

YOUR VIEW COUNTS

In Ayrshire



August 2017 - March 2018

Prepared by Analysis and
Performance Unit April 2018

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SCOTLAND**
Keeping people safe
POILEAS ALBA

YOUR VIEW COUNTS

In Ayrshire

Local Highlighted Priorities:

- 

Antisocial Behaviour
- 

Drug Dealing
- 

Road Safety
- 

Homes being broken into
- 

Violent Crime

National Highlighted Priorities:

- 

Counter Terrorism /National Security
- 

Drug Dealing
- 

Violent Crime
- 

Serious Organised Crime
- 

Child Protection

2017/18 RESULTS

INTRODUCTION

Police Scotland recognises the importance of understanding the views and priorities of Scotland's diverse communities. The completion of Your View Counts survey provides local communities with the ability to influence the setting of both National and Local policing priorities, these are then reflected into operational decisions that play an integral part in the priorities of Police Scotland. Through analysing the data from the survey alongside evidence from other important sources, Police Scotland are in a stronger position to create National and Local Policing Plans that deliver upon the expectations of our local communities. These local issues will be further held to account via Local Scrutiny Panels across Scotland.

METHODOLOGY

A change in approach from paper to online surveys was adopted in April 2016 and continues into this new survey period. The survey online allows participants to complete the questions at a time and location convenient to them which takes cognisance of peoples busy lifestyles and better use of IT readily available. Public awareness and participation in the survey has been encouraged through local engagement, events, media and online campaigns, paper surveys will continue to be available for anyone who prefers to use this method. The information provided via the surveys allow for geographical and national data to be extracted, this in turn is used to influence Police Scotland policing priorities.

ACTIVITY OVER THE LAST 3 MONTHS

The results from each survey are analysed and shared with Senior Officers and Staff across Police Scotland, this information allows us to recognise and address emerging trends or concerns expressed from the public at the earliest stage.

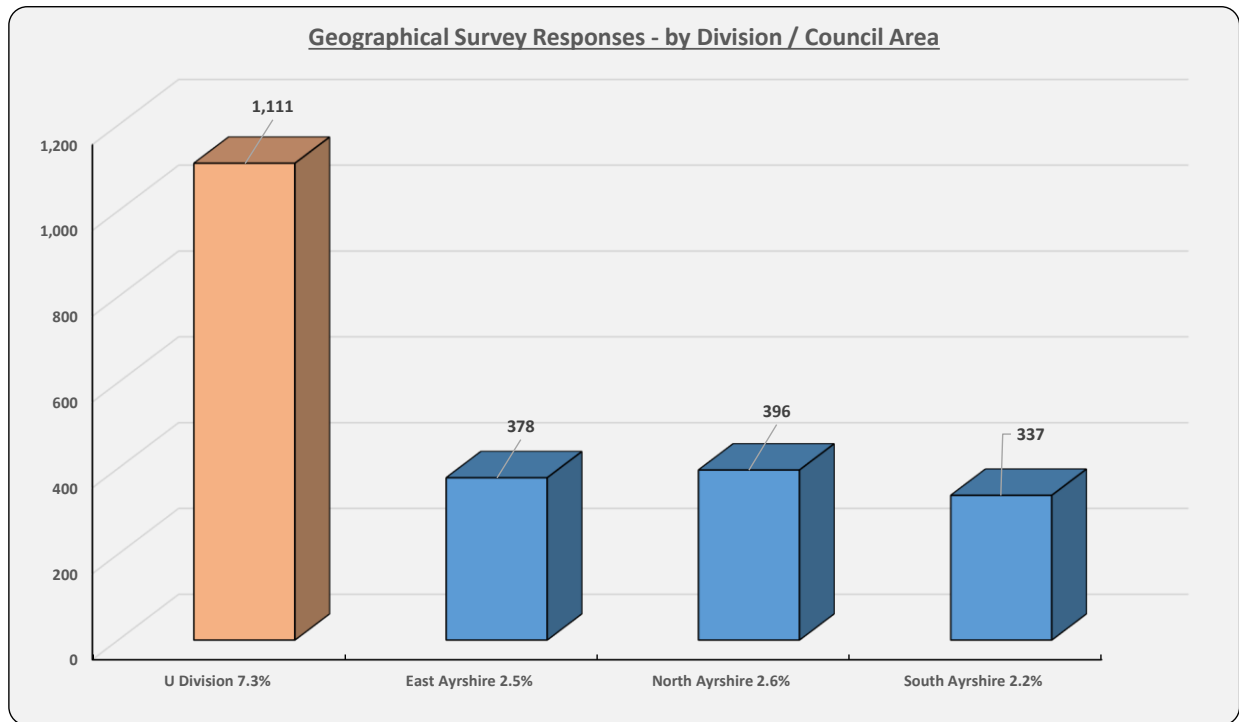
DEVELOPMENTS AND REVISIONS TO THE SURVEY

As we enter into the new reporting period, Police Scotland will be introducing a British Sign Language version, we continue to review methods available for the completion of this survey to ensure it reaches as many communities as possible across Police Scotland.

