



Annual Policing Survey

Summary report

January 2020

Background and methodology

As part of his commitment to actively engage with the diverse communities of Kent and Medway, the elected Police and Crime Commissioner (PCC) for Kent, Matthew Scott, launched his fourth Annual Policing Survey in June 2019.

Similar to previous years, the aim of the exercise was to survey a large and representative sample of residents on their views and experiences of policing in their communities. Collecting information from the sample in a concise and consistent way would enable the PCC and his staff to draw meaningful conclusions to help inform any updates to the Police and Crime Plan and the council tax precept for the financial year 2020/21.

The questions asked of residents included:

- How safe do you feel where you live, on a scale of 1 to 10? (where 1 is 'very unsafe' and 10 is 'very safe')
- Which issues do you feel are the most important?
- Would you be willing to pay a little more through council tax to help fund extra policing resources?
- Tell us one thing you think Kent Police does really well...
- Tell us one thing you think Kent Police could do better...

The survey also requested information about the respondents' postcode area, age, gender, ethnicity, and whether they worked for or volunteered with Kent Police. These questions were not mandatory but the information, where given, assisted the OPCC in ensuring that the sample was suitably representative of the wider population of Kent and Medway.

A copy of the survey is included at the end of this report.

As in previous years, the decision was taken to primarily host the survey online. This was to save money compared with countywide postal delivery costs, and saved on staff time otherwise required to input large quantities of handwritten data received.

In an effort to encourage greater participation in the online survey this year, and in recognition of the fact that the OPCC website was due to undergo significant change in the middle of the surveying period, the decision was taken to host the survey on a more user-friendly third party platform, namely Smart Survey. Due diligence was undertaken, with advice taken from Kent Police's Information Security Department, to ensure compliance with GDPR legislation.

A link to the survey was posted on the OPCC website at <https://www.kent-pcc.gov.uk/haveyoursay>. It was also shared widely on social media, making use of the OPCC's Twitter account, Facebook, and Instagram feeds. The OPCC also reached out to administrators of community-run Facebook pages, and to local councillors, encouraging them to share the webpage link among their own public contacts.

Nevertheless, recognising that not all residents are online or users of social media, some A4-sized copies of a survey leaflet were designed and printed. These were handed out to members of the public by the PCC and his staff at pop-up street stalls, community coffee mornings, and at popular events such as the Kent Police Open Days and the Kent County Show.

A [news article](#) publicising the survey was uploaded to the OPCC website, and a local BBC film crew was invited to record the PCC speaking to shoppers outside a supermarket in Maidstone for the regional Sunday Politics show.

Details of the survey were included on all outgoing e-mail correspondence and in the OPCC's e-newsletter which is sent quarterly to more than 1,600 subscribers. Copies of the leaflet were also sent out by post to any members of the public who contacted the office and requested one.

The survey remained open for six months from June to December 2019, with **3,648** responses being received. This represented the highest return rate for the Kent PCC's Annual Policing Survey when compared with the years 2016 (1,690 responses), 2017 (1,661 responses) and 2018 (1,400 responses).

Against a Kent and Medway population of around 1.8million, a sample of 3,648 people is considered statistically significant at a 95% confidence level (a commonly accepted level of probability).

Results of the Annual Policing Survey

Part One: Your views of policing in Kent

Q1) How safe do you feel where you live, on a scale of 1 to 10?

The mean average of all 3,648 responses received was a score of **6.38** out of 10.

There was some small variation in this figure when the total sample size of 3,648 was divided into sub-groups¹, for example:

- Those living in a postcode area which the OPCC defined as 'urban' responded with a score of **6.33** out of 10 for how safe they felt where they live.
- Those living in a postcode area which the OPCC defined as 'rural' responded with a score of **6.56** out of 10 for how safe they felt where they live.
- Those living in a postcode area which the OPCC defined as 'coastal' responded with a score of **6.17** out of 10 for how safe they felt where they live.

- Those aged 35 and below responded with a score of **6.77** out of 10.
- Those aged between 36 and 65 responded with a score of **6.13** out of 10.
- Those aged 66 and above responded with a score of **6.70** out of 10.

- Those who defined their ethnicity as either "White – British", "White – Irish", or "Any other white background" responded with a score of **6.34** out of 10.
- Those who defined their ethnicity as anything other than "White – British", "White – Irish", or "Any other white background" responded with a score of **5.85** out of 10.

