**Your Police 2024 - 2025**

**Stakeholder promotional toolkit**

**April (2024) - March (2025)**

Survey closes 31 March 2025

**1. Background**

Maintaining the bond which exists between policing and the public we serve is vital to our mission to keep communities safe and protected from harm. One of the ways we measure public confidence is by listening to the views of the public, mainly through our national online Your Police survey and our independent survey of those who have contacted us and used our services.

We also identify those seldom heard communities who may not have had a great deal of contact with police, and listen to their views. By sharing views and experiences of policing in Scotland, our communities can shape the policing priorities for their area. This enables us to respond to local concerns and maintains that bond of trust from which we draw our legitimacy.

We know accessible, responsive policing is vital to our communities, so you will see police officers visible on the streets, in your community. Equally, it is important to underline that frontline policing extends far beyond our uniformed response and community officers. Highly trained, specialist police officers are located right across Scotland and they are deployed, along with many vital duties, to protect children from online sexual exploitation and support victims of domestic abuse and sexual assault.

Listening enables us to respond to your views and turn them into action, providing high quality services which inform the way we police your area, your community and Scotland. And our continuing work to develop the ways we listen and respond to our many and diverse communities, will ensure policing continues to be accessible, relevant and responsive.

We are therefore pleased to let you know that Your Police 2024-25 is now live on our Engagement Hub. Police Scotland is inviting anyone living in Scotland to take part.

Survey link: [[Your Police 2024-2025 - Police Scotland - Citizen Space](https://consult.scotland.police.uk/strategy-insight-and-innovation/your-police-2023-2024/)](https://consult.scotland.police.uk/strategy-insight-and-innovation/your-police-2024-2025/)

**2. Aims**

The aim of the survey is to better understand the views and priorities of communities, through giving people an opportunity to express their opinions on policing in their local area. The survey helps the police understand more about people’s experiences of interacting with them and their levels of confidence in policing. Feedback from the public on local policing is crucial for informing local policing plans and helps us understand the views and priorities of our diverse communities in Scotland. Insights gathered through Your Police inform service delivery decisions and local and national scrutiny of policing in Scotland.

Communications is key to ensuring a good response rate to the survey and plays an important role in ensuring the public understand what we do with this information, how it impacts on policing in their communities and the value of participating.

**3. What we do with the responses**

It is vital that we listen, understand, and take action using the views and experiences of Scotland. Outcome 3 of our [Joint Strategy for Policing (2023-26)](https://www.scotland.police.uk/spa-media/5bvht3rs/joint-strategy-for-policing-2023.pdf?view=Standard)creates the space within policing to inform our services using this rich insight. The feedback from Your Police survey helps in shaping our Annual Police Plan, which sets out what we will do to keep our communities safe. Our [Annual Police Plan 2024/25](https://www.scotland.police.uk/about-us/how-we-do-it/strategic-planning/) has been developed using the responses to last year's survey, along with focus groups, workshops and other ways we listen to communities.

[Local Police Plans](https://www.scotland.police.uk/your-community/) have been recently reviewed and will soon be shared on the Your Community section of the Police Scotland website; they cover the period 2023-26. Feedback and insights from this year’s Your Police survey are particularly important, data was used to ensure the plans reflect local needs. Every local policing division in Scotland is required by law to have a local police plan in place for each of the local authorities it covers. Police Scotland seeks to ensure these reflect the aspirations of local communities in relation to how we work to improve the safety and wellbeing of people, places and communities.

We report the feedback from this survey in ways which are practical for policing and inform service delivery. A report is prepared each quarter for the Scottish Police Authority's '[Policing Performance Committee](https://www.spa.police.uk/meetings/policing-performance-committee/)'. Local policing divisions will also use the data to report to local scrutiny boards in each local authority area. All of this is important as it helps us ensure we are policing with the consent of the people of Scotland.

Asset 1

Suggested messaging for partner use

**Suggested messaging for use on partner websites and newsletters (please feel free to edit to your style or tone):**

**Police Scotland’s conversation with local communities**

Police Scotland wants to know and understand the views of Scotland’s diverse communities. One of the ways the service listens and understands the views of people living here is the Your Police survey.