RESPONSES

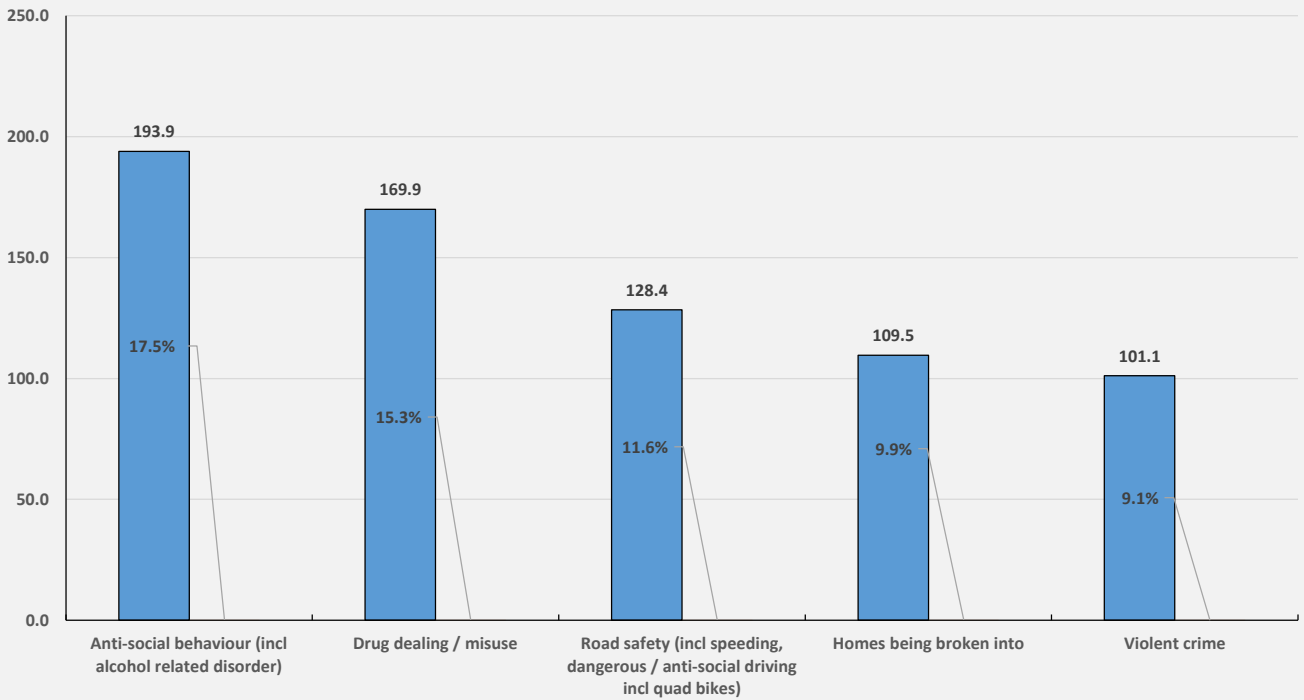
Police Scotland continue to appreciate the number of surveys completed from the public, all responses provide Police Scotland the ability to shape priorities that reflect the demands/expectations of the local communities whilst also recognising National priorities. During the year 2017/18 we received 15,151 completed surveys from all local authority areas, with 1,111 completed in U Division.

GEOGRAPHICAL



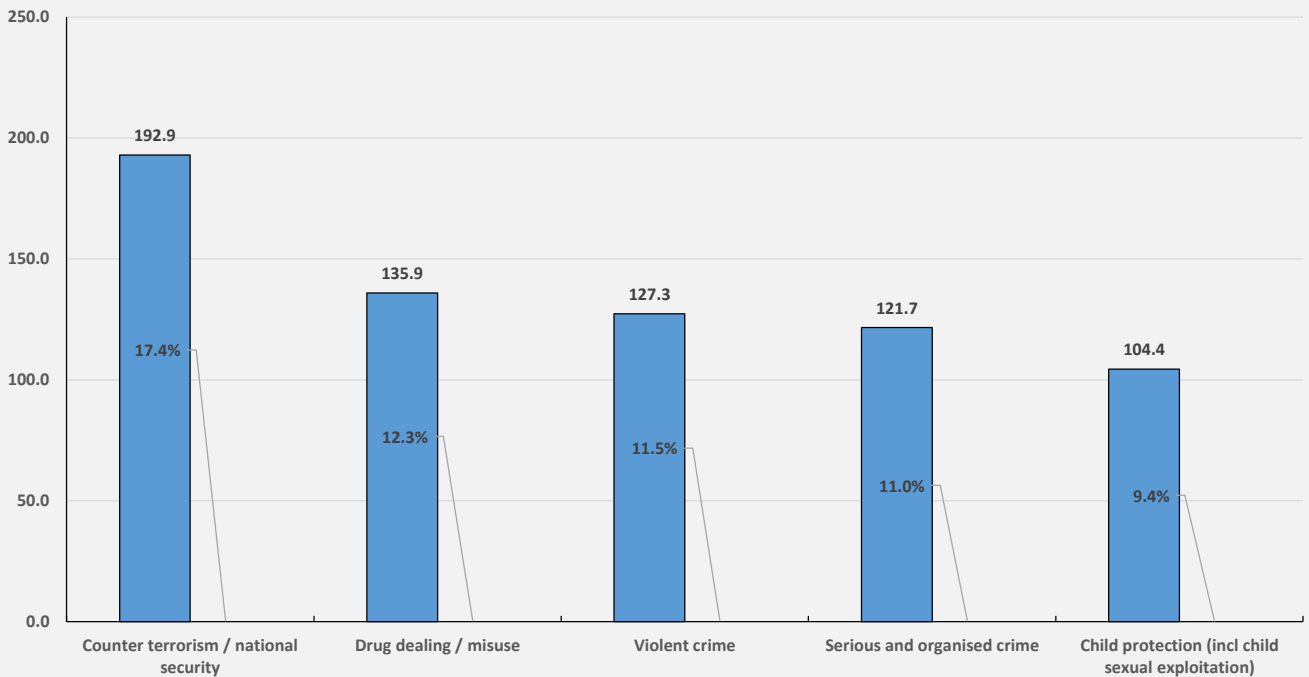
LOCAL PRIORITIES

Q2 Top Five Local Priorities (by weighted average)



