

**Northern Constabulary**  
**2003 Excellence in Community Policing**  
**Western Isles 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
<b>Western Isles</b>	<b>350</b>	<b>7.8</b>	<b>6.5</b>
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 Western Isles Command Area. A total of 1,575 questionnaires were processed (35% of the sample issued), 103 from the Western Isles area (29.4% of those issued in the Western Isles 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**

	Western Isles Command %	Force Area %
A city	-	10.9
A large town	4.2	8.3
A small town	21.5	22.3
A large village	11.2	13.1
A small village	43.4	27.6
An isolated rural area	19.8	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**

	Western Isles Command %	Force Area %
Female	72.8	80.7
Male	27.2	19.3

Base: All respondents in Command Area

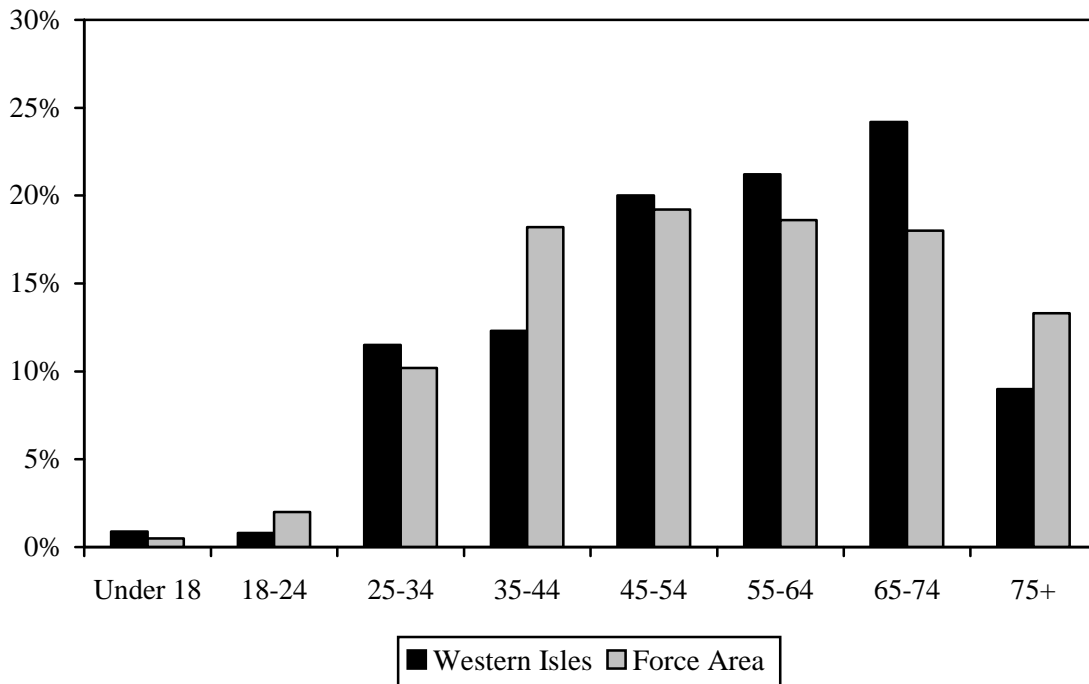
## 2.4 Household Size

The mean household size for the respondents in the Western Isles Command area was 2.34 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**

	<b>Western Isles Command %</b>	<b>Force Area %</b>
White Scottish	84.8	82.1
Other White British	14.1	16.1
White Irish	-	0.5
Other White	-	0.6
Indian	-	0.1
Pakistani	1.1	0.1
Bangladeshi	-	-
Other South Asian	-	-
Chinese	-	-
Caribbean	-	0.1
African	-	-
Black Scottish	-	-
Other Black	-	-
Any Mixed Background	-	0.1
Other	-	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 Western Isles Command area included:

- Gaelic (33 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**

	<b>Western Isles Command %</b>	<b>Force Area %</b>
1 year or less	1.2	2.3
Over 1 year but less than 2 years	6.0	6.9
2 or more years but less than 5 years	12.7	16.1
5 years or more	80.1	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**

	Western Isles Command %	Force Area %
A very safe area	78.0	50.4
A fairly safe area	20.9	44.8
Rather unsafe area	-	3.6
A very unsafe area	1.2	0.8
No opinion	-	0.3

Base: All respondents in Command Area

98.9% of respondents in the Western Isles Command area rated the area within 15 minutes of their home as *very safe* or *fairly safe*, compared with 95.2% of respondents across the whole Force area.

