

# #YOURVIEWCOUNTS

IN FIFE



**Quarter 4:** April 2016 to March 2017

Prepared by Analysis and  
Performance Unit *May 2017*

# #YOURVIEWCOUNTS

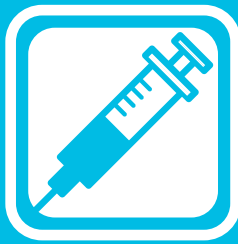
IN FIFE

## Local Key Priorities:

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Antisocial Behaviour / Disorder



Drug Dealing / Drug Misuse



Homes being broken into



Violent Crime



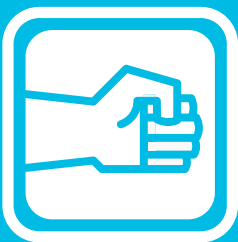
Child Abuse including Child Sexual Exploitation

## National Key Priorities:

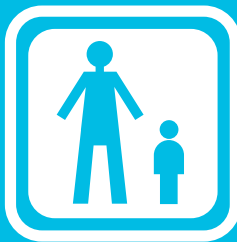
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Counter Terrorism / National Security



Violent Crime



Child Abuse including Child Sexual Exploitation



Drug Dealing / Drug Misuse



Serious Organised Crime

 @PoliceScotland

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 scotland.police.uk



**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 P Division, over 1,600 respondents classified themselves as residents, over 65 as a member of a community group and over 90 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 1,888 surveys completed in P Division (Fife).

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

**GEOGRAPHICAL**

<b>Geographical Survey Responses - Force / Division</b>	
<b>Force / Division</b>	<b>Total</b>
Police Scotland	20,740
<b>P Division - Fife</b>	<b>1,888</b>

<b>Geographical Survey Responses - Council Area</b>	
<b>Council Area</b>	<b>Total</b>
Fife	1,888
<b>P Division - Fife</b>	<b>1,888</b>

<b>Geographical Survey Responses - Multi Member Wards</b>			
<b>Multi Member Ward</b>	<b>Total</b>	<b>Multi Member Ward</b>	<b>Total</b>
Buckhaven, Methil and Wemyss Villages	81	Inverkeithing and Dalgety Bay	123
Burntisland, Kinghorn and Western Kirkcaldy	91	Kirkcaldy Central	85
Cowdenbeath	59	Kirkcaldy East	79
Cupar	54	Kirkcaldy North	79
Dunfermline Central	125	Leven, Kennoway and Largo	83
Dunfermline North	67	Lochgelly and Cardenden	49
Dunfermline South	151	Rosyth	99
East Neuk and Landward	85	St Andrews	30
Glenrothes Central and Thornton	51	Tay Bridgehead	68
Glenrothes North, Leslie and Markinch	82	The Lochs	66
Glenrothes West and Kinglassie	98	West Fife and Coastal Villages	124
Howe of Fife and Tay Coast	59		
<b>P Division - Fife</b>			<b>1,888</b>

**LOCAL POLICING PRIORITIES**

The top 5 local priorities being selected across the division have remained relatively 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	464	242	161	120	111	274.8	14.6%
Drug Dealing / Drug Misuse	188	182	155	163	125	172.3	9.1%
Homes being broken into	154	115	139	148	103	136.4	7.2%
Violent Crime	189	119	110	90	86	134.5	7.1%
Child Abuse including Child Sexual Exploitation	185	104	77	64	61	117.4	6.2%

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

**NATIONAL POLICING PRIORITIES**

The top 5 national priorities have remained relatively 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	495	164	122	88	79	250.1	13.5%
Violent Crime	280	245	212	147	116	228.4	12.3%
Child Abuse including Child Sexual Exploitation	255	170	186	175	113	198.4	10.7%
Drug Dealing / Drug Misuse	160	222	229	177	128	190.5	10.3%
Serious Organised Crime	122	217	165	143	120	158.6	8.6%

*\* 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?**

	<b>Total</b>	<b>%</b>
Increased a lot	196	10.4%
Increased a little	428	22.7%
Remained the same	856	45.4%
Decreased a little	191	10.1%
Decreased a lot	64	3.4%
No reply	152	8.1%

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

	<b>Total*</b>	<b>% *</b>
Safe	332	17.6%
Reassured	839	44.4%
Neutral	537	28.4%
Concerned	341	18.1%
Tense	73	3.9%

\* - 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?**

	<b>Total</b>	<b>%</b>
Yes	909	48.1%
No	979	51.9%

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

	<b>Total</b>	<b>%</b>
Yes	702	37.2%
No	1,186	62.8%

**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?**

	<b>Total*</b>
National Policing Campaigns	166
National Policing Plans	83
Local Community Policing Plans	303
Safety Advice	357
Crime Prevention Advice	290
Crime Statistics	173
Police Recruitment	86
None	1,171
Other (Please specify)	80

