



Reassuring the Public Research Learning 2013/14

November 24th 2015



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Three research projects

Focus Groups

2013

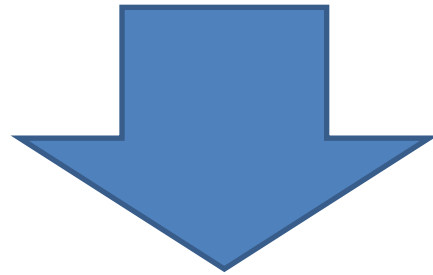
Cultural Influences Research

2013

Segmentation

2014

Literature Review



Objectives

- 1. Why is it hard to believe crime is falling?**
- 2. Who's experiencing fear of crime and how is it affecting their lives**
- 3. Dominant causes of fear of crime?**
- 4. What can be done about it?**



32 Group discussions

16 Interviews



16 Photo diaries

**1. Why do
people find it
hard to
believe crime
is falling?**



Easy to think of reasons why crime is probably static or rising



Hard times financially
Unemployment
Victim experience
Media and word-of-mouth
Low confidence in CJS
Low confidence in Police
Drug abuse
Moral decline
New crimes
Immigration

Hard to think of reasons why crime would be falling



More police on the street?

Better car / home security?



Cognitive dissonance

Believe?

Under-reported

**Manipulated for
political gain**

**Skewed by
false targets**

Opportunity 1

Tell the story of falling crime locally

People more likely to believe crime is
falling locally than nationally

Opportunity 2

Give objective confirmation of
good news

Consider non-political spokespeople
e.g. charities, community groups,
think-tanks etc.

Opportunity 3

Acknowledge diverse & specific
influences on falling crime

E.g.

Car security
Fewer school exclusions
DNA evidence
etc.

E.g.

“Damage to vehicles reduced
after new car park lighting
introduced.”

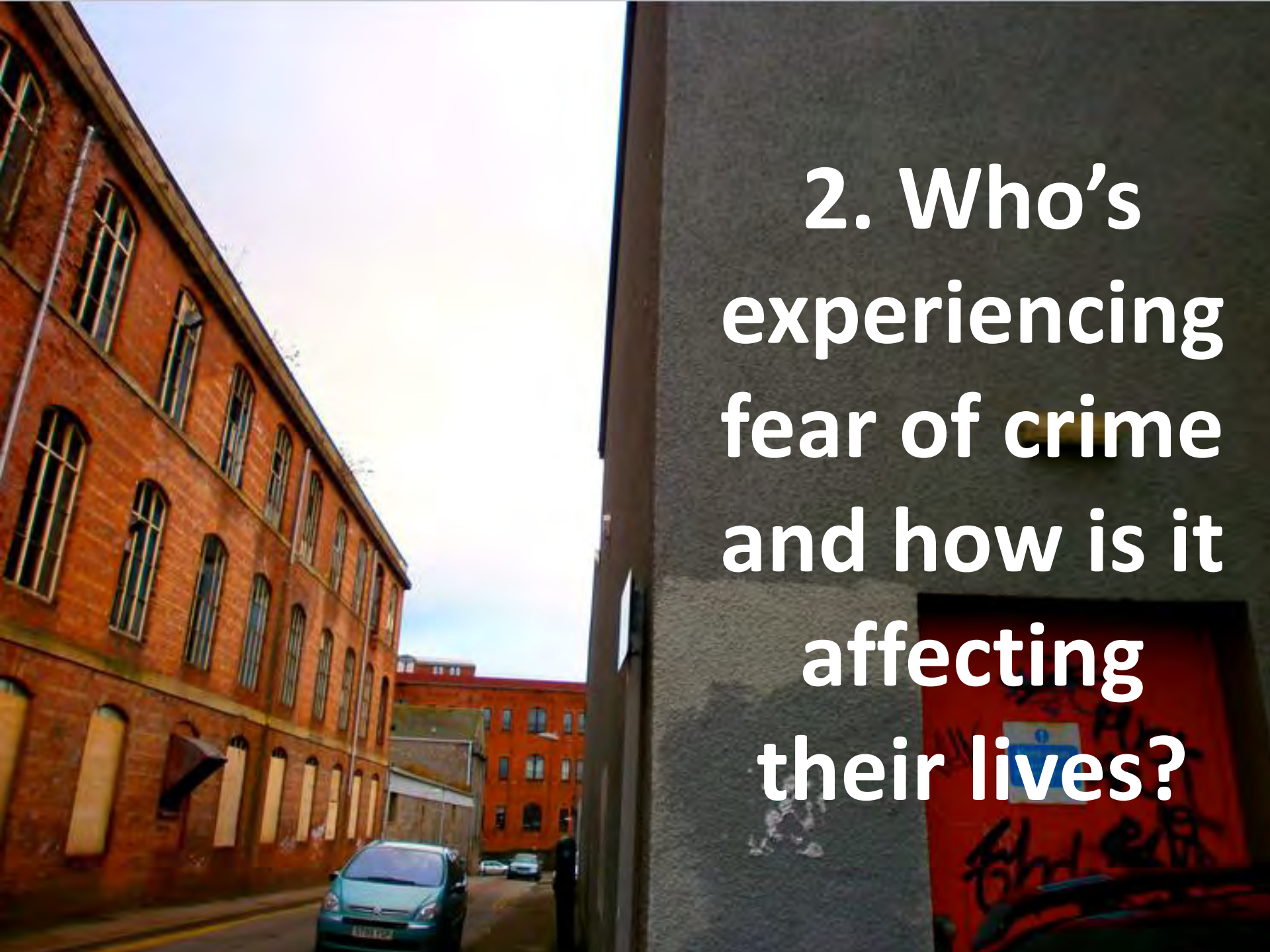
Remember:

Fear of crime is more complex than belief in whether crime is rising or falling.

Remember:

“Probability” and “possibility” of crime is often blurred.

That a crime ***could*** happen to can be enough to generate fear.



**2. Who's
experiencing
fear of crime
and how is it
affecting
their lives?**

Many people experience worries about crime from time to time.



Not unduly troubled

Take sensible precautions

Get on with living their life

Living in a higher crime area doesn't *necessarily* translate into fear...

"I'm very aware of the crime in my community. My family car's been broken and I know where the drug dealers are.

However, I feel safe walking around in my area and often walk alone in my area and in town.

I have a life and will not allow crime to hold me back from my daily routines."

F, 25-39, Aberdeen

Worry tends ***not*** to be about homicide and firearms

Likely

Mugging
Scams
Theft
Burglary

Negative consequences

Burglar in the house
Crimes against children
Physical injury
Sexual violence
Online / identity theft

Crimes reflecting perceived vulnerability

Old
Frail
Disabled
Female

Underlying worry : volatile escalation

Worry about crime becomes *problematic* when it...

Affects quality
of life
(self / others)

Weakens
community
bonds

Encourages
dangerous
actions

Hinders justice
being served

The research suggested FOC is problematic amongst:

Some victims of crime

Some elderly people

Some women

Some parents of young children

Some lowest SEG people in higher-crime areas

For some:
Specific scenarios

For some:
More constant

The research suggested FOC is problematic amongst:

