

This appendix outlines

- The local area and its demographics
- National ranking and comparison to Most Similar Forces
- Consultation and engagement

The local area and its demographics

This Plan is set in the context of the local area it serves. A brief summary of key factors is detailed in this section.

The Cleveland Police area has a population of around 557,000 people. It is for the most part an urban area closely resembling metropolitan authorities in socio-economic characteristics and policing needs.



Our towns are highly populated and as a result we are considered to be the 6th most densely populated area nationally (9.4 people per hectare compared to the national average of 3.6 people per hectare).

Geographically, we are the second smallest force in England and Wales¹, covering about 230 square miles. Population wise we are the 6th smallest. Our main road networks are the A19 running north to south and the A66 from east to west. The area is home to one of the largest chemical industry complexes in Europe and one of the countries busiest sea ports.

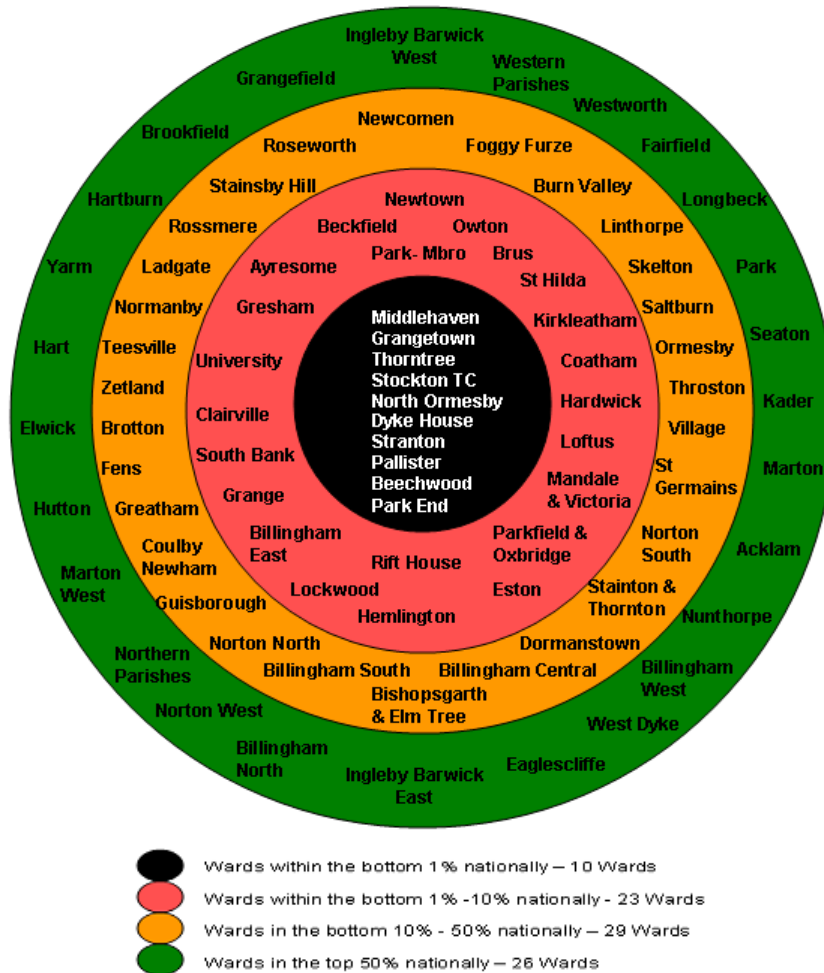
It borders the beautiful North Yorkshire Moors and North Sea coastlines, along with some of the highest cliffs in the country. The diversity of our neighbourhoods and communities varies greatly from highly skilled to manual labourers. There are ancient fishing and mining villages to the east, an engineering and steel making industry legacy and the developing marinas and towns to the west and north. In terms of social and cultural diversity, the 2011 census figures show a population where the resident minority ethnic population to be 5.8%, the majority of which is located in Middlesbrough where it rises to 13.4%, compared to 16.3% nationally.

Parts of the area are considered to be highly deprived. All four policing districts have large areas of socio-economic deprivation with 62 of the 82 wards² (70%) in the

¹ City of London is the smallest police force.

