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User Insight



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What was the problem?

- Old procedure was ending
- Sense of dissatisfaction with question set
- Idea of research into 'community led' survey – specific to own community

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Procedural Justice

Procedural Justice

4 pillars:

- 1) being fair in processes,
- 2) being transparent in actions,
- 3) providing opportunity for voice,
- 4) being impartial in decision making.

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Asking the community

Online Survey

- Met with Merseyside twice to refine and work on flow of survey
- Extensive revisioning to meet police need, word demographics and other key questions, e.t.c.
- Focus groups took place in June 2018 – and project now at lift off

Focus Group Method

- Key aim to address community concerns (rather than police concerns)
- University ethics policy followed
- Merseyside recruited focus group participants
community and third sector organisations
- 3 focus groups held in neutral space (2 OU researchers)
- Participant lead discussion
researchers interjected very occasionally if discussion went off topic
- Conversations recorded for later analysis

Analysis

- 2 researchers independently listened recording noting themes (for research) and possible survey questions
- Discussed to generate more potential questions
- Listed all possible questions, no thinning of list
- Researchers met to delete less useful or repeated questions
- Whole research team met, reviewed all questions, grouped and selected/refined into useable format

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Analysis

From community to survey questions

Focus groups analysis

Thematic
analysis of
audio
recording

2nd order
grouping of
themes

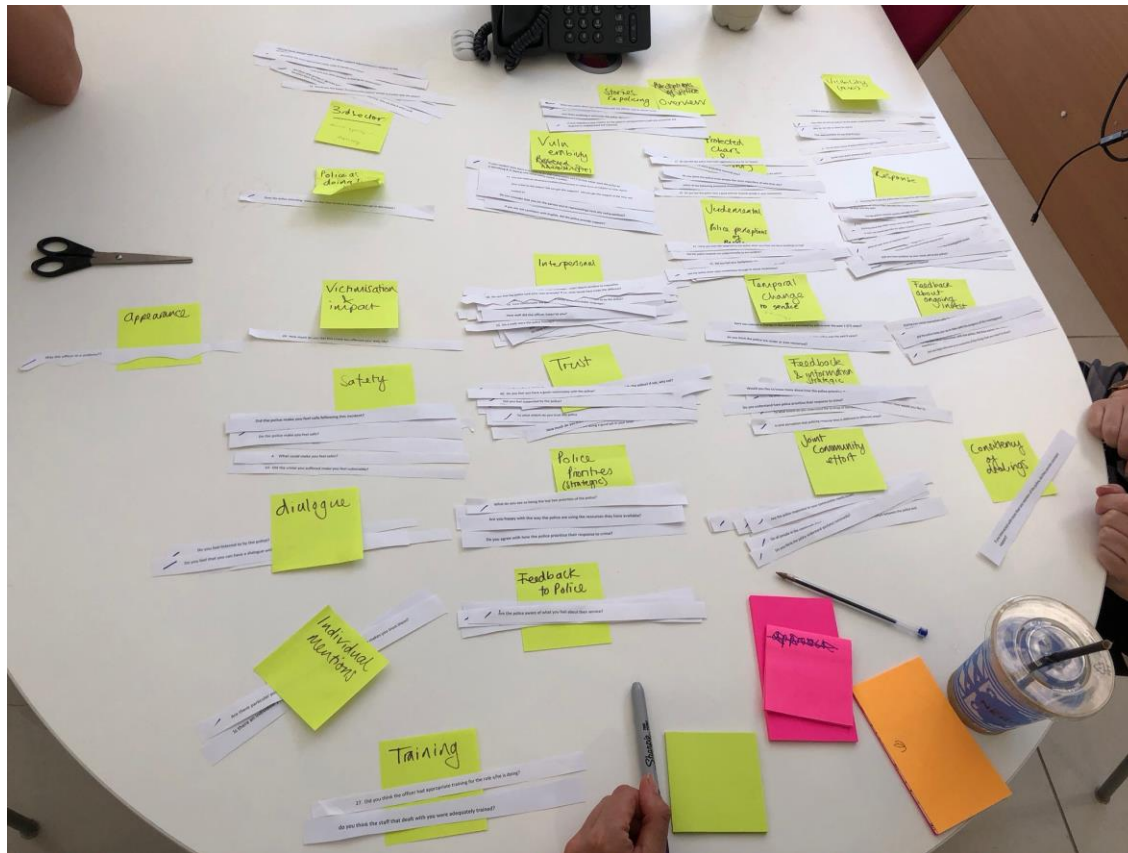
Creating
questions

This meant that the final questions used were directly based on issues raised by the community, and that all the areas discussed were represented in the survey.