Some victims of crime

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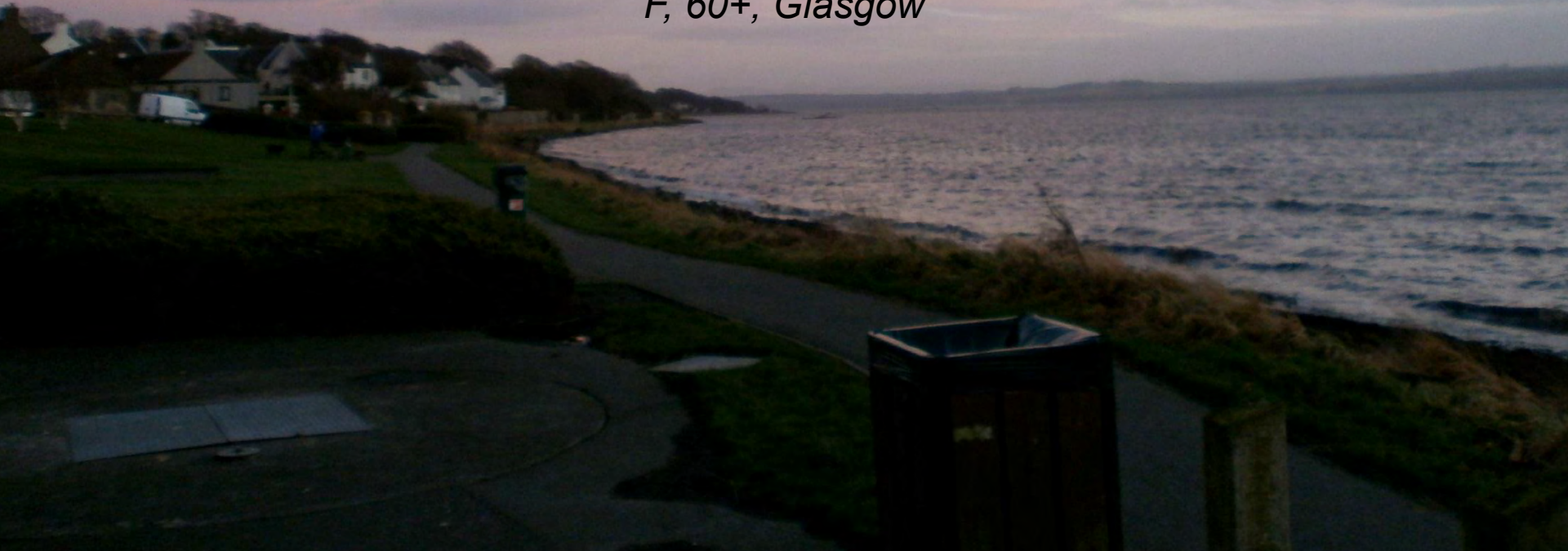
“He was a drug addict and he drew blood from my neck, just from scratching, I had to go to a drug centre for a year to get my blood checked all the time.

And I wouldn't charge him, and that's why I wouldn't charge him.
I was petrified. He knew where I worked, and he could come back and get me.

I kept being sick every time I thought about it and my mind was going riot.

For months and months I couldn't go in the side door where it happened – I'd panic.
I went to the doctor for tablets but it plagued me so much I had to see a psychiatrist.”

F, 60+, Glasgow



The research suggested FOC is problematic amongst:

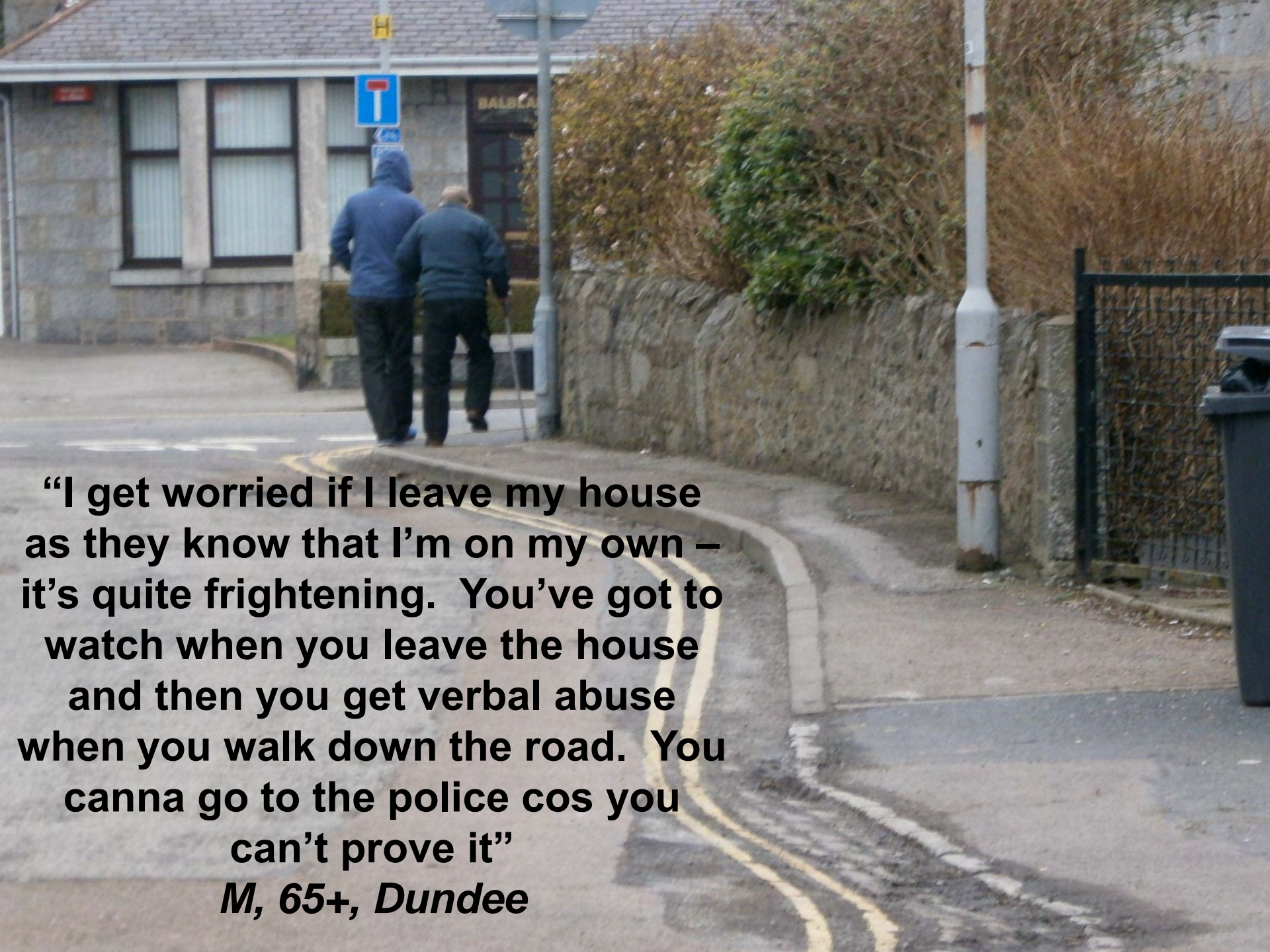
Some victims of crime

***Some* elderly people**

Some women

Some parents of young children

Some lowest SEG people in higher-crime areas



**“I get worried if I leave my house
as they know that I’m on my own –
it’s quite frightening. You’ve got to
watch when you leave the house
and then you get verbal abuse
when you walk down the road. You
canna go to the police cos you
can’t prove it”**

M, 65+, Dundee

The research suggested FOC is problematic amongst:

Some victims of crime

Some elderly people


***Some* women**

Some parents of young children

Some lowest SEG people in higher-crime areas

For some:
Specific scenarios

For some:
More constant



**“If walking alone I put my keys through
my fingers – so if something were to
happen it’s their blood I’m going to get.
F, 65+, Glasgow**

The research suggested FOC is problematic amongst:

Some victims of crime

Some elderly people

Some women

***Some* parents of young children**

Some lowest SEG people in higher-crime areas



“Every time he goes (anywhere) you’re reading him the same act, you know – what to do if a car stops – and you feel as if you’re terrifying your own son.”

F, 25-39, Glasgow

“I get a sense of guilt at how I treat my son because I don’t let him play out. I’ve got a sense of guilt that he’s missing out on the childhood he deserves. He should be able to go out and be streetwise and play with other children.”

F, 25-39, Glasgow

The research suggested FOC is problematic amongst:

Some victims of crime

Some elderly people

Some women

Some parents of young children

***Some* low income people in higher-crime areas**

GLENCONNOR DRIVE

“I was living in Rosemount before but crime made it unbearable so I moved to another area of the city.

There was drugs being grown below me, there were two dead bodies found right outside my window.

My girlfriend has been subject to a lot of verbal abuse. It really opened my eyes to crime as it was so bad up there.”

M, 25-39, Aberdeen

“There are a lot of people in Tilly who will start with you even if you have kids with you.

I’m hoping to get away from Tilly as soon as the bairn is born.

Before I got pregnant, I was always getting people coming to my door and smashing my windows so I don’t want that happening when the bairn is born.”

