

Northern Constabulary
2003 Excellence in Community Policing
Shetland Islands Area Command Report
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Chapter One

Survey Methodology

1.1 Introduction

The 2003 Excellence in Community Policing survey was developed jointly by Northern Constabulary, The Highland Council and Shetland Community Safety Partnership. It forms part of Northern Constabulary's programme of Best Value service reviews. In addition to this report, individual reports were produced for each of the other seven Command Areas, plus one report for the Force as a whole. The 2003 survey was conducted by Snedden Economics Ltd, an independent consultancy with survey design, data processing and analysis experience across a range of sectors. Previous large scale community surveys were conducted in 1994, 1999 and 2001.

1.2 Survey Sample and Response

The survey questionnaire was issued by post in September 2003 to 4,500 named householders selected at random using the ACORN classification system. A minimum quota of 350 was issued to three Command Areas (Orkney Islands, Shetland Islands and the Western Isles). All other Command Areas received 690 questionnaires. 1,575 responses were analysed (35% of the total issued), although the final response exceeded this by approximately 250 questionnaires – an overall survey response rate of 40%.

Table1.1 Survey Sample and Response

Command Area	Sample Issued	Percentage of Total Issued %	Percentage of Total Analysed %
Badenoch Strathspey & Nairn	690	15.3	17.2
Caithness & Sutherland	690	15.3	13.5
Inverness	690	15.3	15.6
Lochaber	690	15.3	13.2
Orkney Islands	350	7.8	7.9
Shetland Islands	350	7.8	8.5
Western Isles	350	7.8	6.5
Ross Cromarty & Skye	690	15.3	17.4
Total	4,500	100	100

1.3 Weighting

The survey data were weighted by ACORN code and by Command Area population. All results in this report are based on weighted data.

Chapter Two

Sample Profile

2.1 Sample

4,500 questionnaires were issued in the Northern Constabulary Force area, 350 of which were in the Shetland Islands Command Area. A total of 1,575 questionnaires were processed (35% of the sample issued), 134 from the Shetland Islands (38% of those issued in the Shetland Islands Command Area).

2.2 Type of Area

Respondents were asked to describe the type of area in which they live.

Table 2.1 Type of Area

	Shetland Islands Command %	Force Area %
A city	-	10.9
A large town	2.9	8.3
A small town	30.8	22.3
A large village	3.5	13.1
A small village	40.2	27.6
An isolated rural area	22.6	17.7

Base: All respondents in Command Area

2.3 Gender

The response was biased in favour of females, which is common for postal surveys. This bias is partly compensated for in the weighting process.

Table 2.2 Gender

	Shetland Islands Command %	Force Area %
Female	84.4	80.7
Male	15.6	19.3

Base: All respondents in Command Area

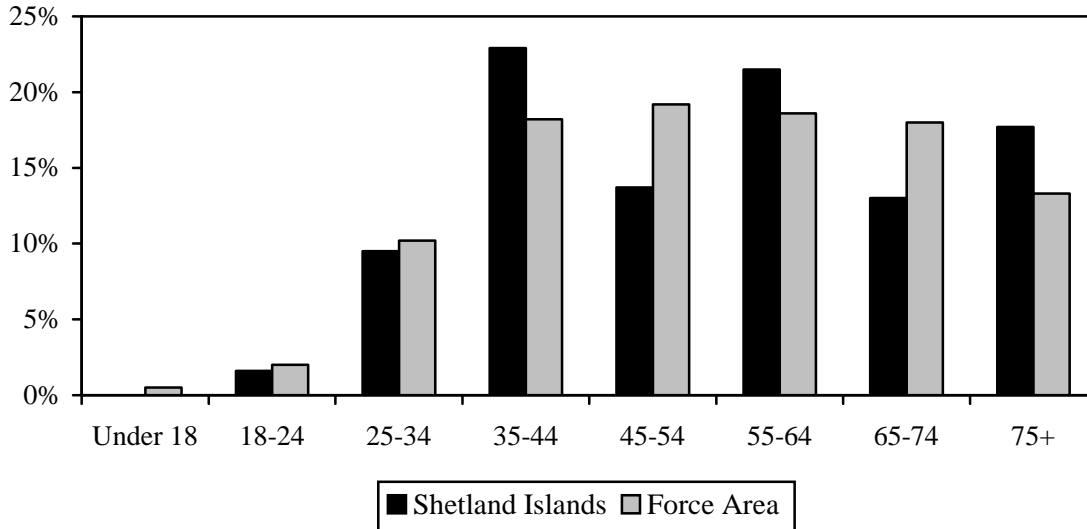
2.4 Household Size

The mean household size for the respondents in the Shetland Islands Command area was 2.48 compared with 2.37 for the Force area as a whole.

2.5 Age

The age range of respondents is shown in the chart below.

Chart 2.1 Age of Respondents



2.6 Ethnic Origin

The ethnic origin of the sample is shown in the table below.