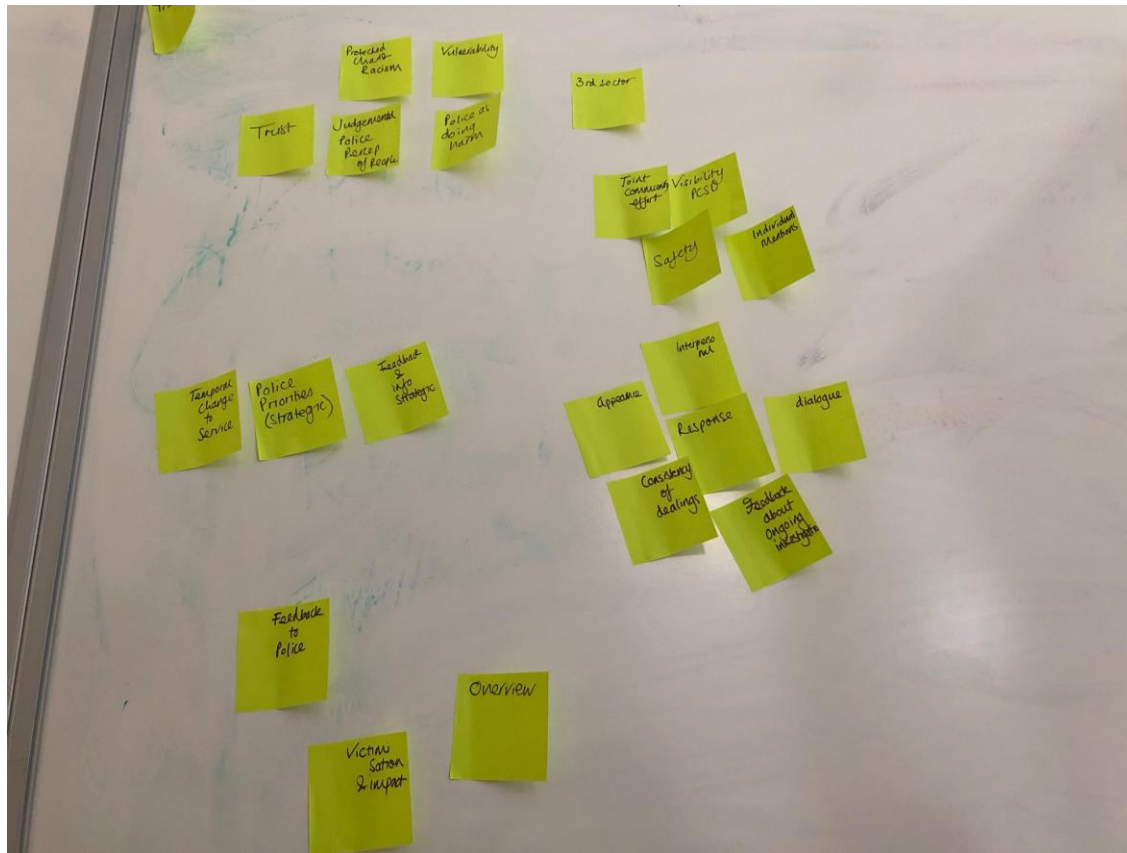
Focus groups analyses – stage 1

Timings	Notes	Quotes	Themes
	Noone taking part in police surveys before		Reach/ Inclusivity
	do I feel in community or where I live		My community
	cuts affecting the police as a whole		Austerity/ cuts and impact on services
	how do police feel (cuts) are affecting public		
	response times. How long call is responded to		Response times
	impression of police presence on streets compared to 10 years ago		
	feeling and sense of them being around		Police presence
	response time is really important		Response times
3'45"-8'06"	cliental needing interpreters and this causing delay in response time		Special needs of specific groups: interpreters
	affect on person- anxious. Victim of hate crime. Need a response		Vulnerable persons
	how do we overcome that (limited resource).		
	can we tap into community groups? Volunteers to help police?		Community groups as a policing resource
	How to bridge that gap between response and getting to a victim/ person in need		Response times
	Thinking about self and client group that I work with		Special needs of specific groups & vulnerable persons
	Police attitudes and how they are responding		Police attitudes
	frequent interactions with police		Interactions with police (frequency)
	attitudes inconsistency		Police attitudes
	being advocate and mediator to people being supported		Interactions with police (mediator)
	police are struggling due to massive resource cuts		Austerity/ cuts and impact on services
	borderline between reason and excuse		
	(cuts) valid reason for police work not being done in time frames stated		