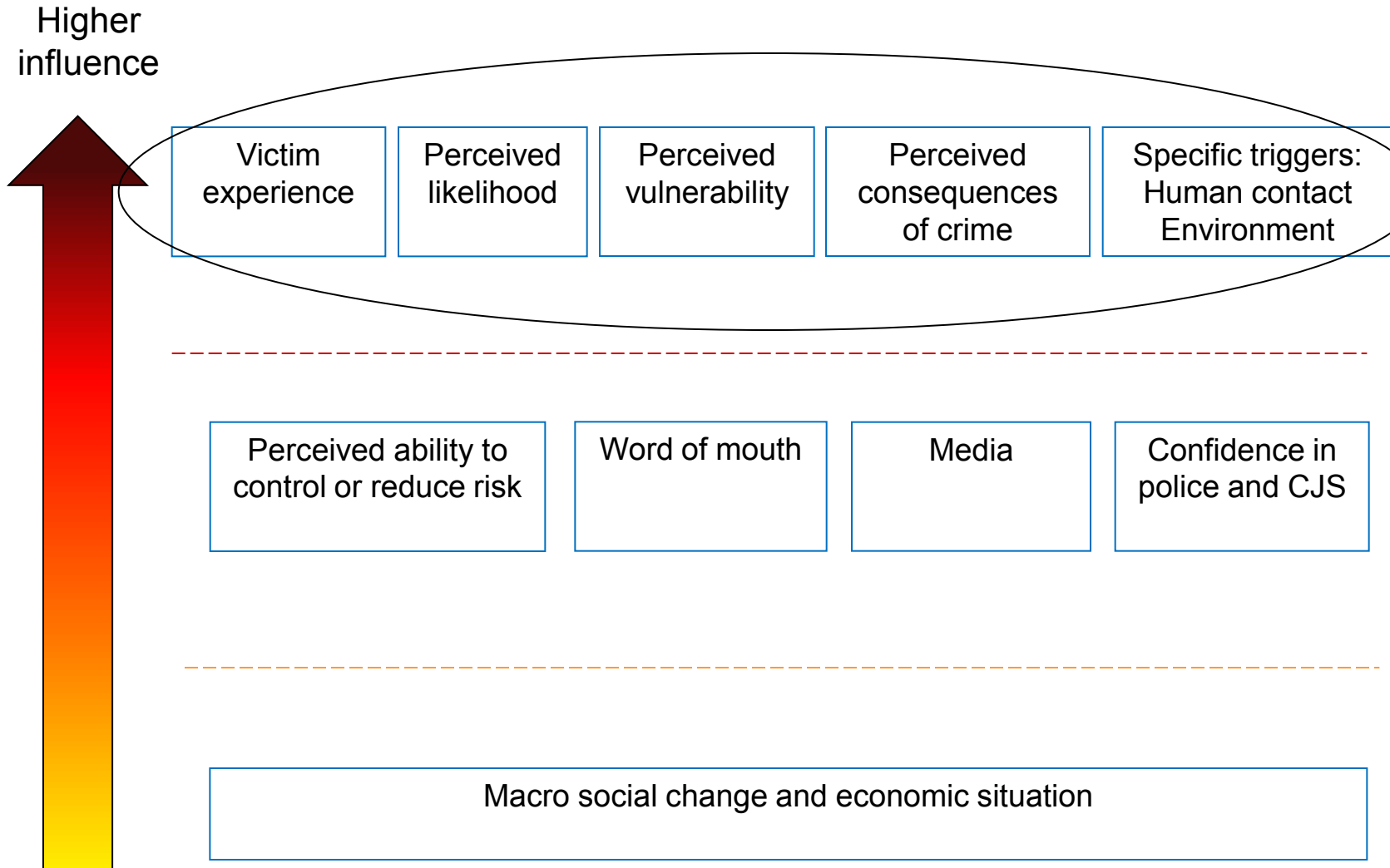
F, 18-24, Aberdeen



3. What are the dominant causes of fear of crime?



Hierarchy of influences



Victim Experience

“I was attacked in my work, at the hospital, doing my night shift, doing the floors, he came out the ward and attacked me, a patient.

Anything I feel now is referring back to that.

The other day I was standing at the bus stop and there's 2 guys just coming over and I thought they don't look right and I was panicking – I literally crossed the road and went up to someone's door, kidding I was going in there until they went away.

My mind was running riot on me – and I just don't trust nobody. I mean nobody. Folk will phone me in the house and I just put it down.”

F, 65+, Glasgow

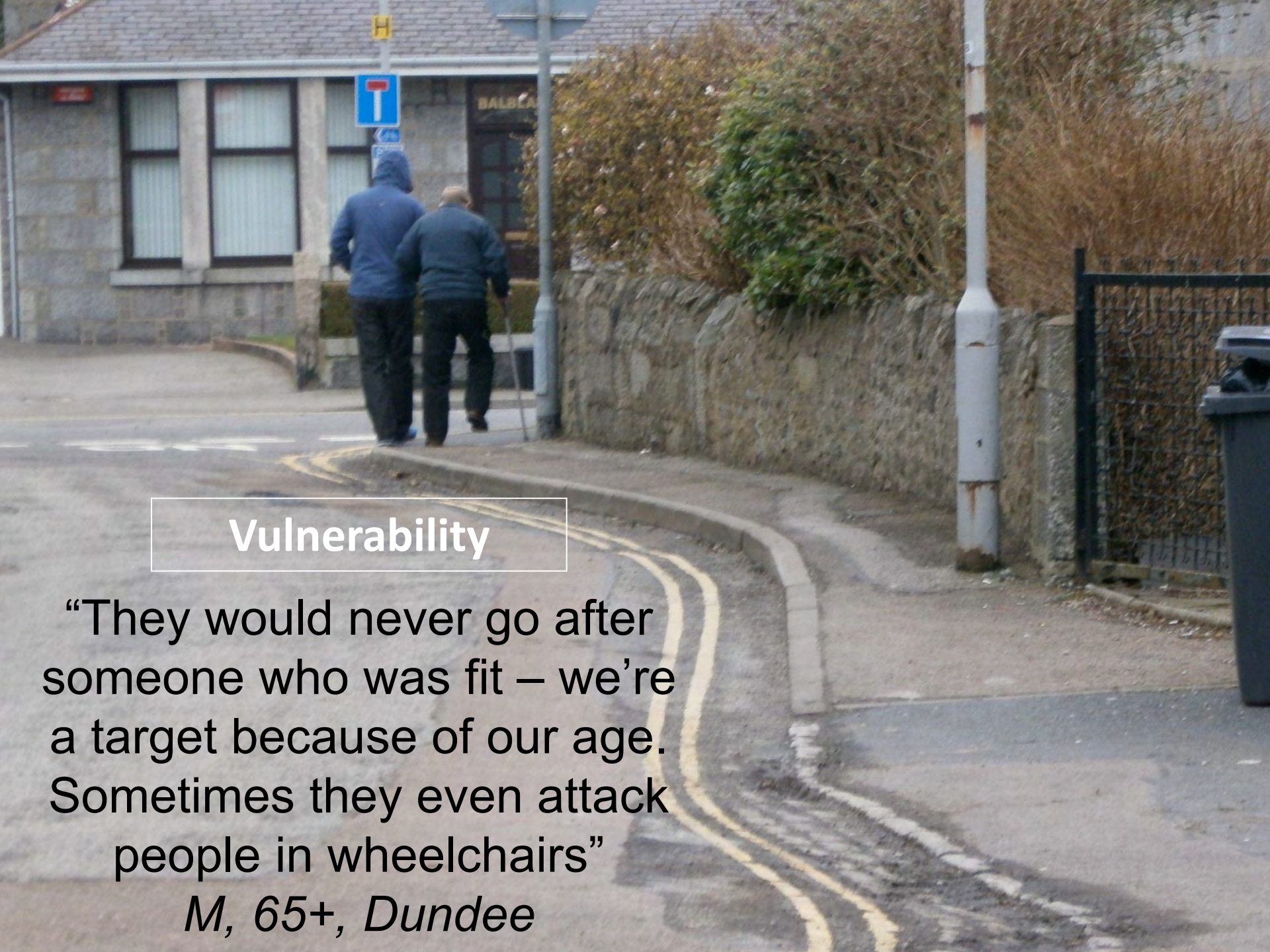




Likelihood

“I have never and will never walk alone at night under any circumstances. You are always hearing of girls getting dragged up lanes and raped and this proves a constant reminder of the danger and creates a constant fear”

F, 18-24, Glasgow

A photograph of two elderly people walking away from the camera on a paved sidewalk. The person on the left is wearing a blue hooded jacket and dark trousers. The person on the right is wearing a dark jacket and dark trousers, and is using a walking stick. They are walking towards a stone building with several windows. A blue street sign with a white 'T' is visible on a pole. To the right of the sidewalk is a stone wall and some bushes. A black metal fence and a black trash bin are also visible on the right side of the image.

