



Public Views and Perceptions of Policing in West Mercia

2023/24 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 2023 – December 2023) 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

- More than 8 in every 10 agree they have confidence in West Mercia Police (82%); the same proportion say they are confident they would receive a good service from the force (82%).
- Three-fifths (63%) say that West Mercia Police are doing either a good or excellent job.

Visibility

- A fifth of residents (18%) report that they see an officer or PCSO at least once a week and three-fifths (63%) are satisfied with the levels of policing in their local area.
- The majority (79%) feel there has been no change in the level of policing; a tenth (9%) say there has been a decrease and fewer (6%) believe there has been an increase.
- A tenth (10%) have spoken to an officer or PCSO from their local policing team in the past 12 months.

Interaction / Access

- Almost nine-tenths (89%) are confident that they could access WMP in an emergency with fewer (70%) confident they could do so in a non-emergency.
- The majority (78%) continue to say they would prefer to contact West Mercia Police by telephone for a non-emergency issue.
- More than half find out about crime and policing issues from the media in general (56%) or from social media (54%), Half (50%) are informed about what WMP is doing in their local area.

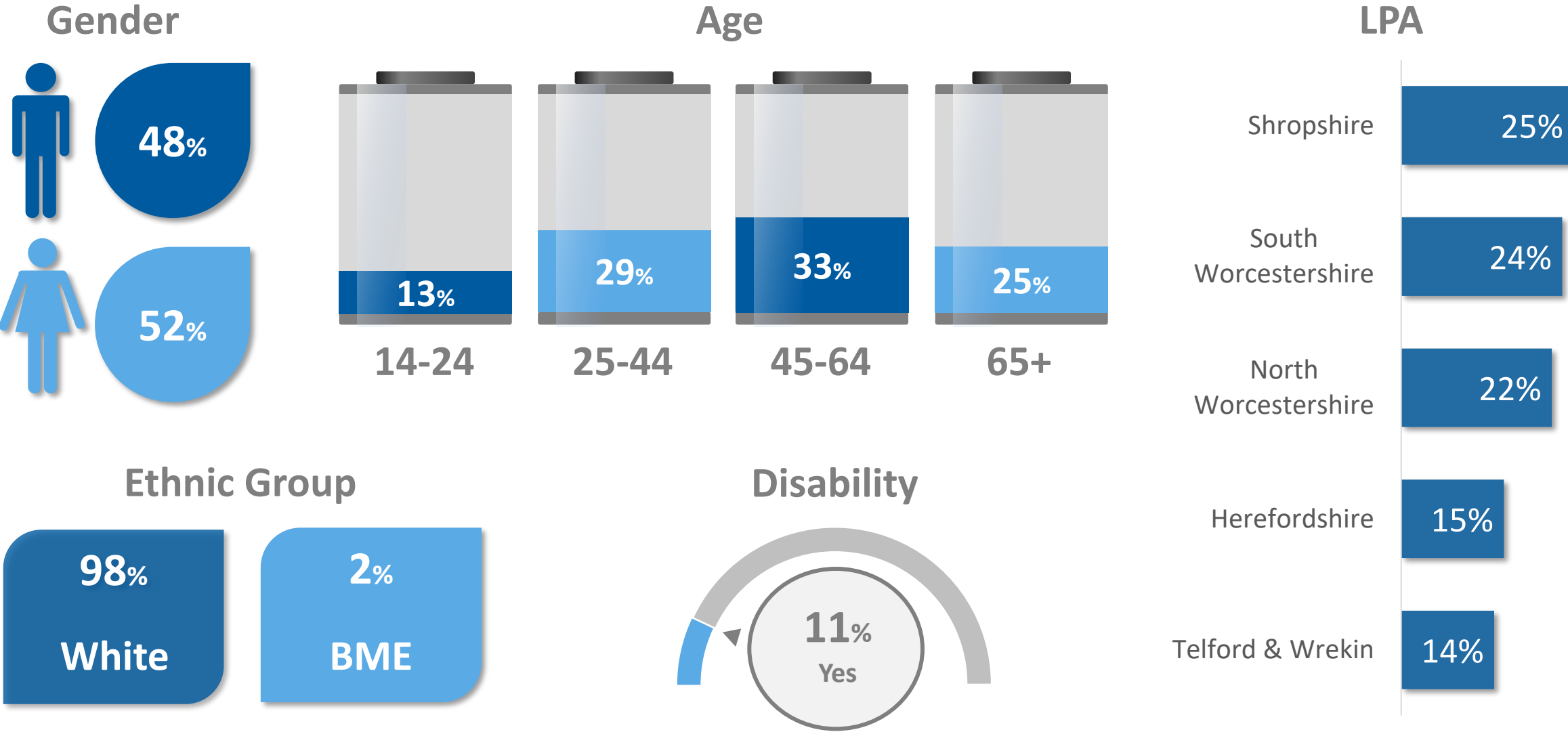
Effectiveness

- Almost three-quarters (71%) agree WMP understand the issues in their community; around a quarter (24%) say that they crime and ASB is a problem in their area.
- Three-quarters (76%) say that crime and ASB had remained the same compared to 12 months ago; more than a tenth (14%) report an increase. More than three-quarters (77%) agree that WMP are dealing with crime and ASB.

Trust / integrity

- The vast majority (93%) continue to say that WMP has their support, and they have trust in the force (88%). More than 8 in every 10 said that WMP act with integrity (84%), and agree they treat everyone fairly, regardless of who they are (89%). Three-quarters agree WMP use their powers appropriately (78%), take people's concerns seriously (77%) and can be relied to be there when you need them (73%).
- Nearly two-thirds (65%) are confident West Mercia Police use their stop and search power fairly and respectfully. A small percentage disagree with this statement (2%).

