



1. Introduction

The Police and Crime Commissioner has a responsibility under the 'Police Reform and Social Responsibility Act' to obtain the views of the public on matters relating to policing. This includes consulting with residents about the amount residents contribute towards policing as part of their Council Tax, in advance of setting the police precept level and allocating the police budget.

Following an extensive consultation process the Commissioner ran during Autumn 2024, more than 5,000 people shared their feedback about what service areas they felt the Commissioner should be prioritising. The feedback shared revealed a common desire for a more engaged, integrated and visible police force, who have the ability to invest in technology to respond to new and emerging types of crime. In order to deliver with impact, the Commissioner has been carefully considering how to best utilise the funding available, and the additional funding needed to ensure continued investment in local policing, crime prevention and the support provided to victims.

Prior to the Commissioner making a decision on the police budget, a public consultation was launched to ensure residents had the opportunity to share their views on the police precept proposals. It is worth noting that the proposed increases were forecasted whilst awaiting funding confirmation from the UK Government - therefore there were a number of uncertainties and interdependencies on the exact levels of funding that South Wales Police would receive.

2. Approach

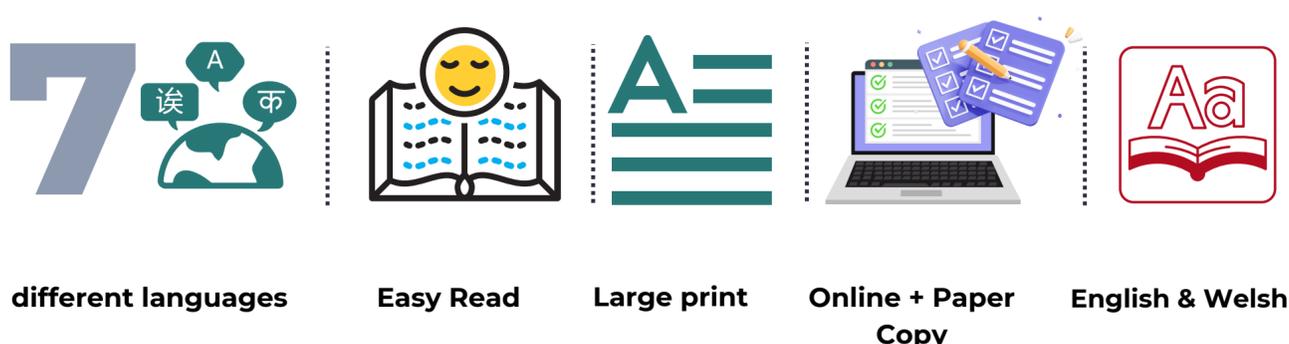
A public consultation ran for an eight-week period, between Monday 25th November 2024 to Monday 13th January 2025. This involved the launch of a public survey and a series of pop up stalls across the South Wales Police force area.



2.1 Survey

As part of our commitment to continuously improve our engagement approaches and reduce barriers for people to participate, the survey was translated into additional languages. This was the first time we had trialled this approach. To help us identify what the main languages were, other than English and Welsh, we referred to the Office of National Statistics - Census 2021 data. Based on this, the survey was translated into the top 5 languages which were, **Arabic, Bengali, Mandarin, Polish** and **Romanian**. The survey was also available in English, Welsh, Easy Read and large print.

Survey available in several formats:



2.2 Pop up stalls

In order to extend our reach to those who may not ordinarily engage with us via our online channels, 7 in-person pop-up events were held across South Wales. Over 150 members of the public engaged with the team, and 126 actively voted in the survey. Some members of the public took away paper copies of the survey or posters with QR code links to complete in their own time.



Stall Locations

- Pontypridd Town Centre
- St Tydfils Shopping Centre
- ASDA
- National Waterfront Museum
- McArthur Glen Shopping Centre
- CF61 Centre
- Gilfach Goch Community Association

2.3 Physical distribution

In an effort to reach people who were unable to engage with us digitally and further promote engagement, posters and paper copies of the survey were distributed in the surrounding areas following pop-up events. Approximately 25 different groups/businesses were visited in person and over 100 posters were distributed. Poster graphics were area specific, highlighting the Commissioner's presence and involvement in local communities across South Wales.



