

North Ayrshire Performance Summary Report

Reporting Period: 01/04/2021 - 30/09/2021



**POLICE
SCOTLAND**
Keeping people safe

Total Crime



-7.9%



5845 Crimes

Incidents
Recorded

-12.4%



20,157

Violence/Homicide

6.3%



859

Drug Supply

37.6%



49

Sexual Crime

15.9%



166

Hate Crime

7.7%*



73

ASB

-6.3%



4996

Domestic Abuse

-6.4%



523

Housebreaking

-38.7%



99

Robbery

-14.3%



17

Fraud

60.3%



143

Speeding

-37.2%



191

Drink/Drug Driving

38.1%



116

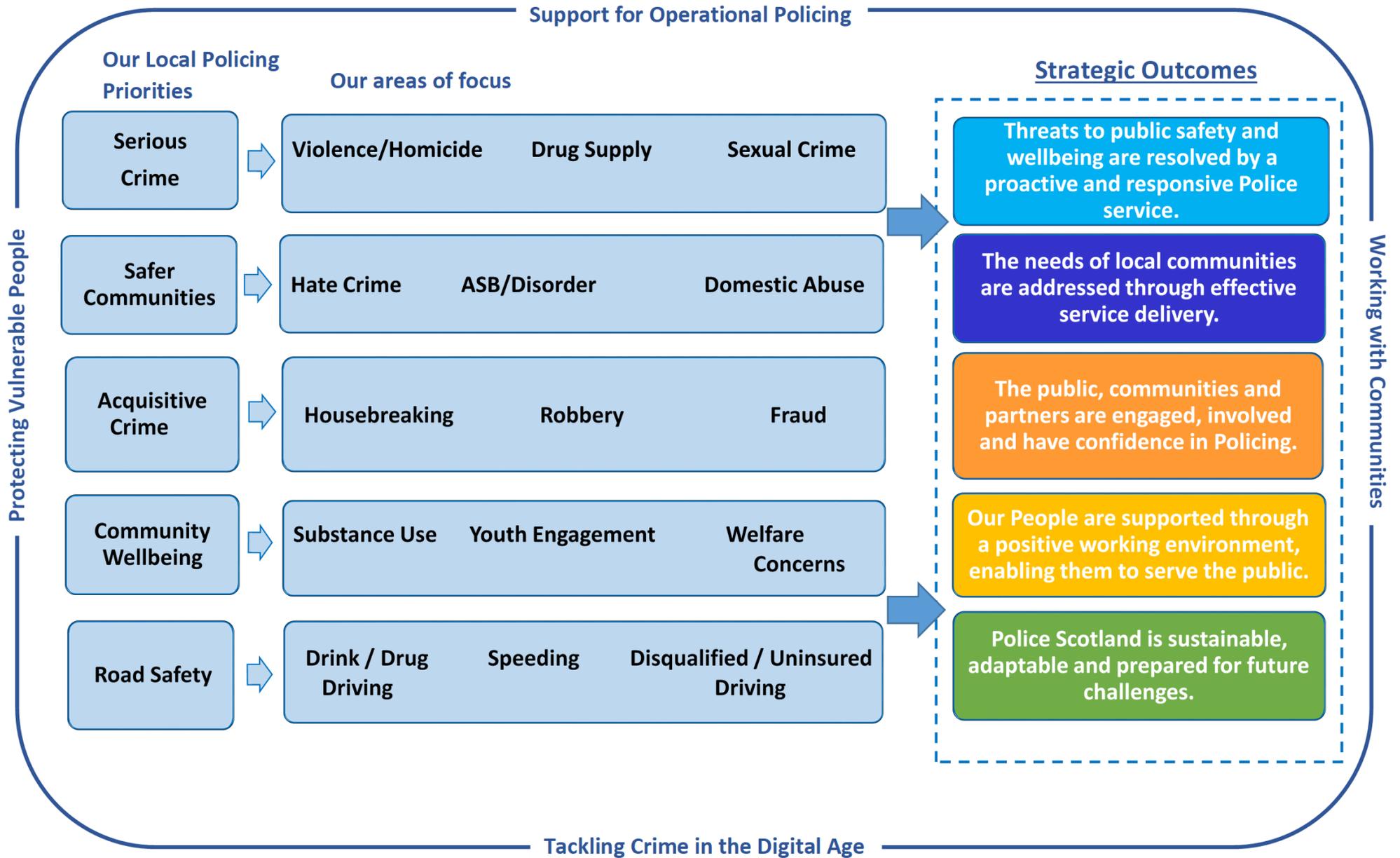
Note: All percentage figures are based on the 5-year average with all data based on Management Information which may be subject to change. *Hate Crime 5-yr Average is locally produced and not MI

Introduction

This document has been compiled to look at the quarterly data available for North Ayrshire. The report will be based on the areas of focus identified within the Local Policing Plan agreed with the Local Authority. The 'Plan on a Page' document is available on Page 3, this provides details of the areas Police Scotland have agreed to report on.