Respondent Breakdown



Results have been weighted to accurately represent the population size of each LPA



John Campion
Police and Crime Commissioner
West Mercia

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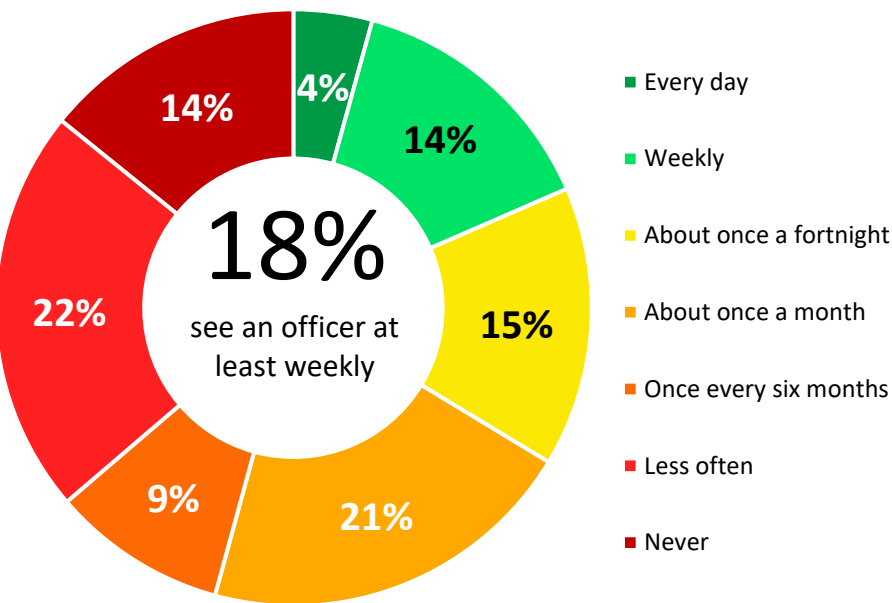


Section Two

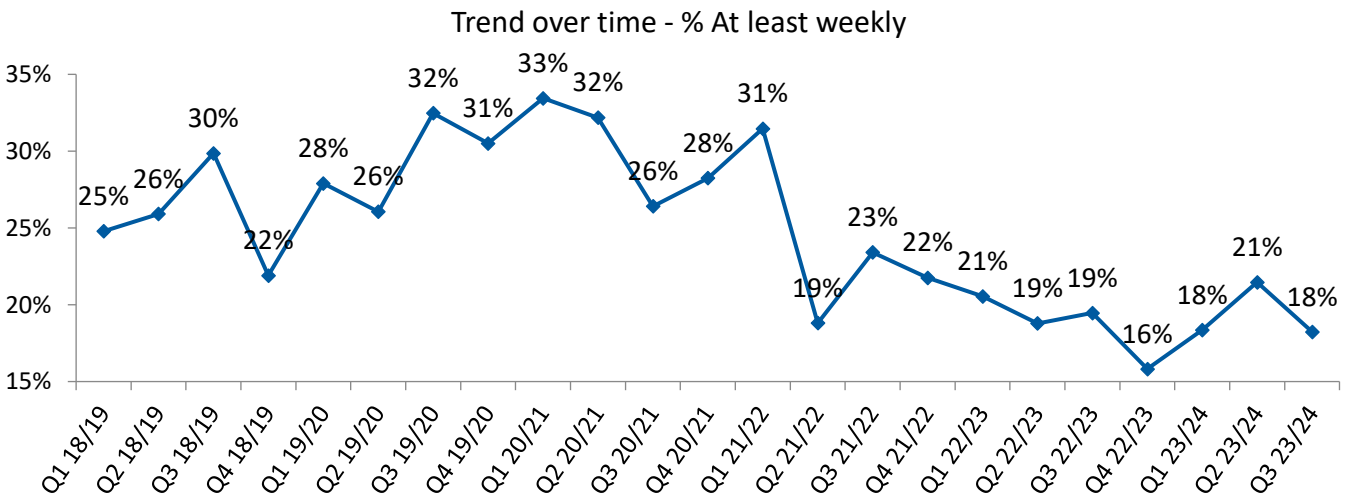
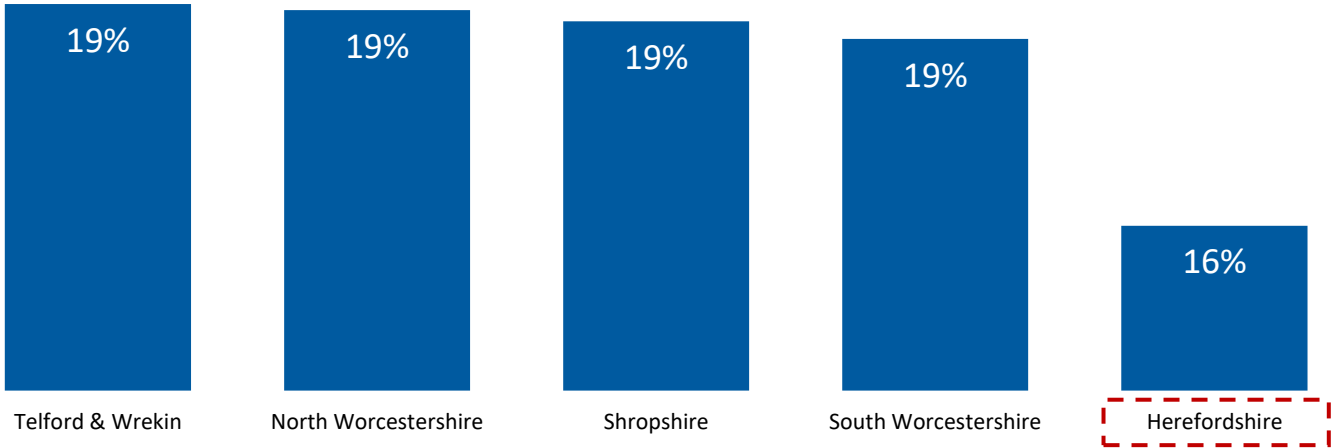
Visibility / Presence