Q2) Have you been a victim of a crime in Kent in the last year?

		Response Percent	Response Total
Yes		19.71%	719
No		80.29%	2929
		answered	3648

Those who said they had been a victim of a crime in Kent within the last year (719 people) responded to Question 1 with a score of **5.08** out of 10 for how safe they felt where they live.

In Question 3 those who said they had been a victim of a crime in Kent within the last year were also asked how satisfied they were with the service they received from Kent Police. The mean average of those 718 individuals was a score of **4.49** out of 10.

The 719 people who identified themselves as victims were also able to briefly elaborate on why they were or were not satisfied with the service they received. 448 out of the 719 took the opportunity to complete this free text field. Examples of responses from across the 1-10 scoring range spectrum are given on the following page.

¹ Throughout this report, answers given to questions within the **Part Four: About You** section have been used to sub-divide the total sample of 3,648 people into smaller demographic groups in order to identify any trends. Where totals across these sub-groups do not add up to the total sample size of 3,648 this is due to not all of the respondents having chosen to give answers to questions within the **Part Four: About You** section.

Q3) How satisfied were you with the service you received from Kent Police?	Individual	Use this space to briefly explain why you were, or were not satisfied:
1 (very poor)	40-year-old man from Cliffsend	<i>"I was involved in a hit and run car accident. This caused £8000 worth of damage to my car. A police car drove past the incident without stopping. Kent police then waited 10 days before deciding to take no action."</i>
2	59-year-old woman from Faversham	<i>"Crime number given over phone. No follow up."</i>
3	67-year-old man from Strood	<i>"I believe that money from budgets is wasted with outsourcing. Not just within Police service environments but local government and the NHS. I salute the frontline coppers who are striving to improve their relationship with the public."</i>
4	50-year-old man from Dover	<i>"Lack of coordinated investigation."</i>
5	61-year-old woman from Westerham	<i>"It took ages to get through on 101 to make report about vandals."</i>
6	23-year-old man from Herne Bay	<i>"The service from officers is fantastic, however call takers seem judgmental and don't relay info to patrols."</i>
7	42-year-old woman from Greenhithe	<i>"My concerns were taken seriously."</i>
8	13-year-old boy from Dover	<i>"I was satisfied because they did all they could."</i>
9	80-year-old woman from Chevening	<i>"All the advice I was given was extremely useful."</i>
10 (excellent)	19-year-old man from Sittingbourne	<i>"I was assaulted in a night club, police were very quick to respond. Very pleased."</i>

Part Two: What matters to you?

Q4) Which of the following issues do you feel are the most important? Please select a maximum of six

The survey asked residents to select up to six issues from a pre-set list of 17, to illustrate which issues people felt to be the most important. 3,602 people selected at least one issue.

The issues which most people selected most often were:

		Response Percent	Response Total
Anti-social behaviour		71.71%	2583
Burglary / robbery		64.21%	2313
Business crime, including shoplifting		9.11%	328
Child sexual exploitation		50.00%	1801
Domestic abuse, including coercion and control		28.85%	1039
Drugs offences		46.14%	1662
Fraud and cyber-crime		21.32%	768
Hate crime		18.49%	666
Human trafficking / modern-day slavery		24.90%	897
Public disorder, including protests / demonstrations		8.38%	302
Road traffic offences		28.21%	1016
Rural crime		25.24%	909
Serious violence, including gangs / weapons offences		61.66%	2221
Sexual offences, including rape		50.83%	1831
Stalking and harassment, including online harassment		15.38%	554
Terrorism and radicalisation		35.04%	1262
Vehicle crime		30.37%	1094
		answered	3602

When the sample size was divided into sub-groups, the top issues selected remained broadly the same, albeit there were slight differences.

For example, younger people ranked *sexual offences including rape* as the most important issue for them whereas older people ranked this at #6. People in rural postcodes ranked *rural crime* marginally higher than *child sexual exploitation*, *sexual offences*, and *drugs offences*.