Over **100** posters distributed in person

25+ groups/businesses visited

2.4 Partnerships

We contacted over 300 partner organisations and community representatives across South Wales to assist us in extending the reach of our survey via their own networks and community channels. As a result of the support we received from our partners, the survey was shared with people we may not ordinarily reach via our own channels. These mechanisms included, Local Authority Citizen Panels, community notice boards and newsletters.



Nearly half of respondents said they found out about the survey through communication received by their local council or community organisations. This highlights the importance of how partnership working helps to expand our reach, particularly with audiences who may not ordinarily engage with us.

How people found out about the survey:



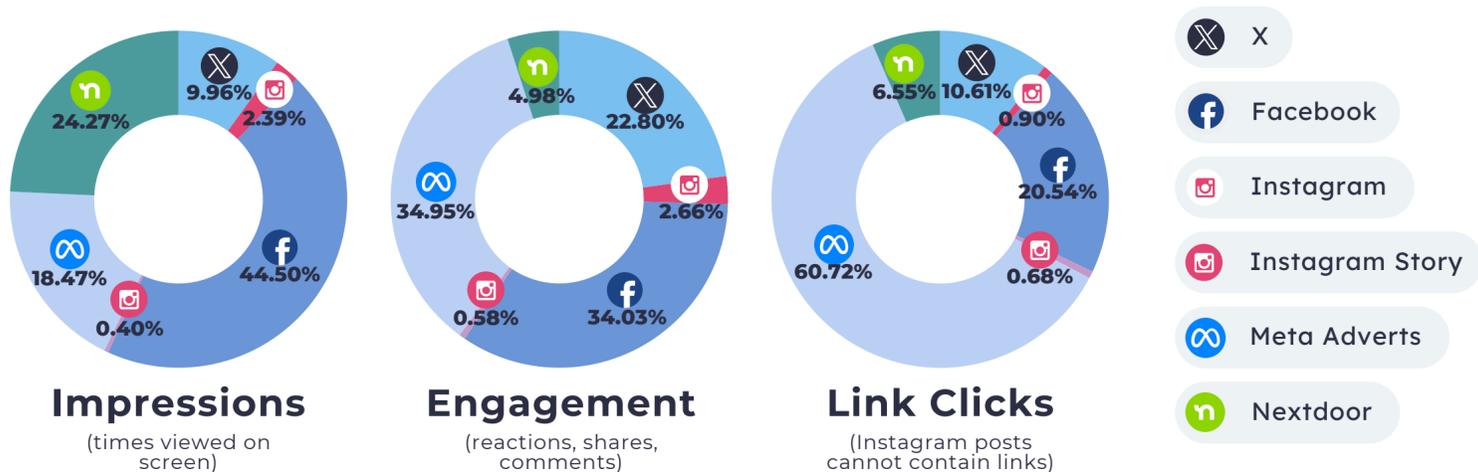
3. Social media promotion

3.1 Organic reach

The survey was promoted on social media a total of 73 times across our X, Facebook and Instagram platforms. This includes 9 paid adverts that were shared collectively across Meta platforms (Facebook and Instagram). These 73 posts resulted in a total of 61,532 impressions (times viewed on screen), 773 engagements (reactions, shares & comments) and links to the survey were clicked 443 times.



Posts received the greatest number of impressions via our organic Facebook channels, largely helped by sharing posts directly into local community groups. However, the vast majority of link clicks came via paid promotion. The below charts illustrate a breakdown of how users viewed and interacted with the posts across our different platforms.



3.2 Paid promotion

In an effort to reach new audiences, and improve engagement with high diversity density areas and low response areas, a small budget was allocated towards paid promotion across our Facebook and Instagram channels. 9 paid adverts were placed across Meta platforms (Facebook and Instagram) targeting specific areas throughout South Wales. These adverts ran over 20 days, spending a total of £51.91, resulting in 269 survey links clicked. In 20 days, they provided 60.72% of all link clicks (both organic posts and paid promotion) throughout the whole consultation.



3.3 Online community groups

Social media posts were shared 158 times directly into Facebook community groups across South Wales. This allowed for the survey to be shared directly into the heart of local communities promoting wider reach and engaging with new audiences. Posts shared to these groups generated 72.89% of organic impressions via Facebook, and 86.81% of organic link clicks. Posts were also trialled on 'Nextdoor' - a local neighbourhood community app.