##### 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**

	Western Isles Command %	Force Area %
Now more safe	3.1	2.2
Now less safe	5.8	13.1
About the same	89.9	83.3
Did not live here a year ago	1.2	1.1
No opinion	-	0.3

Base: All respondents in Command Area

5.8% 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*. Nearly 90% of respondents rated the safety within 15 minutes of their home as *about the same* as it was a year ago.

### 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**

	Western Isles Command			Force Area
	Major Concern %	Minor Concern %	Total Concerned %	Total Concerned %
Driving at excessive speed	35.6	33.9	69.5	71.9
Dangerous driving	16.2	38.4	54.6	58.4
Drink/drugs driving	14.0	30.0	44.0	46.0
Dog excrement	15.9	28.0	43.9	58.6
Rubbish or litter lying around	9.7	34.1	43.8	55.4
Alcohol abuse	22.2	21.6	43.8	43.7
Vandalism, graffiti and deliberate damage	6.3	21.1	27.4	45.2
People using drugs	8.5	18.1	26.6	39.2
Bullying of young people, in or out of school	6.0	20.0	26.0	36.6
Young people on the street	0.9	24.0	24.9	44.3
Stray dogs roaming the streets	2.9	21.4	24.3	27.5
Rowdy or drunken behaviour	4.2	19.4	23.6	39.2
Anti-social neighbours	5.2	17.5	22.7	24.5
Break-ins to houses	4.5	14.8	19.3	34.2
People dealing in drugs	8.5	8.3	16.8	34.3
Things being stolen from cars	2.1	14.2	16.3	27.4
Cars being stolen	2.1	12.6	14.7	21.1
Domestic abuse	5.1	8.1	13.2	16.4
Solvent abuse/glue sniffing	5.4	5.8	11.2	19.8
Discrimination and abuse	4.5	6.3	10.8	16.8
Noise from local pubs or clubs	1.2	3.0	4.2	12.0

Base: All respondents in Command Area

The relative pattern of concern in the Western Isles Command area was similar to the Force area as a whole, although the overall level of concern was lower. Driving offences such as *driving at excessive speed*, *dangerous driving* and *drink/drugs driving* were the main concerns mentioned. Among the issues presented to respondents that were of least concern were *noise from pubs or clubs* and *discrimination and abuse*.

### 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 Table 3.3. The responses are provided in Table 3.4, below, ranked in order of concern as indicated in the previous table. 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	-	-	100.0	5.6	5.1	2.7	-
Dangerous driving	-	-	100.0	3.9	5.2	2.7	-
Drink/drugs driving	1.0	13.1	95.1	3.7	8.0	5.9	2.1
Dog excrement	12.4	5.0	8.9	55.1	2.9	28.1	-
Rubbish or litter lying around	13.7	1.0	19.1	71.7	16.2	15.8	3.1
Alcohol abuse	7.4	53.3	35.2	5.1	12.2	6.6	7.0
Vandalism, graffiti and deliberate damage	3.2	-	81.4	25.7	20.8	11.2	1.0
People using drugs	2.9	31.6	83.3	4.8	15.8	5.5	9.3
Bullying of young people, in or out of school	8.6	5.9	32.0	12.5	50.7	7.0	67.1
Young people on the street	2.2	0.9	39.7	5.9	64.3	15.0	1.3
Stray dogs roaming the streets	4.3	3.1	36.7	37.3	7.1	21.1	-
Rowdy or drunken behaviour	1.9	3.5	92.7	3.2	6.0	5.6	-
Anti-social neighbours	8.7	3.6	51.5	48.4	3.3	7.0	-
Break-ins to houses	1.2	-	98.7	3.1	0.9	7.0	-
People dealing in drugs	-	6.8	93.3	5.8	5.2	4.5	1.0
Things being stolen from cars	2.2	-	97.9	1.9	3.0	3.0	-
Cars being stolen	1.2	-	100.0	1.9	3.1	3.9	-
Domestic abuse	1.9	13.5	77.7	5.2	5.4	4.4	2.3
Solvent abuse/glue sniffing	1.2	30.9	65.9	6.3	32.3	7.1	25.0
Discrimination and abuse	4.4	2.0	72.3	9.9	18.7	11.6	11.3
Noise from local pubs or clubs	1.0	-	72.2	26.2	-	6.3	-

