

**SURREY POLICE AND CRIME PANEL****ENGAGEMENT REPORT 2015-16****18<sup>th</sup> May 2016****SUMMARY**

In the last 12 months, the Police and Crime Commissioner, with the assistance of the Office of the Police and Crime Commissioner, has held 11 Crime Summits across the county in accordance with the fourth of the six People's Priorities: to *'give you the opportunity to have a greater say in how your streets are policed'*. This report summarises the work done for these events, as well as other engagement methods, the results, and recommendations for future events in 16-17.

**RECOMMENDATIONS**

For members of the Police and Crime Panel to note the report

**EQUALITIES AND DIVERSITY IMPLICATIONS**

No implications

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## 1. Background

As part of the Surrey Police and Crime Plan, the Police and Crime Commissioner (PCC) committed to:

*“... hold an annual Police and Crime Summit, together with the Council Leader and Chief Executive, in each Borough and District, where people can come and take part in discussions about police and community safety issues.”*

To meet this commitment, officers in the Office of the Police and Crime Commissioner (OPCC) have arranged a summit to be held in every borough and district in Surrey during 2015/16.

Each summit was carried out in partnership with the local council, usually led by the Community Safety Officer or Manager, and the local Neighbourhood Inspector. Ideas for how to run the summit, the venue, and how much involvement the local council wanted were different for each summit.

This report provides a summary of these activities to inform 2016/17 engagement.

## 2. Overview of activity

Borough / District	Date	Venue	Attendance	Cost (£)*
Elmbridge	17 June 2015	Esher Civic Centre	51	262.87
Spelthorne	22 September 2015	Spelthorne Borough Council	33	190.56
Epsom & Ewell	12 October 2015	Longmead Centre, Epsom	33	269.05
Reigate & Banstead	22 October 2015	Harlequin Theatre, Redhill	26	197.62
Tandridge	3 November 2015	Tandridge District Council	63	193.18
Woking	12 November 2015	HG Wells Conference Centre, Woking	72	1273.38
Guildford	2 December 2015	G Live, Guildford	51	898.38
Waverley	18 January 2016	Farnham Maltings	48	222.78
Runnymede	3 February 2016	Chertsey Hall	51	404.60
Surrey Heath	11 February 2016	Camberley Theatre	77	834.83
Mole Valley	29 February 2016	Dorking Halls	56	748.74
<b>Total</b>			<b>561</b>	<b>5495.99</b>

*\*Due to how advertising costs were recorded, it is not possible to determine how much the advertising for each Crime Summit cost. As such, total advertising costs have been divided equally between the 11 events.*

## General Themes

Each summit had local issues of concern. However, there were a number of themes that applied throughout Surrey as follows:

- Cybercrime and fraud
- Public concerns with regard to uniformed visibility
- Public concerns with regard to engagement from local officers

## 3. Summary of each event

### 3.1 Elmbridge

The Elmbridge Crime Summit took place on 17 June 2015 at the Esher Civic Centre. 77 members of the public registered to attend the meeting, with only 51 attending, representing a 31.08% decrease in attendance since the previous summit. The event comprised presentations from the Chief Executive of Elmbridge Borough Council, the Neighbourhood Inspector and the Police and Crime Commissioner.

The key issues raised during the question and answer session were:

- Fraud and cybercrime
- Joint Enforcement Teams
- Anti-social dog ownership

Attendee feedback was broadly positive. Most residents heard via Surrey Police's Active Citizen email system.

This Crime Summit was timed to coincide with Elmbridge Borough Council's annual Community Safety event.

### 3.2 Spelthorne

The Spelthorne Crime Summit took place on 22 September 2015 at Spelthorne Borough Council's offices in Staines-upon-Thames. 54 members of the public registered for the meeting, with 33 attending, representing a 36.54% decrease in attendance since the previous summit. The event comprised presentations from the Chief Executive of Spelthorne Borough Council, the Neighbourhood Inspector and the Police and Crime Commissioner. This was followed by a vote on a community project which would receive £1,000 in additional funding from the Office of the Police and Crime Commissioner and Spelthorne Borough Council (the 'Public's Project' award), and ended with a question and answer session.

The key issues raised during the question and answer session were:

- A lack of police visibility
- Issues with the non-emergency number (101)
- The proposed merger with Surrey Fire and Rescue Service

In compliance with recommendations made in the 2014/15 Crime Summit report, this Crime Summit was held later in the month to avoid the very end of the school holidays.

### 3.3 Epsom & Ewell

The Epsom & Ewell Crime Summit was held on 12 October 2015 at the Longmead Centre in Epsom. 37 members of the public registered for the meeting, with 33 attending, representing a 37.5% increase in attendance compared with 2014/15. The event comprised a presentation from the Leader of the Council, the Neighbourhood Inspector and the Police and Crime Commissioner.