	keep telling clients/ priorities how do they feel?		
	That's their one crime		Special needs of specific groups & vulnerable persons
	Attitude		Police attitudes
	Could you change your attitude towards this group		
8'06"-13'22"	Clients not long been in the country		Understanding context for vulnerable persons
	From countries in which the police are more aggressive/ militant		Perceptions (of police)
	Opposite police- hands off. It's worrying for them		
	they don't care coz 'm a refugee, or I'm black		Understanding context for vulnerable persons
	police attitude feeds into that		
	Perception police have stereotypes		Perceptions (of specific group)
	Dismissiveness of the person		
	what they say and how they say it. Tone. Body language.		Attitude (components of)
	In person vs on phone		Interactions with police (type)
	tone you can tell a certain attitude by someones tone of voice		Attitude (components of)
	the language they use		Attitude (components of)
	condescending. Police jargon		Attitude (components of)
	using terminology that's not basic everyday language		Attitude (components of)

Focus groups analyses – stage 2



Focus groups analyses – stage 3



Focus groups: the resulting themes

Interpersonal

Trust

Safety

Vulnerability

Protected characteristics

Judgmental

Community

Visibility

Multi-agency, other public and 3rd sector

Police priorities

Focus groups: from theme to question

Interpersonal

Trust

Safety

Vulnerability

Protected characteristics

Judgmental

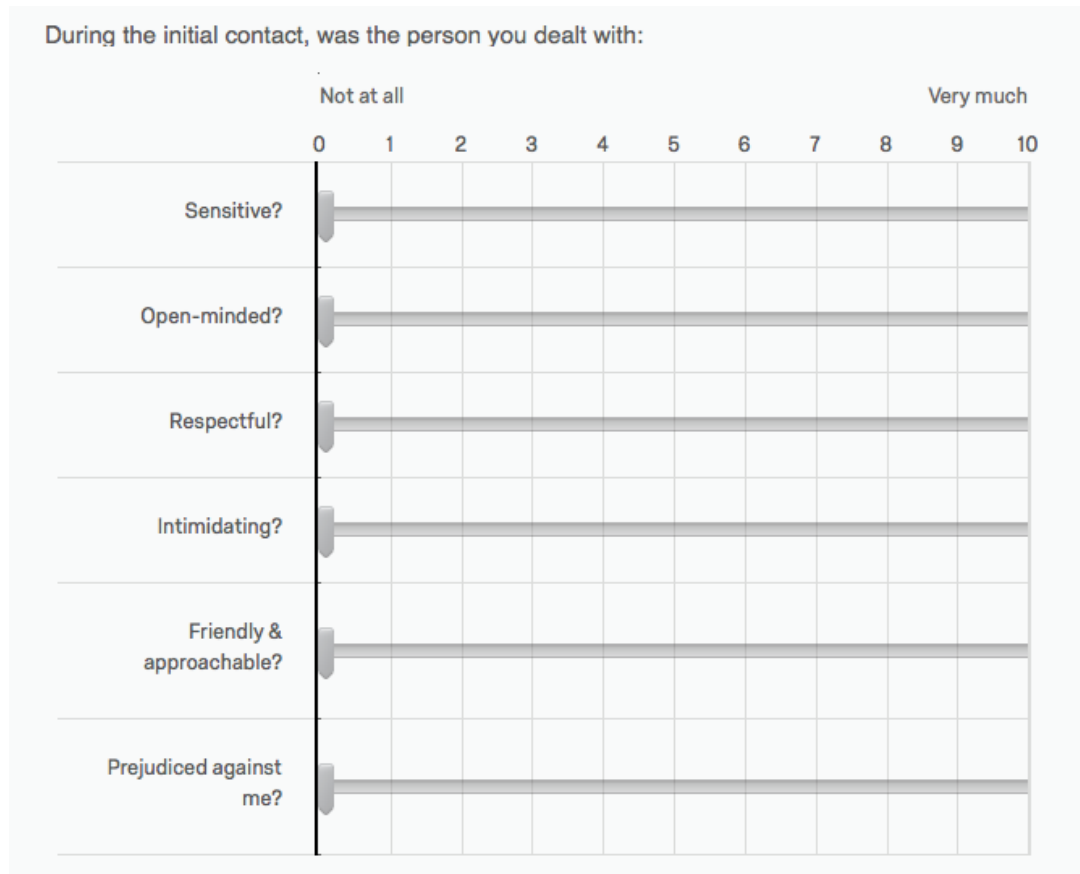
Community

Visibility

Multi-agency, other public and 3rd sector

Police priorities

Focus groups – ‘Interpersonal’



