

Meeting	SPA Policing Performance Committee
Date	28 May 2020
Location	Teleconference
Title of Paper	Summary Report of Police Scotland public opinion survey programme to include insights gained, lessons learned and actions being taken
Presented By	Tom McMahon, Director of Business Integration Kirsty-Louise Campbell, Head of Strategy & Innovation
Recommendation to Members	For Discussion
Appendix Attached	Yes Appendix A – Police Scotland Annual Review of Public Engagement and Insights

PURPOSE

The purpose of this report is to present Police Scotland's public engagement and insights for 2019/20.

The paper is presented in line with Police Scotland's Annual Review.

Members are invited to discuss the content of this paper.

1. BACKGROUND

- 1.1 Public engagement is essential to making our services accessible, responsive and relevant to a changing Scotland. How we engage and involve communities in shaping our approaches, is linked to public confidence and trust in policing.

2. Overview of public engagement 2019/2020

- 2.1 During 2019/20 Police Scotland has significantly enhanced public engagement and involvement in decision-making. This work has been led by a skilled research and insights team, which has supported the organisation and operational policing to ensure engagement uptake, meaningful insights, visibility and public accountability.
- 2.2 Strides have been made to increase accessibility and reach of engagement with a Public Engagement Framework based on best practice, listening to public feedback and organisations that represent the interests of communities, coordinating national and local engagement through an online consultation hub and partnership working.
- 2.3 Engagement participation has increased by over 300% with over 22,000 people responding to surveys designed to track and understand public perceptions of local police, experience of contacting Police Scotland, what matters to communities and to identify local issues.
- 2.4 The local police survey “Your Police” received the largest response during a 7 week period in Autumn, with over 11,000 responses – in the top 20 worldwide published consultations on the Citizen Space platform.
- 2.5 The insights gained from engagement have been used to shape a number of different services and strategies. The insights have informed our public contact and engagement strategy, the Joint Strategy for Policing, annual and local police plans, approaches to football policing, communication and engagement with children and young people.
- 2.6 The insights have also been used for learning and development, and recognising frontline officers and staff for excellent service. Actions

taken as a result of engagement have been publicised on the Police Scotland citizen space platform.

2.7 The committee is asked to discuss the submission.

3. FINANCIAL IMPLICATIONS

3.1 There are no financial implications.

4. PERSONNEL IMPLICATIONS

4.1 There are no personnel implications.

5. LEGAL IMPLICATIONS

5.1 The Chief Constable's assessment of performance satisfies the legislative requirements in S39 of the Police and Fire (Reform) Act 2012.

6. REPUTATIONAL IMPLICATIONS

6.1 There are no reputational implications associated with this paper.

7. SOCIAL IMPLICATIONS

7.1 There are no social implications associated with this paper.

8. COMMUNITY IMPACT

8.1 There are no community implications associated with this paper.

9. EQUALITIES IMPLICATIONS

9.1 There are no equalities implications associated with this paper.

10. ENVIRONMENT IMPLICATIONS

10.1 There are no environmental implications associated with this paper.

RECOMMENDATION

Members are invited to discuss the content of this paper.

Appendix 1 2019/20 Review of Public Engagement and Insights

Strategic outcome 3

OUTCOME: Public and communities are engaged, involved and have confidence in policing

Success means that: *The public feel that they have a voice in shaping our policing approach. People will feel that Police Scotland delivers a service that builds their confidence in policing.*

Strategic objective: Enhance public contact and ensure our services are available by a range of accessible channels

This objective describes how Police Scotland has improved public contact access to its services.

During 2019/20 Police Scotland has been developing a new public contact and engagement strategy with the public, our people and senior management teams. This will be presented to the Scottish Police Authority Board early in 2020/21 and is fully aligned with the outcomes and objectives of *Policing for a safe, protected and resilient Scotland*.

The development of a strategic approach to public contact and engagement is driven by UK and EU legislation, government strategy and the impact of change in Scotland. It also responds to HMICS recommendations that Police Scotland should develop a public contact strategy, which sets out multi-channel approach to engagement and service provision, and includes publication and monitoring of standards of service.

At the UK level, the strategy is aligned with NPCC's emerging revised contact and digital policing strategies, the Scottish Government's digital strategy and guidelines for community engagement.

This work has included assessment of our current state and reviews of external and internal research evidence, drawing on worldwide experience of public contact and engagement technologies in blue light services. This includes public focus groups and insights gathered through online surveys, internal focus groups, workshops, shadowing, journey mapping and data review.