This document will provide an overview of crime and incidents based on the requirements of the LPP. However there will be areas where reporting will be on a rotational/exceptions basis particularly within the Safer Communities and Community Wellbeing Priorities. The following list of contents provides an overview of the items included in this report:

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SERIOUS CRIME—Violence/Homicide

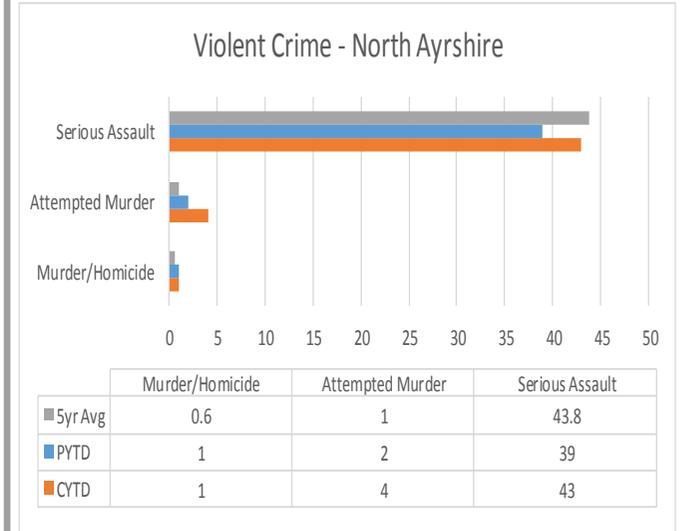
Analytical Context:

The position in terms of violent crime this year shows an overall increase of 6.3% on the 5-year average.

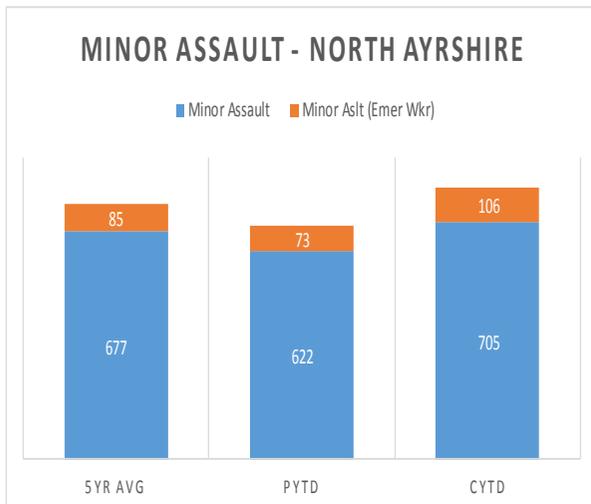
In terms of Serious Assaults, as can be seen on the graph, the current figure remains slightly below the 5-year average, although above last year. The detection rate - 62.2% - is currently below both last years figures (79.5%) and the 5-year average (71.7%) and are the subject of ongoing work to improve this position. In terms of location, there are more crimes in a Public space with half of these being on a footpath or street. Irvine and Saltcoats have recorded the greatest volume of crimes (32.6% and 18.6% respectively). The majority of victims are males, accounting for around 86.4% with an average age of 34.7.

Murder and Attempted Murder figures remain low, although there are more Attempt Murders recorded this year. All but one of these crimes has been detected.

Finally, all Minor Assaults have increased markedly this year on both the 5-year average and the figures last year. There have been around 93 non-recent crimes recorded this year of which 84.9% remain undetected and this is impacting on a lower overall detection rate (60.6% this year compared to 69.4% for 5-yr average.) The new charges relating to shop workers have now come into effect with 3 crimes recorded in September. See Domestic section for further info on this crime type.



Source: Taken from Police Scotland Business Intelligence Portal



Source: Taken from Police Scotland Business Intelligence Portal

Local Action/Context:

In order to address the increase in Emergency Worker Assault, the Division has established a 'Your Safety Matters' collaborative working group in response to the Divisional Commander's pledge on assaults collaborating with British Transport Police, NHS Ayrshire & Arran, Scottish Fire & Rescue Service, SERCO and the Maritime and Coast-guard Agency. An internal video has been created for partners around how the police respond to/investigate crime and the wider judicial process. The intention being to improve the confidence to report assaults and other unacceptable behaviours. The lessons learned from this approach will be adapted in response to our Hate Crime. The following images represent the media used to promote this pledge:

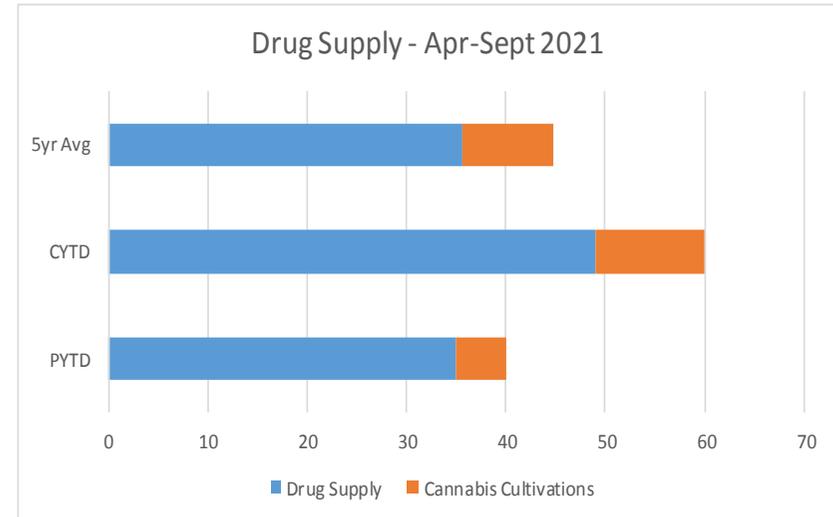


SERIOUS CRIME—Drug Supply

Analytical Context:

Drug Supply charges in North Ayrshire have increased this year by 37.6% on the 5-year average. Drug supply charges are often as a result of proactive work and therefore identifying any real patterns to where these crimes are taking place is difficult. Identifying potential suppliers is the result of combined work with local officers and Divisional staff, building on the Community intelligence provided by North Ayrshire residents.