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Distribution

A few early thoughts

- Don't ask questions not relevant to person
 - In the survey there are questions contingent on others, and if not relevant now won't be asked
- Learning from dissatisfaction is important- move from blame culture to one where we learn from mistakes.

A few early thoughts

- ‘Neither satisfied nor dissatisfied’ should never be categorised as either satisfied or dissatisfied
- Categorising dissatisfaction as a complaint could well erode public trust
- Where is online data stored (do you know for certain that it is always on a server physically located in the EU)?

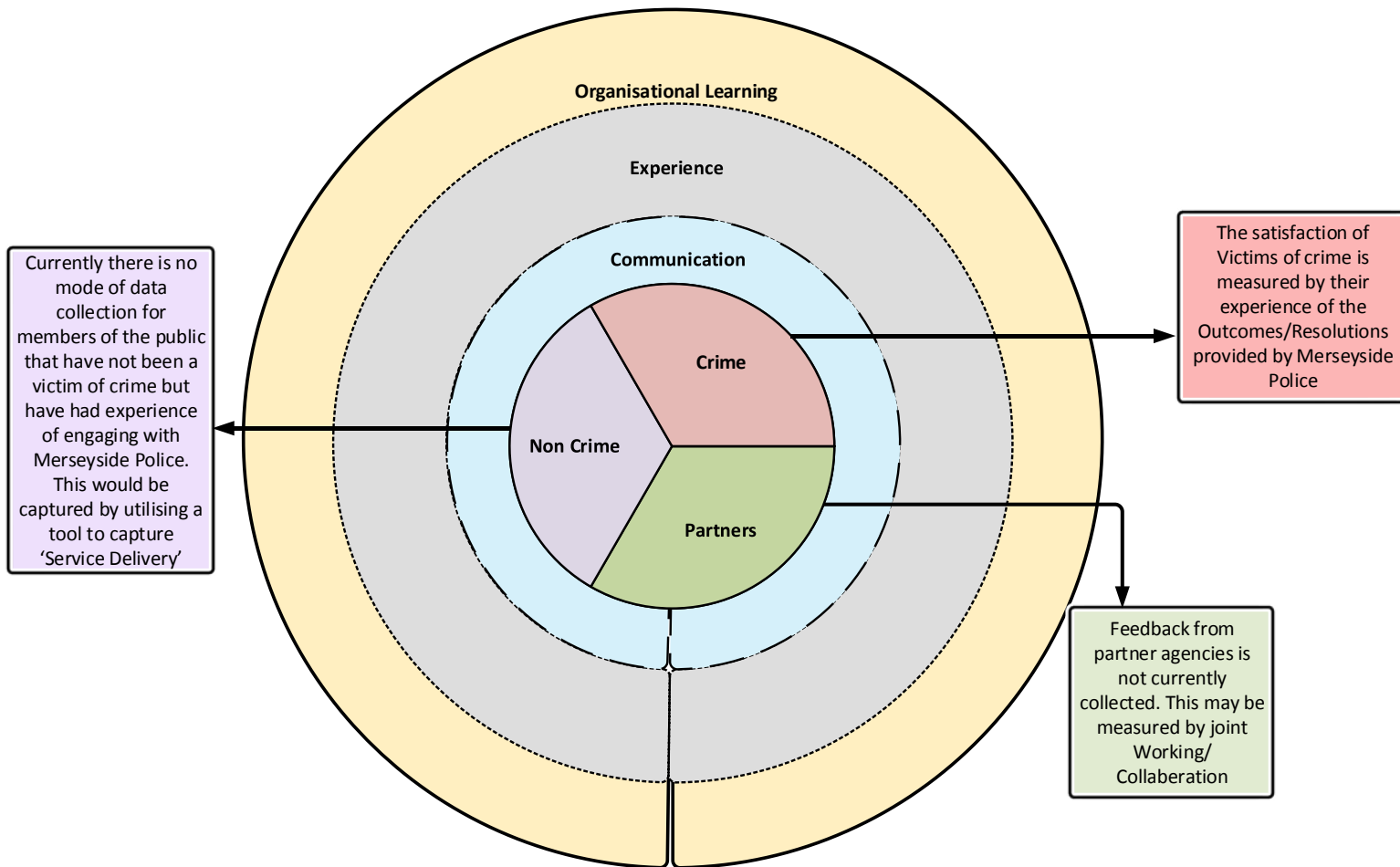
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What do Merseyside Police
do with User Insight?

