



**John Campion**  
**Police and Crime Commissioner**  
**West Mercia**

**SMSR**  
**RESEARCH**



# Public Views and Perceptions of Policing in West Mercia

## Q1 2018/19 Survey Results Presentation





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# Section One

## Introduction, Methodology & Respondent Breakdown



# Introduction & Methodology

- West Mercia Police (WMP) & the Police and Crime Commissioner, John Campion, seek to obtain the views of residents, including their confidence in WMP, to inform the PCC's plan priorities and support decision making around the Safer West Mercia agenda
- WMP & the OPCC commissioned SMSR, a third party research agency, to conduct surveys over the phone and face to face with West Mercia residents and victims of crime
- The questionnaire includes key questions taken from the Crime Survey for England and Wales (CSEW)\* and the Ipsos Mori Report on Public Views of Policing in England and Wales
- Over a 12 month period (Apr 18 – Mar 19) SMSR will interview a representative sample of 3000 residents – 600 across each of the 5 Local Policing Areas (LPA): Hereford; Shropshire; Telford & Wrekin and North & South Worcestershire
- Results have been weighted to accurately represent the population size of each LPA
- This first set of results (Q1 Apr-Jun 17) encompasses 750 interviews – 150 in each LPA
- Future reports will track changes in public perception levels and identify high performing areas and those with need for improvement.

# Summary – Overall Views

- The majority of residents (85%) agreed that they had confidence in West Mercia Police.
- Two-thirds (67%) felt that West Mercia Police were doing a good or excellent job and nearly 9 out of every 10 residents were confident that they would receive a good service from the force.

## Visibility

- Around a quarter of residents report that they see an officer or PCSO at least once a week with around half (58%) satisfied with the levels of policing in their local area.
- Around three-quarters said that there had been no change in the level of policing; a sixth (16%) believed there had been a decrease. Just under a quarter said that they had spoken to an officer or PCSO from their local policing team.

# Interaction / Access

- More than 8 out of every 10 were confident that they could access the police in an emergency with two-thirds (69%) confident they could do so in a non-emergency.
- The majority said that they would prefer to contact West Mercia Police by telephone.
- Half (52%) said that they find out about crime and policing issues from the media and 3 out of every 5 said they do not feel informed about what West Mercia Police is doing.

# Effectiveness

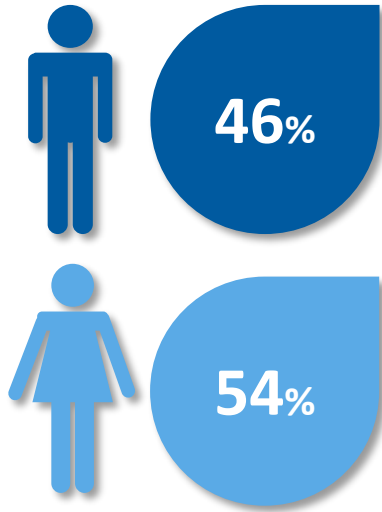
- Over half of residents (58%) felt that West Mercia Police understands the issues in their community and around a quarter (27%) reported that they thought that crime was a problem in their area.
- Two-thirds thought that crime and ASB had remained the same compared to 12 months ago with a fifth (18%) reporting an increase. Further to this, over two-thirds agree that West Mercia Police are dealing with crime and ASB.

# Trust / integrity

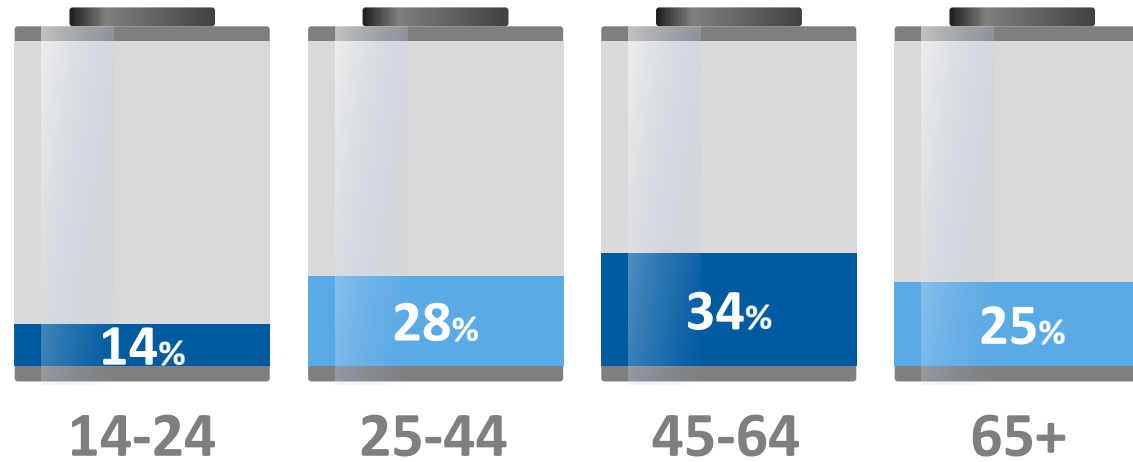
- The vast majority (94%) say that West Mercia Police have their support. Over 8 in 10 say they trust WMP; believe they act with integrity; use their powers appropriately; treat everyone fairly and take concerns seriously.
- Nearly two-thirds (63%) are confident West Mercia Police use their stop and search power fairly and respectfully.

# Respondent Breakdown

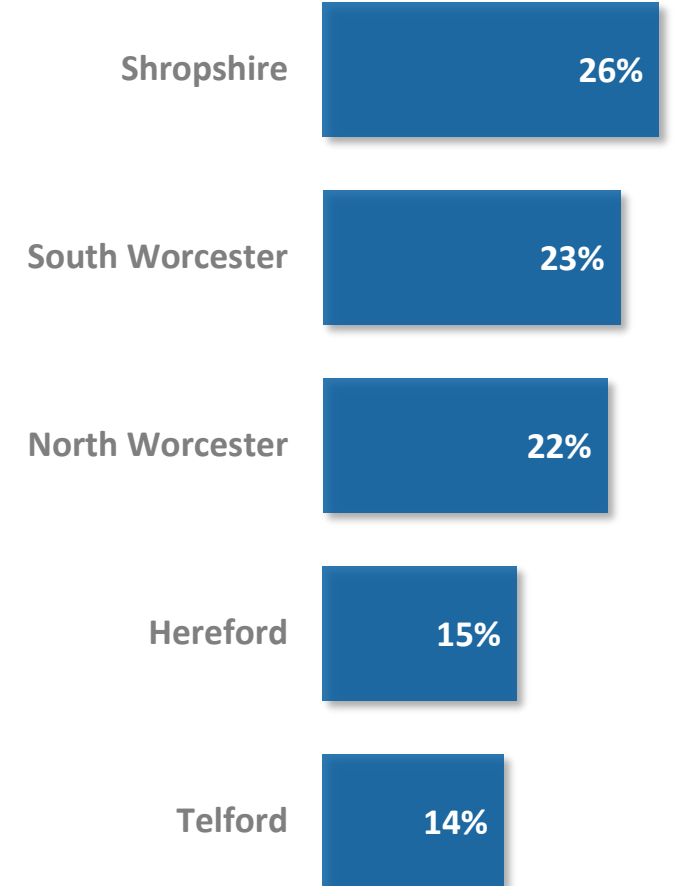
## Gender



## Age



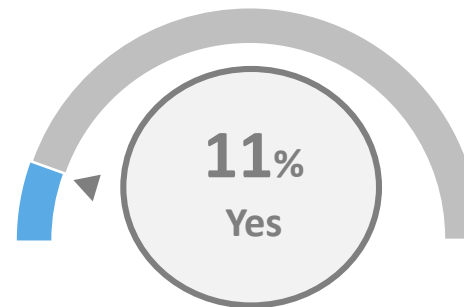
## LPA



## Ethnic Group



## Disability





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# Section Two

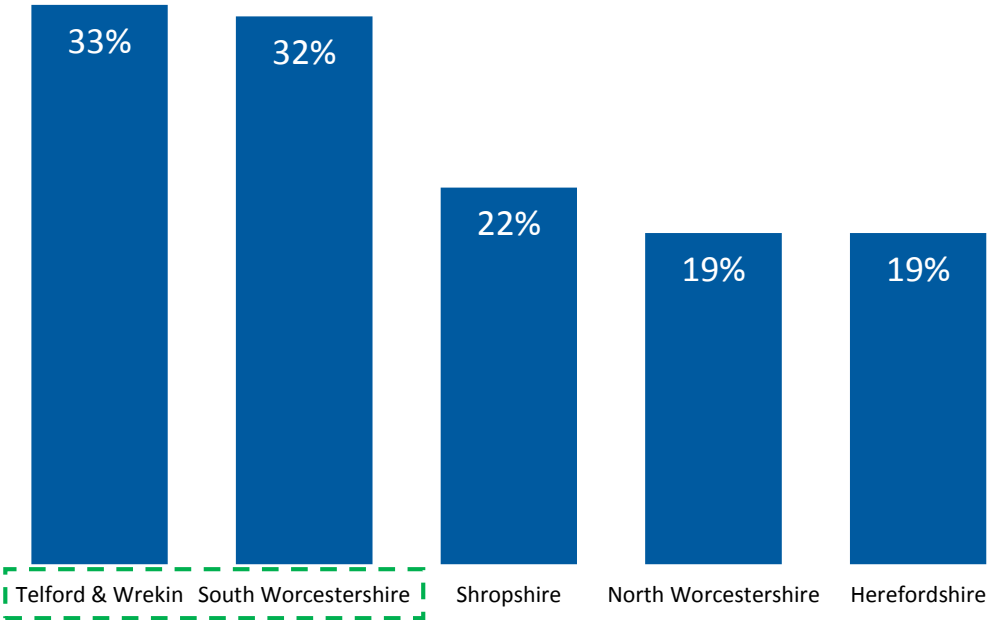
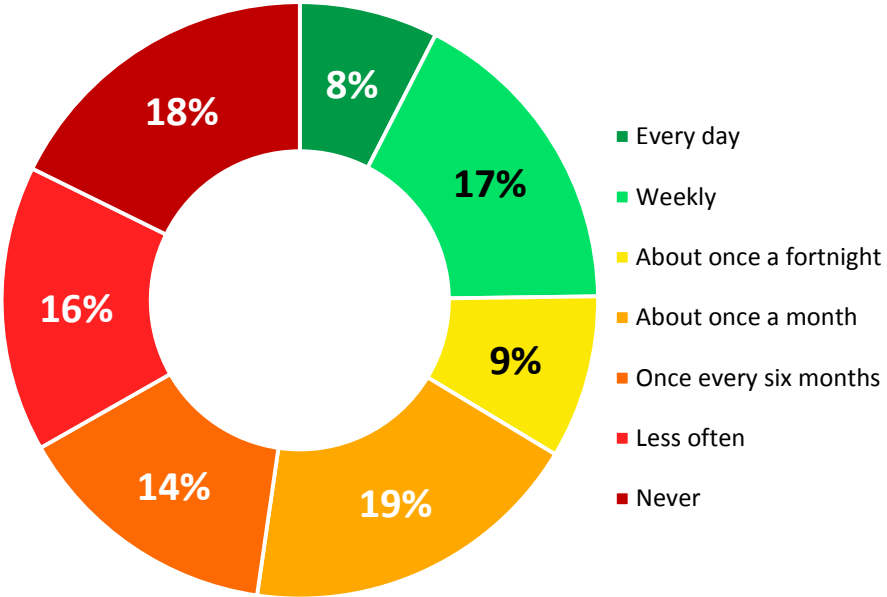
## Visibility / Presence





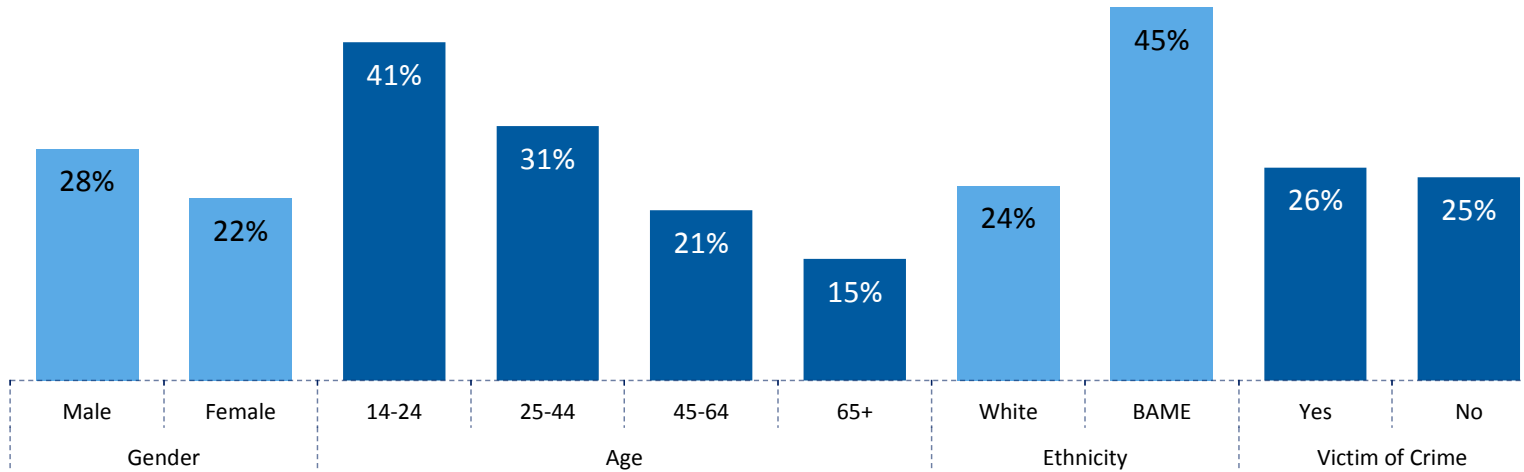
# A quarter see an officer or PCSO at least once a week

LPA Comparisons - % seeing a police officer or PCSO at least weekly



# A quarter see an officer or PCSO at least once a week

Demographic Comparisons - % seeing a police officer or PCSO at least weekly



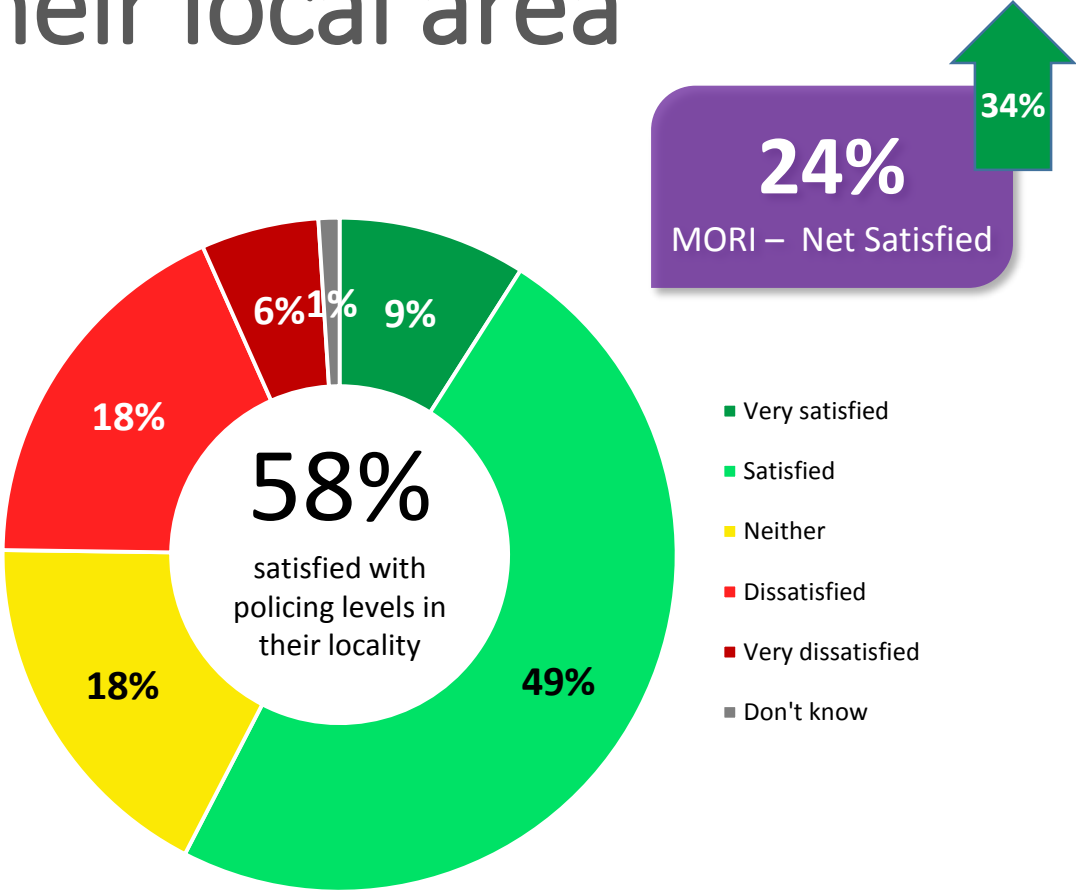
## Key Insights

Residents of Telford & Wrekin and South Worcestershire significantly more likely to see an officer or PCSO at least weekly

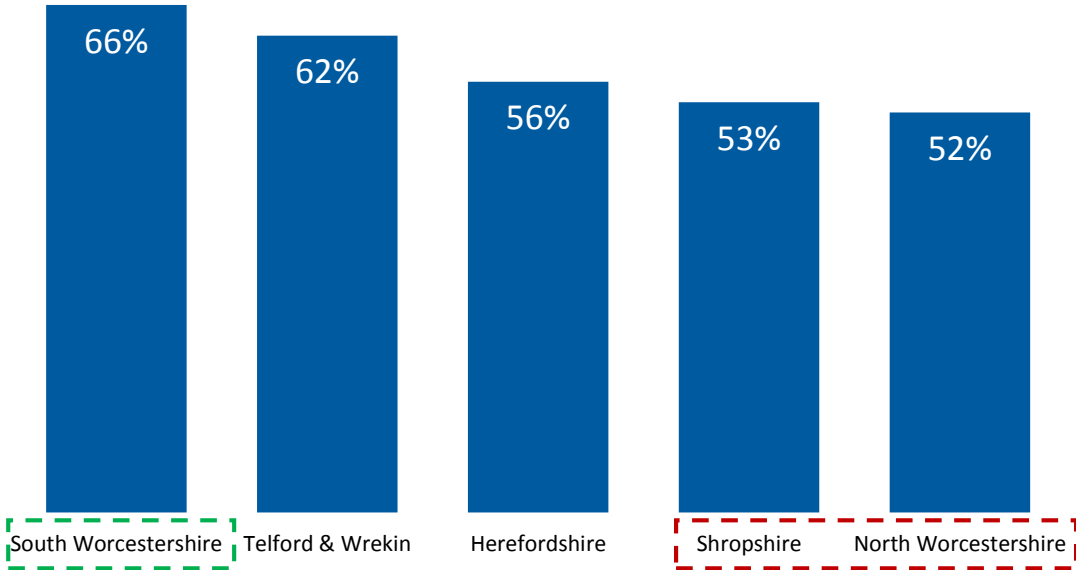
Strong correlation between age and how often they see an officer with younger respondents much more likely to see an officer compared to older respondents

BAME respondents a fifth more likely to see an officer or PCSO at least weekly than white respondents