As can be seen on the graph opposite there has been an increase in Cannabis Cultivations (n=11) which has contributed to the overall increase in Drug Supply charges. In terms of the cultivations it is notable that there have been three in Dalry this year, two of which have been in more rural settings.



Source: Taken from Police Scotland Business Intelligence Portal

Local Action/Context:

Ayrshire Division benefits from a dedicated Pro-active Crime Team (PACT). These specialist officers are supported by dedicated intelligence officers in tackling serious and organised crime in our communities.

The work of the PACT is supported locally by work of our Priority Policing Team (PPT) who continue to target drug dealing, develop local intelligence and progress issues identified by members of the community. The PPT is supervised by the Localities Inspector so that their activity is focussed on emerging risks and concerns, many of which are also raised by elected members. Notable recoveries are often shared on our social media platforms.

North Ayrshire preventions and interventions have been working with communities and partners to highlight Fearless, the Crime Stoppers youth service aimed at 11 to 16 year olds. This service aims to increase awareness of the dangers surrounding street crime, drugs and violence, whilst also providing a confidential platform to provide information anonymously.

Locality Officers and campus officers have continued to engage with our communities, proactively seeking the concerns of residents regarding drug supply and misuse through surgeries and community council meetings as well as elected representatives. Developing an intelligence picture, they have worked with specialist resources to disrupt those involved.

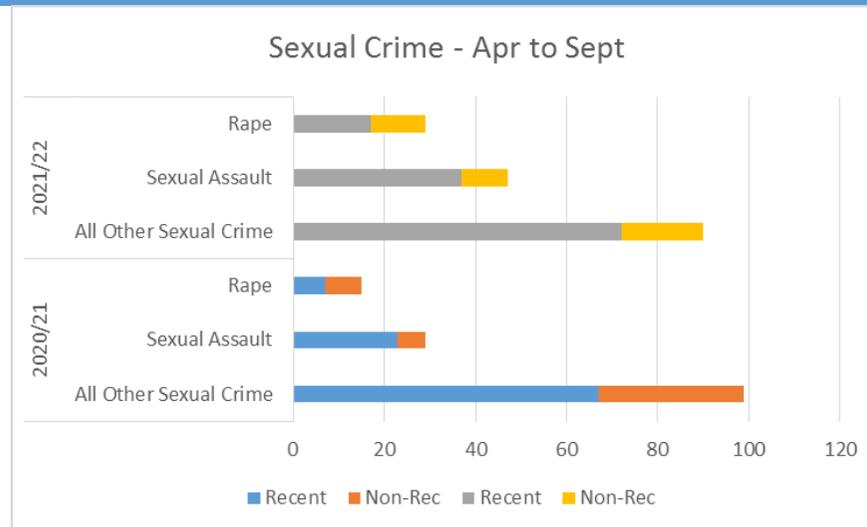
We are constantly mindful of the risks of county lines crimes within our communities and work with partners to raise awareness in community and educational settings of the warning signs. Going forward the Division will be establishing a Community Wellbeing unit, designed to reflect and reinforce the increasing shift within Police Scotland to adopt a public health, whole system approach to tackling many of the complex issues faced by our communities.

SERIOUS CRIME—Sexual Crime

Analytical Context:

There has been a marked increase in the number of sexual crimes reported this year (15.9% on the 5-year average). The biggest increases have been noted in Rapes (up 26.1%) and Sexual Assaults (up 29.7%). It should be noted that 24.1% of crimes are non-recent, this includes 12 non-recent Rape crimes and 10 non-recent Sexual Assaults .

The current detection rate for all sexual crimes stands at 41.6% which is slightly below the figure at this point last year. Rape detections at the end of Q2 were 27.6% which compares to a 5-year average of 44.3%, this discrepancy exists as there are still potential forensic opportunity for this years crimes. There are also a number of challenges in relation to obtaining detections for no n-recent Rape due to the potential lack of forensic opportunities.



Source: Taken from Crime Management through ScOMIS

Local Action/Context:

Sexual crimes in North Ayrshire continue to follow national trends in their increase.

It is recognised that online platforms facilitate offending and victimisation, particularly in younger age groups. Campus officers across North Ayrshire have met during the summer holidays to review and update their lesson plans. This will standardise our educational inputs across schools, but equally ensure the lessons are inclusive of what young people are telling campus officers.

A number of large scale enquiries into non recent offending and high profile convictions has resulted in an increase in the reporting of non-recent sexual crimes. Ongoing work with partners such as ‘Expect Respect’ (raising awareness of sexual violence and acceptable behaviour in higher and further education) has led to raised awareness of reporting mechanism, and an increased confidence in reporting such matters. This work is vitally important and ongoing.

Looking forward we have continued to develop ‘Ask for Angela’ which will launch in North Ayrshire to coincide with the White Ribbon / 16 Days campaign and 100 licensed premises across North Ayrshire will receive staff training and an information pack to raise awareness of this protocol. This is particularly relevant in light of the high profile spiking incidents which have occurred across Great Britain.

We have also widely publicised the ‘That Guy’ campaign that has been very positively received by partners and the public in general, and will continue to develop ways to alter or change male behaviours, targeting offenders rather than victim behaviour.

