

#YOURVIEWCOUNTS

IN HIGHLANDS AND ISLANDS



Quarter 4: April 2016 to March 2017

Prepared by Analysis and
Performance Unit *May 2017*

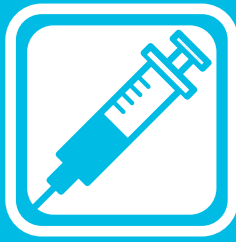
#YOURVIEWCOUNTS

IN HIGHLANDS AND ISLANDS

Local Key Priorities:



Antisocial Behaviour
/ Disorder



Drug Dealing /
Drug Misuse



Road Safety /
Road Crime



Speeding



Violent Crime

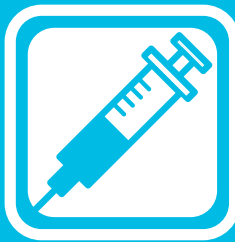
National Key Priorities:



Counter Terrorism
/National Security



Violent Crime



Drug Dealing /
Drug Misuse



Serious Organised
Crime



Child Abuse
including Child
Sexual Exploitation

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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 N Division, over 900 respondents classified themselves as residents, over 10 as a member of a community group and just under 40 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 1,032 surveys completed in N Division. Numbers across all 4 local authority areas in the Division range from 46 in Na h-Eileanan an Iar to 748 across Highland.

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
N Division - Highland and Islands	1,032

Geographical Survey Responses - Council Area

Council Area	Total	Council Area	Total
Highland	748	Orkney Islands	175
Na h-Eileanan an Iar	46	Shetland Islands	63
N Division - Highland and Islands			1,032

Geographical Survey Responses - Multi Member Wards

Multi Member Ward	Total	Multi Member Ward	Total
Aird and Loch Ness	32	Lerwick North	8
An Taobh Siar agus Nis	4	Lerwick South	7
Badenoch and Strathspey	30	Loch a Tuath	6
Barraigh Bhatarsaigh Eirisgeigh Uibhist Deas	2	Na Hearadh agus Ceann a Deas nan Loch	6
Beinn na Foghla agus Uibhist a Tuath	4	Nairn	32
Black Isle	31	North Isles (Orkney)	12
Caol and Mallaig	23	North Isles (Shetland)	3
Cromarty Firth	30	North, West and Central Sutherland	16
Culloden and Ardersier	35	Sgir' Uige agus Ceann a Tuath nan Loch	6
Dingwall and Seaforth	35	Sgire an Rubha	4
East Mainland, South Ronaldsay and Burray	32	Shetland Central	7
East Sutherland and Edderton	24	Shetland North	3
Eilean a Cheo	67	Shetland South	9
Ft William and Ardnamurchan	36	Shetland West	26
Inverness Central	39	Steornabhagh a Deas	7
Inverness Millburn	32	Steornabhagh a Tuath	7
Inverness Ness-Side	49	Stromness and South Isles	20
Inverness South	51	Tain and Easter Ross	32
Inverness West	29	Thurso	28
Kirkwall East	30	West Mainland	32
Kirkwall West and Orphir	49	Wester Ross, Strathpeffer and Lochalsh	40
Landward Caithness	33	Wick	24
N Division - Highland and Islands			1,032

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 (Q2, Q3 and Q4) and Drug Dealing / Drug Misuse (Q1) have both, at one stage in this period, been rated the 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	161	140	78	62	88	120.7	11.7%
Drug Dealing / Drug Misuse	166	116	92	75	65	119.0	11.5%
Road Safety / Road Crime	89	67	65	52	49	70.7	6.9%
Speeding	70	74	59	48	38	63.8	6.2%
Violent Crime	81	55	41	48	46	59.3	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	322	74	43	58	47	146.5	14.2%
Violent Crime	148	149	107	73	67	124.7	12.1%
Drug Dealing / Drug Misuse	118	124	139	105	75	119.2	11.6%
Serious Organised Crime	81	129	102	68	58	94.7	9.2%
Child Abuse including Child Sexual Exploitation	88	92	92	96	74	90.0	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	90	8.7%
Increased a little	260	25.2%
Remained the same	517	50.1%
Decreased a little	75	7.3%
Decreased a lot	26	2.5%
No reply	64	6.2%

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

	Total*	%*
Safe	172	16.7%
Reassured	471	45.6%
Neutral	314	30.4%
Concerned	143	13.9%
Tense	82	7.9%

* - 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	464	45.0%
No	568	55.0%

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

	Total	%
Yes	423	41.0%
No	609	59.0%

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	123
National Policing Plans	47
Local Community Policing Plans	156
Safety Advice	202
Crime Prevention Advice	134
Crime Statistics	102
Police Recruitment	71
None	637
Other (Please specify)	67

What would you like us to provide information on?