² There are 7,934 wards nationally. The number of wards in the Cleveland Police area reduced from 88 to 82 wards following the reconfiguration of electoral wards in Hartlepool and the diagram used to show socio-economic deprivation will be updated to reflect the change in wards.

bottom 50% of the most socially deprived wards in the country. 33 of the wards (37%) are in the bottom 10% and 10 (11%) of wards are in the bottom 1% as shown in the diagram overleaf.



When compared to our MSFs, the area has the 2nd highest percentage of single parent households. The unemployment rate across the Force area is 12.4% compared to a national average of 8.3%, with Cleveland having the 3rd highest percentage of residents claiming job seekers allowance for over six months.

The force receives over 1,000 telephone calls every day and from these approximately 600 relate to a ‘call for service’. The largest number of which are recorded as ‘suspicious circumstances’. These are calls from people who are concerned about either people or vehicles and their activity or behaviour.

Recorded crime has shown a steady decline over the last five years and this is reflected in the 2012/13 total recorded crime figures (YTD October 2012) which show an overall 11.4% decrease.

Social and demographic information

Socio Economic Data	H	R&C	M	S	Force	National
Population	91,300	137,390	142,370	192,375	563,435	54,481,000
Population as % of force total	16.2%	24.4%	25.3%	34.1%	100.0%	-
Population Density (People per hectare)	9.7	5.6	26.4	9.4	9.4	3.6
Licensed Premises Numbers (ie on and off license)	281	303	330	636	1,550	166,000
Licensed premises as % of force total	18.1%	19.5%	21.3%	41.0%	100.0%	-
% of Lone Parent Households	11.8%	11.0%	13.8%	10.6%	11.4%	8.4%
Long term unemployment related benefit claimants (%)	7.3%	6.4%	8.1%	4.9%	6.2%	5.4%
Working age population	58,155	86,280	93,545	125,365	363,345	36,641,700
Working age population as % of force total	16.0%	23.7%	25.7%	34.5%	100.0%	-
% Working age population in employment	61.4%	62.0%	57.4%	70.4%	64.8%	70.3%
% Working age population receiving income benefits	20.6%	17.1%	20.2%	14.5%	17.2%	11.9%
% of school leavers who attain 5 or more GCSE's at level A-C	74.3%	69.5%	65.3%	70.8%	70.6%	69.1%
Tenure % private rent	7.4%	5.5%	7.1%	5.2%	6.1%	8.7%
Estimated weekly household income (£)	£470	£443	£416	£496	£457	£503.1
% terraced housing	43.5%	30.2%	38.7%	26.5%	33.3%	29%

National ranking and comparison to Most Similar Forces

All police forces are grouped with broadly similar socio-demographic characteristics used for comparative purposes. These groupings are known as 'Most Similar Forces' (MSFs). Their aim is to make fairer and more meaningful peer comparisons. Putting performance into this context allows for a degree of comparison. Cleveland Police MSF comprises Gwent, Merseyside, Northumbria, South Wales, South Yorkshire and West Midlands.

Cleveland's MSF group exhibit socio-economic factors that indicate areas of high deprivation compared to the national norms. These forces are also areas of high expenditure on policing and experience high levels of crime.

National Ranking	% Single Parent Households	% Terrace Households	% with occupanacy of more than 1 person per bedroom	% claiming job seekers allowance for more than 6 months.	Population Density	Population Sparsity
Cleveland	2nd	7th	22nd	3rd	6th	6th
Messeyside	1st	5th	10th	2nd	3rd	4th
West Midlands	3rd	14th	3rd	1st	4th	2nd
South Wales	5th	3rd	25th	20th	16th	11th
Gwent	6th	2nd	29th	8th	26th	24th
Northumbria	8th	12th	11th	6th	7th	9th
South Yorkshire	14th	18th	24th	11th	13th	8th

Note : Each indicator ranking is the national ranking for the highest rate. EG Cleveland has the 2nd highest rank for % of single parent households.

