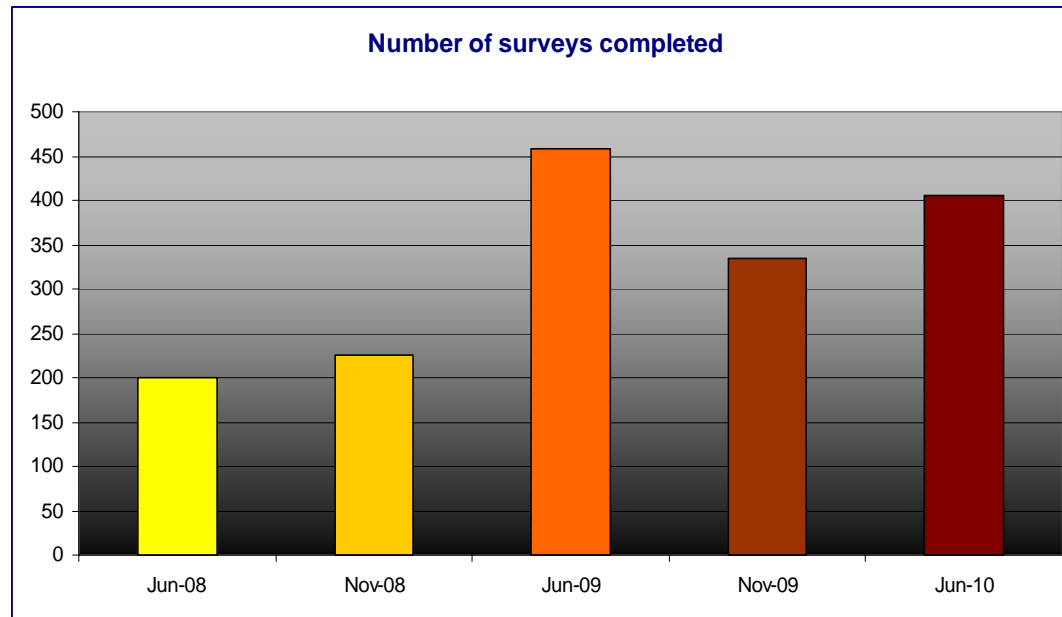


Face the People Consultation Event – June 2010



Number of surveys completed:

The number of surveys completed on this occasion was 405, down from 459 at the same event in 2009. This is despite having favourable conditions on the day, with glorious weather and a good turnout of members of the public. The main reason for the drop in numbers completed is due to a reduced level of man hours available to fill in the questionnaires on the day. Overall staff numbers were down compared to the previous year due to other commitments, such as holidays, clashing with the event.

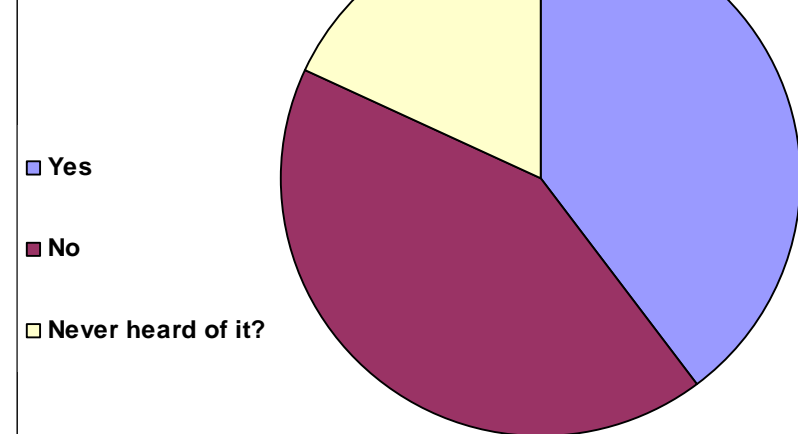
Do you know what the SaferPeterborough Partnership does?