	Total*
National Policing Campaigns	234
National Policing Plans	254
Local Community Policing Plans	742
Safety Advice	420
Crime Prevention Advice	397
Crime Statistics	406
Police Recruitment	118
Other (Please specify)	103

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

	Total*
Email	176
Social media sites	171
Telephone	626
Direct to a Police Officer	541
At a Police Station	468
Police Scotland website	138
Community meetings	73
Other (Please specify)	47

* - 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

In any other circumstances how would you like to contact us?	
	Total*
Email	359
Social media sites	239
Telephone	540
Direct to a Police Officer	405
At a Police Station	461
Police Scotland website	199
Community meetings	109
Other (Please specify)	29

How would you prefer us to contact you regarding a reported crime?	
	Total*
Email	342
Social media sites	96
Telephone Call	798
Text Message	217
Police Scotland website	73
Community meetings	63
Other (Please specify)	165

In any other circumstances how would you prefer us to contact you?	
	Total*
Email	477
Local media	196
Social media sites	263
Telephone Call	533
Text Message	221
Police Scotland website	146
Community meetings	130
Other (Please specify)	83

* - 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	912	88.4%
Local or Nationally Elected Member	9	0.9%
Community Group / Residents Association Member	11	1.1%
Business Owner or Representative	18	1.7%
Voluntary Organisation Representative	14	1.4%
Public Sector Employee	39	3.8%
Other (Please specify)	29	2.8%

Age

	Total	%
Under 16	35	3.4%
16 - 24	105	10.2%
25 - 34	143	13.9%
35 - 44	184	17.8%
45 - 54	238	23.1%
55 - 64	184	17.8%
Over 65	108	10.5%
Choose not to disclose	35	3.4%

Gender

	Total	%
Male	429	41.6%
Female	547	53.0%
Non-binary	0	0.0%
Choose not to disclose	56	5.4%

Are you transgender?

	Total	%
Yes	3	0.3%
No	961	93.1%
Choose not to disclose	68	6.6%

NOT PROTECTIVELY MARKED

Sexual Orientation		
	Total	%
Bisexual	28	2.7%
Gay / Lesbian	24	2.3%
Heterosexual	835	80.9%
Choose not to disclose	145	14.1%

Do you consider yourself to have a disability?		
	Total	%
Yes	95	9.2%
No	856	82.9%
Choose not to disclose	81	7.8%

Ethnic and Cultural Origin		
	Total	%
African, African Scottish, African British	1	0.1%
Any Mixed Ethnic Group	3	0.3%
Arab, Arab Scottish, Arab British	0	0.0%
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	0	0.0%
Indian, Indian Scottish, Indian British	1	0.1%
Other African, Caribbean or Black	0	0.0%
Other Asian	0	0.0%
Other Ethnic Group	7	0.7%
Other White Ethnic Group	8	0.8%
Pakistani, Pakistani Scottish, Pakistani British	1	0.1%
White British	258	25.0%
White English	53	5.1%
White Gypsy / Traveller	0	0.0%
White Irish	3	0.3%
White Northern Irish	3	0.3%
White Polish	3	0.3%
White Scottish	625	60.6%
White Welsh	6	0.6%
Choose not to Disclose	59	5.7%

NOT PROTECTIVELY MARKED

NOT PROTECTIVELY MARKED

What religion do you identify with?		
	Total	%
Buddhist	5	0.5%
Church of Scotland	278	26.9%
Hindu	1	0.1%
Jewish	1	0.1%
Muslim	3	0.3%
None	462	44.8%
Other (please specify)	25	2.4%
Other Christian	91	8.8%
Pagan	9	0.9%
Roman Catholic	46	4.5%
Sikh	1	0.1%
Choose not to disclose	110	10.7%