The draft strategy focuses on making contact channels accessible (for the public to use with ease), relevant (and supportive to the user circumstances) and responsive (adhering to our standards of service). This will require digital transformation to improve the ease, speed and accuracy of public contact, and to make the experience of contacting the police as helpful, personal and reassuring as speaking to an officer.

The strategy addresses how we might develop our contact platform so it is more accessible and supportive to people's circumstances – using voice, video and text, social media, and

providing face to face reassurance where needed. And how we can meet expectations of high visibility and personal contact with different communities and groups in the physical and virtual spaces.

Officers and staff are users too and have the greatest impact on public experience. They must be supported to serve our communities and handle new demands – with easy access to the right information, learning environment, resources and technology to provide the appropriate response.

The strategy is underpinned by best practice design principles for improving the overall public experience; these are aligned to our core values, our user experience mapping, public and operational frontline insights. They will be implemented by four key enablers – aligning the public experience with our people, data and technology, and how we work with others.

The replacement of our national contact platform (UCCP) will enable voice, text and video (Next Generation 999), as part of a two way conversation. This will significantly transform our communications, enabling the operator (with a callers consent) to activate digital contact for providing a more robust assessment of the situation. For example, connecting with a smart phone during a call to identify the caller's precise location, communicate in another language, and live stream what's happening. Text and video are welcomed by the public in situations where the person is afraid of being overheard, is not confident or unable to speak; and for capturing live evidence.

The provision of BSL interpreters when required by police has been improved as a result of feedback received from deaf BSL users and BSL / English interpreters regarding the inability of spoken language companies to understand the needs specifically relevant to BSL. Procuring direct from BSL service providers will ensure maximum community benefit with the needs and concerns of the deaf, deafened and hard of hearing community being better understood and provided for.

Strategic objective: Maintain and enhance public and community (user) satisfaction

This objective describes how Police Scotland is improving user satisfaction with its services. In January 2020, a redesigned and refreshed approach to understanding public experience with Police Scotland services was launched. Previously, Police Scotland measured satisfaction with its service with User Satisfaction Survey (USS) – a telephone survey with members of the public conducted by police officers and staff every month.

User Experience Surveys (UES) have been introduced which will aim to evaluate perceptions of performance and effectiveness. They are conducted by a market research agency, Progressive Partnership Ltd, to ensure the validity and robustness of research and insight quality.

Each month a random sample of people who have contacted Police Scotland to report an incident and crime are contacted to share their opinion about the service they have received.

Given the difference in questions set and methodology used, it is difficult to compare all the results of the UES to those of the previous USS.

However, four questions across the two surveys remain comparable. These are outlined below.

Q - Satisfaction with attending officers

Despite the changes in methodology and question, there were no significant differences between the feelings of satisfaction with attending officers between 2018/19 and 19/20. Satisfaction with attending officers remains very high, with 90% of respondents reported to be satisfied or very satisfied with their initial contact with Police Scotland.

Q - Satisfaction with initial contact

The USS asked, “How satisfied were you that the staff member you spoke with was both professional and courteous when you contacted Police Scotland?” The UES asks, “During the initial contact, how satisfied are you with the way you were treated by a staff member on the <contact method>?”

Since January 2020 there has been a fall in the percentage of respondents reporting that they were satisfied with their initial contact. This is likely due to the change in data collection methods.

Despite this fall, overall satisfaction with initial contact remains very high, with an average of 95% of respondents reporting they were either satisfied or very satisfied with their contact during 2019/20. This is shown on the Figure below.