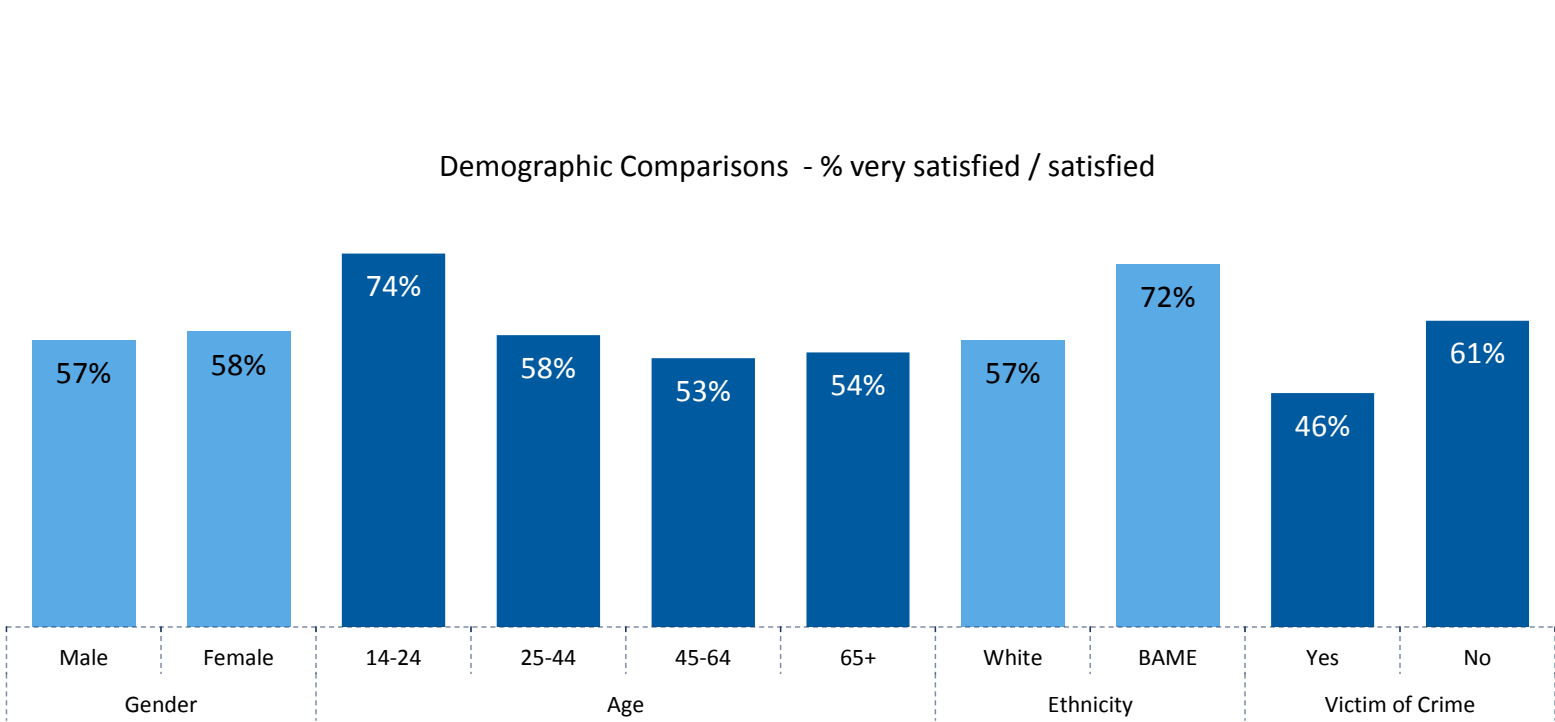
# Over half are satisfied with the levels of policing in their local area



LPA Comparisons - % very satisfied / satisfied



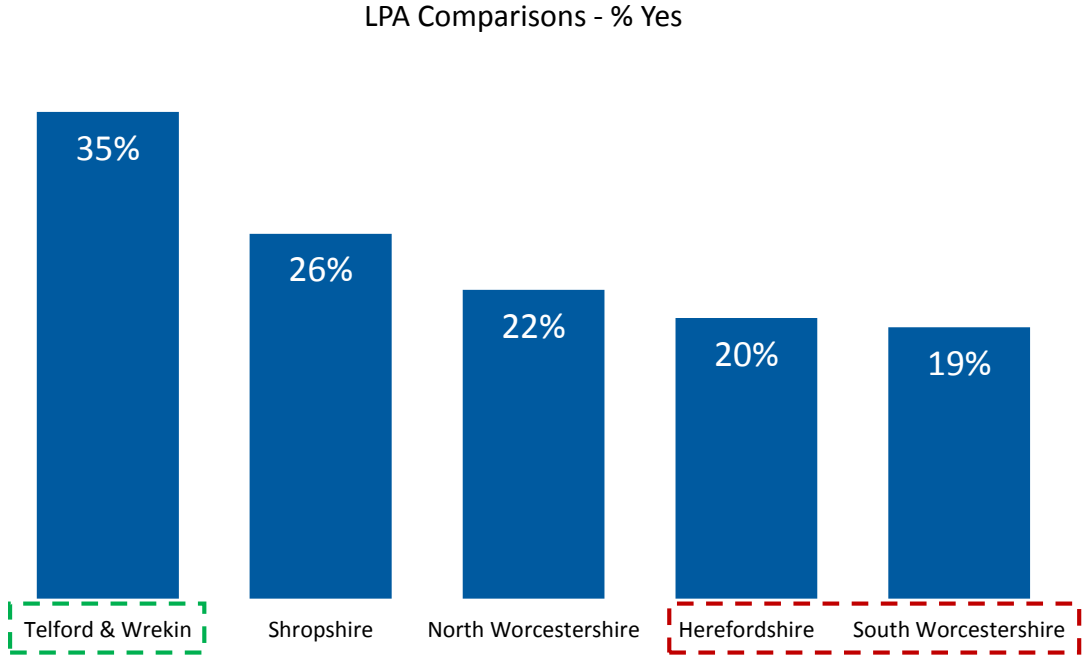
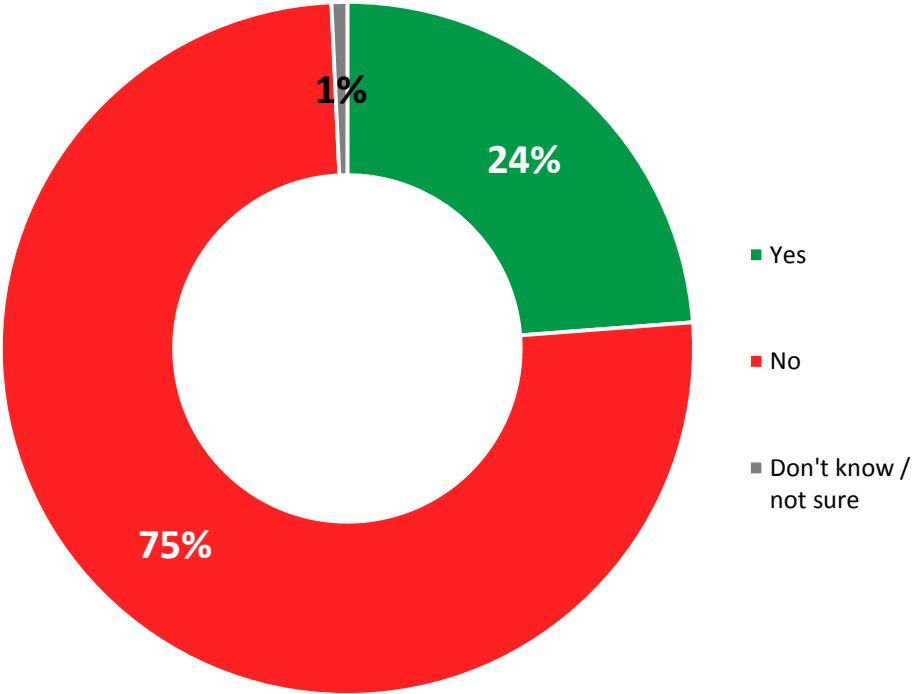
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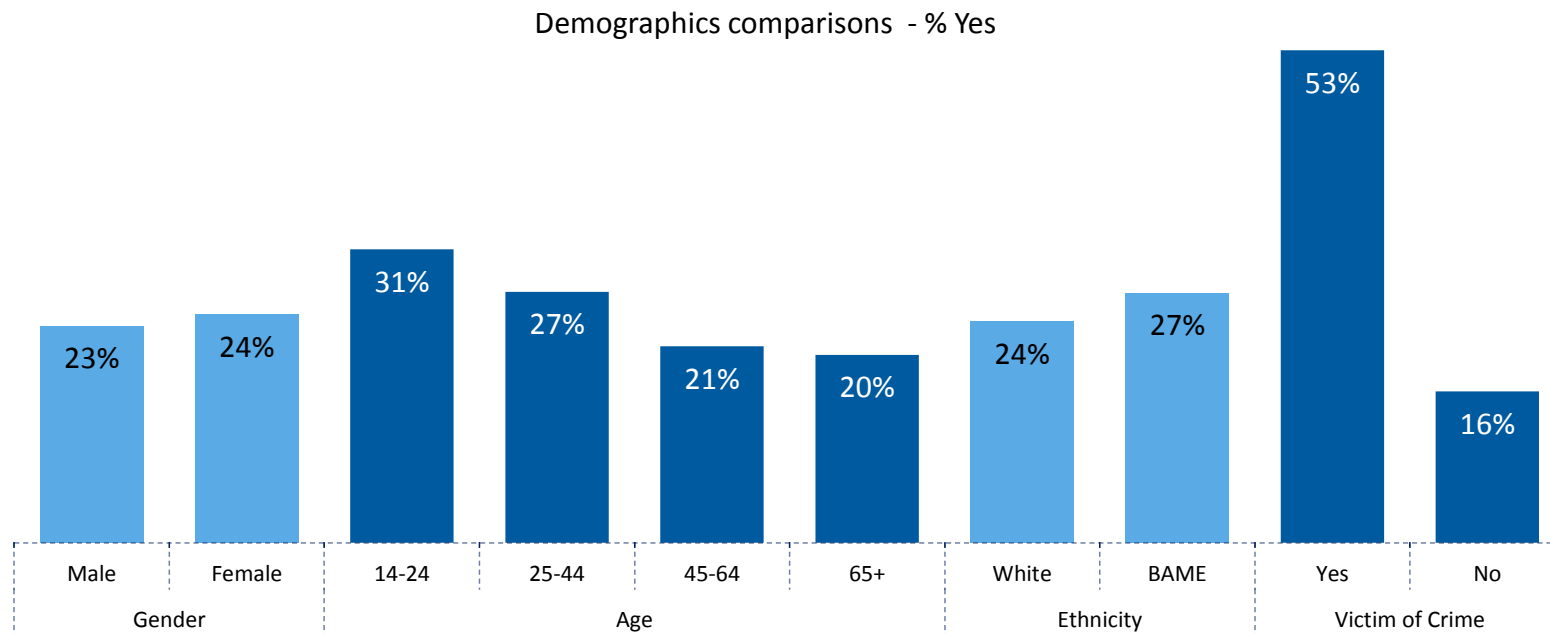
**Key Insights**

- Under 24's and BAME respondents more likely to be satisfied with policing levels in their local area
- Victims of crime least likely to be satisfied with policing levels
- Residents of Shropshire and North Worcestershire least likely to be satisfied with policing levels – residents of South Worcestershire most likely to be satisfied

# A quarter have spoken to an officer or PCSO from their local policing team



# A quarter have spoken to an officer or PCSO from their local policing team



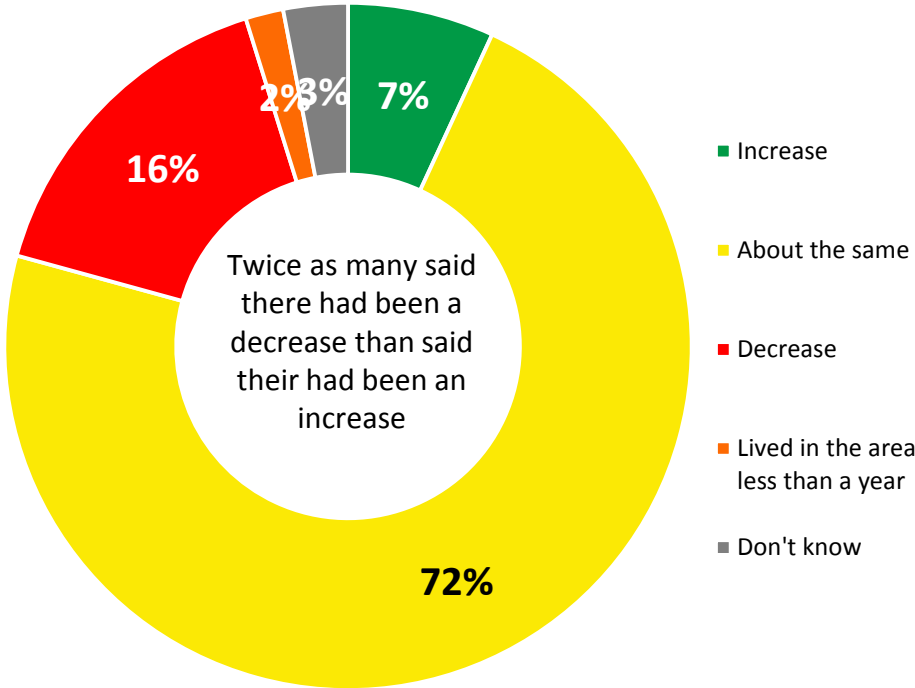
## Key Insights

Victims of crime significantly more likely to have spoken to a member of their local policing team

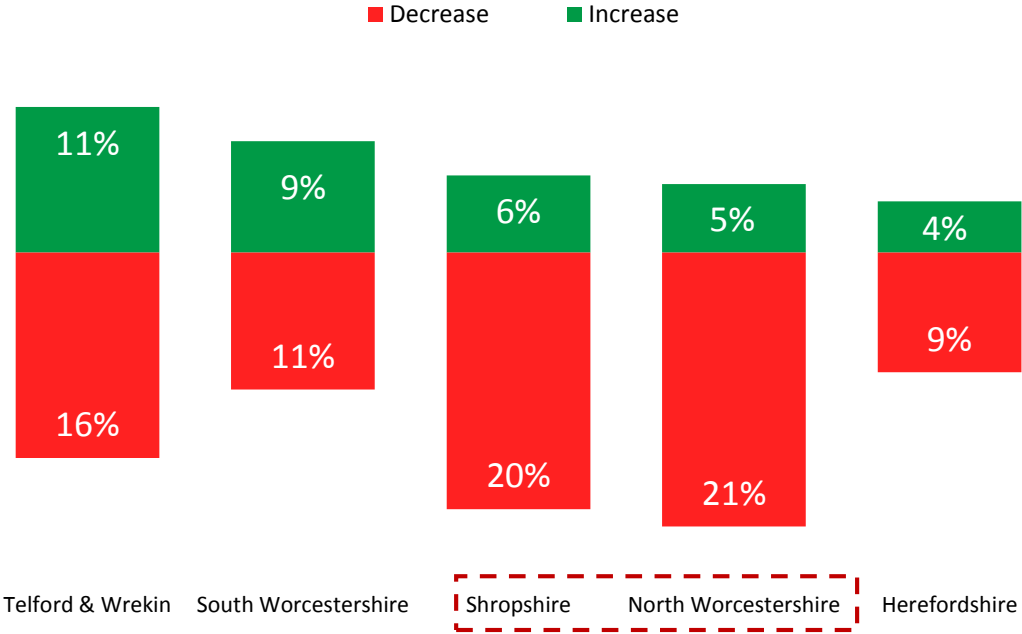
Younger respondents (under 44) were more likely to have spoken to an officer or PCSO than older respondents (over 44)

Residents of Herefordshire and South Worcestershire least likely to speak with a member of their policing team – residents of Telford & Wrekin most likely to have spoken with them

# The majority felt there had been no change in the level of policing

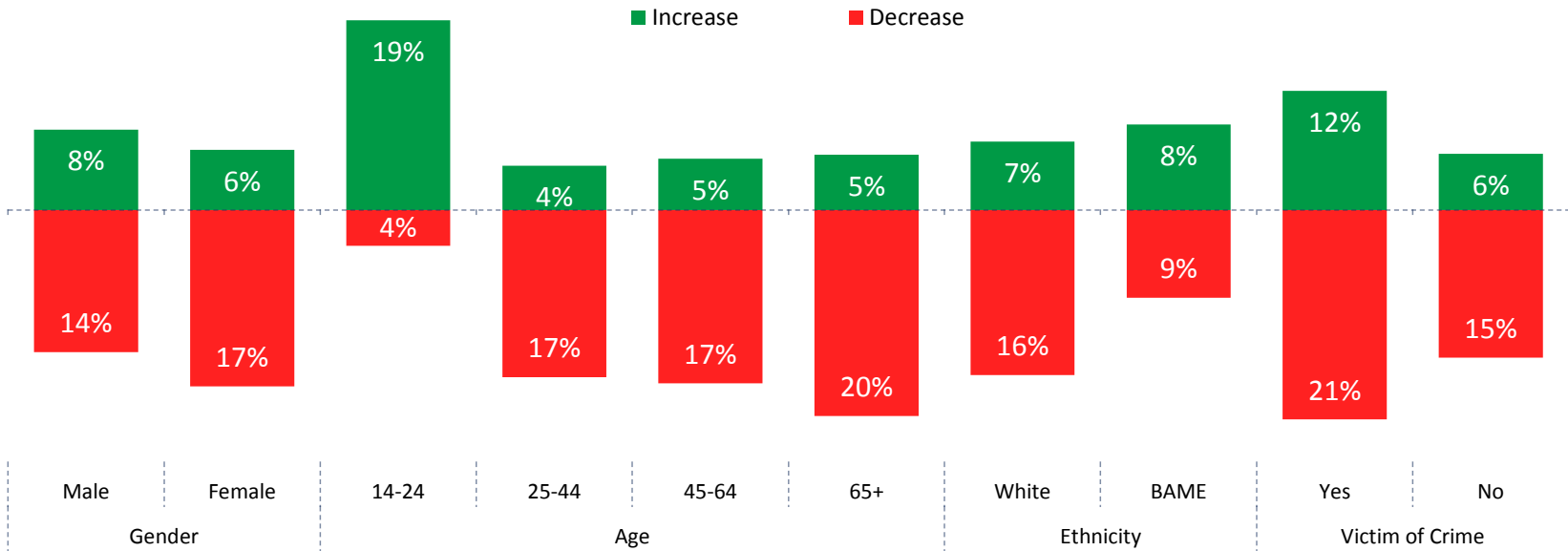


LPA Comparisons - % increase v % decrease



# The majority felt there had been no change in the level of policing

Demographic Comparisons - % increase v % decrease



### Key Insights

Under 24's were significantly more likely to notice an increase in levels of policing

Residents of Shropshire and North Worcestershire were most likely to say there had been a decrease in the level of policing in their area – these two LPA's were also least likely to be satisfied with policing levels in their area





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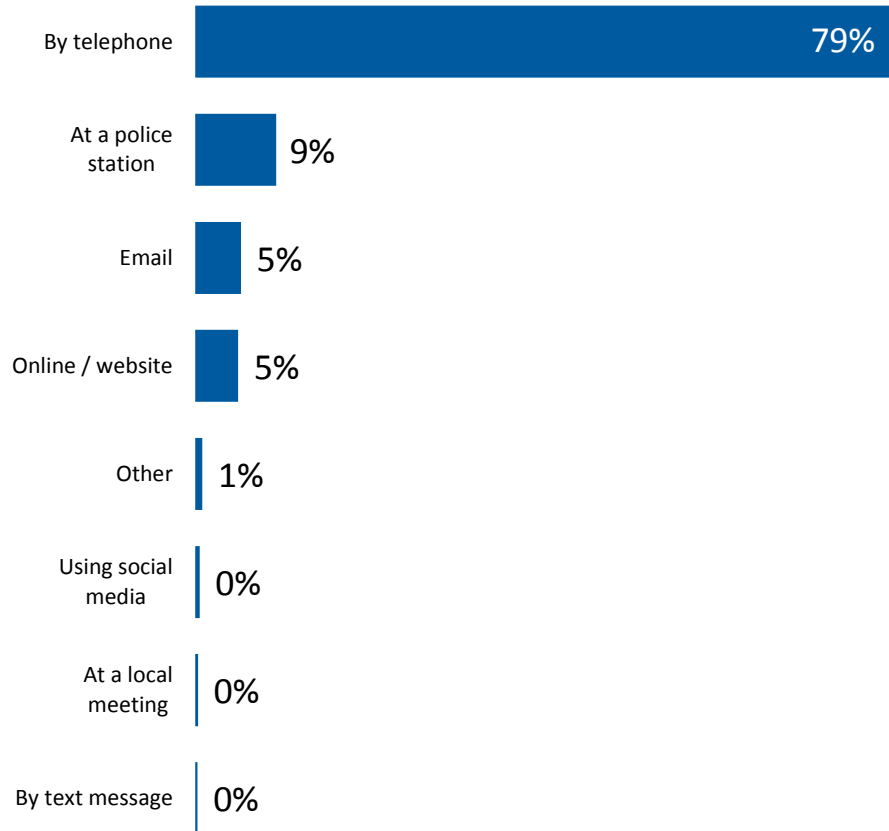


