



HUMBERSIDE
POLICE & CRIME
COMMISSIONER



How the use of surveys has assisted with challenging decisions by the OPCC

Leo Hammond - Deputy Police and Crime Commissioner

Paul Wainwright - Head of Assurance and Statutory Duties



Previous survey route

Alchemer and My Community Alert (MCA) messaging

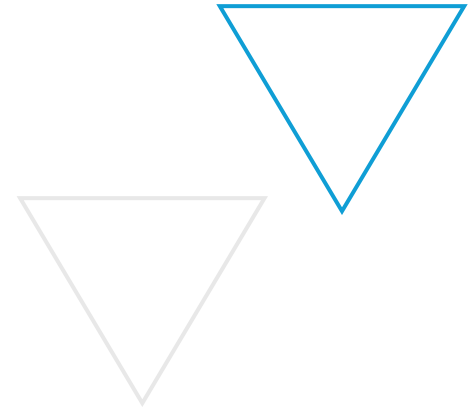
Issues:

- Low response rates

- Didn't know if survey seen/opened/responded to

- Links sent to partner agencies – no way of seeing impact

Needed a better approach



Changed approach

Beyond Alchemer and MCA messaging link

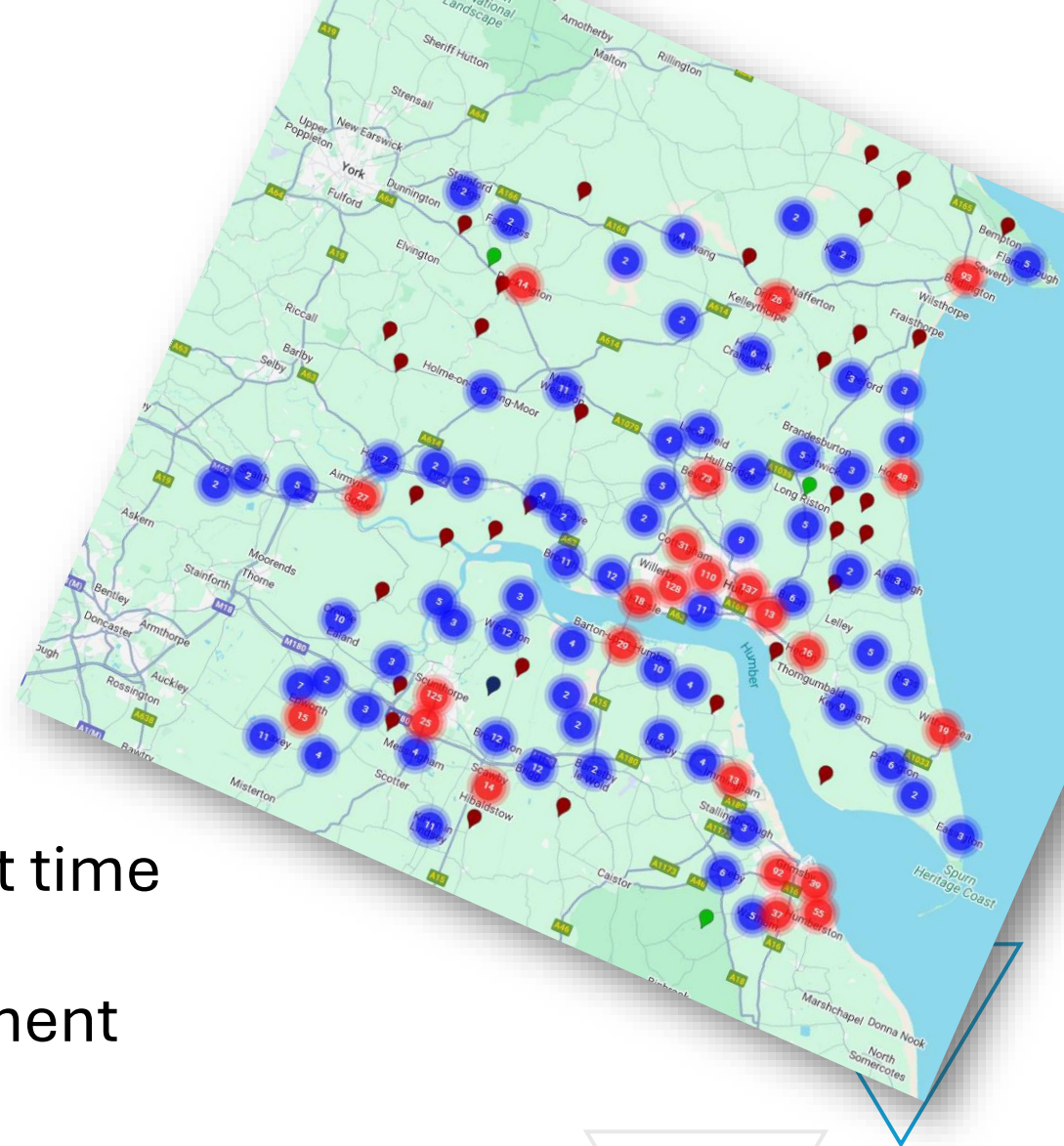
‘Personalised’ from PCC >55k local people

