



The #UseYourVoice survey ran for five weeks between 18 October and 22 November. The responses from this survey will directly influence the Commissioner's PCP priorities.

HOW MANY RESPONSES?

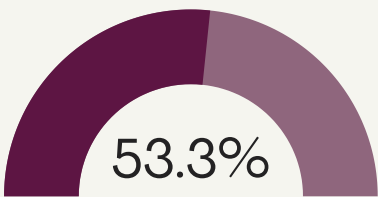
We recieved **2,723 individual responses** to the survey with 3,997 click-throughs in total. This is an **increase of more than 75%** in responses compared to the most recent precept consultation.



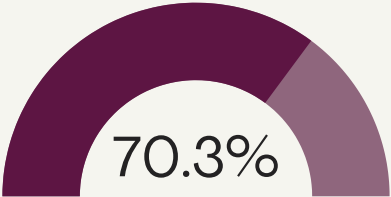
In total, these respondents represented more than **40,000 people**. This includes an NFU response on behalf of **800 farmers**.

To complement this, the OPCC funded Youth Commission has received more than **1100 responses** to their surveys from young people aged between 14 and 24.

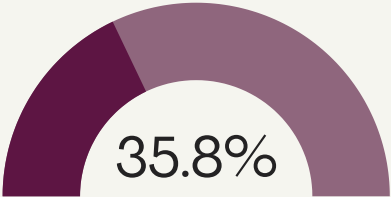
This means that **more than 3,800 individuals** have contributed to the draft Police and Crime Plan with many of these representing others.



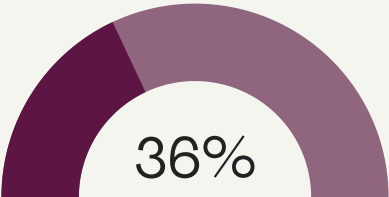
Feel less safe compared to 5 years ago



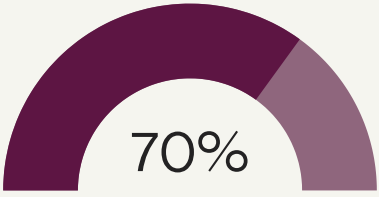
Feel safe during the day in their community



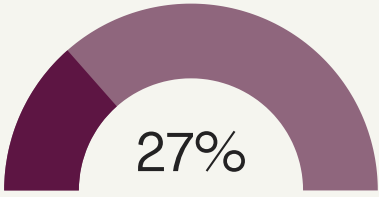
Feel updated on local crime issues



Feel unsafe at night in their community



Confident they could speak to the police in an emergency by calling 999



Confident they could contact their local CPT

HOW GOOD ARE WILTSHIRE POLICE AT DEALING WITH CRIME?



2.8 AVERAGE RATING

HOW WOULD YOU RATE YOUR TRUST IN WILTSHIRE POLICE TO KEEP YOU SAFE?

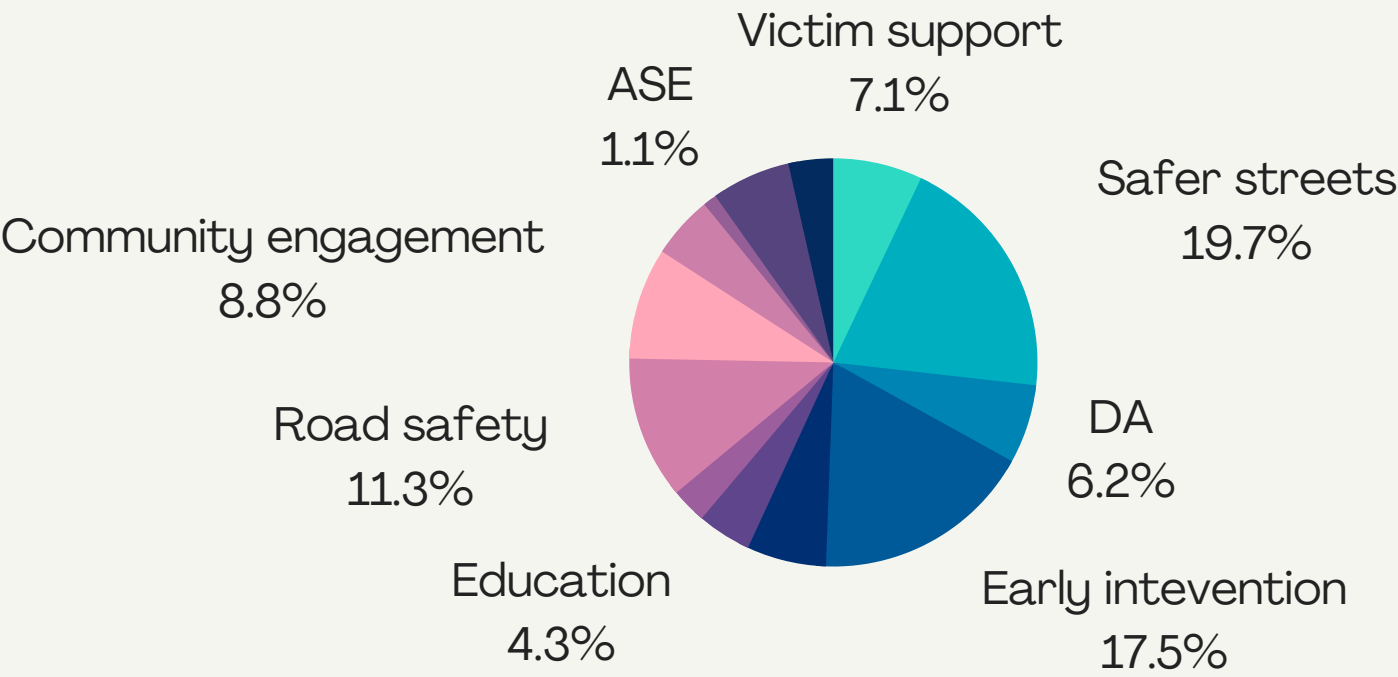


3.2 AVERAGE RATING

WHAT CRIME AND ASB ARE YOU MOST CONCERNED ABOUT?