**What would you like us to provide information on?**

	<b>Total*</b>
National Policing Campaigns	429
National Policing Plans	495
Local Community Policing Plans	1,363
Safety Advice	805
Crime Prevention Advice	833
Crime Statistics	749
Police Recruitment	220
Other (Please specify)	140

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

	<b>Total*</b>
Email	473
Social media sites	347
Telephone	1,100
Direct to a Police Officer	883
At a Police Station	622
Police Scotland website	345
Community meetings	191
Other (Please specify)	72

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

**NOT PROTECTIVELY MARKED**

<b>In any other circumstances how would you like to contact us?</b>	
	<b>Total*</b>
Email	814
Social media sites	407
Telephone	904
Direct to a Police Officer	623
At a Police Station	637
Police Scotland website	441
Community meetings	279
Other (Please specify)	54

<b>How would you prefer us to contact you regarding a reported crime?</b>	
	<b>Total*</b>
Email	717
Social media sites	181
Telephone Call	1,330
Text Message	457
Police Scotland website	155
Community meetings	138
Other (Please specify)	225

<b>In any other circumstances how would you prefer us to contact you?</b>	
	<b>Total*</b>
Email	988
Local media	319
Social media sites	417
Telephone Call	852
Text Message	521
Police Scotland website	306
Community meetings	259
Other (Please specify)	117

\* - 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?**

	<b>Total</b>	<b>%</b>
Resident	1,606	85.1%
Local or Nationally Elected Member	19	1.0%
Community Group / Residents Association Member	67	3.5%
Business Owner or Representative	25	1.3%
Voluntary Organisation Representative	27	1.4%
Public Sector Employee	94	5.0%
Other (Please specify)	50	2.6%

**Age**

	<b>Total</b>	<b>%</b>
Under 16	34	1.8%
16 - 24	154	8.2%
25 - 34	265	14.0%
35 - 44	466	24.7%
45 - 54	504	26.7%
55 - 64	267	14.1%
Over 65	167	8.8%
Choose not to disclose	31	1.6%

**Gender**

	<b>Total</b>	<b>%</b>
Male	659	34.9%
Female	1,179	62.4%
Non-binary	0	0.0%
Choose not to disclose	50	2.6%

**Are you transgender?**

	<b>Total</b>	<b>%</b>
Yes	6	0.3%
No	1,796	95.1%
Choose not to disclose	86	4.6%

**NOT PROTECTIVELY MARKED**

<b>Sexual Orientation</b>		
	<b>Total</b>	<b>%</b>
Bisexual	51	2.7%
Gay / Lesbian	32	1.7%
Heterosexual	1,572	83.3%
Choose not to disclose	233	12.3%

<b>Do you consider yourself to have a disability?</b>		
	<b>Total</b>	<b>%</b>
Yes	208	11.0%
No	1,583	83.8%
Choose not to disclose	97	5.1%

<b>Ethnic and Cultural Origin</b>		
	<b>Total</b>	<b>%</b>
African, African Scottish, African British	2	0.1%
Any Mixed Ethnic Group	6	0.3%
Arab, Arab Scottish, Arab British	1	0.1%
Bangladeshi, Bangladeshi Scottish, Bangladeshi British	0	0.0%
Black, Black Scottish, Black British	0	0.0%
Caribbean, Caribbean Scottish, Caribbean British	1	0.1%
Chinese, Chinese Scottish, Chinese British	10	0.5%
Indian, Indian Scottish, Indian British	3	0.2%
Other African, Caribbean or Black	0	0.0%
Other Asian	0	0.0%
Other Ethnic Group	7	0.4%
Other White Ethnic Group	30	1.6%
Pakistani, Pakistani Scottish, Pakistani British	2	0.1%
White British	417	22.1%
White English	39	2.1%
White Gypsy / Traveller	5	0.3%
White Irish	15	0.8%
White Northern Irish	9	0.5%
White Polish	16	0.8%
White Scottish	1,234	65.4%
White Welsh	9	0.5%
Choose not to Disclose	82	4.3%

**NOT PROTECTIVELY MARKED**

<b>What religion do you identify with?</b>		
	<b>Total</b>	<b>%</b>
Buddhist	11	0.6%
Church of Scotland	464	24.6%
Hindu	1	0.1%
Jewish	2	0.1%
Muslim	3	0.2%
None	936	49.6%
Other (please specify)	45	2.4%
Other Christian	114	6.0%
Pagan	17	0.9%
Roman Catholic	121	6.4%
Sikh	2	0.1%
Choose not to disclose	172	9.1%