FEEDBACK

How would you describe this survey to complete?		
	Total	%
Very Difficult	11	1.1%
Difficult	65	6.3%
Easy	652	63.2%
Very Easy	299	29.0%
Did not answer question	5	0.5%

How would you describe the time required to complete the survey?		
	Total	%
Too Long	46	4.5%
About Right	954	92.4%
Too Short	25	2.4%
Did not answer question	7	0.7%

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	161	140	78	62	88	120.7	11.7%
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Road Safety / Road Crime	89	67	65	52	49	70.7	6.9%
Speeding	70	74	59	48	38	63.8	6.2%
Violent Crime	81	55	41	48	46	59.3	5.7%
Domestic Abuse	41	75	70	68	35	59.1	5.7%
Child Abuse including Child Sexual Exploitation	67	54	56	45	40	56.6	5.5%
Theft of Property e.g. Bicycles (including Quad Bikes), Tools, Machinery or Livestock	41	46	56	67	68	50.6	4.9%
Dangerous and / or Anti-social Driving (including Quad Bikes & Off Road Vehicles)	42	57	51	39	45	47.6	4.6%
Rowdy Drunken Behaviour	28	50	54	49	40	42.7	4.1%
Homes being broken into	39	37	55	36	46	41.7	4.0%
Littering / Fly Tipping	19	34	48	62	62	37.4	3.6%
None of the Above	24	21	33	48	66	31.0	3.0%
Bogus Workers / Callers	14	24	33	45	52	27.1	2.6%
Vandalism / Graffiti	14	22	38	43	48	27.1	2.6%
Wildlife Crime	20	21	22	35	54	24.9	2.4%
Sexual Crime	15	22	35	39	23	24.6	2.4%
Cybercrime / E Crime (i.e. Computer Safety or Online Safety)	15	22	34	31	38	24.3	2.4%
Protecting Adults at Risk of Harm	17	16	24	45	39	23.3	2.3%
Counter Terrorism / National Security	33	17	12	19	18	21.7	2.1%
Serious Organised Crime	11	17	17	17	21	15.3	1.5%
Hate Crime	15	10	19	16	23	15.1	1.5%
Cars (or Other Vehicles) being stolen or broken into	6	12	26	24	16	14.7	1.4%
Street Robbery / Mugging	4	23	14	19	12	13.6	1.3%
						1,032	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
 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	322	74	43	58	47	146.5	14.2%
Violent Crime	148	149	107	73	67	124.7	12.1%
Drug Dealing / Drug Misuse	118	124	139	105	75	119.2	11.6%
Serious Organised Crime	81	129	102	68	58	94.7	9.2%
Child Abuse including Child Sexual Exploitation	88	92	92	96	74	90.0	8.7%
Anti-social Behaviour / Disorder	67	63	59	58	56	62.4	6.1%
Domestic Abuse	33	72	69	58	55	55.4	5.4%
Sexual Crime	19	54	57	63	69	45.1	4.4%
Homes being broken into	17	29	56	52	56	35.3	3.4%
Cybercrime / E Crime (i.e. Computer Safety or Online Safety)	15	29	44	65	65	34.5	3.4%
Hate Crime	28	28	30	50	48	32.7	3.2%
Road Safety / Road Crime	18	17	19	48	60	24.7	2.4%
Street Robbery / Mugging	7	30	32	31	38	23.4	2.3%
Theft of Property e.g. Bicycles (including Quad Bikes), Tools, Machinery or Livestock	6	24	26	38	37	21.1	2.1%
Rowdy Drunken Behaviour	8	24	31	13	22	18.5	1.8%
Protecting Adults at Risk of Harm	7	16	19	32	31	16.7	1.6%
Speeding	12	15	13	16	16	13.8	1.3%
None of the Above	12	10	9	13	21	11.6	1.1%
Bogus Workers / Callers	2	7	20	24	27	11.5	1.1%
Wildlife Crime	11	6	6	19	35	11.3	1.1%
Dangerous and / or Anti-social Driving (including Quad Bikes & Off Road Vehicles)	4	7	17	15	31	10.7	1.0%
Cars (or Other Vehicles) being stolen or broken into	3	11	15	13	15	9.7	0.9%
Littering / Fly Tipping	2	15	11	9	11	8.8	0.9%
Vandalism / Graffiti	1	4	13	12	15	6.6	0.6%
						1,029	100.0%

Weighted Average Calculation

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