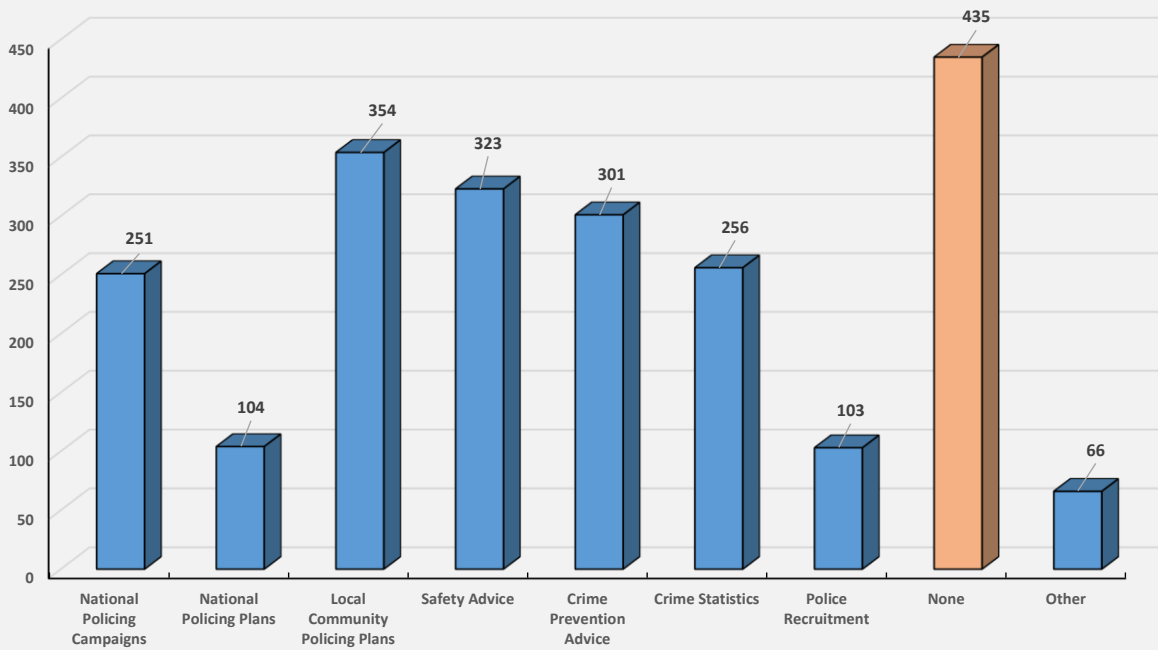
NATIONAL PRIORITIES

Q3 Top Five National Priorities (by weighted average)

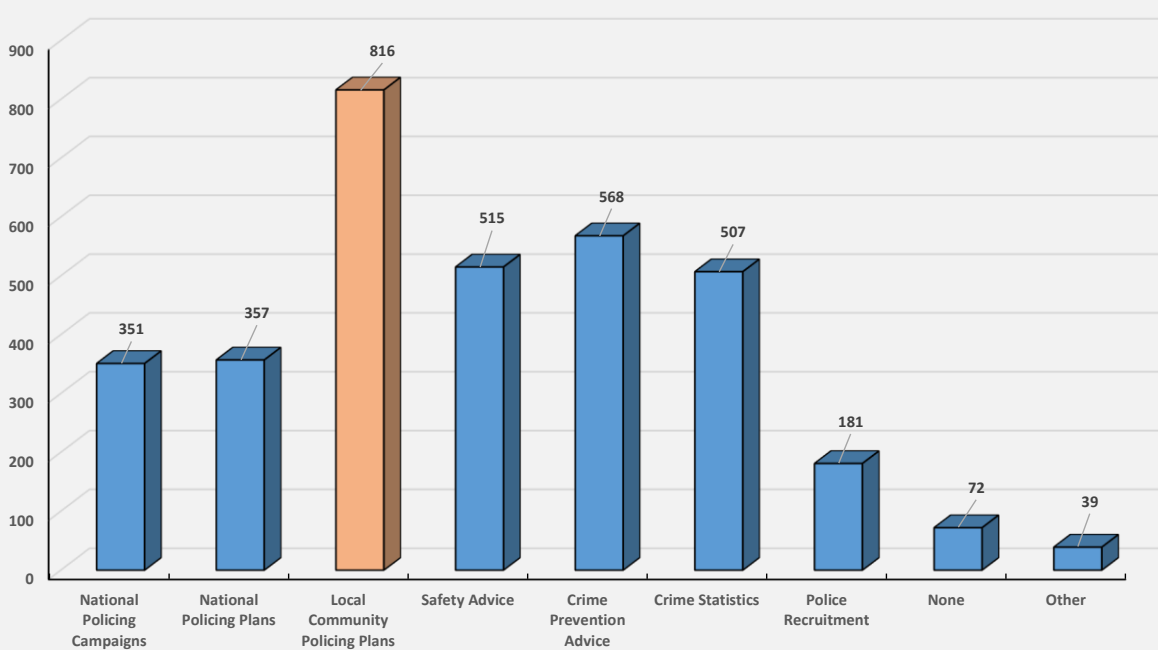


COMMUNICATIONS

Q4 What information do you currently access regarding policing? (tick all relevant boxes)