Vulnerability

“They would never go after someone who was fit – we’re a target because of our age. Sometimes they even attack people in wheelchairs”

M, 65+, Dundee

Consequences

“My worst fear is being raped. It isn’t just that incident, it affects you forever, and those around you too. There are some types of crime where the trauma will last for so long. I guess the rape aspect is tied in with consequence - you imagine actually going to court and the aftermath.”

F, 25-39, Glasgow

Consequences

“Online crime – someone getting your identity. What they can do! They get into all your mortgages, accounts. Get a passport. It’s your credit rating. It’s everything. It can ruin your whole life.”

F, 40-64, Dundee



Specific triggers

Environmental:

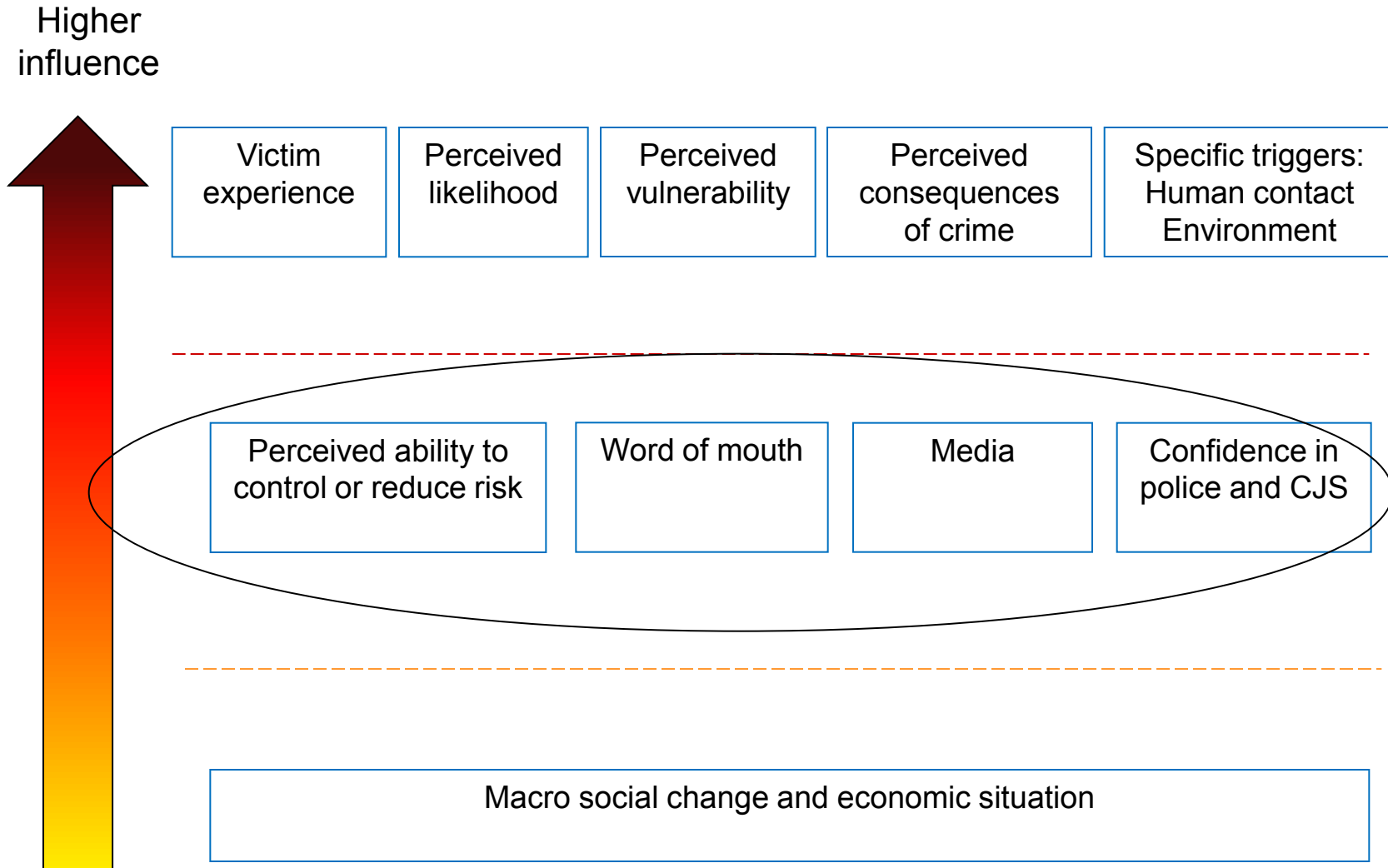
- Darkness
- Visibility
- Unfamiliar places
- Risk hotspots: cash machines, car parks, pub closing time
- Environmental disorder e.g. damage, graffiti, drug paraphernalia

Specific triggers

Human:

- Intimidating groups (size, noise, dogs, demeanour)
- People acting suspiciously
- Unexpected dialogue (including homeless people and beggars)
- Verbal intimidation
- Witnessing crime or ASB and deciding whether to intervene.

