



NOTTINGHAMSHIRE
POLICE
PROUD TO SERVE

**Monitoring and Evaluation Plan for
*Engaging with the people we serve 2016/17***

Author: Head of Digital, Marketing and Engagement Katie Ethelstone
Corporate Communication
Date: 14 July 2016

Monitoring our direction of travel

Direction of travel reports will be provided to Force Executive Board on a quarterly basis – in October 2016, January 2017 and April 2017.

These will ask the following questions (not exhaustive):

	Feedback provided by....
Has the new strategy been effectively communicated?	Katie Ethelstone, Corporate Communication
What feedback do we have on the strategy so far?	Katie Ethelstone, Corporate Communication
Are we collaborating with partners on a force-wide and local level to implement our strategy?	Ch Insp Phil Davies Katie Ethelstone, Corporate Communication
Where are we with the creation of neighbourhood profiles and bespoke engagement plans?	Ch Insp Phil Davies
Have we become aware of any blockages or issues in the delivery of the minimum offer?	Katie Ethelstone, Corporate Communication

Evaluating our strategy

The success of the overarching strategy will be evaluated against its aims on an annual basis (in July 2017).

This report will ask the following questions:

1) Are we putting the public at the heart of our policy, planning and processes?

	Data provided by....
Do we have strong Independent Advisory Groups that are regularly consulted?	Ch Insp Richard Stapleford, Citizens in Policing Department
How representative of the community is our force?	Ch Insp Richard Stapleford, Citizens in Policing Department
Is our Pegasus membership growing?	Sophie Barker, Contact Management
Is our digital engagement growing (in both reach and engagement levels)?	Katie Ethelstone, Corporate Communication
Are we distributing a community insight report internally to use in our decision-making?	Katie Ethelstone, Corporate Communication
Are the public shaping our digital engagement through an annual survey?	Katie Ethelstone, Corporate Communication
Can the public feed back on the service they receive via email, website, phone, face-to-face or letter?	Jackie Alexander, Professional Standards
Are we resolving complaints in a timely and proportionate way?	Jackie Alexander, Professional Standards
Do we use feedback to drive service improvements?	Jackie Alexander, Professional Standards
Are members of the public scrutinising the stop and search process, and is this feedback being used?	Paul Burrows, Contact Management Sgt Bruce Clarke, Radford Road
Are section 60s being publicised in advance?	Donna Jordan, Corporate Communication

2) Are we providing information to the public to demonstrate transparency?

	Data provided by....
Have we increased the level of information routinely published in the publication scheme and via police.uk?	Katie Ethelstone, Corporate Communication

Have we made the force website more accessible, moving towards the AAA standard?	Katie Ethelstone, Corporate Communication
Are we routinely publishing complaints data and formal findings, and publicising public hearings (at the discretion of the hearing Chair)?	Suzie Pike, Corporate Communication
Is the number of people signing up to Nottinghamshire Alert increasing?	Katie Ethelstone, Corporate Communication
Are we using Nottinghamshire Alert to keep people informed, with at least one update per week?	Katie Ethelstone, Corporate Communication
Are we publishing news on a daily basis?	Suzie Pike, Corporate Communication
Are we offering information, reassurance and advice in communities where a critical incident has occurred?	Suzie Pike, Corporate Communication

3) Are we building our understanding of our neighbourhoods, capturing and sharing this understanding, and giving communities a voice?

	Data provided by....
Is every neighbourhood area covered by a neighbourhood profile, published internally?	Ch Insp Phil Davies
Is every neighbourhood area covered by a bespoke engagement plan, published on the website?	Ch Insp Phil Davies
Do these plans incorporate breaking down engagement barriers, such as social exclusion and accessibility?	Ch Insp Phil Davies
Do these plans include engaging with young people?	Ch Insp Phil Davies
Do these plans incorporate, as a minimum, social media and Nottinghamshire Alert, and are these channels used roughly daily?	Ch Insp Phil Davies
Do people who make contact via social media and Nottinghamshire Alert receive a response within 48 hours?	Katie Ethelstone, Corporate Communication
Are the forthcoming opportunities for engagement publicised locally and online?	Ch Insp Phil Davies

4) Are we maximising every opportunity to engage with victims of crime and other service users?

	Data provided by....
Are we providing intuitive digital services so that victims can also feed back, gain crime prevention advice and track their crime seamlessly?	Katie Ethelstone, Corporate Communication
Are we increasing the number of views and length of views on our online advice centre?	Katie Ethelstone, Corporate Communication
Are we seeing more people visiting the advice centre as a result of email links sent by the control room?	Katie Ethelstone, Corporate Communication
Are we increasing hate crime reporting?	Paul Winter, Management Information
Are victims being offered further information via email when they are surveyed?	Paul Winter, Marketing Research
Are victims of crime being provided with information about what to expect at an early point of contact?	TBC
Are we increasing the number of views and length of views on our victim information pages on the website?	Katie Ethelstone, Corporate Communication
Are officers using (and thus ordering) hard copy victim information leaflets?	Katie Ethelstone, Corporate Communication
Are members of the public being recognised for their contribution in our annual award ceremony?	Katie Ethelstone, Corporate Communication

5) Are our brand values and PROUD values upheld at every interaction?

	Data provided by....
Are up-to-date brand guidelines and corporate templates readily accessible internally and with partners?	Katie Ethelstone, Corporate Communication
Are our brand guidelines applied consistently visually?	Katie Ethelstone, Corporate Communication
Are our PROUD values and the Code of Ethics fully understood and embedded into everyday behaviour?	TBC

6) Overall, is our public engagement strategy moving us in the right direction?

	Data provided by....
Is public confidence on an upward trajectory or remaining in line with the England and Wales average (currently around 70%)?	Paul Winter, Management Information
Is the proportion of residents feeling that the police treat people fairly moving towards the national average (currently from 61% to 66%)?	Paul Winter, Management Information
Is the proportion of residents believing that the police are doing a good/excellent job moving towards the national average (currently from 55% to 62%)?	Paul Winter, Management Information
Is victim satisfaction exceeding 90%, including from protected characteristic groups?	Paul Winter, Management Information
<p>Do the majority of users responding to our annual digital survey agree that we engage in line with our overarching principles?</p> <ul style="list-style-type: none"> ✓ PROUD at every interaction ✓ Proactive and responsive – we will always seek to engage <i>and</i> respond ✓ Tailored to the individual’s need, avoiding assumptions about individuals or groups ✓ Open and honest ✓ Clear, concise and easily understood ✓ Value for money ✓ Innovative – where required, embracing new technologies ✓ Collaborative and joined up 	Katie Ethelstone, Corporate Communication