# Section Three

## Interaction / Access



# Four-fifths said they would prefer to contact the police via telephone for a non-emergency



## Key Insights

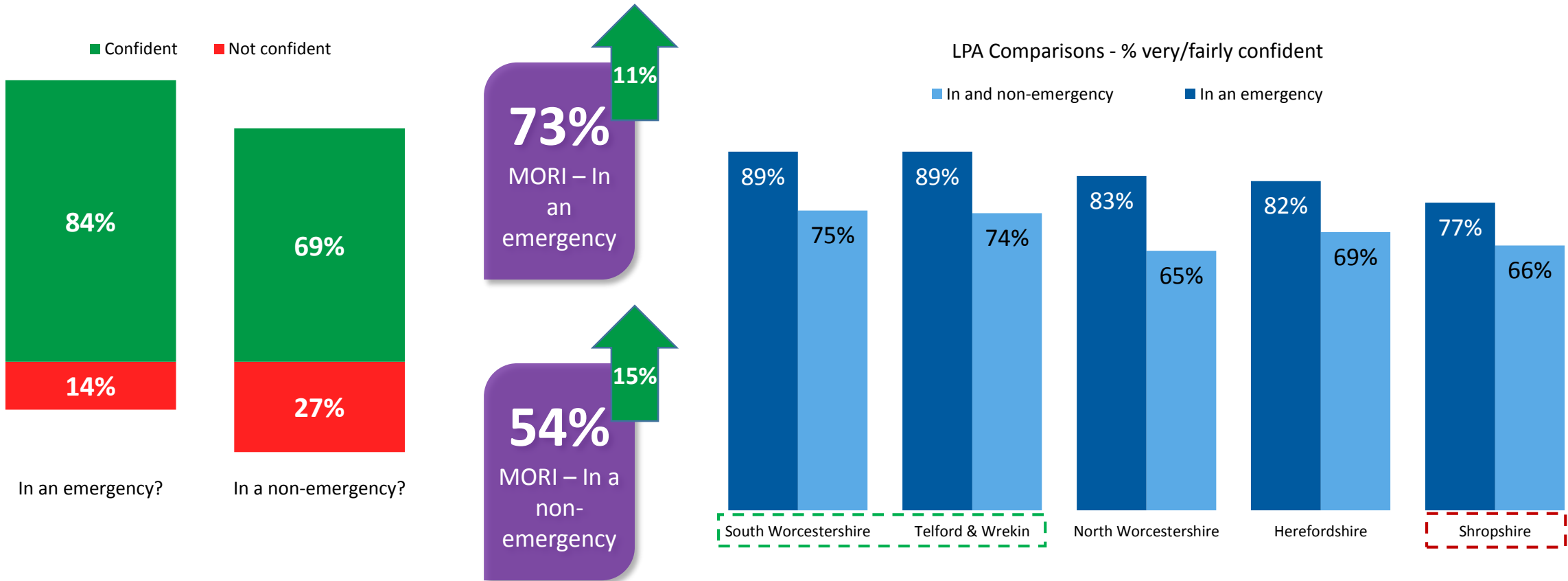
The older the respondent the more likely they were to prefer using telephone to contact the police

The younger the respondents were the more likely they were to prefer e-mail or online methods

Respondents with a disability were more than twice as likely as those without a disability to say they would prefer to use e-mail to contact the police in a non-emergency. Those with a disability were also significantly less likely to want to contact the police at a police station

Females were more likely to prefer telephone over males, with males more likely to say they would prefer to go online or into a police station

# More than 8 in every 10 confident they could access the police in an emergency

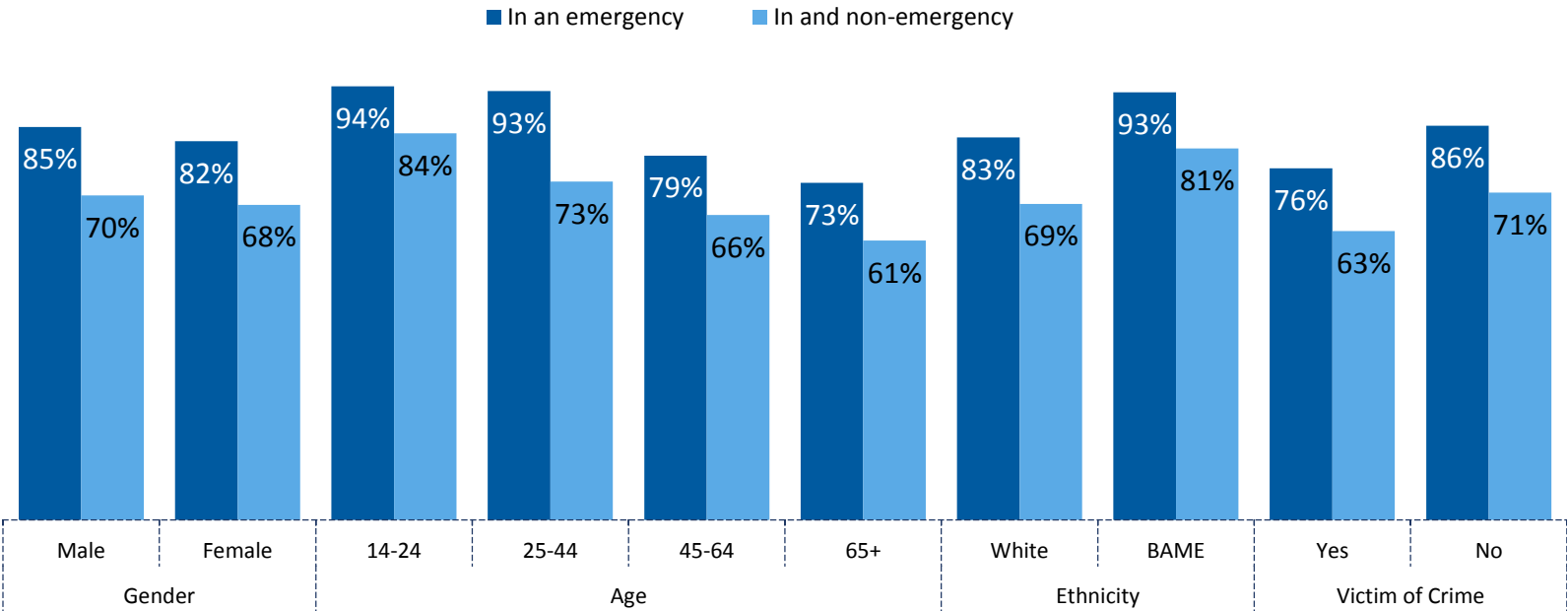


Q6 How confident are you, if at all, that you could easily speak to or access police services in your local area if you (or someone else) needed help in an emergency / non-emergency?

MORI Question: How confident are you, if at all, that you could easily speak to or access police services in your local area in the following situations?

# More than 8 in every 10 confident they could access the police in an emergency

Demographic Comparisons - % very/fairly confident



### Key Insights

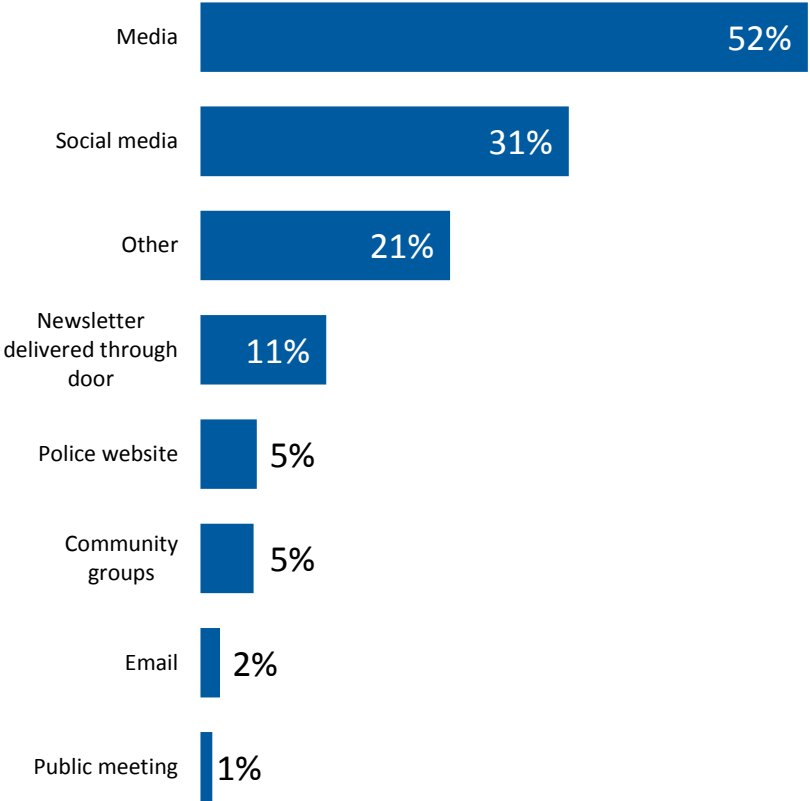
Residents in South Worcs and Telford more confident they can access WMP in an emergency and non-emergency

Residents in Shropshire least confident

Those under 45 and BAME residents most likely to have confidence they can access WMP in an emergency

Those aged 65+ and victims/witnesses of crime least likely to have confidence they can access WMP in an emergency

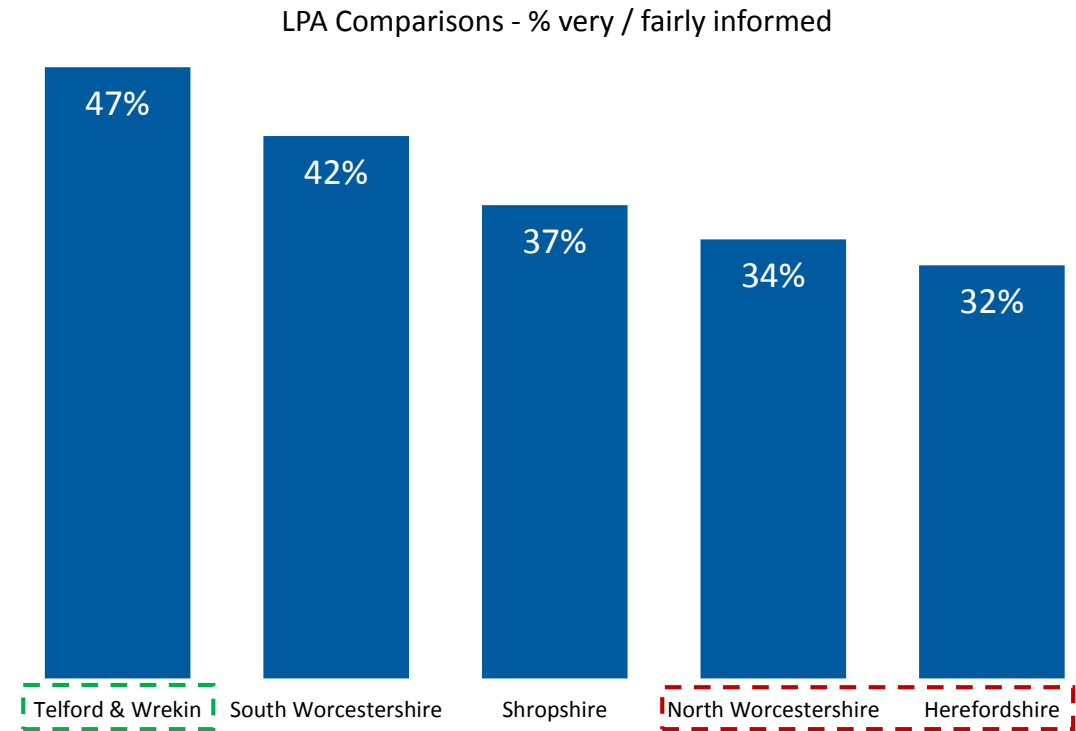
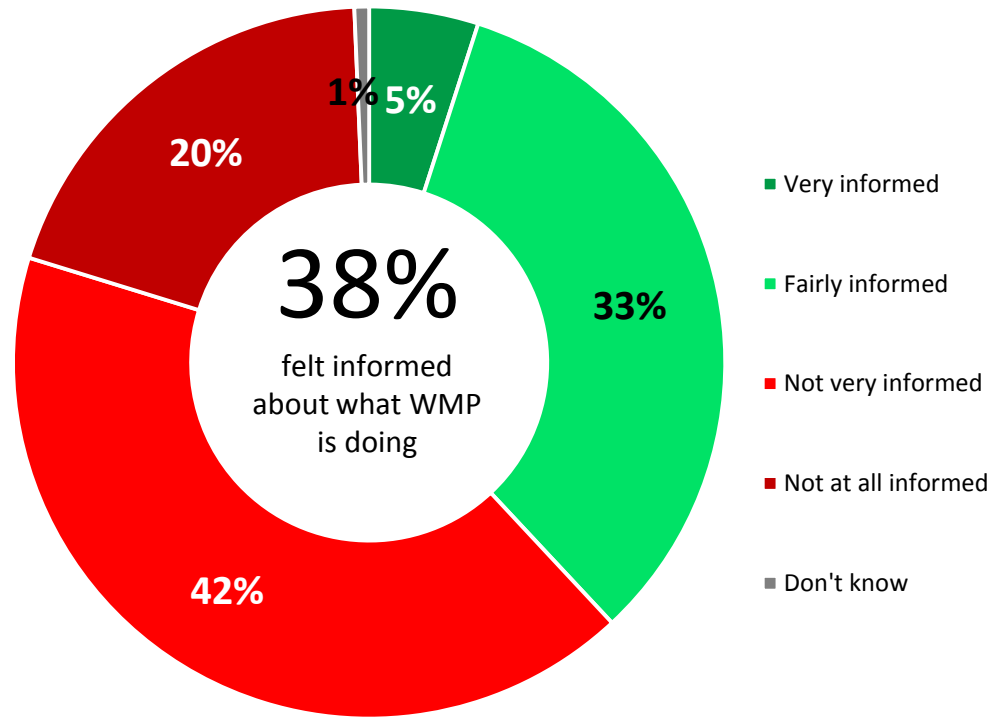
# Half said they found out about crime and policing from the media – three-tenths from social media



### Key Insights

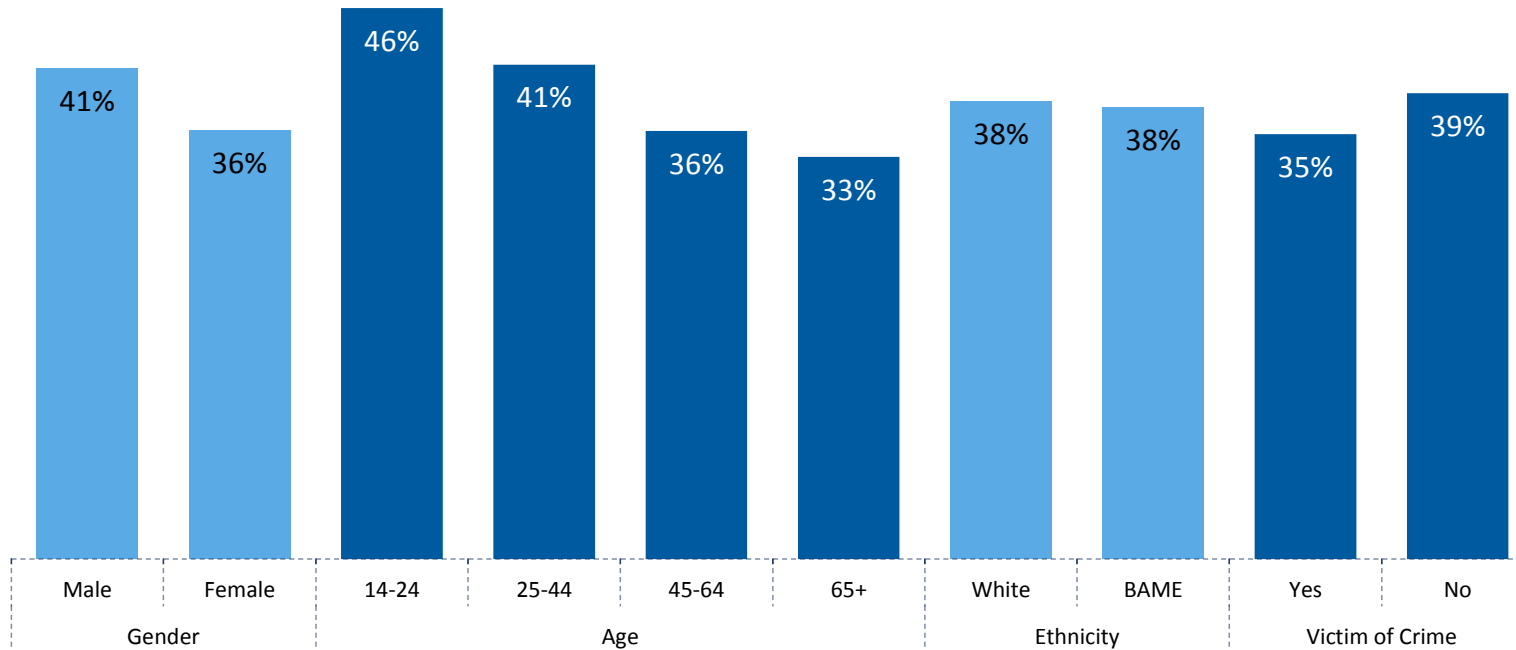
- Males were more likely to find out through the media when compared to females
- Two-thirds of 14-24 year olds found out through social media – this declined the older the respondent got
- The older the respondent the more likely they were to find out about crime and policing from both the media and newsletters through the door
- Residents of North Worcestershire and South Worcestershire were most likely to find out through the media
- Nearly half of residents in Telford and Wrekin found out about crime and policing through social media – in Shropshire and South Worcestershire it was only a quarter
- Those with a disability were more likely to find out through the media and less likely to find out through social media

# Three out of every five do not feel informed



# Three out of every five do not feel informed

Demographic Comparisons - % very / fairly informed



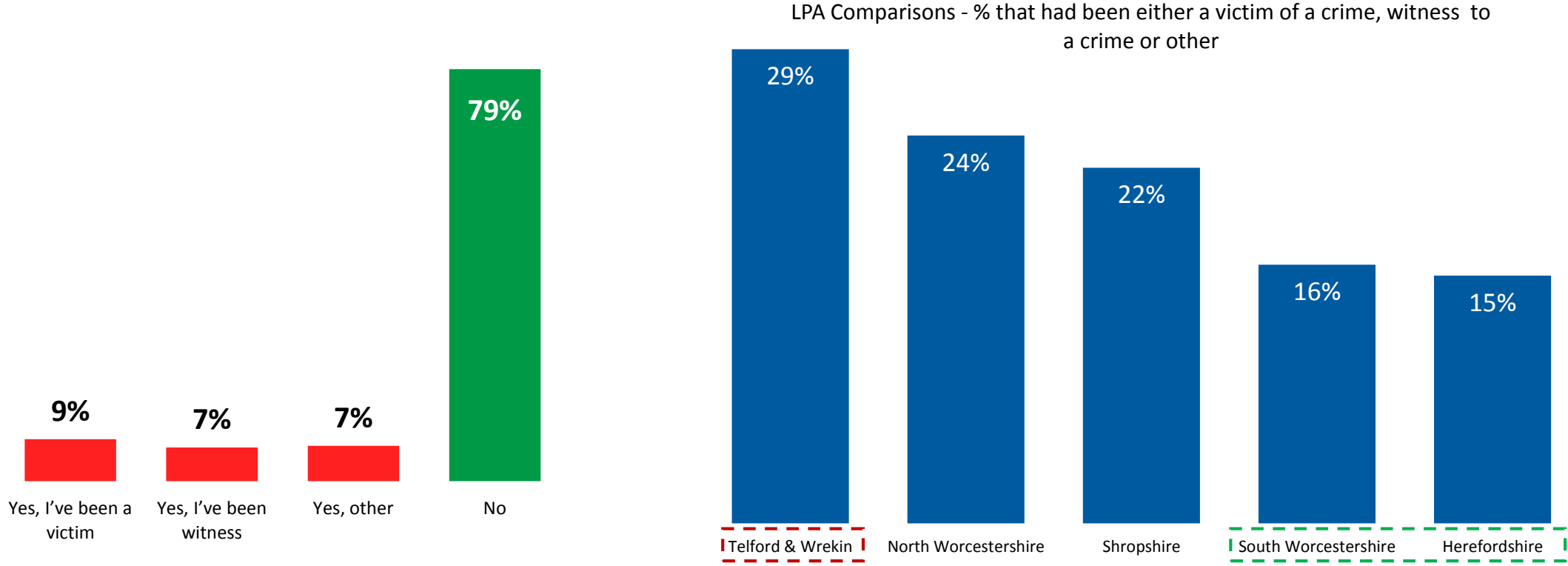
## Key Insights

The older the respondent the less likely they were to feel informed about what WMP is doing