Hierarchy of influences

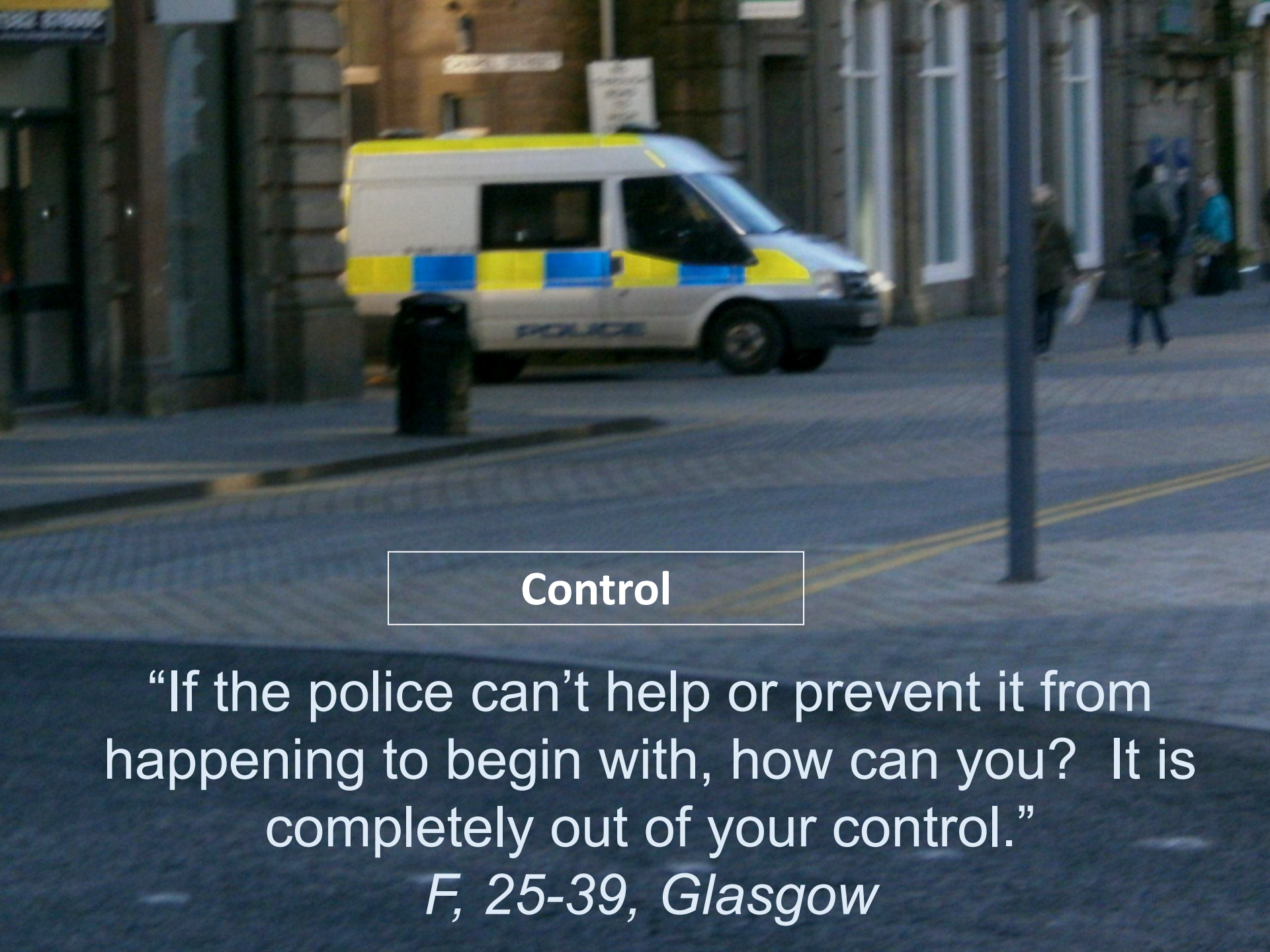


Control

“The likes of that Jimmy Saville – it worries you that you can’t protect children”

M, 65+ Aberdeen





Control

“If the police can’t help or prevent it from happening to begin with, how can you? It is completely out of your control.”

F, 25-39, Glasgow

“Social media makes me anxious. There is a lot about stealing dogs for fighting. Putting spots on your door. A red dot if they think you have a fancy dog or a white dot if you have a wee dog. You worry about it.”

F, 40-64, Dundee

Word of mouth



Media

“You’re aware through soaps ‘cos they deal with issues like that.

You might not ever meet someone who’s been violently raped or murdered, but these programmes deal with how everybody is feeling afterwards and I think that’s more terrifying, thinking oh God, if that happened to me would I be like that?

It makes you more aware of how devastated your life would be.”

F, 25-39, Edinburgh

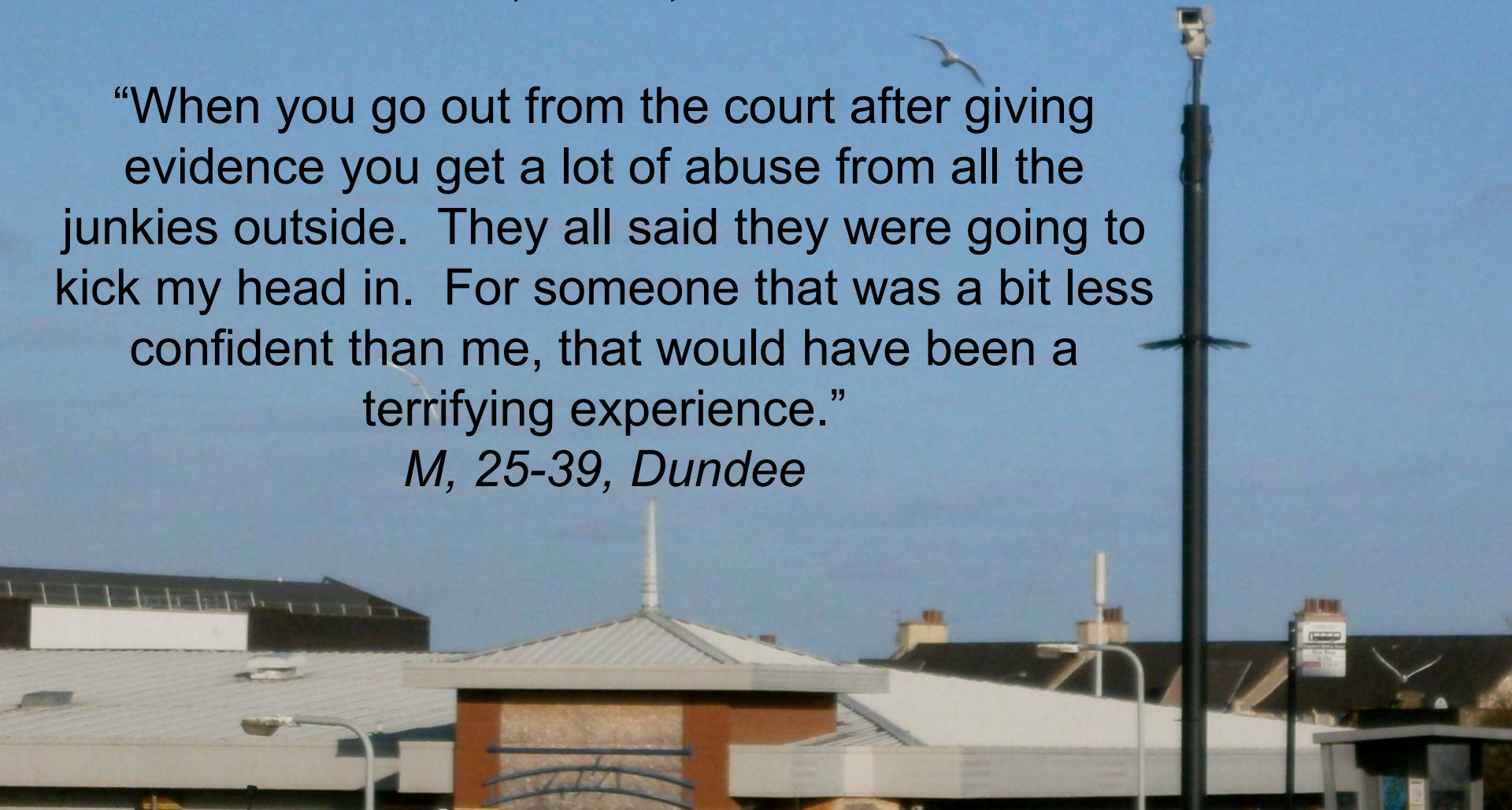
Confidence

“The police are a joke and the justice system is a joke.
It’s Mickey Mouse”

F, 40-64, Dundee

“When you go out from the court after giving
evidence you get a lot of abuse from all the
junkies outside. They all said they were going to
kick my head in. For someone that was a bit less
confident than me, that would have been a
terrifying experience.”

M, 25-39, Dundee



4. What does
this research
suggest
should be
done?



Public suggestions

- More police as a deterrent
- Police dealing with 'known' local wrongdoers
- Better communication after a crime (sentence/release)
- Longer / harder prison sentences
- Standing up for rights of victims and witnesses
- Better lighting, stairwell security
- Powers to deal with intimidating anti-social behaviour
- Addressing drug addiction as a driver of crime
- Diversions for young people
- Parenting

Actions, initiatives and tools tend to be more effective at reducing fear than 'persuasion'.



Communicate interventions that:

Make the consequences of crime feel
less bad

e.g. Tracing
stolen property

e.g. Sensitive
treatment of victims
of sex-related crime

Communicate interventions that:

Reduce feelings of vulnerability

e.g. Hate crime rights,
reporting and successful
prosecution

e.g. Discouraging
unannounced utility
meter readings

Communicate interventions that:

Support people to feel a greater sense of control

e.g. Communal stairwell
door security

e.g. Skills and knowledge
to avoid phone/web
scams



Emotion & Reason

Three research projects

Focus Groups	2013
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Cultural Influences Research	2013
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Segmentation	2014
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Prepared for: The Leith Agency and Scottish Government

Crime & Safety Debrief (Summary)

Winner:
Best New
Agency
2008
MRS

Winner:
Best Case
History
2009
ESOMAR

Winner:
Award for
Excellence
2010
ESOMAR

Winner:
Best
Agency
2010
MRS

Winner:
Most
Wanted
2011
AURA

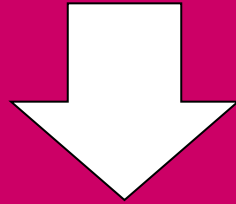
Winner:
Best
Insight
2012
BOBI

April 2013

truth

Objectives

Explore the cultural factors likely to be shaping people's feelings around crime and anti-social behaviour.