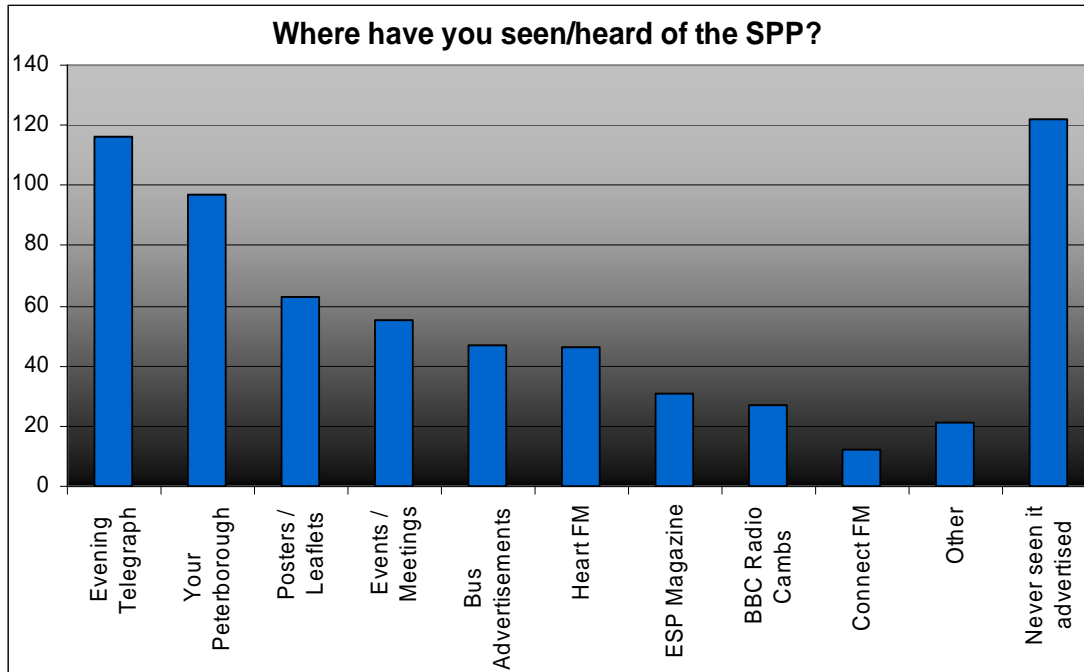
The wording of this question changed compared to previous years, making comparison difficult. The purpose this time was to identify if the public are aware of what the partnership does, moving on from asking if they had ever heard of the partnership.

It is pleasing to note that the number of individuals saying they have never heard of the SPP stood at only 18%. Not so good however, is that 42% of those asked said they were not aware of what it does.

As a comparison for this, in November 2009 when asked if they had heard of the SPP, 45% said that they had not. Although not directly correlating due to the change in wording of the question, assumption can be made that this is positive compared to the 18% quoted above.

Do you know what the SPP does?





Where have you seen/heard of the SPP?

In response to this question, individuals were asked to select any answers that were applicable to them, hence the total number of responses being higher than the number of questionnaires completed.

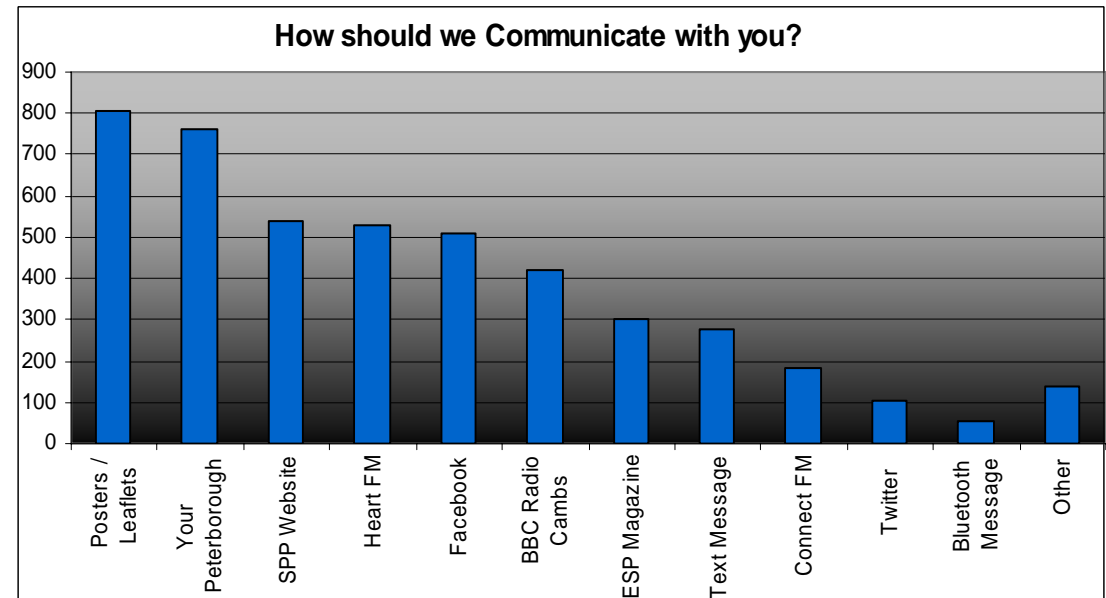
In total 122 people had never seen the partnership advertised. However, for those that had, the Evening Telegraph and Your Peterborough were by far the most common responses for where it had been seen. Those two areas totalled 213 responses combined.