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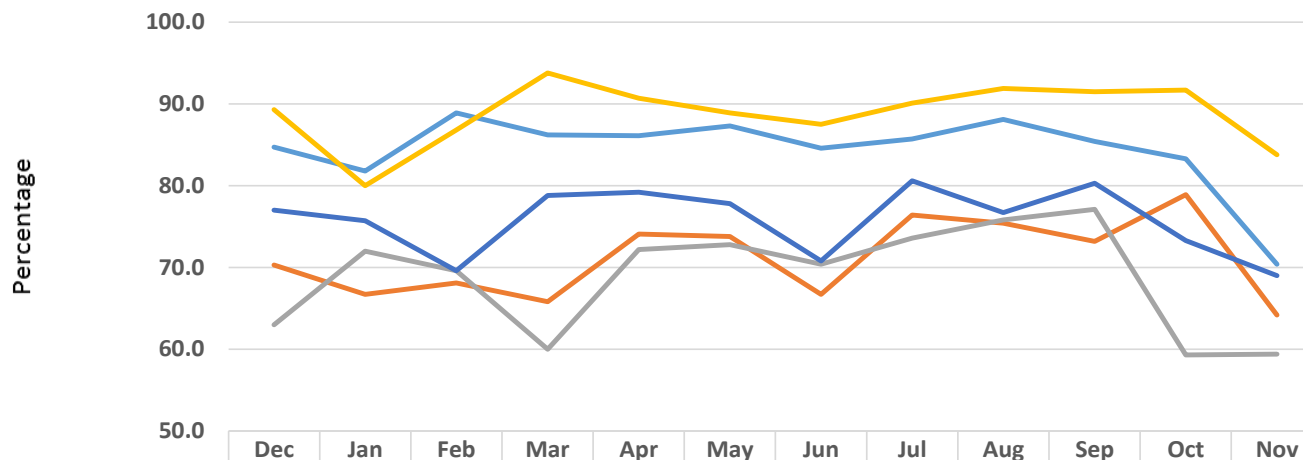


What do Merseyside Police do with User Insight?

- We have a Quarterly User Insight Board – Chaired by ACC Critchley and attended by head of strands, Business Analysts, coms and marketing and representatives from the OPCC.
- Purpose of the User Insight Board? – Look at key themes, compare YTD figures, insight into risks and allocate tasks for performance improvements.
- Are there any blockages at any point of stages?
 - Ease of Contact
 - Action Taken
 - Follow up
 - Treatment
 - Whole experience

Example – Violence

Violent Crime Customer Satisfaction Monthly figures Dec 2017 to Nov 2018



	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Ease of Contact	84.7	81.8	88.9	86.2	86.1	87.3	84.6	85.7	88.1	85.4	83.3	70.4
Action Taken	70.3	66.7	68.1	65.8	74.1	73.8	66.7	76.4	75.4	73.2	78.9	64.2
Follow-Up	63.0	72.0	69.6	60.0	72.2	72.8	70.4	73.6	75.8	77.1	59.3	59.4
Treatment	89.3	80.0	86.8	93.8	90.7	88.9	87.5	90.1	91.9	91.5	91.7	83.8
Whole Experience	77.0	75.7	69.6	78.8	79.2	77.8	70.8	80.6	76.7	80.3	73.3	69.0

Violent Crime - Dec 17 to Nov 18	Average % over 12 month period	Nov-18
Ease of Contact	84.6	70.4
Action Taken	71.6	64.2
Follow-Up	69.0	59.4
Treatment	89.6	83.8
Whole Experience	75.6	69.0

Satisfaction Findings

Key themes for satisfaction – It was the way it was handled. I was kept informed. They have been very nice and understanding about everything, so it has been really good. They couldn't have done anymore. They dealt with the case professionally. They listened to me and helped. The police did the best they could, they just didn't catch the person who attacked us.