Top issues among those aged 35 and under:

1. Sexual offences, including rape
2. Serious violence
3. Child sexual exploitation
4. Anti-social behaviour
5. Burglary / robbery

Top issues among those aged 66 and over:

1. Anti-social behaviour
2. Burglary / robbery
3. Serious violence
4. Drugs offences
5. Child sexual exploitation

Top issues among those aged 36 to 65:

1. Anti-social behaviour
2. Burglary / robbery
3. Serious violence
4. Sexual offences, including rape
5. Child sexual exploitation

Top issues among BAME respondents:

1. Anti-social behaviour
2. Burglary / robbery
3. Serious violence
4. Sexual offences, including rape
5. Drugs offences

Top issues among those living in urban areas:

1. Anti-social behaviour
2. Serious violence
3. Burglary / robbery
4. Sexual offences, including rape
5. Child sexual exploitation

Top issues among those living in rural areas:

1. Anti-social behaviour
2. Burglary / robbery
3. Serious violence
4. Rural crime
5. Child sexual exploitation

Top issues among those living in coastal areas:

1. Anti-social behaviour
2. Serious violence
3. Burglary / robbery
4. Child sexual exploitation
5. Sexual offences, including rape

Q5) If additional police officers and staff could be recruited, what would you like them to focus on? Please select a maximum of three

The survey asked residents to select up to three areas, from a pre-set list of seven, which they would like additional police officers and staff to be recruited into. 3,592 people selected at least one option.

The roles which most people selected most often were:

		Response Percent	Response Total
Engaging with schools and young people		32.80%	1178
Investigating crime		52.23%	1876
Neighbourhood policing		63.47%	2280
Preventing crime and anti-social behaviour		67.37%	2420
Reducing reoffending		10.33%	371
Supporting victims and the vulnerable		14.78%	531
Targeting gangs and organised crime		51.67%	1856
		answered	3592

Again, when the sample size was divided into sub-groups, the answers given remained broadly the same, albeit showing some slight differences.

For example while all demographic groups prioritised prevention and neighbourhood policing over less visible safeguarding-related roles, the proportion of younger people who selected *reducing reoffending* (21.2%) was notably higher than the proportion of older people (6.7%).

Top choices among those aged 35 and under:

1. Preventing crime and ASB
2. Targeting gangs and organised crime
3. Neighbourhood policing

Top choices among BAME respondents:

1. Preventing crime and ASB
2. Neighbourhood policing
3. Investigating crime

Top choices among those aged 36 to 65:

1. Preventing crime and ASB
2. Neighbourhood policing
3. Investigating crime

Top choices among those in urban areas:

1. Preventing crime and ASB
2. Neighbourhood policing
3. Targeting gangs and organised crime

Top choices among those aged 66 and over:

1. Neighbourhood policing
2. Preventing crime and ASB
3. Targeting gangs and organised crime

Top choices among those in coastal areas:

1. Preventing crime and ASB
2. Neighbourhood policing
3. Targeting gangs and organised crime

Top choices among those living in rural areas:

1. Preventing crime and ASB
2. Neighbourhood policing
3. Investigating crime

Q6) Would you be willing to pay a little more through council tax to help fund these extra resources?

		Response Percent	Response Total
Yes		73.76%	2595
No		26.24%	923
		answered	3518

There was majority support across all sub-groups for paying a little more through council tax to fund additional resources, albeit the size of the majority of BAME residents supporting an increase was lower than other groups.

- Aged 35 and under: 73.6% (475 yes; 170 no)
- Aged 36 to 65: 73.6% (1357 yes; 487 no)
- Aged 66 and over: 80.4% (553 yes; 135 no)

- Urban residents: 73.1% (969 yes; 356 no)
- Rural residents: 78.3% (835 yes; 232 no)
- Coastal residents: 73.9% (584 yes; 206 no)

- White residents: 76.0% (2187 yes; 692 no)
- BAME residents: 57.5% (73 yes; 54 no)

Part Three: Your feedback

Q7) Tell us one thing you think Kent Police does really well

Q8) Tell us one thing you think Kent Police could do better

Residents were invited to use two free text fields to list one thing they believed Kent Police did well, and one thing they believed Kent Police could improve upon. More than 3,000 people gave a meaningful answer to each of these questions.

Typical examples of some of the responses given are listed, unedited, below.