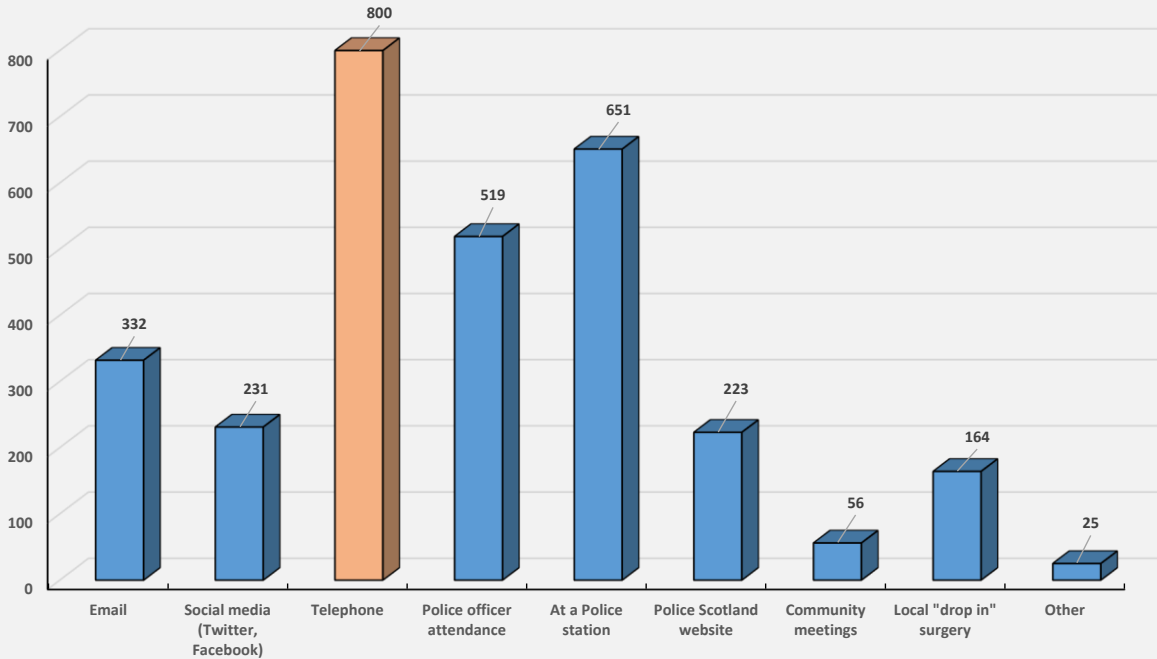


Q5 What information would you like us to provide? (tick all relevant boxes)

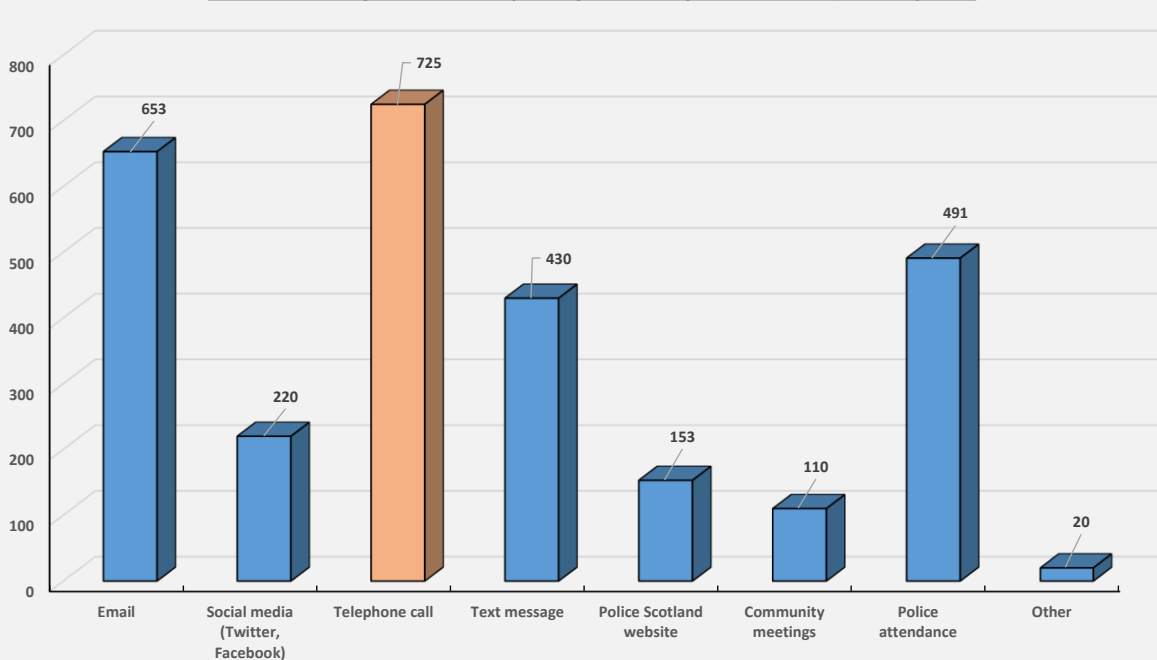


COMMUNICATIONS

Q6 How would you like to be able to report a crime? (select up to 3)

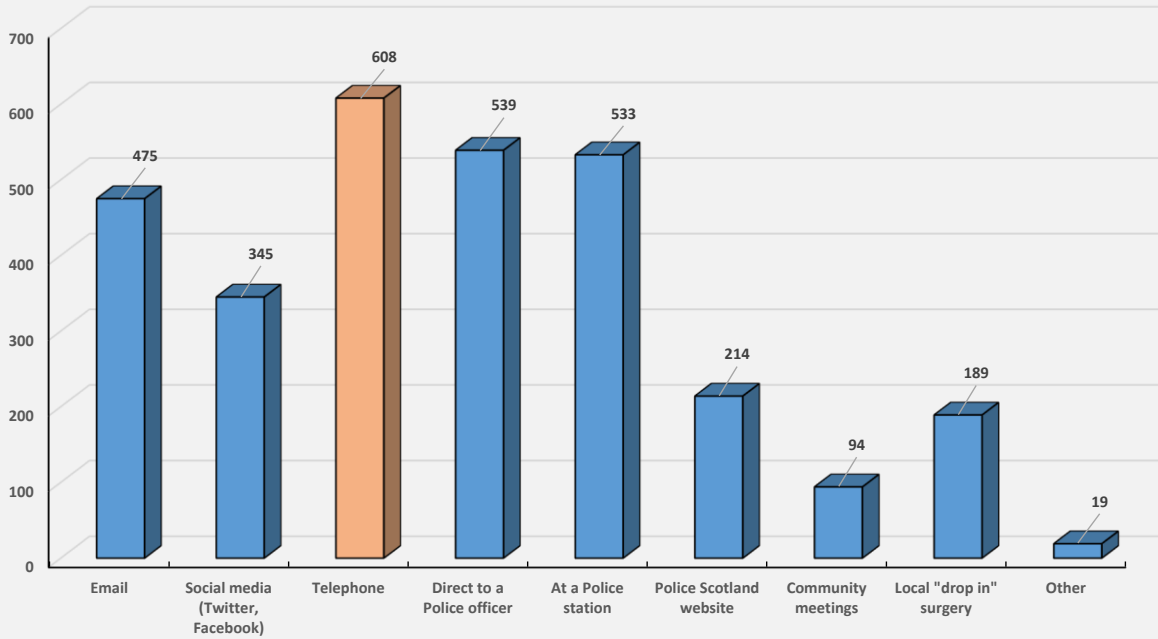


Q7 How would you like us to update you on a reported crime? (select up to 3)

