

#YOURVIEWCOUNTS

IN AYRSHIRE



Quarter 4: April 2016 to March 2017

Prepared by Analysis and
Performance Unit *May 2017*

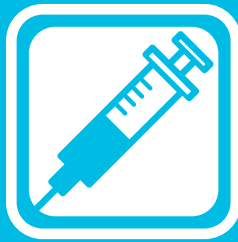
#YOURVIEWCOUNTS

IN AYRSHIRE

Local Key Priorities:



Antisocial Behaviour
/ Disorder



Drug Dealing /
Drug Misuse



Homes being
broken into



Violent Crime



Child Abuse
including Child
Sexual Exploitation

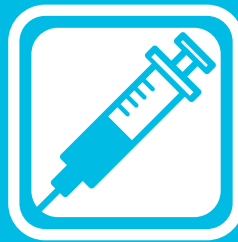
National Key Priorities:



Counter Terrorism
/National Security



Violent Crime



Drug Dealing /
Drug Misuse



Child Abuse
including Child
Sexual Exploitation



Serious Organised
Crime

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**POLICE
SCOTLAND**
Keeping people safe

2016/17 FULL YEAR RESULTS

INTRODUCTION

This is the fourth year in which Police Scotland has had the opportunity to undertake a countrywide public consultation survey. This gives the organisation the ability to seek the views of Scotland's diverse communities and gives local people the chance to influence the setting of both National and Local policing priorities.

The survey results will provide valuable information regarding the public's attitude to crimes and other issues that impact on our communities. Through analysing this information, together with evidence from a number of other important sources, we will formulate future national and local policing plans.

METHODOLOGY

In previous years, the paper surveys were completed across communities by local officers. In a change to this approach, from April 2016, an online survey (with alternative option of a paper survey if required) was created to encourage participants to complete the questions at a time convenient to them. Public awareness and participation in the survey has been encouraged through local engagement, events, media campaigns and online prompts.

ACTIVITY OVER THE LAST 3 MONTHS

The aim of the survey has been to encourage broad participation across our diverse Scottish population. To try and achieve this, we have planned engagement activity each month with different communities throughout the course of the year. From 27th February until the year end, we held back on active marketing of the survey to support the consultation of our long term strategy under 2026.

At the close of the year, from the responses received in U Division, over 1,350 respondents classified themselves as residents, over 40 as a member of a community group and over 140 as public sector employees.

We can now see themes emerging on a geographical and demographic basis in terms of what is important to the different communities across Scotland.

DEVELOPMENTS AND REVISIONS TO THE SURVEY

We are currently taking a break from consultation, re-launching YourViewCounts for Year 2 on 1st July 2017. This down-time will be used to review the remit, question set and variation in survey type. Once underway, we look forward to continuing our work with communities to understand and respond to your needs over the forthcoming year.

RESPONSES

At the close of Year 1, we have received 20,740 completed surveys from across the country with 1,654 surveys completed in U Division. Numbers across all 3 local authority areas in the Division range from 398 completed surveys in South Ayrshire to 698 across East Ayrshire.

The interest in supporting the service by providing your views has undoubtedly exceeded expectations.

GEOGRAPHICAL

Geographical Survey Responses - Force / Division	
Force / Division	Total
Police Scotland	20,740
U Division - Ayrshire	1,654

Geographical Survey Responses - Council Area	
Council Area	Total
East Ayrshire	698
North Ayrshire	558
South Ayrshire	398
U Division - Ayrshire	1,654

Geographical Survey Responses - Multi Member Wards			
Multi Member Ward	Total	Multi Member Ward	Total
Annick	79	Kilbirnie and Beith	56
Ardrossan and Arran	49	Kilmarnock East and Hurlford	80
Ayr East	47	Kilmarnock North	85
Ayr North	56	Kilmarnock South	69
Ayr West	54	Kilmarnock West and Crosshouse	106
Ballochmyle	62	Kilwinning	93
Cumnock and New Cumnock	85	Kyle	50
Dalry and West Kilbride	53	Maybole, North Carrick and Coylton	47
Doon Valley	57	North Coast and Cumbraes	40
Girvan and South Carrick	25	Prestwick	60
Irvine East	101	Saltcoats and Stevenston	92
Irvine Valley	75	Troon	59
Irvine West	74		
U Division - Ayrshire			1,654

LOCAL POLICING PRIORITIES

The top 5 local priorities being selected across the division have remained consistent across the year of surveying. Anti-social behaviour / Disorder is the consistent No 1 priority across the Division.

