





Public Views and Perceptions of Policing in West Mercia 2020/21 Survey Quarter 3 Results Presentation













Section One Introduction & Methodology, Summary & 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 2018 Report on Public Perceptions of Policing in England and Wales (PPPEW)
- Where relevant, comparisons with CSEW AND PPPEW are displayed. Comparisons with CSEW include the average score of forces included in West Mercia Police's most similar group (MSG)**. Where comparisons have been made, results have been consistently analysed in accordance with this external reporting. Comparisons with CSEW are based on the most recent results available (March 2020)
- Over the 12 month period (January 20 December 20) SMSR have interviewed a representative sample of over 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
- The report tracks changes in perception levels, identifies high performing areas and those with need for improvement

Summary – Overall Views

- The majority of residents (86%) agreed that they had confidence in West Mercia Police with a similar proportion confident that they would receive a good service from the force (87%).
- Seven-tenths (70%) felt that West Mercia Police were doing either a good or excellent job.

Visibility

- Just under a third (31%) of residents report that they see an officer or PCSO at least once a week with around three-fifths (61%) satisfied with the levels of policing in their local area.
- Three-quarters (75%) said that there had been no change in the level of policing; around a tenth (11%) believed there had been a increase and slightly less (9%) thought there had been an decrease.
- Just under a fifth (19%) said that they had spoken to an officer or PCSO from their local policing team.

Interaction / Access

- Nearly nine-tents (87%) were confident that they could access the police in an emergency with seven-tenths (72%) confident they could do so in a non-emergency.
- The majority (79%) said they would prefer to contact West Mercia Police by telephone for a non-emergency issue.
- Just over half (53%) said that they find out about crime and policing issues from the media, with three-fifths (41%) finding out through social media. Just under half (48%) said they felt informed about what West Mercia Police is doing, with slightly more (51%) that stated they did not feel informed.

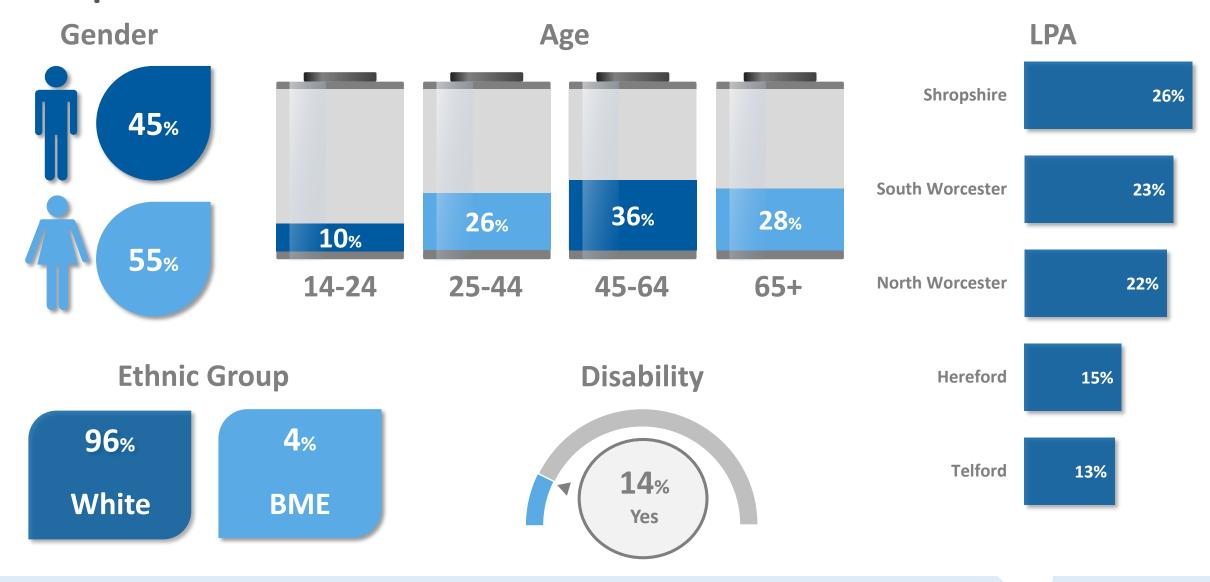
Effectiveness

- Seven-tenths (70%) of residents felt that West Mercia Police understand the issues in their community and around a
 quarter (24%) reported that they thought that crime and ASB was a problem in their area.
- Three-quarters (75%) thought that crime and ASB had remained the same compared to 12 months ago with just over a tenth (13%) reporting an increase. Further to this, around 8 in every 10 residents (82%) agreed that West Mercia Police are dealing with crime and ASB.

Trust / integrity

- The vast majority (95%) said that West Mercia Police have their support with nine-tenths (90%) that said they trust WMP. Over 8 in every 10 said they believe they treat everyone fairly regardless of who they are (88%), felt West Mercia Police act with integrity (86%) use their powers appropriately (83%) and can be relied to be there when you need them (80%).
- Around two-thirds (65%) are confident West Mercia Police use their stop and search power fairly and respectfully. Only 4% felt West Mercia Police did not use their stop and search powers fairly and respectfully.

Respondent Breakdown









Section Two Visibility / Presence

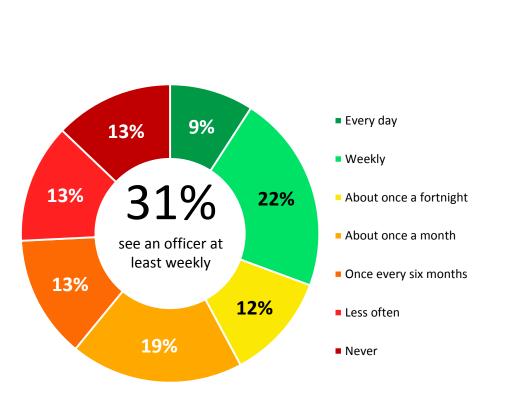




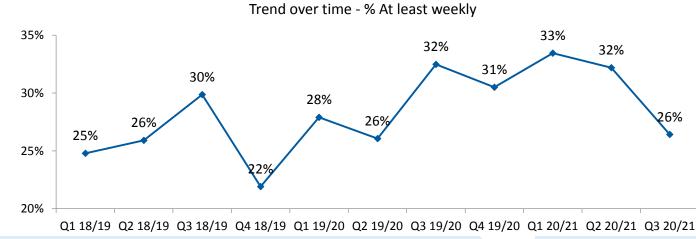


Three out of every ten see an officer or PCSO at least once a week

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

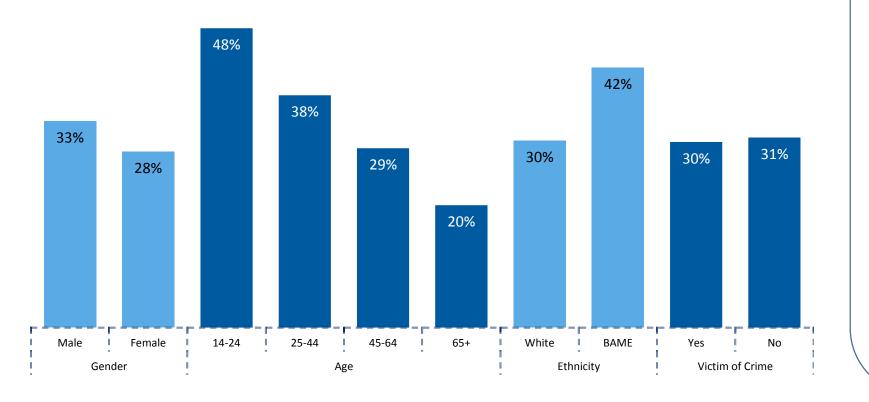






Three out of every ten see an officer or PCSO at least once a week

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



Key Insights

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

Residents of Shropshire least likely to see an officer at least weekly

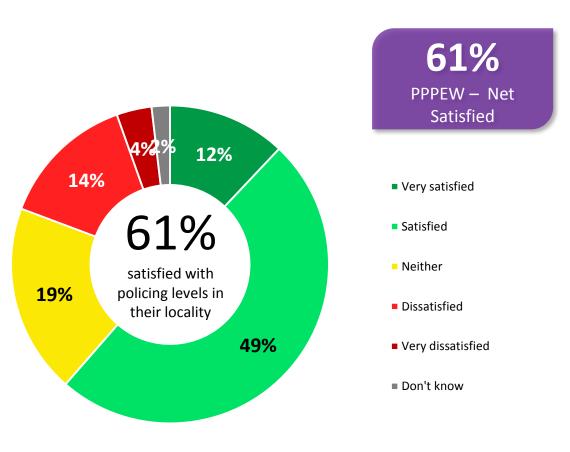
Strong correlation between age and visibility with younger respondents more likely to see an officer compared to older respondents

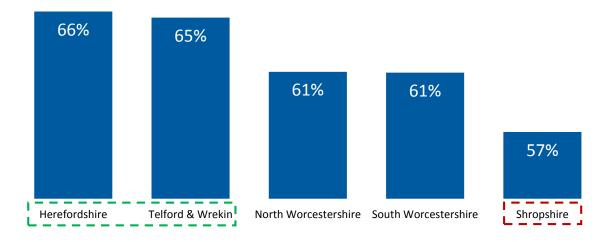
BAME respondents more likely to see an officer or PCSO at least weekly than white respondents

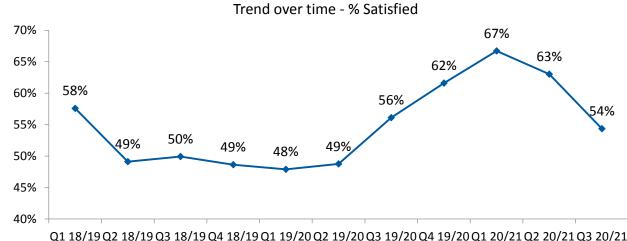
Males more likely to see an officer or PCSO weekly compared to females

Three-fifths are satisfied with the levels of policing in their local area

LPA Comparisons - % very satisfied / satisfied

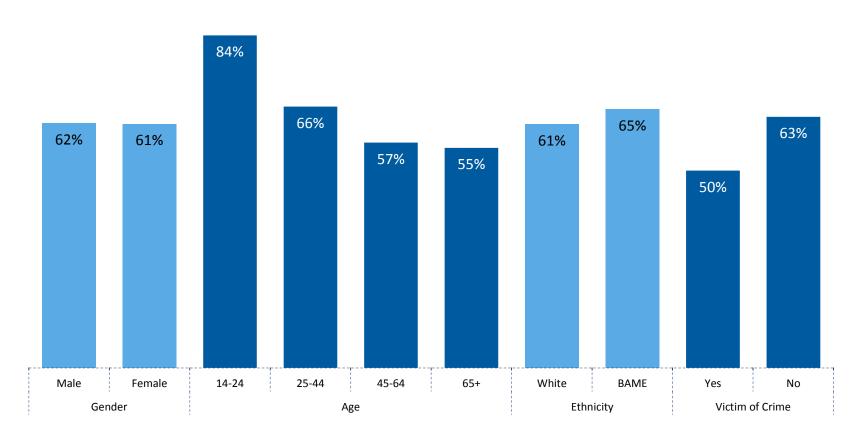






Three-fifths are satisfied with the levels of policing in their local area

Demographic Comparisons - % very satisfied / satisfied



Key Insights

Satisfaction with visibility has decreased 9% from the previous quarter

Under 44's and BAME respondents more likely to be satisfied with policing levels in their local area

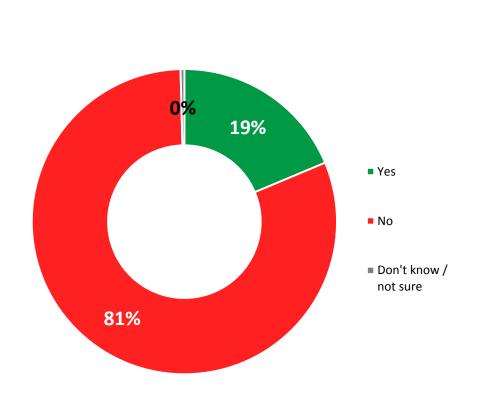
Victims of crime less likely to be satisfied with policing levels