4. Survey results

4.1 Responses

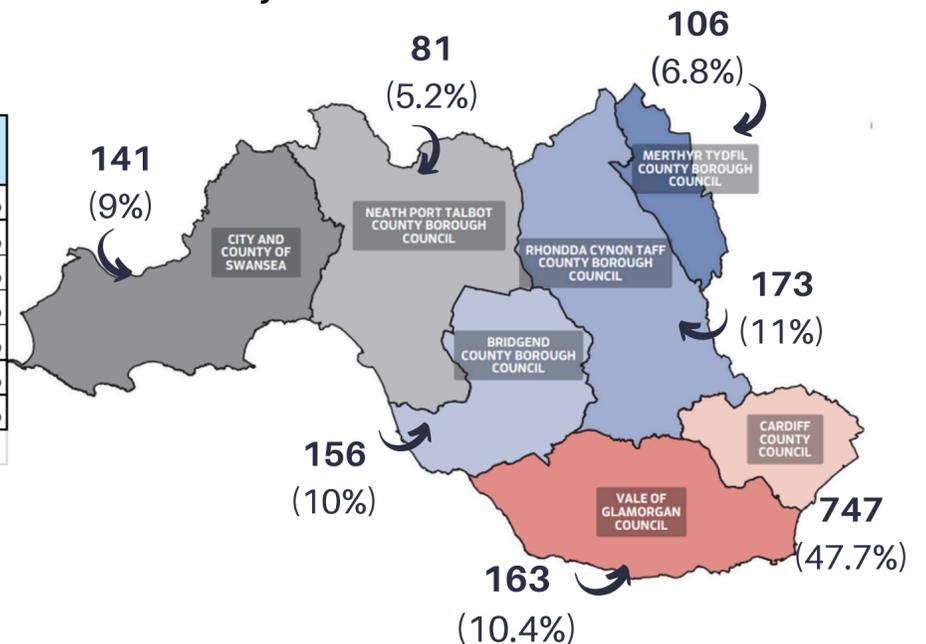
Whilst over 2,200 people engaged in the survey, only 1,567 people completed the survey. The following results report the findings of completed responses. The majority of respondents (98%) completed the English version of the survey. The below chart provides a breakdown of responses for each version of the survey:

Version	Number	%
English	1544	98%
Welsh	11	0.7%
Easy Read	8	0.5%
Mandarin	3	0.1%
Polish	1	0.06%
Bengali	0	0%
Arabic	0	0%
Romanian	0	0%