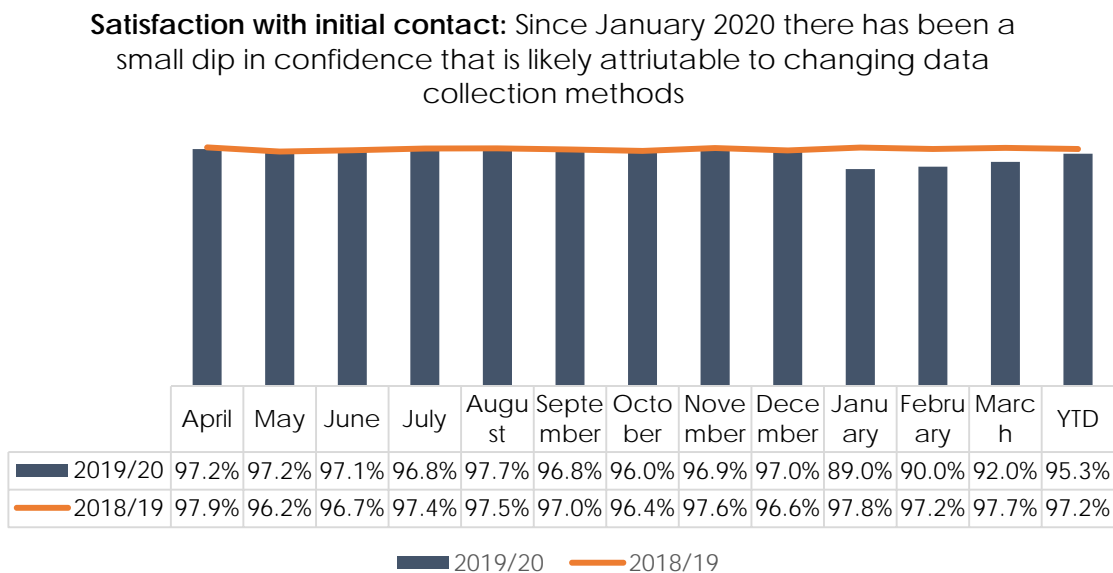


Figure 1: Measures of satisfaction with initial contact with Police Scotland in the USS & UES. Source: [Police Scotland data (April 2018 - January 2019) and Progressive Partnership LTD data (January - March 2020)]

Q - Satisfaction about incident updates

Overall satisfaction with incident updates remains consistent across 2018/19 and 2019/20.

However, there has been a slight drop in the percentage of respondents reporting that they were satisfied since the introduction of the User Experience Survey in January 2020. This is likely attributable to the change in data collection methods.

Q - Satisfaction with Police Scotland

The USS asked, “What was your level of satisfaction with the way the police dealt with the incident you reported?” The UES asks, “Based on your overall experience, how satisfied are you with Police Scotland?”

Satisfaction with Police Scotland was higher in 2019/20 than in 18/19. For 10 of the 12 months of 2019/20, levels of satisfaction were higher than in 2018/19. The introduction of the User Experience Survey had no notable effect on reported levels of satisfaction.

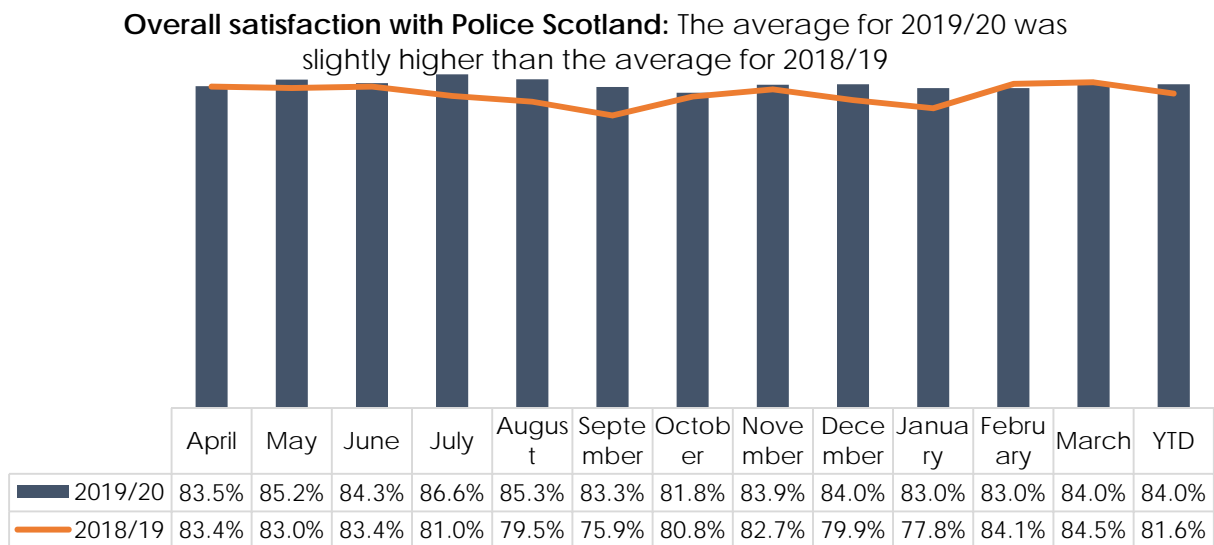


Figure 2: Measures of satisfaction with Police Scotland in the USS & UES. Source: [Police Scotland data (April 2018 - January 2019) and Progressive Partnership LTD data (January - March 2020)]

Strategic objective: Improve the reach of our public and community engagement initiatives

The objective describes the how Police Scotland is improving the reach and variety of engagement initiatives.

