



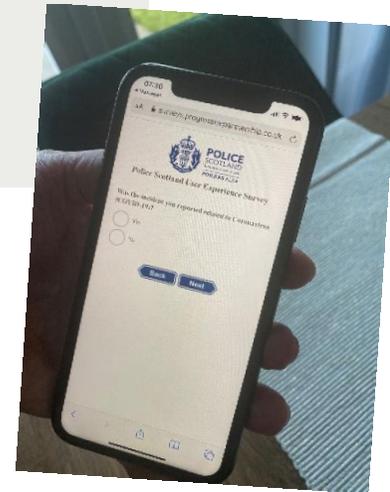
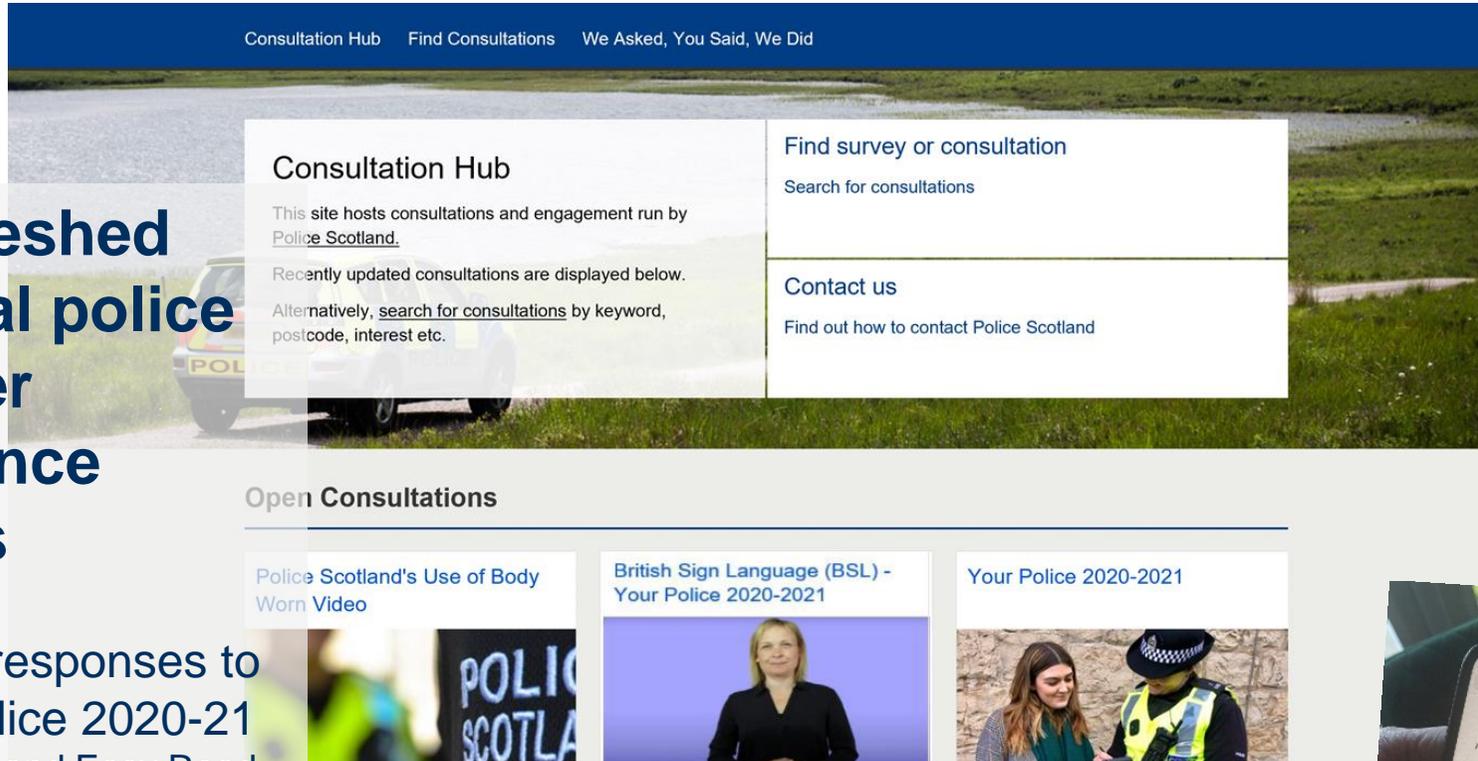
Policing the pandemic: listening to the public and communities

**Research and Insight Team
Strategy, Insight and Innovation**

SURVEYS LAUNCHED DURING COVID-19

We refreshed our local police and user experience surveys

- 36,604 responses to Your Police 2020-21
 - BSL and Easy Read
- Approx. 1500 service users surveyed via SMS per month