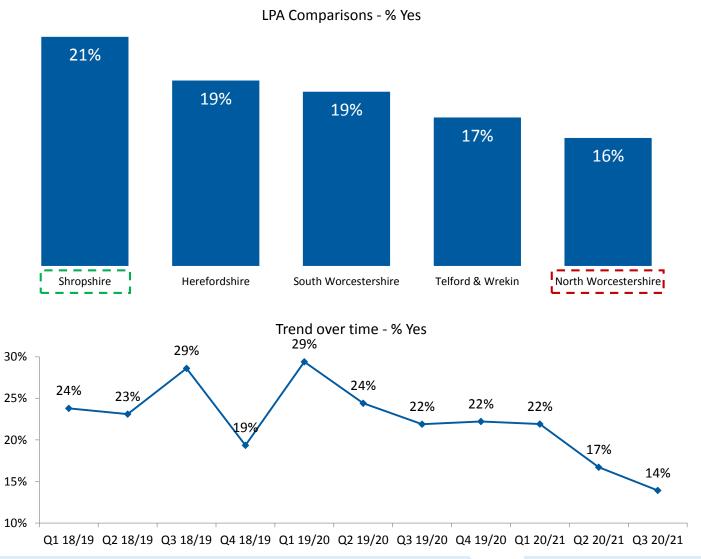
Residents of Shropshire least likely to be satisfied with policing levels

Those in Herefordshire and Telford & Wrekin more likely to be satisfied

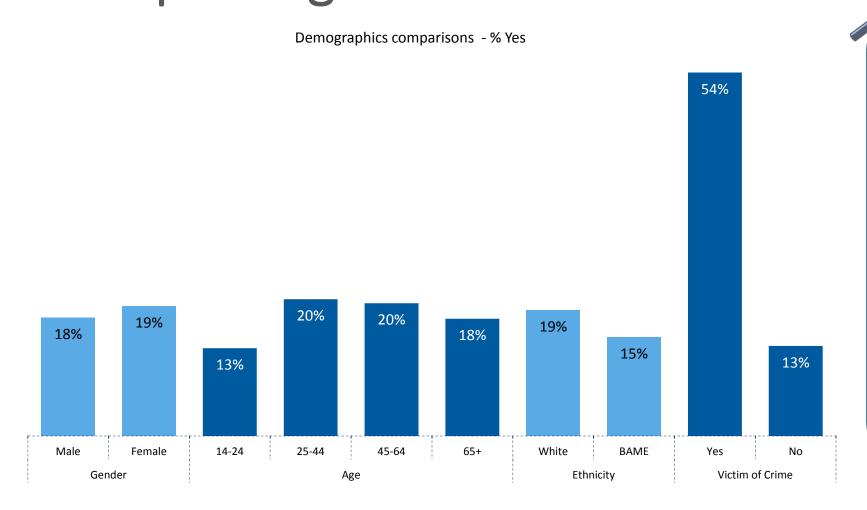
A fifth have spoken to an officer or PCSO from their

local policing team





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



Key Insights

Victims of crime four times as likely to have spoken to a member of their local policing team

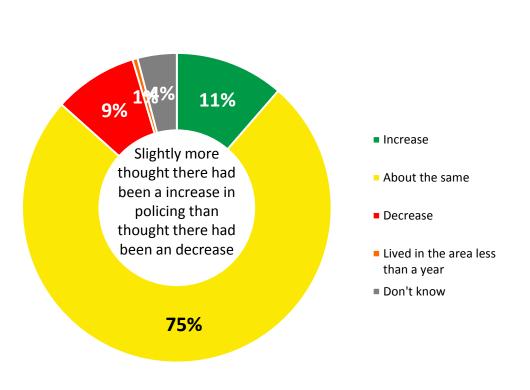
Those aged 14-24 least likely to have spoken to local policing team

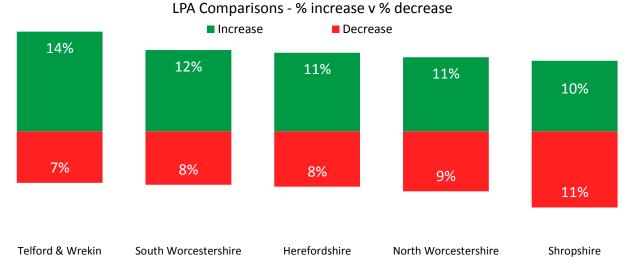
Residents of North Worcestershire least likely to have spoken to their local policing team; those in Shropshire most likely

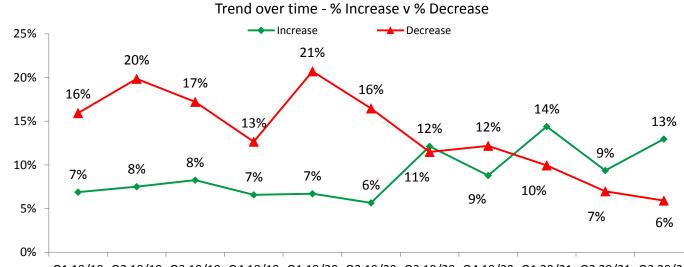
Those who have spoken to an officer or PCSO from their local policing team has dropped 3% from the previous quarter and is now at it's lowest level since tracking began

Three-quarters felt there had been no change in the

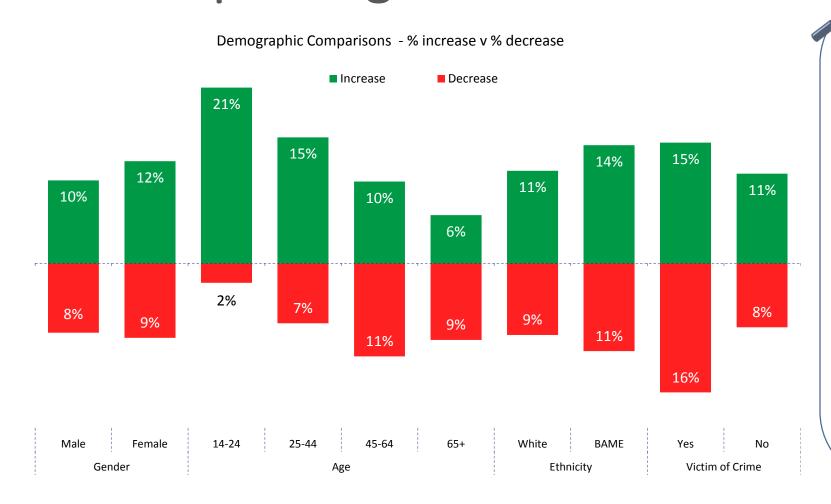
level of policing







Three-quarters felt there had been no change in the level of policing



Key Insights

Those stating a decrease in levels of policing 1% lower than the previous quarter – now at lowest level since tracking began

Under 44's, BAME respondents and victims of crime were more likely to notice an increase in levels of policing

Victims of crime most likely to notice a decrease in levels of policing

Residents of Telford & Wrekin most likely to notice an increase in policing; Shropshire least likely

Residents of Shropshire most likely to notice a decrease in policing levels







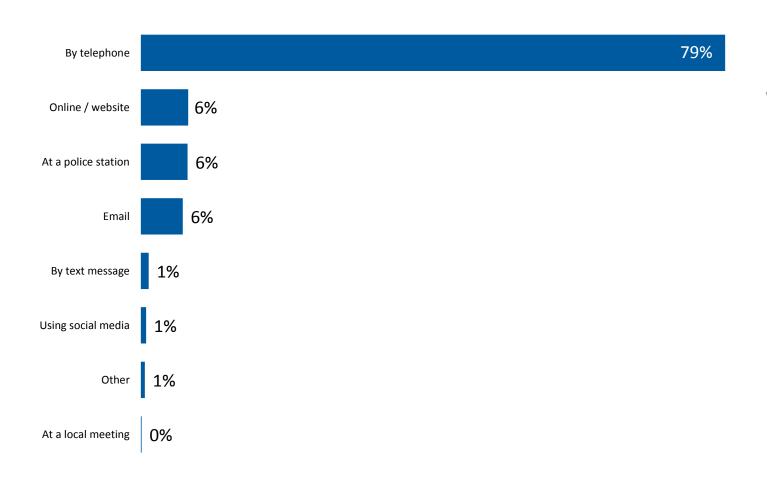
Section Three Interaction / Access







8 in every 10 said they would prefer to contact the police by telephone for a non-emergency





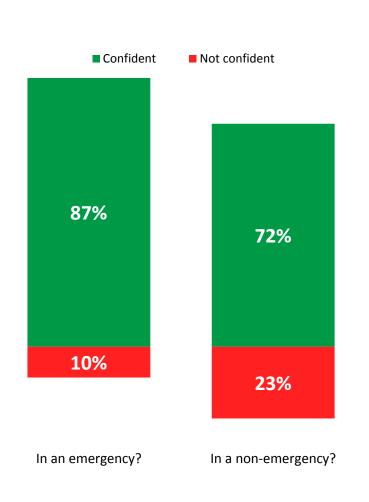
Key Insights

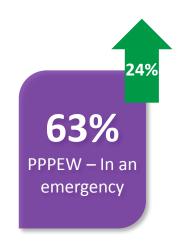
Preference of telephone contact increases with age but by far the most preferred method overall

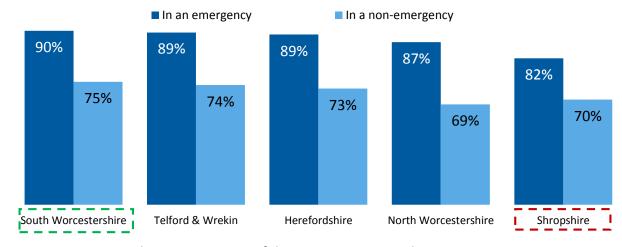
Younger residents (14-44) more likely to prefer electronic contact when compared to those aged 45+

Nearly nine-tenths confident they could access the police in an emergency

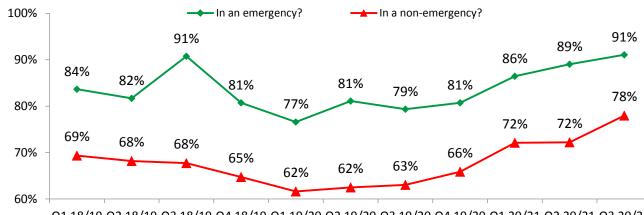
LPA Comparisons - % confident they could easily speak to or access police services in your local area...







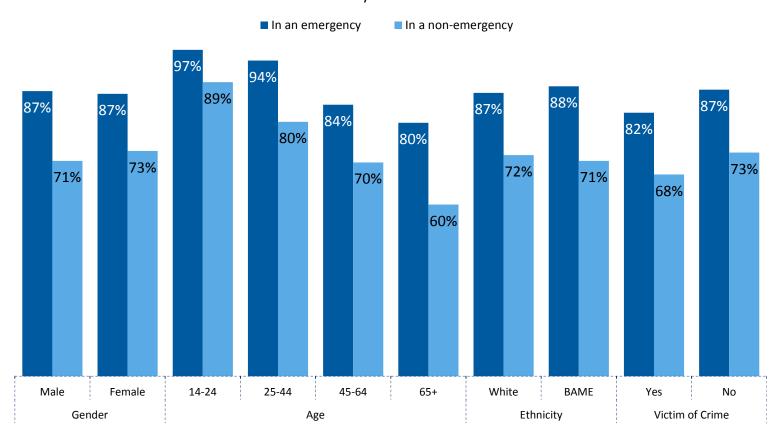
Trend over time - % Confidence in accessing police services



Q1 18/19 Q2 18/19 Q3 18/19 Q4 18/19 Q1 19/20 Q2 19/20 Q3 19/20 Q4 19/20 Q1 20/21 Q2 20/21 Q3 20/21

Nearly nine-tenths confident they could access the police in an emergency

Demographic Comparisons - % confident they could easily speak to or access police services in your local area...