In August 2019, Police Scotland moved to using [Citizen Space¹](#) as the online tool for internal and external engagement and consultations.

Citizen Space hosts engagement activities run by Police Scotland including local and national consultations and surveys. The site is compliant with General Data Protection Regulations and provides the organisation with an oversight of live, planned and past consultations by theme, geographic area and ‘We Asked, You Said, We’re Doing’ feedback.

¹ [Citizen Space website](#)

OFFICIAL

Citizen Space is fully compliant with accessibility standards, meets government digital accessibility standards and allows for British Sign Language videos to be embedded within and for responses to be received in this format.

In 2019/20, the Strategy, Insight and Innovation department designed and supported a range of public engagement, surveys and consultations on the Police Scotland Consultation Hub. Overall:



Over 22,000 responses received to engagement (April 2019 – March 2020)
311% increase

This includes the following engagement activities:

Activity	Timeline	Overall response	Demographics overview	Public report
Police Scotland Football Engagement Strategy Survey	7 weeks engagement period	6,817 responses The biggest Police Scotland survey with football supporters.	BSL video of the survey available. A good mix of responses from football supporters and communities living in areas where football happens. Great response from younger people – 2% were aged under 16, 22% were aged 16-25. 16% of respondents were female and 6% considered themselves to have a disability.	Consultation Hub update (including you said we're doing feedback)
Children and young people Face-to-face engagement and public survey	5 months engagement	1,609 responses <ul style="list-style-type: none"> • 1,159 online survey responses • 450 from face-to-face engagement with officers at festivals The largest survey run by Police Scotland with children and young people.	Wide reaching national engagement via Police Scotland social media and at festivals. Lewis Capaldi joined the campaign during TRNSMT. One of the most successful Instagram posts by Police Scotland. 61% were aged between 12-15 years old, and 38% aged between 16-18 years old. The sample provided a good split of male and female respondents.	Engagement report (PDF) Consultation Hub update (including you said we're doing feedback)
Use of pyrotechnics in Scotland Survey	4 weeks	693 responses Police Scotland and SFRS targeted survey to relevant stakeholders		
Your Police survey 2019	7 weeks	11,656 responses	A great response from across all demographic groups, making the survey	Engagement report

OFFICIAL

Face-to-face engagement and public survey		Police Scotland’s largest survey at that point. This is in the top 20 of biggest consultations ever hosted on the platform of thousands of published consultations worldwide.	representative of Scotland’s diverse communities.	Consultation Hub update (including you said we’re doing feedback)
Policing for a safe, protected and resilient Scotland Consultation	6 weeks	1,451 responses	A good representation across different demographic groups.	Engagement report Consultation Hub update (including you said we’re doing feedback)

Strategic objective: Use insights and feedback to shape and improve our services

The objective describes how Police Scotland is using insights and feedback to shape and improve its services.

From 12 November to 31 December 2019, the **Your Police** survey asked the public and organisations what issues the police should prioritise in local areas. The survey gained an in-depth understanding into local requirements across different areas for local policing to support. The questions explored:

- Feelings of safety in own area;
- Concern about crime in local area and how local police can address;
- People’s priorities for local policing;
- Experience of contacting and engaging with the police;
- How people would like to engage with local police in the future.
-

The survey received 11,655 responses from across Scotland, 316 of which were from local organisations. Over 8000 open text responses were received, providing significant qualitative insights.

The survey insights were used to inform the Local Police Plan relevant to respondents’ local authority area.

The public report can be found on Police Scotland consultation hub website:

<https://consult.scotland.police.uk/surveys/your-police/>

Police Scotland asked the public how they want to engage with the service about football policing. The survey asked for details of any experience of football-related engagement with

Police Scotland, including feedback on positive and negative experiences, alongside suggestions for improvement.

Overall, 6,817 responses were received from a mix of football supporters (95%) and non-football supporters (5%), and 57% of survey respondents live or work in an area where football takes place.

These insights will directly contribute to the development of a new engagement strategy, making sure football supporters and communities are involved in how Police Scotland works at football.

Key insights from football engagement

Engaging with us

- 77% of people said they had not previously engaged with Police Scotland about football.
- 41% of football supporters said that they want Police Scotland to engage with them about football policing in the future.

Methods of engagement

- Engagement carried out via a club – 30%
- Police Scotland local social media accounts – 20%
- Passing on information from other sources such as traffic and travel information – 16%
- Face-to-face meetings – 15%

A public update can be found on the Police Scotland Consultation hub website:

<https://consult.scotland.police.uk/surveys/football-engagement-strategy/>

The public consultation on the Joint Strategy for Policing, *Policing for a safe, protected and resilient Scotland* took place between 20 January and 2 March 2020.