Furthermore a Pan-Ayrshire, multi-agency group will be created specifically to deal with Violence Against Women.

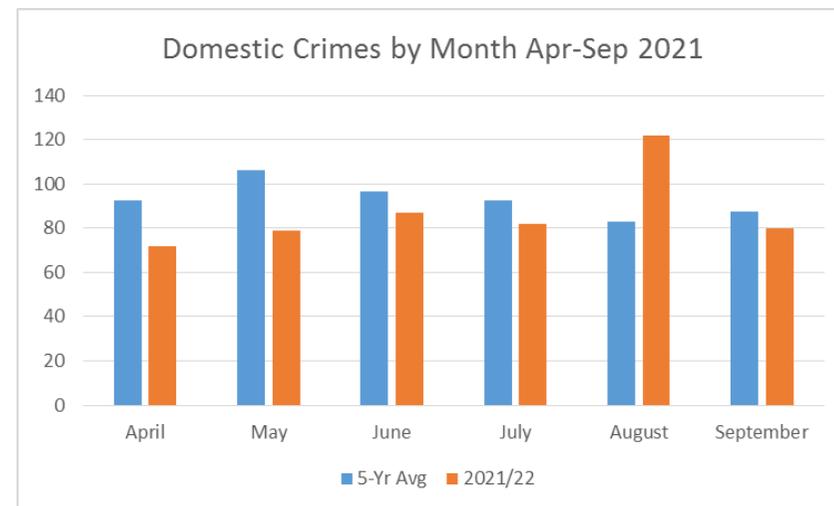
SAFER COMMUNITIES—Domestic Abuse

Analytical Context:

There has been a decrease in the number of recorded Domestic Crimes this year compared with the 5-year average (-6.4%). All months of the year apart from August have recorded a decrease this year.

Looking at the types of crimes being committed shows that there has been one Domestic Attempt Murder, six Serious Assaults and around 35.7% of Domestic crimes were Common Assaults, although this figure would need further work to confirm the accuracy. Around 6% of Domestic crimes are sexual including a number of Rapes.

We continue to support and work with Women's Aid. It has been noted that they continue to see high numbers of women seeking assistance despite the reduction being seen in reported crimes.



Source: Data taken from iVPD through ScOMIS

Local Action/Context:

We continue to be a proactive and key participant in the Violence Against Women partnership, supporting partners in tackling gender based violence and domestic abuse both internally and externally. There has been a local focus on raising awareness of management around staff working from home for prolonged periods, and warning signs of domestic abuse, with appropriate signposting on support mechanisms.

Violence Against Women partnership has recently gained permission for its own stand alone Twitter account which will be utilised to post targeted messages and information throughout the year. We continue to utilise our own social media to highlight awareness that domestic abuse is a serious social problem and a national health concern with significant negative impacts on individuals and our communities. The introduction to Ayrshire of a Domestic Abuse Liaison Officer will see additional scrutiny around each reported domestic incident but also a strengthening of existing partnerships.

Safe Space initiative continues with partners to enhance location numbers, ensure staff training is up to date and after COVID restrictions focus on maintaining current locations and thereafter expand availability across North Ayrshire. Ayrshire's Operations Superintendent Chair's the monthly Disclosure Scheme for Domestic Abuse Scotland (DSDAS), giving people the right to ask about the background of their partner.

Planned activity in Q3 -White Ribbon,16 Days of Action campaign will launch at Pitchers Night Club, Irvine with photo opportunity-attended by all partners and local media. 2021 Campaign title is 'Expect Respect – Shine a Light' and will have a focus on Education with events taking place across all secondary and further education facilities supported by Campus Officers in North Ayrshire.

SAFER COMMUNITIES—Hate Crime

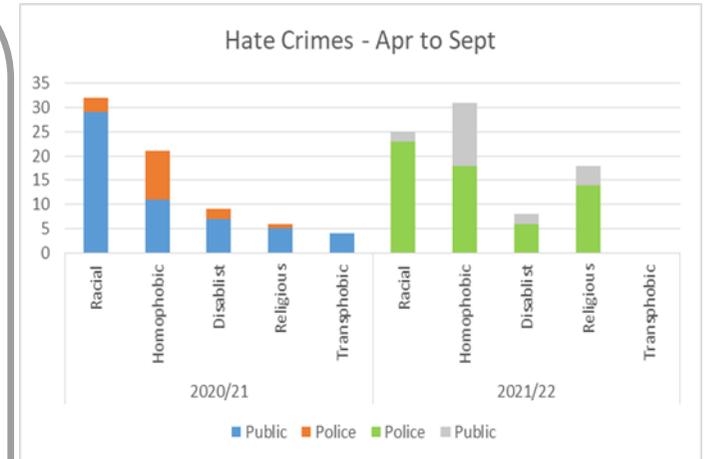
Analytical Context:

During the period examined there has been a total of 75 reported hate crimes in North Ayrshire, this compares with 67 in the same period last year. Note that a single crime can have more than one hate crime type for example one incident could feature homophobic and sectarian language. (Note: Official data does not provide a 5-year average for this crime type yet).

The chart opposite provides a breakdown of the different types of hate crime being experienced. Racial and Transphobic crimes have decreased this year whilst Homophobic and Religious crimes have increased.