A fifth see an officer or PCSO at least once a week

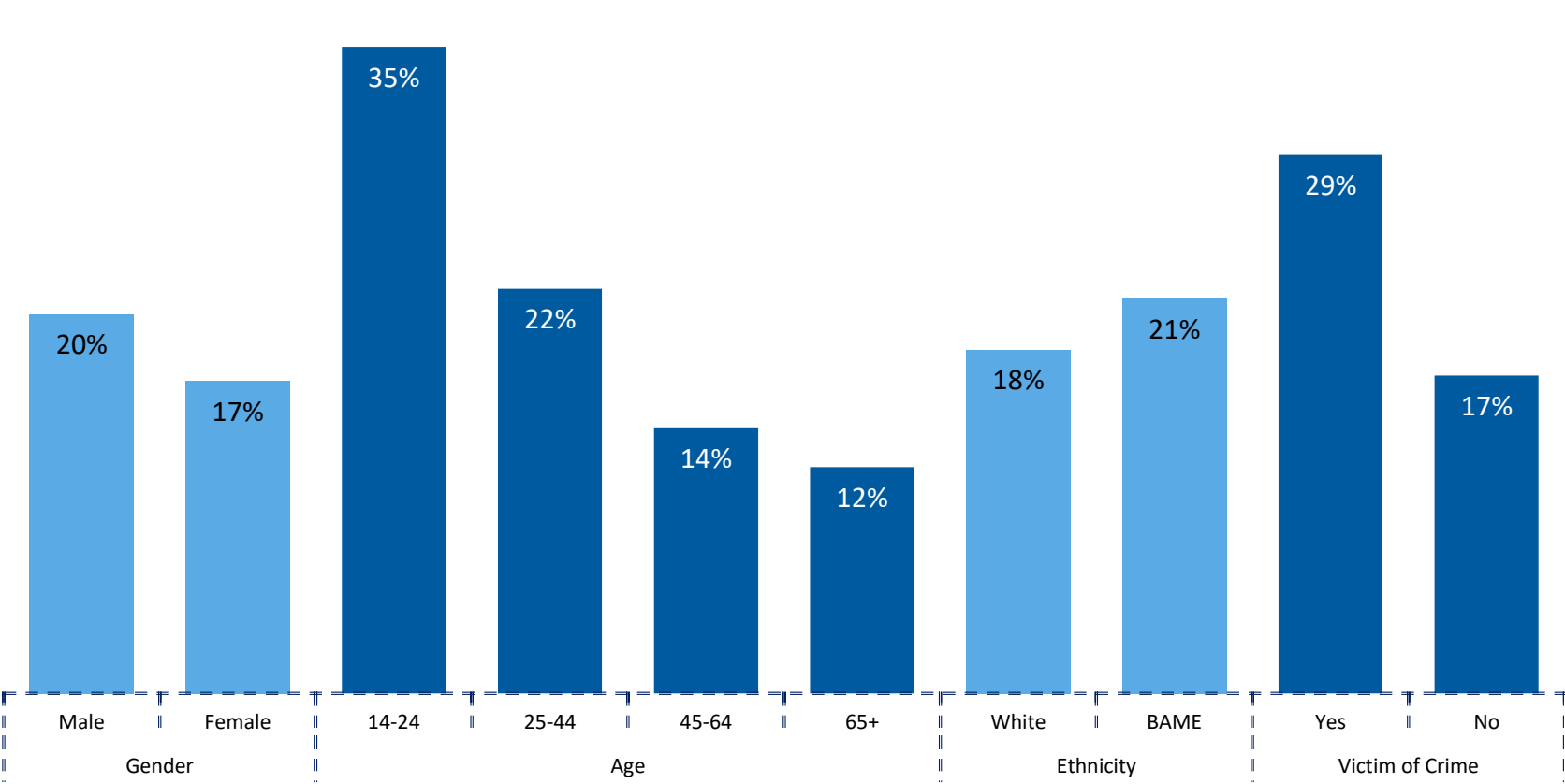


LPA Comparisons - % seeing a police officer or PCSO at least weekly



A fifth see an officer or PCSO at least once a week

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



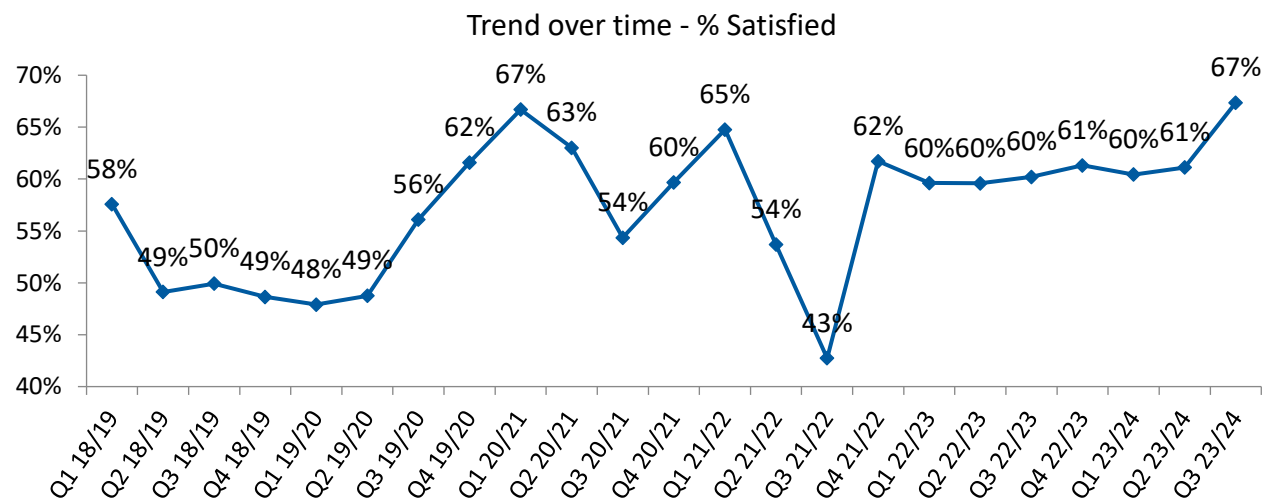
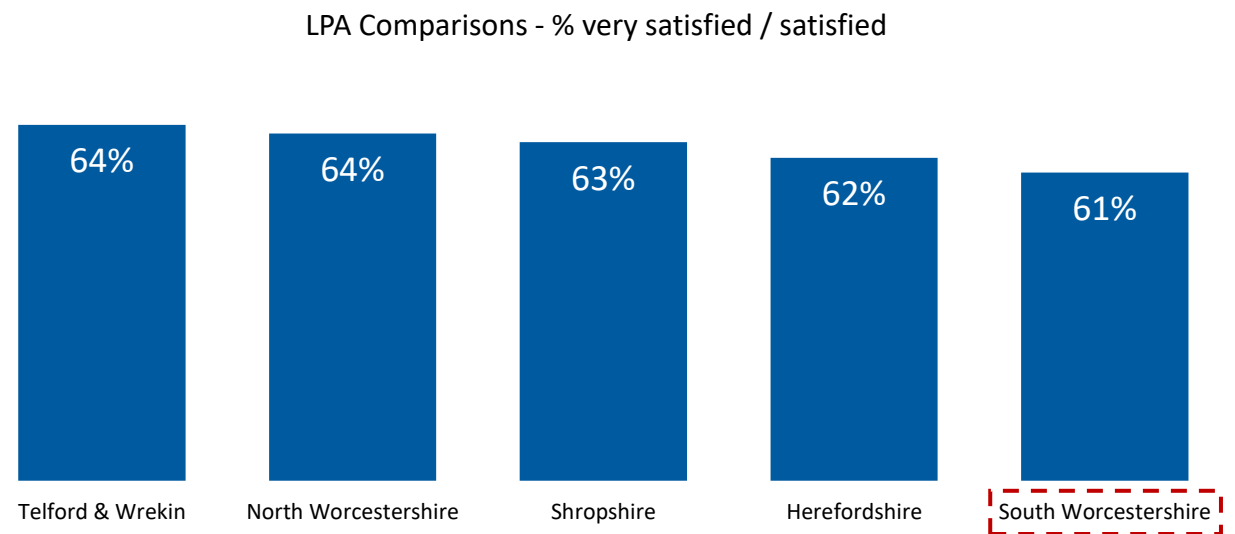
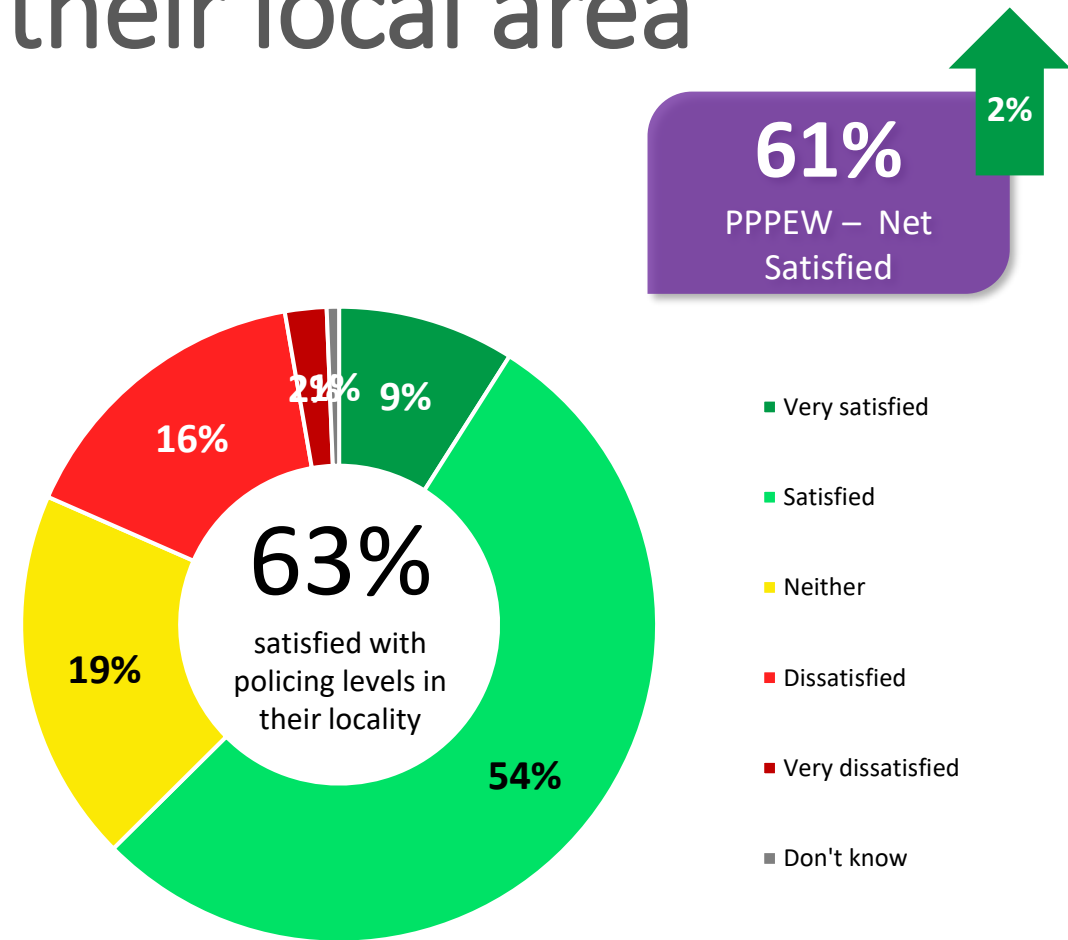