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. For example, the police were mentioned by over 90% of respondents for *car theft*, *drink/drugs driving*, *break-ins*, *speeding*, *dangerous driving*, *drink/drugs driving* and *drunken behaviour*.

The police were held to be responsible for 15 of the 21 issues listed. Notable exceptions were:

- Litter (almost three quarters 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**

	Western Isles Command			Force Area
	Top Priority	Medium Priority	Total (Top+Medium) Priority	Total (Top+Medium) Priority
	%	%	%	%
Reducing unemployment	79.7	17.6	97.3	91.0
Improving road safety	65.5	26.9	92.4	91.0
Reducing boredom, lack of things for young people to do	68.0	24.2	92.2	89.0
Improving roads and transport links	60.0	29.1	89.1	85.6
Improving quality of housing	38.3	44.1	82.4	77.0
Reducing drug dealing	65.0	16.1	81.1	89.5
Increasing availability of sport and leisure facilities	30.4	50.4	80.8	68.1
Increasing business investment	49.6	30.8	80.4	68.0
Reducing drug/alcohol/solvent abuse	65.4	15.0	80.4	90.4
Reducing youth crime	57.2	22.9	80.1	89.7
Increasing availability of affordable housing	37.6	41.2	78.8	82.8
Increasing rural development	34.9	41.1	76.0	59.2
Reducing anti-social behaviour	50.8	24.5	75.3	86.2
Reducing crime	56.1	16.5	72.6	88.5
Improving access to local medical services	38.4	28.7	67.1	74.7
Improving access to technology, e.g. broadband	18.0	45.5	63.5	50.9
Reducing discrimination and abuse	40.3	19.6	59.9	69.7
Improving access to arts and culture	7.9	40.4	48.3	39.1
Improving public transport	17.1	30.6	47.7	64.6

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 public transport*

and *improving access to arts and culture* were mentioned by less than half of the respondents.

- 3.6** In the Western Isles Command area, 14.2% of respondents had seen their local Community Plan, compared with a Force average of 13.9%

### **Fear of Crime**

- 3.7** In the Western Isles Command area, only 29.1% 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, Table 3.6, below shows the percentage of respondents worried about particular types of crime.

**Table 3.6 Types of Crime**

	<b>Western Isles Command %</b>	<b>Force Area %</b>
Vandalism or deliberate damage to your home, property or car	84.6	79.1
Having your car stolen or broken into	69.8	68.0
Having your home broken into	61.4	85.0
Being attacked, assaulted or robbed in the street	42.4	63.2
Being attacked, assaulted or robbed in your own home	30.3	52.1
Being insulted or threatened	24.6	51.4
Being the victim of an attempted rape, rape or other serious sexual offence	19.1	32.9
Being a victim of domestic abuse	-	3.8

Base: 38 respondents

*Vandalism or deliberate damage to your home, property or car* and *having your car stolen or broken into* were the main sources of worry over crime. The level of worry over all other types of crime was lower in the Western Isles Command area compared with 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**

	Western Isles Command		Force Area	
	Very Worried %	Slightly Worried %	Very Worried %	Slightly Worried %
Religious beliefs	3.9	9.1	1.2	3.8
Gender	-	6.2	0.8	5.5
Physical disability	-	4.8	1.6	6.5
Political beliefs	-	4.4	1.9	2.0
Race or ethnic origin	-	4.2	0.9	3.5
Learning disability	0.9	2.9	1.1	2.8
Sexuality	-	3.2	0.2	2.6
Mental health	-	2.9	0.8	4.0

Base: All respondents in Command Area

*Religious beliefs* and *gender* were the main sources of worry over discrimination. Fear of discrimination over religious beliefs was over twice as high in the Western Isles Command area compared with the Force area average, however all other responses followed a similar pattern compared with the Force area.

