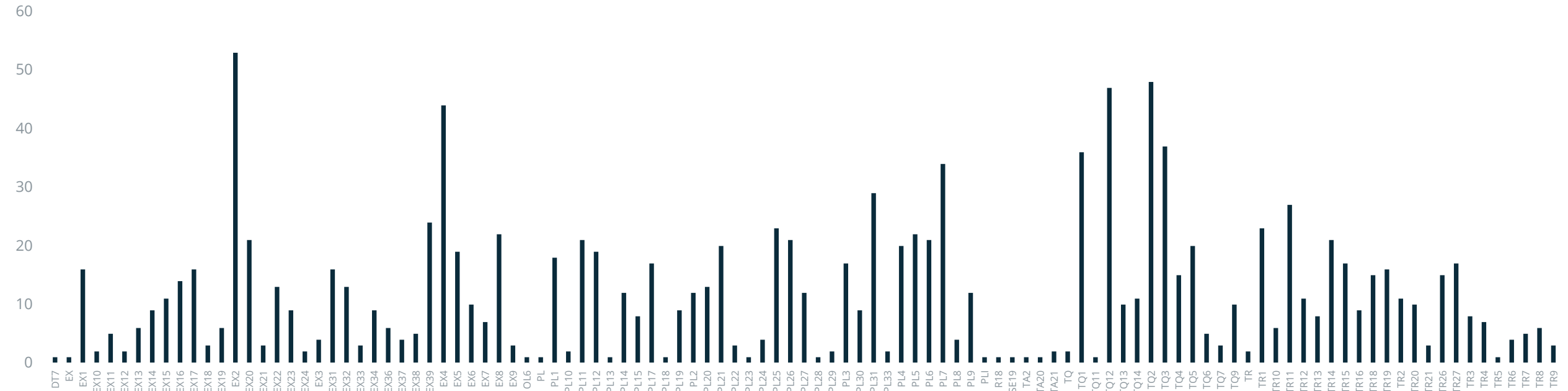




# DEMOGRAPHICS

## LOCATION

*What is the first half of your postcode*





EXPLORE. CREATE. CAPTIVATE.

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