A high proportion of the Homophobic crimes have been directed towards the Police (41.9%) whereas only 12% of Racial crimes were directed at the Police. Examination of the religious crimes shows all but two involved verbal abuse, primarily directed at members of the public. These were mainly sectarian slurs but did not appear to be football related.

There is only one repeat victim in the last 6 months who has been subjected to Religious hate crimes on two occasions by a neighbour. In addition to this perpetrator there is one other individual who has committed a hate crime on two occasions.



Source: Taken from the iVPD database through SCOMIS

Local Action/Context:

HMICS published their Thematic Inspection of Hate Crime on the 3rd of June. 15 recommendations were provided to Police Scotland. Locally, the Partnership Inspector sits on both the national inspection focus group and the Ayrshire Equality Partnership. Hate Crime in remains broadly in line with the 5 year average. We regularly conduct reviews of trends, noting no discernible hotspots, repeat offenders or repeat locations.

Crimes against police officers and other emergency services personnel have increased but can be attributed to the Chief Constable's pledge on assault as previously mentioned with regards to reporting mechanisms in place. In July Ayrshire's emergency services made a collective vow to reduce attacks of violence and verbal abuse on their staff. Partners from NHS, S.A.S, BTP, HMP Kilmarnock, SFRS and ourselves all made the collective vow setting out our collective commitment.

In this reporting period, we provided support to a number of seldom heard groups including the local Gurdwara in Irvine, working with partners to increase Sikh confidence in local policing after a number incidents.

During Pride week, alongside colleagues from SFRS and Vibrant Communities, we showed our continued support for PRIDE. Ayrshire Division has LGBTi forum and is progressing towards Youth Scotland LGTBi Charter status.

The Old Firm fixture in April 2021 brought with it a rise in ASB and hate crimes in the lead up to, during and after the match. In response to this we proactively created a positive social media campaign in partnership with church officials and appropriate community representatives under the 'Respect' banner, this was successfully received both locally and nationally and shared widely.

SAFER COMMUNITIES—Antisocial Behaviour

Analytical Context:

Looking at the year on year picture for Public reported ASB incidents shows that there has been a downward trend apart from last year when, due to COVID there was a 20% increase on reports. This downward trend continues during this latest period with figures being consistently below the 5-year average. Approximately 18% of incidents resulted in a crime report being raised.

The number of ASB tickets issued are at a similar level to last year however are significantly below the 5-year average. The majority of tickets were issued for breach of the peace and street drinking offences.

From available data it is estimated that youths were involved in approximately 12% of ASB incidents.

Local Action/Context:

Public nuisance and disturbance calls account for over half of Anti social behaviour calls to North Ayrshire. These calls were predominantly used to record Covid related incidents as North Ayrshire along with the rest of the country moved towards level O.

In anticipation of that move, Locality Officers have been working closely with North Ayrshire Licensing teams to ensure licensed premises are fit and ready for change as the public will start to frequent these outlets. Local policing plans have been adapted and implemented in response to this move and the policing of town centres throughout North Ayrshire in an attempt to quell disorder.

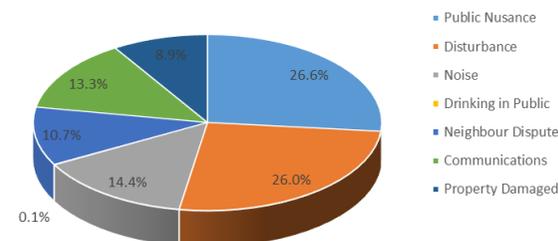
Although young people only accounted for 12% of ASB, these behaviours and their location (predominantly public spaces) had a more significant impact on the communities of North Ayrshire. In an attempt to curb youth disorder, a number of action plans were created and implemented in Kilwinning, Irvine and the Garnock Valley concentrating on not only deterring and preventing crimes and offences but LPT officers working closely with youth outreach workers in an attempt to utilise diversionary projects particularly throughout the school holiday period.

The successful tried and tested Safer Shores plans were implemented in readiness for visitors to the area particularly the beaches of North Ayrshire and multi agency contingency plans exist and can be activated at short notice providing a partnership approach in creating a safe and welcoming environment, especially given the extra footfall due to the fire at Troon Railway station.

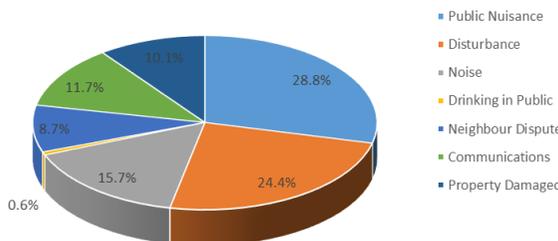
Joint working has been ongoing between British Transport police, Scotrail and Locality policing Officers, in Irvine, Kilwinning, Saltcoats and Largs railway stations (Operation Simplifier). This is a BTP led operation designed to curb anti Social behaviour in and around railway platforms and on trains on the West Coast Line between Glasgow Central and North Ayrshire.

We continue to work with the ASBIT team at NAC as well as other local registered landlords to identify and target those causing misery to neighbourhoods. Where mental health is deemed a potential factor in these behaviours the relevant agencies are made aware and case conferences are supported so all persons involved receive the support required.