4.2 Number of responses by each county

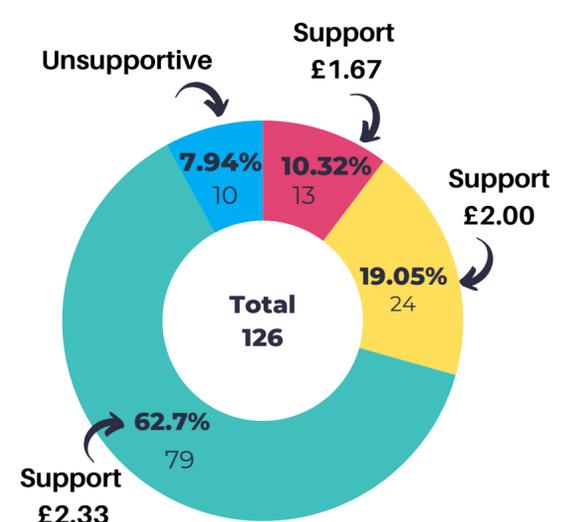
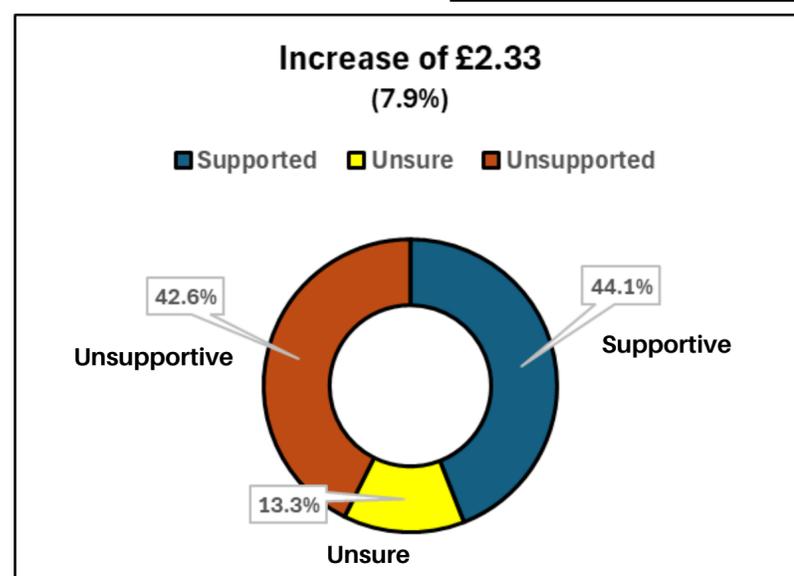
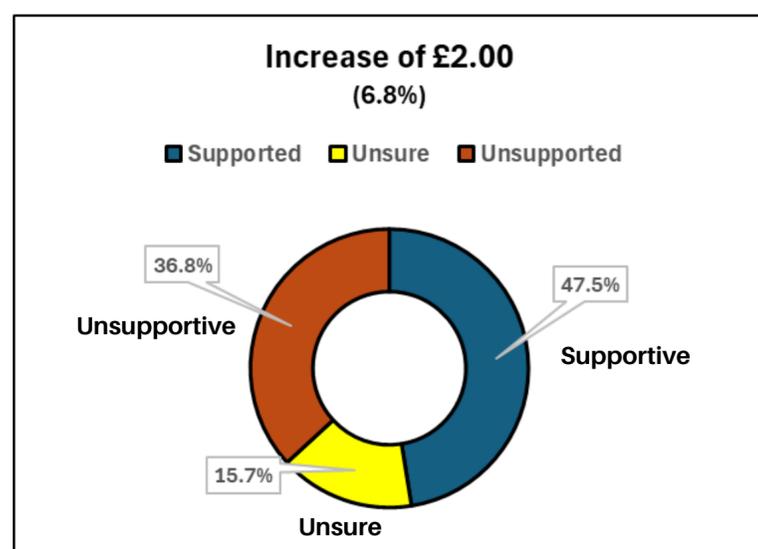
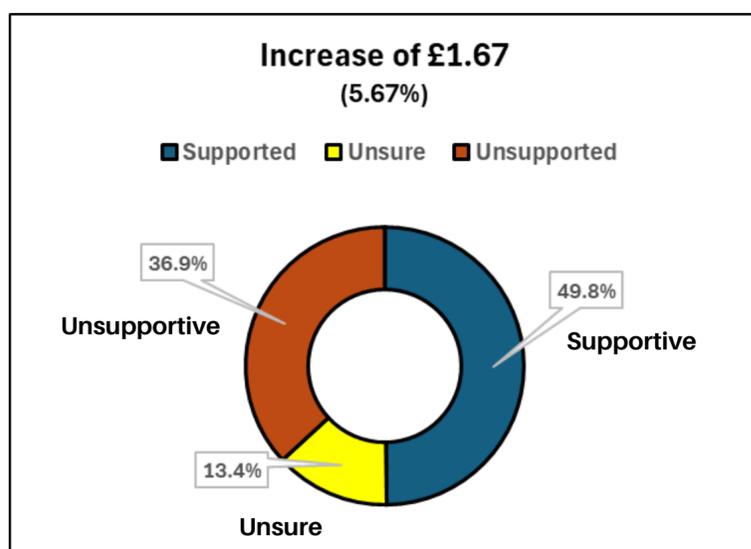
The below map illustrates the number and percentage of survey respondents that resided in each county. The highest number of responses with 747 were from Cardiff (47.7%). As the number of responses from Cardiff are disproportionately high, the survey results have been weighted to reduce the sampling bias. Weighting helps reduce bias by giving more weight to underrepresented groups or demographics and less weight to overrepresented ones. This correction mitigates the impact of bias on survey results.