Key themes for dissatisfaction – I had to wait sometime on the 101 number (one case over an hour), they didn't make any follow up enquiries/calls. They didn't do anything/get back to me after leaving voicemails, there were witnesses and they did nothing, too busy to deal with my problem

DA Survey Results

Other Outcomes	Submitted/ Responded	Ease of Contact	Action Taken	Follow Up	Treatment	Whole Experience
Jul 18	112 (21)	89.5%	90.5%	85.7%	90.5%	92.2%
Aug 18	90 (8)	87.5%	100.0%	87.5%	100.0%	100.0%
Sept 18	95 (19)	94.4%	84.2%	63.2%	94.7%	94.7%
Oct 18	121 (11)	60.0%	81.8%	45.5%	81.8%	72.7%
Nov 18	120 (10)	90.0%	90.0%	80.0%	90.0%	90.0%
Dec 18	104 (11)	100.0%	72.7%	72.7%	90.9%	90.9%

DA Survey Results

Outcome 16	Submitted/ Responded	Ease of Contact	Action Taken	Follow Up	Treatment	Whole Experience
Jul 18	100 (12)	100.0%	75.0%	66.7%	100.0%	100.0%
Aug 18	102 (13)	80.0%	76.9%	53.8%	92.3%	84.6%
Sept 18	111 (16)	83.3%	68.8%	56.3%	75.0%	81.3%
Oct 18	125 (14)	84.6%	71.4%	50.0%	85.7%	85.7%
Nov 18	126 (2)	100.0%	100.0%	50.0%	100.0%	100.0%
Dec 18	122 (17)	71.4%	82.4%	74.1%	88.2%	76.5%