Key Insights

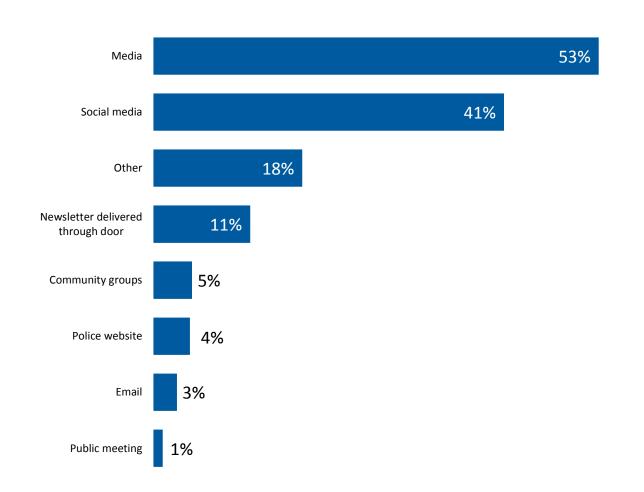
Confidence amongst residents they could access the police in an emergency has increased by 2% from the previous quarter; for a non-emergency it has increased 6% and is now at the highest level since tracking began

Residents in Shropshire least confident in being able to access the police in an emergency; North Worcestershire least confident in a non-emergency

Residents of South Worcestershire most confident in both situations

Those under 45 more likely to have confidence they can access WMP in an emergency & non-emergency than those aged 45+

Half said they found out about crime and policing from the media — two-fifths from social media





Key Insights

Males more likely than females to find out about crime and policing from the media

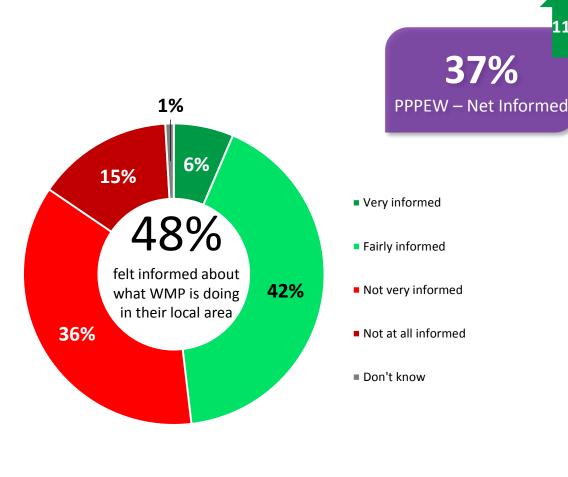
Those aged 65+ more likely to find out about crime and policing from the media

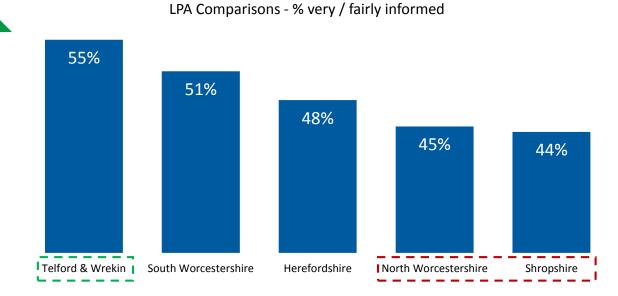
Those aged 14-24 most likely to find out about crime and policing via social media channels; the younger the resident, the more likely to extract information from this source

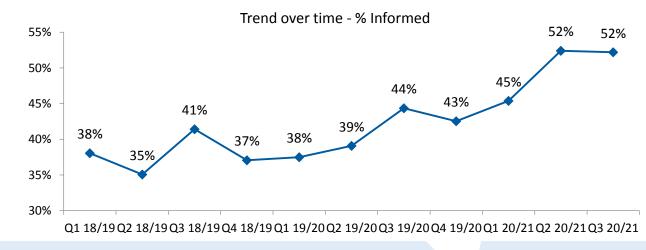
BAME residents and victims of crime less likely to find out about crime and policing from the media

Half do not feel informed about what WMP are

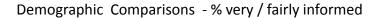


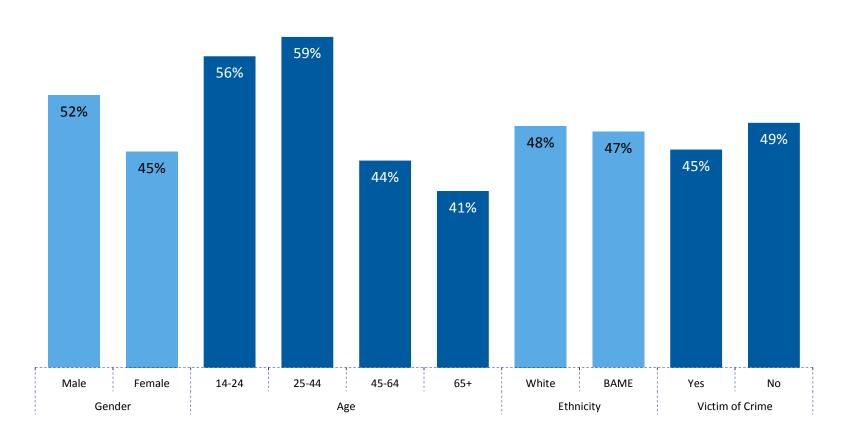






Half do not feel informed about what WMP are doing







Key Insights

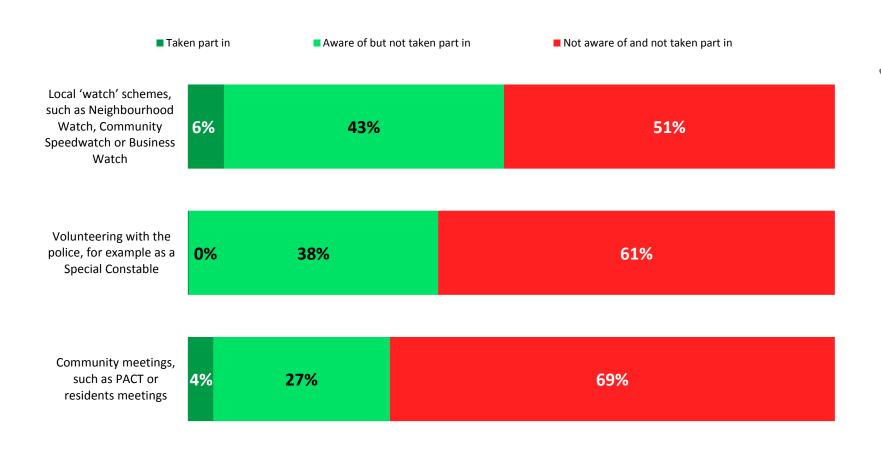
Those aged 45 and over less likely to feel informed about what WMP is doing

Younger respondents (under 44) much more likely to feel informed about what the police are doing

Males felt more informed than females

Residents from Telford & Wrekin felt most informed about what the police are doing in their local area; those from Shropshire and North Worcestershire least informed

Low levels of participation amongst residents in watch schemes, volunteering and community meetings





Key Insights

Less than half aware of local 'watch' schemes; a small percentage have taken part

A small number of residents (5) said they had taken part in police volunteering; over a third were aware

Just over a quarter of residents aware of community meetings; a small percentage have participated

Less than a fifth have been a victim of, or witness to,

a crime

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

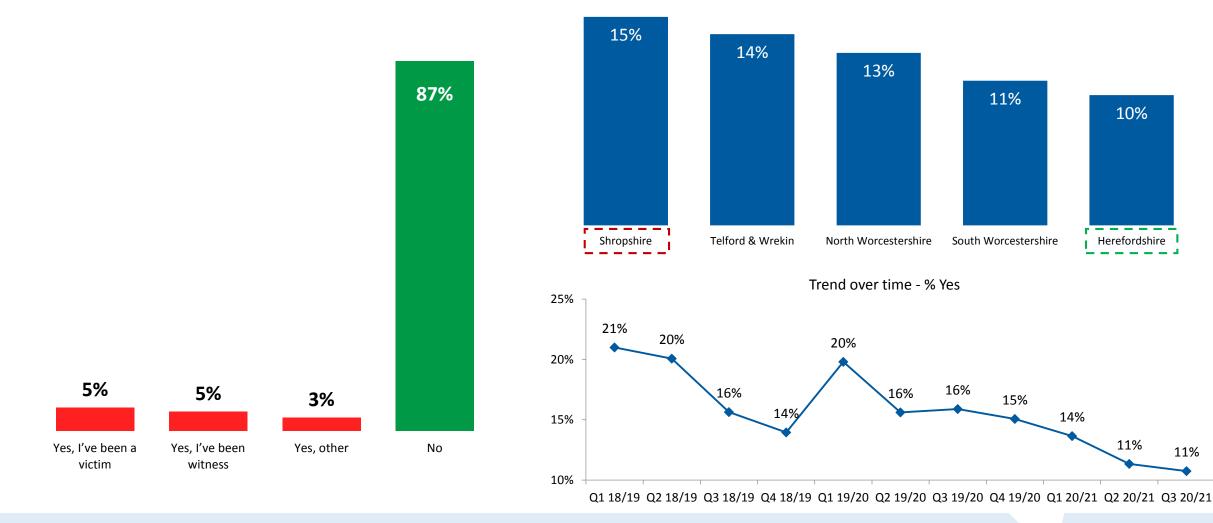
11%

15%

14%

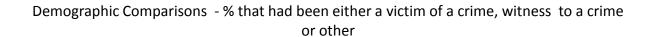
10%

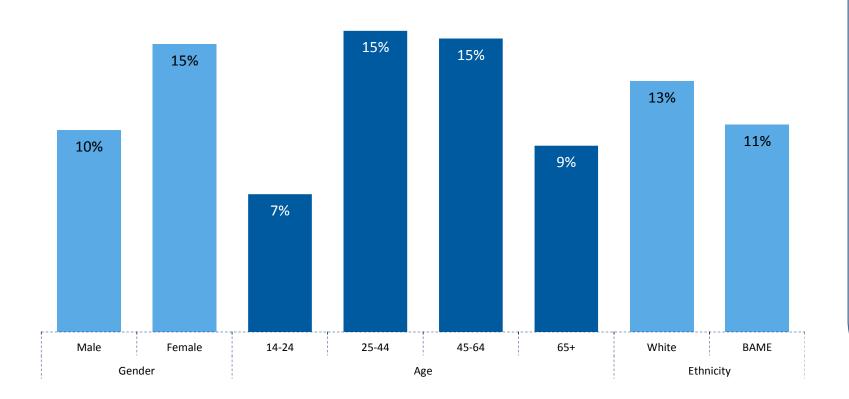
Herefordshire



11%

Less than a fifth have been a victim of, or witness to, a crime







Key Insights

Those that had been a victim of crime now at lowest level since tracking began

Residents in Shropshire more likely to have encountered crime, with those in Herefordshire least likely

Those aged 14-25 least likely to have been a victim of crime

Females more likely than males to have been a victim of crime

89% of those that had been a victim of crime said they reported this to the police