## Victims of Crime

### 3.10 Reporting Crime

Two respondents (2%) in the Western Isles Command area said that they had been a victim of crime in the last year, both 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

Neither of the victims of crime in the Western Isles Command area said that they had been offered referral to Victim Support.

### 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**

	Western Isles Command			Force Area
	Always %	Sometimes %	Total Always/ Sometimes %	Total Always/ Sometimes %
Make sure your vehicle is adequately secured	56.2	23.6	79.8	88.0
Make sure your home is adequately secured	54.7	24.8	79.5	92.1
Avoid certain places	10.2	30.2	40.4	56.1
Mark your property in case it is stolen	5.5	24.9	30.4	40.7
Avoid going out at certain times	4.7	12.4	17.1	37.7
Avoid going out alone	2.3	14.8	17.1	40.4
Avoid going out when it is dark	3.4	13.1	16.5	42.7
Take self-defence classes	-	1.0	1.0	3.8
Carry a personal alarm	-	2.3	2.3	3.3

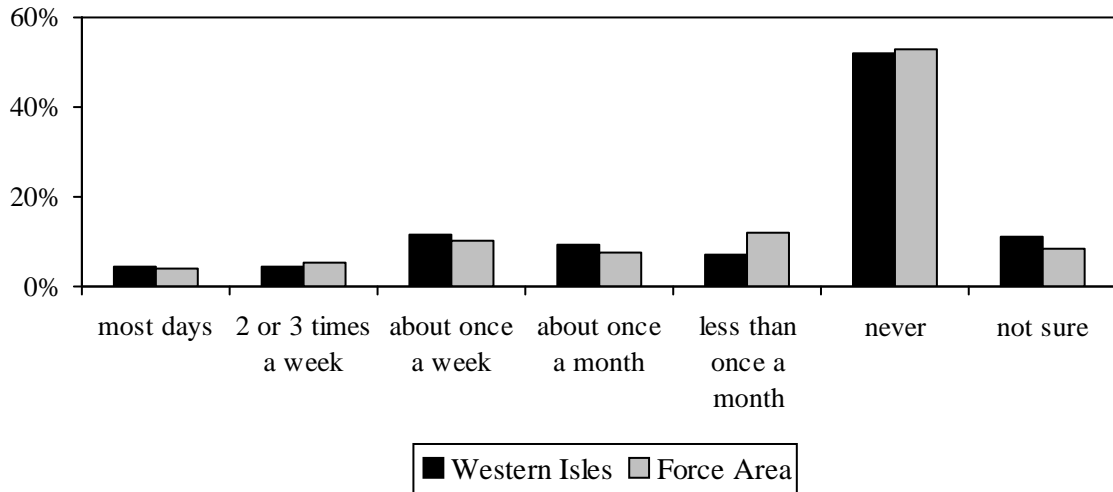
Base: All respondents in Command Area

Generally, respondents in the Western Isles Command area were less likely than average to take a range of precautions against crime compared with the Force area.

People were most likely to take precautions to protect their homes and cars, a pattern which was reflected across the whole Force area. However, personal safety precautions such as *avoiding going out alone* and *avoiding going out when it is dark* or *at certain times* were cited less frequently by respondents in the Western Isles.