Nearly half the residents of Telford & Wrekin said they did feel informed about what the police are doing in their local area

Residents of Herefordshire and North Worcestershire were the least likely to be informed about what WMP is doing in their local area

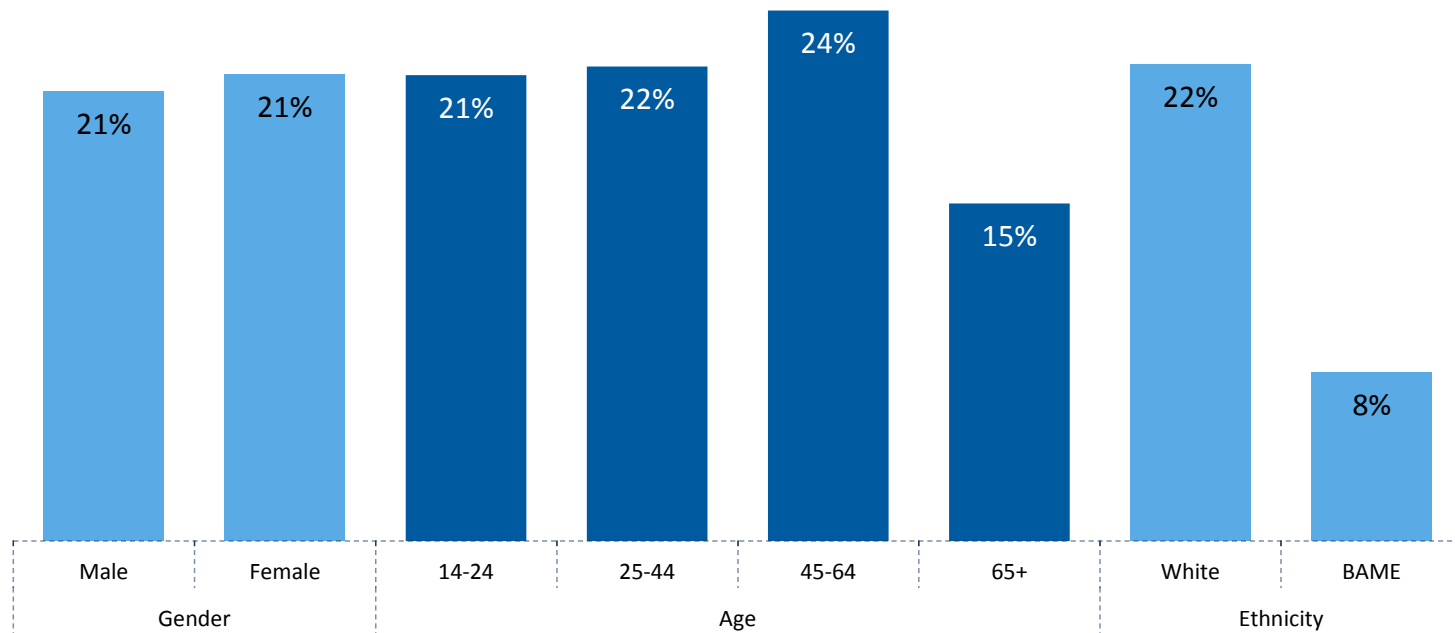
# A fifth have been a victim of, or witness to, a crime





# A fifth have been a victim of, or witness to, a crime

Demographic Comparisons - % that had been either a victim of a crime, witness to a crime or other



## Key Insights

Those aged over 65 and BAME respondents were significantly less likely to have been a victim of crime

Residents in Telford & Wrekin were most likely to have been a victim of crime, with those in South Worcestershire and Herefordshire least likely

Three-quarters of those that had been a victim of crime said they reported this to the police



**John Campion**  
**Police and Crime Commissioner**  
**West Mercia**

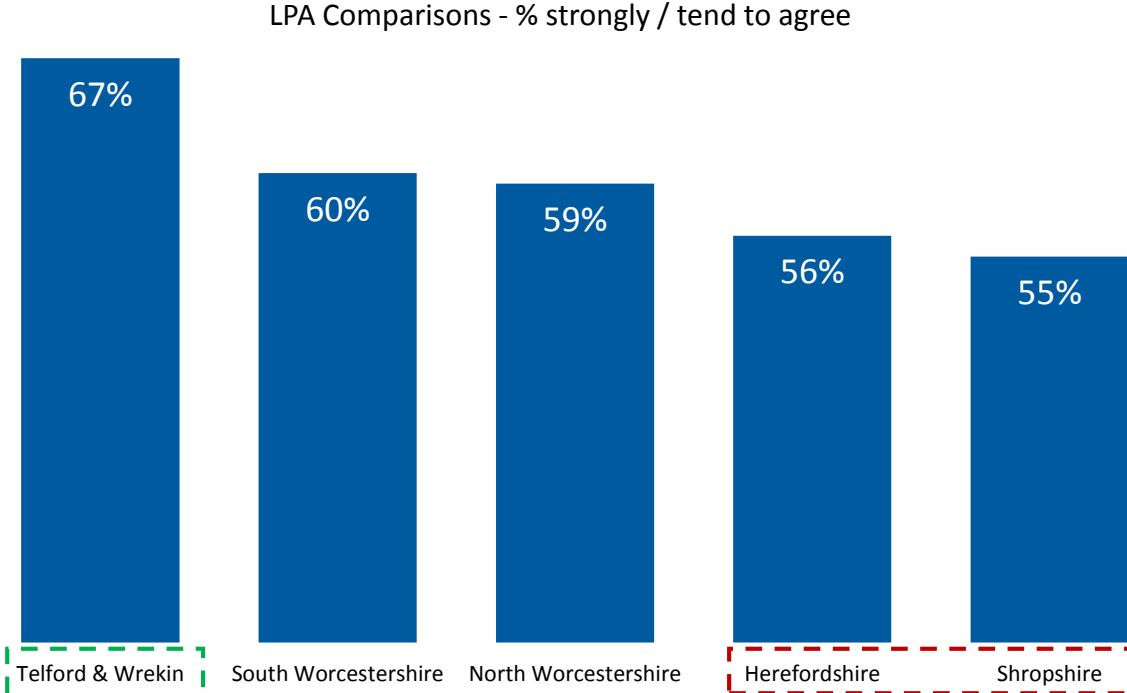
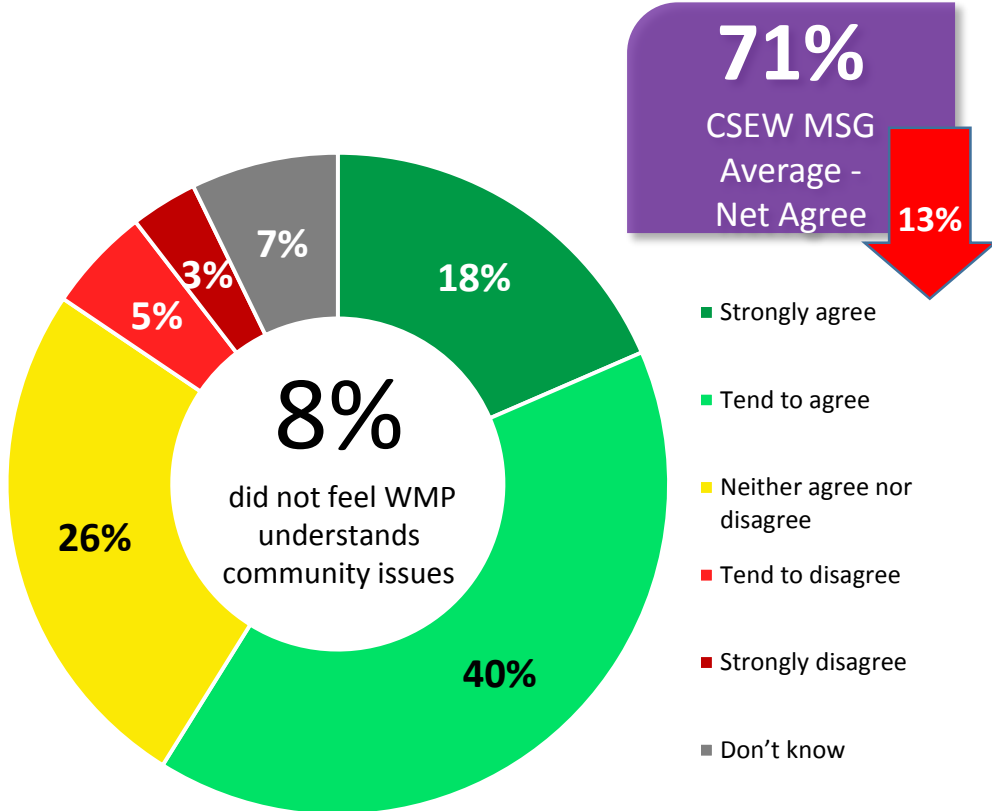
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# Section Four Effectiveness



# Three out of every five felt that WMP understands issues in their community



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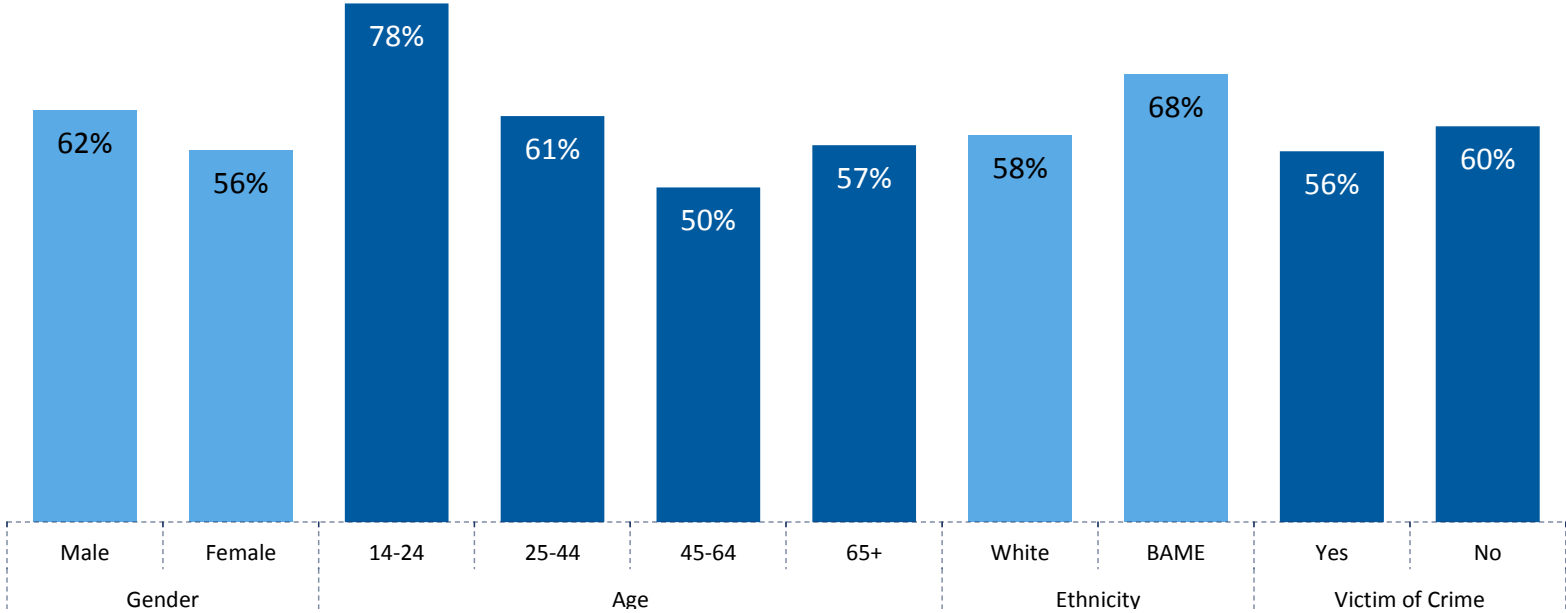
## Key Insights

BAME respondents and those aged 14 to 24 were most likely to agree

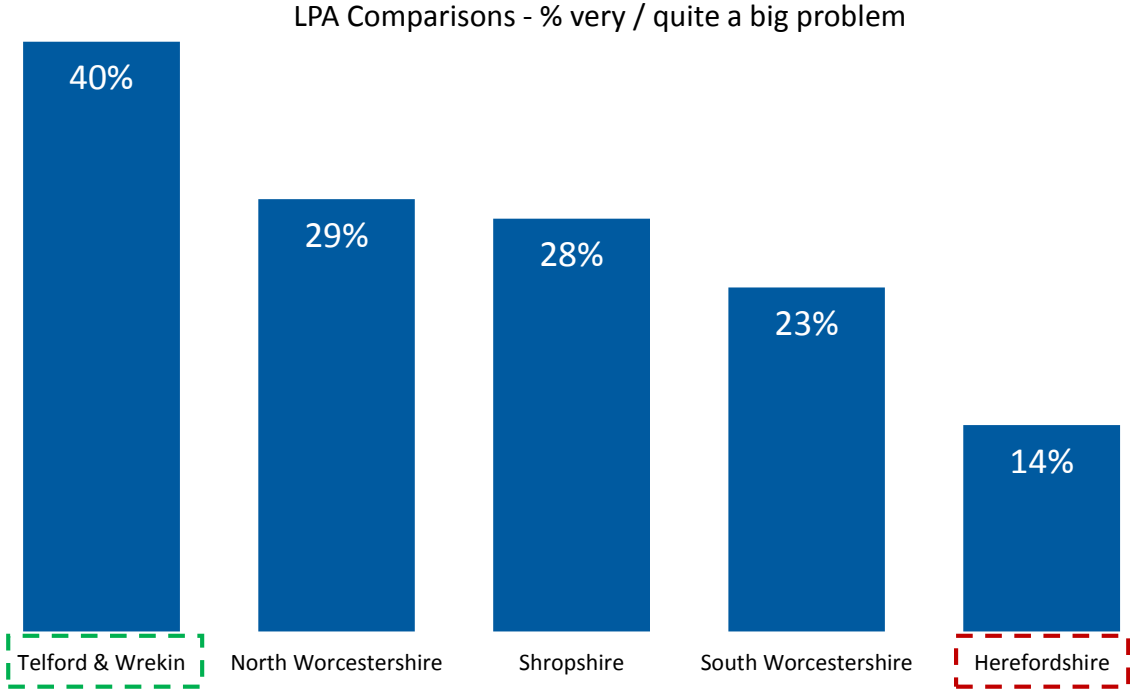
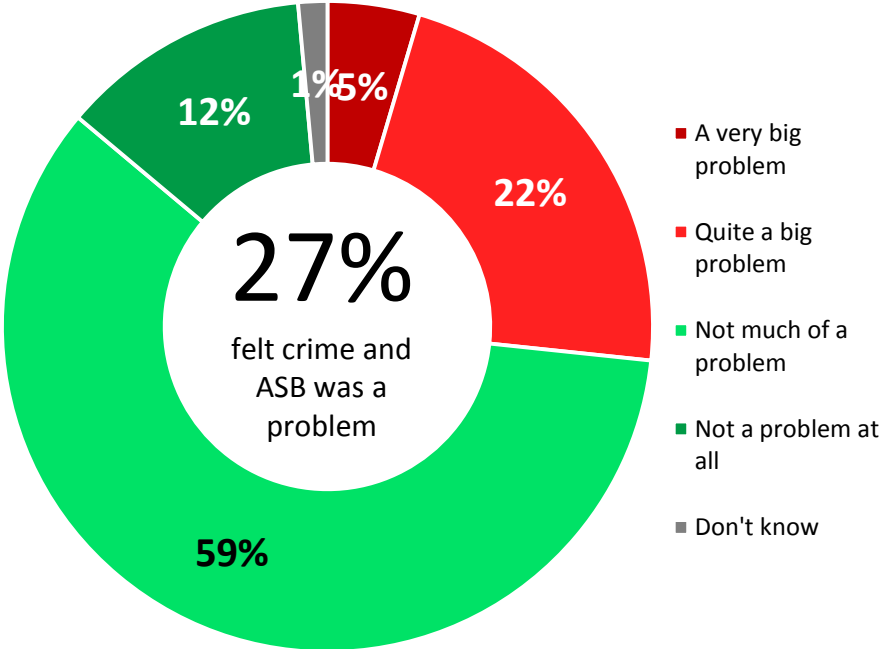
Those aged 45 to 64 were least likely to agree that WMP understands the issues in their community

Residents in Herefordshire and Shropshire were the least likely to agree the police understands community issues, whereas residents in Telford & Wrekin were most likely to agree

Demographic Comparisons - % strongly / tend to agree

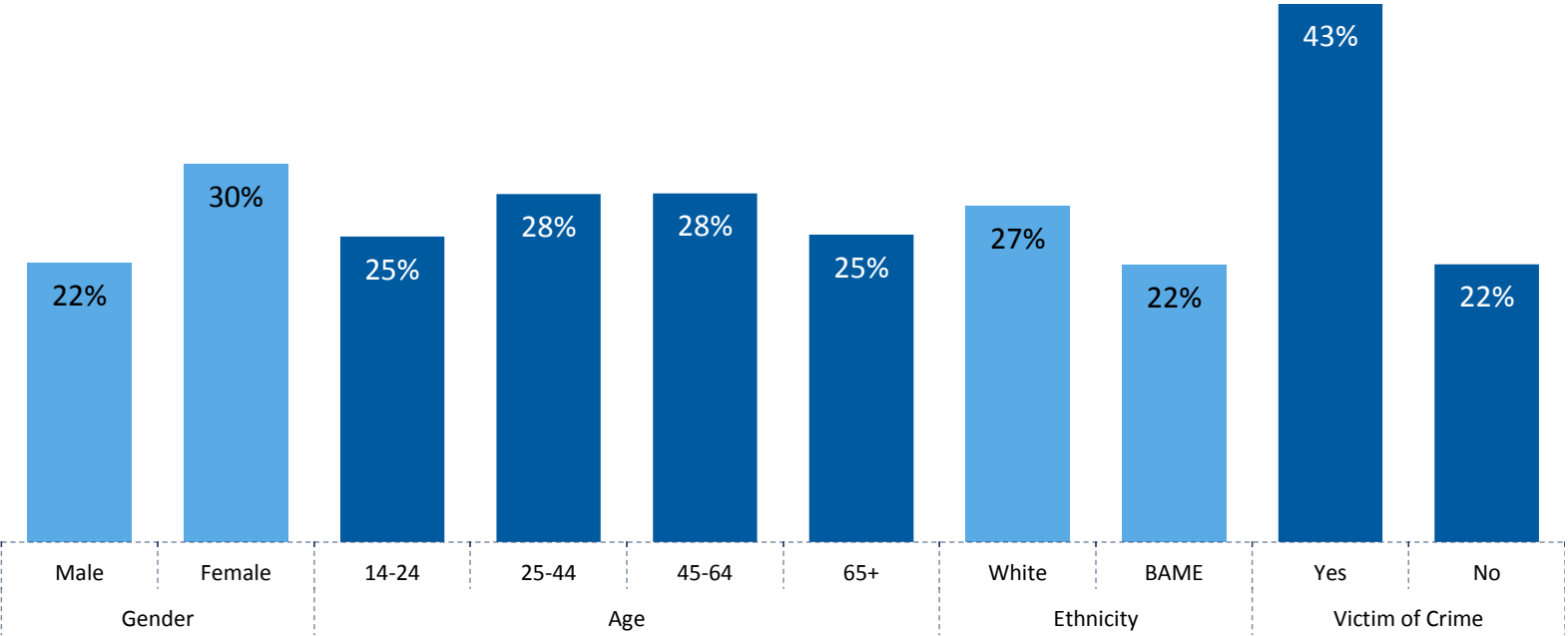


# Over seven-tenths did not think crime and ASB was a problem in their local area



# Over seven-tenths did not think crime and ASB was a problem in their local area

Demographic Comparisons - % very / quite a big problem



### Key Insights

Victims of crime were significantly more likely to have said crime and ASB was a problem