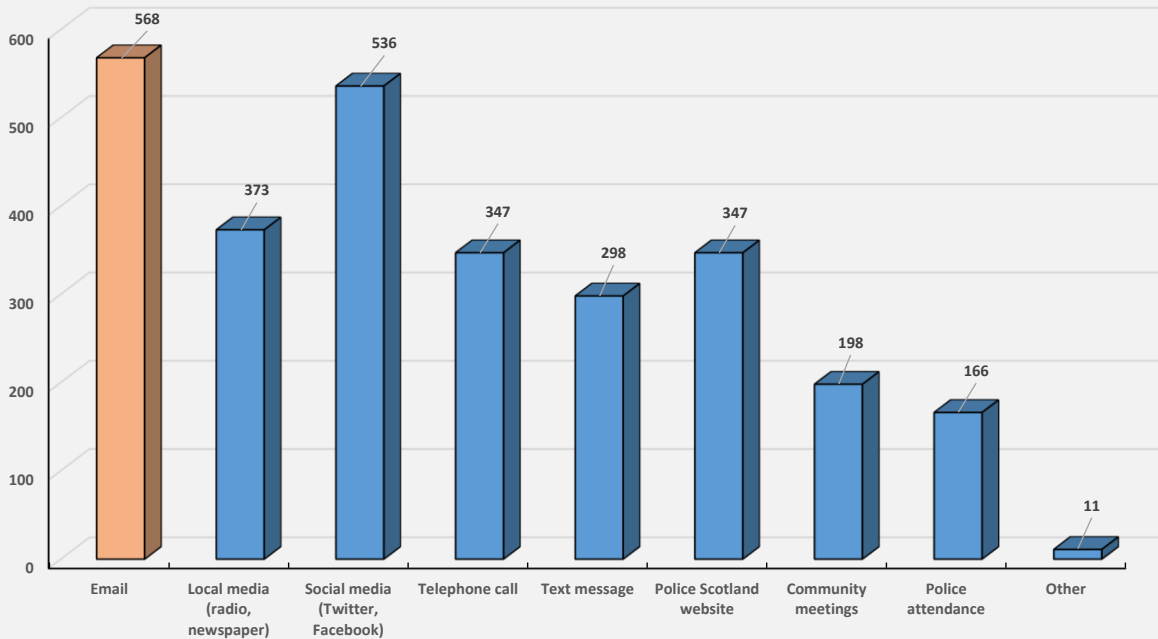


COMMUNICATIONS

Q8 Apart from reporting a crime, how would you like to contact us? (select up to 3)

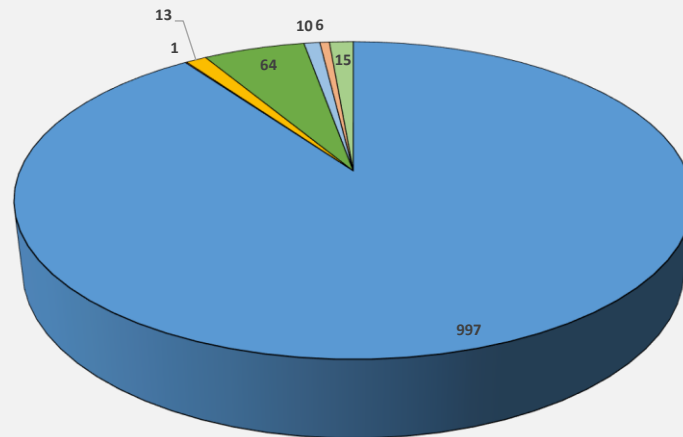


Q9 How would you like us to update you about non crime enquiries? (select up to 3)



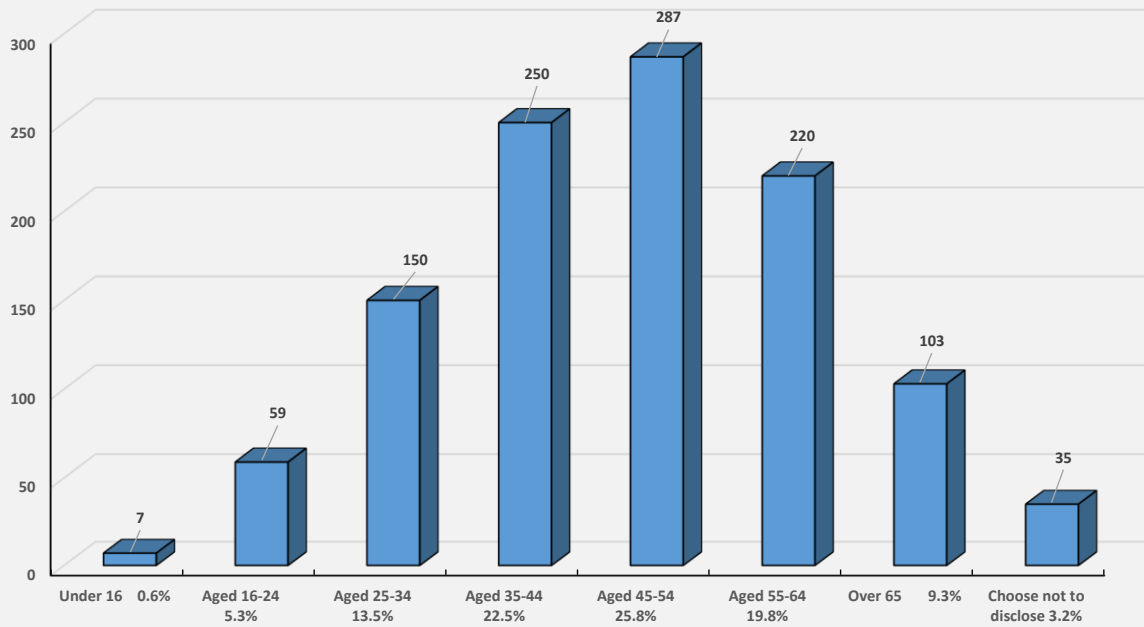
DEMOGRAPHICS

Q10 In what capacity did you complete this survey?