Table 2.3 Ethnic Origin of Respondents

	Shetland Islands Command %	Force Area %
White Scottish	82.0	82.1
Other White British	15.4	16.1
White Irish	0.7	0.5
Other White	0.7	0.6
Indian	-	0.1
Pakistani	-	0.1
Bangladeshi	-	-
Other South Asian	-	-
Chinese	-	-
Caribbean	-	0.1
African	-	-
Black Scottish	-	-
Other Black	-	-
Any Mixed Background	-	0.1
Other	1.3	0.5

Base: All respondents in Command Area

2.7 Language

Respondents were asked to state their main spoken language, if their first language was not English. Responses from the Shetland Islands Command area included:

- Shetlandic (2 mentions)

2.8 Length of Time in Present Home

Respondents were asked how long they have been in their present home.

Table 2.4 Length of Time in Present Home

	Shetland Islands Command %	Force Area %
1 year or less	2.8	2.3
Over 1 year but less than 2 years	5.0	6.9
2 or more years but less than 5 years	15.9	16.1
5 years or more	76.3	74.7

Base: All respondents in Command Area

Chapter Three

Main Survey Findings

Views on the Local Area

3.1 The Area Within 15 Minutes of Home

Respondents were asked to rate the area within 15 minutes walk of their home as a place to live.

Table 3.1 Area Within 15 Minutes of Home

	Shetland Islands Command %	Force Area %
A very safe area	61.6	50.4
A fairly safe area	34.5	44.8
Rather unsafe area	2.6	3.6
A very unsafe area	1.3	0.8
No opinion	-	0.3

Base: All respondents in Command Area

95% of respondents in the Shetland Islands Command area rated the area within 15 minutes of their home as *very safe* or *fairly safe*, the same as the Force area average.

3.2 The Area Within 15 Minutes of Home Compared With a Year Ago

Table 3.2 Area Within 15 Minutes of Home Compared With a Year Ago

	Shetland Islands Command %	Force Area %
Now more safe	3.1	2.2
Now less safe	6.4	13.1
About the same	89.8	83.3
Did not live here a year ago	0.6	1.1
No opinion	-	0.3

Base: All respondents in Command Area

6.4% of respondents felt that their area was *now less safe* than it was a year ago, whereas only 3.1% thought their area was *now more safe*.

3.3 Concerns in the Local Area

Respondents were asked to indicate their concerns across a range of issues. Responses indicating either a *major* or *minor* concern are shown in the table below. The table also shows a *total concerned* figure compared with the corresponding total for the Force area.

Table 3.3 Concerns in the Local Area

	Shetland Islands Command			Force Area
	Major Concern %	Minor Concern %	Total Concerned %	Total Concerned %
Driving at excessive speed	27.3	44.9	72.2	71.9
Dangerous driving	17.8	46.9	64.7	58.4
Drink/drugs driving	31.0	28.2	59.2	46.0
Alcohol abuse	24.4	29.2	53.6	43.7
Rubbish or litter lying around	9.5	39.5	49.0	55.4
People using drugs	11.9	35.6	47.5	39.2
Dog excrement	13.7	29.0	42.7	58.6
Bullying of young people, in or out of school	4.7	34.1	38.8	36.6
People dealing in drugs	13.9	24.3	38.2	34.3
Young people on the street	3.5	32.1	35.6	44.3
Vandalism, graffiti and deliberate damage	7.1	27.0	34.1	45.2
Rowdy or drunken behaviour	6.2	27.8	34.0	39.2
Break-ins to houses	2.3	18.4	20.7	34.2
Things being stolen from cars	1.7	17.2	18.9	27.4
Solvent abuse/glue sniffing	1.7	15.2	16.9	19.8
Anti-social neighbours	3.0	13.2	16.2	24.5
Cars being stolen	2.4	13.1	15.5	21.1
Noise from local pubs or clubs	0.7	12.8	13.5	12.0
Domestic abuse	3.4	9.5	12.9	16.4
Stray dogs roaming the streets	3.7	8.4	12.1	27.5
Discrimination and abuse	3.4	7.4	10.8	16.8

Base: All respondents in Command Area

The pattern of concern in the Shetland Islands Command area was similar to that of the Force area as a whole. *Driving at excessive speed* was the main concern which was mentioned as either a major or minor concern by over two thirds of respondents

in the Shetland Islands Command area. *Dangerous driving, drinks/drug driving and alcohol abuse* were all mentioned as a concern by over half of all respondents.

Among the issues presented to respondents that were of least concern were *discrimination and abuse* and *stray dogs roaming the streets*.

3.4 Who Should Deal with these Concerns

Respondents were asked to indicate who should be dealing with their concerns across this same range of issues, as reported in the previous table. The responses are provided in the table below, ranked in order of concern as indicated in Table 3.3. Respondents were allowed to list more than one response per issue.