Key Insights

Those residing in Herefordshire least likely to see an officer or PCSO at least weekly

Older residents are less likely to see officers or PCSOs on a weekly basis; more than a third of young people see officers at least weekly

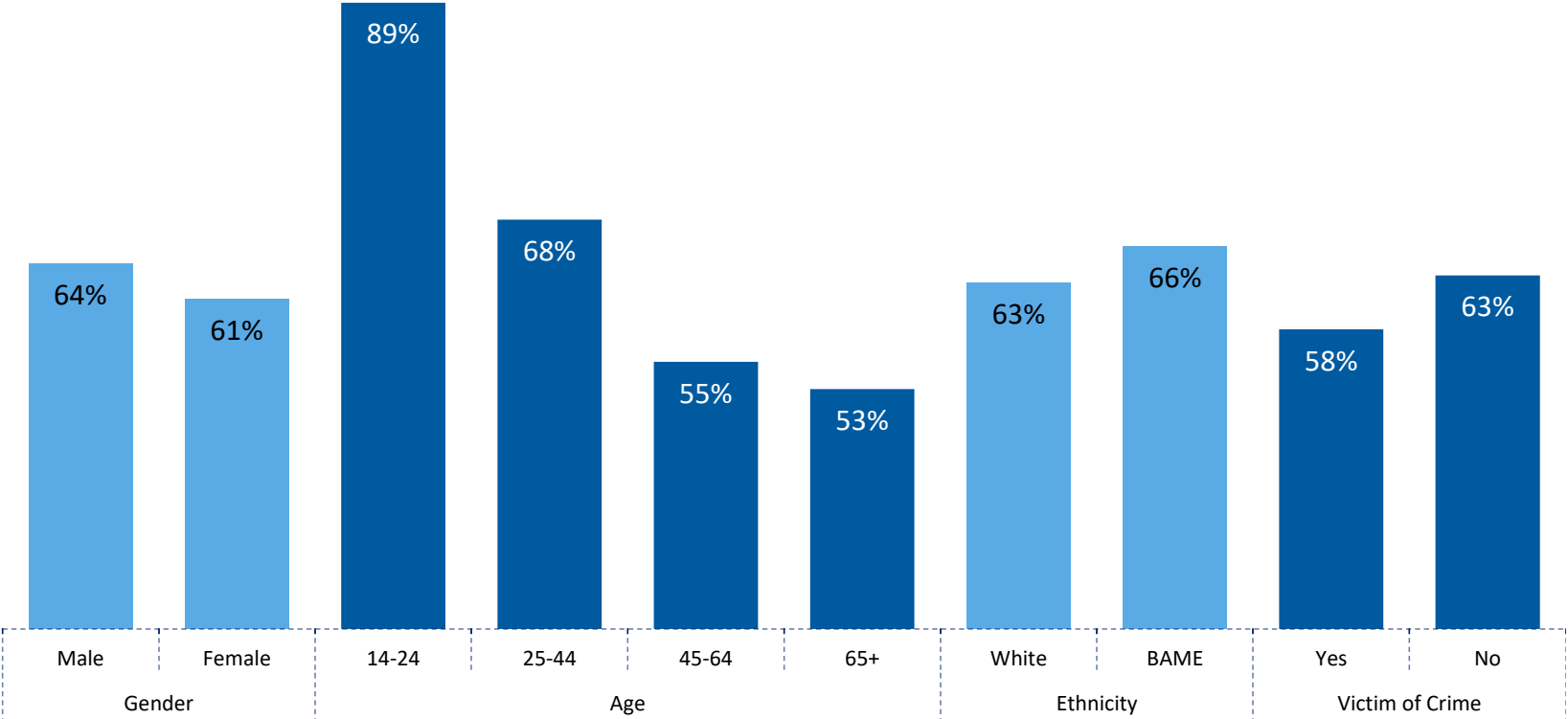
Victims of crime more likely than non-victims to see an officer or PCSO at least weekly