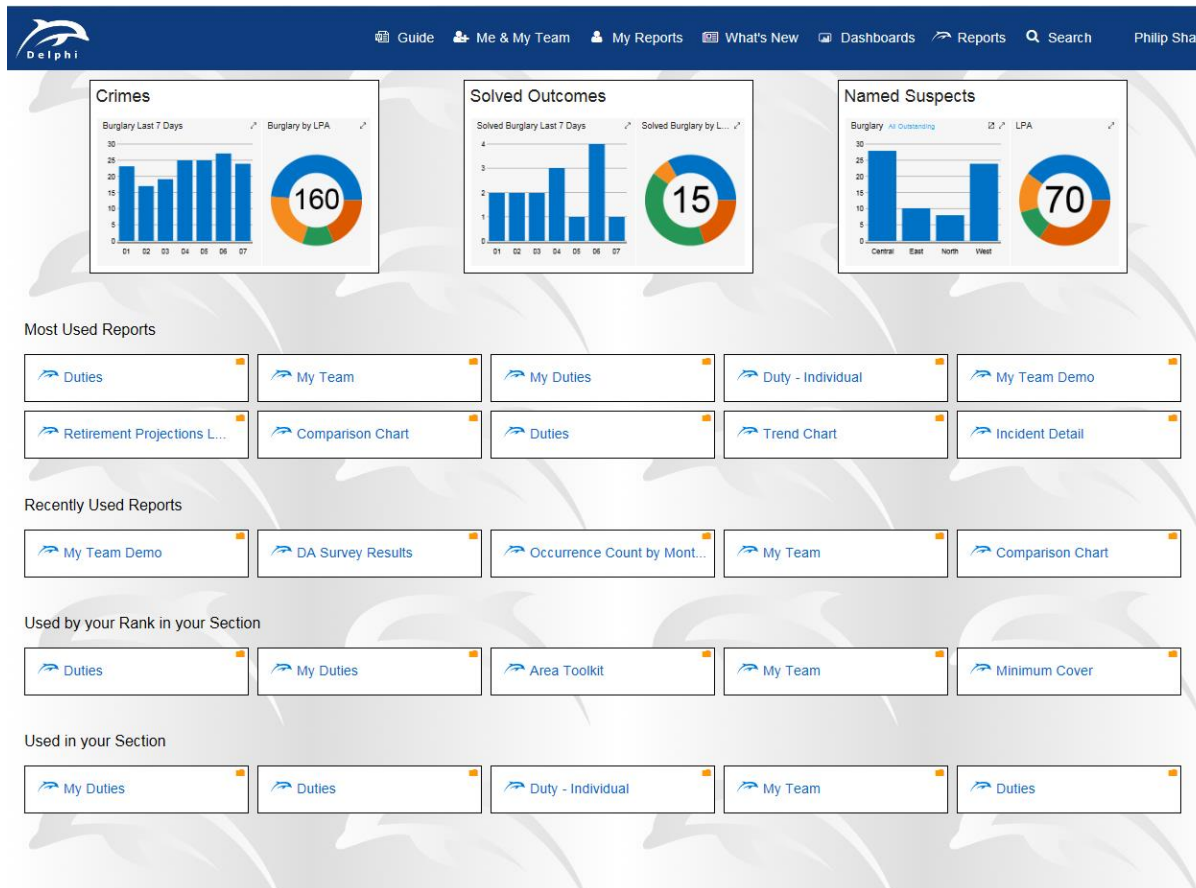
Actions

- Actions from the panel are cascaded out by the strand facilitators and coms and marketing throughout the force.
- A Contact to Allocation team have been set up (phase 1) – Improve the process/systems from initial call to allocation of crime
- Once best practise identified and implemented Phase 2 and Phase 3 will be reviewed.
- Seek feedback from External partners and OPCC focus groups

Individual feedback

- Supervisors to review and monitor staff members survey feedback
- Recognition and reward
- Identifying training needs for staff
- Not waiting for analyst can self serve and monitor continuous improvements for individuals and departments

Individual feedback



Individual feedback

OpenDoor 42392

Toolkit Blocks RR Emergency Response A Block,RR E

Navigation icons: back, forward, refresh, zoom (100%), save, print, search (Find | Next)



My Team Report for Sgt Philip Shaw (3424)
Report shows key information for you and your 35 staff
RESTRICTED Last Refreshed at 08 Mar 2019 13:23:23



35 Staff	5 Crimes with Errors	4 Named Suspects	32 Under Investigation	2 Crime Logs w/o Crime	13 RUI / VAAD	55 Open Tasks	15 Survey Results	My Team Outcomes
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DA Survey Results by Linked Officers

Officer	Count
1616 Delamere	2
1742 Sedgwick	2
4333 Austin	1
4810 Bennett	1
5044 Parker	3
5598 Hunt	1
5891 McCaffrey	1
6244 Bond	2
7314 Latham	1
7773 Preston	3

Individual feedback

OpenDoor Toolkit Blocks ▾

of 1

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 Find | Next

7773 Preston 3

Niche Ref	Survey Month	Area	Victim Name	Survey Type	Outcome
18200156090	Sep 2018	E	Linda Pegram	Violent Incident	14: VICTIM DECLINES/UNABLE TO SUPPORT ACTION TO IDENTIFY OFFENDER

Stage of Service	Satisfaction Level	Comment
Ease of Contact	Very Satisfied	They gave me comfort and I felt relaxed. I was panicked and in a bit of a state.
Action Taken	Completely Satisfied	They reassured me and they were taking notice.
Follow Up	Completely Satisfied	I'm just happy with everything and how I was treated. They listened and they took notice.
Treatment	Completely Satisfied	I was just was happy with it all. The way they took notice.
Whole Experience	Very Satisfied	They put me at ease and they helped if I needed it.

Nominal Role	Date From	Date To
OFFICER IN CASE	1 Aug 2018	

Niche Ref	Survey Month	Area	Victim Name	Survey Type	Outcome
18200177133	Oct 2018	B	Suzanne Sutton	Violent Incident	3: ADULT CAUTION

Stage of Service	Satisfaction Level	Comment
Ease of Contact		
Action Taken	Very Satisfied	I thought something was being done about my complaint.
Follow Up	Completely Satisfied	They kept me informed by phone.
Treatment	Very Satisfied	They put me at ease and listened. I felt comfortable with the police officer that came.
Whole Experience	Completely Satisfied	I wasn't left wondering as the police officer kept me well informed and I felt it was done really professionally. I was comfortable with asking for help and I would do it again if I needed it.