Table 3.4 Who Should Deal with Local Concerns

	You %	Health Service %	Police %	Council %	Parents %	Community / Neighbour hood Wardens %	Teachers %
Driving at excessive speed	1.8	2.7	97.5	10.4	4.8	2.2	5.5
Dangerous driving	0.7	1.7	97.9	8.3	2.8	4.3	3.4
Drink/drugs driving	6.7	14.5	93.3	6.8	10.0	2.9	7.4
Alcohol abuse	10.8	55.3	47.2	9.8	14.8	4.5	10.4
Rubbish or litter lying around	19.5	3.1	6.6	70.9	14.6	16.8	6.6
People using drugs	2.6	27.9	84.1	5.2	18.9	6.8	12.9
Dog excrement	20.4	6.3	14.3	61.2	6.0	18.8	-
Bullying of young people, in or out of school	9.9	5.0	32.0	18.5	48.4	6.5	73.2
People dealing in drugs	2.8	8.0	92.4	6.8	6.9	5.5	4.0
Young people on the street	1.8	0.7	48.0	5.4	68.3	4.4	3.8
Vandalism, graffiti and deliberate damage	6.9	0.7	84.3	18.2	18.2	12.4	8.3
Rowdy or drunken behaviour	1.0	2.5	88.8	4.5	8.8	1.4	-
Break-ins to houses	1.1	0.7	95.7	1.4	0.7	7.9	0.7
Things being stolen from cars	4.3	0.7	94.0	2.5	4.6	5.3	0.7
Solvent abuse/glue sniffing	4.3	36.2	67.1	13.0	33.9	10.6	22.5
Anti-social neighbours	9.6	2.1	43.3	43.9	3.6	7.5	1.0
Cars being stolen	-	0.7	95.3	0.7	4.6	5.4	-
Noise from local pubs or clubs	1.8	2.8	66.2	37.1	-	3.3	-
Domestic abuse	4.7	20.1	86.4	11.3	3.0	2.3	2.9
Stray dogs roaming the streets	5.1	1.1	24.6	43.1	2.5	23.4	-
Discrimination and abuse	7.1	8.6	71.3	20.0	17.1	14.0	23.4

Base: All respondents in Command Area

Note: Multiple responses were accepted

A large proportion of the sample expected the police to deal with many of the issues. The police were mentioned by over 90% of respondents for *speeding, dangerous driving, drink/drugs driving, people dealing in drugs, car theft* and *break-ins*.

The police were held to be responsible for 14 of the 21 issues listed. Notable exceptions were:

- Litter (71% of respondents thought the Council should be responsible)
- Dog excrement (61% of respondents thought the Council should be responsible)
- Bullying (respondents felt this issue should be dealt with predominantly by teachers and parents).

Community Planning

3.5 Importance of Issues in Relation to an Area's Local Plan

Respondents were asked to indicate the priority they feel should be assigned to a range of issues in their Community Plan. Responses indicating either a *top* or *medium* priority are shown in the table below. The table also shows a *total priority* figure compared with the corresponding total for the Force area.

Table 3.5 Community Plan Priorities

	Shetland Islands Command			Force Area
	Top Priority %	Medium Priority %	Total (Top+Medium) Priority %	Total (Top+Medium) Priority %
Reducing drug dealing	76.4	16.8	93.2	89.5
Reducing youth crime	71.8	20.1	91.9	89.7
Reducing drug/alcohol/solvent abuse	75.6	15.2	90.8	90.4
Improving road safety	63.1	26.4	89.5	91.0
Reducing crime	63.7	25.2	88.9	88.5
Reducing unemployment	49.4	38.4	87.8	91.0
Improving roads and transport links	54.4	32.7	87.1	85.6
Reducing anti-social behaviour	58.0	26.4	84.4	86.2
Reducing boredom, lack of things for young people to do	48.8	35.0	83.8	89.0
Increasing availability of affordable housing	40.9	37.1	78.0	82.8
Improving access to local medical services	39.9	37.6	77.5	74.7
Improving quality of housing	32.0	40.2	72.2	77.0
Increasing business investment	30.2	40.6	70.8	68.0
Increasing rural development	17.0	51.6	68.6	59.2
Reducing discrimination and abuse	36.7	31.4	68.1	69.7
Improving public transport	30.0	34.7	64.7	64.6
Improving access to technology, e.g. broadband	23.9	35.8	59.7	50.9
Increasing availability of sport and leisure facilities	6.6	37.1	43.7	68.1
Improving access to arts and culture	4.4	31.3	35.7	39.1

Base: All respondents in Command Area

Faced with a list of issues, respondents generally chose to include a large number of them as important for inclusion in their local plan. Only *improving access to arts and*

culture and *increasing availability to sport and leisure facilities* were mentioned by less than half of the respondents.

- 3.6** In the Shetland Islands Command area, 17.7% of respondents had seen their local Community Plan, compared with a Force average of only 13.9%

Fear of Crime

- 3.7** In the Shetland Command area, only 40.3% of respondents were *very worried* or *slightly worried* about becoming a victim of crime compared with 53.5% of respondents in the Force area.

3.8 Types of Crime

Among those respondents who expressed worry about becoming a victim of crime, the table below shows the percentage of respondents worried about particular types of crime.

Table 3.6 Types of Crime

	Shetland Islands Command %	Force Area %
Vandalism or deliberate damage to your home, property or car	80.5	79.1
Having your home broken into	80.4	85.0
Being attacked, assaulted or robbed in the street	64.1	63.2
Having your car stolen or broken into	55.6	68.0
Being insulted or threatened	53.5	51.4
Being attacked, assaulted or robbed in your own home	52.6	52.1
Being the victim of an attempted rape, rape or other serious sexual offence	25.5	32.9
Being a victim of domestic abuse	7.5	3.8

Base: 46 respondents

Vandalism or deliberate damage to your home, property or car and *having your home broken into* were the main sources of worry over crime. Generally, the pattern across the Shetland Islands Command area was similar to the Force area.