Section Four Effectiveness

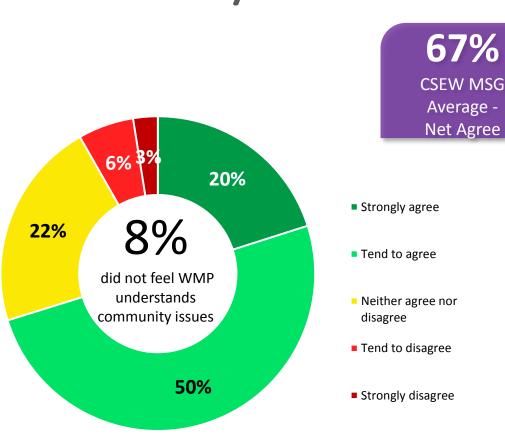


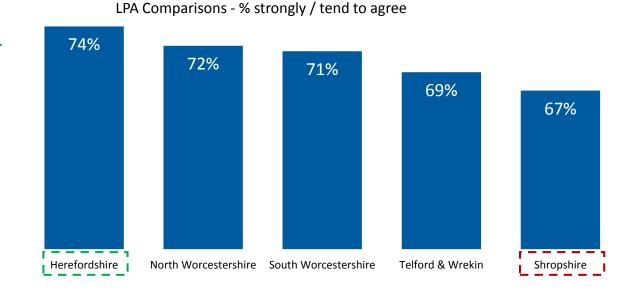


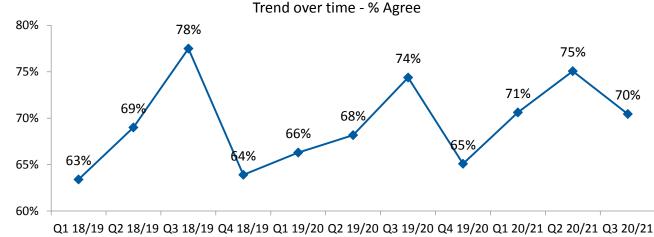


Seven-tenths felt WMP understands issues in their

community







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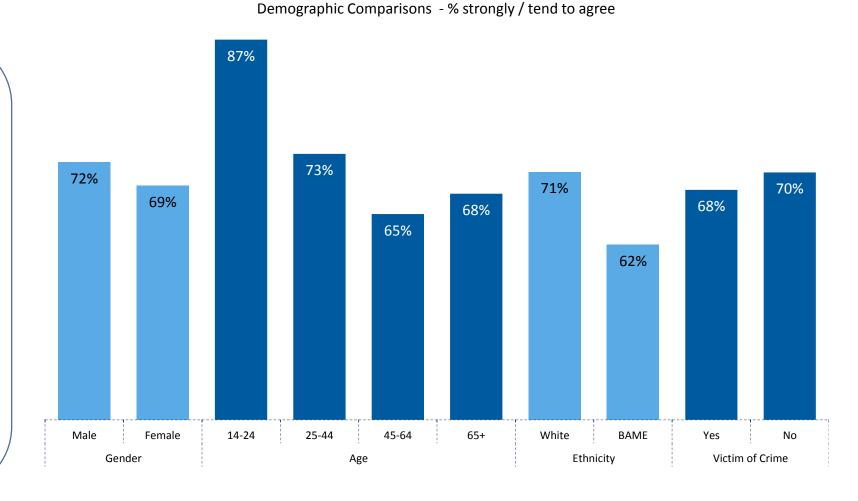
Key Insights

5% decrease from the previous quarter in those that agreed WMP understand issues in their community

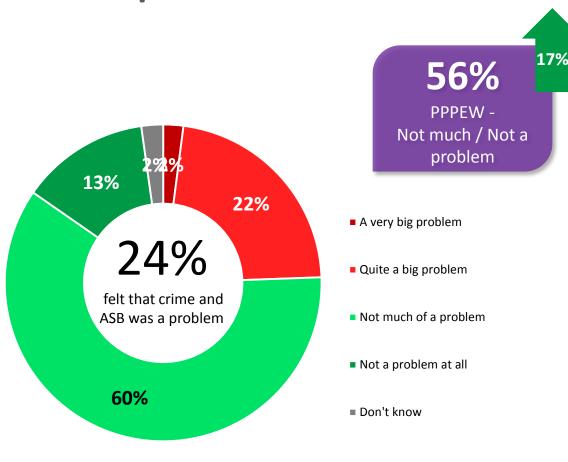
Residents aged 44 and under more likely to agree compared to those aged 45 and over

Males and White respondents more likely to agree when compared to females and BAME respondents

Residents in Shropshire the least likely to agree the police understands community issues; those Herefordshire most likely

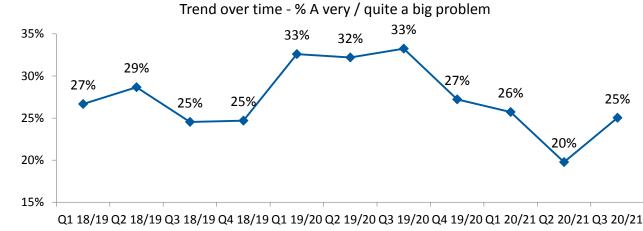


Around three-quarters did not think crime and ASB was a problem in their local area



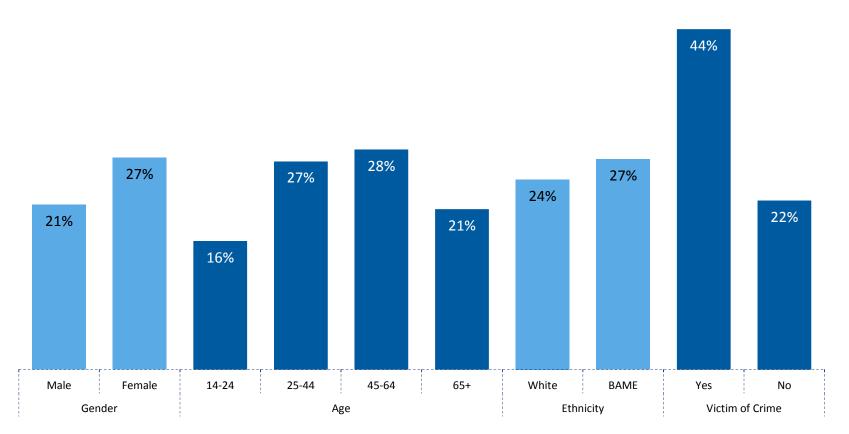


LPA Comparisons - % very / quite a big problem



Around three-quarters did not think crime and ASB was a problem in their local area

Demographic Comparisons - % very / quite a big problem



Key Insights

5% increase from the previous quarter in those that felt there was a problem with crime and ASB

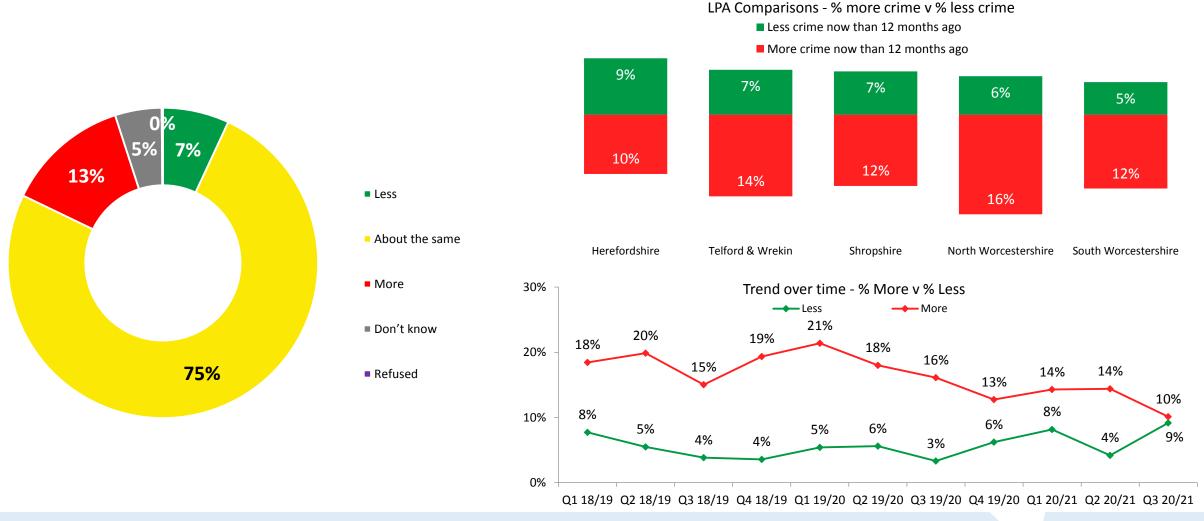
Victims of crime were twice as likely to have said crime and ASB was a problem

Females more likely to say crime and ASB a problem than males

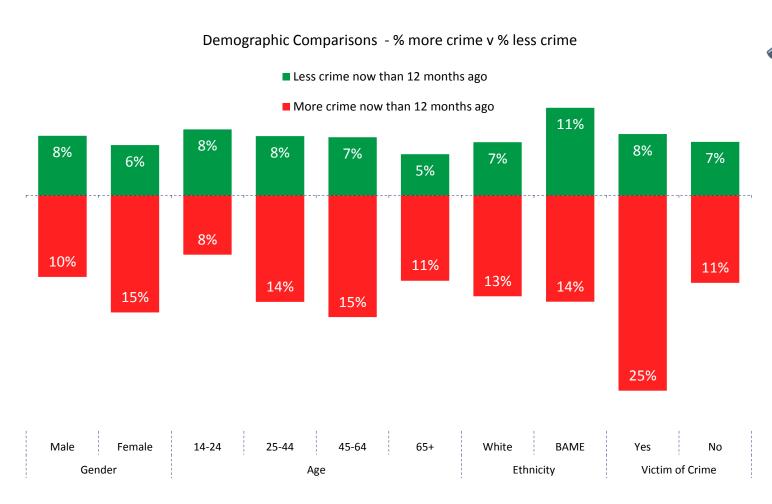
Those aged 14-24 less likely to feel crime and ASB was a problem in their area

Residents in Herefordshire least likely to say crime and ASB was a problem; those in Telford & Wrekin and Shropshire most likely

Three-quarters felt crime and ASB levels had remained the same – less than a fifth felt there was more



Three-quarters felt crime and ASB levels had remained the same – less than a fifth felt there was more



Key Insights

4% decrease in those that felt there was more crime and ASB; now at lowest level since tracking began

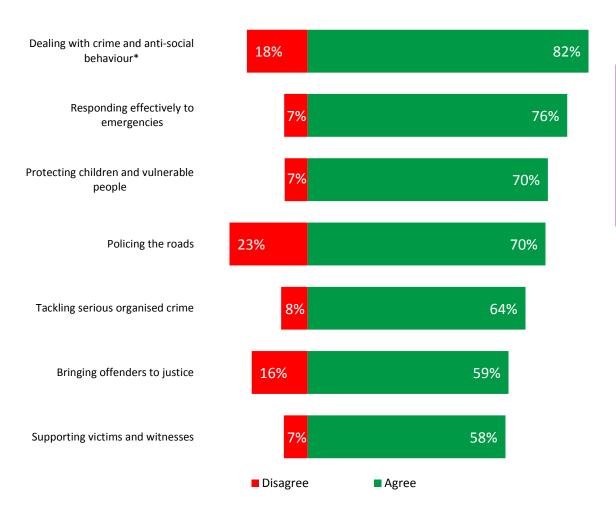
5% increase in those that felt there was less crime and ASB; now at highest level since tracking began

Victims of crime more likely to feel that crime and ASB levels had risen in the last 12 months compared to non-victims

BAME respondents most likely to say there is now less crime and ASB

Females more likely than males to say crime has increased

Residents in North Worcestershire most likely to say there is now more crime compared to 12 months ago 8 out of every 10 agreed WMP are dealing with crime and ASB



54% **CSEW MSG** Average -Dealing with crime and **ASB**

Key Insights

Just under a fifth disagree that WMP are dealing with crime and ASB and bringing offenders to justice

A quarter disagreed that WMP are policing the roads

Agreement towards statements generally declined the older the respondent was

Victims of crime typically were less agreeable than those that had not been a victim of crime