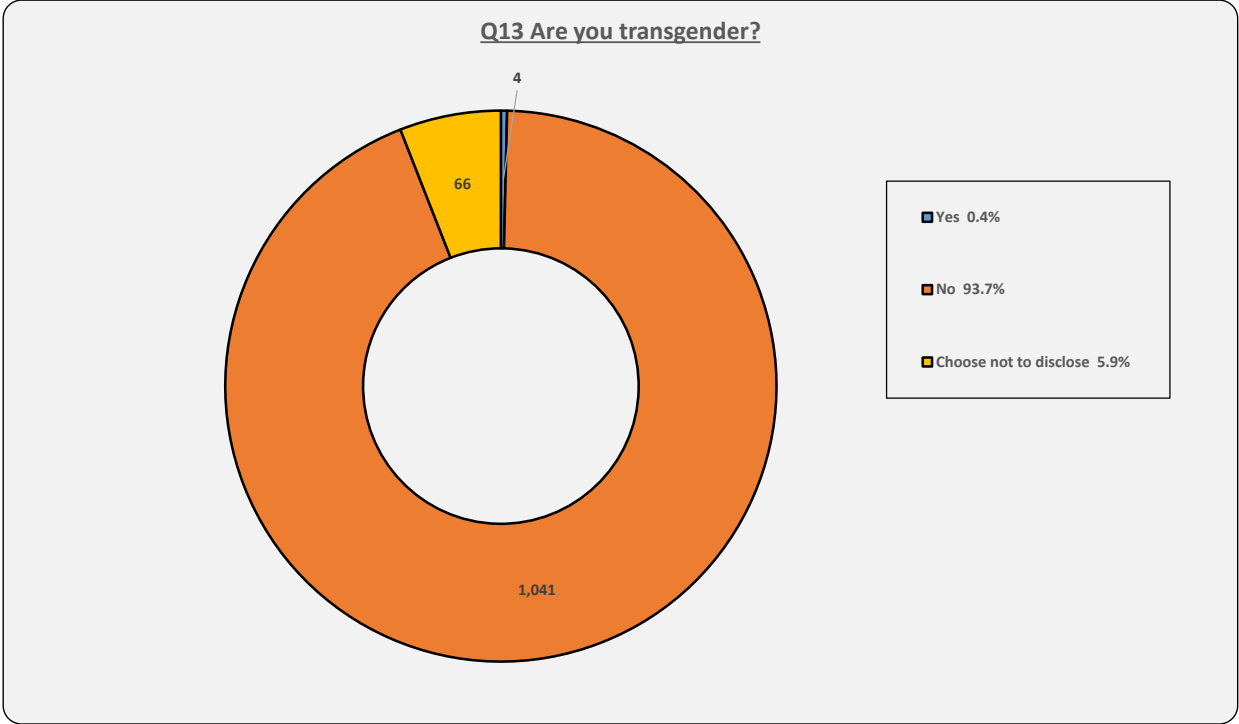
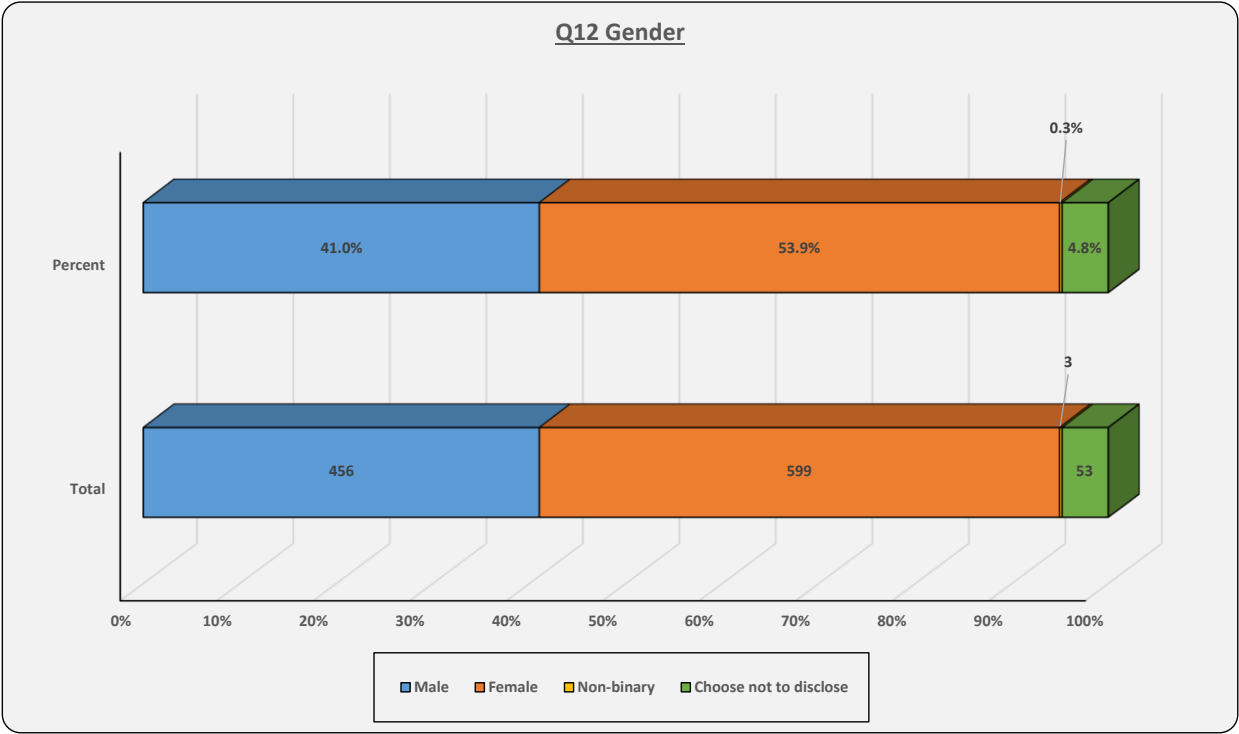