The Scottish Police Authority and Police Scotland wanted to gather the views of the communities of Scotland on the long-term strategic direction of policing. An online consultation was launched to support ongoing conversations. Feedback was captured online using Police Scotland Consultation hub platform, and through written feedback.

In total, the consultation received 1451 responses – 91% of these responses were from individuals and 8% were from organisations. In total, approximately 2,455 free text responses were received.

Feedback from this consultation and from key partners was considered and used to finalise *Policing for a safe, protected and resilient Scotland* before the plan was approved by the Scottish Police Authority, endorsed by the Cabinet Secretary for Justice and laid before Scottish Parliament. The comments received will also inform future strategic work, such as Police Scotland's approach to cybercrime and the environment.

OFFICIAL

Police Scotland wants to listen to young people and learn about their views of the police - how it's currently working and what it could do better. We want to understand the issues that affect young people and influence the way the police work, now and in the future. As part of our 2019 Summer Safety campaign, we carried out focused, national engagement with children and young people to transform how we involve young people in shaping our approaches. As part of this engagement, we launched an online survey and attended festivals and events during the summer to listen to young people's feedback about the police.

The national survey closed on 1 December 2019, achieving 1,609 responses (28% of respondents were engaged at music festivals during the summer). This is the largest survey run by Police Scotland with children and young people (aged 12 -18 years) and captures quantitative and qualitative feedback on how young people feel about their safety and how the police might be more accessible and approachable for them. The results are being used to help shape Police Scotland's approaches to communicating and engaging younger people.

Key insights from children and young people

- "Speaking to young people regularly and getting to know us Police should be more aware of trauma and how it affects young people."
- "As there's no community police where I live I think it would be really helpful for there to be police that routinely go around the town to keep things in order accordingly."
- "Patrols around different areas to be safe come into schools and talk about different do's and don'ts."
- "Just engage a little more. A little hello could go a long way. It could encourage younger people to feel comfortable approaching police officers. As they'd feel like it's okay to speak. Some police officers are fantastic and always engage with the public however some are quiet which could possibly stop younger people to feel welcome to start a conversation about an issue."

Strategic objective: Develop our approach to understanding and improving public confidence

This objective describes how Police Scotland developed its approach to understanding public confidence.

Police Scotland has been working with the Scottish Government to refresh questions in the Scottish Crime and Justice Survey on public confidence for relevancy which will help the service to act on the findings. The team has been working with their research team who manage the survey and engaged the public confidence steering group / satisfaction user group for feedback.

Based on Police Scotland's advice, the Scottish Government has included additional new questions to address the current gaps: measuring public confidence in Police Scotland as a national service as well as at a local level; reasons why the public think the police are doing

a good or bad job; confidence in Police Scotland's effectiveness to police public events in local area; support victims of crime; awareness of the SPA's role and perceived effectiveness; awareness of community engagement by local police; expectations around local communications and social media presence; and friendliness/approachability of police in local area.

The Scottish Government has also agreed to do further analysis of the survey data to give clearer insights on perceptions of visibility (physical and virtual) and contacting the police.

Both the previous Your View Counts survey and its replacement Your Police survey include a question on public confidence on police in local areas. This has also been captured in the User Satisfaction Survey.

As detailed above, we refreshed our User Experience Survey to better understand the public experience of interacting with our C3 call operators and attending officers – particularly in relation to our values and behaviours which we know strongly influences public confidence and trust in police services.

Our public contact and engagement strategy has been designed to improve public confidence and trust in police – through making our contact and engagement accessible, safe and responsive. This includes the main drivers of public confidence - community engagement, visibility (in the physical and virtual space), and, our values and behaviours. The strategy was informed by focus groups and a large survey including communities across Scotland, which captured in-depth insights into public confidence, perceptions and experience of policing.

This year we introduced a Public Engagement Framework ²to embed a clear and consistent process to our local and national engagement activities, ensuring they are accessible, inclusive and lead to action. The framework is aligned with the National Standards for Community Engagement and has been tested with services undertaking engagement.

The framework includes best practice principles for establishing meaningful and effective engagement that involves genuine dialogue, transparency and accountability. The priorities are to:

- Increase accessibility the of our engagement activities
- Talk and listen to diverse communities and groups
- Combine local and national engagement and insights

² [Police Scotland Public Engagement Framework](#)