3.9 Fear of Discrimination or Abuse

Respondents were asked to indicate how worried they were about suffering from various forms of discrimination or abuse. Responses indicating either *very worried* or *slightly worried* are shown in the table below, alongside the corresponding figures for the Force area.

Table 3.7 Fear of Discrimination or Abuse

	Shetland Islands Command		Force Area	
	Very Worried %	Slightly Worried %	Very Worried %	Slightly Worried %
Physical disability	1.7	7.6	1.6	6.5
Learning disability	0.7	5.1	1.1	2.8
Gender	1.8	2.1	0.8	5.5
Mental health	-	2.5	0.8	4.0
Religious beliefs	0.7	1.4	1.2	3.8
Race or ethnic origin	0.7	1.0	0.9	3.5
Political beliefs	0.7	1.0	1.9	2.0
Sexuality	-	1.1	0.2	2.6

Base: All respondents in Command Area

Physical disability and *learning disability* were the main sources of worry over discrimination or abuse in the Shetland Islands Command area.

Victims of Crime

3.10 Reporting Crime

3% of respondents in the Shetland Islands Command area said that they had been a victim of crime in the last year, all of whom reported it to the police.

By comparison, 8% of respondents in the Force area as a whole said they had been a victim of crime in the last year, 83% of whom reported it to the police.

3.11 Victim Support

33% of respondents in the Shetland Islands Command area, who have been a victim of crime in the last year, said that they had been offered referral to Victim Support, of whom only one of those took up the offer.

3.12 Precautions Against Crime

Respondents were asked which of the following they did because of possible worries about crime.

Table 3.8 Precautions Against Crime

	Shetland Islands Command			Force Area
	Always %	Sometimes %	Total Always/ Sometimes %	Total Always/ Sometimes %
Make sure your home is adequately secured	69.1	20.1	89.2	92.1
Make sure your vehicle is adequately secured	60.7	21.0	81.7	88.0
Avoid certain places	11.7	30.8	42.5	56.1
Mark your property in case it is stolen	8.9	22.7	31.6	40.7
Avoid going out when it is dark	8.0	20.8	28.8	42.7
Avoid going out at certain times	9.0	15.6	24.6	37.7
Avoid going out alone	6.9	17.7	24.6	40.4
Take self-defence classes	1.0	4.5	5.5	3.8
Carry a personal alarm	-	0.7	0.7	3.3

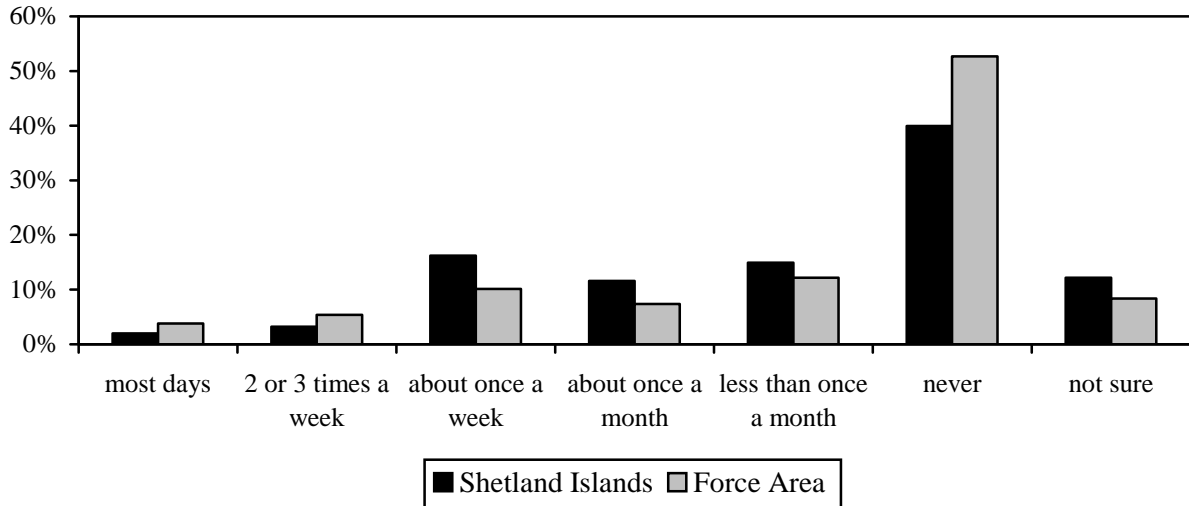
Base: All respondents in Command Area

People were most likely to take precautions to protect their homes and cars, a pattern which was reflected across the whole Force area.

Generally, the level of precaution taken against crimes was lower in the Shetland Islands Command area than the Force area as a whole.