Resident	90.1%	Local or Nationally Elected Member	0.1%
Community Group / Residents Association Member	1.2%	Public Sector Employee	5.8%
Business Owner or Representative	0.9%	Voluntary Organisation Representative	0.5%
Other	1.4%		

Q11 Age

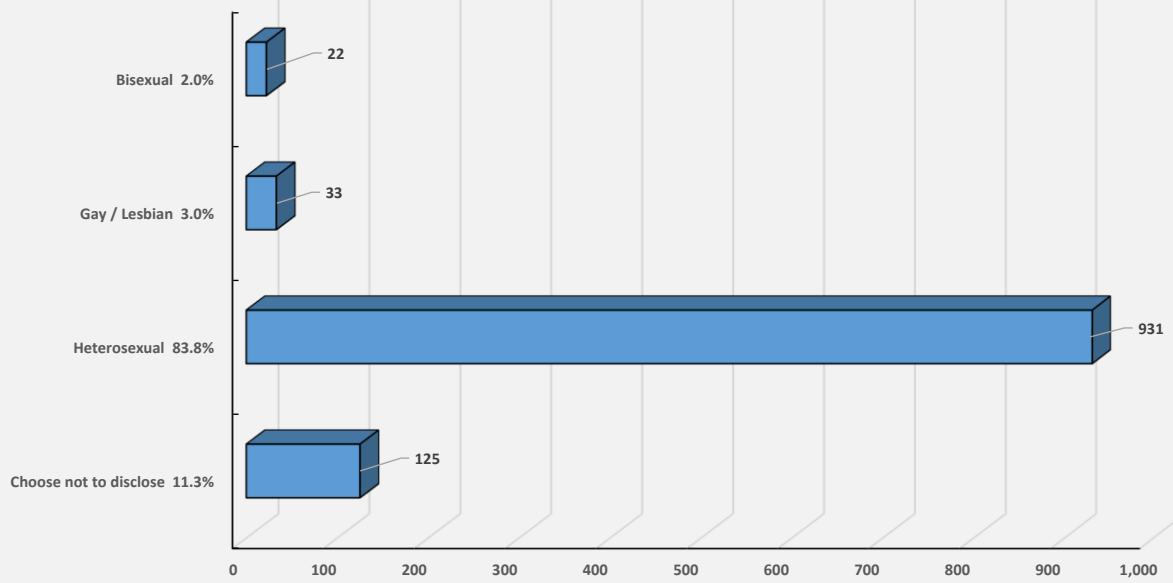


DEMOGRAPHICS

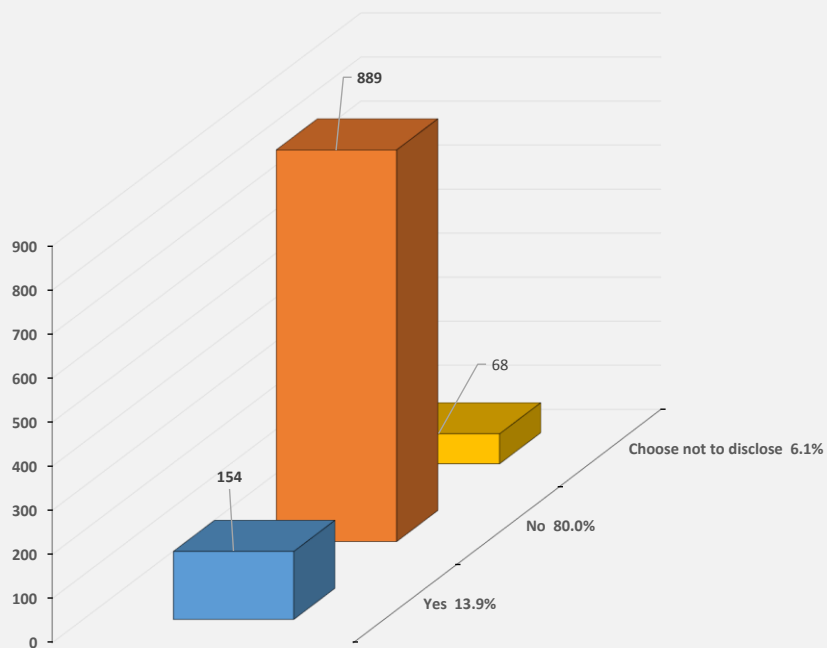


DEMOGRAPHICS

Q14 Sexual Orientation