Guidance on how to communicate in order to allay fear.

Six main observations and opportunities based on analysis of:

- News reports
- SG media releases
- SG and police crime and safety communications
- Crime-related culture (TV, books, film)

1. Support and build an 'emergent' view of crime and policing

Media coverage of crime and safety

1990s to 00s

Old rules of
civilised society
breaking down

Broken Britain

1990s to 00s

Blunt Response

- ASBOs
- Prison
- War on drugs

2009 >

Smarter
Solutions

Alternative &
bespoke
solutions to
problems e.g.
“Cashback for
Communities”

Opportunity to provide a constant flow of evidence of “smarter solutions”

Crime-mapping analysis

Funds re-allocation

Pre-emptive policing

GPS tagging

Effective CPOs

A language exists that describes communities as combat zones and uses the language of conflict:

- The war on crime
- Wining or losing the battle against x

Likely to ***contribute*** to a sense of anxiety.

ground-breaking blitz on drugs, violence

**We will NEVER win
war on drugs**

**and cops now admit they're
fighting a losing battle.**

**Cash and drugs haul
recovered in blitz on
criminals**

War on drugs to continue

We're winning the war on knife crime

paramount in that fight

"KNIFE crime has torn apart many lives in Clydebank but we're winning the war against the blade culture on our streets."

**...police declared a "total war" on
crime.**

Re-framing the language

“Winning or
losing”



“Staying one
step ahead”

Re-framing the language

“Battling”



“Outsmarting”

Disrupting

Intelligence

Mapping

Evolving

Smart collaborations

Council signs up to outsmart criminals

A new drive to stop organised criminals profiting from council contract work has been extended in the West of Scotland.

Crime gangs disrupted by crime agency

"Better intelligence is helping us to pinpoint just where the soft spots in these organisations lie," he said.

Prosecutors make Scotland difficult place for criminals

Mr Orr said: "The first priority above all else is to make sure the intelligence base in Scotland is sound. That will allow us to put together a map of drug dealing.

Intelligence Sharing Reduces Crime Across Scotland

The Scottish Intelligence Database (SID) makes Scotland the first country in the UK to successfully exploit technology to achieve true cross border policing and information sharing.

Police crime map plots Scotland's 367 gangs

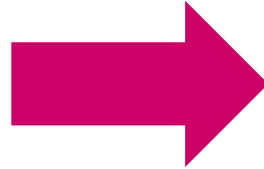
"mapping teased them out. It allowed us to take that group out and showed us the tentacles into other countries where they had properties."



3. Manage media negativity

Typically:
Focus on a single negative

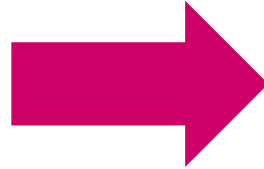
“Recorded crime
hits 37 year low”



“Concern as new
figures show drop in
violent crime but
major rise in number
of rapes”

Typically:
Flipping positive to negative:

“Drug use falling
amongst Scots”



“One in four Scots
admits taking illegal
drugs”

Opportunity:

Take ownership of likely media negatives

**Realistic language:
“one step ahead” versus “eliminating”**

“Work to be done”

“Next phase of work”

Homicide in Scotland down 11% on 2010-11.

-11%
year-on-
year

Homicide

Annual report

Headline:

Decrease of 11 per cent compared to 2010-11.

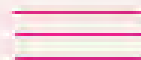
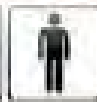
Next phase of work:

Reduction of further 15% by next year

Progress overview

This is the most significant annual drop since records began, and is the most substantial over the 2010-11 period across all classifications of crime and anti-social behaviour

Statistics of note:



The bigger picture:

The Government's focus on decreasing drug crime is the key route to further potential decreases in homicide rates.

4. Adopt a two-level communications approach

Media analysis suggests public anxiety falls into two main groupings:

Highly motivated 'high crime'



Organised and terrifying

Connected / International

Can leave people feeling hopeless

**Out of touch with day-to-day
crime**

Low level crime and disorder



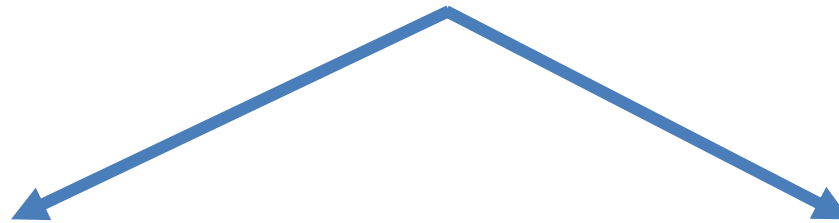
Local

Chaotic, unpredictable, opportunistic

Elicits anger, frustration, everyday worry

**Not dealing with the big 'source'
issues**

Adopt a two-level communication



High Crime

Sophisticated
Contemporary
Outsmarting

Anatomy of organisations
Functional and unemotional
Make link between high and
low crime

Low Level Crime

Sensitive to issues and
their causes
Calm, authoritative and
accessible
Consultation & updates
Positive, visible part of
community life

5. Strategic approach to communications campaigns

Some campaigns can contribute to landscape of anxiety



HEY GUYS
CHECK OUT
MY PICS FROM
FRIDAY NIGHT



What's the opportunity?

Non combative language.

Images which don't reproduce depictions of crime.

Visualised statistics.

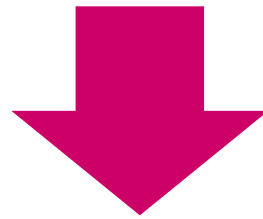
Harder-hitting depictions reserved for very niche-targeted activity.



6. Inviting and owning debate

Progressive policy can be starved of the oxygen of debate

Suffers from immediate blunt classification.
e.g. hard/soft.



Opportunity to invite and own debate.

Expressions of uncertainty and skepticism are dealt with effectively and economically.



Wilma Lynn

Just phoned 101 what u told me to do yesterday if i had any concerns, when i asked about the Shawhead incidents which i an hundreds of people have concerns about to be told that u should not be telling us to phone them!!!! That they cannot give us any information. We should only be phoning the C.I.D. in charge of the case if we have information. Why ru telling us to phone 101 if this is the answer????? Is it just another way of telling us were not entitled to know?????

Like · Comment · 2 hours ago



Richard Whitman All that means is they have no information to share with you. It's not the answer you were looking for, but that's how it goes. So if you have information call C.I.D.

about an hour ago · Edited · Like · ♡ 1



Billy Miller How about actually reading the press releases SP have already made

about an hour ago via mobile · Like



Strathclyde Police Wilma, 101 is the number you should phone to discuss any concerns. If we had any more information please be reassured that we would update the public asap. Thanks.

36 minutes ago · Like



Strathclyde Police Also, just to add - high visibility patrols are out and about in the area for reassurance. Speak to officers if you have any concerns or report concerns by calling 101. Thanks.

4 minutes ago · Like



Fon Oneill

This morning I was out gitting sum roadwork dun and was stoped with 2 officers hoo sed what are u doing and I stoped nice and polite and a sed running keeping fit the officers then asked what do u keep fit for so a replied am a boxer one of the officers then said do u think u cud boxe me with a serious face me a think its about time u got sum officers that wur not bullied at skool last a checked the ruc was done

Like · Comment · 6 hours ago via BlackBerry

👍 61 people like this.



Walter Eagle They may well have been bullied at school but they also got an education, thus they don't generally come onto Facebook posting in barely decipherable English and aren't running about the streets trying to be Rocky.

3 hours ago · Like · ♡ 20



Fon Oneill U must be sum stuck up bullic victim ur self then jst pointing out to the ladz in blue that thingz like this make ppl dis like them and nobodies acting balboa how ever give me verbal in person and a will

3 hours ago · Like · ♡ 7



Jamie Dickson Walter eagle away n Di suhin useful way yer life ya muppet ye

That yer maw in the picture

2 hours ago via mobile · Like · ♡ 15



Strathclyde Police Fon, if you're unhappy with the way our officers acted report to local police - dial 101 and ask to be put through.