Key issues raised during the Crime Summit were:

- Perceived failure of the 'Zero Tolerance' pledge
- Communications problems with Surrey Police

Attendee feedback was broadly positive, although many attendees used their feedback forms as an opportunity to complain about how the event was chaired, as it was perceived that a few individuals dominated the question and answer session.

This is the second year that the Epsom & Ewell Crime Summit has been held at the Longmead Centre, which is on the Longmead Estate. Due to the nature of this location and its problems, we have heard anecdotally that residents from other areas of the borough do not want to attend events held in this location. As a result, Crime Summits held here have become about hyper-local issues and has excluded residents who live in other areas of the borough. It is recommended that, should Crime Summits continue in a similar format in 2016/17, that the Epsom & Ewell Crime Summit is moved to another location in the area to encourage other residents to attend.

### 3.4 Reigate & Banstead

The Reigate & Banstead Crime Summit was held on 22 October 2015 at the Harlequin Theatre in Redhill. 31 members of the public registered, with 26 attending, representing a 31.58% decrease in attendance from the previous year. The event comprised a presentation from the Community Safety Manager, the Neighbourhood Inspector and the Police and Crime Commissioner. This was then followed by a question and answer session.

Key issues raised during the Crime Summit were:

- Issues with the non-emergency number (101)
- Pegasus (Surrey Police's service for those with problems communicating)
- A perceived lack of visible street policing

Attendee feedback was broadly positive, with some respondents requesting that such meetings were held more frequently.

### 3.5 Tandridge

The Tandridge Crime Summit was held on 3 November 2015 at Tandridge District Council in Oxted. 74 members of the public registered to attend the meeting, and 63 attended, representing a 16% reduction in attendance compared to the previous year. The Crime Summit comprised a presentation from the Chief Executive of Tandridge District Council, the Neighbourhood Inspector and the Police and Crime Commissioner, followed by a question and answer session.

Key issues raised during the Crime Summit were:

- Collaboration with neighbouring forces
- Rural crime
- Anti-social driving

The Tandridge Crime Summit is unique in that it runs as part of the Overview and Scrutiny Committee, and as such forms part of a larger council meeting to which residents are able to attend the first hour for the Crime Summit. Feedback has been received that this is not enough time for resident questions. It is recommended that, should Crime Summits continue in a similar format in future, that the Crime Summit should be separated from the Overview and Scrutiny Committee, and allowed to run for longer to allow for a longer question and answer session.

### **3.6 Woking**

The Woking Crime Summit took place on 12 November 2015 at HG Wells Conference Centre, Woking. 74 members of the public registered to attend the meeting, with 72 attending, representing a 4.35% increase in attendance compared to the previous year. The Crime Summit comprised of presentations from Woking Borough Council's Chief Executive, the Neighbourhood Inspector and the Police and Crime Commissioner.

Key issues raised during the Crime Summit were:

- Perceived lack of communication from Surrey Police (i.e. the Active Citizen system)
- Pegasus (Surrey Police service for those with communication problems)
- Perceived lack / reduction of visible policing

Attendee feedback was broadly positive, although a few residents complained about the presentations taking up too much time, leaving less time for the question and answer sessions. Should Crime Summits continue in a similar format in the future, it is recommended that presentations are kept to no longer than 15 minutes, to ensure that there is ample time for the question and answer session to take place.

### **3.7 Guildford**

The Guildford Crime Summit took place on 2 December 2015 at G Live, Guildford. 79 members of the public registered for the meeting, with 51 attending. This represents a 29.17% reduction in attendance from the previous year. The event comprised of presentations from Guildford Borough Council's Deputy Chief Executive, the Neighbourhood Inspector and the Police and Crime Commissioner.

Key issues that were raised at the Guildford Crime Summit were:

- Cybercrime and fraud
- Issues with the non-emergency number (101)
- Anti-social behaviour

Attendee feedback was very positive.

### 3.8 Waverley

The Waverley Crime Summit was held on 18 January 2016 at Farnham Maltings. 71 members of the public registered, with 48 attending. This represents an 84.62% increase in attendance when compared to the previous year. The event comprised presentations from presentations from the Police and Crime Commissioner, the Neighbourhood Inspector and the portfolio holder for community safety from Waverley Borough Council. This was then followed by a question and answer session.

Key issues that were raised at the event were:

- Anti-social dog ownership
- Burglars
- Anti-social driving

Attendee feedback was very positive.

Events held in Waverley have shown that Farnham Maltings is a popular venue, with higher attendance than the event last year held in Godalming. Future location of any similar events will need to be considered to ensure that the PCC can engage with residents elsewhere in the borough.

