

Date: 09 December 2014

Your Ref:

Our Ref: CC/MG

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## JUSTICE COMMITTEE – POLICING BUDGET SESSION

I write regarding my recent attendance at the Justice Committee on 25 November 2014 and in respect of the matters we agreed would be resolved by correspondence.

### Sickness

As you surmised during the evidence session extrapolating the amount of overtime expenditure made due to sickness absence is not possible within our current recording mechanisms. I can assure you that policing, by its nature, does not typically utilise overtime payment in such a manner, and that any such expenditure if it does take place would be minimal.

I have outlined below the legacy sickness rates you sought for comparison purposes at Appendix A. These were submitted by the individual forces to the Scottish Government for collation.

## **Campaigns**

Police Scotland's Campaigns expenditure is detailed in Appendix B accompanying this letter.

The Police Scotland corporate communications marketing team has recently undergone a period of restructure; there is now a full social media team in place (three police staff positions). Although social and digital (online advertising, website) media is typically viewed as 'free', there are costs attached, including paid Boosted Posts to target specific key audiences along with the associated time commitment of ICT and Audio Visual staff.

Although these costs are minimal when reviewed as part of the overall marketing campaign budget, they are a key component of Police Scotland's integrated communications strategy to influence public behaviour and attitudes.

The key social media platforms currently include Facebook, Twitter and Blipfoto. The strategy for each campaign we undertake will include most or all of them, depending on the target audience. A social media investment strategy is being developed, including research into the merit of utilisation of other key relevant online platforms, tools and evaluation software programmes such as LinkedIn, Instagram and Hootsuite.

## **Victim Support**

Police Scotland has not, since inception, contributed any funding towards the maintenance of Victim Support Scotland.

I trust the forgoing information is of assistance. If I can provide any further detail please let me know.

Yours sincerely



Sir Stephen House QPM  
Chief Constable

## Appendix A

### Legacy Police Sickness Rates

Force	Police Officers					Police Staff				
	2008-09	2009-10	2010-11	2011-12	2012-13	2008-09	2009-10	2010-11	2011-12	2012-13
<b>Central</b>	3.6	4.6	3.5	3.9	3.8	4.3	5.6	3.6	3.9	3.6
<b>Dumfries &amp; Galloway</b>	3.7	3.6	3.0	3.8	3.8	4.5	3.9	3.9	3.2	4.4
<b>Fife</b>	3.5	3.8	3.6	4.2	4.2	4.4	4.6	4.0	3.5	4.8
<b>Grampian</b>	3.3	3.3	3.5	3.7	4.3	4.8	4.5	4.0	4.0	3.8
<b>Lothian &amp; Borders</b>	3.9	3.9	3.7	3.7	4.2	5.0	5.5	6.0	5.4	5.1
<b>Northern</b>	4.0	3.1	4.3	4.9	4.4	4.4	3.9	-	5.2	4.3
<b>Strathclyde</b>	5.1	4.5	3.9	4.5	4.3	5.6	5.4	5.3	5.6	4.5
<b>Tayside</b>	4.3	4.2	4.2	3.8	4.0	5.2	4.6	4.6	4.1	5.5
<b>Scotland</b>	<b>4.4</b>	<b>4.1</b>	<b>3.8</b>	<b>4.2</b>	<b>4.2</b>	<b>5.1</b>	<b>5.0</b>	<b>-</b>	<b>4.8</b>	<b>4.6</b>



Appendix B

Police Scotland Campaigns Expenditure

CAMPAIGN	AIM OF CAMPAIGN	KEY CAMPAIGN ELEMENTS	SOCIAL MEDIA BUDGET (£)	OVERALL BUDGET (£)
<b>Personal Safety – Students</b>	To keep students aged 16-25 across Scotland safe and reduce the number of victims of crime within this target group.	<ul style="list-style-type: none"> <li>• Student Safety guides</li> <li>• Student Pocket Guide advert</li> <li>• Kommando iwalkers within key Glasgow shopping areas</li> <li>• Digital adverts</li> <li>• Ad Media - washrooms (posters and vinyl's)</li> <li>• Creative collateral - posters, social media banners, pull up banners etc</li> <li>• Content creation for use across social media platforms</li> <li>• Boosted Posts on Facebook</li> </ul>	1,000	10,000
<b>Personal Safety – Festive</b>	To influence the behaviour of people over the festive period, reducing the number of incidents where police are involved and the number of victims of crime. The campaign focused on home, online, party and shopping.	<ul style="list-style-type: none"> <li>• Onboard train panel adverts</li> <li>• TV advert on STV player catch up</li> <li>• Handouts for Community Officers</li> <li>• Kommando iwalkers within key Glasgow shopping area</li> <li>• Creative collateral - posters, social media banners</li> <li>• Content creation for use across social media platforms</li> <li>• Boosted Posts on Facebook</li> </ul>	1,000	10,000

<b>Domestic Abuse</b>	To support operational policing activity in reducing the number of incidents of domestic abuse during the festive period.	<ul style="list-style-type: none"> <li>• National TV advert</li> <li>• Ad Media – washrooms</li> <li>• Creative collateral: Posters, leaflets, social media banners</li> <li>• Content creation for use across social media platforms</li> <li>• Boosted Posts on Facebook</li> </ul>	300 (so far)	30,000
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