Local Authority	Number of Responses	%	% of SWP Area	Variance
Bridgend	156	10.0%	11.0%	-1.1%
Cardiff	747	47.7%	27.5%	20.2%
Merthyr Tydfil	106	6.8%	4.5%	2.3%
Neath Port Talbot	81	5.2%	10.8%	-5.6%
Rhondda Cynon Taf	173	11.0%	18.0%	-7.0%
Swansea	141	9.0%	18.1%	-9.1%
Vale of Glamorgan	163	10.4%	10.0%	0.4%
	1,567			



4.3 Police precept contributions

To assist the Police and Crime Commissioner's decision in advance of setting the police budget for 2025/26, residents were asked how supportive they were of each of the potential increases to the policing element of Council Tax. Nearly half of respondents supported an increase, with levels of support slightly decreasing as the precept amounts increased. The below charts illustrate the responses for each increase:



As an alternative to the survey, members of the public who engaged with the Commissioner's team at pop up stall events were given the opportunity to share their feedback on the proposed increases by voting. From a total of 126 voters, 62% were supportive the higher increase of £2.33. 19% supported an increase of £2.00, 10% supported an increase of £1.67, and 8% were not supportive of any the proposed increases.

4.3 Themes arising from feedback

To help us understand the reasons why people were either 'supportive' 'unsure' or 'not supportive' of an increase towards police funding, respondents had the opportunity to share their feedback with us via free text.

Respondents who supported an increase



Respondents who were supportive of an increase acknowledged the demands on policing and the importance of maintaining resources in order to "minimise any wider impacts on budget cuts" and to "maximise support for the police". Many respondents also felt that a reasonable increase was acceptable as long as there were "tangible benefits" and "visible improvements in policing". Several respondents emphasised that whilst they supported an increase, they felt strongly that the funding should be prioritised to "support greater visibility of officers" and "invested into the local area". The below feedback illustrates some of these points further:

“£2 a month increase seems more than manageable and would hopefully minimise any wider impacts on budget cuts. I believe that unless we seriously maintain the levels in place currently then we are only going to incur further cost increases across wider areas of the Public services.”

“Willing to pay an increased contribution as long as there are tangible benefits and it feels as though the money has made a difference in communities”

“Same argument as every year. Everyone is increasing their costs, councils, utilities, etc. A reasonable increase is acceptable, but needs to be that, reasonable.”

“I am supportive of the larger increase if it means more visible police presence in local communities and ALL crimes be taken seriously, including anti-social behaviour, vehicle theft etc”

Respondents who were unsure



Respondents who were unsure whether they supported an increase noted that whilst the proposed increases seemed relatively low, these figures didn't take into account the additional increases that people were likely to have to pay towards Council Tax and other services. Some respondents felt that they needed additional information such as "how money had been previously spent" and what "specific services would be improved", in order to make an informed choice. Some respondents also stated that they were "unconvinced the money would be spent wisely". The below feedback illustrates some of these points further:

“An overhaul of current spending with a view to tightening and streamlining budgets needs to take place before more funding is given”

“If this was the only raise on outgoings it would be an easy decision, however this would be a raise onto of a lot more”

“I am happy to support funding for the police but I am unconvinced that the money currently available is spent wisely.”

“Need more detail on the background and why we're in this position.”

Respondents who were unsupportive



Several respondents who were unsupportive of an increase expressed that they were already "struggling financially" and that the "cost of living crisis" and lack of salary increases to match inflation rates placed significant pressure on existing household budgets. Many respondents were reluctant to pay more as they felt money was being "wasted" and "budgets should be managed more effectively" rather than placing the "burden on the public" to pay more. Some respondents also commented on the "value" and "expense" of the Police & Crime Commissioner's role. Many respondents also expressed that they didn't feel they were getting an "adequate service" from the police, and as a result, were reluctant to support any further increases towards police funding. The below feedback illustrates some of these points further:

“With all of the pressures on cost of living, job losses, inflation, and interest rates, increasing any monthly cost can be very detrimental to households - especially those that are working.”