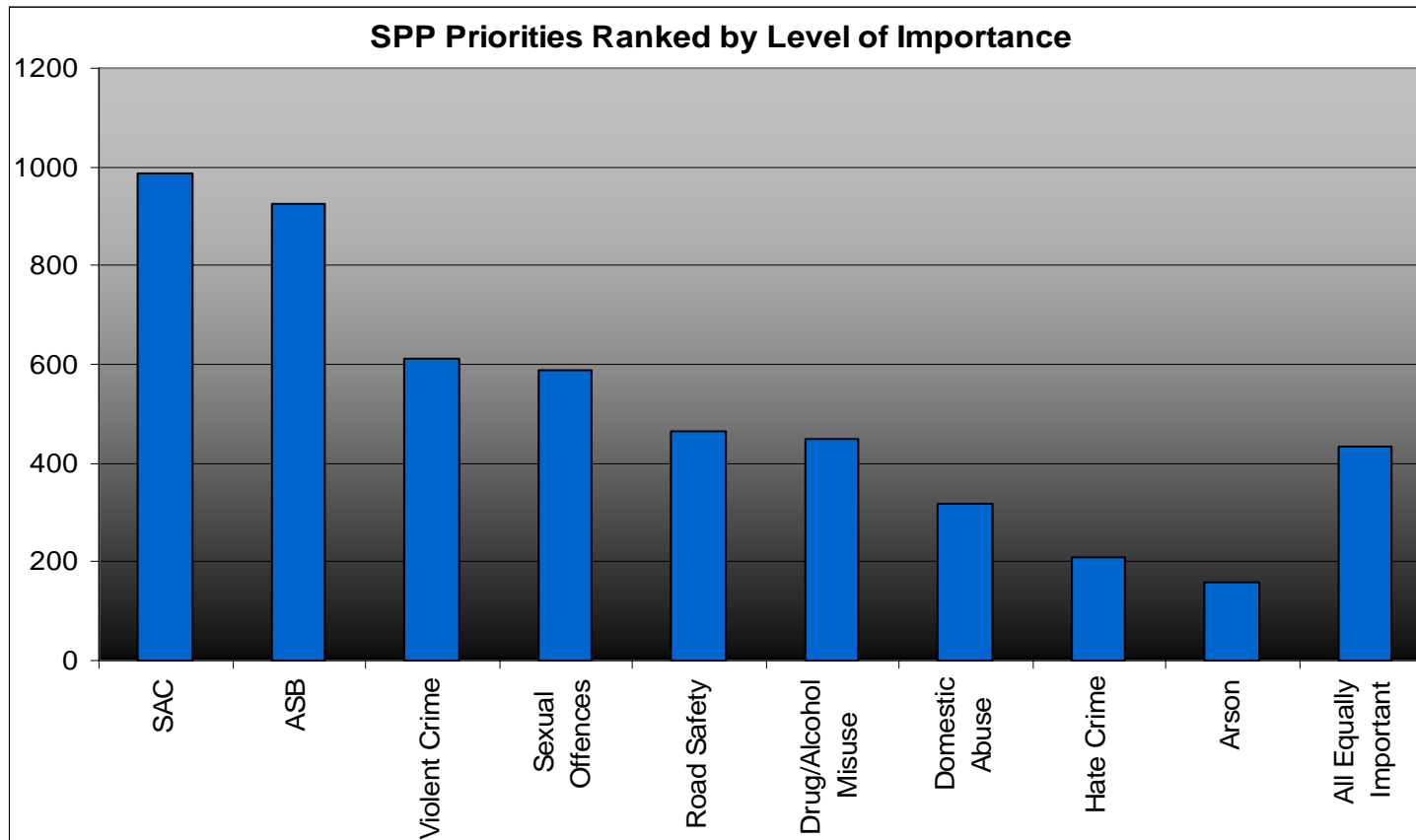
How should we communicate with you?

