

Date: 12 December 2014

Your Ref:

Our Ref:

Ms Christine Grahame MSP
Convenor
Justice Committee
Scottish Parliament
Edinburgh
EH99 1SP

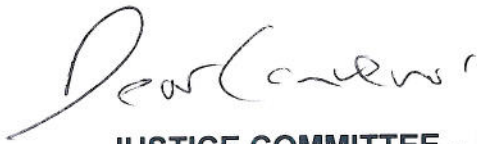


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JUSTICE COMMITTEE – POLICING BUDGET SESSION

Thank you for your letter of 10 December 2014 seeking further clarification of Police Scotland's position following the Police Budget session I attended on 25 November 2014.

Sickness

As I advised, current recording mechanisms do not include a facility to quantify overtime incurred by police officers as a consequence of sickness absence. I am confident that this expenditure is minimal as flexible resource deployment enables us to fill any shortfalls promptly and at least cost. To explain, Police Scotland and its constituent forces prior to 1 April 2013, operate systems of patrol planning which identify optimal resource levels to meet demand at any given time/day. Where police officer resource deficiencies are identified, even at very short notice (e.g. sickness absence) officers from other areas can be deployed to ensure that optimal resource levels are met. This can span sub divisions, divisions or specialist functions and processes for facilitating this have been improved by the restructuring of police officer resourcing into local, regional and national groups.

Having considered this matter further, I am of the opinion that it would be of benefit to Police Scotland to have more detailed and specific information on

this particular aspect of sickness absence and to this end, have instructed that a scoping exercise be carried out to establish the cost and timescales involved in updating our recording mechanisms. Initial findings suggest that this can be achieved at limited cost (less than £2,000 outlay) and I would hope to have this facility in place for the start of the new financial year 2015/16.

Regrettably I am unable to retrospectively provide information on this topic however I hope the arrangements I aim to put in place to record overtime incurred as a consequence of police officer sickness absence will meet members' expectations.

Campaigns

The overall marketing budget for the period 2014-2016 is £785,000 and a detailed breakdown for each of the three campaigns requested (101, Doorstep Crime and Keeping Safe Online) is as shown at Appendix A accompanying this letter.

These three campaigns were mounted before the setting of the budget for 2014-2016.

All marketing campaigns rely heavily on digital activity on our website/social media, traditional media and partnership working in order that our messages achieve maximum reach. The 'paid for' element of our marketing allows us greater control of our messages and ensures they are in the right place, at the right time to reach the target audience, as informed by current research.

All campaigns are evaluated in terms of reach, opportunity to see, media coverage, engagement on our digital channels and feedback from officers and partners however there is currently no specific budget provision for the evaluation activity.

I trust the forgoing information provides the additional clarity sought.

Yours sincerely



Sir Stephen House QPM
Chief Constable

Appendix A

Campaigns Expenditure

101 Non Emergency Number

The total spend on this campaign to date has been **£57037**.

This campaign ran over 2 phases.

Phase 1 which ran after 1st April 2013

National Radio	£24925
Local Radio	£3640
Posters for all community wards	£963
Credit card sized material	£2449
Display Boards for events	£770
Adtrailer	£1830
Total	£34477

Phase 2 Focusing on Areas where initial uptake was less successful

Bus Advertising	£6000
Railway Station Vinyl	£8740
Bus Streetliners	£1239
Radio	£3641
Posters for local venues	£2680
Community Officer Packs	£260
Total	£22560

NB. The budget for this campaign was funded through the Police Reform budget and not business as usual due to the nature of the change project.

It is also worth noting that significant advertising of 101 was achieved without cost by including the logo and messaging on posters for other Police Scotland campaigns, use of our own ad-trailers as well as widespread use of social media to promote 101. For example, we held a 'Tweetathon' in November 2014, through which we relayed examples of appropriate and inappropriate use of the 101 and 999 services. This was picked up by the media, achieved worldwide coverage and contributed to the 7% reduction in 999 calls offset by a 3% increase in 101 calls that occurred over 2013/14.

Doorstep Crime

The total spend on this campaign to date has been **£25809**.

This campaign ran in April 2014 across a variety of communication channels:

Outdoor advertising on buses	£5700
Printing costs	£2537

Radio	£6744
TV	£10828

Keeping Safe Online

The total spend on this campaign to date has been **£33179**.

This campaign ran in February 2014 across a variety of communication channels:

Development of digital character for use online	£5000
Radio Adverts	£7709
Merchandise	£5000
Print- posters and literature for schools	£1600
Outdoor format, in schools	£3500
Social Media adverts	£370
Viral Video Production	£10000