### 3.9 Runnymede

The Runnymede Crime Summit was held on 3 February 2016 at Chertsey Hall. 51 members of the public registered, with all 51 attending the event. This represents a 10.87% increase in attendance. The Crime Summit comprised of presentations from the Leader of Runnymede Borough Council, the Neighbourhood Inspector and the Police and Crime Commissioner. This was followed by a question and answer session.

Key issues that were raised at the Crime Summit were:

- Cybercrime and fraud
- Increase in council tax
- Changes in crime recording

The increase in attendance in this area is relatively small numerically, although this slight increase could be attributed to the change in location, as Chertsey is more central in Runnymede than Egham, where the 2014/15 Runnymede Crime Summit was held.

### 3.10 Surrey Heath

The Surrey Heath Crime Summit was held on 11 February 2016 at Camberley Theatre. 55 members of the public registered, with 77 attending. This represents an 11.49% decrease in attendance when compared to the 2014/15 event. The Crime Summit comprised of presentations from the Neighbourhood Inspector and the Police and Crime Commissioner. This was then followed by round table discussions, which were to be led by Surrey Heath Borough Council, and a question and answer session where representatives from the council joined the top table.

The key issues that were raised at the Crime Summit were:

- Special constables

- Changes in Neighbourhood Inspectors
- Burglary

Feedback provided by attendees was broadly positive, and many requested that a similar format was repeated in future.

Reduced attendance may be due to the lack of a big issue to discuss (as in the previous year, the Police and Crime Commissioner was consulting with residents on a council tax referendum).

### **3.11 Mole Valley**

The Mole Valley Crime Summit was held on 29 February 2016 at Dorking Halls. 55 members of the public registered, with 56 attending. This represents a 9.8% increase in attendance when compared to the previous year. The Crime Summit comprised of presentations from the Chief Inspector for the Eastern Division and the Police and Crime Commissioner. This was then followed by a question and answer session.

The key issues that were raised at the Crime Summit were:

- Anti-social road use
- Rural crime
- Communication from Surrey Police (via Active Citizen system)

Attendee feedback was broadly positive.

## **4. Social Media**

The Office of the Police and Crime Commissioner is active on social media, to give residents more opportunities to engage with the work of the OPCC, and to learn more about the responsibilities of the office. The social media presence looks to complement both the face-to-face engagement strategy and the OPCC website, and aims to provide information and deal with queries from the public when necessary.

Communications staff at the Office of the Police and Crime Commissioner manage a Facebook page with over 650 Likes, a Twitter account with over 4,000 followers, and various other social media accounts including YouTube, Persicope and Flickr.

During the course of Crime Summits this year, the OPCC has used Twitter and Periscope to enhance engagement whilst at the Crime Summits, whilst Facebook has been used exclusively for advertising Crime Summits.

### **4.1 Twitter at Crime Summits**

Since the first round of Crime Summits in 2013/14, Twitter has been used during Crime Summits to live-tweet the event for the benefit of members of the public who were unable to attend the events. However, prior to the 2015/16 Crime Summits, use of social media at Crime Summits was not recorded. Following 2014/15 Crime Summits it became clear that recording this data would give a better idea of how well Crime Summits were reaching those who were unable to attend, but were still interested in engaging with the Office of the

Police and Crime Commissioner. As in previous years, Crime Summits have been live-tweeted from the Office of the Police and Crime Commissioner's twitter account (@SurreyPCC). The hashtag #CrimeSummit is used to collect all the information and questions about the Crime Summits in one place.

The table below details the number of tweets sent from the @SurreyPCC account from Crime Summits, the number of times those tweets were seen (impressions), the engagement rate (i.e. what percentage of impressions actually engaged with the tweet in some way, e.g. clicking the link, retweeting, favouriting or replying), and how the engagement rate breaks down into figures of how many times links in tweets were clicked, how many times tweets were retweeted, how many times our tweets were favourited, and how many replies we were sent.

Borough / District	Tweets	Impressions	Engagement Rate	Link Clicks	Retweets	Favourites	Replies
Elmbridge	141	31,973	1.70%	31	81	16	8
Spelthorne	120	23,155	1.30%	56	32	25	10
Epsom & Ewell	81	19,414	1.10%	7	16	5	1
Reigate & Banstead	144	27,520	0.70%	28	28	18	9
Tandridge	90	17,895	1.20%	9	9	11	11
Woking	142	26,475	0.80%	23	16	22	3
Guildford	122	24,731	1.00%	28	17	10	9
Waverley	161	27,804	1.40%	42	64	53	27
Runnymede	161	30,205	1.30%	46	64	53	27
Surrey Heath	129	26,227	1.50%	33	38	41	17
Mole Valley	299	31,256	1.40%	22	71	62	11
<b>Total</b>	<b>1590</b>	<b>286,655</b>	<b>1.22%</b>	<b>325</b>	<b>436</b>	<b>316</b>	<b>133</b>

#### 4.2 Periscope at Crime Summits

Periscope is a live streaming service which allows users to broadcast videos directly from their mobile phones. Videos are able to be viewed live, or on demand anytime for the next 24 hours, after which time they are deleted.