2 hours ago · Like · ♡ 10

Invite debate or challenge the status quo to help change attitudes on complex issues.

The image is a screenshot of a website for a campaign against sexual violence. The background features a woman in a white tank top and sunglasses, with a graffiti wall behind her. On the left, a dark sidebar contains the text 'this is not an invitation to rape me' and a list of topics: 'Dress', 'Intimacy', 'Drinking', and 'Relationships'. A large pink teardrop graphic on the right contains the campaign slogan. The bottom navigation bar includes links for 'Have your say', 'Do you know?', 'The Campaign', and 'Need Help?'. A small '.co.uk' logo is visible in the bottom right corner.

this is not
an invitation
to rape me

Dress →

Myth: a woman raped whilst wearing revealing clothing is to blame for leading a man on.

Intimacy

Drinking

Relationships

this
is not
an
invitation
to rape
me

.co.uk

Have your say **Do you know?** **The Campaign** **Need Help?**

Own the debate on complex issues

Police Presence: The Pros & Cons

An increase in visible policing
makes me feel:




☐ Reassured



☐ Anxious



 Discuss.

We're working hard to make
you feel safe.



More rapes are reported than in previous years

☐ This is a good thing

☐ This is a bad thing

 Discuss.

We're working hard to identify
offenders, with your help.



Summary – Six Opportunities

1. Support and build an ‘emergent’ view of crime and policing
2. Re-frame the language around crime and safety
3. Manage media negativity
4. Two-level communications: High and low crime
5. A more strategic approach to public communications
6. Invite and own debate on complex or contentious issues

Three research projects

Focus Groups	2013
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Segmentation	2014
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Reassuring the public: Fear of crime

Scottish Crime and Justice Survey Segmentation - Overview

2 September 2014
TNS, Alva Street, Edinburgh



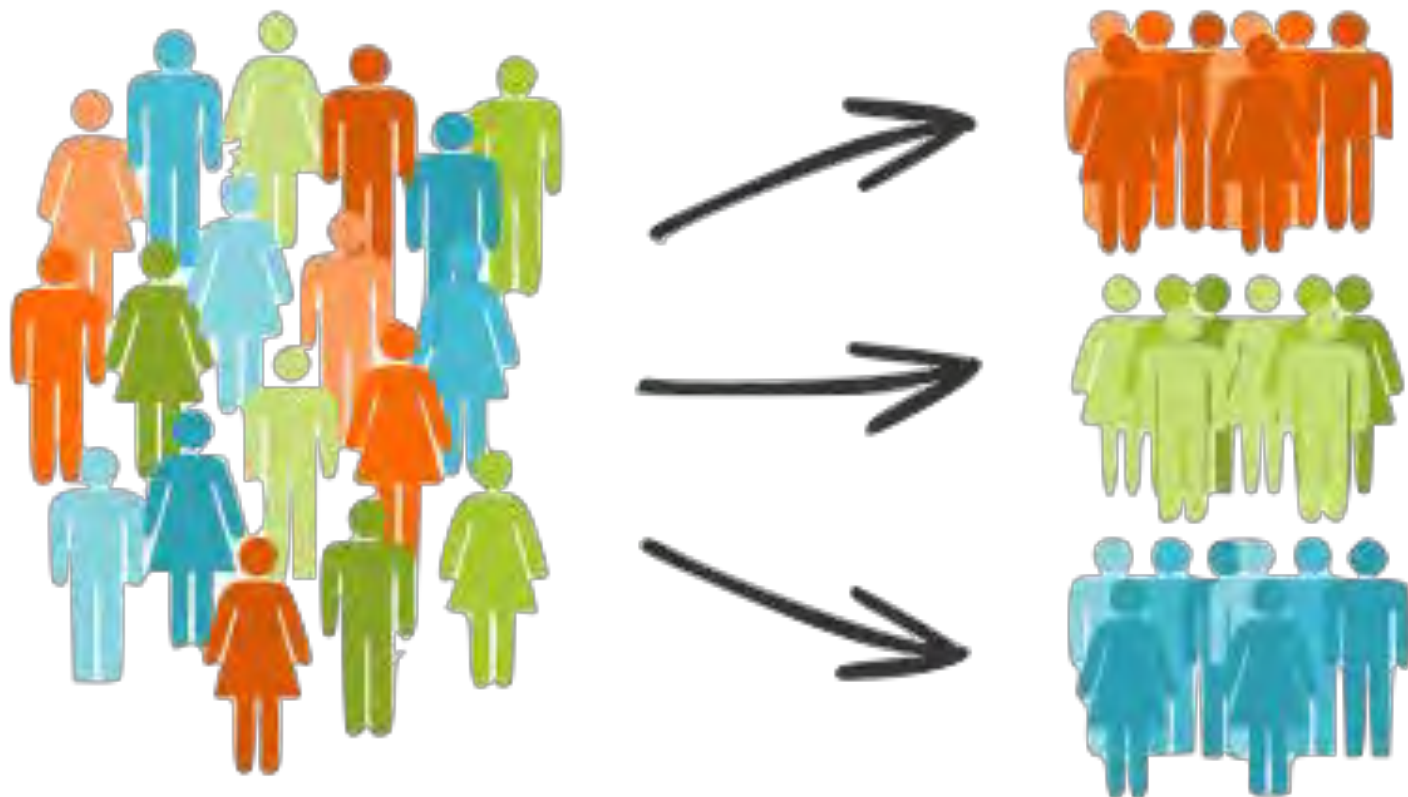
Objectives

Build on previous research stages with a quantitative phase that will help to drive insight into action:



Helping to identify **specific groups** where there is the most need to and potential benefit from reducing fear of crime