HOW WE RESPONDED TO FEEDBACK

Chief Constable's Operational Review Meetings

Strategic Leadership & Public Confidence Governance

Local policing confidence trackers

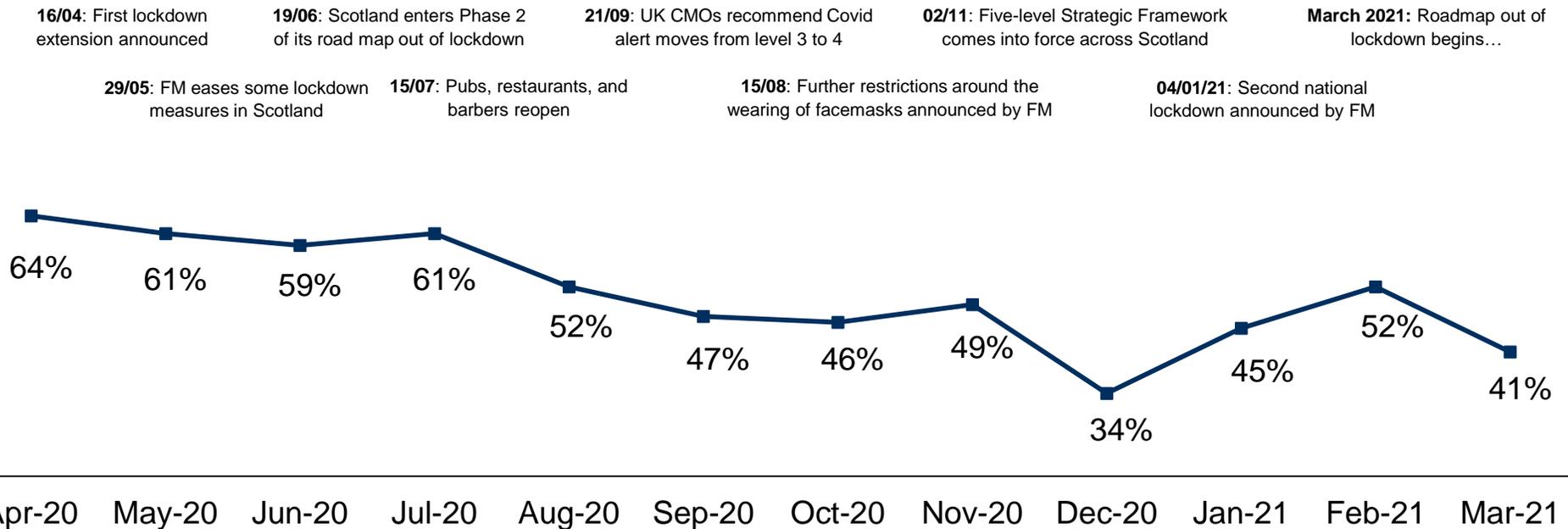
- Enhanced police presence in Covid hotspots and areas of concern
 - Digital contact and engagement - online reporting, video diary appointments and community meetings
- Responding to needs and circumstances of diverse communities in officers applying the Four Es
 - Information and clarity on the Govt. guidelines
 - Proactive engagement with organisations
 - Enhanced reach to seldom-heard communities

PUBLIC CONFIDENCE TRACKER

57% Avr.

9+ pre-Covid

Public confidence in policing with key events Your Police: n = 36,542



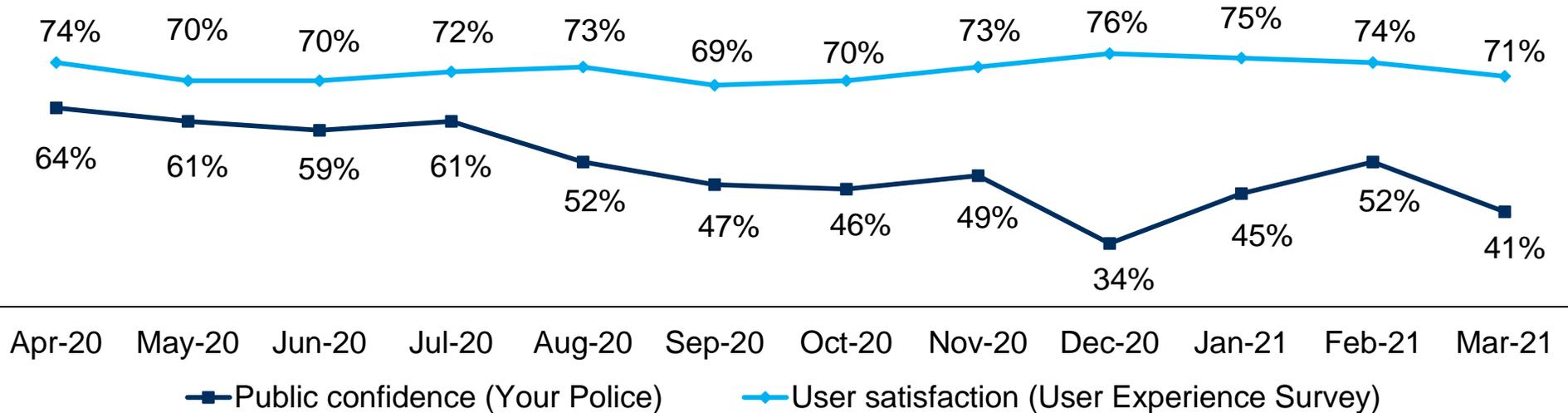
Question: To what extent do you agree or disagree with the following statement: I have confidence in the police in my local area.