In response to this question, individuals were asked to select their top 5 preferences in order. These answers were then given a score of 5 for 1st preference down to 1 for 5th preference, with zero for all blanks. This resulted in two clear favourites – Posters/Leaflets and Your Peterborough.

There is also clear evidence of the need for us to utilise the SPP website, as well as looking at developing new areas of communication, with Facebook a key example.

Radio advertising was another favourite method, but with the preference split amongst three radio stations, with Heart the preferred choice of those.





Which of the SPP's priorities are most important to you?

The way this question was asked has also changed from previous surveys. Those questioned were asked to select their top 5 priority areas, in order of importance, from the 9 current priorities. This was expanded from previous years of listing only 6 priority areas (SAC, ASB, Violent Crime, Domestic Abuse, Sexual Violence and Road Safety) The same scoring method referred to in the question above was then used to rank these, with a score of 5 given for 1st preference down to 1 for 5th preference, with zero for all blanks.

This resulted in a slight change from previous surveys, with Serious Acquisitive Crime being ranked highest, with ASB slipping back to second. The previous two surveys had the same top two areas but with ranking reversed. Following the introduction of the new questioning approach, this would suggest that SAC is more consistently in the top 5 for those questioned, whereas ASB, where selected, had a greater proportion ranked first.

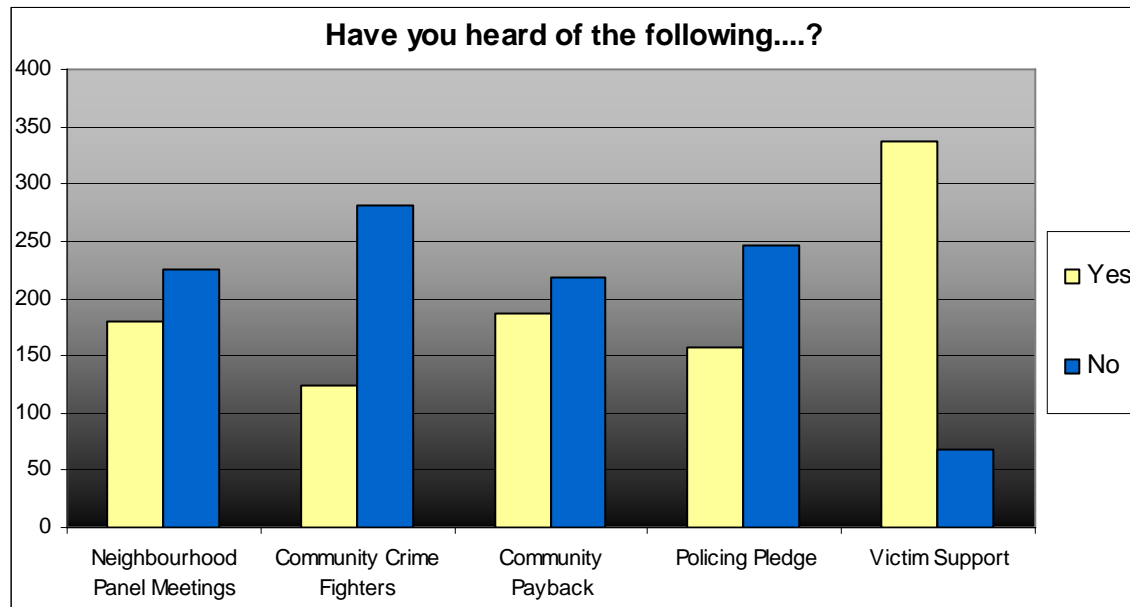
Outside of the top two, the responses were consistent with previous events. Violent Crime remained the 3rd most important area. Of the new areas covered this year, Drug/Alcohol Misuse was the highest ranked coming in as the 6th most importance.

Are there issues you want us to tackle where you live or anywhere else in Peterborough?

Of the 209 issues that were highlighted in response to this question, the responses were varied with no specific issues standing out. The most frequent 5 answers provided were as follows:

Issue	Number of Responses
Anti-Social Behaviour	49
Drug Related Crime	13
Graffiti / Vandalism	13
More Police Officers	13
Groups of Youths Hanging Around	12

Given the low levels of responses, it was not possible to get any particular insight into areas of concern not already covered by the main priority areas.



Have you heard of the following.....?

This was a new question at the June event. One of the areas covered by the question is out of date, following the announcement by the Coalition Government in relation to the Policing Pledge.

Here the results are quite clear, the public were well aware of Victim Support. All other areas were not so well known.

Demographic Profile of Respondents