ASB Incident Breakdown Apr-Sept 2021



ASB - 5 Year Average Apr-Sept



Source: taken from STORM data extracted through ScOMIS

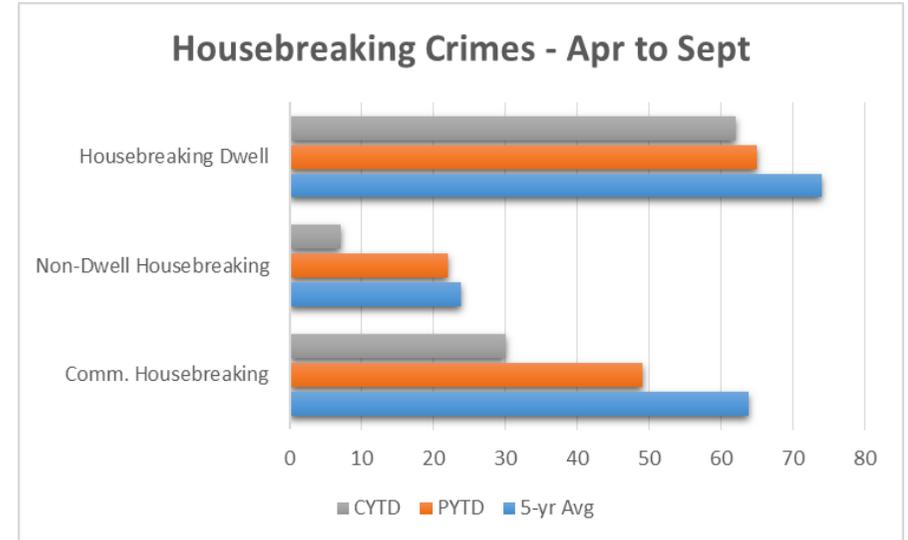
ACQUISITIVE CRIME—Housebreaking / Fraud

Analytical Context:

Overall housebreaking crimes have decreased markedly this year, particularly to non-dwelling properties (i.e. garages or sheds) and to commercial premises. Domestic properties have also recorded a decrease on the 5-year average but to a lesser extent. However, current detection rates (n= 20.2%) are below the 5-year average (n=24.4%).

Examination of the housebreaking to dwelling houses shows the summer months -June, July and August - recorded higher numbers of crimes whilst April, May and September have seen lower levels of crimes.

In terms of Fraud there has been an upward trend in recent years, particularly as more people use online means to shop, bank and communicate. In total this year there have been 143 crimes which is up 60.3% on the 5-year average. Detection rates are currently low at 17.6%, this is primarily due to the difficulties in obtaining detections for online fraud type crimes.



Source: Taken from Police Scotland Business Intelligence Portal

Local Action/Context:

Officers remain focused on exploiting all forensic opportunities.

In North Ayrshire, our Preventions and Interventions officers will continue to use our social media platforms to promote crime prevention messages and work is ongoing with developers to make sure that all Local Authority and Housing Association housing meets 'Secured By Design' standards security measures, making these types of crimes more difficult to commit.

Fraud:

Fraud remains persistently high, again following national trends. We continue highlighting the 'Take Five' campaign to stop fraud on our social media channels, as well as utilising a Fraud Champion in the Irvine Locality Policing Team, to share best practice and advice with officers

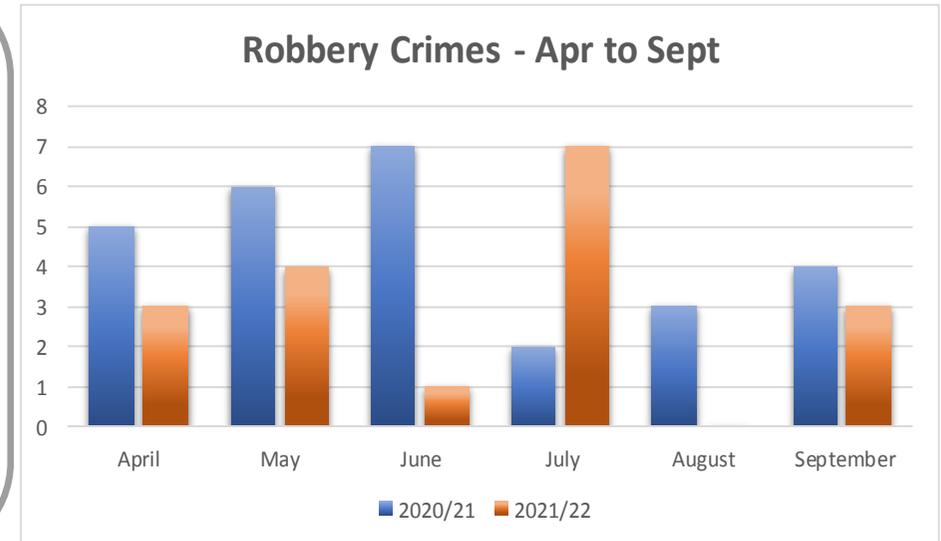
The last year has seen a rise in remote acquisitive crimes with frauds becoming increasingly sophisticated and fraudsters using online platforms and mobile phones to target our more vulnerable and isolated members of our communities. We have had to modify our working practices along with partners in addressing these crimes, and raising awareness to reduce the risk of falling victim. We have developed strategies with partners to prevent repeat victimisation and signposting any additional support requirements to appropriate agencies.

ACQUISITIVE CRIME—Robberies

Analytical Context:

There are currently 18 Robbery and Assault with intent to Rob crimes (5 were Assault with intent to Rob crimes) committed within North Ayrshire compared with 27 last year and a 5-year average of 21.0. The current detection rate is 94.4%.