Building a consistent framework for **tracking progress**



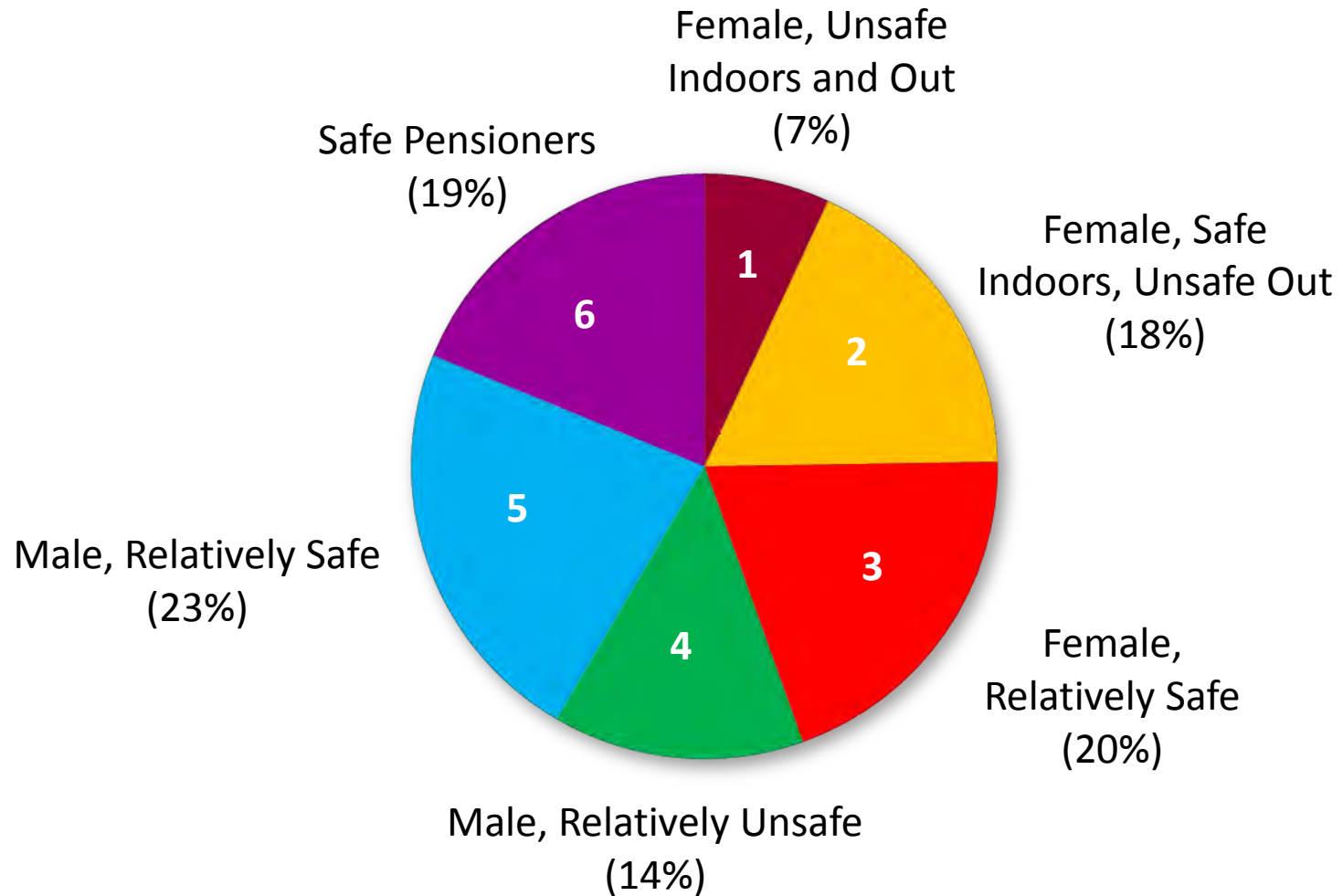
Scottish Crime and Justice Survey

Extremely large sample

- 57,000 interviews (2008)



Six fear of crime segments



88% female.

Segment 1

85% a victim of crime in last year.

More likely than any other segment to think ALL specified crimes likely to happen to them in next 12 months..

More likely than any other segment to think drugs, ASB and gang violence are common in local area

39% think crime has increased locally in last 2 years.

Just over half say worry about crime stoppe them doing things.



Poorest rating of local police (51% excellent).

Yet highest demand for more and highest acknowledgement of police importance.

1) Female, Unsafe Indoors and Out (7%)

Middle aged 35-54

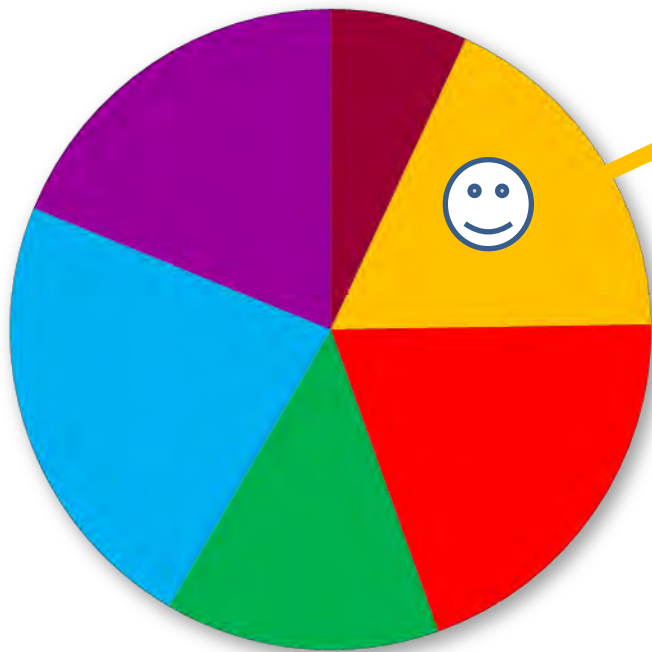
Most worried

High deprivation, mostly urban

Majority are victims

Segment 2

91% female.



Lower proportion of victims (20%).

Less well integrated into community (19% less than 2 years, 10% know no one).

Lowest income (68% under £20k, 1 in 10 less than £5k).

Second most worried group in terms of being robbed (41%), physically assaulted or attacked in the street / public place (37%), or sexually assaulted (27%).

2) Female, Safe Indoors, Unsafe Out (18%)

Younger (20-34) AND older (65+)

2nd most worried group across all measures

Single parent / single or single pensioner holds

Low income
Renters
High deprivation
Large urban areas

Higher ethnic minorities

Segment 3

100% female.



Lowest proportion
of victims (2%).

Higher rating of police in
local area, and less likely to
agree community relations
with police in local area are
poor.

Although they feel more
worried than the male and
pensioner segments they
feel safer and worry less
than the other female
segments.

**3) Female,
Relatively
Safe
(20%)**

Majority middle-
aged (35-54)

Less worried
generally than
other female
segments

Lower
deprivation
Mostly urban
Higher income

Unlikely to have
been a victim

99% male.

Segment 4

Don't worry as much as segments 1 and 2, but do worry more than the other male segment.



32% victim of crime in last 12 months.

Relatively high worry about vehicle related crimes and getting caught up in violence.

Have a high perceived likelihood of victimisation, especially physical violence (mugging, attack, physical violence) and vehicle damage.

Relatively high proportion say relations with local police are poor, but one of the lowest proportions to agree it's very important local police know and patrol the local area.

Least well integrated into community (12% know no one).

4) Male, Relatively Unsafe (14%)

Younger – 46% aged 20-34

Worry more than other male segment

1/3 victims and high perceived likelihood of being a victim of violence

Highest deprivation, Large urban areas
Higher ethnic minorities

Segment 5

90% male.



Feel safer than any other segment both in and out of home.

Relatively low worry about all crimes, and less worried than any other segment about being mugged, robbed or home vandalised.

For most other crimes, they worry similar to segment 6.

Similar to male segment 4, relatively low proportion rate local police as good / excellent. One of the lowest proportions agreeing it's important local police know and patrol their local area.

5) Male, Safe (23%)

Majority middle aged (35-54) AND younger (20-34)

Least worried on many measures

Family households

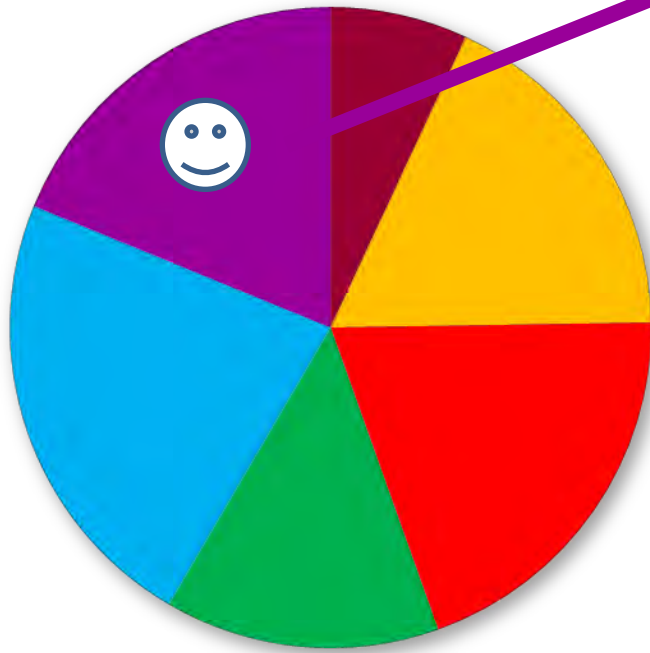
More rural

Low deprivation

Higher household income

60% male, 40% female

Segment 6



Relatively low proportion of victims (8%).

Tend to feel safe both in and out of home, though slightly more worried than male segments 4 and 5.

Fairly positive about local police.

Least likely to feel fear of crime stops the doing things.

Very integrated into the community (86% 10 yrs +, 68% know many / most people)

6) Safe Pensioners (19%)

Mix of male and female

Majority 55+

Relatively unworried

Low likelihood of being a victim

Least likely to think they will be victims

More rural
Low deprivation

Well integrated into community

Other information on the segments

- Tenure of home (social, renting, mortgage etc).
- Type of property (flat, tenement, house etc).
- SIMD quintiles
- Scottish Government Urban/Rural classification
- MOSAIC codes

What we don't know:

Opportunity:

Prioritise and focus



WHO



WHAT



HOW

Opportunity:

Measure progress against KPIs





Thank you



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