Survey Module – Visav ‘what works’ advice

Media approach – Instagram/Tik Tok for first time

Live-time responses to PCC on local sentiment

Better geographical spread



Our recent surveys

1. Police and Crime Plan

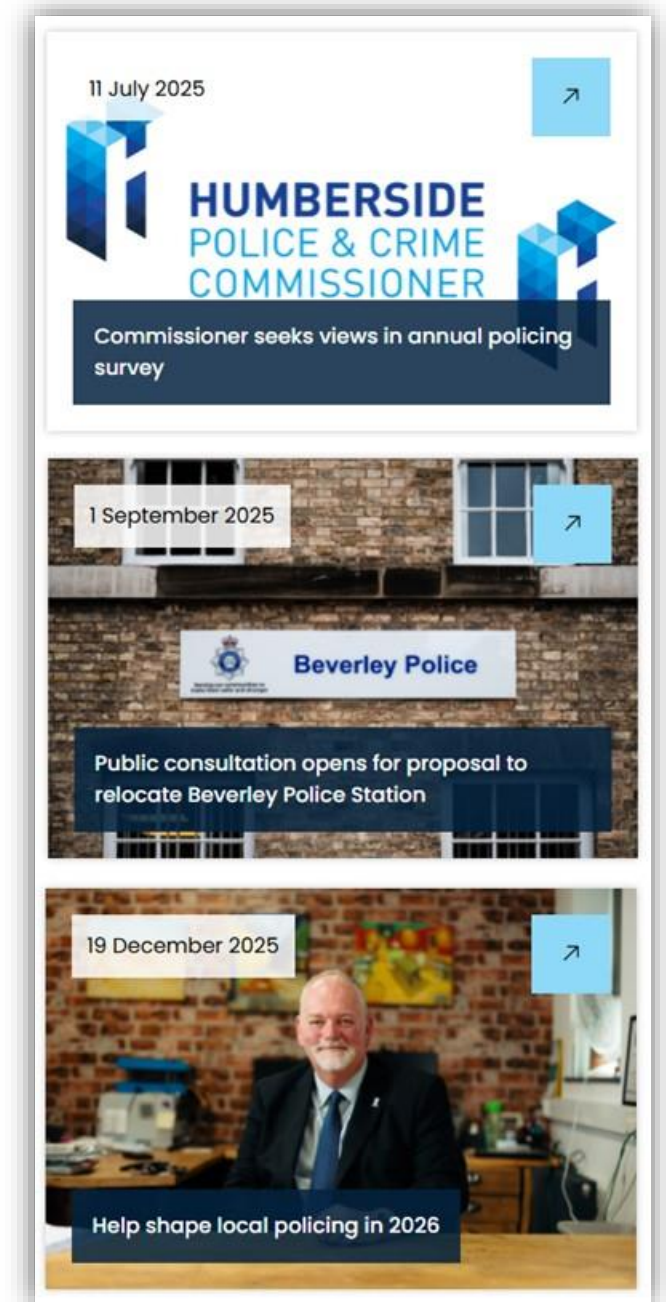
[annual mid-year - Humber-wide]

2. Beverley Police Station

[ad hoc - Beverley 'response' area only]

3. Policing Precept

[annual - Humber-wide]



1. Police and Crime Plan Survey

Annual Humber-wide survey

Results via social media campaign (starting soon)

Seven themes:



Participation

4,161 Total Participants		67.9% Survey Completion Rate	
Metric	Representation compared to Census		
Age	Participants aged 45+ were over-represented		
Gender	50% Male, 45% Female, 5% Self-Ascribed		
Local Authority	Participants living in North Lincs were over-represented and those in Hull under-represented		
Geographic Type	Participants in rural areas were over-represented compared to those living in urban areas		
IMD Quintile	IMD Quintile 1 was under-represented and other quintiles slightly over-represented		