The majority of robberies occurred in public space with most occurring on the street however 3 are noted as occurring within shop premises. Robberies were more prevalent towards the start of the week, peaking on Wednesdays. From confirmed data we know that least 10 robberies involved an offender known to the victim. Weapons were utilised in around 58% of robberies, with knives most commonly used (n=5). Mobile phones and cash were the most frequently targeted items.



Source: Taken from Police Scotland Business Intelligence Portal

Local Action/Context

Robbery is a crime that impacts not only the victim but the wider community and is a top priority of Police Scotland. We are committed to tackling the factors that could lead to offenders committing such crimes, and continue to work closely with partners including the North Ayrshire Health and Social Care Partnership (NAHSP), Addictions Services and DWP to name a few to ensure appropriate support is in place reducing the likelihood of offending.

Our officers in conjunction with our partners continually make very effort to prevent and reduce the numbers of those affected by this type of crime which has seen a large reduction compared to last year and a positive detection rates.

The Divisional Local Delivery Board monitors

COMMUNITY WELLBEING

Local Action/Context:

YOUTH ENGAGEMENT

We have worked with KA Leisure and Scottish Sports Futures to identify and develop a range of diversionary activities to help our young make informed choices in a fun and active environment. These projects have been supported by our Locality teams who have attended and participated in the activities to engage with young people with a view to building better relationships with Police Scotland.

We continue to support partners in promoting positive outcomes for our young people. This reporting period saw the majority of school pupils return to face-to-face teaching and our campus officers were in school supporting pupils with this transition.

In July 2021, Children 1st made contact with Irvine LPT in order to have a meeting to explore potential partnership working in the Irvine area. An initial meeting was held between Sgt Ferguson and senior managers from Children 1st where it was highlighted that several volunteer youth services in the Irvine locality had disbanded due to lack financial investment due to COVID-19.

Locality Policing highlighted a recent increase in anti-social behaviour in the Bourtreehill area of Irvine. Joint patrols had been carried out by Irvine LPT officers alongside community workers from Irvine Locality Youth and Capacity. Young people were canvassed and feedback from youths in the community revealed that there was nothing for them to do. This was shared to Children 1st and work is ongoing between both PS and Children 1st in order to establish funding/location in order to provide services in the communities for young people to engage with.

SUBSTANCE MISUSE

Ayrshire Police Division took part in a 6 week diversionary course led by Children 1st with hard to reach children in Greenwood Academy, Irvine. Various inputs/activities/conversations took place with the young people highlighting dangers of drug/alcohol misuse, role of the police in the community and impact behaviours can have on future choices.

Children 1st have also given permission for Locality officers to work from their premises in Bourtreehill however since the new restrictions came in, this has been put on hold as staff are working from home.

The organisation has also identified a male in recovery from 35 years of drug misuse who is willing to engage with youths from the schools and share his experiences. The male has been introduced to Children 1st staff and work is ongoing as to how this will be delivered.

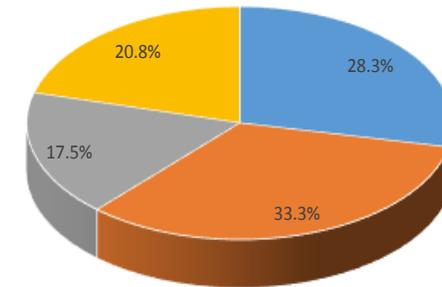
ROAD SAFETY—Drink/Drug Driving

Analytical Context:

The introduction of the legislation in relation to Drug Driving came into effect in October 2019 and therefore there can be no direct comparison with 5 year averages. However the figures for the last two years within North Ayrshire remain fairly consistent with a total of 116 offences reported this year compared with 112 last year.

The main town areas of Irvine, Kilwinning, Saltcoats and Stevenston have recorded the highest volumes of offences with Irvine showing markedly higher figures than the other areas. These areas have remained consistently high over the last two years for this crime type.

Drink/Drug Driving Apr-Sep 2021



■ Drug Driving ■ Drink Driving ■ Drink or Drugs ■ Other Drink/Drug Driving Charges

Source: Taken from Police Scotland Business Intelligence Portal

Local Action/Context:

Ayrshire Road Policing is committed to identifying and detecting offences in relation to those who continue to drive whilst under the influence of drink or drugs. The implementation of Section 5(A) of the Road Traffic Act 1988 and the arrival of “Medacx” Drug wipes has provided a valuable additional tool for road policing officers to stop and test those persons who are suspected of using either cocaine or cannabis (or both) whilst driving.

The significance of the new legislation and the success of achieving detections has led to dedicated National Campaigns to target drivers who may be impaired through the use of illegal substances. The current volume of detections is however causing delays in the testing of blood samples now sitting at a 10 month turn around.