Males and BAME respondents were less likely to have said it was a problem

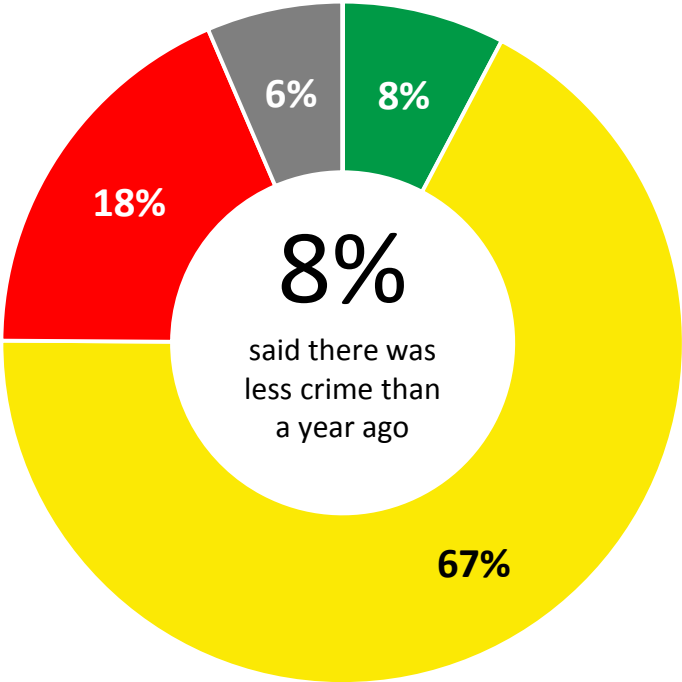
Residents in Herefordshire were significantly less likely to say crime and ASB was a problem

Residents from Telford & Wrekin were most likely to say there was a problem in their local area

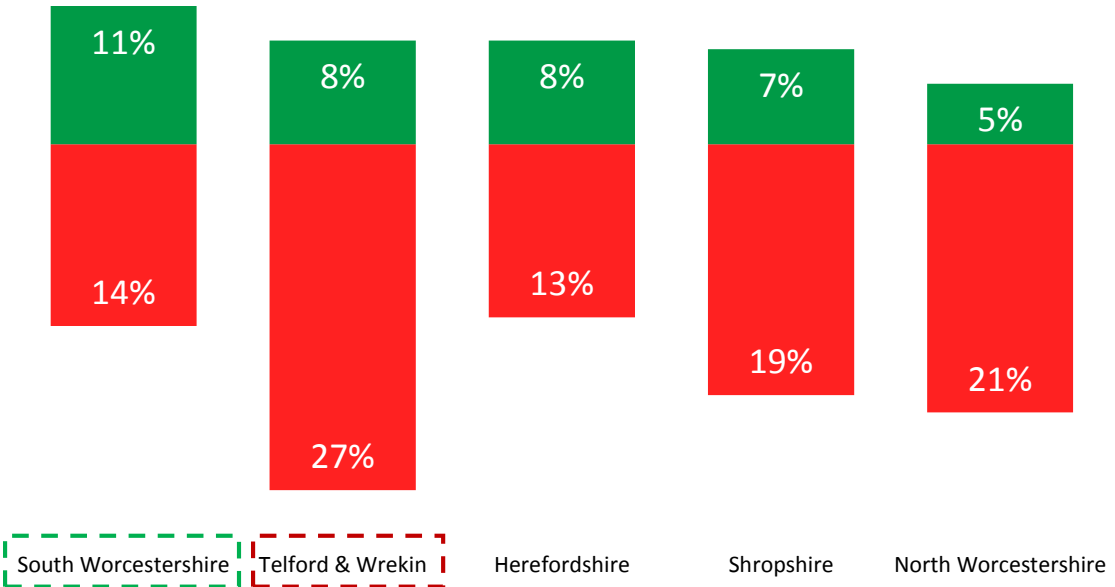
# Two-thirds felt crime and ASB levels had remained the same – a fifth felt there was more

LPA Comparisons - % more crime v % less crime

■ Less crime now than 12 months ago ■ More crime now than 12 months ago

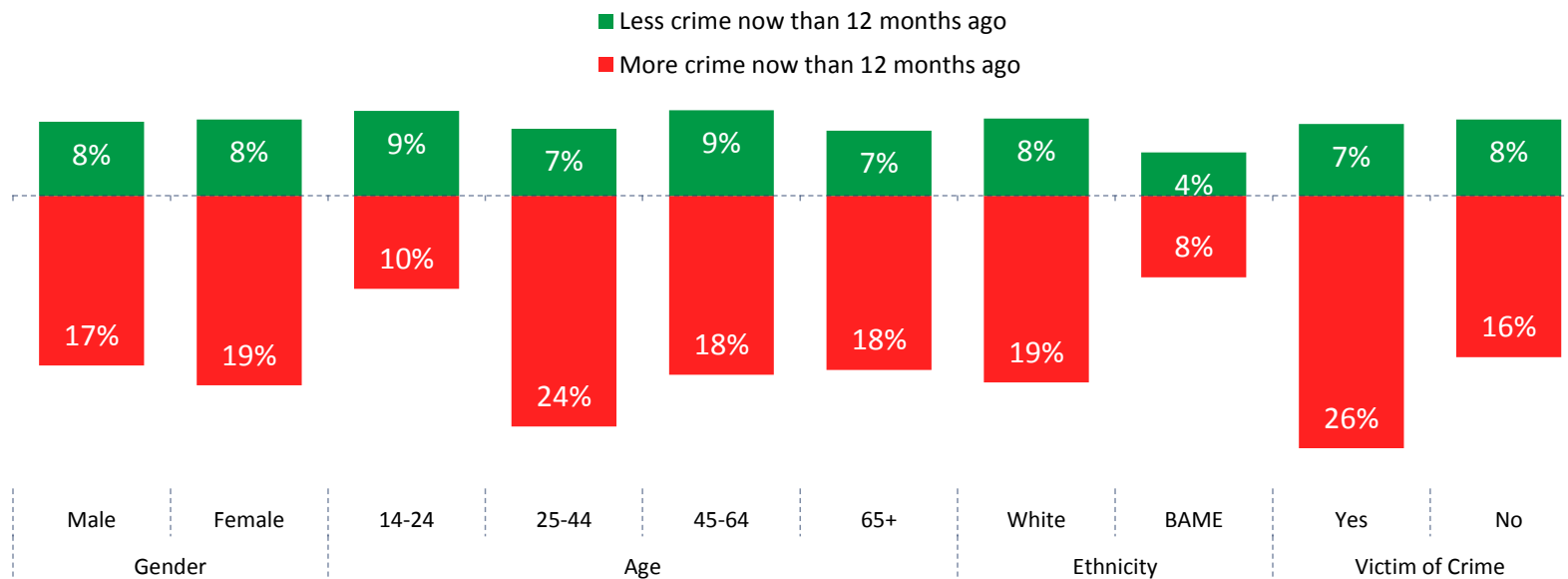


- Less
- About the same
- More
- Don't know
- Refused



# Two-thirds felt crime and ASB levels had remained the same – a fifth felt there was more

Demographic Comparisons - % more crime v % less crime



## Key Insights

Victims of crime and those aged 25 to 44 were the most likely to have said that there is more crime compared to a year ago

Residents in South Worcestershire were more likely to say there is now less crime now

Residents in Telford & Wrekin were significantly more likely to have said there is more crime than 12 months ago



# Three-quarters agreed WMP respond effectively to emergencies



### Key Insights

Disagreement low towards all statements - only one statement (policing the roads) had more than a fifth disagreement

Those aged 14 to 24 were more agreeable to all statements when compared to other age groups

BAME respondents more agreeable to all but one of the statements (tackling serious organised crime) compared to white respondents

Victims of crime less agreeable to all but one statement (policing the roads)

Residents of Shropshire less frequently agreed with these statements, whereas residents of Telford & Wrekin and South Worcestershire more frequently agreed



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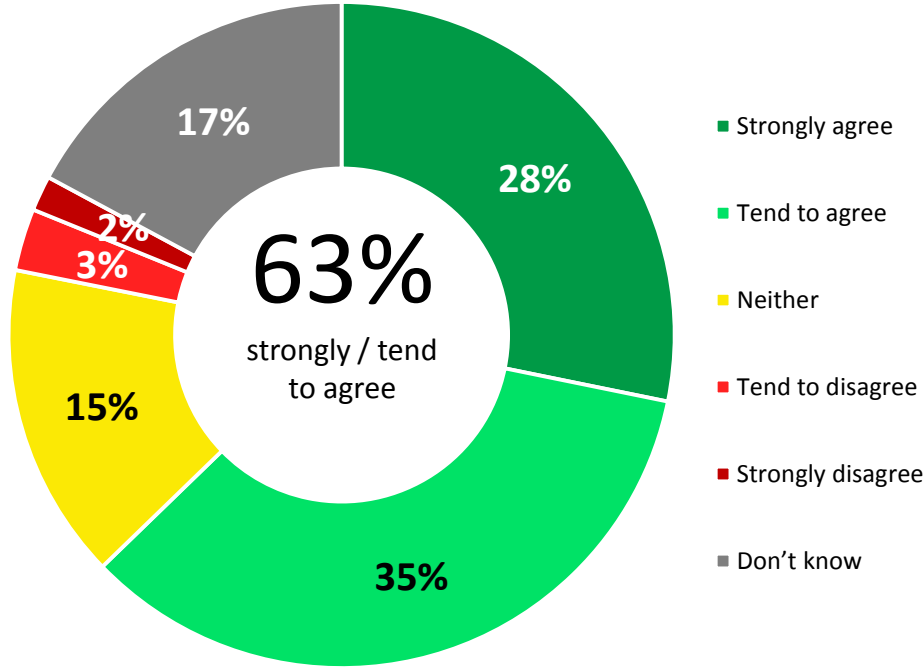


# Section Five

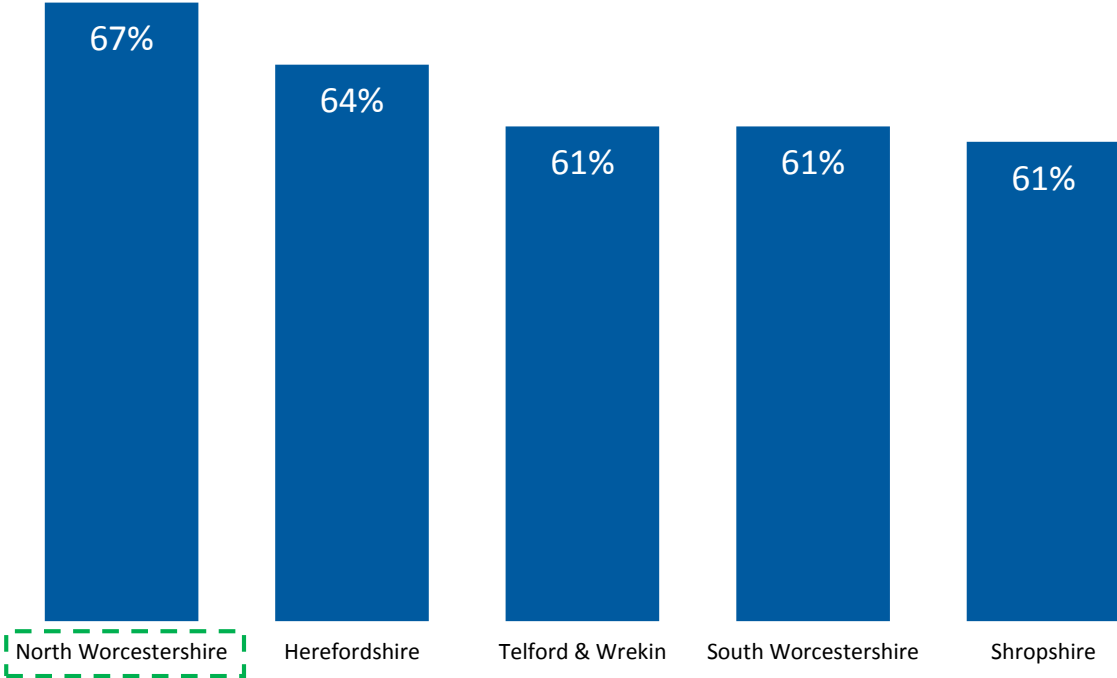
## Trust / Integrity



# Nearly two-thirds are confident WMP use their stop and search power fairly and respectfully

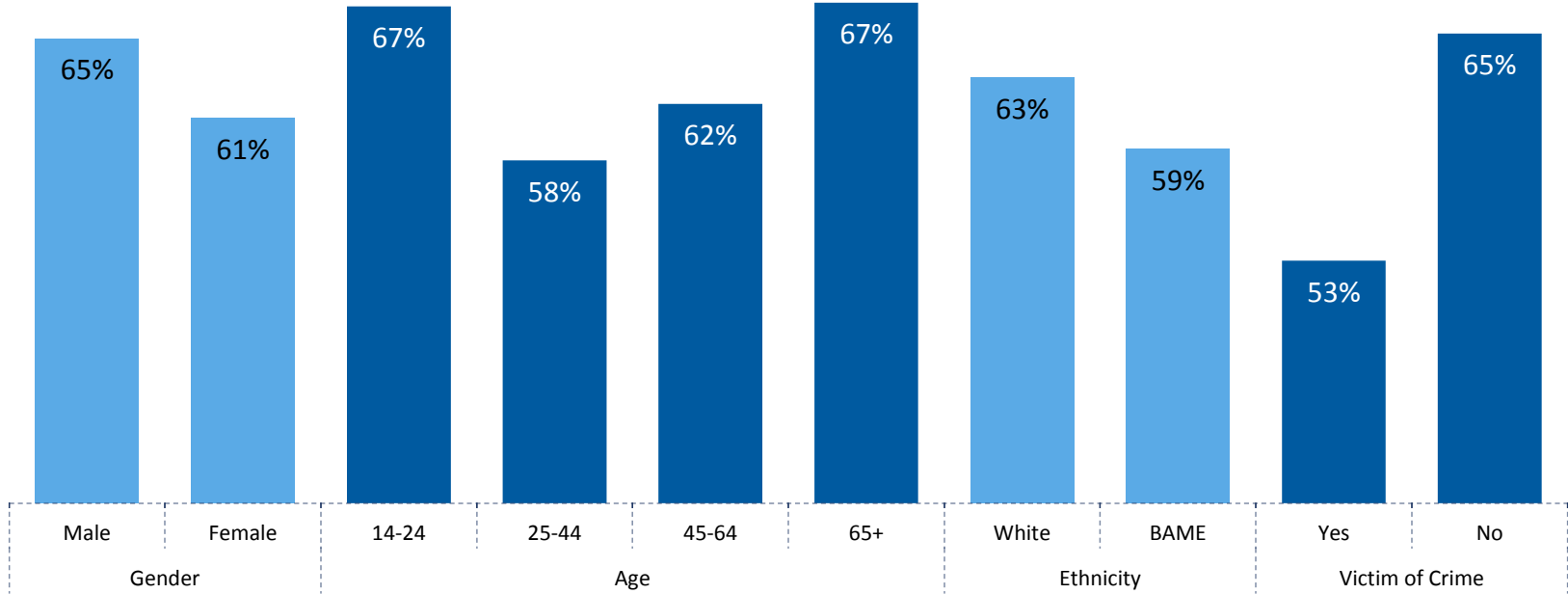


LPA Comparisons - % strongly / tend to agree



# Nearly two-thirds are confident WMP use their stop and search power fairly and respectfully

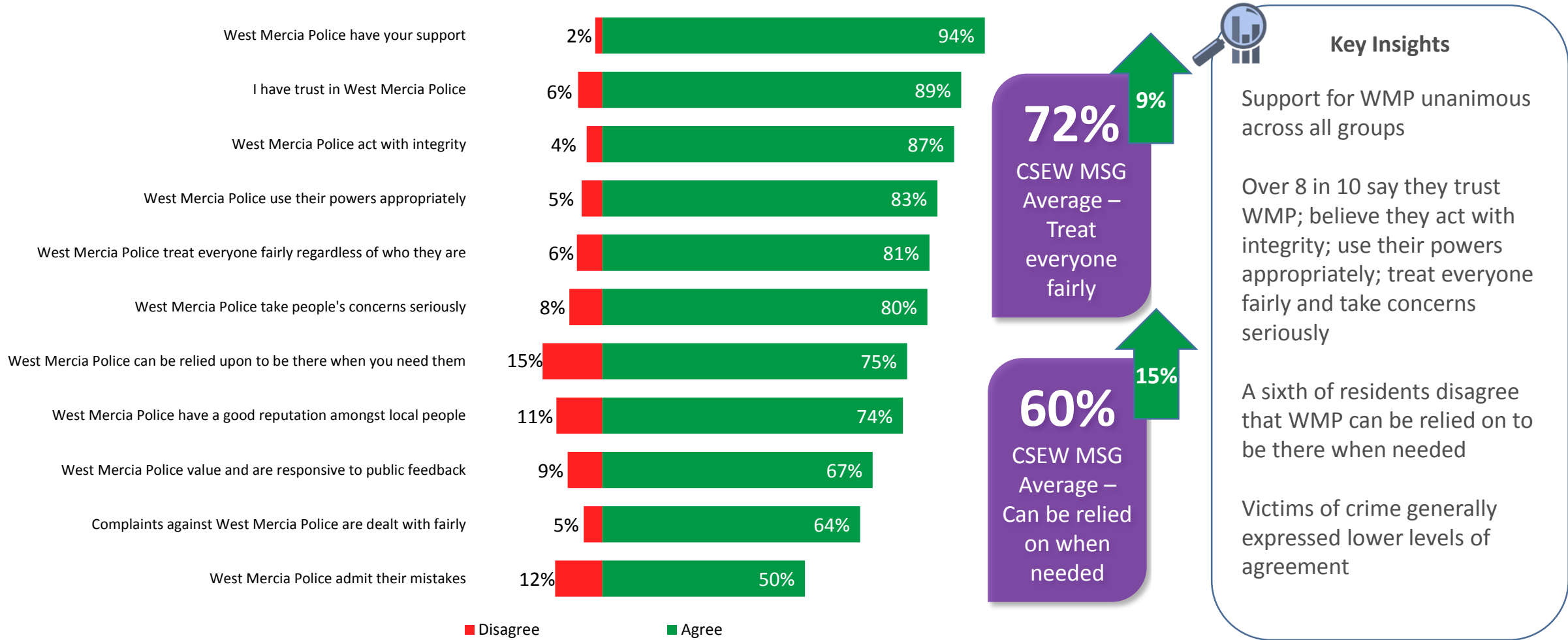
Demographic Comparisons - % strongly / tend to agree



**Key Insights**

- Those aged 14-24 and 65+ are the most likely to feel confident the police use their stop and search power fairly and respectfully
- Residents in North Worcestershire are the most likely to agree
- Victims / witnesses of crime least likely to agree