Following analysis, the top 5 LOCAL priorities within Scotland are identified as follows;

	Top Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	Weighted Average	
						Total	(%)
Anti-social Behaviour / Disorder	382	229	153	123	112	242.9	14.7%
Drug Dealing / Drug Misuse	317	208	182	141	117	224.1	13.6%
Homes being broken into	151	129	150	120	112	138.2	8.4%
Violent Crime	147	96	120	89	87	116.3	7.0%
Child Abuse including Child Sexual Exploitation	130	84	75	73	49	93.7	5.7%

** Please see attached Appendix A for the full results of the LOCAL priorities responses*

NATIONAL POLICING PRIORITIES

The top 5 national priorities have remained consistent across the year of surveying as well. Counter-terrorism / National Security is the consistent No 1 priority across the Division.

Following analysis, the top 5 NATIONAL priorities within Scotland are identified as follows;

	Top Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	Weighted Average	
						Total	(%)
Counter Terrorism / National Security	525	125	98	59	66	240.2	14.5%
Violent Crime	225	222	180	129	105	194.4	11.8%
Drug Dealing / Drug Misuse	181	220	225	159	122	193.3	11.7%
Child Abuse including Child Sexual Exploitation	167	180	158	139	109	161.1	9.7%
Serious Organised Crime	107	185	176	129	106	144.5	8.7%

** Please see attached Appendix B for the full results of the NATIONAL priorities responses*

Weighted Average Calculation
 The following weighted average process was used to calculate the top 5 priorities selected both locally and nationally
 The top priority was given a weight of 5, 2nd priority 4, 3rd priority 3, 4th priority 2 and 5th priority 1
 The number of responses to each priority is then multiplied by the relevant weight and all added together
 The added total is then divided by 15 (this is the sum of the 5 weights added together) to get the weighted average
 The weighted average percentage is calculated based on the total number of responses

POLICING IN YOUR LOCAL AREA

This section aims to capture the views and perceptions of communities across different aspects of policing

What is your perception of crime in your local area over the past year?

	Total	%
Increased a lot	196	11.9%
Increased a little	388	23.5%
Remained the same	722	43.7%
Decreased a little	188	11.4%
Decreased a lot	63	3.8%
No reply	97	5.9%

When you see Police in your area, how does it make you feel?

	Total*	%*
Safe	364	22.0%
Reassured	769	46.5%
Neutral	438	26.5%
Concerned	243	14.7%
Tense	81	4.9%

* - Respondents had the opportunity to provide more than one response to this question, therefore total numbers may exceed the number of people surveyed. Percentages have been calculated against the total number of respondents participating in this survey, therefore these may potentially exceed 100%.

Do you know you have a Local Policing Team for your area?

	Total	%
Yes	755	45.6%
No	899	54.4%

Do you know how to contact the Local Policing Team in your area?

	Total	%
Yes	664	40.1%
No	990	59.9%

Confidence and Satisfaction: These measures will evolve under the remit of the Public Confidence Steering Group and latest figures can be found in our Q4 Summary of Performance report.

[Q4 Summary of Performance Report](#)

COMMUNICATIONS

Obtaining feedback on communication is vital to our transformation of service. Continuously improving our accessibility, be it to report a crime of any other matter, is part of our long term strategy under 2026. How we then respond and update victims and the wider community is equally, if not more impactful on the service and public confidence.

What information do you currently access from us?

	Total*
National Policing Campaigns	200
National Policing Plans	74
Local Community Policing Plans	269
Safety Advice	379
Crime Prevention Advice	285
Crime Statistics	184
Police Recruitment	139
None	963
Other (Please specify)	59

What would you like us to provide information on?

	Total*
National Policing Campaigns	443
National Policing Plans	452
Local Community Policing Plans	1,193
Safety Advice	700
Crime Prevention Advice	725
Crime Statistics	676
Police Recruitment	212
Other (Please specify)	109

How would you prefer to tell us about a crime that has occurred?

	Total*
Email	348
Social media sites	321
Telephone	986
Direct to a Police Officer	767
At a Police Station	573
Police Scotland website	310
Community meetings	148
Other (Please specify)	46

* - Respondents had the opportunity to provide more than one response to all these questions, therefore total numbers may exceed the number of people surveyed.