Residents in Telford & Wrekin more agreeable towards these statements

Residents of Shropshire less agreeable towards these statements







Section Five Trust / Integrity

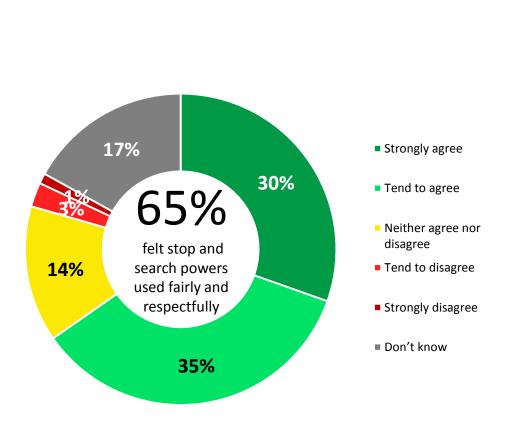


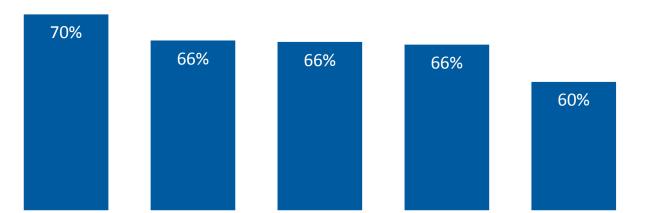




Two-thirds confident WMP use their stop and search power fairly and respectfully

Herefordshire



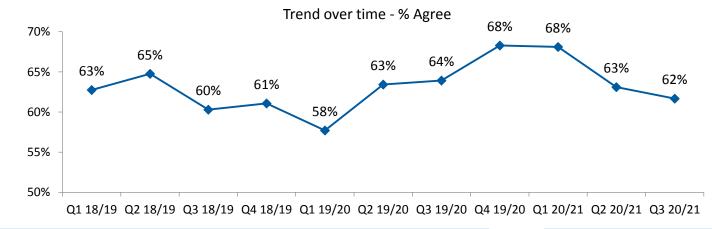


Telford & Wrekin

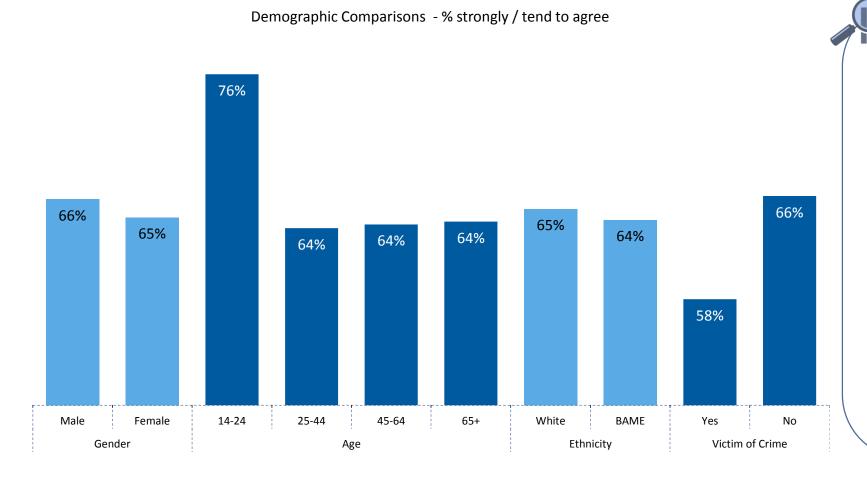
Shropshire

North Worcestershire

LPA Comparisons - % strongly / tend to agree



Two-thirds confident WMP use their stop and search power fairly and respectfully



Key Insights

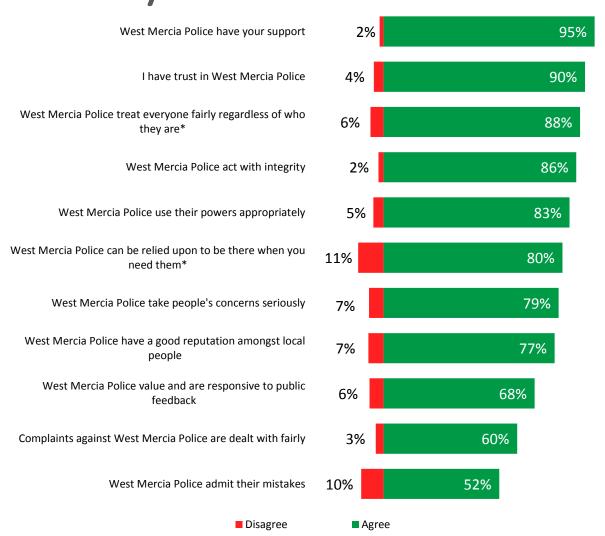
Those aged 14-24 more likely to feel confident the police use their stop and search power fairly and respectfully

Victims of crime less likely to feel confident WMP use stop and search powers fairly and respectfully

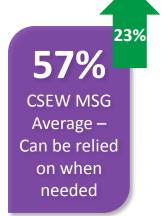
Residents in South Worcestershire least likely to feel WMP use stop and search powers fairly and respectfully, those in Herefordshire most likely to feel they are used fairly and respectfully

Around a fifth said they did not know

Over nine-tenths say that WMP have their support and that they have trust in WMP







Key Insights

Over 9 out of every 10 residents say that WMP have their support an that they have trust in WMP

Over 8 in 10 say believe they treat everyone fairly regardless of who they are, they act with integrity, use their powers appropriately and can be relied upon to be there when you need them

Around a tenth disagreed WMP can be relied upon to be there when needed and admit their mistakes







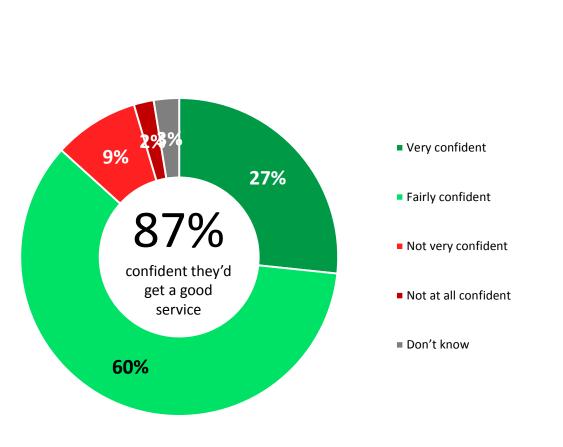
Section Six Confidence in West Mercia Police

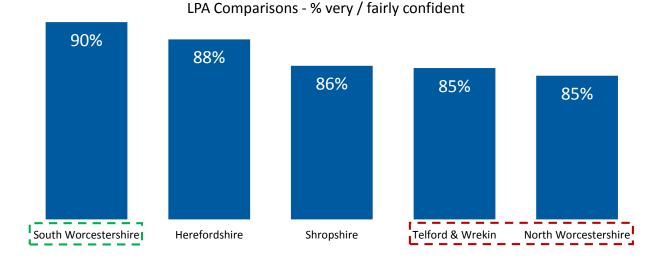


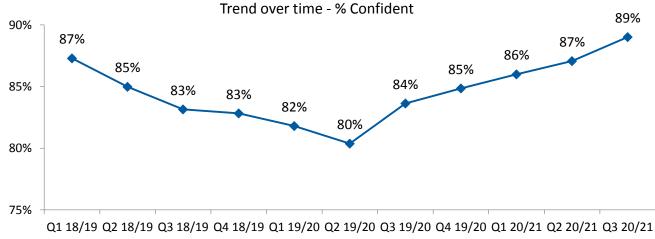




Just under 9 out of 10 confident they would receive a good service from WMP







Just under 9 out of 10 confident they would receive a good service from WMP



Key Insights

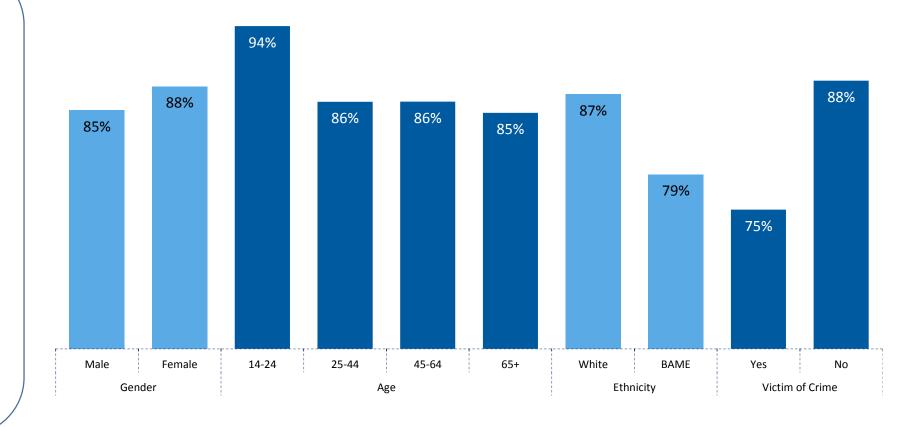
Confidence in service delivery has increase by 2% since last quarter – the fifth consecutive increase – now at highest level since tracking began

Those aged 14-24 most confident they would receive a good service from WMP

BAME respondents and victims of crime were less confident in receiving a good service

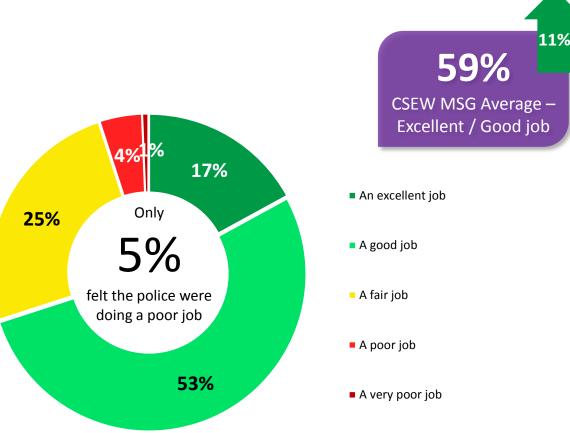
Confidence lowest amongst residents of North Worcestershire and Telford & Wrekin – highest in South Worcestershire

Demographic Comparisons - % very / fairly confident

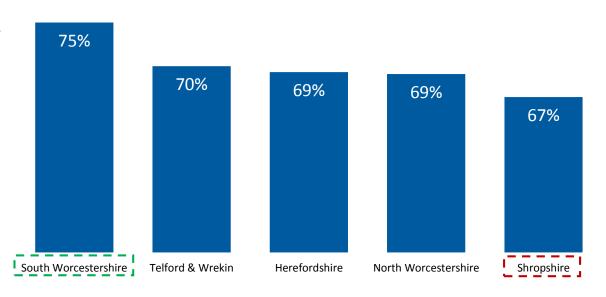


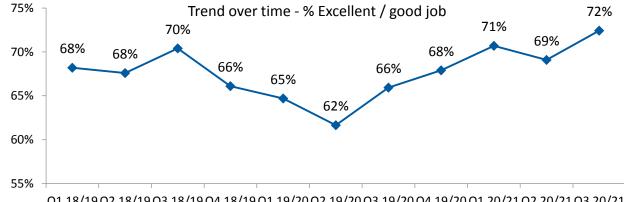
Seven-tenths felt the police were doing either an

excellent or a good job



LPA Comparisons - % excellent / good job

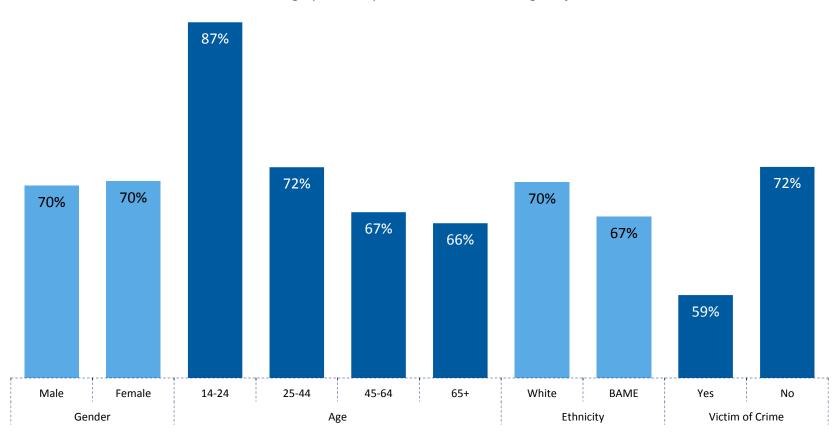




Q1 18/19 Q2 18/19 Q3 18/19 Q4 18/19 Q1 19/20 Q2 19/20 Q3 19/20 Q4 19/20 Q1 20/21 Q2 20/21 Q3 20/21

Seven-tenths felt the police were doing either an excellent or a good job





Key Insights

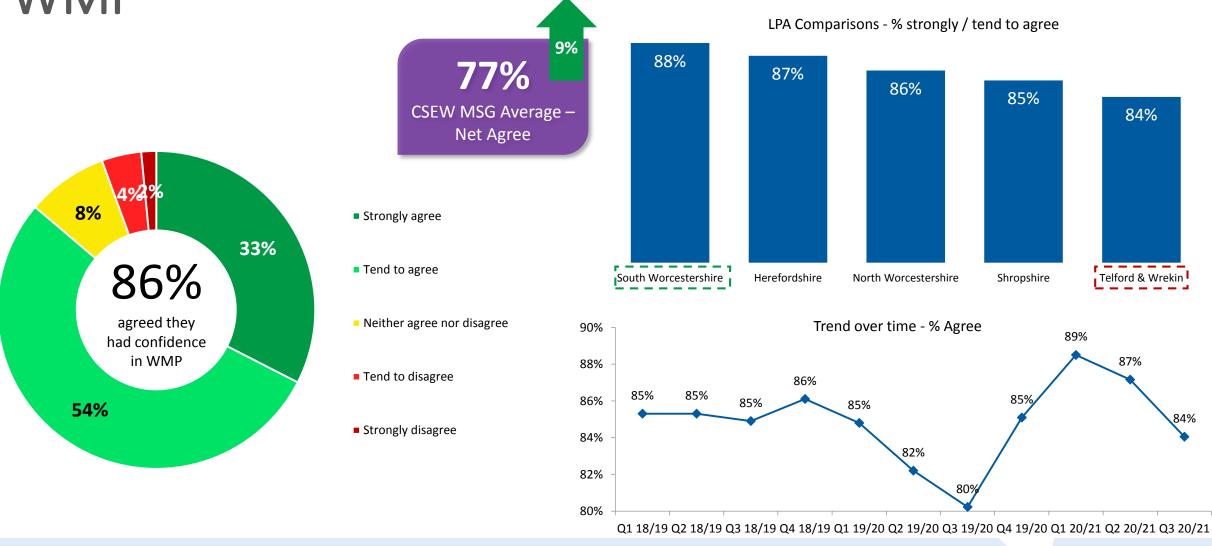
3% increase from the previous quarter in those that feel the police are doing an excellent or good job — now at highest level since tracking began