PUBLIC CONFIDENCE Vs. USER EXPERIENCE

Public confidence vs. user experience by month

Your Police: n = 36,542

User Experience Survey: n = 17,621



Data from Your Police and the User Experience Survey did suggest that there was often a divergence between the publics' perception and experience of Police Scotland. Satisfaction among those who had recently contacted the police were consistently higher than public confidence generally. There were also fewer fluctuations in satisfaction than public confidence.

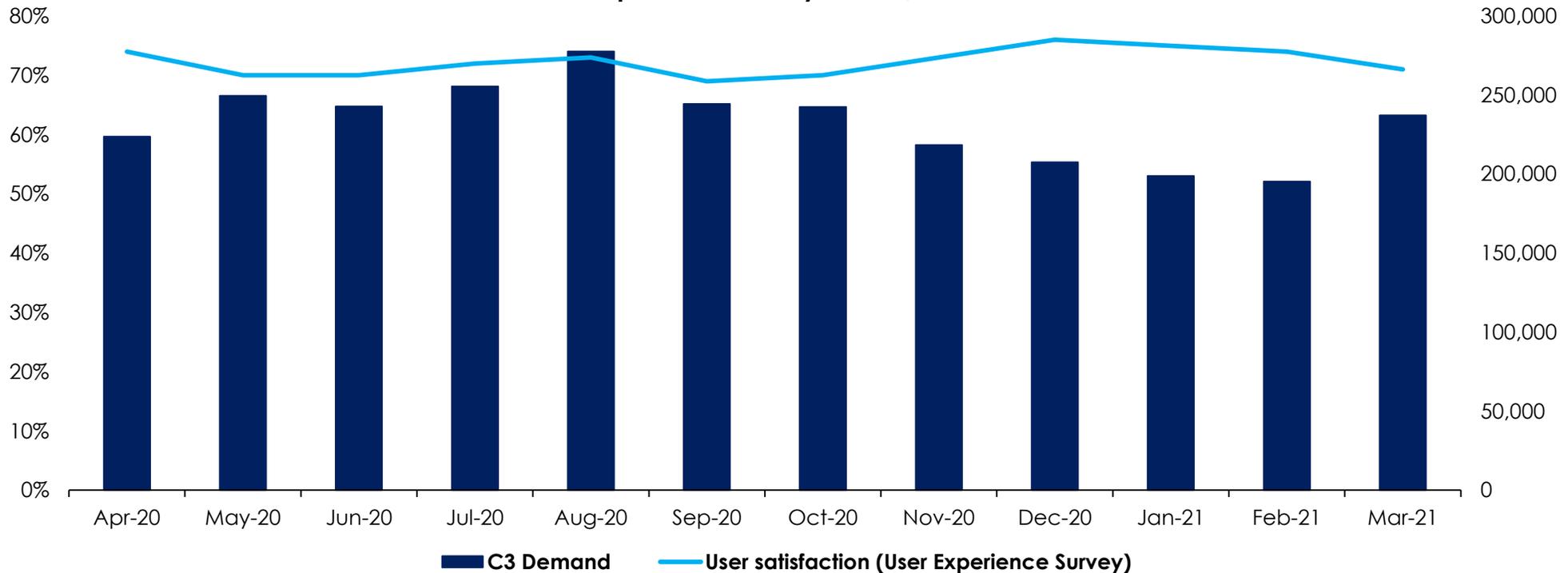
Question: To what extent do you agree or disagree with the following statement: I have confidence in the police in my local area.

Question: Based on your overall experience, how satisfied are you with Police Scotland?

DEMAND AND USER SATISFACTION

- Treatment by C3 staff : **85%+**
- Treatment by attending officers : **80%+**
- Caller's needs properly understood : **87%+**

User satisfaction and C3 demand
User Experience Survey: n = 17,621



Question: Based on your overall experience, how satisfied are you with Police Scotland?



POLICE
SCOTLAND

POILEAS ALBA

Thank you

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