



People for Proper Policing in North Wales

Woman left scared by North Wales Police research call

Sep 11 2008 by Kelly Fenna, Daily Post

AN elderly woman was left in fear after a market researcher claiming to be from the police phoned and asked if there were any men living with her. The 88-year-old from Rhuddlan was so scared a burglar was on the line she has since repeatedly checked that her windows and doors were locked.

In fact, the clumsy call WAS genuine – an attempt by North Wales Police to find out what residents thought of the quality of their service. The pensioner was one of a number of residents quizzed by researchers calling on behalf of the force. Other householders have also expressed concern at the nature of the questions which led them to believe they were a target for potential criminals. At least six have contacted North Wales Police over the survey.

A North Wales Police spokeswoman yesterday *said* that researchers wanted to ensure the survey contained a balanced sample.

“A company has been undertaking research on quality of service on behalf of North Wales Police. Having spoken to many people of all age groups, at the end of last week the researchers were particularly keen to speak to males between 16 and 54 years old to provide a balanced sample. It is standard that on each occasion the company provides a full introduction, explaining the nature of the call and also that the work is on behalf of the force.

*“Following the introduction, a question is asked as to whether a man in this age group is available to take part in the survey. If not, the company terminates the call with an appropriate explanation and the recipient is given a freephone number should they wish to check the validity of the call. To date, some **3,700 persons have completed the survey.***

“The nature of this work does result in calls to the force from individuals confirming that the calls they have received are genuine. We are always happy to take these calls. To date, only some half dozen people have contacted NWP with queries regarding the survey.”

The PPP comments ... We never know for sure how many community police officers we have actually in the communities, but if we assume that there are 250, then for 3700 interviews we need each officer to speak to only 15 people. If they spoke to only TWO per working day it will take them only 3 weeks to find out what these people think and need. It would mean that these 3700 actually spoke to and got to know their officers rather than a faceless, nameless researcher with a load of PC questions. If really necessary the officers could tick boxes on their ‘blackberries’ with instant processing of the data back at base by their Division.

We think our proposal is much more like ‘Proper Policing’ than the survey where the results can be distorted or ignored. We find our surveys give an interesting insight into people’s problems, priorities and concerns and most importantly real life experiences ALL very valuable for any CBM. In conclusion NWPF community policing swan song should be ‘getting to know you, getting to know all about you’ from Anna and the King (King & I). This should appeal to the music buffs in the NWPF hierarchy.