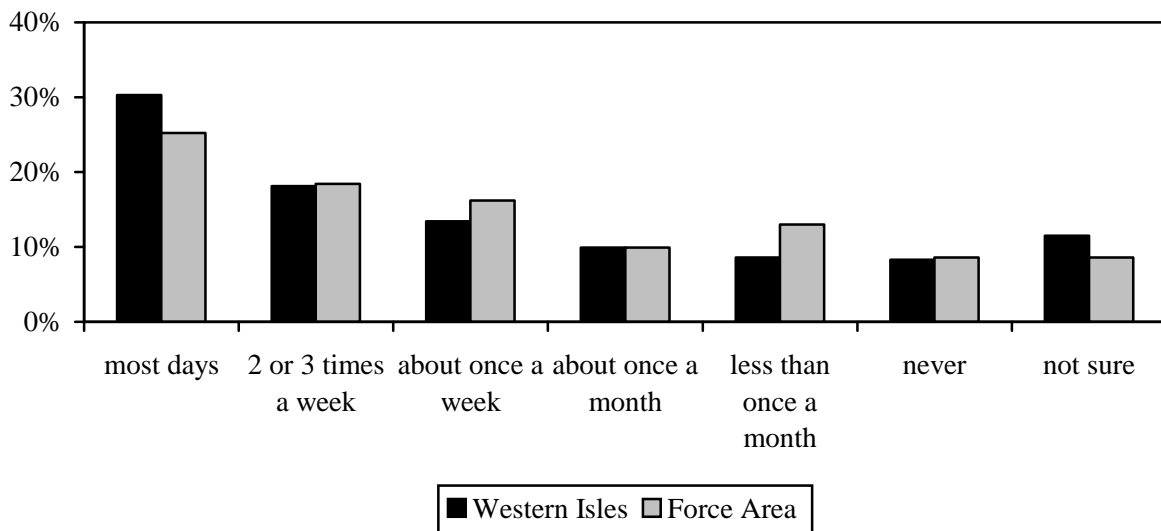
## Police Patrols

**3.13 Chart 3.1 Frequency of Seeing Police Officers Patrolling on Foot in the Western Isles Command Area**



The pattern in the Western Isles Command area was similar to that of the Force area as a whole.

**3.14 Chart 3.2 Frequency of Seeing Police Officers Patrolling in Motor Vehicles in the Western Isles Command Area**



Respondents in the Western Isles Command area were more likely to see police officers patrolling *in motor vehicles most days*, compared with the Force area average.

### 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**

	Western Isles Command %	Force Area %
Too much	0.9	0.2
About right	46.3	30.5
Too little	38.2	54.2
No opinion	14.6	15.1

Base: All respondents in Command Area

Respondents in the Western Isles Command area were more likely than average to feel that the level of police patrolling was *about right*.

### 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**

	Western Isles Command %	Force Area %
Town Centre / High Street	40.6	29.3
Street presence / foot patrols (all areas)	38.8	28.3
Residential areas	18.5	18.1
Villages	9.8	11.4
Known trouble spots	6.1	7.8
Pubs / nightclubs	4.9	8.7
Outside schools	4.9	6.1
Areas of traffic danger	1.7	3.7
Other	-	15.2

Base: All respondents in Command Area

Note: Multiple responses were accepted

*Town centre/High Street* was the most commonly mentioned place respondents in the Western Isles Command area wanted to see more officers on patrol. Comments included the desire to see more officers in the “town centre and immediate vicinity”, “in the districts of the town area” and “on foot on the streets of Stornoway”.

**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**

	Western Isles Command %	Force Area %
Evening (up to 10 pm)	35.9	33.4
Late evening / night (after 10 pm)	31.7	35.4
Weekends	26.4	20.1
All the time	13.1	12.4
No specific time / random	12.4	12.3
Pub / club closing time	6.6	10.1
School breaks / lunchtime / after school	4.7	7.3
School holidays	-	1.5
Other	12.8	8.0

Base: All respondents in Command Area

Note: Multiple responses were accepted

*Evenings (up to 10pm)*, was the most commonly mentioned time when respondents in the Western Isles Command area wanted to see more officers on patrol. This was followed by a desire to see more officers in the *late evening/night (after 10pm)* and at *weekends*. In many cases there was a specific desire to see more officers on weekend nights.

The main response listed as “other” in Table 3.11, above, was “daily”.