# The overwhelming majority say that WMP have their support





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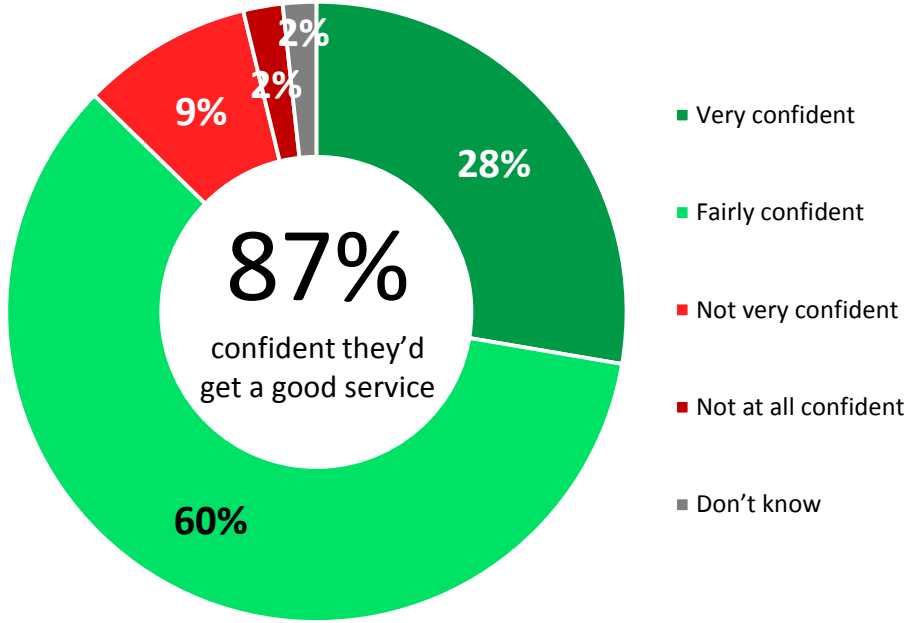


# Section Six

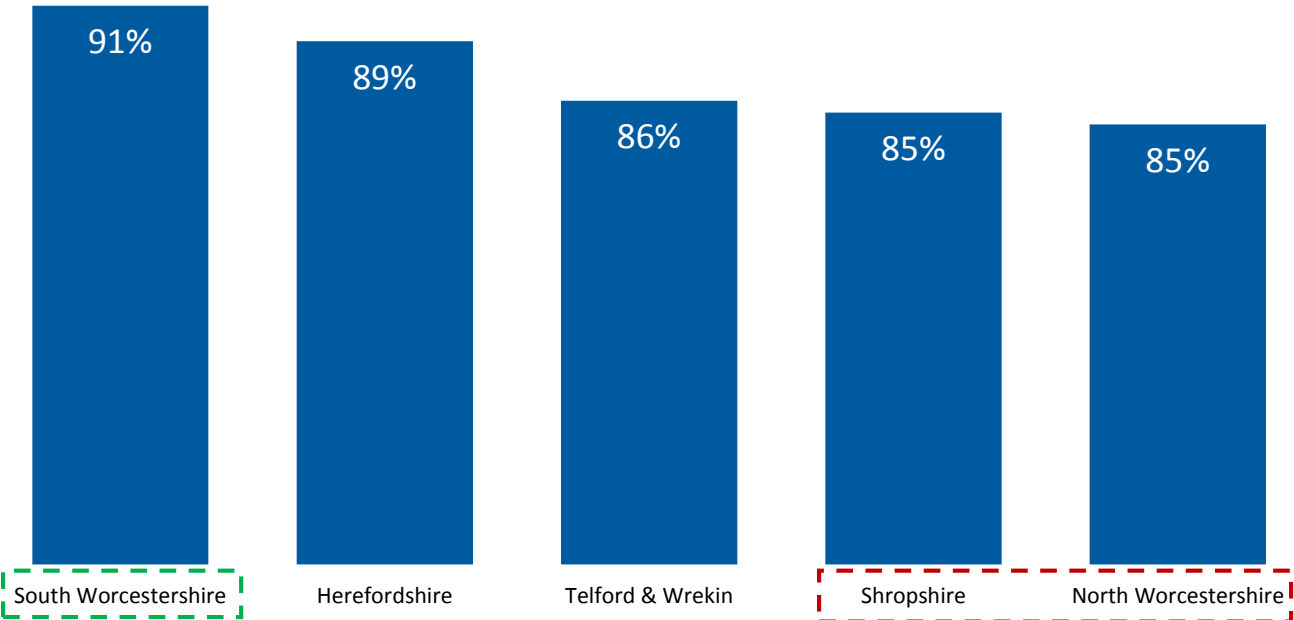
## Confidence in West Mercia Police



# Nearly nine out of ten were confident they'd receive a good service from WMP



LPA Comparisons - % very / fairly confident



# Nearly nine out of ten were confident they'd receive a good service from WMP



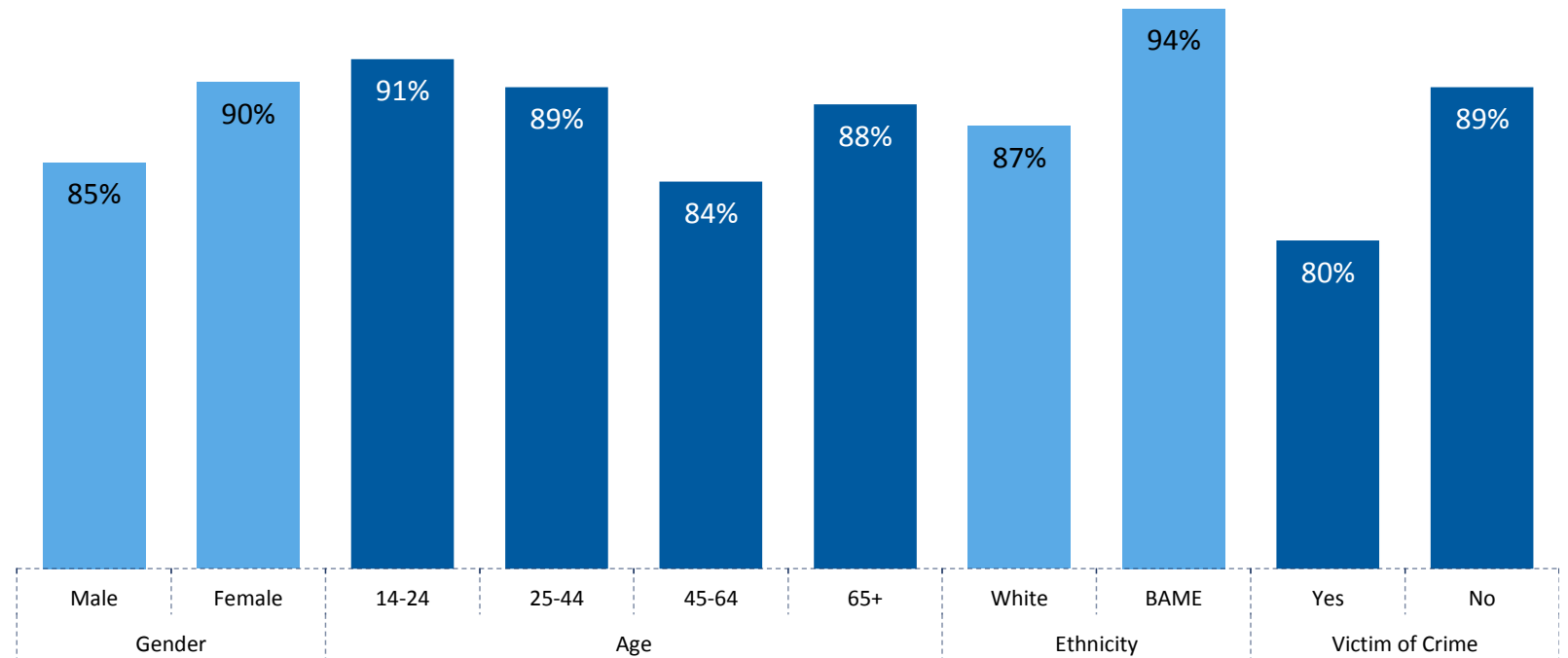
## Key Insights

Victims of crime were the least confident they'd receive a good service from WMP. Males and those aged 45 to 64 were also less confident in receiving a good service

BAME respondents were the most confident in receiving a good service

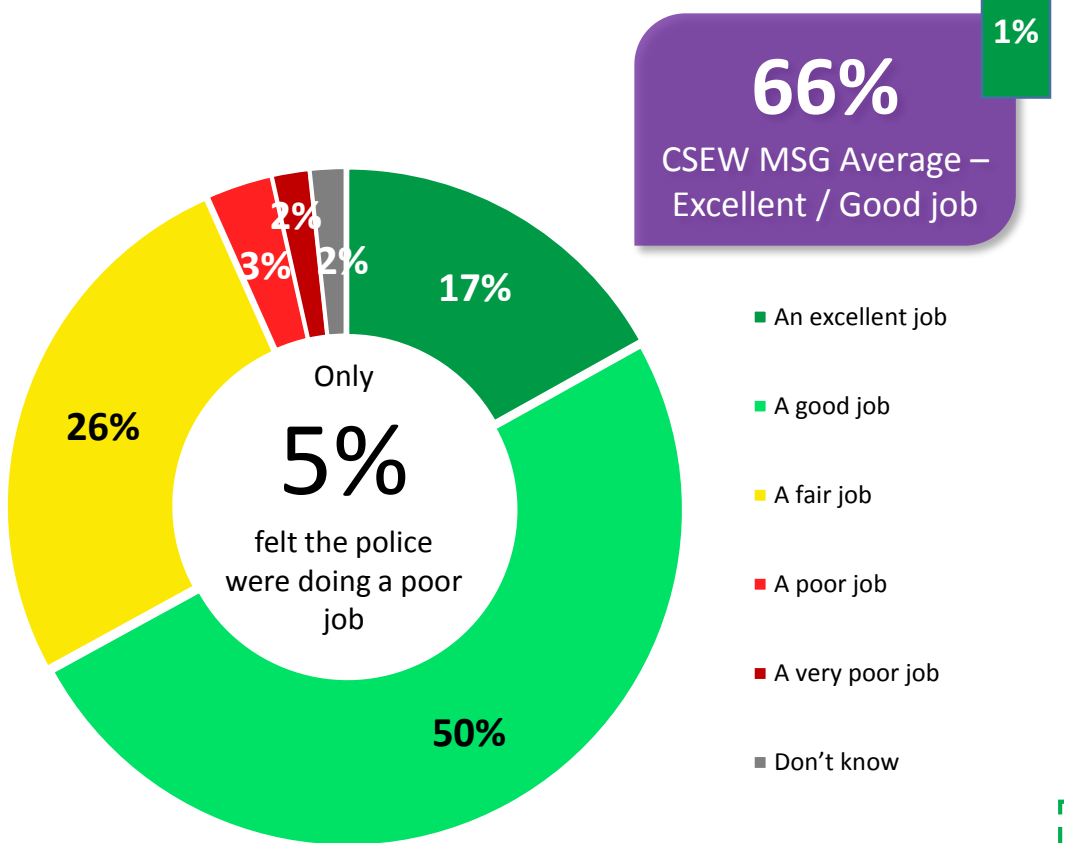
Residents in North Worcestershire and Shropshire were the least likely to be confident in receiving a good service, whereas residents in South Worcestershire were most confident

Demographic Comparisons - % very / fairly confident

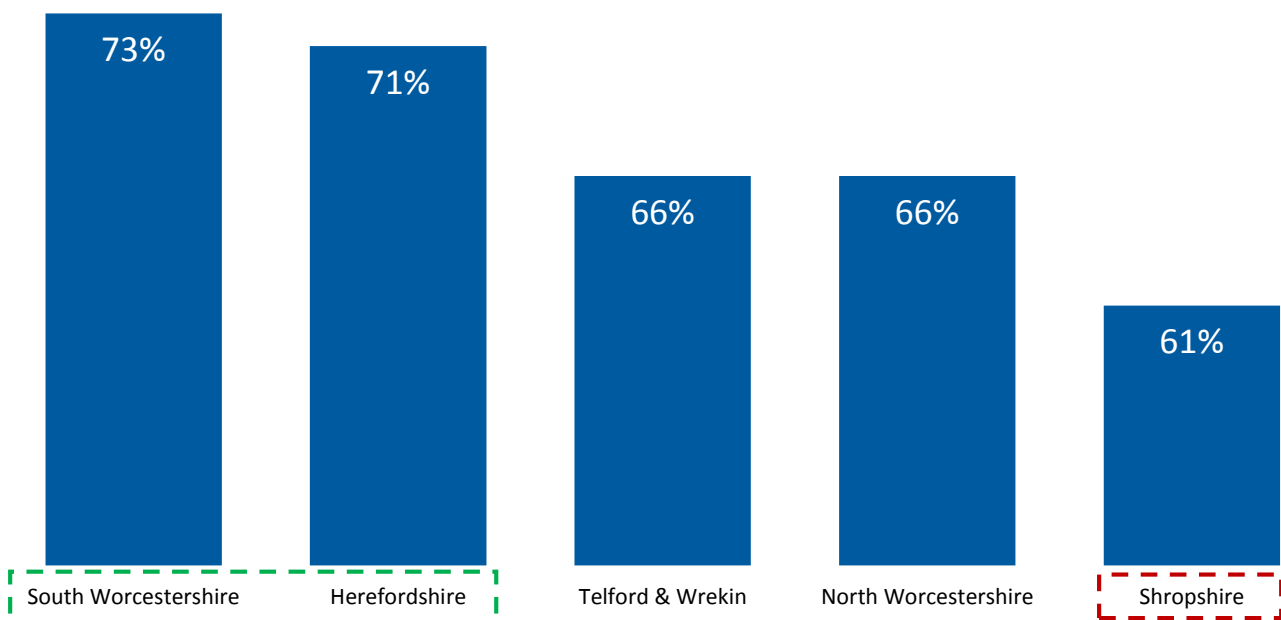




# Two-thirds felt the police were doing either an excellent or a good job

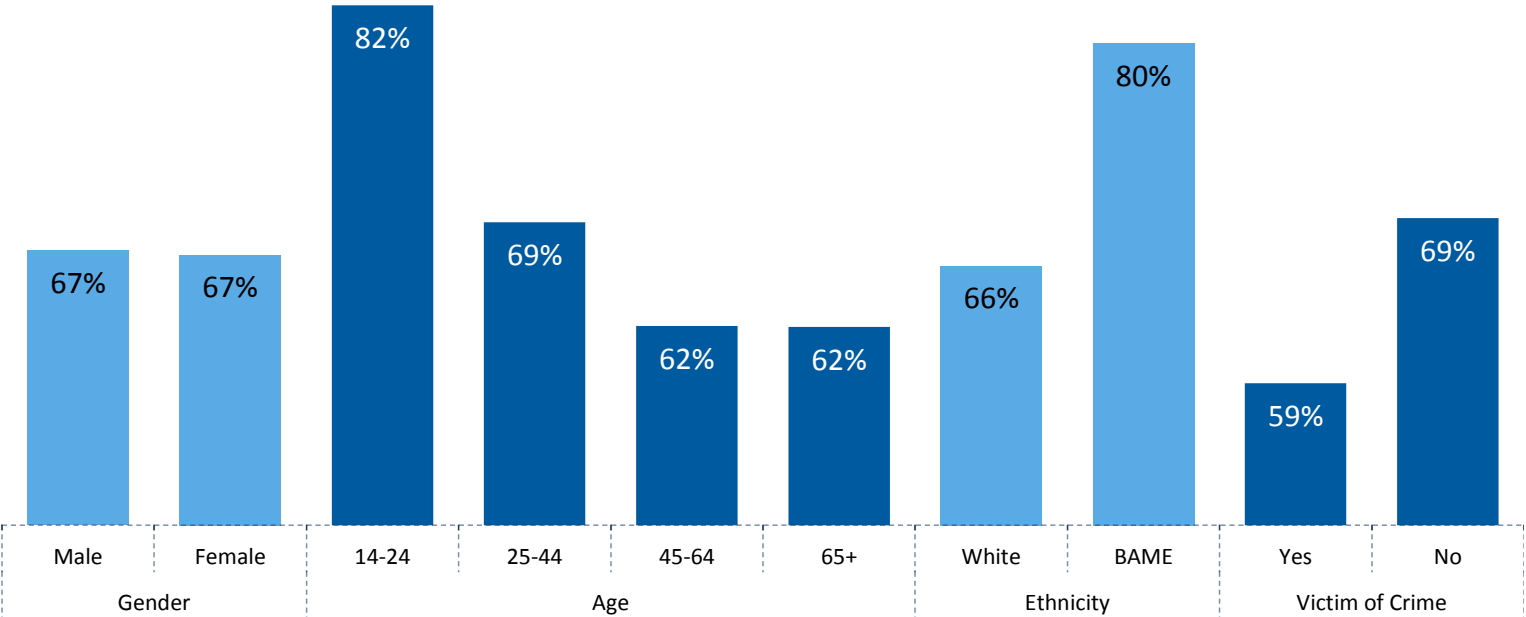


LPA Comparisons - % excellent / good job



# Two-thirds felt the police were doing either an excellent or a good job

Demographic Comparisons - % excellent / good job



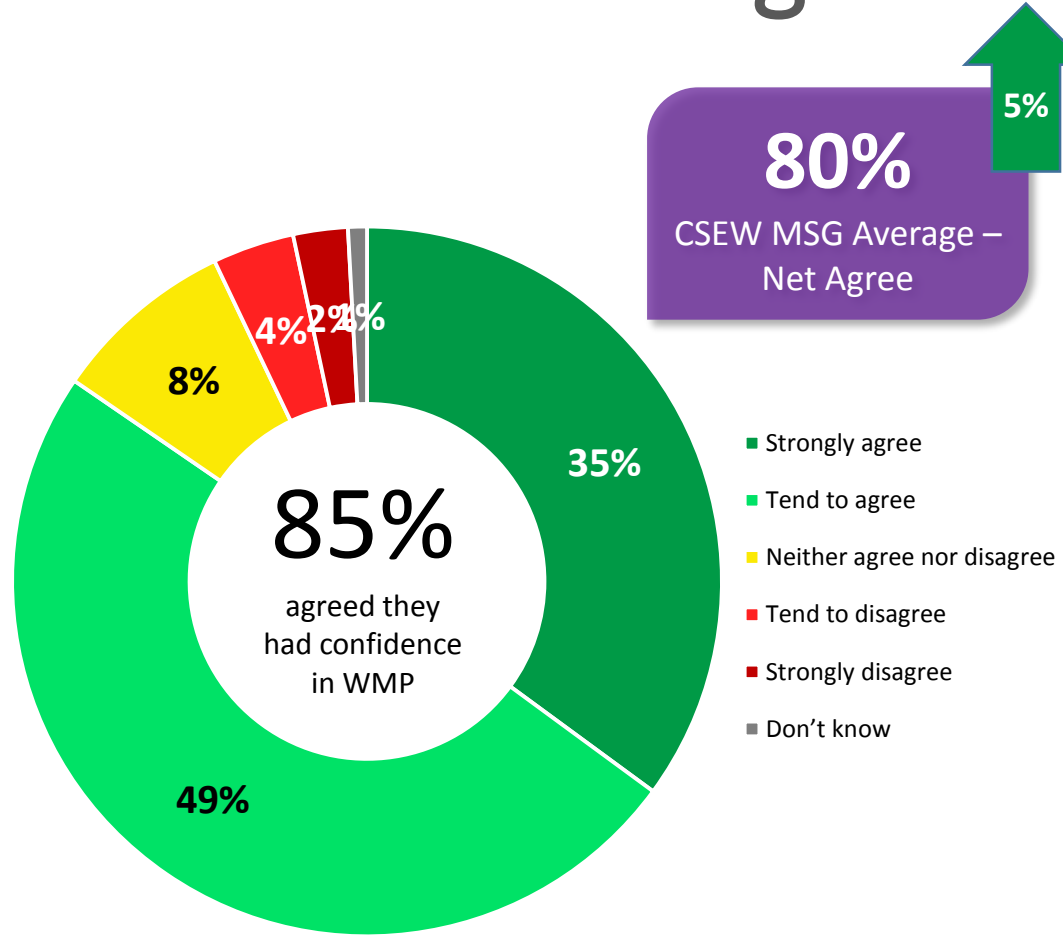
### Key Insights

Victims of crime and those aged 45 and over were the least likely to say they thought the police were doing an excellent or good job