Year	Total Participants	Completion Rate
2021	2,917	67.3%
2022	2,822	59.4%
2023	963	64.3%
2024	1,778	63.6%
2025	4,161	67.9%



2. Beverley Police Station Survey

Survey around relocation proposal

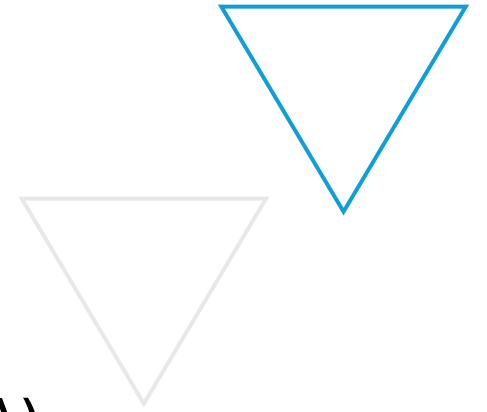
Sent **only** to people in Beverley response area (using MCA)

634 responses with 60% **not** supporting the proposal

Concerns around parking, accessibility and response

“I remain committed to listening to residents and with the outcome of the survey in mind, I will now be going back ... to ask for further options that will be more aligned to your views”

PCC Evison



East Riding News

Over 380k people

Explained the results and next steps as promised



YOUR POLICE AND CRIME COMMISSIONER JONATHAN EVISON

I'm pleased to bring you the latest update from my office on the work we are doing to improve community safety in the East Riding of Yorkshire.

Thank you to everyone who completed my Annual Police and Crime Plan Survey over the summer – the highest response ever to my office with almost 3,600 people providing their views. It is really important for me to understand the issues that are affecting our communities so we can use our resources effectively to ensure everyone feels safe, both residents and visitors. We will be publishing the results of the survey in the coming weeks on our website.

From our joint work around the Home Office Safer Streets Summer initiative, to organisations taking advantage of my Community Safety Fund, we've been creating lots of opportunities for some great partnership work over the past few months in and around the region. I'm looking forward to seeing this continue as we move into the winter months, where there will be a number of further initiatives.

Please follow us on social media and subscribe to My Community Alert to be notified of the work we are doing in your area and get involved in making a difference.



OUTCOME OF BEVERLEY POLICE STATION RELOCATION PROPOSAL

Thank you to everyone who completed the recent survey regarding a proposal to relocate Beverley Police Station from New Walk to the County Hall. The consultation, conducted via My Community Alert and supported by local outreach and social media, received **634** responses with some key findings below.

60% of respondents did not support the move, citing concerns about accessibility, parking, and response times.

Respondents emphasised the importance of:

- Accessible buildings
- Nearby parking
- Confidential spaces to speak with police staff

Respondents felt County Hall would:

- Be harder to access
- Increase traffic congestion
- Offer less visibility and slower response times due to its location and surrounding infrastructure

I remain committed to listening to residents and with the outcome of the survey in mind, I will now be going back to the Humberside Police Estates Department to ask for further options that will be more aligned to your views. Policing will continue as usual for the time being, operating from the current location until further solutions are brought for consideration.

BUILDING ON SUCCESS: A YEAR OF PROGRESS AND PARTNERSHIP

I'm proud to share the 2024/25 Annual Report from my office.

In the last year, we've worked together to maintain record police officer numbers, invested in crime prevention, and helped to strengthen community partnerships across the region.

From supporting youth initiatives to launching new road safety grants, my focus in the year remained on safer streets and stronger communities. Read the full report and explore our work here - www.humberside-pcc.gov.uk/who-we-are/our-work

Thank you for your continued support.