**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**

	Western Isles Command %	Force Area %
Crime prevention / deterrence	44.1	47.2
Reassurance / feeling safe	36.5	31.8
Reduce motoring offences	11.7	8.1
Youth behaviour / intimidation	8.8	16.5
Reduce vandalism	6.0	11.4
Community relations	5.3	5.6
Drink related crime	5.3	7.7
Drug abuse	-	3.7
Other	5.5	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 “to deter would-be criminals” and “to ensure there is no trouble”.

Respondents in the Western Isles command area also wished to see more police officers on patrol as a *reassurance* and to *feel safer*. Many commented on the fact that a police presence “makes people feel safer”.

## 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**

	Western Isles Command Area Aware %	Force Area Aware %
Laws banning drinking alcohol in public places	49.0	37.4
Closed circuit television (CCTV)	38.2	27.5
TV/media campaigns, e.g. drug awareness	32.1	36.7
Neighbourhood/Farm/Water/Boat Watch schemes	13.2	9.1
Anti-social behaviour orders	7.9	9.1
Community / neighbourhood wardens	2.8	5.4

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**

	Western Isles Command Area Aware %	Force Area Aware %
Laws banning drinking alcohol in public places	51.2	55.4
Closed circuit television (CCTV)	44.2	52.3
TV/media campaigns, e.g. drug awareness	37.6	45.0
Anti-social behaviour orders	34.4	44.2
Neighbourhood/Farm/Water/Boat Watch schemes	29.2	38.7
Community / neighbourhood wardens	25.8	43.2

Base: All respondents in Command Area

*Closed circuit television (CCTV)* and *laws banning drinking alcohol in public places* were perceived to be the measures which have the greatest effect on improving community safety. Generally, the pattern across the Western Isles Command area was similar to the Force area, although community or neighbourhood schemes received fewer mentions than in the Force area as a whole.

### **3.21 Crimestoppers**

47% of respondents in the Western Isles Command area stated that they were aware of the Crimestoppers facility, a slightly lower figure than the whole Force area average of 54%. In the Western Isles Command area, no respondents had actually used the facility, compared with 3% in the whole Force area.

### **3.22 Confidential Lines**

32% of respondents in the Western Isles Command area stated that they were aware of the Northern Constabulary confidential lines compared with 43% across the whole Force area.

Only 2 respondents (2%) in the Western Isles Command area had actually used the Northern Constabulary confidential lines, compared with 4% across the whole Force area.

## 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	34.2	64.0	1.0	0.9	-	-	-
To report a minor crime, e.g. vandalism	3.1	87.2	1.9	5.5	1.3	1.0	-
To report information about something suspicious	1.9	79.4	7.6	11.0	-	-	-
To report a nuisance or disturbance	2.9	86.1	3.9	6.1	0.9	-	-
To report a road traffic accident/incident	54.0	43.0	2.1	0.9	-	-	-
To report other information	4.7	67.9	6.5	18.3	2.5	-	-
To ask for advice or information	1.9	61.1	0.9	30.5	2.2	3.3	-
Firearm / shotgun enquiry	5.3	61.1	5.3	27.2	-	1.1	-
Lost/found property	0.9	50.3	-	48.8	-	-	-
Missing person	11.3	65.1	1.8	21.8	-	-	-

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 ten 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 relatively unlikely to be used to contact the police.

## Information about The Work of the Police

### 3.24 Type of Information Sought

40% of respondents in the Western Isles 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**

	Western Isles Command %	Force Area %
General police work in your area	83.1	81.8
What is being done to improve road safety	69.8	64.4
What is being done to reduce and prevent crime	67.3	79.8
More information about police officer's job/how they spend their day	64.9	50.8
What is being done to make your community safer	60.2	74.2
How we are spending on policing in your area	51.5	49.8
How you can help the police, e.g. Neighbourhood Watch, appeals	48.8	47.3
Police achievements/successes	46.3	46.6

Base: 53 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**

	Western Isles Command %	Force Area %
Local newspapers	56.2	59.8
Local radio	35.8	32.2
Talking to friends and relatives	26.7	29.5
Don't get any information	25.2	22.1
Television	16.0	23.0
Talking to police officers	11.8	14.0
Personal experience	8.4	13.2
Community meetings	6.7	7.2
Literature from the police	2.8	3.8
Public meetings held by the police	2.0	1.8
Internet	-	3.2

Base: All respondents in Command Area

Note: Multiple responses were accepted

*Local newspapers* and *radio* were the main sources of information for finding out about police work. The pattern of responses in the Western Isles Command area followed a generally similar pattern to the Force area, with the exception that respondents in the Western Isles were less likely to use the television as a source of information.