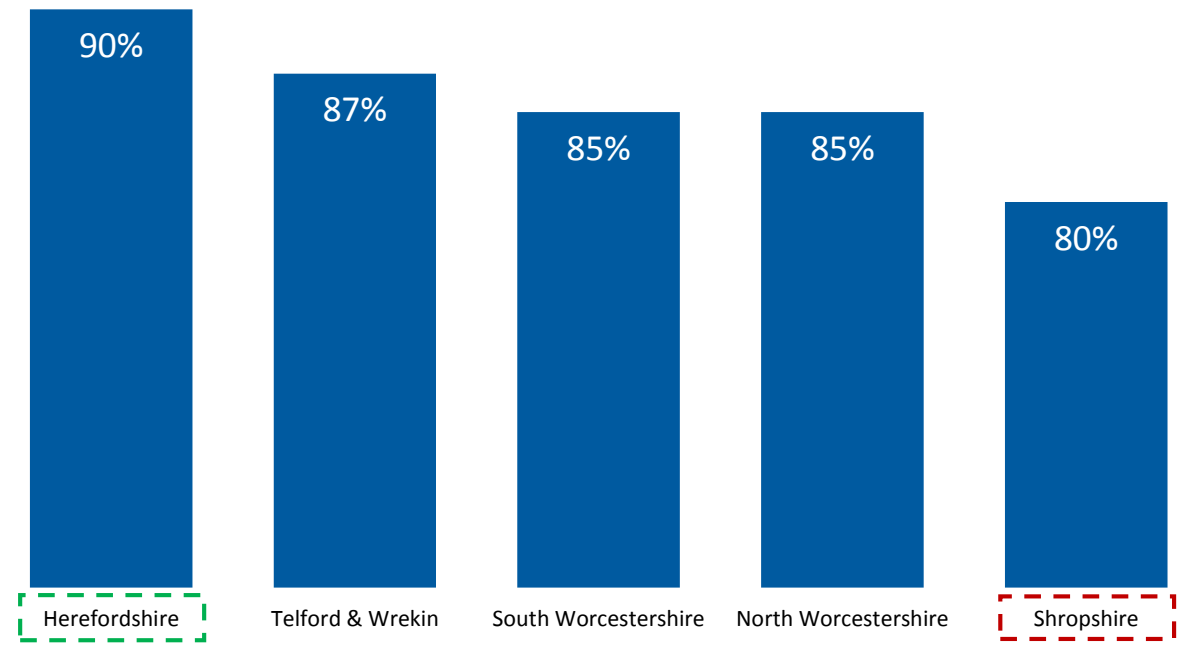
Younger respondents (14 to 24) and BAME respondents were the most likely to say the police are doing an excellent or good job in their local area

Residents in South Worcestershire and Herefordshire were the most likely to say WMP were doing an excellent or poor job, whereas residents in Shropshire were the least likely

# Over four-fifths agreed they had confidence in WMP

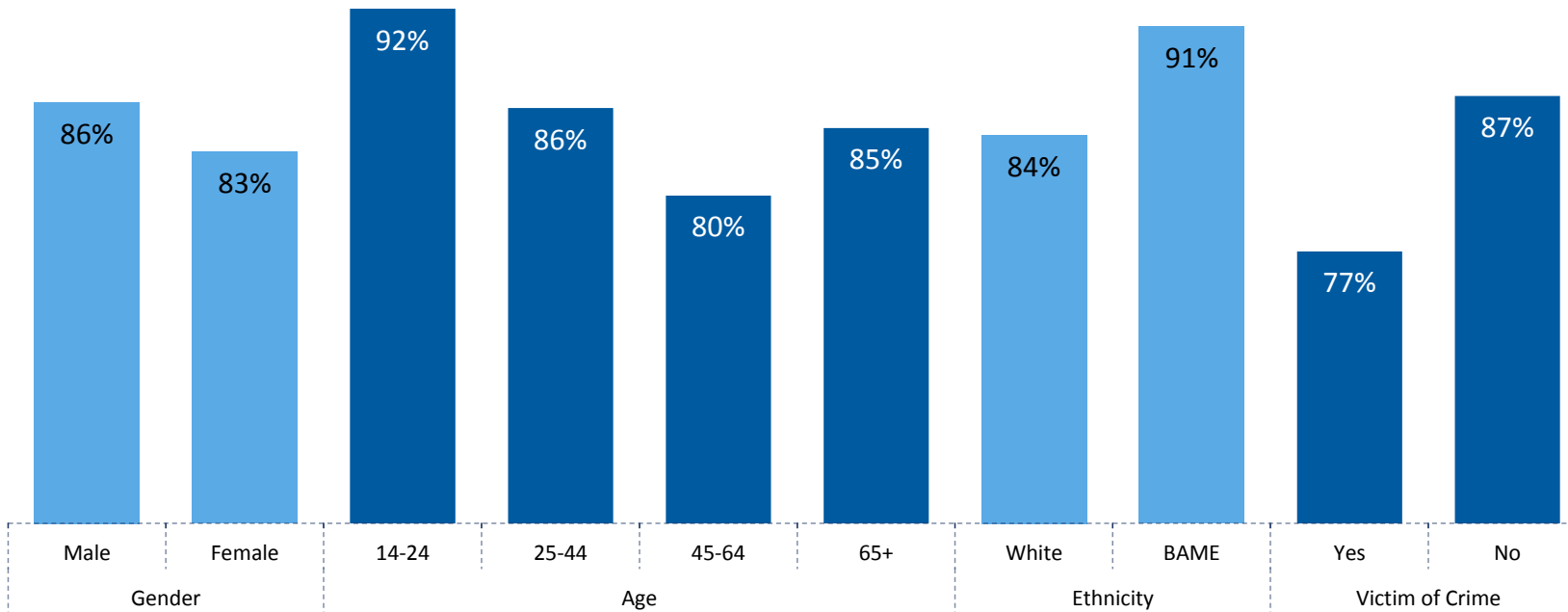


LPA Comparisons - % strongly / tend to agree



# Over four-fifths agreed they had confidence in WMP

Demographic Comparisons - % strongly/ tend to agree



## Key Insights

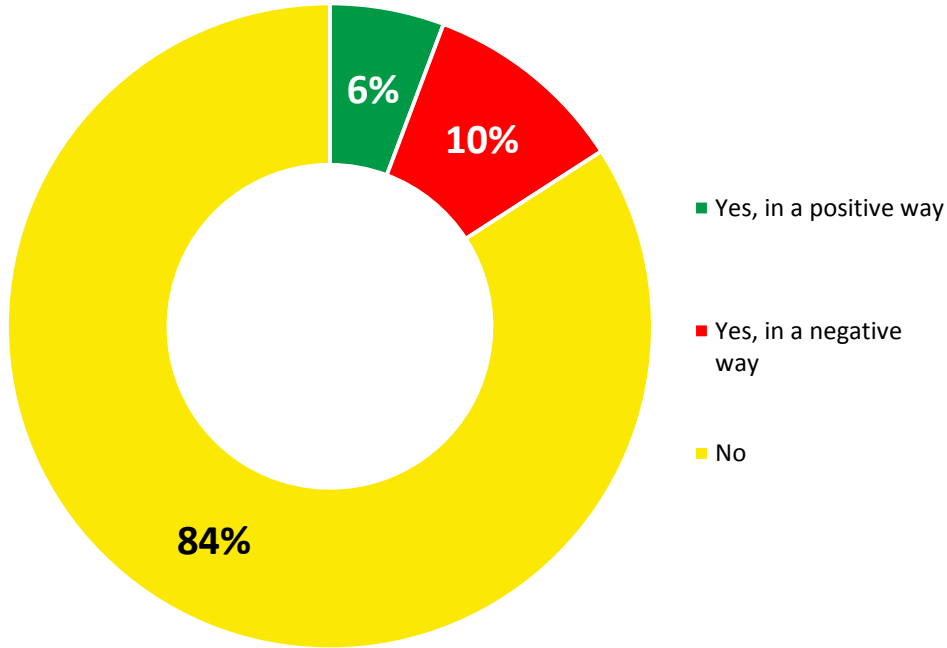
Victims of crime and those aged 45 to 64 displayed the lowest confidence in WMP

Younger respondents (14 to 24) and BAME respondents were the most agreeable that they were confident in WMP

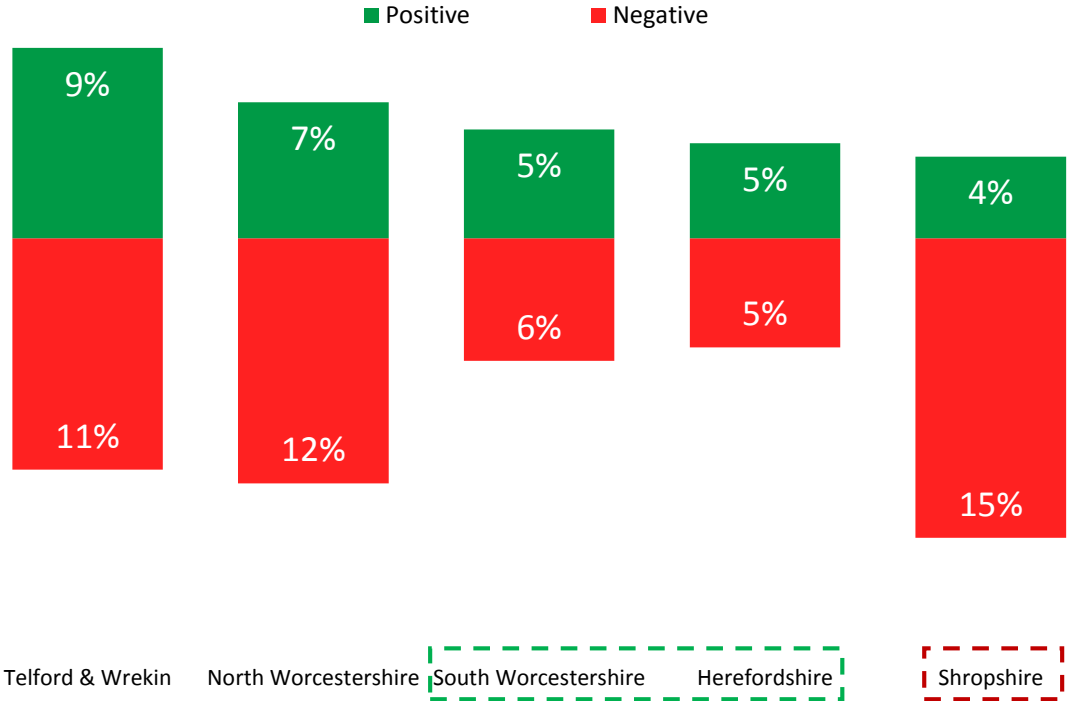
Residents in Herefordshire were the most likely to say they had confidence in the police, whereas residents in Shropshire were the least likely



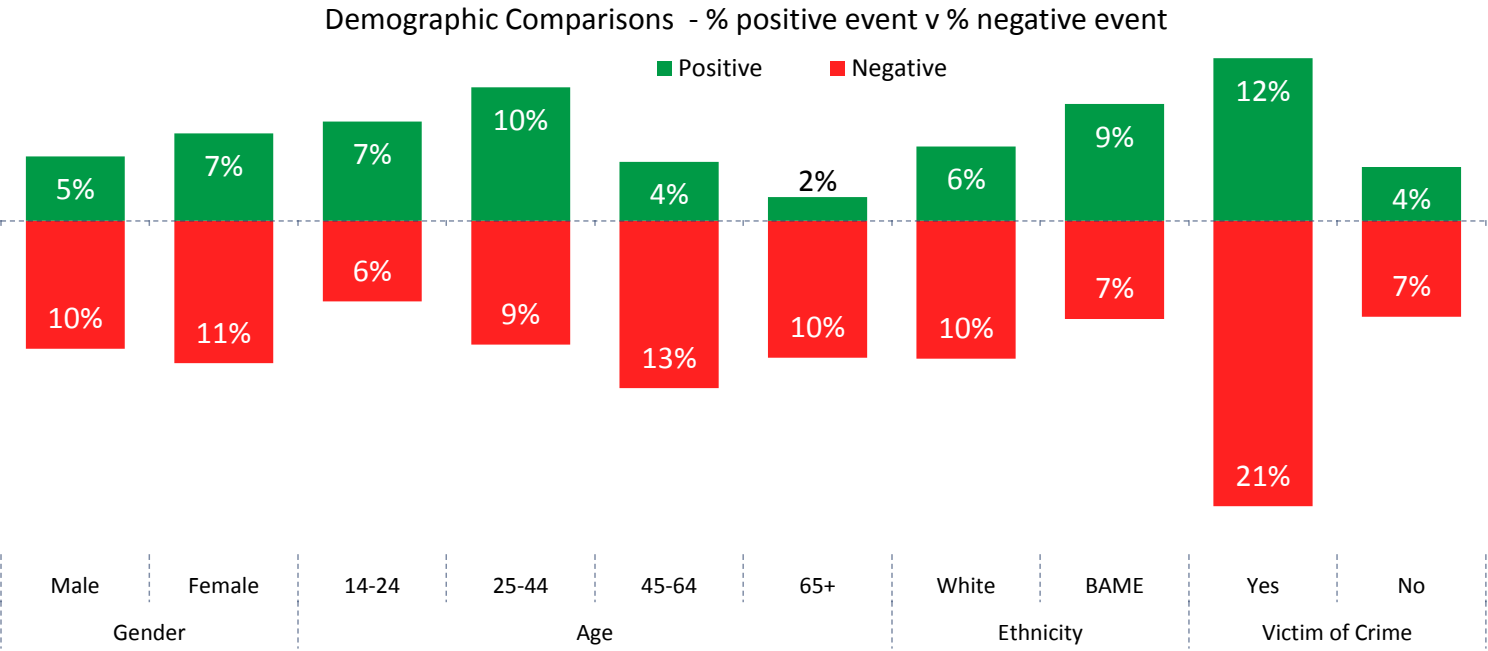
# A tenth had experienced an event that negatively affected their confidence in the police



LPA Comparisons - % positive event v % negative event



# A tenth had experienced an event that negatively affected their confidence in the police

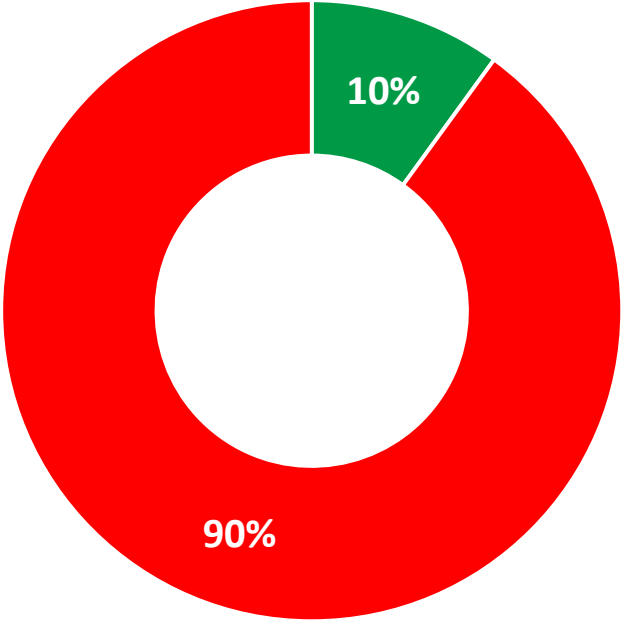


**Key Insights**

Victims of crime and were the most likely to experience an event that negatively affected their confidence – but were also the most likely to experience an event that positively affected their confidence

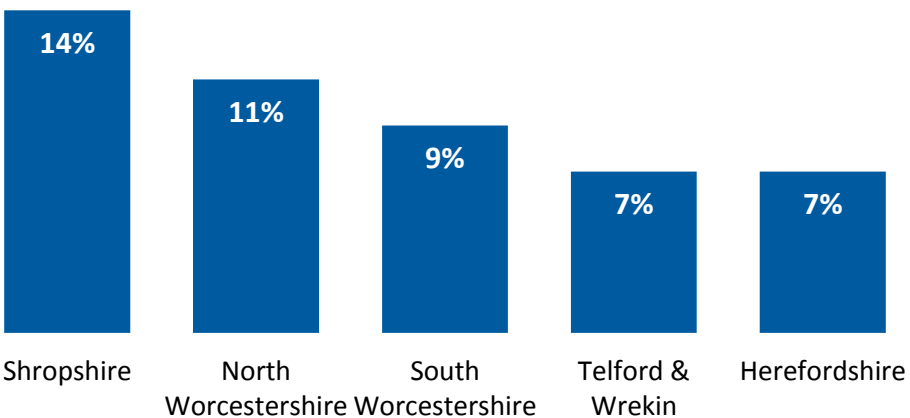
Residents in South Worcestershire and Herefordshire were the least likely to have experienced an event that negatively affected their confidence in the police. Residents in Shropshire were the most likely

# A tenth of respondents said they are aware of the Police and Crime Commissioner



■ Yes  
■ No

LPA Comparisons - % aware of PCC



**Key Insights**

- More awareness shown in Shropshire LPA, half more than in Telford & Wrekin and Herefordshire
- Older people more likely to be aware of Police and Crime Commissioner
- Younger people and BAMEs less likely to be aware
- Perceptions surveys typically record awareness of 8-15% based on previous research conducted by SMSR.