3. Help Shape Local Policing Survey

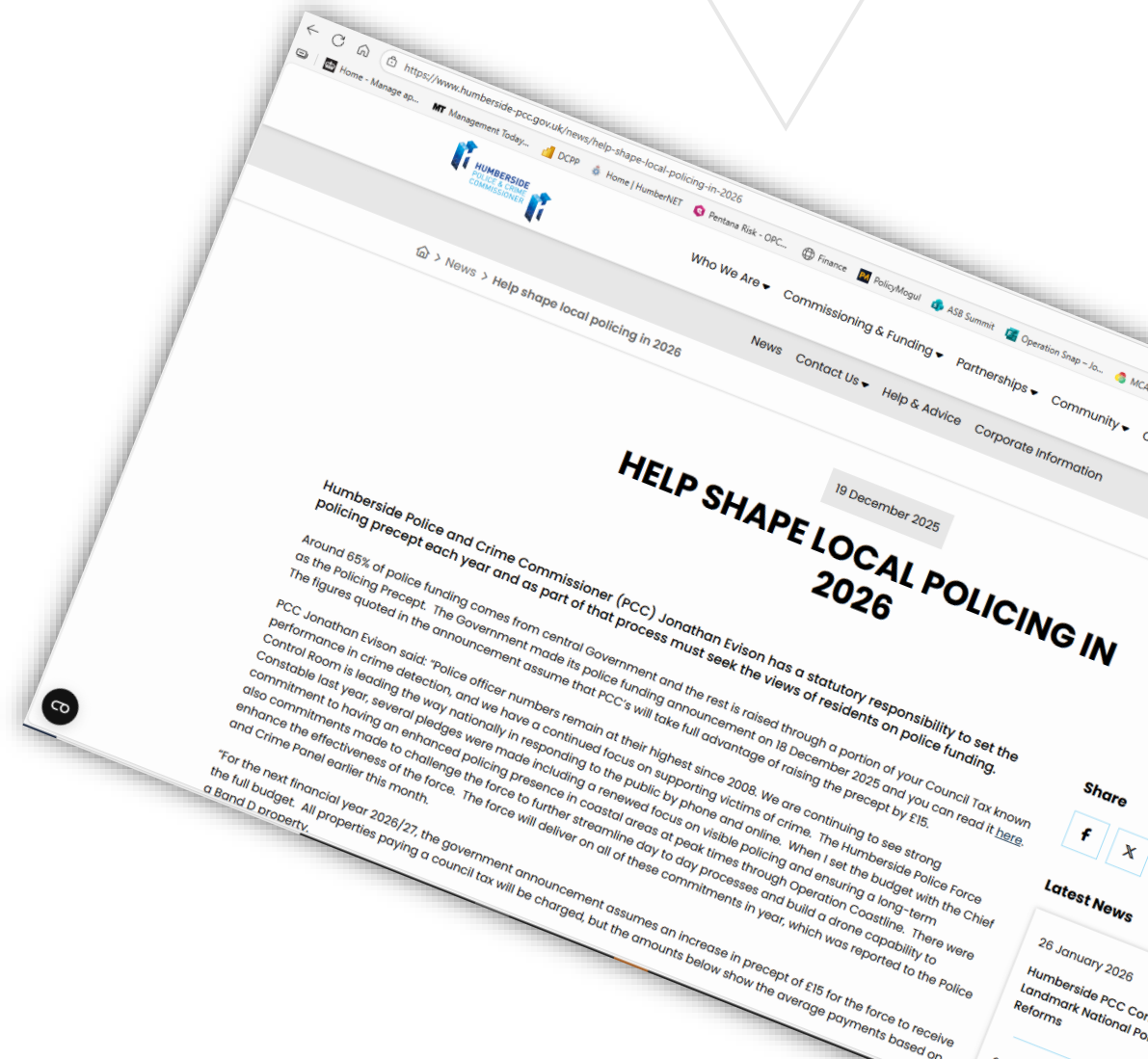
Council tax precept and views on Policing White Paper reforms survey

Almost 1,800 responses

Formed 2026/27 precept proposal

Guiding future White Paper response

Little appetite for mayoral approach or regional police forces



Some learning from changed approach

Get survey timescales right

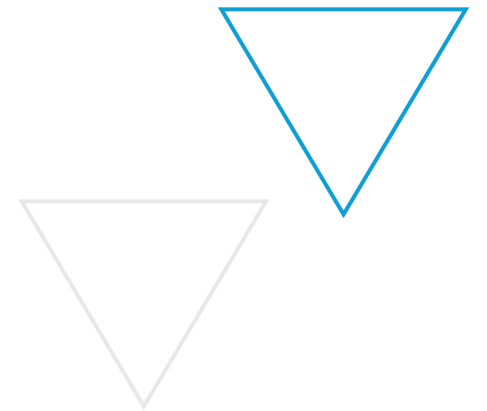
How to improve young people participation

When to remind people to respond

How to measure social media impact

Determine depth of analysis

Link into media output channels





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Thank you

pcc@humberside.pnn.police.uk