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



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

Demographic Comparisons - % very satisfied / satisfied



Key Insights

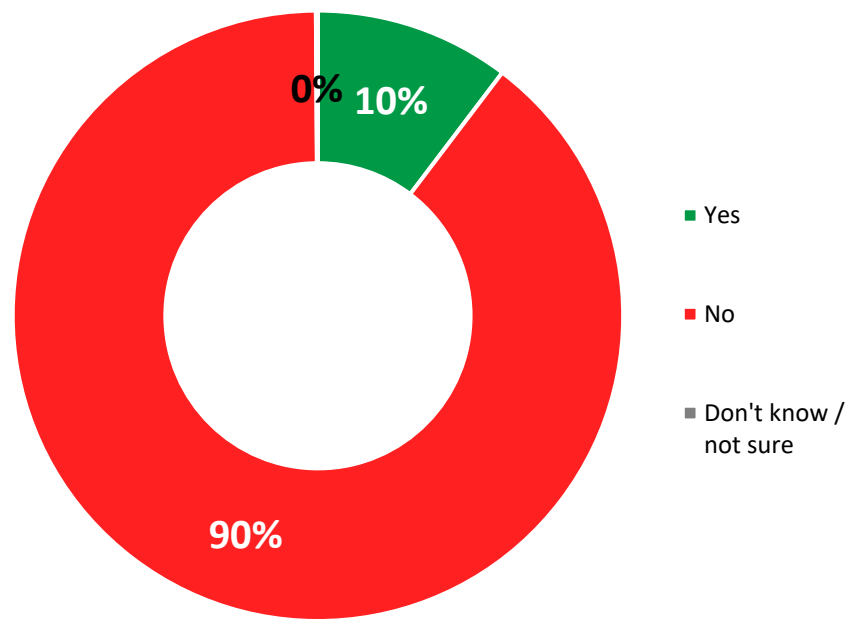
Young people, aged 14-24 most likely to be satisfied with policing levels in their local area. Those aged 45 or over are less likely to be satisfied

Females less likely to be satisfied with levels of policing compared to males

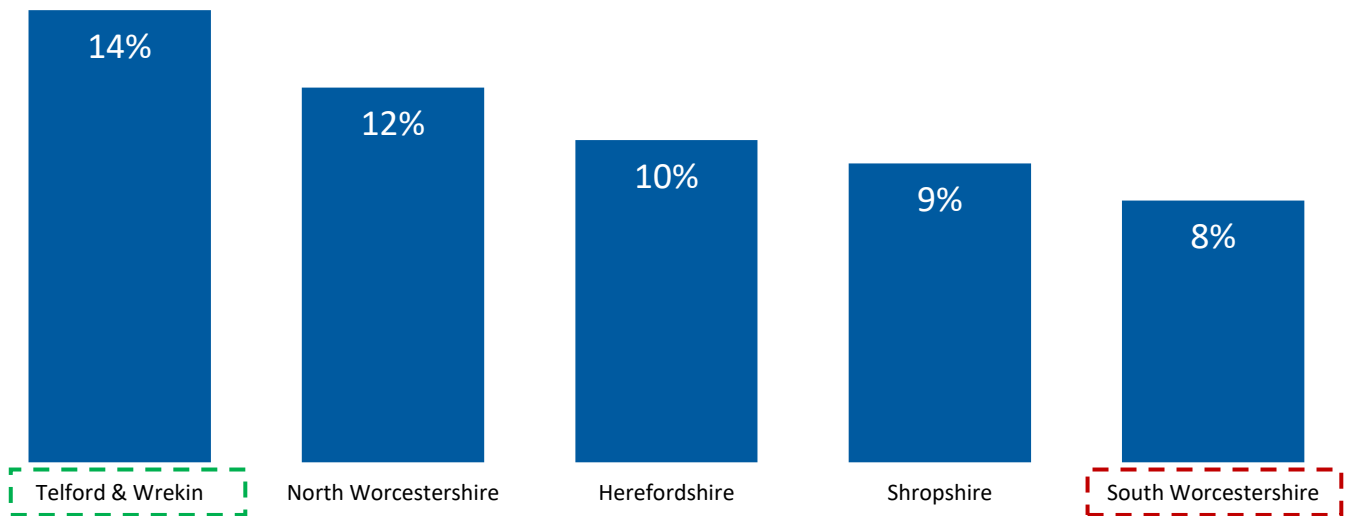
Residents in South Worcestershire least likely to be satisfied

Victims of crime less likely to be satisfied with policing levels compared to non-victims