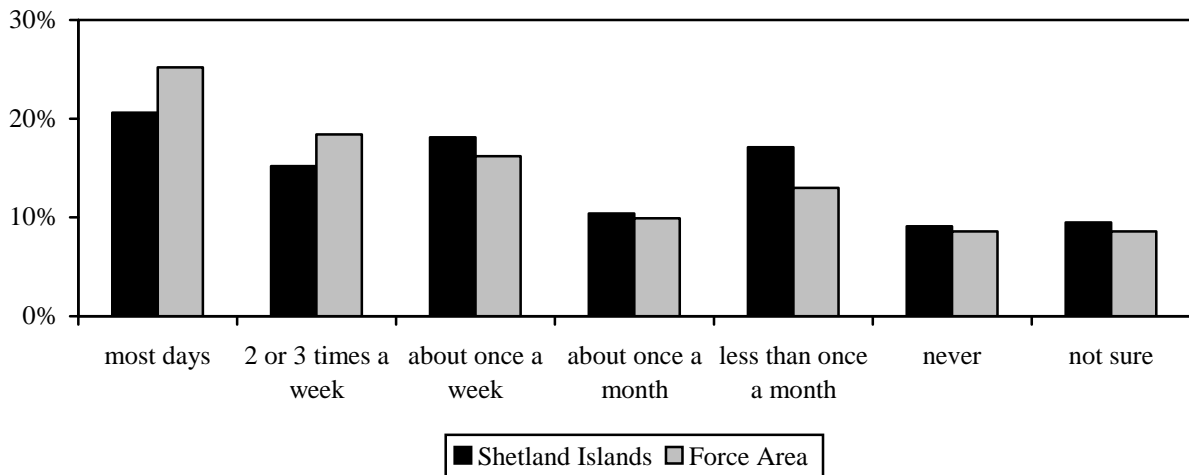
Police Patrols

3.13 Chart 3.1 Frequency of Seeing Police Officers Patrolling on Foot in the Shetland Islands Command Area



The pattern of response in the Shetland Islands Command area was similar to the Force area as a whole, with around 40% of all respondents saying they *never* see police officers patrolling on foot.

3.14 Chart 3.2 Frequency of Seeing Police Officers Patrolling in Motor Vehicles in the Shetland Islands Command Area



Respondents in the Shetland Islands Command area were slightly less likely than the Force area average to see police officers patrolling in motor vehicles on a frequent basis i.e. more than two or three times a week.

3.15 Level of Police Patrols

Respondents were asked what they thought about the level of all police patrols that they see.

Table 3.9 Level of Police Patrols

	Shetland Islands Command %	Force Area %
Too much	-	0.2
About right	34.6	30.5
Too little	42.2	54.2
No opinion	23.2	15.1

Base: All respondents in Command Area

34.6% of respondents in the Shetland Islands Command area felt that the level of police patrolling was *about right*, compared with 30.5% for the whole Force Area.

3.16 Preferences for Police Patrols

Respondents were asked where they would like to see more police officers on patrol.

Table 3.10 Where Respondents Would Like to See More Officers on Patrol

	Shetland Islands Command %	Force Area %
Town Centre / High Street	30.3	29.3
Street presence / foot patrols (all areas)	28.3	28.3
Pubs / nightclubs	23.8	8.7
Areas of traffic danger	10.8	3.7
Residential areas	9.8	18.1
Villages	8.2	11.4
Known trouble spots	5.3	7.8
Outside schools	4.2	6.1
Other	12.5	15.2

Base: All respondents in Command Area

Note: Multiple responses were accepted

Town Centre/High Street was the most commonly mentioned location respondents in the Shetland Islands Command area wanted to see more officers on patrol. Responses included comments such as wanting to see police officers “on the main roads during peak times and close to the pubs and hotels during opening hours” as well as on the

“streets at night especially Fridays and Saturdays and especially if there has been a gig/band/disco on where people are likely to have been drinking”.

Responses from the Shetland Islands sample listed as “other” in Table 3.10 included:

- Lerwick (5 mentions)

3.17 Respondents were asked when they would like to see more police officers on patrol.

Table 3.11 When Respondents Would Like to See More Officers on Patrol

	Shetland Islands Command %	Force Area %
Weekends	33.9	20.1
Late evening / night (after 10 pm)	30.0	35.4
Evening (up to 10 pm)	21.1	33.4
No specific time / random	19.3	12.3
Pub / club closing time	18.0	10.1
School holidays	4.5	1.5
School breaks / lunchtime / after school	3.5	7.3
All the time	3.0	12.4
Other	7.7	8.0

Base: All respondents in Command Area

Note: Multiple responses were accepted

Weekends was the most commonly mentioned time when respondents in the Shetland Islands Command area wanted to see more officers on patrol. This was followed by a desire to see more officers in the *late evenings (after 10pm)* and *evenings (up to 10pm)*. Responses included: “weekend evenings and at functions in local halls” and “peak traffic times at busy roads, evenings and weekend social events”.

Responses from the Shetland Islands sample listed as “other” in the table above included:

- Mornings (rush hour) (4 mentions)
- Lunchtimes (2 mentions)

3.18 Respondents were asked why they would like to see more police officers on patrol.

Table 3.12 Why Respondents Would Like to See More Officers on Patrol

	Shetland Islands Command %	Force Area %
Crime prevention / deterrence	46.5	47.2
Reassurance / feeling safe	24.3	31.8
Drink related crime	16.5	7.7
Reduce motoring offences	12.7	8.1
Youth behaviour / intimidation	9.8	16.5
Reduce vandalism	7.3	11.4
Drug abuse	5.0	3.7
Community relations	2.5	5.6
Other	8.6	2.8

Base: All respondents in Command Area

Note: Multiple responses were accepted

Crime prevention/deterrence was the main reason respondents wanted to see more police officers on patrol. Typical responses were: “their presence definitely acts as a deterrent”, “reminder to potential criminals that they will be caught” and “make people aware that there is a police presence and therefore act as a deterrent”.