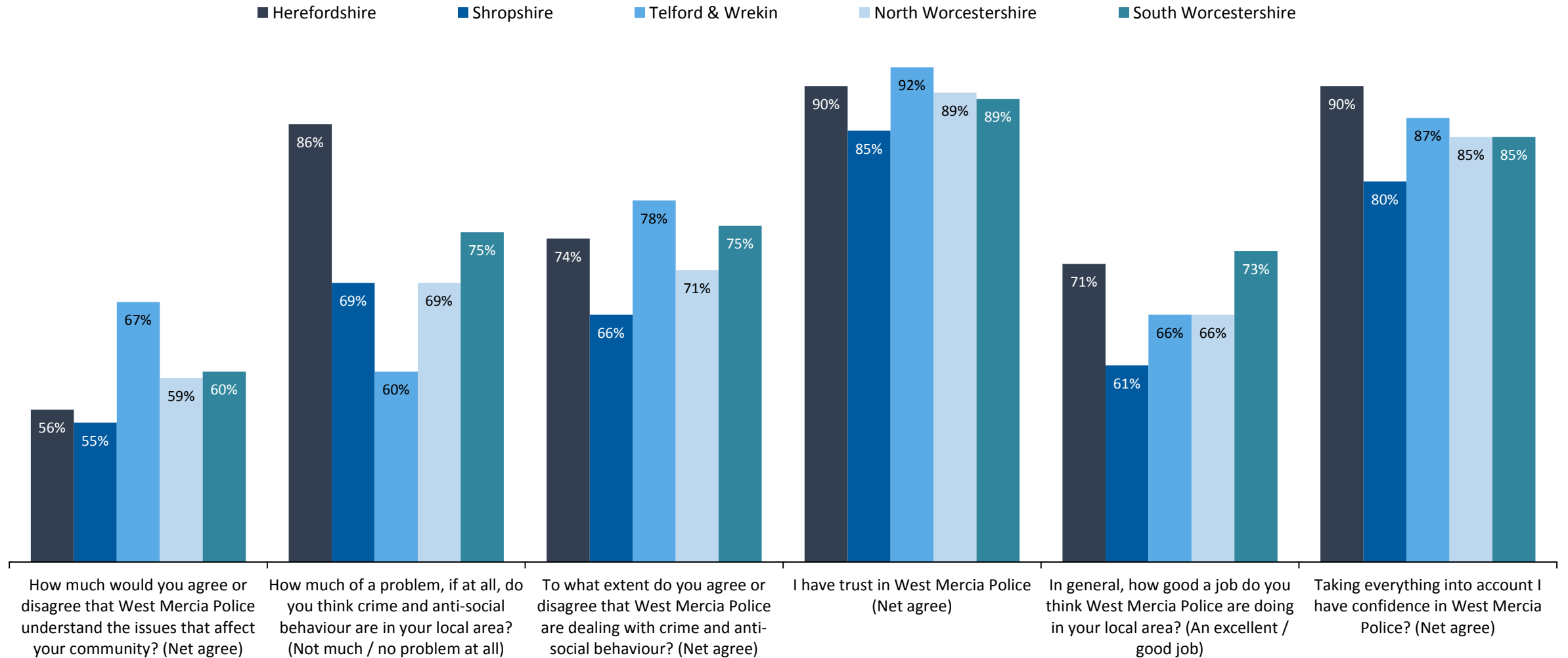
**SMSR**  
RESEARCH



# Section Seven LPA & Victim Comparisons

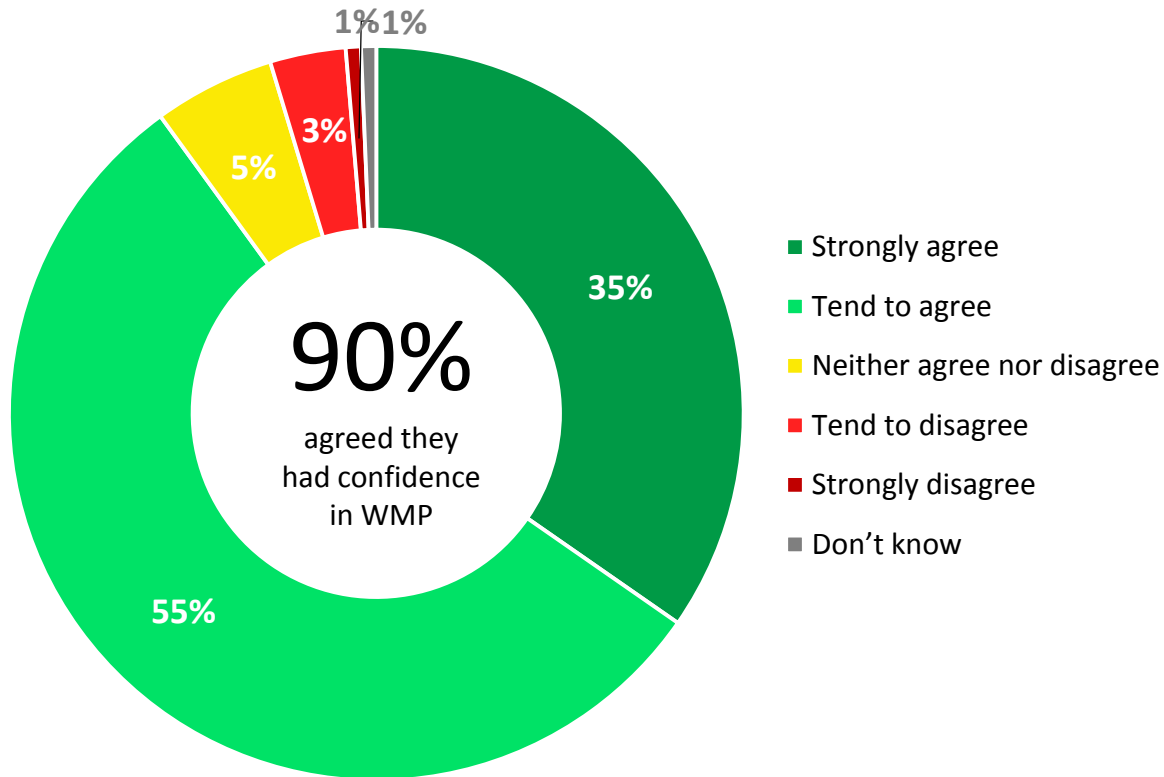


# LPA Key Question Overview



# LPA Key Findings - Herefordshire

Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

Least likely to see a police officer at least weekly (19%)

Most likely to feel informed what WMP are doing in the area (32%)

Least likely to be a victim of or witness to crime (15%)

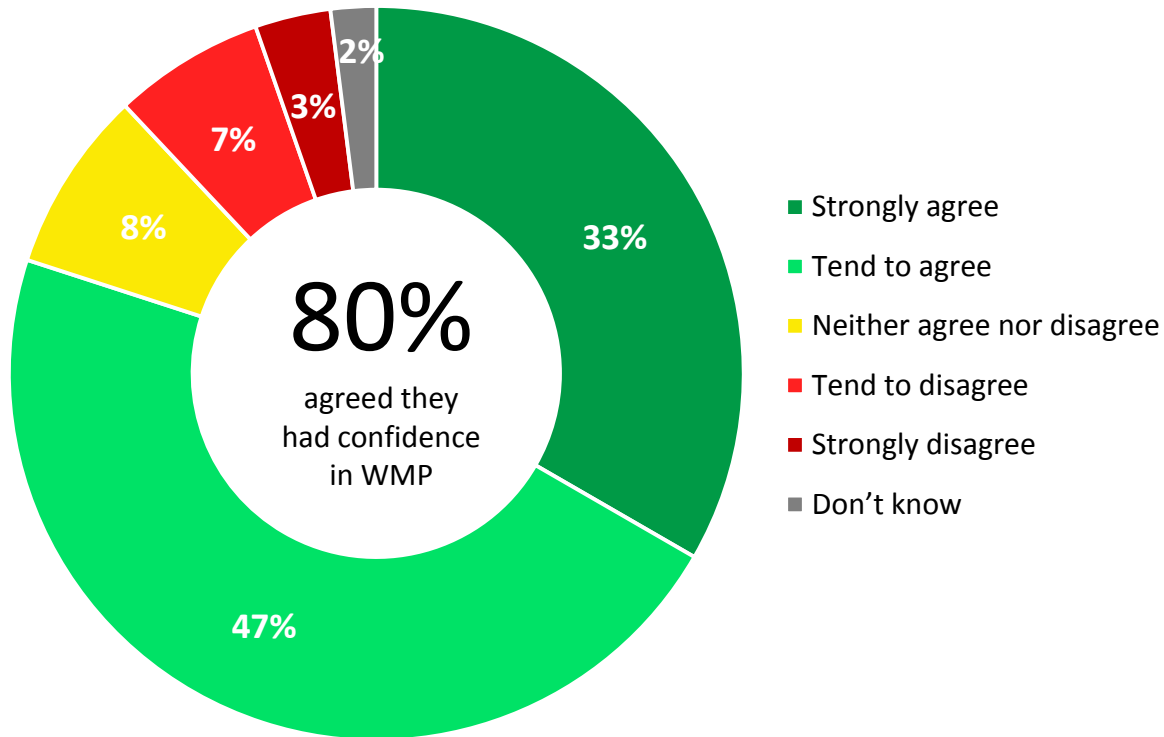
Least likely to think crime and ASB is a problem in their local area (14%)

Most confident in WMP police (90%)

Least likely to be aware of PCC (7%)

# LPA Key Findings - Shropshire

Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

Least confident they could easily speak to or access police services in your local area if needed help in emergency (77%)

Least likely to feel that WMP understands issues in their community (55%)

Least likely to feel that WMP are doing a good job (61%)

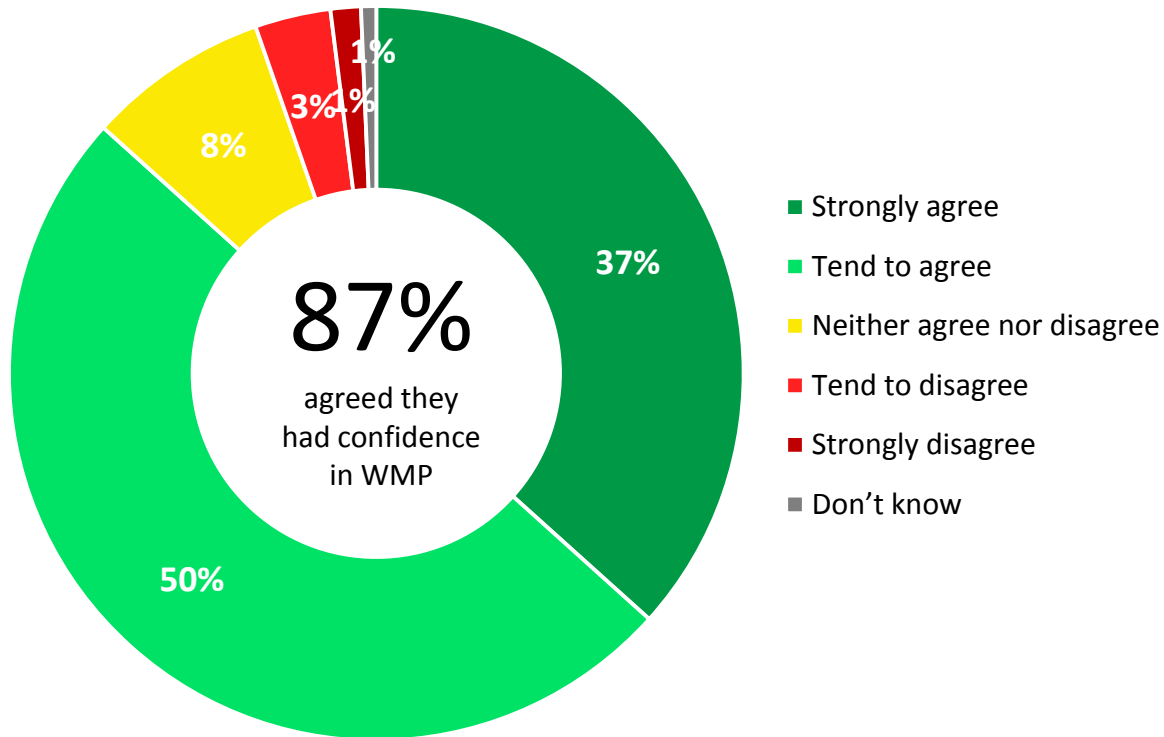
Least confident in WMP (80%)

Most likely to experience an event that affected their confidence of WMP in a negative way (15%)

Most likely to be aware of PCC (14%)

# LPA Key Findings - Telford & Wrekin

Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

Most likely to see a police officer at least weekly (33%)

Most likely to feel informed what WMP are doing in the area (47%)

Most likely to be a victim of or witness to crime (29%)

Most likely to feel that WMP understands issues in their community (67%)

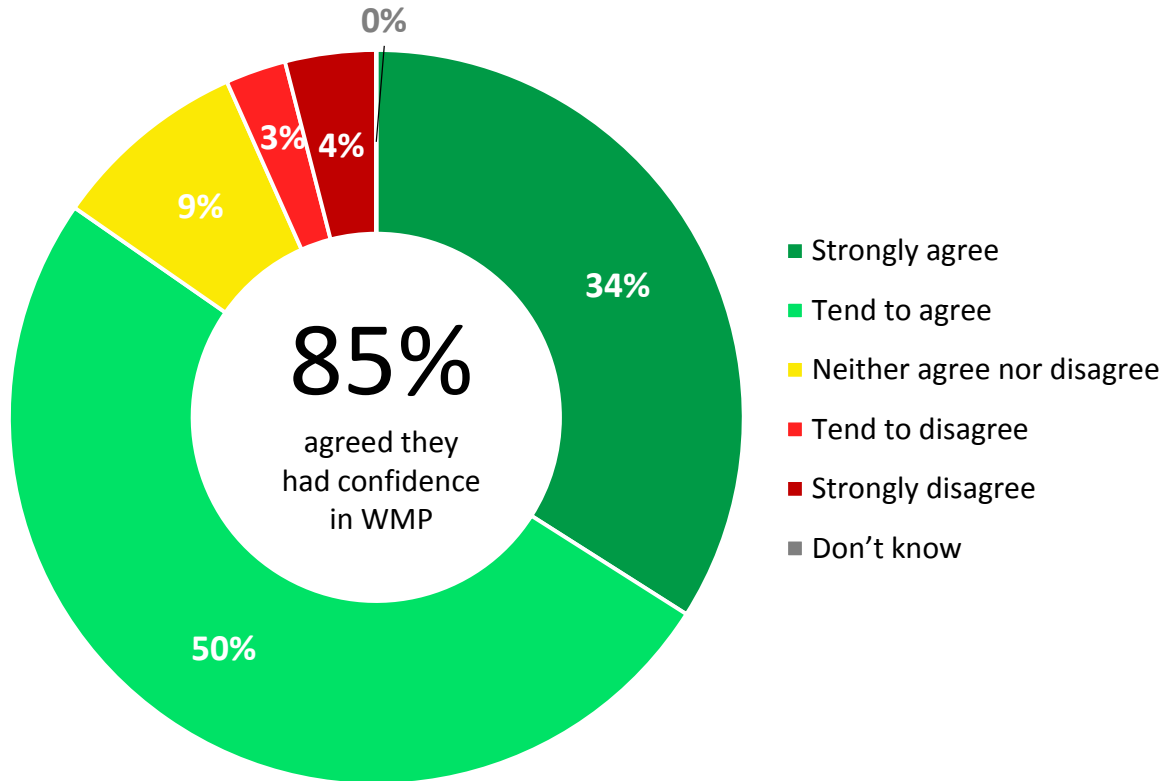
Most likely to think crime and ASB is a problem in their local area (40%)

Most likely to experience an event that affected their confidence of WMP in a positive way (9%)

Least likely to be aware of PCC (joint with Hereford) (7%)

# LPA Key Findings – North Worcestershire

Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

Least likely NPT to see a police officer at least weekly (joint with Hereford) 19%

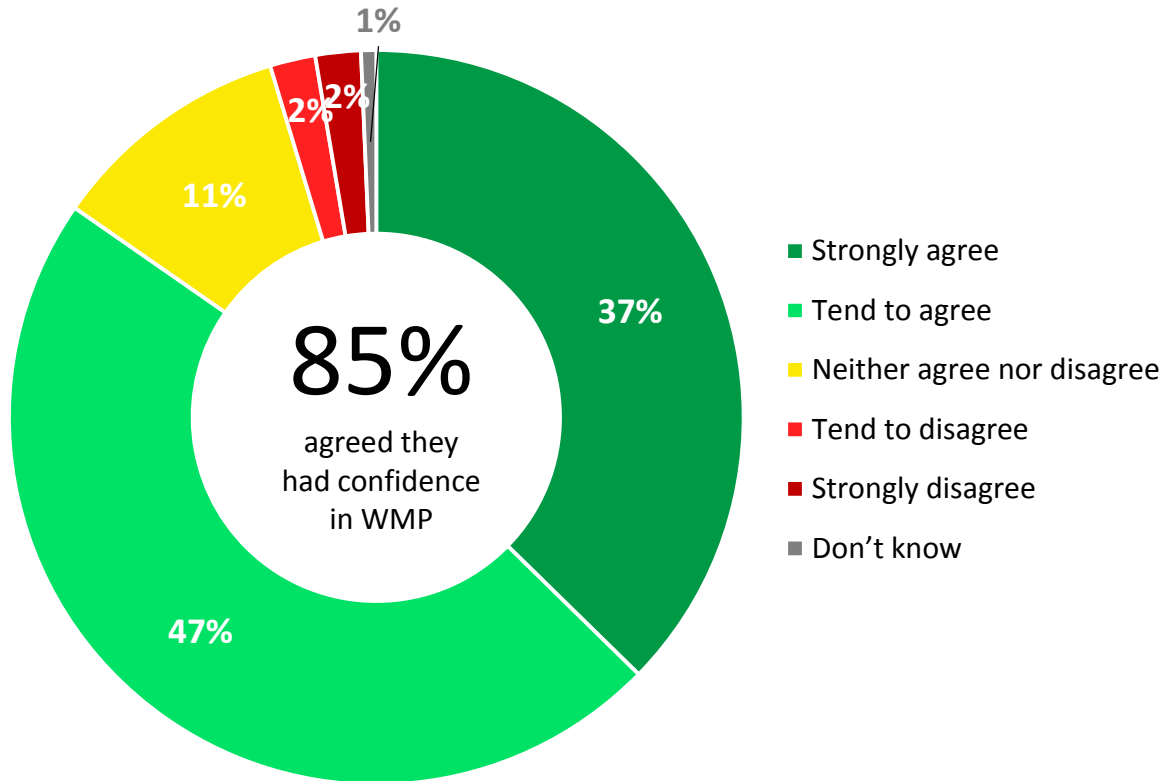
Least satisfied with levels of policing in area (52%)

Least confident they could easily speak to or access police services in your local area if needed help in non-emergency (65%)

Most confident WMP use their stop and search powers fairly and respectfully (63%)

# LPA Key Findings – South Worcestershire

Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?



## Key Findings Compared With Other NPTs

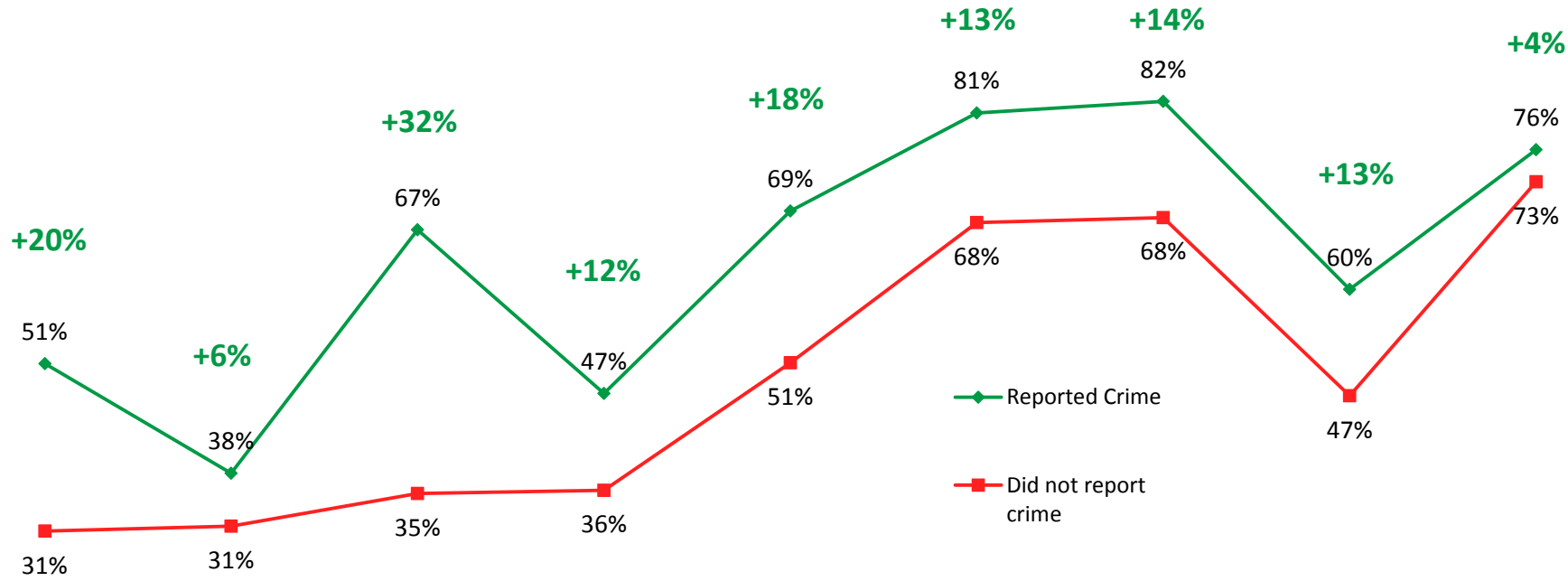
Most satisfied with levels of policing in area (66%)

Most confident they could easily speak to or access police services in your local area if needed help in emergency (89%) and non-emergency (75%)

Most confident they would receive a good service from WMP (91%)

Most likely to think that WMP are doing a good job (73%)

# Victim of Crime Comparisons



## Key Insights

Those that contacted the police to report a crime consistently more positive than those that had not

Contact with the police when reporting a crime has biggest impact on perception that WMP understand issues that affect the community and on level on policing in the area

Reporting a crime only slightly increases the overall confidence in WMP

How satisfied are you with the level of policing in your local area? (Net satisfied)	Overall, how well informed do you feel about what West Mercia Police is doing in your local area? (Net informed)	How much would you agree or disagree that West Mercia Police understand the issues that affect your community? (Net agree)	How much of a problem, if at all, do you think crime and anti-social behaviour are in your local area? (Not much / no problem at all)	To what extent do you agree or disagree that West Mercia Police are dealing with crime and anti-social behaviour? (Net agree)	I have trust in West Mercia Police (Net agree)	If you were to report a crime or incident in the future, how confident are you that you would receive a good service from West Mercia Police? (Net confident)	In general, how good a job do you think West Mercia Police are doing in your local area? (An excellent / good job)	Taking everything into account I have confidence in West Mercia Police? (Net agree)
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