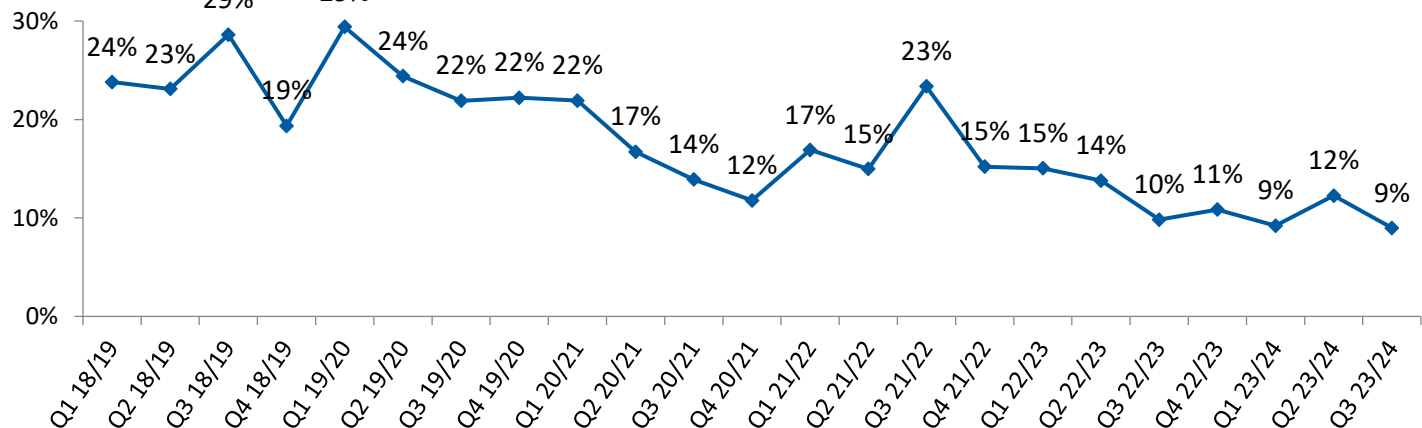
A tenth have spoken to an officer or PCSO from their local policing team



