

How do we improve confidence in National indicator 21? How do you think we could improve resident's confidence? And how would we go about doing this? What do you do/ what have you seen that works well?			Richmond upon Thames	Community Safety Partnership
Table number	How do you think we could improve resident's confidence?	And how would we go about doing this?	What do you do/ what have you seen that works well?	
Table 1	Make police and other services more visible (i.e. street cleaners)			
	Communication	<ul style="list-style-type: none"> • Use community TV and local press to publish simple facts • Promote PLGs • Use unusual methods to reach people who aren't interested • Concentrate on hubs/ focus points • School websites and news letters • Word of mouth 		
Table 2	Publicising what we do better (especially good news)	<ul style="list-style-type: none"> • Use stations for publicity events • Attend residents meetings • Make sure news letters get there • Use all channels 		
	Spend more time with people	<ul style="list-style-type: none"> • Explain action/ no action reasons better • Rush is perceived as can't be bothered especially if there is no further call 		
	Communicate outcomes/ actions better	Inform ASB callers of what was done	Ring back working well	
	Explain process better	Evidential requirements, role of CPS etc		
	Visible presence (especially after a series of complaints in an area, e.g. SNT higher profile when next on duty)	Street briefings		
	Respond in accordance with Policing Pledge (inc emails as well as voicemail)		New practices beginning to improve situation (and are do-able for SNTs)	
Table 3	Information		SNTs improve confidence	
	More gaps for the Police to get into –Neighbourhood Watch/ Residents Associations	<ul style="list-style-type: none"> • Residents Associations need support • PLGs also need support, more police to attend, how contact 	Neighbourhood Watch	
	Tackling problems on the ground			

	Communication	<ul style="list-style-type: none"> • Hard to reach groups – communicate • Do we use churches enough • Residential Homes – do we make best use of those • Finding people who are active first, then the hard to reach 	<ul style="list-style-type: none"> • Notices/ posters • SNT leaflet about who they are
	Moving people on does not help		
	Some residents would like CCTV, can improve confidence but does not always solve the problem		CCTV
	SNTs improve confidence	<ul style="list-style-type: none"> • Street briefings • More publicity about what is available 	SNT awareness
Table 4	Look at depiction by local and national news, more negative coverage than positive	<ul style="list-style-type: none"> • Police/ council advert in local paper • Engagement with editorial staff 	
	Find out what community fears are	<ul style="list-style-type: none"> • Address those with specific publicity • Tailor stats to the audience 	
	Perceived police response – people think SNT there 24/7	<ul style="list-style-type: none"> • Continue communicating to the public • Feedback on results of investigation • Community need to know that SNT shifts can be adapted to local needs 	
	Address fear and intolerance of young people, so more engagement with young people	Youth engagement	
	Frontline staff need to know actual stats		
	Lower bunkered feeling of community	Media strategy (good news)	
Table 5	Improve positive media reporting	Advertising/communications	Community TV
	Establish relationship with press	Regarding irresponsible reporting, education	
	Attention to detail of residents concern	<ul style="list-style-type: none"> • Street briefings from SNT 	<ul style="list-style-type: none"> • Lockout
	Different perceptions of definition of ASB	<ul style="list-style-type: none"> • PLGs 	<ul style="list-style-type: none"> • Agencies working with the police
	Timeliness of response	<ul style="list-style-type: none"> • Residents to ask the question 	<ul style="list-style-type: none"> • Feedback after court case/ complaint
Table 6	Phone number of council and police more publicly displayed	i.e. at bus stops, train stations, public venues, notice boards - can't have enough	
	Publicise councillor and police local surgeries		
	Need to reach ward communities	Community TV delivers positive propaganda	
	PCSOs should patrol on their own during daylight hours		
	Met police website not easily accessible for members of the public		
T 3	Tell them		

Lots of police on streets – no crime	seen and approached by vulnerable and reduces crime	
More police working in schools	<ul style="list-style-type: none"> • Educating children on aspects of police training – taught civics • Children to have hands on experience of what police do 	Fire best practice on how to educate – other role of police
Police image – community police training	<ul style="list-style-type: none"> • Training for officers • How they manage incident – has ripple effect • Interpersonal skills • Hands on experience of what police do 	
Positive images in the media	Young people and police	
Higher profile of agency work within the community		
Use technology to reply to calls to say “on our way” – delays effect confidence		