### 3.26 Awareness of Police Campaigns and Initiatives

13% of respondents in the Western Isles 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**

	<b>Western Isles Command %</b>	<b>Force Area %</b>
Road safety	33.5	15.9
Speeding	28.1	34.5
Press coverage of drug enforcement	21.9	5.5
Drink driving	16.4	17.1
Drugs awareness	8.6	25.1
Drugs awareness in schools	8.6	4.4
Drug dealing	7.8	10.5
Dogs Against Drugs	-	4.9

Base: 14 respondents

Note: Multiple responses were accepted

*Road safety, speeding and press coverage of drug enforcement* were the most frequently cited campaigns that respondents in the Western Isles Command area had noted in the previous 3 months. Note, there was a very low response to this question.

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

**Table 3.19 How Respondents Were Made Aware of the Campaign**

	Western Isles Command %	Force Area %
Local newspaper	66.5	63.2
Local radio	55.0	43.7
Local TV	35.4	21.6
Leaflet or newsletter	20.2	8.6
Talking to friends/relatives	-	9.9
Talking to police officer	-	6.6
Internet	-	0.5
Other	-	5.2

Base: 18 respondents

Note: Multiple responses were accepted

Responses in the Western Isles Command area followed a similar pattern compared with the Force area. *Local newspapers* were the main source of campaign information, followed by *local radio* and *television*. Note, there was a very low response to this question.

**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**

	Western Isles Command %	Force Area %
Yes, definitely	11.4	10.3
Probably	13.0	13.5
Sometimes	17.9	23.6
Not significantly	27.4	30.3
Definitely not	27.3	18.1
Don't know	3.0	4.2

Base: All respondents in Command Area

Responses in the Western Isles Command area followed a generally similar pattern compared with the Force area, although 27.3% of the Western Isles sample felt that their confidence in the police was *definitely not* influenced by the media, compared with only 18.1% across 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**

	<b>Western Isles Command %</b>	<b>Force Area %</b>
Yes, definitely	16.6	14.3
Probably	15.6	16.7
Sometimes	28.6	31.7
Not significantly	21.9	22.5
Definitely not	13.8	11.7
Don't know	3.6	3.1

Base: All respondents in Command Area

Responses in the Western Isles 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**

	<b>Western Isles Command %</b>	<b>Force Area %</b>
Yes, definitely	9.5	9.2
Probably	10.0	13.9
Sometimes	15.8	20.8
Not significantly	34.1	35.0
Definitely not	27.9	17.2
Don't know	2.7	4.0

Base: All respondents in Command Area

Respondents in the Western Isles Command area were less likely to be influenced by the media compared with the Force area as a whole. For example, 27.9% of respondents in the Western Isles Command area felt that their feeling of safety was *definitely not* influenced by the media, compared with only 17.2% across 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**

	Western Isles Command %	Force Area %
Yes, any crime	3.3	2.4
Yes, minor crime	2.1	3.2
No, don't have access to the internet	38.2	39.0
No, would prefer to speak to police	51.4	51.1
Don't know/No opinion	4.9	4.2

Base: All respondents in Command Area

**3.32** 13.4% of respondents in the Western Isles Command area said they would be happy to receive general information from the police via text to a mobile phone, compared with 11.9% of respondents in the Force Area as a whole.

**3.33** 35.6% of respondents in the Western Isles Command area said they would be happy to receive general information from the police via email/internet, compared with 25.3% of respondents in the Force Area as a whole.