Respondents in the Shetland Islands Command area also wished to see more police officers on patrol as a *reassurance* and to *feel safer*. Generally respondents felt that a police presence “gives reassurance to ordinary people, especially senior citizens”.

Also, respondents in the Shetland Islands Command area were concerned by the level of *drink related crime*. Respondents were keen to see a police presence at weekend evenings around pubs and hotels where alcohol was likely to be consumed; one respondent specifically called for police “at night at any event where alcohol is sold”.

Community Safety

3.19 Awareness of Security and Safety Initiatives

The following table shows the percentage of respondents who were aware of certain security and safety initiatives in their area.

Table 3.13 Awareness of Security and Safety Initiatives

	Shetland Islands Command Aware %	Force Area Aware %
TV/media campaigns, e.g. drug awareness	39.7	36.7
Closed circuit television (CCTV)	18.0	27.5
Laws banning drinking alcohol in public places	16.0	37.4
Anti-social behaviour orders	9.3	9.1
Community / neighbourhood wardens	5.2	5.4
Neighbourhood/Farm/Water/Boat Watch schemes	0.7	9.1

Base: All respondents in Command Area

3.20 Respondents were asked if they thought any of the following improve community safety in their area.

Table 3.14 Perceived Effects of Security and Safety Initiatives

	Shetland Islands Command Aware %	Force Area Aware %
Laws banning drinking alcohol in public places	43.4	55.4
TV/media campaigns, e.g. drug awareness	40.2	45.0
Anti-social behaviour orders	35.8	44.2
Closed circuit television (CCTV)	35.1	52.3
Community / neighbourhood wardens	33.3	43.2
Neighbourhood/Farm/Water/Boat Watch schemes	20.5	38.7

Base: All respondents in Command Area

Laws banning drinking alcohol in public places and *TV/media campaigns* were perceived to be the measures which have the greatest effect on improving community safety in the Shetland Command area.

3.21 Crimestoppers

45% of respondents in the Shetland Islands Command area stated that they were aware of the Crimestoppers facility, slightly lower than the whole Force area average of 54%. In the Shetland Islands Command area, 4% of respondents had actually used the facility, compared with 3% in the whole Force area.

3.22 Confidential Lines

52% of respondents in the Shetland Islands Command area stated that they were aware of the Northern Constabulary confidential lines compared with 43% across the whole Force area.

4% of respondents in the Shetland Islands Command area had actually used the Northern Constabulary confidential lines, the same figure as the Force area average.

Contacting the Police

3.23 Preferred Methods of Contact

Respondents were asked how they would prefer to contact the police in each of the following situations.

Table 3.15 Preferred Methods of Contacting the Police

	Phone '999' %	Phone local police station %	Phone Northern Constabulary confidential line %	Visit local police station %	To police officer on patrol %	Email/ internet %	Mobile phone, text, picture imaging %
To report a serious crime, e.g. house break-in	36.9	62.4	0.7	-	-	-	-
To report a minor crime, e.g. vandalism	2.4	89.6	2.3	5.0	-	0.7	-
To report information about something suspicious	3.1	75.4	13.2	7.6	0.7	-	-
To report a nuisance or disturbance	3.1	87.8	4.4	3.4	1.3	-	-
To report a road traffic accident/incident	56.0	43.3	-	-	-	-	0.7
To report other information	3.7	75.7	6.1	13.8	-	0.7	-
To ask for advice or information	1.4	64.3	5.2	27.7	0.7	0.7	-
Firearm / shotgun enquiry	3.8	63.3	3.5	28.1	-	1.4	-
Lost/found property	1.4	57.8	-	40.9	-	-	-
Missing person	10.3	70.9	3.0	15.7	-	-	-

Base: All respondents in Command Area

Phoning '999' was the preferred method of contacting the police in order to report an accident. *Phoning the local police station* was the preferred method of contact in all other situations listed.

The *Northern Constabulary confidential line* was most likely to be used to report information about something suspicious. The *confidential line* was mentioned as a possible way of contacting the police across all the situations listed, but generally, respondents were at least five times as likely to make contact by *phoning the local police station*.

In certain situations, such as to report lost/found property respondents would *visit a police station*. Other electronic media such as *e-mail* and *picture imaging* were unlikely to be used to contact the police.

Information about The Work of the Police

3.24 Type of Information Sought

44% of respondents in the Shetland Islands Command area stated that they would like to receive more information about the work of their local police officers, compared with 47% in the Force area. Respondents were then asked what type of information they would like.

Table 3.16 Type of Information Sought by Respondents

	Shetland Islands Command %	Force Area %
What is being done to reduce and prevent crime	84.4	79.8
General police work in your area	77.6	81.8
What is being done to make your community safer	73.5	74.2
What is being done to improve road safety	66.2	64.4
Police achievements/successes	60.1	46.6
How you can help the police, e.g. Neighbourhood Watch, appeals	57.2	47.3
How we are spending on policing in your area	50.5	49.8
More information about police officer's job/how they spend their day	45.8	50.8

Base: 49 respondents

Note: Multiple responses were accepted

3.25 Method of Finding Information About Police Work

Respondents were asked how they normally find out about the work of local police officers.