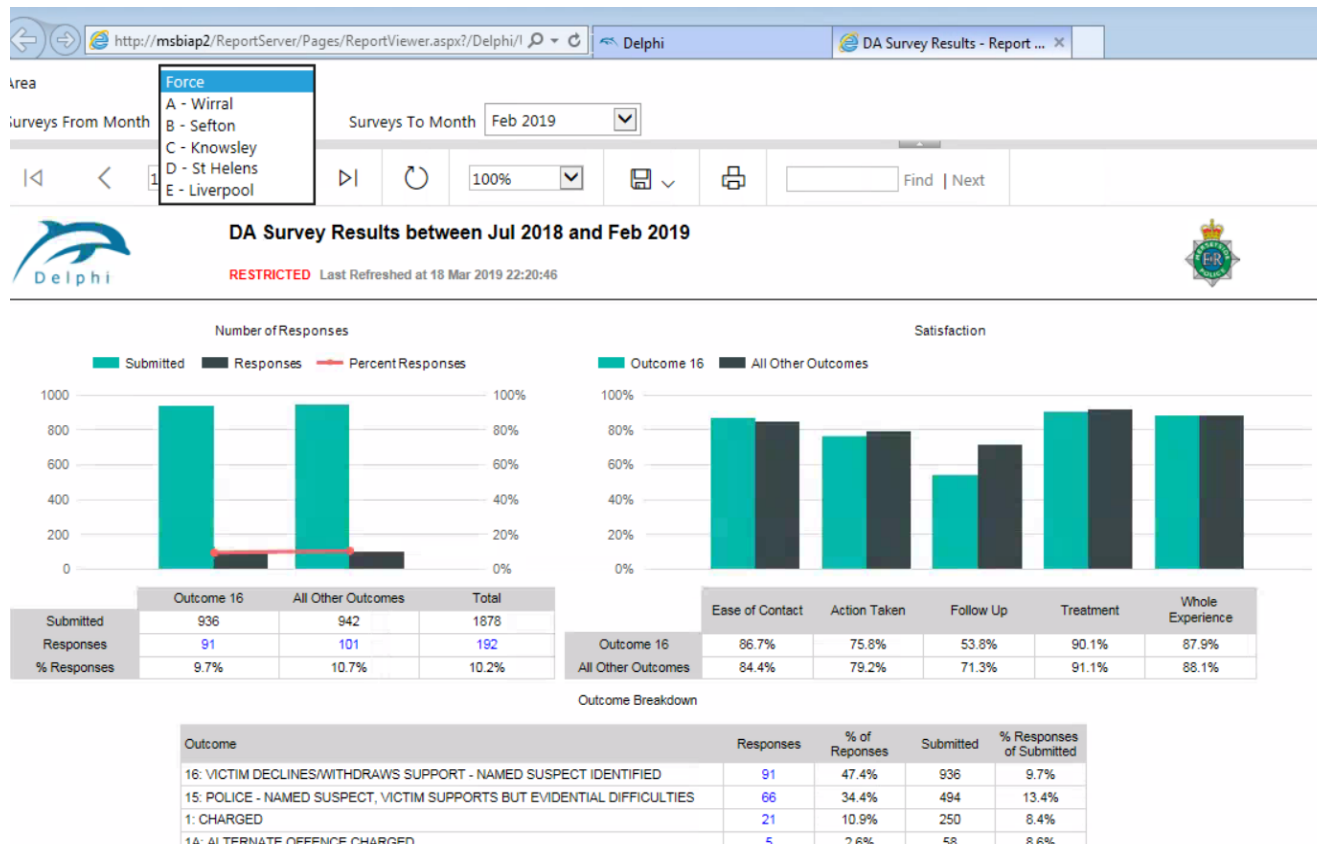
Nominal Role	Date From	Date To
PRIMARY UNIT	23 Aug 2018	
OCCURRENCE CREATOR	23 Aug 2018	

Niche Ref	Survey Month	Area	Victim Name	Survey Type	Outcome
18200195524	Nov 2018	E	Stephen Morris	Hate Crime	18: INVESTIGATION COMPLETE NO SUSPECT IDENTIFIED

Stage of Service	Satisfaction Level	Comment
Ease of Contact		
Action Taken	Fairly Satisfied	They were limited in what they could do.
Follow Up	Completely Satisfied	I wasn't expecting them to take action.
Treatment	Fairly Satisfied	I couldn't expect them to take further action.
Whole Experience	Completely Satisfied	They did what they could.

Nominal Role	Date From	Date To
PRIMARY UNIT	17 Sep 2018	
OCCURRENCE CREATOR	17 Sep 2018	

Monthly DA data



- Business as usual on Delphi so we know how we're performing
- Look at Force performance and Hub performance
- Drives area of improvement for each strand

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