- 1. DRUG USE AND DEALING
- 2. ANTI-SOCIAL BEHAVIOUR
- 3. SPEEDING AND OTHER ROAD TRAFFIC OFFENCES

WHERE SHOULD THE PCC DIRECT THE MOST FUNDING?





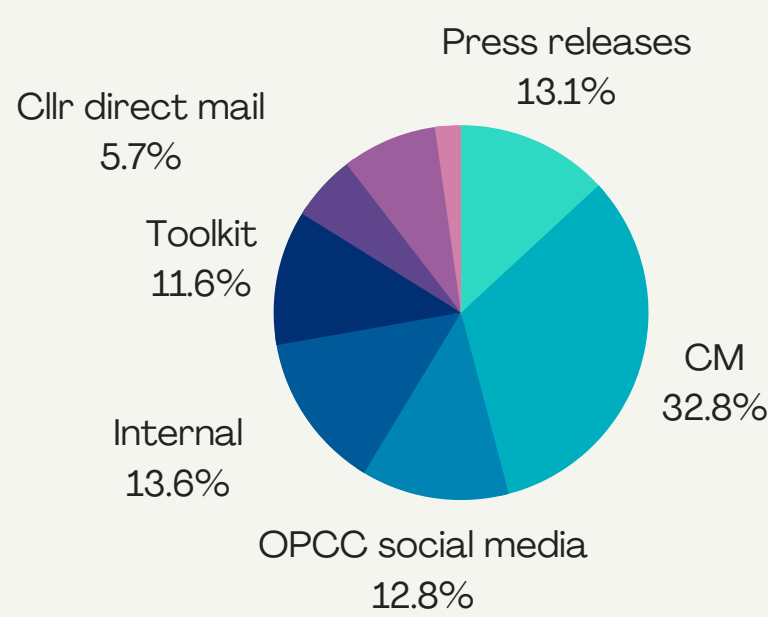
THE APPROACH

We knew that we couldn't rely on people to find our content and respond to the survey, instead, our focus was to 'go to the people' as much as possible and maintain a constant output throughout the consultation period.

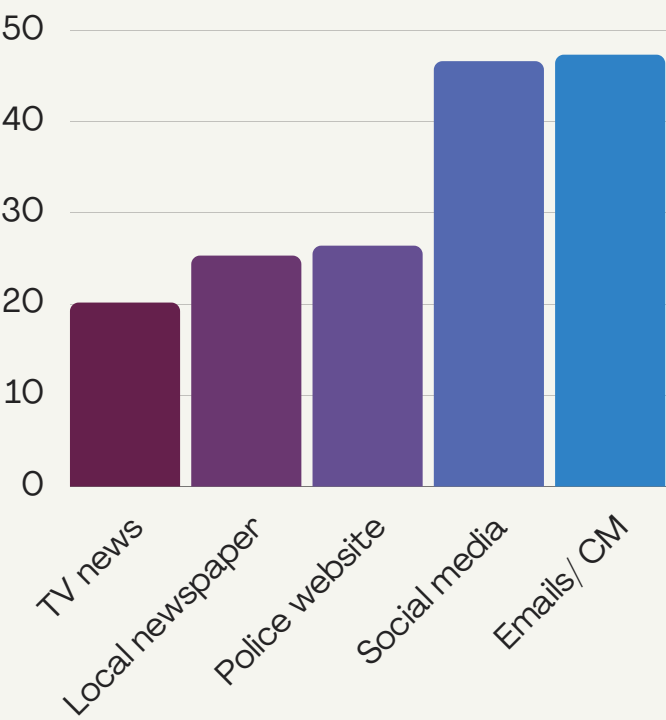
KEY CHANNELS

- **Direct Mail** – We collated email addresses for key stakeholders and contacted them directly, this is in addition to Community Messaging. This includes, MPs, councillors, partners, IAG members, Wiltshire Police employees and commissioned services. This method reached **15,000 people**.
- **OPCC social media** – Historically the OPCC's accounts haven't been heavily engaged with, for this survey we followed up our posts by sharing in local community groups, e.g. Devizes Issue.
- **Partner toolkit** – We developed a partner toolkit with content already drafted to encourage partners to share our messaging. This was shared with the Force. local authorities, councillors and MPs.
- **Press releases** – Important to not underestimate the power of the press but we must also recognise their limitations.

WHERE DID OUR RESPONSES COME FROM?



HOW DO YOU PREFER TO BE KEPT UPDATED?



OUTPUT VS ENGAGEMENT

- 3 press releases – 521 responses
- 41 OPCC social media posts R/ 85,500 E/ 2,700 – 507 responses
- 3 internal WFE – 538 responses
- 1 partner toolkit – 462 responses
- 3 CM distributions – 1,301 responses

AND... **MORE THAN 900** SIGN UPS TO OUR NEWSLETTER

WHAT COMES NEXT?

- Stakeholder engagement sessions in January, including key players in CPT areas, WP employees, partners and the Youth Commission.
- We know that there were some gaps in the demographics represented in the survey, therefore, in addition to named stakeholders we will target these groups via paid advertising in January.