Table 3.17 Current Methods of Finding Out About Police Work

	Shetland Islands Command %	Force Area %
Local newspapers	70.9	59.8
Local radio	56.4	32.2
Talking to friends and relatives	23.4	29.5
Television	22.3	23.0
Don't get any information	16.2	22.1
Talking to police officers	12.0	14.0
Personal experience	6.8	13.2
Literature from the police	2.3	3.8
Local area newsletter 'Putting People First'	1.9	3.2
Public meetings held by the police	1.3	1.8
Community meetings	0.6	7.2
Internet	-	0.3

Base: All respondents in Command Area

Note: Multiple responses were accepted

Responses in the Shetland Islands Command area followed a similar pattern compared with the Force area. *Local newspapers* were the main source of information, followed by *local radio* and *talking to friends and relatives*.

3.26 Awareness of Police Campaigns and Initiatives

42% of respondents in the Shetland Islands Command area reported that they were aware of a campaign or initiative by Northern Constabulary during the last 3 months, compared with 17% in the Force area. Respondents were then asked what the campaign was about.

Table 3.18 Awareness of Police Campaigns and Initiatives

	Shetland Islands Command %	Force Area %
Road safety	31.8	15.9
Dogs Against Drugs	26.1	4.9
Speeding	23.4	34.5
Drink driving	18.9	17.1
Drugs awareness	15.6	25.1
Drug dealing	2.7	10.5
Press coverage of drug enforcement	1.7	5.5
Drugs awareness in schools	-	4.4

Base: 42 respondents

Note: Multiple responses were accepted

Road safety and *dogs against drugs* were the most frequently cited campaigns that respondents in the Shetland Islands Command area had noted in the previous three months.

3.27 Respondents were asked how they were made aware of the campaign.

Table 3.19 How Respondents Were Made Aware of the Campaign

	Shetland Islands Command %	Force Area %
Local newspaper	81.0	63.2
Local radio	70.1	43.7
Talking to friends/relatives	11.2	9.9
Local TV	10.3	21.6
Talking to police officer	3.9	6.6

Base: 46 respondents

Note: Multiple responses were accepted

Local newspapers and *local radio* were particularly important methods of becoming aware of campaigns in the Shetland Islands Command area.

3.28 Influence of the Media

Respondents were asked if their confidence in the police is influenced by the media.

Table 3.20 Media Influence on Confidence in Police

	Shetland Islands Command %	Force Area %
Yes, definitely	12.3	10.3
Probably	12.5	13.5
Sometimes	23.0	23.6
Not significantly	33.9	30.3
Definitely not	9.0	18.1
Don't know	9.2	4.2

Base: All respondents in Command Area

Responses in the Shetland Islands Command area followed a similar pattern compared with the Force area.

3.29 Respondents were asked if their views on crime are influenced by the media.

Table 3.21 Media Influence on Views of Crime

	Shetland Islands Command %	Force Area %
Yes, definitely	17.1	14.3
Probably	16.3	16.7
Sometimes	30.1	31.7
Not significantly	19.8	22.5
Definitely not	9.8	11.7
Don't know	6.9	3.1

Base: All respondents in Command Area

Responses in the Shetland Islands Command area followed a similar pattern compared with the Force area.

3.30 Respondents were asked if their overall feeling of safety is influenced by the media.

Table 3.22 Media Influence on Feelings of Safety

	Shetland Islands Command %	Force Area %
Yes, definitely	9.3	9.2
Probably	15.0	13.9
Sometimes	17.8	20.8
Not significantly	40.9	35.0
Definitely not	11.3	17.2
Don't know	5.7	4.0

Base: All respondents in Command Area

Responses in the Shetland Islands Command area followed a similar pattern compared with the Force area.

3.31 Use of Internet and Mobile Phones

Respondents were asked if they would use the internet to report a crime.

Table 3.23 Willingness to Use Internet to Report Crimes

	Shetland Islands Command %	Force Area %
Yes, any crime	1.3	2.4
Yes, minor crime	4.6	3.2
No, don't have access to the internet	38.5	39.0
No, would prefer to speak to police	46.3	51.1
Don't know/No opinion	9.2	4.2

Base: All respondents in Command Area

3.32 13% of respondents in the Shetland Islands Command area said they would be happy to receive general information from the police via text to a mobile phone, compared with 12% of respondents in the Force Area as a whole.

3.33 24% of respondents in the Shetland Islands Command area said they would be happy to receive general information from the police via email/internet, compared with 25% of respondents in the Force Area as a whole.

3.34 Mobile Police Station

28% of respondents in the Shetland Islands Command area would like to see a mobile police station visit their area on a regular basis, compared with 35% of respondents in the Force area as a whole.

3.35 The Use of Public Places to Access Information of Police Services

Respondents were asked if they would utilise the following to access information on police services.