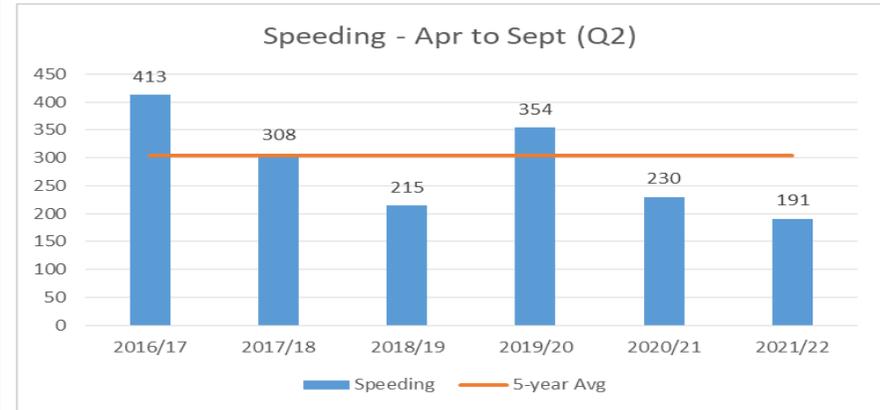
The Festive Campaign 2021—will see additional focus on those driving whilst under the influence of drink or drugs at hospitality events and local town centres. Particular focus in North Ayrshire will be around the three town area of Stevenston, Saltcoats and Ardrossan and those using the town centres of Irvine and the A78 to commute to other popular locations such as Prestwick and Kilmarnock.

ROAD SAFETY—Speeding

Analytical Context:

The number of individuals being stopped for Speeding within North Ayrshire has reduced markedly this year and are currently well below the figures over the last five years and therefore below the 5-year average.

Road Policing Unit will often carry out initiatives in specific areas based on information from local communities and Elected Members, which may influence where these offences occur.



Source: Taken from Crime Management through ScOMIS

Local Action/Context:

Road safety is an absolute priority for Police Scotland and it is vital that everyone is aware of the risks associated with using our roads, whether you use them as a motorist, a pedestrian, cyclist or for any other activity. Dangerous and careless driving are both key factors in fatal and serious injury collisions on the roads and are our enforcement focuses on tackling these risky driving behaviours, along with speeding, drink and drug driving and mobile phone use offences. Our officers carry out enforcement activity across Ayrshire every single day in order to improve safety for all road users. The number of offences detected can change year on year for a number of reasons. For example, there was a noticeable increase in the number of detections during the first part of 2020/21 during the first Covid pandemic lockdown period. This included an increase in dangerous and careless driving detections, which was attributed to increased capacity for officers to detect offenders due to a reduction in traffic on the roads and other associated demand. We all have a responsibility to drive safely every time we take to the roads and with consideration for all over road users.

June 2021 – Motorcycle Offences Weekend of Action. 49 vehicles stopped, 27 conditional offers issued. Please note these figures are for U division and not specific to UA.

June 2021 – Ayrshire RP seatbelt day of action in conjunction with good egg safety. 23 drivers spoken to - 30 car seats checked with 15 fitted incorrectly. Education provided by Police and Good Egg Rep.

July 2021 – Drink Drive day of action. 39 Vehicles stopped, 31 Negative B/T's, 1 VDRS.

July 2021 – Irvine Car Cruise. Numerous Construction and Use Detections, 1 x Section 3 RTA and 2 x Section 5(A) RTA, 1 x Section 143 RTA and 1 x Section 165 RTA 1988.

July 2021 – Speeding enforcement day of action. National results available, however unable to break down into UA sub division.

August 2021 – Drug Driving Campaign. 7 Drug drivers detected in month of August for UA. 18 detected in total during quarterly reporting period for UA.

September 2021 – Vulnerable Road User Campaign. 30 vehicles stopped - 3 x Insurance Offences, 3 x careless driving offences, 3 x speeding offences, 3 x not obeying traffic sign offences, 2 x PG9 Prohibition, 1 x MOT offence, 1 x seatbelt offence.

Other activity includes partnership working in conjunction with our national campaigns calendar, along with identified speeding locations, directed patrols and intelligence led packages.

The Festive Campaign will take place in December in the run-up to Christmas which incorporates a number of factors, including Speeding.

PUBLIC CONFIDENCE

User Experience - Current Position

The information in the table below shows the level of User Satisfaction to the end of September 2021 for the whole of Ayrshire and is not specific to North Ayrshire.

Your Survey — <https://consult.scotland.police.uk/surveys/your-police-2021-2022/>

The Your Police Survey remains open for all Police and members of the Public to provide their views on Policing in their Local Community. Understanding the views and priorities of Scotland's diverse communities has played a vital role in shaping our response to the Coronavirus (COVID-19) pandemic. Public feedback has driven positive changes to operational policing across Scotland during the most challenging of times.

As the country moves out of lockdown, we continue to recognise the importance of understanding the views and priorities of Scotland's diverse communities. It is vital, especially as Scotland rebuilds from the effects of COVID-19 that we listen, understand, and respond to the views of the people who live here. This survey is one of the ways we listen to the views of those we keep safe.

Questions (At a glance)	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	YTD	Force YTD
Q1: Ease of Contact? (% Easy and Very Easy)	75%	81%	70%	71%	67%	70%	72%	71%
Q2 - Being provided with the appropriate response? (% Yes)	70%	69%	55%	61%	62%	68%	65%	64%
Q3 - Overall Satisfaction? (% Satisfied or Very Satisfied)	75%	74%	55%	65%	67%	67%	68%	66%

Local Action/Context:

Although user satisfaction locally is above the force average we understand there is still work to be done to improve our response. We work with partners to raise awareness of reporting methods and frequently use social media to highlight the ease of reporting matters to the police.

During the pandemic a number of community councils held their meeting online, and with restrictions easing Locality Officers have been re-attending physical meetings and engaging with a wide range of stakeholders on local matters.

Realising that rural communities and residents feel disconnected, through our wildlife and rural crime officers, positive improvements have been made in our interaction with rural stakeholders, and this work has potential to positively impact on confidence in police as well as crime statistics.