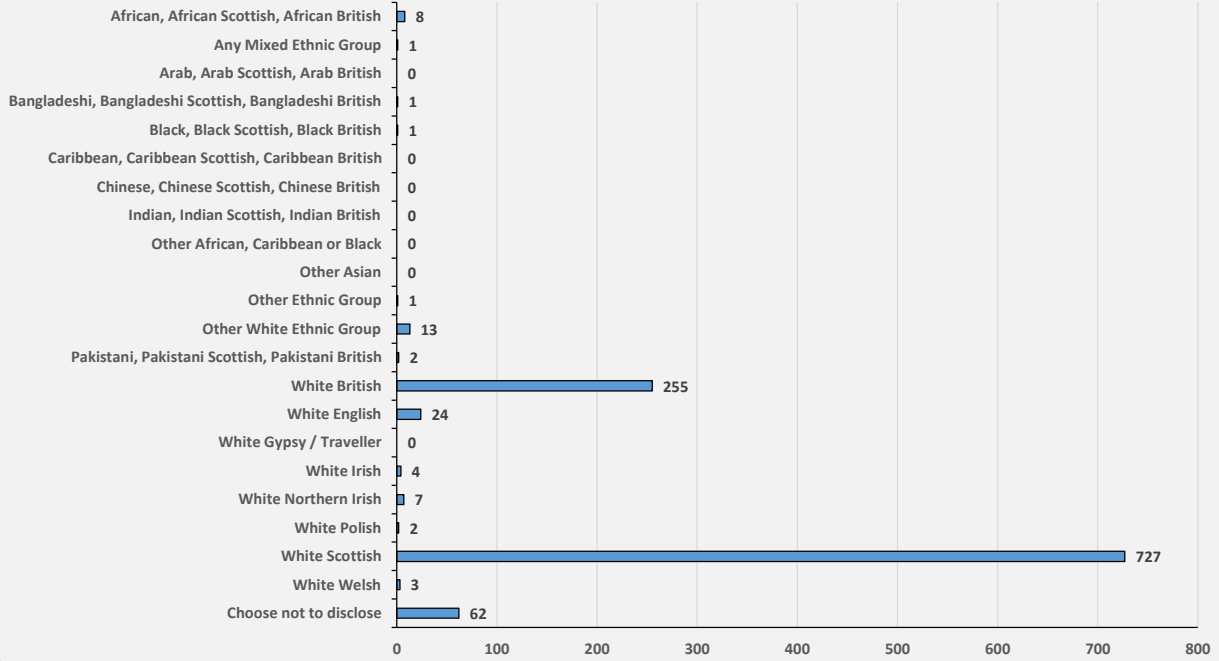


Q15 Do you consider yourself to have a disability?

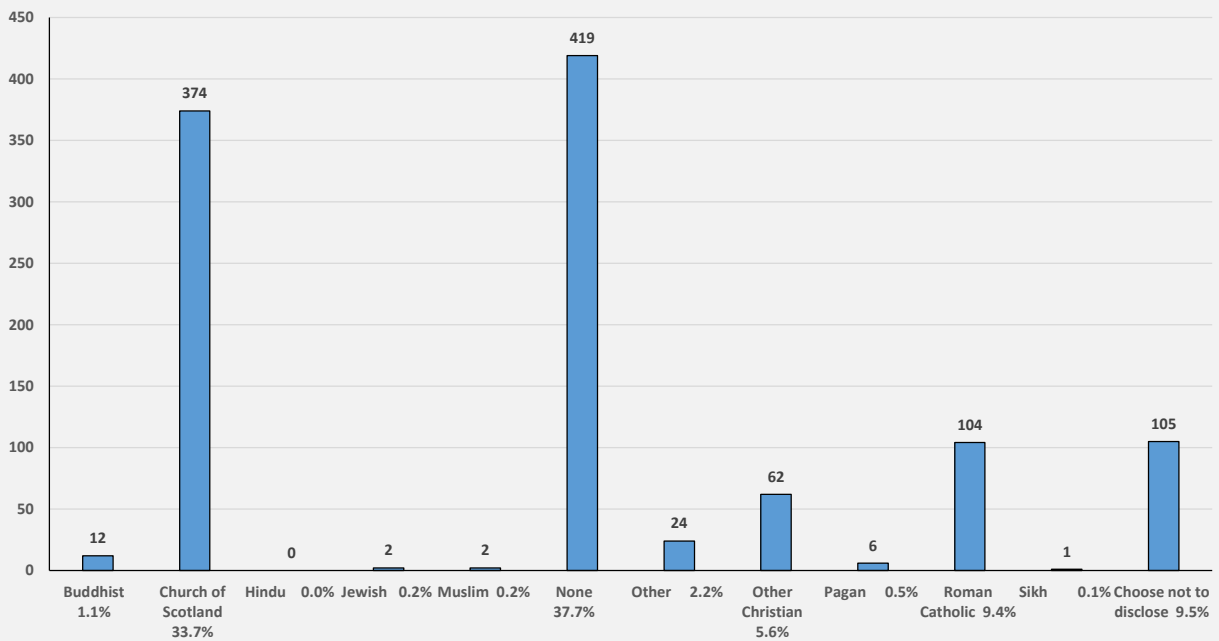


DEMOGRAPHICS

Q16 Ethnic and Cultural Origin

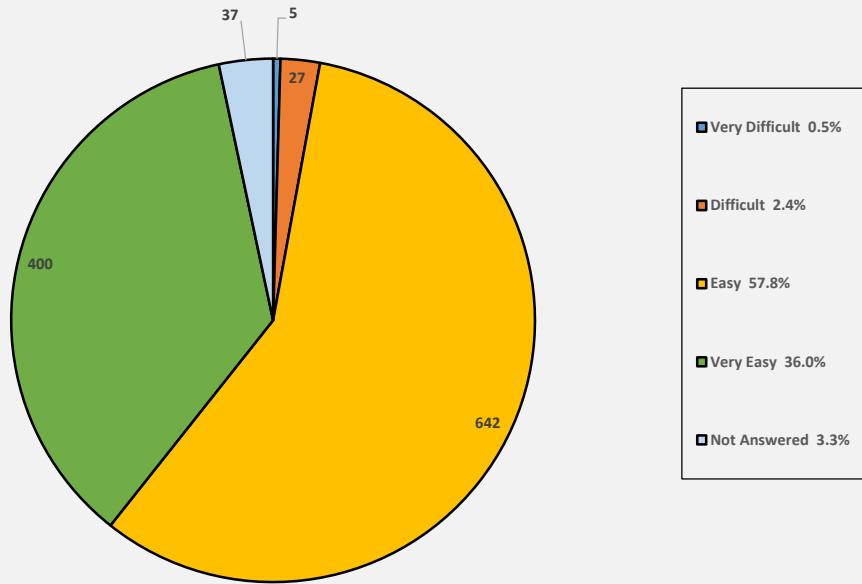


Q17 What religion do you identify with?



FEEDBACK

Q18 How would you describe this survey to complete?



Q19 How would you describe the time required to complete this survey?