In any other circumstances how would you like to contact us?	
	Total*
Email	619
Social media sites	426
Telephone	803
Direct to a Police Officer	576
At a Police Station	623
Police Scotland website	365
Community meetings	222
Other (Please specify)	27

How would you prefer us to contact you regarding a reported crime?	
	Total*
Email	568
Social media sites	167
Telephone Call	1,215
Text Message	428
Police Scotland website	129
Community meetings	97
Other (Please specify)	208

In any other circumstances how would you prefer us to contact you?	
	Total*
Email	764
Local media	280
Social media sites	428
Telephone Call	841
Text Message	513
Police Scotland website	282
Community meetings	216
Other (Please specify)	99

* - Respondents had the opportunity to provide more than one response to all these questions, therefore total numbers may exceed the number of people surveyed.

DEMOGRAPHICS

We have received many comments in relation to this section, questioning its validity. As a force, we are keen to capture the reach of this survey across our more diverse communities and this is a means to do so. Within that, we absolutely respect the wishes of those participants who decline to complete this section of the form and would reinforce the anonymity of all respondents.

In what capacity did you complete this survey?

	Total	%
Resident	1,355	81.9%
Local or Nationally Elected Member	15	0.9%
Community Group / Residents Association Member	46	2.8%
Business Owner or Representative	17	1.0%
Voluntary Organisation Representative	29	1.8%
Public Sector Employee	145	8.8%
Other (Please specify)	47	2.8%

Age

	Total	%
Under 16	16	1.0%
16 - 24	200	12.1%
25 - 34	282	17.0%
35 - 44	370	22.4%
45 - 54	388	23.5%
55 - 64	256	15.5%
Over 65	98	5.9%
Choose not to disclose	44	2.7%

Gender

	Total	%
Male	624	37.7%
Female	970	58.6%
Non-binary	1	0.1%
Choose not to disclose	59	3.6%

Are you transgender?

	Total	%
Yes	3	0.2%
No	1,568	94.8%
Choose not to disclose	83	5.0%

NOT PROTECTIVELY MARKED

Sexual Orientation		
	Total	%
Bisexual	39	2.4%
Gay / Lesbian	62	3.7%
Heterosexual	1,356	82.0%
Choose not to disclose	197	11.9%

Do you consider yourself to have a disability?		
	Total	%
Yes	171	10.3%
No	1,371	82.9%
Choose not to disclose	112	6.8%

Ethnic and Cultural Origin		
	Total	%
African, African Scottish, African British	6	0.4%
Any Mixed Ethnic Group	1	0.1%
Arab, Arab Scottish, Arab British	0	0.0%
Bangladeshi, Bangladeshi Scottish, Bangladeshi British	0	0.0%
Black, Black Scottish, Black British	1	0.1%
Caribbean, Caribbean Scottish, Caribbean British	1	0.1%
Chinese, Chinese Scottish, Chinese British	1	0.1%
Indian, Indian Scottish, Indian British	2	0.1%
Other African, Caribbean or Black	0	0.0%
Other Asian	0	0.0%
Other Ethnic Group	1	0.1%
Other White Ethnic Group	7	0.4%
Pakistani, Pakistani Scottish, Pakistani British	0	0.0%
White British	345	20.9%
White English	45	2.7%
White Gypsy / Traveller	0	0.0%
White Irish	6	0.4%
White Northern Irish	4	0.2%
White Polish	7	0.4%
White Scottish	1,134	68.6%
White Welsh	7	0.4%
Choose not to Disclose	86	5.2%

NOT PROTECTIVELY MARKED

What religion do you identify with?		
	Total	%
Buddhist	5	0.3%
Church of Scotland	511	30.9%
Hindu	1	0.1%
Jewish	1	0.1%
Muslim	5	0.3%
None	690	41.7%
Other (please specify)	39	2.4%
Other Christian	82	5.0%
Pagan	10	0.6%
Roman Catholic	150	9.1%
Sikh	1	0.1%
Choose not to disclose	159	9.6%

FEEDBACK

How would you describe this survey to complete?		
	Total	%
Very Difficult	13	0.8%
Difficult	58	3.5%
Easy	997	60.3%
Very Easy	581	35.1%
Did not answer question	5	0.3%

How would you describe the time required to complete the survey?		
	Total	%
Too Long	65	3.9%
About Right	1,541	93.2%
Too Short	36	2.2%
Did not answer question	12	0.7%

