

NOT PROTECTIVELY MARKED

10 July 2013  
MM/KK



**Via Email**

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Dear Sir / Madam,

I wanted to update you regarding developments in telephone call handling in Police Scotland.

As you may be aware, in late February 2013 Police Scotland introduced the 101 Service, a user friendly - easy to remember and dial telephone number that can be used right across the country. To promote 101 we will be launching a public awareness raising campaign on 10 July 2013 that will include radio advertising supported by marketing materials that community police officers can distribute and display. Currently, almost half of all calls to the police are received via 101 and we hope to increase this, both to ensure a consistent service across Scotland and also to allow us to discontinue some of the already very underused and expensive lines that were required when policing was provided by eight forces.

Some recent media coverage of the 101 telephone number provided incomplete information regarding the effectiveness of the service and I thought it would be helpful to provide a more comprehensive picture. When a caller dials 101, they hear a message that confirms they are being connected to their nearest Police Scotland service centre. Experience to date has found that 94.8% of callers hold on whilst their call is connected. This means that 5.2% of 101 callers hang up before being put through to our staff - around one percentage point higher than the position in England and Wales where the service has been operating for some 18 months. It is also relevant to highlight that a similar proportion of calls (4.8%) are abandoned by callers using other police telephone numbers. Whilst it remains likely that some callers may choose to abandon a call before being connected, our upcoming campaign aims to reduce this statistic.

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Since 101 was launched in late February this year, it has been used in 450,217 calls to Police Scotland and been available 24 hours per day 7 days a week without any teething problems. Police Scotland service centres consistently meet nationally agreed targets to answer 999 calls in under 10 seconds and non-emergency calls in under 40 seconds. In fact the average time taken to answer non-emergency calls is 7 seconds.

I trust you will find this of assistance and would be happy to provide more information if you should wish to contact me

Yours faithfully



Mike McCormick  
Assistant Chief Constable Local Policing East