[Your Police 2024-25](https://consult.scotland.police.uk/strategy-insight-and-innovation/your-police-2024-2025/)is live on their Engagement Hub and Police Scotland is inviting anyone to take part.

The survey is open all year and asks about your experiences of feeling safe in your community and what you think about the police. The survey also aims to help the police understand more about your experiences of interacting with them. The police will make decisions using the insights gathered through the survey to help inform local service delivery. It’s about all of us working together to improve safety and wellbeing in communities throughout Scotland.

Everyone is invited to take part, even if you have taken part previously. This is your opportunity to shape policing in your local area. Responses are reviewed regularly and reports are shared each month with the Police Scotland Executive. Senior management teams in local areas use what you say in the survey to respond to local needs and priorities.

Take part in the survey here: <https://tinyurl.com/89pdv9n3>

An easy read and British Sign Language version of the survey is also available via the above link.

Asset 2

Short social

As part of the conversation with #YourPolice, you are invited to take part in the annual survey to help make policing better where you live.

Let Police Scotland know how they can help make your community safer: <https://tinyurl.com/89pdv9n3>.

Asset 3

Young People

**If you have any youth focused social media outlets, or to share with your Community Learning & Development – youth work colleagues.**

**Your conversation with #YourPolice**

Police Scotland wants to know and understand the views of Scotland’s diverse communities and it’s vital that young people have their say. Your Police 2024-25 is a short survey that helps make a difference to what the police do in your local area. Police Scotland is inviting everyone living in Scotland to take part.

The survey is open all year and asks about your experiences of feeling safe in your community and what you think about the police. The survey also aims to help the police understand more about your experiences of interacting with them.

Young people, and anyone supporting them, are encouraged take part and to share the opportunity with anyone in their community – friends, family, neighbours; get involved! 150 Young Scot Rewards points are on offer for taking part.

You can take part here:

<https://tinyurl.com/89pdv9n3>

Or scan the QR code using your devices’ camera.



Asset 4

Twitter

Have your say about #YourPolice. @PoliceScotland wants to know and understand the views of Scotland’s diverse communities. Influence the decisions they take about policing in your local area.

Join the conversation > <https://tinyurl.com/89pdv9n3>

Asset 5

Twitter 2

As part of the conversation with #YourPolice, you are invited to join @PoliceScotland to help make policing better where you live.

How can police work with people like you in your area to make it safer?

https://tinyurl.com/89pdv9n3

Asset 6

Sample email to your stakeholders

**Subject: Police Scotland is inviting the public to join them in a conversation about #YourPolice**

Understanding the views and priorities of Scotland's diverse communities is fundamental to how Police Scotland responds to the needs of the public. Public engagement activities help the service improve how it delivers policing services in local communities, ensuring they are accessible and inclusive for everyone.

The Your Police 2024-25 survey has been designed to listen and better understand the views and priorities of communities by giving them the opportunity to share their thoughts about policing and safety in their local area.

We are asking if you can help ensure as many people as possible have the opportunity to take part and have their say.

The survey covers various themes, such as:

* Feeling of safety in local area
* Locations where people feel less safe
* Confidence in policing
* Respect for police
* Police performance and attitudes
* Concern about crime
* Feedback on contacting the police
* Suggestions for improvement of the police service.

The survey can be accessed at the following link: <https://tinyurl.com/89pdv9n3>

Accessible formats of the survey are available. An easy-read and British Sign Language version of the survey are available on the survey Overview page.

**What does the survey involve?**

* Participants can choose which questions to fill out or leave blank.
* It should only take around 10 minutes to complete.
* All individual responses to the survey are anonymous.
* Anonymous data will be utilised in reports and publications and be held securely, in line with the Data Protection Act 2018.
* At the end of the survey, we ask for personal details to ensure we receive a comprehensive range of responses. Please note that people do not have to answer these questions.

**What will happen next?**

We have taken action to respond to feedback gathered through the survey. Operational policing uses the feedback on a regular basis to shape activities in local areas.

We report the feedback from this survey in ways which are practical for policing and inform service delivery. A report is prepared each quarter for the Scottish Police Authority's '[Policing Performance Committee](https://www.spa.police.uk/meetings/policing-performance-committee/)'.

**More information**

If you have questions, please contact Police Scotland’s Research and Insight Team via: InsightEngagement@scotland.police.uk