Periscope launched in 2015, and was used during the 2015/16 Crime Summits as a tool to give those who weren't able to attend the event the opportunity to watch the proceedings live online. This was to give the Office of the Police and Crime Commissioner the opportunity to engage with more people in a new way, and was intended to complement our live-tweeting.

The table below details the number of videos that were broadcast from each Crime Summit, how many users watched live, and how many users watched in the following 24 hours.

Borough / District	Videos	Total Live Viewers	Total Replay Viewers	Total Viewers
Elmbridge	8	214	6	220
Spelthorne	22	276	12	288
Epsom & Ewell*	0	0	0	0
Reigate & Banstead	12	478	5	483
Tandridge*	0	0	0	0
Woking	12	448	0	448
Guildford	14	558	0	558
Waverley	19	245	18	263
Runnymede	20	320	23	343
Surrey Heath	6	147	12	159
Mole Valley	13	817	88	905
<b>Total</b>	<b>118</b>	<b>3289</b>	<b>158</b>	<b>3447</b>

1.

\*Periscope was not used at the Epsom & Ewell or Tandridge Crime Summits.

## 5. Engagement Summary

In total, 561 people attended the Crime Summits in 2015/16, with a total cost of £5495.99 - approximately £9.80 per attendee. The cost per attendee has therefore increased by £3.66, which is in part due to the fact that attendance is down by 8.63% when compared to 2014/15. This increase in costs is due to increased venue and advertising costs, whilst the reduction in attendance is likely due to a number of factors, including a lack of a big issue to discuss (e.g. the 2014/15 council tax referendum). As in the previous two years, Crime Summits were generally attended by older members of the community, or those with specific areas of concern. This once again raises the issue of whether these events are appealing to a wide range of Surrey residents.

Online engagement has proved to be an efficient and resourceful way of reaching people who are unable to attend Crime Summits in person. In contrast to filming Crime Summits and putting them up online afterwards, as was also considered, this method gives residents who are unable to attend the meeting the opportunity to ask questions via Twitter and Periscope, and either have their questions answered during the meeting, or have their questions answered immediately after the Crime Summit has ended.

The table below details the number of times Crime Summit content was 'engaged with' (i.e. watched, or clicked / retweeted / favourited / replied to on Twitter, or watched on Periscope).

Borough / District	Total Twitter Engagement	Total Periscope Engagement	Total Online Engagement
Elmbridge	136	220	356
Spelthorne	123	288	411
Epsom & Ewell	29	0	29
Reigate & Banstead	83	483	566
Tandridge	40	0	40
Woking	64	448	512
Guildford	64	558	622
Waverley	186	263	449
Runnymede	190	343	533
Surrey Heath	129	159	288
Mole Valley	166	905	1071
<b>Total</b>	<b>1210</b>	<b>3667</b>	<b>4877</b>

This table demonstrates how much more effective online engagement is in general, as through online engagement alone we were able to reach nearly 5,000 people, when compared to the 561 who attended Crime Summits this year. Combining the number of people who attended Crime Summit with the number of online engagements we received relating to Crime Summits results in a figure of 5438. Therefore, the cost for each Crime Summit-related engagement is £1.01.

It is, however, difficult to estimate how much of the online engagement came from Surrey residents - it is not possible to view locations of viewers / twitter users due to how Twitter and Periscope handle their user data. However, as the main method of sharing links to Periscope is through the Office of the Police and Crime Commissioner twitter account, which is followed predominantly by those who live in Surrey or those who have some interest in the work of the Surrey OPCC, it is likely that a reasonable proportion of viewers either live in Surrey or have some connection with Surrey.

As in previous years, Crime Summits work best when partners are keen and engaged, and where there are effective local means of promoting the event. With Surrey having very little in the way of centralised media, active and engaging social media accounts maintained by the Safer Neighbourhood Team, local council or local community groups (e.g. Neighbourhood Watch) are a vital means of promoting these events. In areas where these are not in place, promotion becomes more of a challenge.

Overall, the OPCC has met the commitment made by the PCC to hold a summit in every borough and district during 2015/16. The PCC and supporting staff will need to consider whether and how this is done during 2016/17, and whether a variety of events can be implemented to engage with a wider audience in a more cost-effective manner.