Tell us one thing you think Kent Police does really well

- *“Quick at attending 999 calls.”*
- *“Openness.”*
- *“I do see a lot pf police cars on the roads.”*
- *“Fights high-end crime.”*
- *“Support vulnerable people especially in life and death situations.”*
- *“Attending traffic accidents.”*
- *“Transparent and honest.”*
- *“The handling of festivals/comunity events.”*
- *“Response to disturbance.”*
- *“Supporting victims of domestic abuse.”*

- *"Making Kent a safer place."*
- *"Oversee road traffic accidents. Investigate major crime."*
- *"Drink Driving policing."*
- *"Kent Police is great but well under staffed and under paid!"*
- *"Keep a good visual presence."*
- *"Financial management."*
- *"Support the cadets."*
- *"Public engagement."*
- *"Keeping the roads safe."*
- *"Respond well to emergency calls."*
- *"making it clear to the public that they can talk to the police about any issues."*
- *"talking one to one."*

Tell us one thing you think Kent Police could do better

- *"More police officers on the street."*
- *"Community engagement."*
- *"Response time."*
- *"Have more resources to deal with lower level crimes, even if that is just to explain to victims why it won't be taken further."*
- *"Be seen more often."*
- *"Doesn't have proper presence in my hometown of Ramsgate. need more officers on beat. especially around the harbour area evening time. I feel very unsafe going there in the late evening."*
- *"Investigate crimes more quickly."*
- *"Be at the hotspots where antisocial behaviour/drug dealing spots and speeding offences."*
- *"Follow up serious crime. Target drugs and about social Behaviour."*
- *"presence and anti social behaviour prevention."*
- *"Street Policing."*
- *"Dealing with anti-social behaviour."*
- *"Stop crime."*
- *"Visual presence."*
- *"Target speeding on side roads. I walk to work and often see cars going along roads lined with parked cars doing 50 mph +."*
- *"Catching/Arresting offenders."*
- *"Actually act and be present!"*
- *"Have enough police officers."*
- *"Youth behaviour in local areas."*
- *"More visibility in town."*
- *"easier access over the phone / email."*
- *"A police presence in the town would be a major step towards people feeling safe."*

Copy of the Annual Policing Survey 2019



Annual Policing Survey

The PCC wants to know how safe you feel where you live, and what matters to you.

Please complete and return this form to:

Annual Policing Survey,
Office of the PCC, Kent Police HQ,
Sutton Road, Maidstone, ME15 9BZ

Or complete the survey online at

www.kent-pcc.gov.uk/haveyoursay

Part one:

Your views of policing in Kent

Q1) How safe do you feel where you live, on a scale of 1 to 10?

*where 1 is 'very unsafe' and 10 is 'very safe'

Q2) Have you been a victim of a crime in Kent in the last year?

Yes No

Q3) If so, how satisfied were you with the service you received from Kent Police?

*where 1 is 'very poor' and 10 is 'excellent'

If you wish, you may use this space to briefly explain why you were, or were not, satisfied:

Part two: What matters to you?

Q4) Which of the following issues do you feel are the most important?

Please select a maximum of six

- Anti-social behaviour
- Burglary / robbery
- Business crime, including shoplifting
- Child sexual exploitation
- Domestic abuse, inc. coercion and control
- Drugs offences
- Fraud and cyber-crime
- Hate crime
- Human trafficking / modern-day slavery
- Public disorder, inc. protests / demonstrations
- Road traffic offences
- Rural crime
- Serious violence, inc. gangs / weapons offences
- Sexual offences, inc. rape
- Stalking and harassment, inc. online harassment
- Terrorism and radicalisation
- Vehicle crime

Q5) If additional police officers and staff could be recruited, what would you like them to focus on?

Please select a maximum of three

- Engaging with schools and young people
- Investigating crime
- Neighbourhood policing
- Preventing crime and anti-social behaviour
- Reducing reoffending
- Supporting victims and the vulnerable
- Targeting gangs and organised crime

Q6) Would you be willing to pay a little more through council tax to help fund these extra resources?

Yes No

Part three: Your feedback

Q7) Tell us one thing you think Kent Police does really well:

Q8) Tell us one thing you think Kent Police could do better:

Part four: About you...

You do not have to give any details if you don't want to. For information about how we use your personal information please visit www.kent-pcc.gov.uk/privacy

First half of your postcode: _____

Age: _____

Gender: _____

Ethnicity: _____

Do you work for, or volunteer with, Kent Police? Yes No

If you would like to receive a regular e-newsletter from the OPCC, please provide your email address below: _____