LPA Comparisons - % Yes

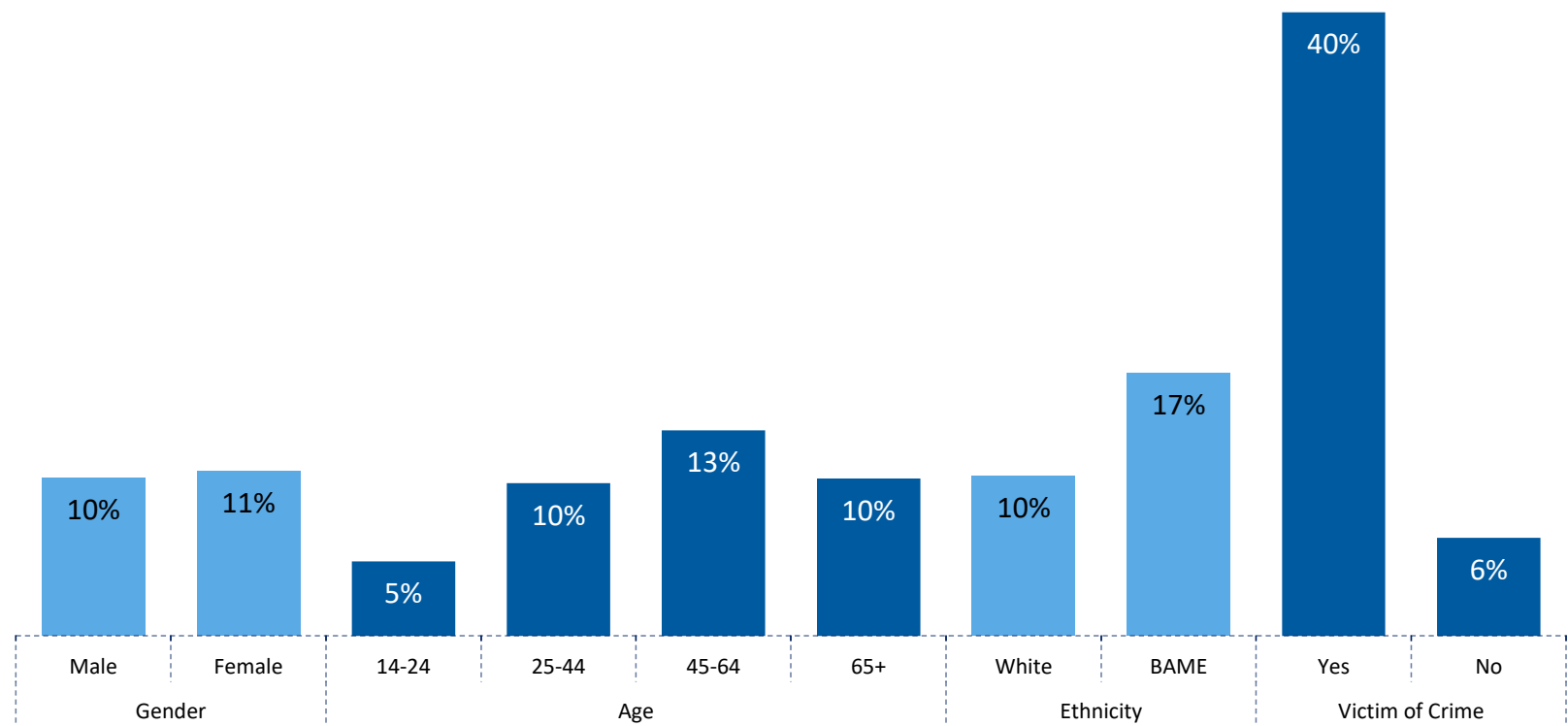


Trend over time - % Yes



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

Demographics comparisons - % Yes



Key Insights

Victims of crime most likely to have engaged with officers from their LPT

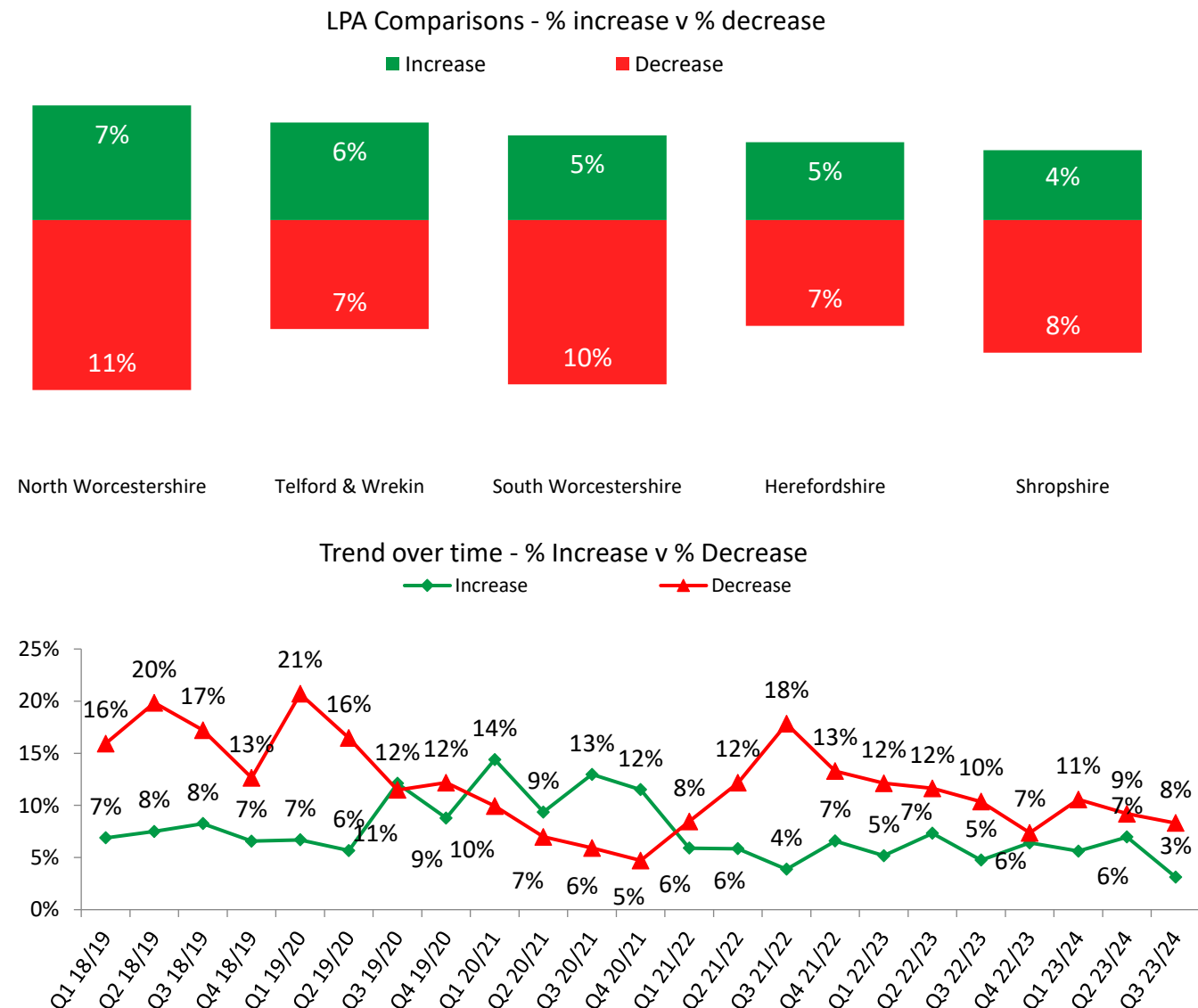
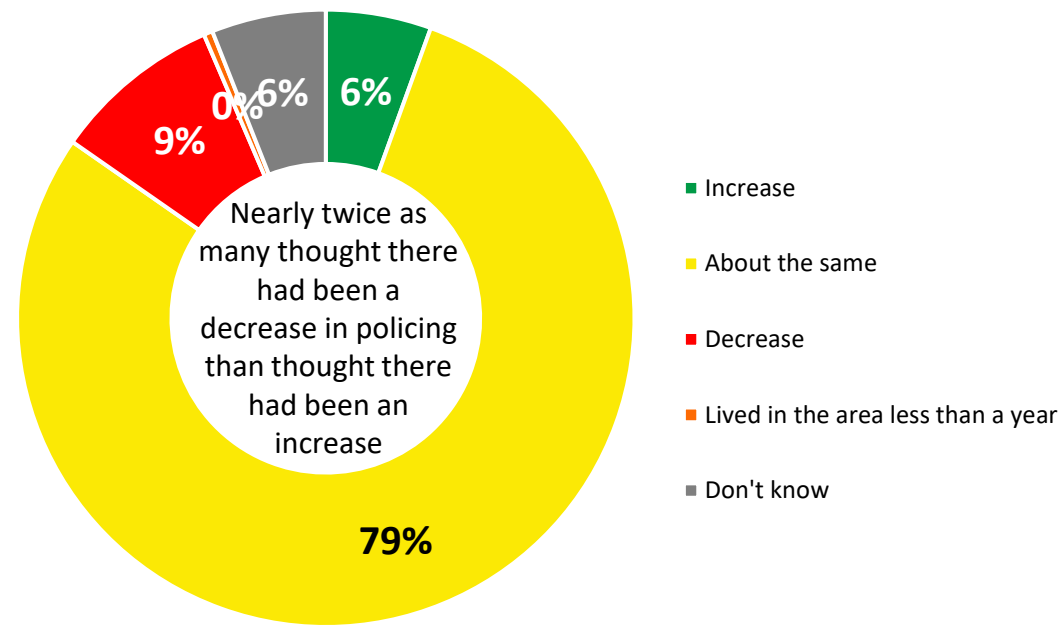
BAME respondents more likely to have spoken to local policing team

Those aged 14-24 least likely to have spoken to an officer from their local policing team