Those aged 14-24 significantly more likely to feel the police were doing an excellent or good job compared to other age groups

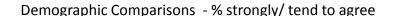
Victims of crime least likely to feel the police were doing an excellent or good job

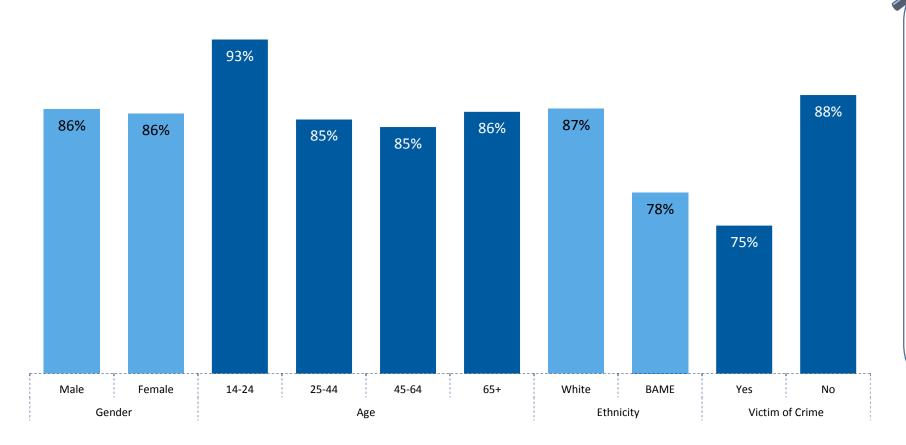
Residents in Shropshire were the least likely to say WMP were doing an excellent or good job – those in South Worcestershire were the most likely

More than 8 out of 10 say they have confidence in WMP



More than 8 out of 10 say they have confidence in WMP







Key Insights

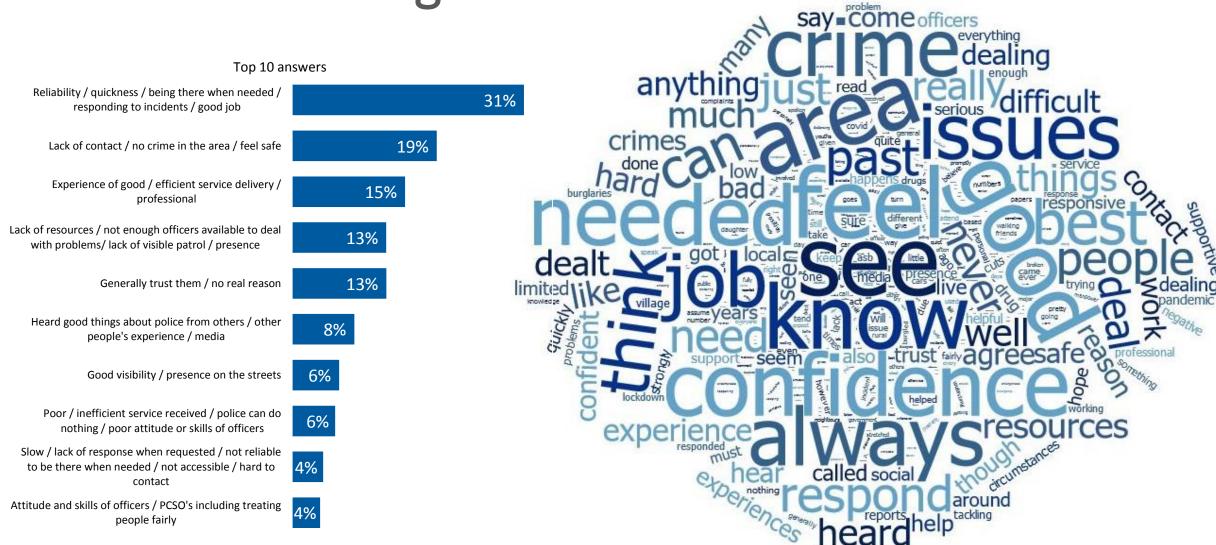
Those aged 14-24 more likely to be have confidence in WMP compared to other age groups

Victims of crime and BAME respondents less likely be confident in WMP

Residents in Telford & Wrekin least likely to be confident in WMP

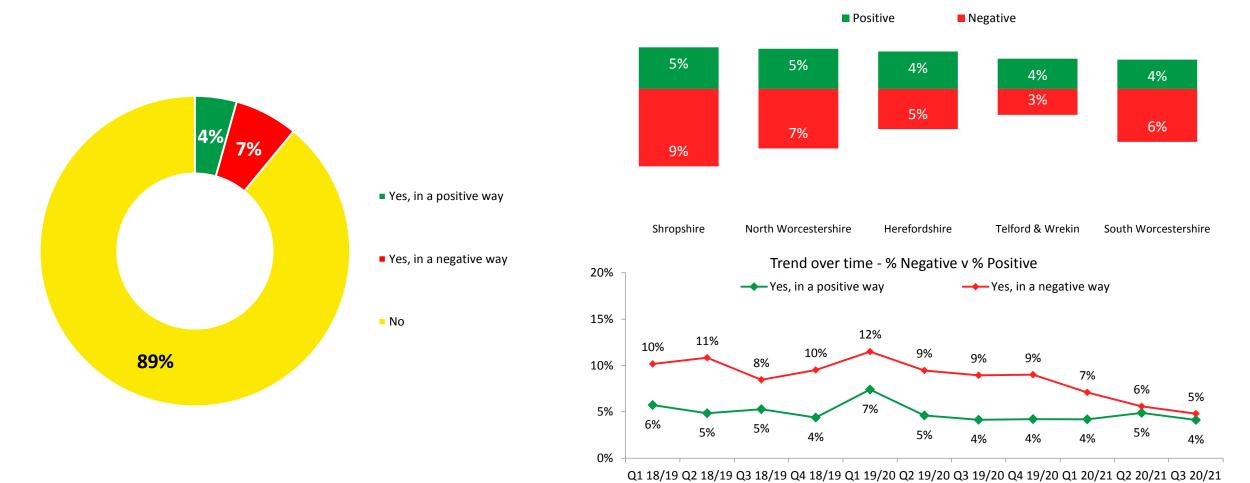
Residents of South Worcestershire more likely to have confidence in WMP

Factors influencing confidence

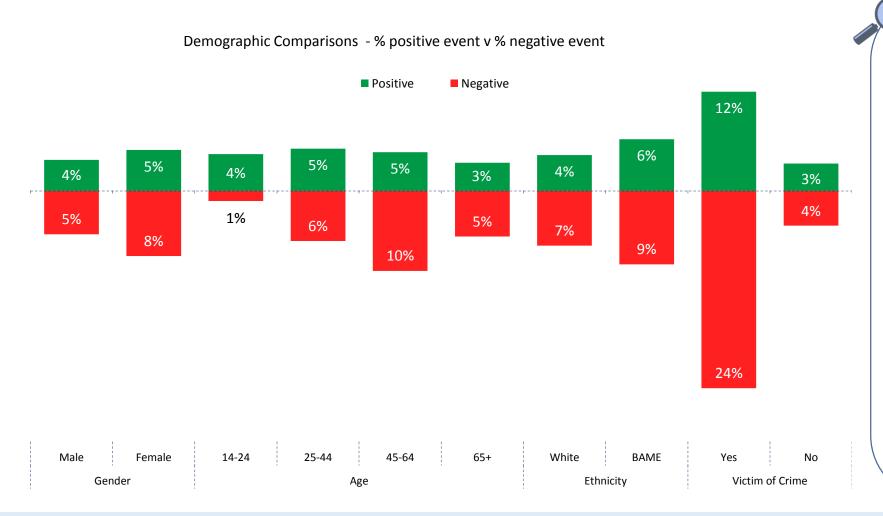


Less than a tenth have experienced an event that negatively affected their confidence in the police

LPA Comparisons - % positive event % negative event



Less than a tenth have 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; victims were also more likely to be affected in a positive way

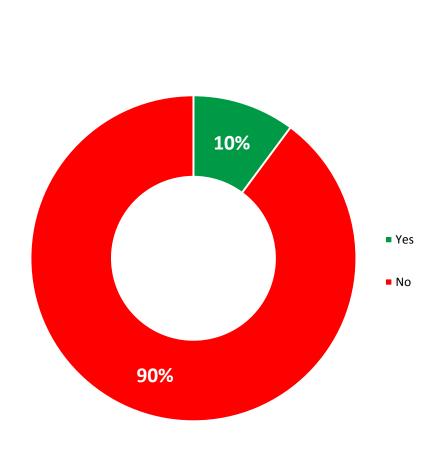
Those aged 45-64 more likely to experience an event that affected them negatively compared to other age groups

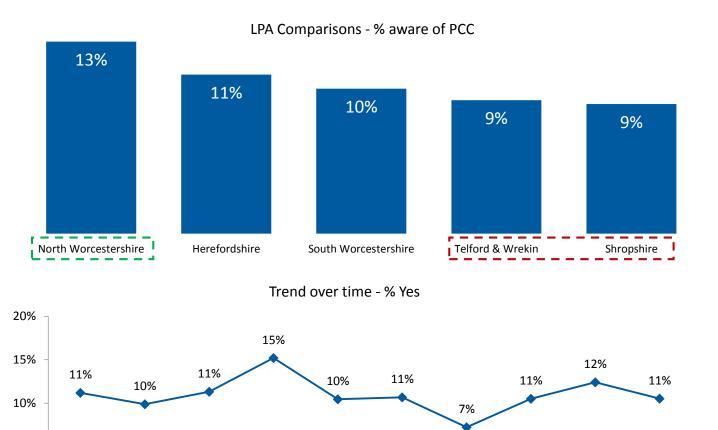
Residents in Shropshire were the most likely to have experienced an event that negatively affected their confidence in WMP

Those that experienced an event that negatively affected their confidence now at lowest level since tracking began

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

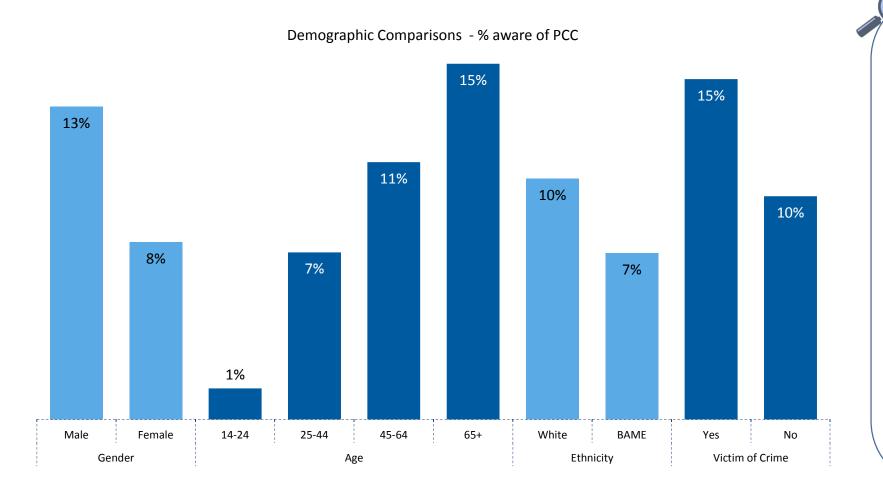
5%





Q2 18/19 Q3 18/19 Q4 18/19 Q1 19/20 Q2 19/20 Q3 19/20 Q4 19/20 Q1 20/21 Q2 20/21 Q3 20/21

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



Key Insights

Higher awareness found in North Worcestershire; least awareness in Shropshire and Telford & Wrekin

Males more aware of the PCC compared to females

The older the respondent the more likely they were to be aware of the PCC

BAME respondents less aware of the PCC compared to White respondents

Perceptions surveys typically record awareness of 8-15% based on previous research conducted by SMSR.