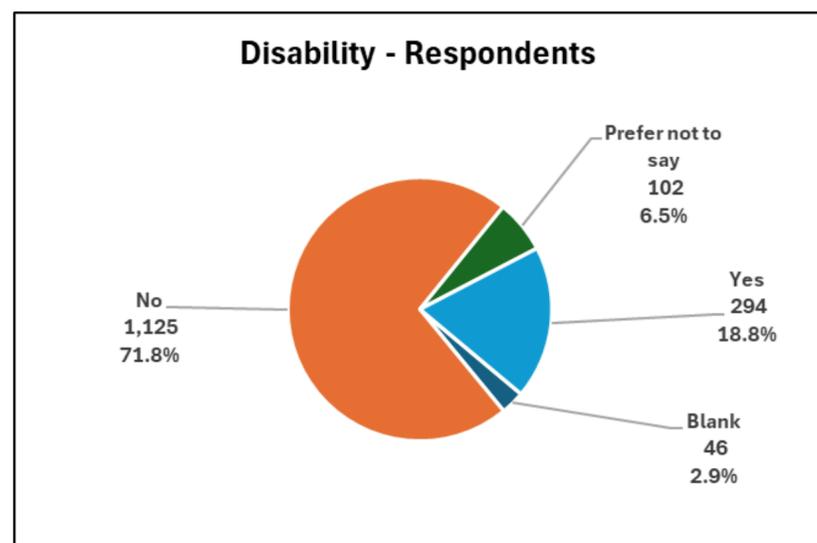
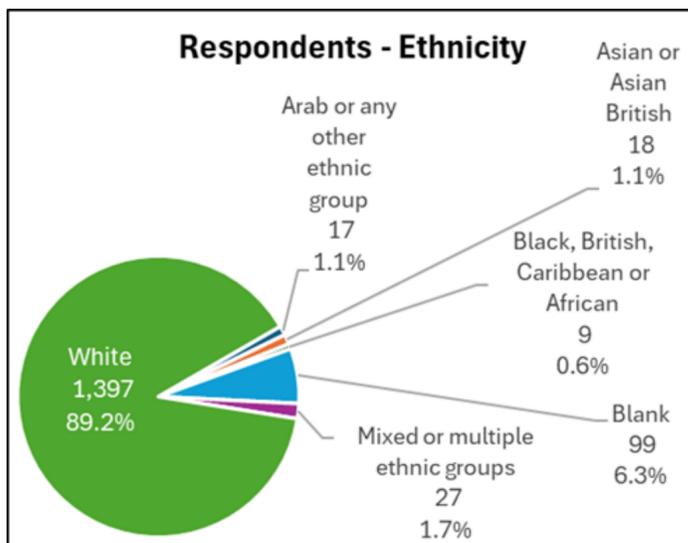
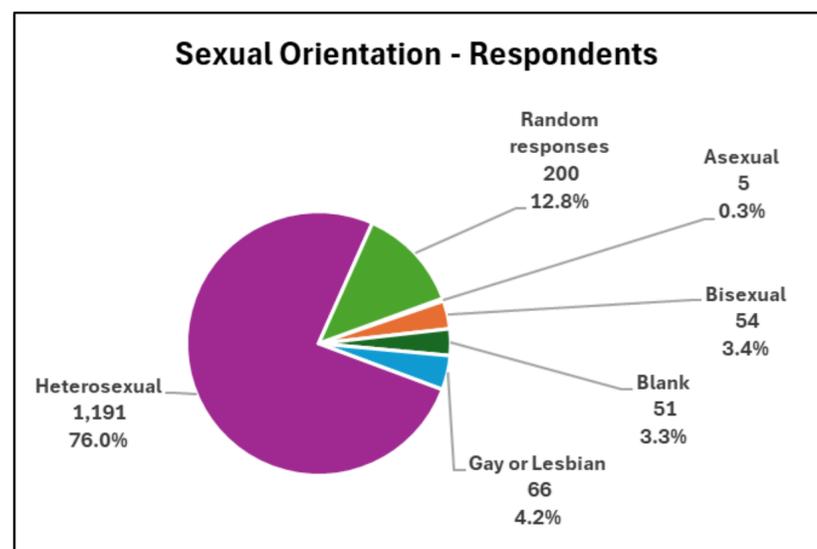
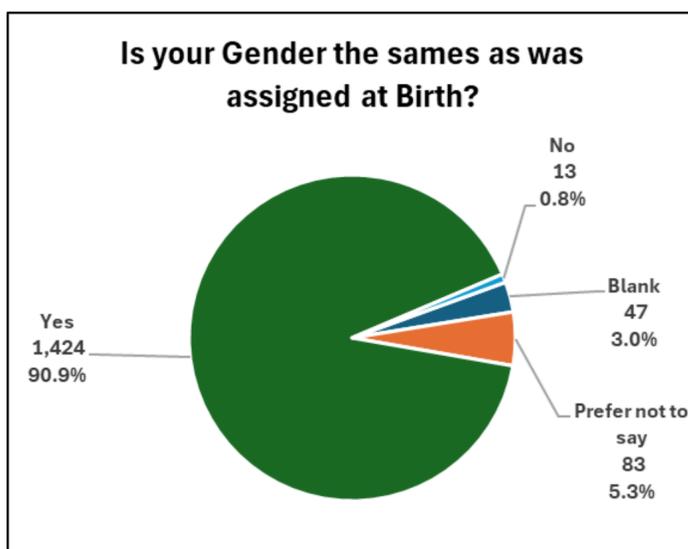
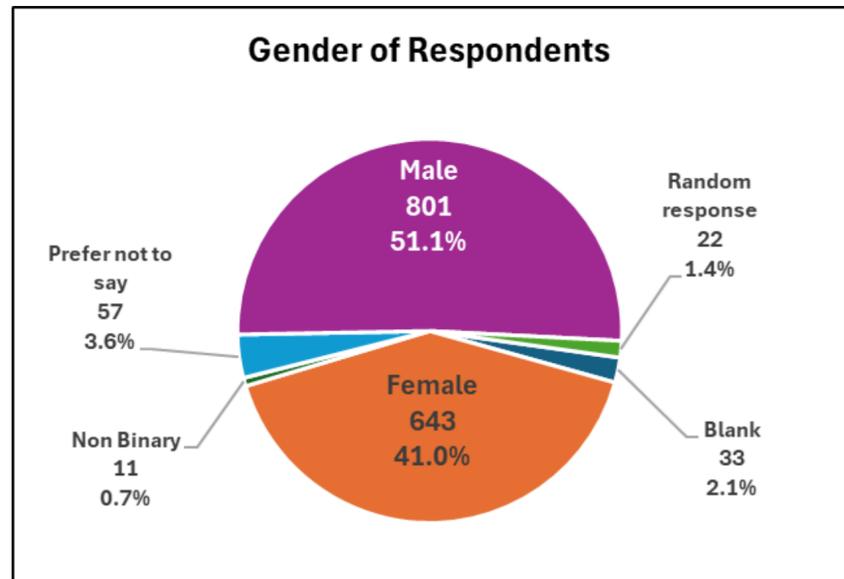
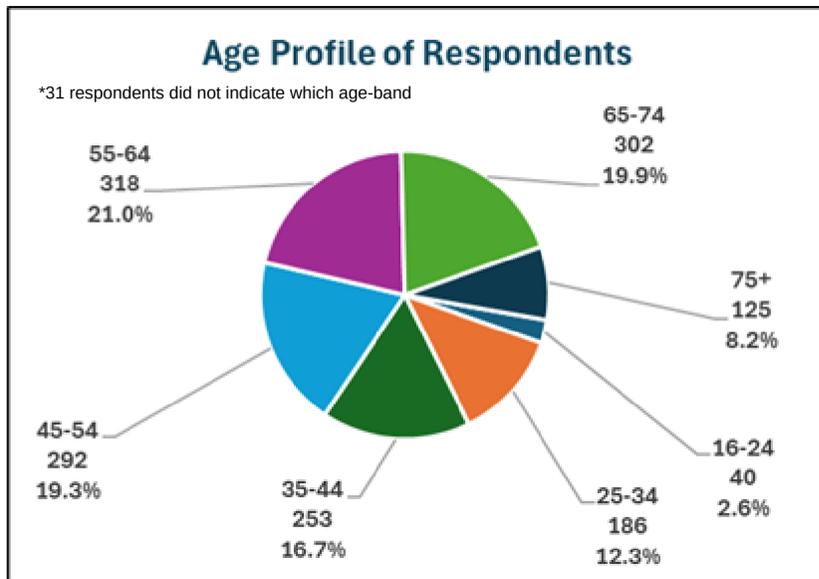
“It is unfair to raise the taxes of the public when there is still a lot of wasted money in the force that could account for a large sum of this.”

“I do not believe police are currently doing a sufficient job to help communities and believe this problem will increase if they get more money”

“I can't help but feel 0.7% of the budget, around £2.7 million to fund the PCC's team is an outrageous amount of money which could be invested elsewhere.”

5. Demographics

Diversity data collection help us to understand the communities we are reaching and the diversity of responses. It was not mandatory for respondents to answer these questions. The demographic breakdown of respondents who shared this information with us is outlined below:



Religion & Belief