### 3.34 Mobile Police Station

24.4% of respondents in the Western Isles Command area would like to see a mobile police station visit their area on a regular basis, compared with 35.2% 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**

	Western Isles Command %	Force Area %
Library	38.7	32.5
Post office	37.7	35.8
Council office / service point	30.7	36.1
Supermarket	27.9	27.5
Bank	22.6	16.7

Base: All respondents in Command Area

Generally, respondents in the Western Isles Command area were more likely to access information about police services at *libraries* or *post offices*, 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**

	Western Isles Command %	Force Area %
Foot patrols / officers on the beat	41.9	44.1
Higher profile / higher visibility	18.5	25.2
More accessible / approachable / friendly	16.3	15.1
Satisfied with existing Police service	15.4	10.6
More information / communication	12.8	8.6
Do more with young people / in schools	7.6	7.8
Community involvement	4.7	8.3
Higher presence in villages	2.1	2.2
Recruit more officers	1.8	7.1
Community policing	1.8	2.7

Base: All respondents in Command Area

Note: Multiple responses were accepted

A clear priority for respondents in the Western Isles Command area was more *foot patrols/officers on the beat*, with 41.9% of respondents stating this as a preference. Respondents called for “more police on the street” and enabling the public “to become more aware of their presence”.

Additionally, respondents suggested that the police should maintain a *higher profile/higher visibility* and *be more approachable*.

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

**Table 3.26 Main Priorities for the Police**

	Western Isles Command %	Force Area %
Crime prevention/law & order/public safety	45.7	52.7
Road safety / speeding	31.3	33.7
Drug related crime / behaviour	23.2	16.5
Drink related crime / behaviour	23.0	14.3
Drink driving	22.9	14.5
Theft / property crime / vandalism	19.6	20.0
Drugs (general / unspecified)	17.4	20.8
Crime detection (incl. prosecution)	15.8	12.3
Violence / assault	12.6	12.3
Public relations	12.2	9.0
Drug dealing	5.6	13.7
Youth behaviour on streets	4.8	7.6
Integrate with youth groups / schools	3.7	7.2
Quick response to reports of crime	2.4	4.7
Deal with anti-social behaviour	1.5	4.0
Partnership working / liaison	-	4.3
Drug awareness	-	2.1

Base: All respondents in Command Area

Note: Multiple responses were accepted

Over half of the respondents in the Western Isles Command area mentioned *crime prevention/maintenance of law and order/public safety* as the key priority for Northern Constabulary. *Road safety/speeding* and *drug/drink related crime/behaviour* were the next most commonly mentioned priorities.

**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**

	Western Isles Command %	Force Area %
Excessive administration	37.2	18.0
Stray animals / lost pets	23.4	15.7
Litter	14.4	19.1
Anti-social neighbours	12.5	6.0
Minor motoring / parking offences	12.5	15.2
Parenting	12.0	10.5
Dog fouling	6.6	14.5
Court duties/transfers	5.3	2.8
Minor domestic disputes	-	6.5

Base: All respondents in Command Area

Note: Multiple responses were accepted

Respondents in the Western Isles Command area felt that *excessive administration* was the main issue with which the police should not be dealing, a view which was reflected across the whole Force area. Many were keen to see “less paperwork for police officers”.

## 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**

	Western Isles Command %	Force Area %
Report crime or suspicious behaviour	28.1	28.6
Neighbourliness / be friendly	19.6	22.8
Nothing	18.4	13.2
Support community activities / groups	17.7	20.1
Collect litter	7.6	4.9
Engender law abiding behaviour	5.1	13.5
Neighbourhood watch	5.1	11.6
Be law-abiding	4.0	7.5

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 other suspicious behaviour*; “not turning a blind eye to speeding, drunkenness, rowdy behaviour etc”, as one respondent stated.

The other main response was to be more *neighbourly* or *friendly* in their local community; as one respondent put it, “live at peace with my neighbours”.

18.4% of people who answered the question said that they could do *nothing*. The main reasons given for this was old age, although one respondent commented: “I can’t see much need for improvement in our community as it is a very safe place to live.”