

BRIEFING NOTE: What do the public expect from a Police and Crime Commissioner once in post?

Drivers of voting for PCC

In order to increase propensity to vote it will be important for candidates to promote the 'drivers' identified when comparing 'likelihood to vote' against PCC policies/attributes. The highest drivers of voting are:

Providing the public with an opportunity to have their say:

- This was the strongest driver. People who are voting for a PCC want a voice on policing. They want to be able to see a link between local issues that PCC is aware of and resulting actions. Accountability for listening and engaging with the public will be critical and walkabouts/liaison with community ambassadors and regular interface was seen as a must.

Belief that the PCC will have a positive influence in Lancashire:

- A lot of this drove by the belief that the PCC will listen, respond and empower communities, to make a difference to how services are delivered at a neighbourhood level. 'Positive influence signals' included a significant increase in feelings of safety at a local level, increased visibility/access to officers, lower crime rates- particularly those which impact of quality of life (ASB primarily)

Proposal of policies on crime of importance to the public:

- Mandate to be realistic within the current economic climate- one that protects first then looks to enhance/respond to local concerns. It needs to resonate with residents concerns- mainly focussed on living in a safe environment, tackling ASB, targeting those quality of life issues that have the most impact. However the PCC must have the ability to be strong about the need to focus on strategic policing issues (Serious and organised crime, cross border, drugs, child exploitation) WITHOUT losing the connection to local residents concerns

Availability for public contact if required:

- They voted for this individual so therefore they expect regular direct contact. Face to face preferred option – surgeries/walkabouts, public meetings
- Increased use of social media/ online channels expected and easy access to let views be known via letter/email/phone alongside new digital technologies – webcasts, twitter question times,

Making themselves familiar to local people:

- People want to feel as though they know this individual, that they can relate to them and their concerns, that they are a fixture within their community.
- Visual – is the person a fixture in the community already? What have they achieved? How do they currently interact, can they relate to the 'man on the street'?
- Use of language and tone is critical – they want clear, straight talking, easy to understandable language with minimal 'government speak'. Local accent helpful!

Follow-through with proposed policies:

- They need to inspire trust that they can deliver the goods. This harks back to solid interaction/engagement/feedback to the public. E.G. Being honest about difficulties if a specific mandate promise cannot be delivered or standing up to the CC or HO to ensure what best for Lancashire is delivered. Solid and clear priorities with key timescales and identifiable milestones needed so public can follow progress and participate.

Expected qualities

It is evident from the findings that candidates standing for election as PCC will need good knowledge of policing and specifically, the issues local to Lancashire and its diverse population of residents, as well as having proven ability to work with, support and positively change local communities.

Drivers for this included:

- Respondents talked about candidates having Charisma, being inspirational, approachable and 'whiter than white'.
- All respondents wanted an individual who would not shy away from difficult decision making, who had business acumen, was no nonsense, a strong leader and not afraid to challenge.
- Understands the diversity in respect of rural vs urban communities, ethnicity, age and can inspire confidence across all communities
- Understands the strategic policing world and can interpret that locally in layman's terms BUT can relate to ensuring that policing is responsive to local needs
- When looking at the views of those who had had a previous negative experience with the police, the qualities they identified as important were being in a position of power, able to command attention, get things done and being tough with the force.

- Those who had a positive experience with the police want someone who is articulate, a strong communicator, someone who has the 'x' factor when it comes to 'appeal and charisma' to the public. They spoke about the ability to connect with and inspire people.

Expected behaviours

Looking at behaviours, the ability to identify with and relate to local people was paramount. Respondents talked about the PCC being people focussed and responsive. Behaviours that demonstrated that included:

- Expressing their feelings openly, honestly and calmly, being cool-headed, no public displays of temper tantrums to put their point across.
- Being respectful of other people's point of views, listen to them, and even if not in agreement, acknowledge when they think the other person has made a good, viable point and able to help others work out a solution, not single agenda led with an eye on voting polls.

They had to be able to demonstrate business acumen and success. Behaviours included:

- Demonstrating ethical leadership, respectful, understands relationships, adaptable, objective reasoning. People referred to spending cuts and doing more with less so wanted someone who could work with, support and positively change policing for local communities.
- Leadership - they need to lead from the front, have an ability to get results without comprising policing-although behaviours listed above should fall out of natural leadership.

Communication with the PCC

This again is a critical area. Once in post people expect access to information (not to be confused with engagement/consultation with PCC). The top 2 preferred methods are using existing local newsletters and leaflets, local media and use of internet/social media. Well publicized contact details, a variety of routes to suit all different types of people (postal address, e-mail, website, facebook, phone number etc) and the expectation that the PCC will communicate via local media (broadcast, print and existing newsletters) re: any major issues of public interest

Consultation with the PCC

A critical area for the PCC is public engagement. The public expect a process of face to face interaction. The regular provision of PCC surgeries/walkabouts/public meetings to raise concern direct was seen as essential. Other top ways to be consulted included Postal/Tel/online surveys, with the rest focused on channels such as online forums or a regular Q and A session on local radio or via internet. In terms of frequency of consultation the majority expected to be consulted twice a year as a minimum.

Public accountability

- The results show that the public have high expectations of the PCC in terms of the level of impact and influence they will have on policing both locally and across the county. It will be important for the PCC to demonstrate honesty and integrity to appeal to all groups, to communicate clear and relevant messages to residents, face-to-face where possible, and to be answerable to a diverse and representative PCP to reassure members of the public that the views, issues and priorities of all communities are being met.

Public definition of PCC success

The top three measures of success were:

1. Feeling safer in local areas- So knowing about action being taken on anti-social behaviour, living in a clean and safe environment- minimal litter, no fly tipping, good street lighting, no graffiti or broken windows/boarded up areas and an awareness of action taken in relation to issues raised as concerns.
2. More visible policing- Being aware of police officers working in an area and knowing about actions taken in relation to local criminality
3. Reduction in local crime statistics- The results suggest that the public of Lancashire are most likely to hold the PCC and Constabulary jointly responsible and accountable for crime rate shifts, therefore it seems that the PCC will have a substantial role in accountability alongside the Constabulary but not as an individual.

Respondents would also perceive higher levels of success and have increased confidence in the PCC if they were:

- **Accessible** – are they seen to be heavily involved in public liaison are they frequently seen out and about in local communities
- **Stance on Crime** – They expect the PCC to be aware of local crime issues and what is being done to tackle local crime issues and the resources used
- **Criminal justice** –the public want to see a no nonsense approach to crime with the PCC pushing for tougher penalties for crimes, making examples of criminals and ensuring that conviction rates go higher.
- **Regular feedback** - they will look for published success stories – providing feedback including solutions, resolutions, outcomes and case studies (You said, we did type messages) and a strong media profile is key.