The table above outlines Cleveland’s national position as for the twelve month period to June 2012 for publicly reported crime categories per 1,000 population, compared with all other English and Welsh Forces. Performance updates and comparisons with our MSF group can be seen at www.police.co.uk.

Crime Category	Crimes per 1000 Population	National Average	National Position (of 43 forces)
Violence against the Person	12.46	11	38th
<i>Violence with Injury</i>	<i>7.72</i>	<i>5.88</i>	<i>43rd</i>
<i>Violence without Injury</i>	<i>4.75</i>	<i>5.13</i>	<i>25th</i>
Sexual Offences	1.01	0.91	34th
<i>Rape</i>	<i>0.32</i>	<i>0.28</i>	<i>34th</i>
<i>Other Sexual Offences</i>	<i>0.69</i>	<i>0.63</i>	<i>33rd</i>
Acquisitive Crime (or Stealing)	37.23	37.09	37th
<i>All Burglary</i>	<i>8.78</i>	<i>8.79</i>	<i>31st</i>
<i>Domestic Burglary</i>	<i>4.17</i>	<i>4.31</i>	<i>33rd</i>
<i>Non Domestic Burglary</i>	<i>4.62</i>	<i>4.49</i>	<i>27th</i>
<i>All Robbery</i>	<i>0.46</i>	<i>1.28</i>	<i>23rd</i>
<i>Personal Robbery</i>	<i>0.4</i>	<i>1.16</i>	<i>21st</i>
<i>Business Robbery</i>	<i>0.06</i>	<i>0.12</i>	<i>27th</i>
<i>Vehicle Crime</i>	<i>5.8</i>	<i>7.27</i>	<i>19th</i>
<i>Shoplifting</i>	<i>8.82</i>	<i>5.45</i>	<i>43rd</i>
<i>Other Theft /Other Stealing</i>	<i>13.36</i>	<i>14.3</i>	<i>29th</i>
Criminal Damage	15.87	10.6	43rd
Publicly Reported Crime	66.57	59.6	40th

Consultation and engagement

PCC Coppinger pledged the biggest public engagement exercise in the history of Cleveland Police. During his election campaign he said

“I will cover every mile of the force area to engage with the public, local businesses, organisations, police officers and staff to be clear about what people want from their police force.”

“In the course of my election campaign I have already listened to more than 5,000 people across Cleveland, numerous organisations, police officers and staff. It has provided invaluable insight into what people expect from the police and it’s something I will replicate on a far greater scale now that I have been elected. **‘Your Force, Your Voice’** will be coming to a street near you.”

“It is vital that local communities have an effective say in how their streets are policed and “Your Force, Your Voice” will provide that opportunity.”

Our consultation and engagement activities that focus on:

- Increasing our understanding of the communities we serve
- Ensuring clear and consistent communication with the public
- Ensuring effective consultation and community engagement.

We use a variety of methods to help ensure that as many people as possible have an opportunity to comment on the services we provide, these include:

- The Crime Survey for England and Wales which is a mandatory national face to face survey carried out on behalf of the government. This aims to assess levels of crime and public attitudes to crime.
- The User Satisfaction Survey which is a mandatory national telephone survey across a random sample of victims from the force area on a rolling monthly basis. These surveys provide us with information about the experiences of victims, which allows us to continually improve the service we deliver.
- The Local Public Confidence Survey which supplements the BCS by providing feedback from each policing district giving a local context. The survey also includes a range of diagnostic questions highlighting any concerns respondents have about policing in their neighbourhood.
- The Control Room calls back a sample of approximately 100 members of the public each day for their views on services. This gives callers the opportunity to give feedback on the level of services they have received from officers and staff and also offers an opportunity for victims to be updated on progress.
- Officers participate in formal and informal neighbourhood and community group meetings on a regular basis, meeting with local residents, councillors, representatives from the local community, businesses and other statutory partners and agencies.

- Face to face public meetings and online web chats.
- Representation on local forums and meetings.

The comments and views gained through our consultation activity are considered as part of the PCCs business planning and priority setting processes. The full consultation reports along with a full schedule of events and activities can be viewed on the PCC website at www.cleveland.pcc.police.uk.