



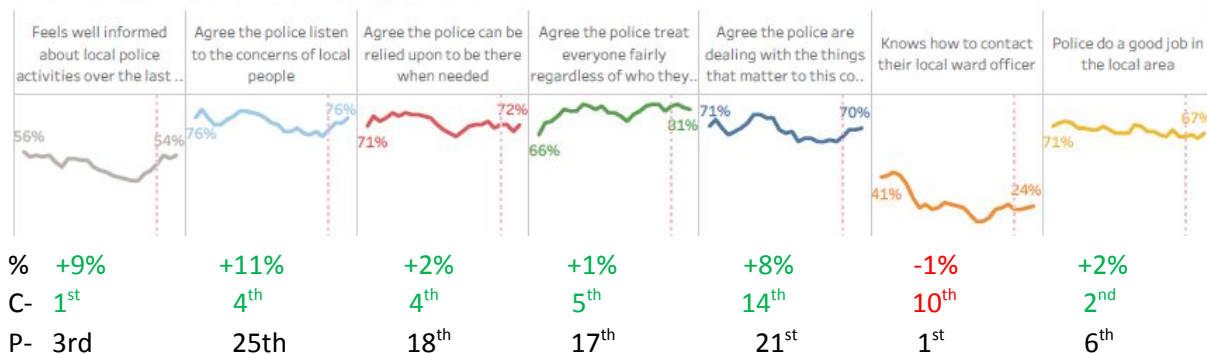
South Area (SN CU)
Communication and engagement strategy
 March 2021 – A/CI Neil Jeffs

Communication and engagement strategy – 12 month review

This review will compare each of the Boroughs against the latest data from *December 2020* compared to the previous data from *December 2019* to identify if improvements have been made and to allow targeted focus where required. The percentage increase/decrease will be highlighted along with the previous (P) and current (C) MPS position in the league table.

PY latest data

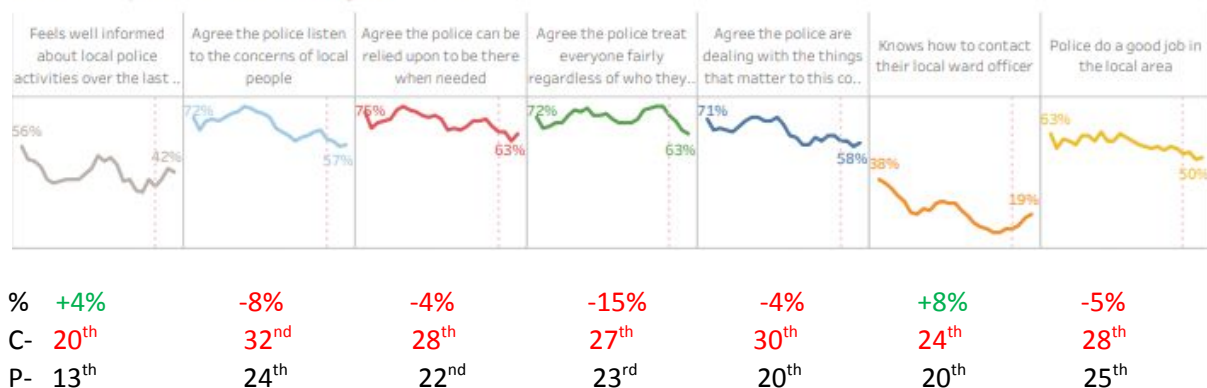
Public Perceptions over time for **Bromley** residents



In summary PY has moved up the MPS rankings in 6 of the 7 KPI's, the KPI where PY has moved down in the rankings is still above the MPS average in terms of rank and percentage points. The clear challenge for PY is to ensure the community 'know how to contact their local ward officer', PY has seen a high turnover off staff in the past 12 months which will have impacted on this.

ZD latest data

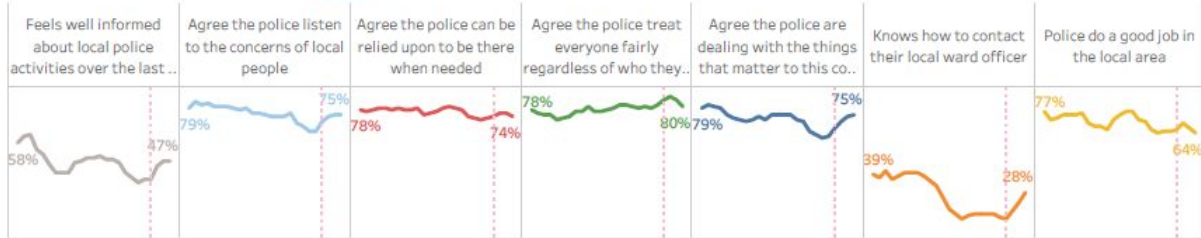
Public Perceptions over time for **Croydon** residents



In summary ZD has increased percentages in 2 of the 7 KPI's but of concern is the decrease in 5 other areas over the past 12 months. However as the chart shows there is an upward recent trend in 5 KPI's which will be reflected in the quarterly review. ZD has had a number of significant challenges over the past 12 months which all impacted on public perception. I would anticipate the introduction of a second ward Inspector for ZD having a positive effect.

ZT latest data

Public Perceptions over time for Sutton residents



%	+13%	+10%	+1%	-1%	+13%	+15%	-1%
C-	9 th	5 th	1 st	6 th	2 nd	3 rd	3 rd
P-	17 th	21 st	12 th	13 th	19 th	10 th	5 th

In summary ZT has moved up the MPS rankings in all of the 7 KPI's, although ZT has reduced percentages in 2 KPI's they have moved up the ranking in both these areas which highlights the overall MPS decline. ZT continues to perform well against the other Boroughs being in the top 6 of 7 of the KPI's.

Overall summary

Finally, the table below averages out the performance across South Area against the MPS average for the past 12 months.

When compared to the MPS average increase/decrease it shows that SN trends are similar to the rest of the MPS albeit we outperform the average in 6 out of 7 KPI's.

	Feels well informed about local police activities over the last ..	Agree the police listen to the concerns of local people	Agree the police can be relied upon to be there when needed	Agree the police treat everyone fairly regardless of who they..	Agree the police are dealing with the things that matter to this co..	Knows how to contact their local ward officer	Police do a good job in the local area
SN	+8.6%	+8.3%	-0.3%	-5%	+5.6%	+7.3%	-1.3%
MPS	+6%	+1%	-4%	-6%	+2%	+9%	-2%