NOT PROTECTIVELY MARKED

APPENDIX A - LOCAL POLICING PRIORITIES

Please rank your top five LOCAL priorities from the list below							
	Top Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	Weighted Average	
						Total	(%)
Anti-social Behaviour / Disorder	382	229	153	123	112	242.9	14.7%
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Homes being broken into	151	129	150	120	112	138.2	8.4%
Violent Crime	147	96	120	89	87	116.3	7.0%
Child Abuse including Child Sexual Exploitation	130	84	75	73	49	93.7	5.7%
Rowdy Drunken Behaviour	41	108	101	82	74	78.5	4.7%
Littering / Fly Tipping	34	91	89	85	115	72.4	4.4%
Speeding	69	61	63	67	70	65.5	4.0%
Domestic Abuse	36	90	62	62	54	60.3	3.6%
Road Safety / Road Crime	37	54	63	76	80	54.8	3.3%
Theft of Property e.g. Bicycles (including Quad Bikes), Tools, Machinery or Livestock	22	59	71	91	61	53.5	3.2%
Vandalism / Graffiti	19	54	71	93	85	53.0	3.2%
Dangerous and / or Anti-social Driving (including Quad Bikes & Off Road Vehicles)	28	49	47	69	77	46.1	2.8%
Street Robbery / Mugging	23	54	51	54	66	43.9	2.7%
Sexual Crime	25	50	46	42	53	40.0	2.4%
Counter Terrorism / National Security	59	27	28	34	41	39.7	2.4%
Cars (or Other Vehicles) being stolen or broken into	10	52	62	49	48	39.3	2.4%
Bogus Workers / Callers	17	32	51	68	72	38.3	2.3%
Serious Organised Crime	27	37	38	37	46	34.5	2.1%
Protecting Adults at Risk of Harm	24	26	41	45	41	31.9	1.9%
Cybercrime / E Crime (i.e. Computer Safety or Online Safety)	17	17	29	53	37	25.5	1.5%
None of the Above	16	14	25	40	60	23.4	1.4%
Hate Crime	11	19	21	44	44	21.7	1.3%
Wildlife Crime	12	14	15	17	53	16.5	1.0%
						1,654	100.0%

Weighted Average Calculation

The following weighted average process was used to calculate the top 5 priorities selected both locally and nationally
The top priority was given a weight of 5, 2nd priority 4, 3rd priority 3, 4th priority 2 and 5th priority 1
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The weighted average percentage is calculated based on the total number of responses

APPENDIX B - NATIONAL POLICING PRIORITIES

Please rank your top five NATIONAL priorities from the list below							
	Top Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	Weighted Average	
						Total	(%)
Counter Terrorism / National Security	525	125	98	59	66	240.2	14.5%
Violent Crime	225	222	180	129	105	194.4	11.8%
Drug Dealing / Drug Misuse	181	220	225	159	122	193.3	11.7%
Child Abuse including Child Sexual Exploitation	167	180	158	139	109	161.1	9.7%
Serious Organised Crime	107	185	176	129	106	144.5	8.7%
Anti-social Behaviour / Disorder	137	116	97	87	120	115.6	7.0%
Sexual Crime	44	76	95	116	123	77.6	4.7%
Domestic Abuse	50	92	81	83	82	73.9	4.5%
Homes being broken into	33	63	74	88	84	59.9	3.6%
Cybercrime / E Crime (i.e. Computer Safety or Online Safety)	22	50	65	110	93	54.5	3.3%
Hate Crime	16	40	56	66	89	41.9	2.5%
Street Robbery / Mugging	17	54	42	56	60	39.9	2.4%
Rowdy Drunken Behaviour	13	50	47	53	44	37.1	2.2%
Road Safety / Road Crime	17	24	31	77	87	34.3	2.1%
Protecting Adults at Risk of Harm	15	25	33	49	64	29.1	1.8%
None of the Above	26	28	28	33	42	28.9	1.8%
Dangerous and / or Anti-social Driving (including Quad Bikes & Off Road Vehicles)	12	10	33	33	40	20.3	1.2%
Littering / Fly Tipping	12	14	25	24	36	18.3	1.1%
Bogus Workers / Callers	5	13	27	26	36	16.4	1.0%
Theft of Property e.g. Bicycles (including Quad Bikes), Tools, Machinery or Livestock	4	13	21	37	35	16.3	1.0%
Vandalism / Graffiti	5	16	19	36	23	16.1	1.0%
Cars (or Other Vehicles) being stolen or broken into	3	13	23	27	19	13.9	0.8%
Speeding	7	11	14	21	32	13.0	0.8%
Wildlife Crime	10	13	5	16	36	12.3	0.7%
						1,653	100.0%

Weighted Average Calculation

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