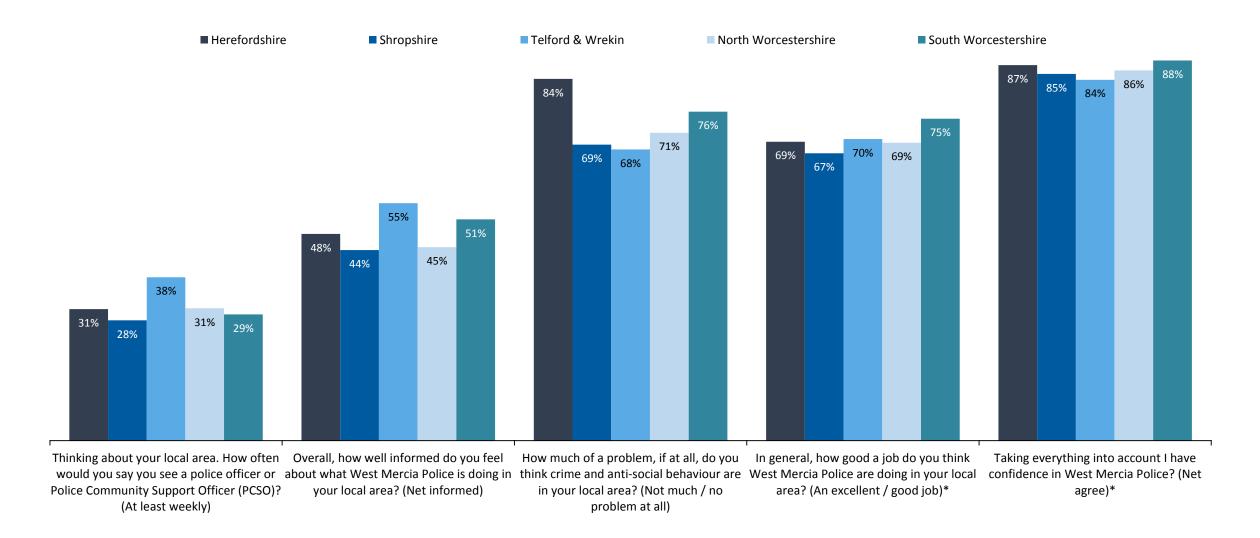
Section Seven LPA & Victim Comparisons







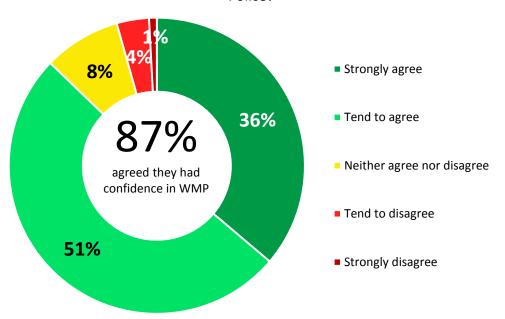
LPA Key Question Overview



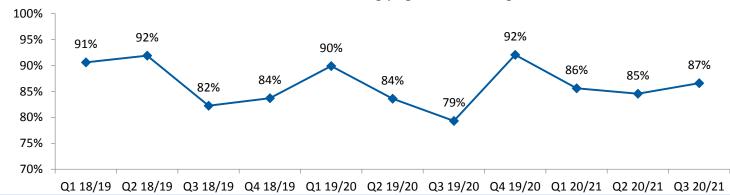
^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Herefordshire

Taking everything into account I have confidence in West Mercia Police?



Trend over time - % Strongly agree / tend to agree



Key Findings Compared With Other NPTs

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

<u>Least</u> likely to have been a victim of, or witness to, a crime (12%)

Most likely to feel that WMP understands the issues in their community (74%)

<u>Least</u> likely to feel crime and ASB was a problem in their area (16%)

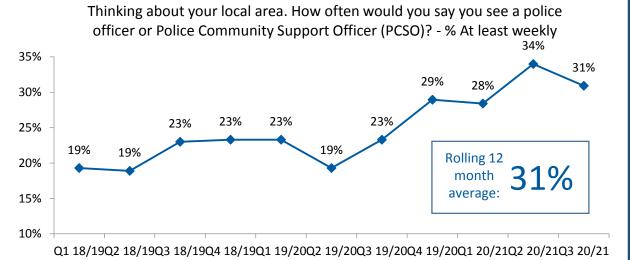
<u>Least</u> likely have said there is now more crime and ASB in their area (10%)

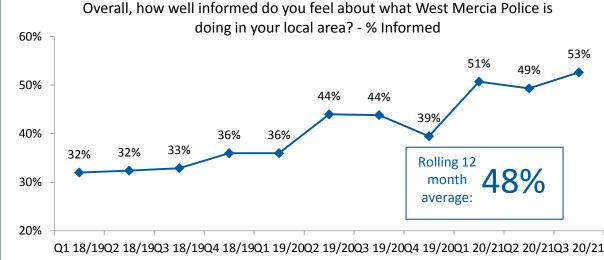
Most likely to say there is now less crime and ASB in their area (9%)

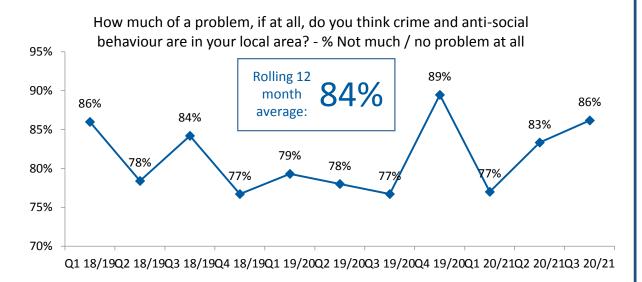
<u>Most</u> confident that WMP use their stop and search powers fairly and respectfully (70%)

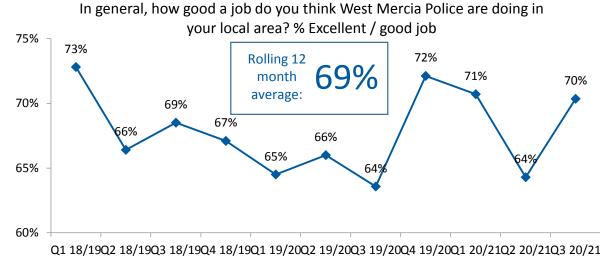
^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Herefordshire





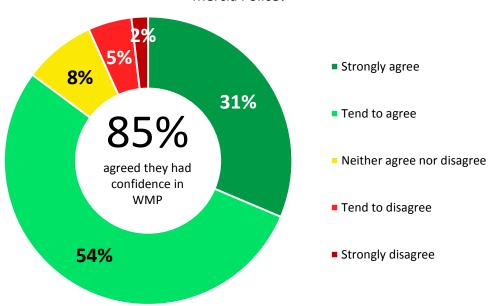




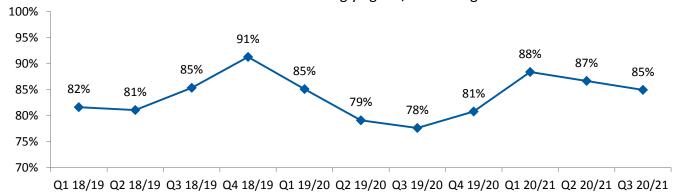
^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Shropshire

Taking everything into account I have confidence in West Mercia Police?



Trend over time - % Strongly agree / tend to agree





Key Findings Compared With Other NPTs

Least likely to see an officer or PCSO at least weekly (28%)

Least satisfied with the levels of policing in their local area (57%)

<u>Most</u> likely to have spoken to an officer or PCSO from their local policing team in the last 12 months (21%)

<u>Least</u> confident they could access the police services in an emergency (82%)

Least likely to feel informed about what WMP are doing (44%)

Most likely to have been a victim of crime (15%)

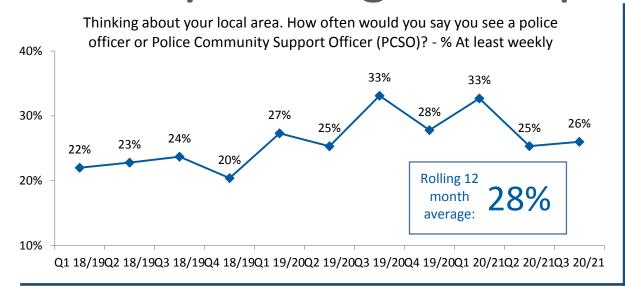
<u>Least</u> likely to have said WMP understands the issues that affect their community (67%)

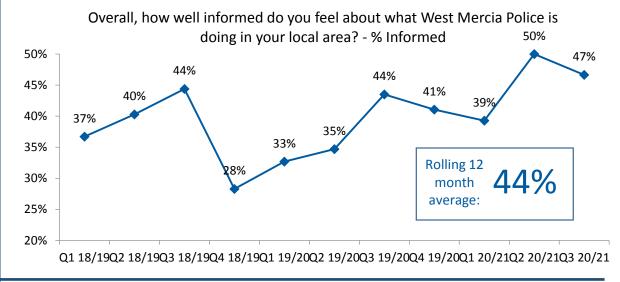
<u>Least</u> likely to have said the police in their area are doing an excellent or a good job (67%)

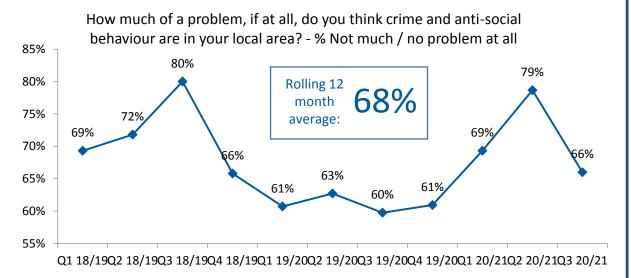
<u>Least</u> aware of the PCC (9% - joint with Telford & Wrekin)

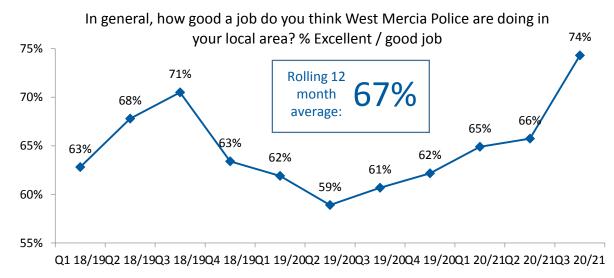
^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Shropshire





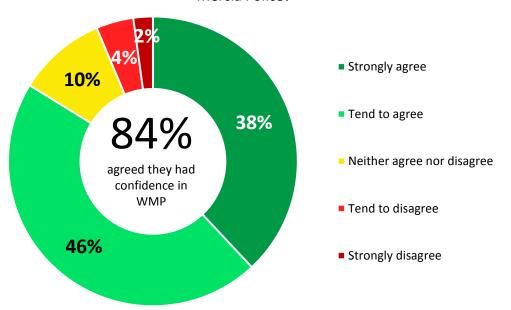


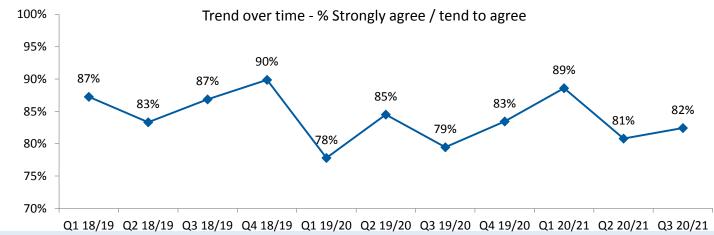


^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Telford & Wrekin

Taking everything into account I have confidence in West Mercia Police?