Table 3.24 Public Places Used to Access Information on Police Services

	Shetland Islands Command %	Force Area %
Post office	37.3	35.8
Library	36.9	32.5
Supermarket	31.2	27.5
Council office / service point	28.7	36.1
Bank	18.8	16.7

Base: All respondents in Command Area

Generally, respondents in the Shetland Islands Command area were more likely to access information about police services at *post offices* or *libraries*, whereas *Council offices/service points* were the preferred method in the Force area as a whole.

The Role of the Police

3.36 Public Priorities

Respondents were asked in what ways Northern Constabulary could improve the service it provides to the public.

Table 3.25 Ways to Improve Services Provided

	Shetland Islands Command %	Force Area %
Higher profile / higher visibility	21.9	25.2
Foot patrols / officers on the beat	17.5	44.1
Satisfied with existing Police service	14.6	10.6
More information / communication	10.9	8.6
More accessible / approachable / friendly	12.9	15.1
Recruit more officers	12.3	7.1
Community involvement	12.2	8.3
Do more with young people / in schools	8.4	7.8
Deliver more information/newsletters	5.3	2.3
Higher presence in villages	-	2.2

Base: All respondents in Command Area

Note: Multiple responses were accepted

The main priority for respondents in the Shetland Islands Command area was for police officers to maintain a *higher profile/higher visibility*, with 21.9% of respondents stating this as a preference. Comments included: “higher profile on beat rounds just to let the public know they are there” and “be seen more often”.

Additionally, respondents suggested that more *foot patrols/officers on the beat* was also a priority. Respondents wished to see: “police on the beat, mixing with the community, getting to know the young and youth”, “better communication and more officers on the beat” and “more officers, more frequently on patrol”.

- 3.37** Respondents were asked what should be the three main priorities for Northern Constabulary.

Table 3.26 Main Priorities for the Police

	Shetland Islands Command %	Force Area %
Crime prevention/law & order/public safety	43.4	52.7
Road safety / speeding	39.8	33.7
Drink driving	27.4	14.5
Drug related crime / behaviour	24.8	16.5
Drugs (general / unspecified)	22.9	20.8
Drink related crime / behaviour	19.0	14.3
Theft / property crime / vandalism	16.0	20.0
Violence / assault	14.4	12.3
Drug dealing	11.6	13.7
Crime detection (incl. prosecution)	10.2	12.3
Partnership working / liaison	10.1	4.3
Public relations	8.5	9.0
Youth behaviour on streets	6.7	7.6
Deal with anti-social behaviour	3.6	4.0
Drug awareness	3.6	2.1
Education / Advice	3.6	1.6

Base: All respondents in Command Area

Note: Multiple responses were accepted

Over 40% of the respondents mentioned *crime prevention/ maintenance of law and order/public safety* as the key priorities for Northern Constabulary. Comments included: “upholding all aspects of the law; prevention of crime, being aware of people who might break the law and places where this might happen” and “make the island safe and secure for people and animals”.

Road safety/speeding and *drink driving* were the next most commonly mentioned priorities. The ranking of priorities in the Shetland Command area was similar to the Force area as a whole.

3.38 Respondents were asked with which things they thought the police should not be dealing.

Table 3.27 Areas With Which the Police Should Not Be Dealing

	Shetland Islands Command %	Force Area %
Dog fouling	30.3	14.5
Litter	18.8	19.1
Minor motoring / parking offences	15.3	15.2
Excessive administration	14.1	18.0
Anti-social neighbours	10.6	6.0
Stray animals / lost pets	8.3	15.7
Petty crime	6.5	5.9
Drug / alcohol abusers	6.5	3.8
Minor domestic disputes	6.0	6.5
Parenting	-	10.5

Base: All respondents in Command Area

Note: Multiple responses were accepted

Respondents in the Shetland Islands Command area felt that *dog fouling* and *litter* were the main issues with which the police should not be dealing. Comments included: “rubbish, dogs’ dirt and noise from drinking establishments - these three issues should be dealt with by local councils taking firm action” and “things that the Council/Housing Association could be dealing with, e.g. nuisance neighbours, pet fouling and neighbourhood watch”.

The Role of the Individual

3.39 Individual Action

Respondents were asked what they thought they could do to help improve the quality of life in their community.

Table 3.28 Individual Action

	Shetland Islands Command %	Force Area %
Report crime or suspicious behaviour	29.0	28.6
Neighbourliness / be friendly	21.8	22.8
Support community activities / groups	21.7	20.1
Engender law abiding behaviour	19.2	13.5
Neighbourhood watch	8.1	11.6
Be law-abiding	6.9	7.5
Nothing	5.9	13.2
Collect litter	-	4.9

Base: All respondents in Command Area

Note: Multiple responses were accepted

The most common way in which respondents felt they could contribute to the quality of life in their community was to *report crime or suspicious behaviour*. Comments included: “keep an eye out for anything suspicious going on and report it” and “report more anti-social behaviour to the local police station”.

The next main response was to *be neighbourly/friendly* in their local community. A typical comment was to “always be ready to help one’s neighbours”. Other comments included: “by supporting positive elements in the community and by having no scruples about ‘shopping’ – speaking out against offending elements” and “teach my children respect for others, and for themselves too”.

5.9% of people who answered the question said that they could do *nothing*, notably lower than the force average of 13.2%. The main reason given for doing *nothing* was old age.