**FEEDBACK**

<b>How would you describe this survey to complete?</b>		
	<b>Total</b>	<b>%</b>
Very Difficult	13	0.7%
Difficult	99	5.2%
Easy	1,128	59.7%
Very Easy	638	33.8%
Did not answer question	10	0.5%

<b>How would you describe the time required to complete the survey?</b>		
	<b>Total</b>	<b>%</b>
Too Long	65	3.4%
About Right	1,771	93.8%
Too Short	42	2.2%
Did not answer question	10	0.5%

**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	464	242	161	120	111	274.8	14.6%
Drug Dealing / Drug Misuse	188	182	155	163	125	172.3	9.1%
Homes being broken into	154	115	139	148	103	136.4	7.2%
Violent Crime	189	119	110	90	86	134.5	7.1%
Child Abuse including Child Sexual Exploitation	185	104	77	64	61	117.4	6.2%
Speeding	131	102	88	87	90	106.1	5.6%
Road Safety / Road Crime	76	101	83	100	104	89.1	4.7%
Dangerous and / or Anti-social Driving (including Quad Bikes & Off Road Vehicles)	79	76	100	96	90	85.4	4.5%
Rowdy Drunken Behaviour	28	116	106	86	72	77.7	4.1%
Littering / Fly Tipping	26	84	91	77	129	68.1	3.6%
Domestic Abuse	39	89	74	74	58	65.3	3.5%
Theft of Property e.g. Bicycles (including Quad Bikes), Tools, Machinery or Livestock	32	65	92	98	81	64.9	3.4%
None of the Above	52	45	64	87	115	61.4	3.3%
Vandalism / Graffiti	26	59	72	95	86	57.2	3.0%
Sexual Crime	38	64	64	61	39	53.3	2.8%
Cars (or Other Vehicles) being stolen or broken into	15	51	83	67	70	48.8	2.6%
Counter Terrorism / National Security	61	35	32	35	47	43.9	2.3%
Bogus Workers / Callers	16	43	60	68	74	42.8	2.3%
Street Robbery / Mugging	14	47	63	52	67	41.2	2.2%
Cybercrime / E Crime (i.e. Computer Safety or Online Safety)	14	34	50	56	69	35.8	1.9%
Serious Organised Crime	26	40	34	40	58	35.3	1.9%
Hate Crime	17	34	36	48	44	31.3	1.7%
Protecting Adults at Risk of Harm	12	33	36	50	52	30.1	1.6%
Wildlife Crime	6	8	18	26	57	15.0	0.8%
						<b>1,888</b>	<b>100.0%</b>

**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

**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	495	164	122	88	79	250.1	13.5%
Violent Crime	280	245	212	147	116	228.4	12.3%
Child Abuse including Child Sexual Exploitation	255	170	186	175	113	198.4	10.7%
Drug Dealing / Drug Misuse	160	222	229	177	128	190.5	10.3%
Serious Organised Crime	122	217	165	143	120	158.6	8.6%
Anti-social Behaviour / Disorder	162	115	100	119	117	128.3	6.9%
Sexual Crime	43	120	109	126	124	93.2	5.0%
Domestic Abuse	44	101	88	68	75	73.3	4.0%
Cybercrime / E Crime (i.e. Computer Safety or Online Safety)	37	64	88	118	150	72.7	3.9%
Homes being broken into	32	66	77	98	76	61.8	3.3%
Hate Crime	35	42	58	87	93	52.3	2.8%
None of the Above	51	48	49	54	63	51.0	2.8%
Street Robbery / Mugging	20	51	60	74	56	45.9	2.5%
Road Safety / Road Crime	26	33	44	71	95	42.1	2.3%
Rowdy Drunken Behaviour	10	55	49	35	59	36.4	2.0%
Dangerous and / or Anti-social Driving (including Quad Bikes & Off Road Vehicles)	24	22	35	32	61	29.2	1.6%
Protecting Adults at Risk of Harm	7	28	34	40	66	26.3	1.4%
Speeding	15	23	21	34	55	23.5	1.3%
Cars (or Other Vehicles) being stolen or broken into	9	14	36	32	30	20.2	1.1%
Theft of Property e.g. Bicycles (including Quad Bikes), Tools, Machinery or Livestock	7	15	23	44	37	19.3	1.0%
Vandalism / Graffiti	9	14	22	18	29	15.5	0.8%
Bogus Workers / Callers	0	7	19	37	43	13.5	0.7%
Littering / Fly Tipping	5	14	15	18	30	12.8	0.7%
Wildlife Crime	6	4	13	19	39	10.8	0.6%
						<b>1,854</b>	<b>100.0%</b>

**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*