Key Findings Compared With Other NPTs

<u>Most</u> likely to see and officer or PCSO at least weekly (38%)

<u>Most</u> likely to feel their had been an increase in levels of policing in their area (14%)

Most likely to feel informed about what WMP are doing in their local area (55%)

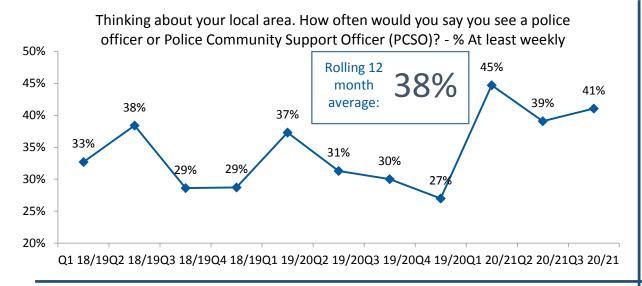
<u>Most</u> likely to feel crime and ASB was a problem in their local area (30%)

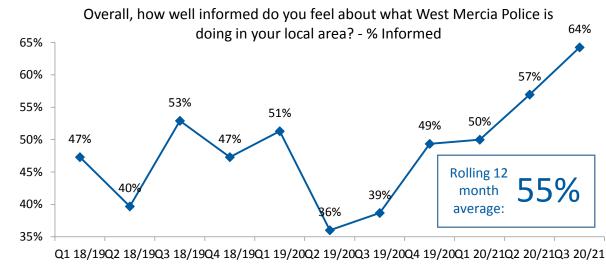
<u>Least</u> confident they would receive a good service from WMP (85% - joint with North Worcestershire)

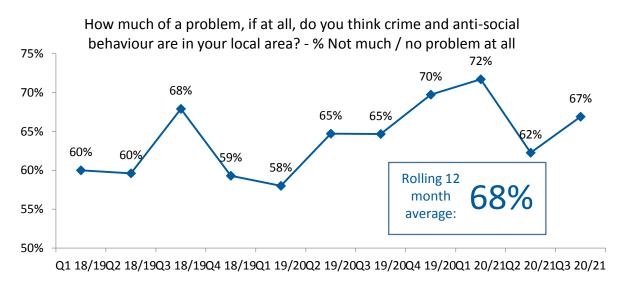
Least likely to say they have confidence in WMP (84%)

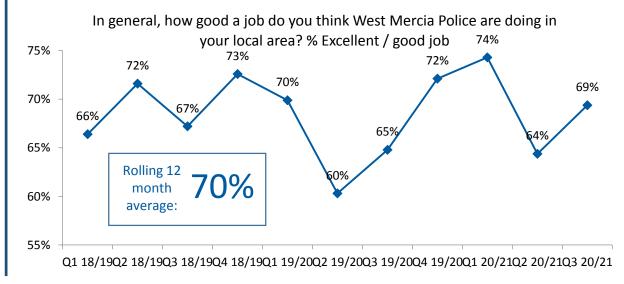
<u>Least</u> aware of the PCC (9% - joint with Shropshire)

LPA Key Findings - Telford & Wrekin





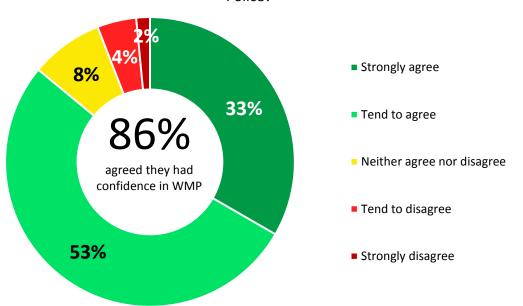


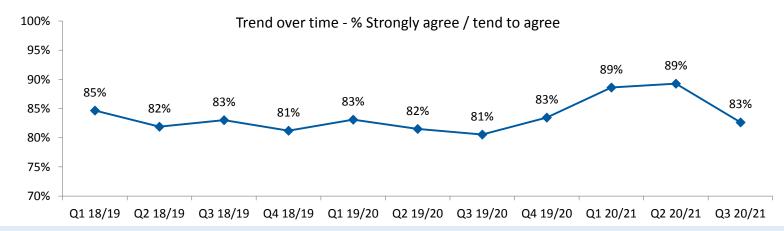


^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - North Worcestershire

Taking everything into account I have confidence in West Mercia Police?





Key Findings Compared With Other NPTs

<u>Least</u> likely to have spoken to an officer or PCSO over the past 12 months (16%)

<u>Least</u> confident they could access the police in a non-emergency (69%)

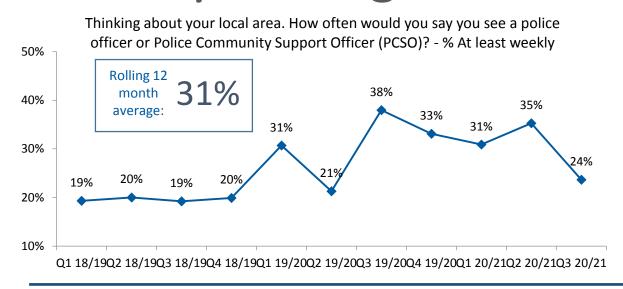
<u>Most</u> likely to have said there is now more crime and ASB in their area (16%)

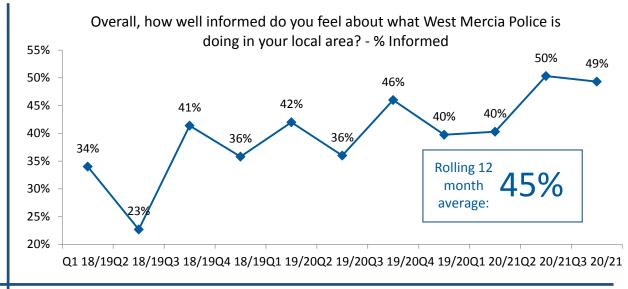
<u>Least</u> confident they would receive a good service from WMP (85% - joint with Telford & Wrekin)

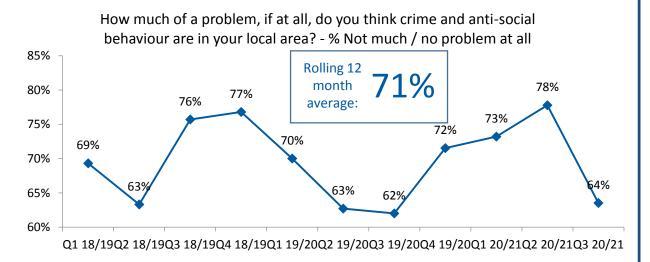
<u>Most</u> aware of who the Police and Crime Commissioner was (13%)

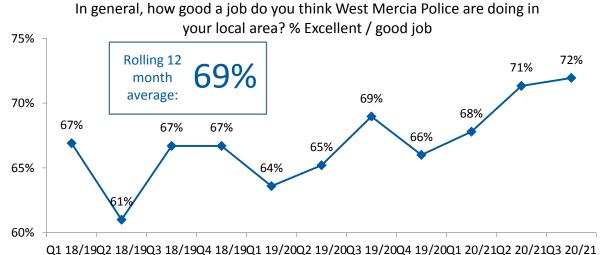
^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - North Worcestershire







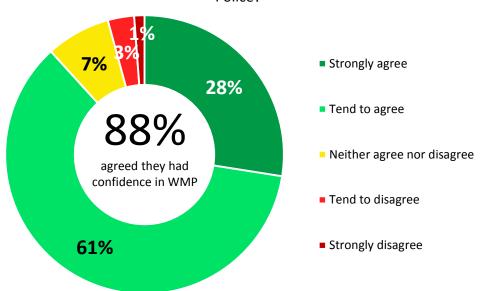


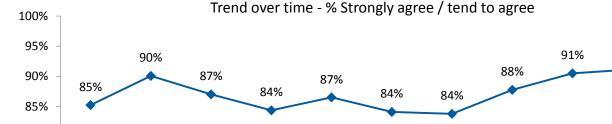
^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - South Worcestershire

91%

Taking everything into account I have confidence in West Mercia Police?





Q1 18/19 Q2 18/19 Q3 18/19 Q4 18/19 Q1 19/20 Q2 19/20 Q3 19/20 Q4 19/20 Q1 20/21 Q2 20/21 Q3 20/21



Key Findings Compared With Other NPTs

<u>Most</u> confident they could access the police in a both an emergency (90%) and a non-emergency (75%)

<u>Least</u> confident WMP use their stop and search powers fairly and respectfully (60%)

<u>Most</u> confident they would receive a good service from WMP if they were to report a crime or incident in the future (90%)

<u>Most</u> likely to feel WMP were doing either an excellent or a good job (75%)

Most likely to have confidence in WMP (88%)

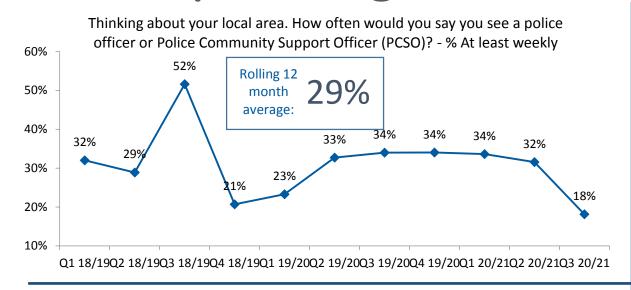
80%

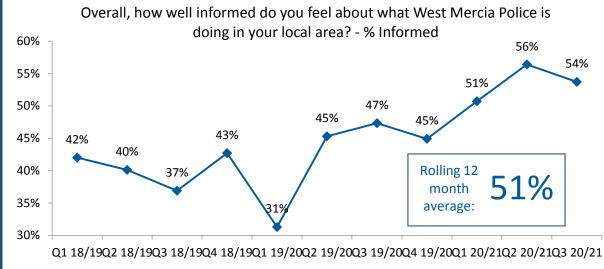
75%

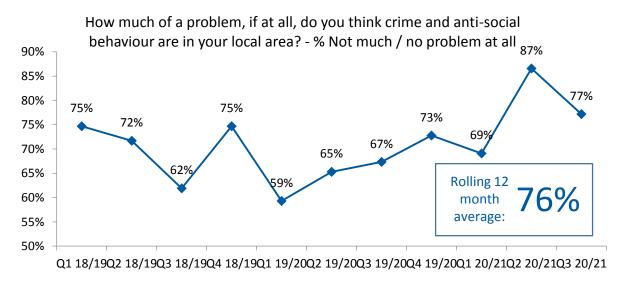
70%

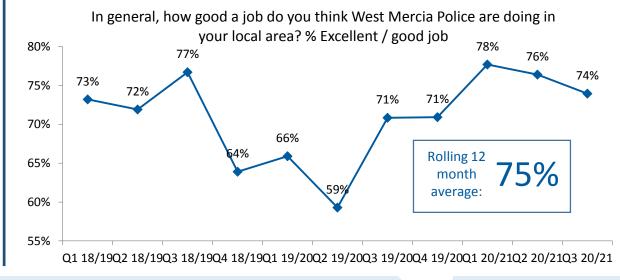
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LPA Key Findings - South Worcestershire









^{*}Don't know option has been excluded from calculation to make question comparable to CSEW

Victim of Crime Comparisons