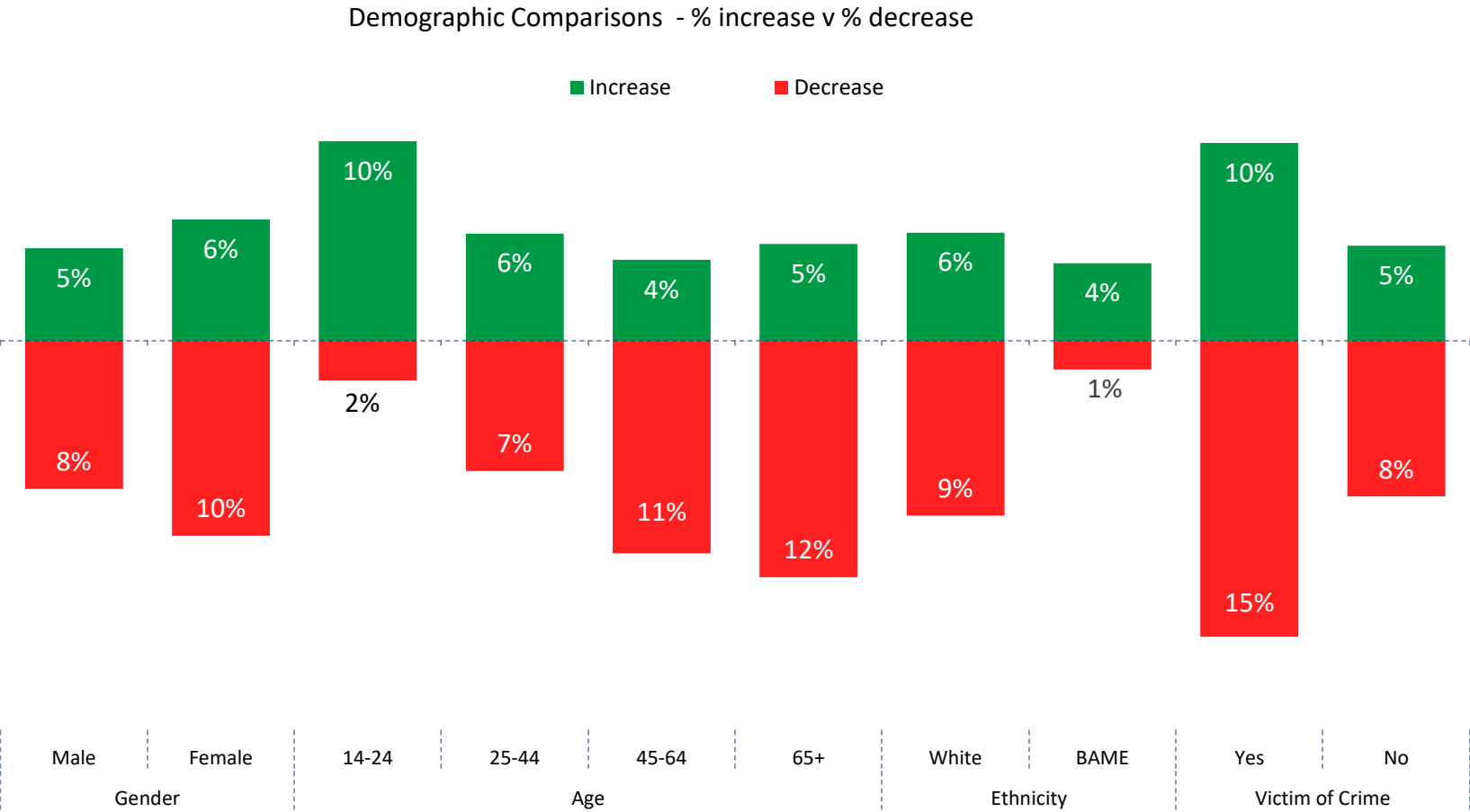
Residents of South Worcestershire least likely to have spoken to their local policing team

Those in Telford & Wrekin most likely to have spoken to their local policing team

Four-fifths felt there had been no change in the level of policing



Four-fifths felt there had been no change in the level of policing



Key Insights

Under 24's and victims of crime were more likely to notice an increase in levels of policing

However, victims of crime are also more likely to believe there has been a decrease in levels of policing

Increase in perception that levels of policing has decreased the older the age group

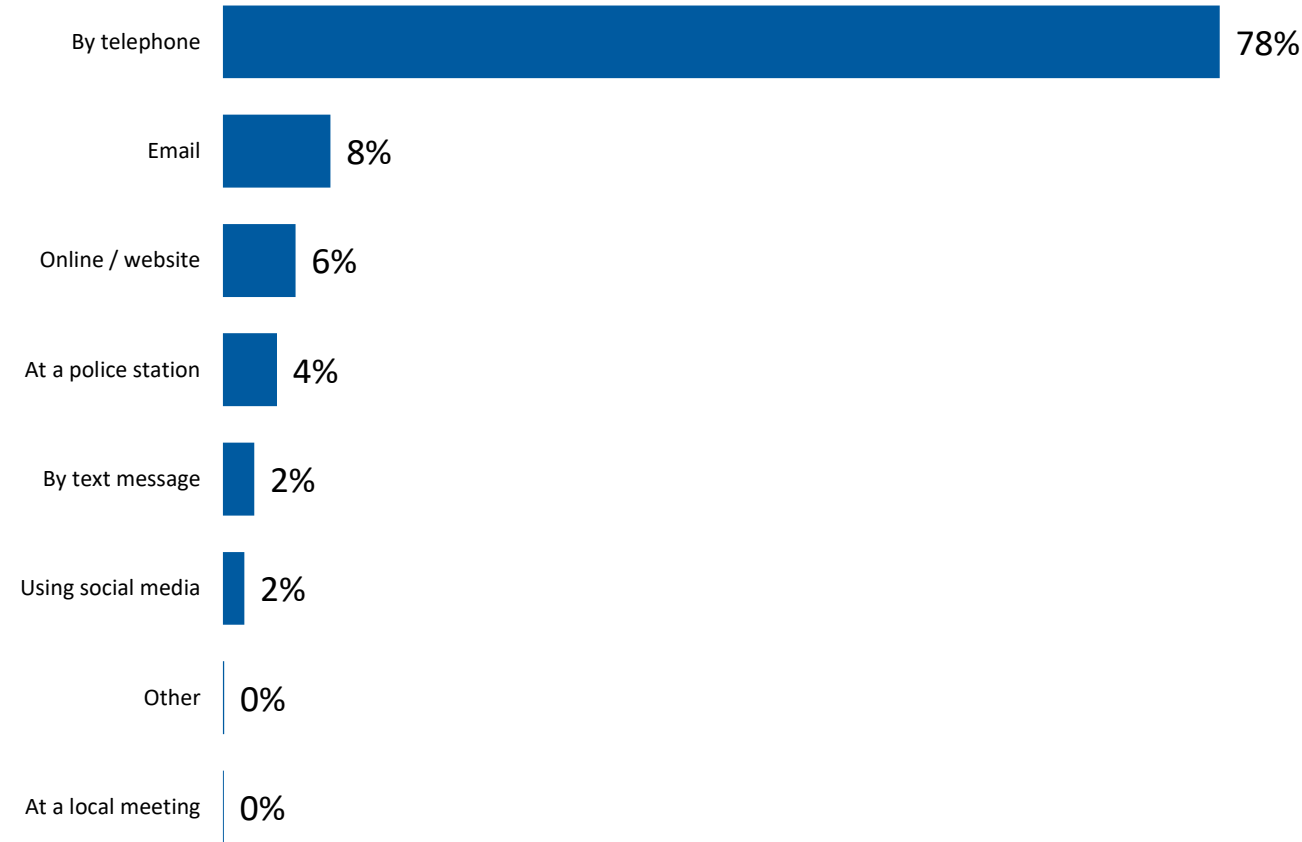
Residents of North Worcestershire most likely to notice an increase in policing



Section Three

Interaction / Access

More than three-quarters said they would prefer to contact the police by telephone for a non-emergency

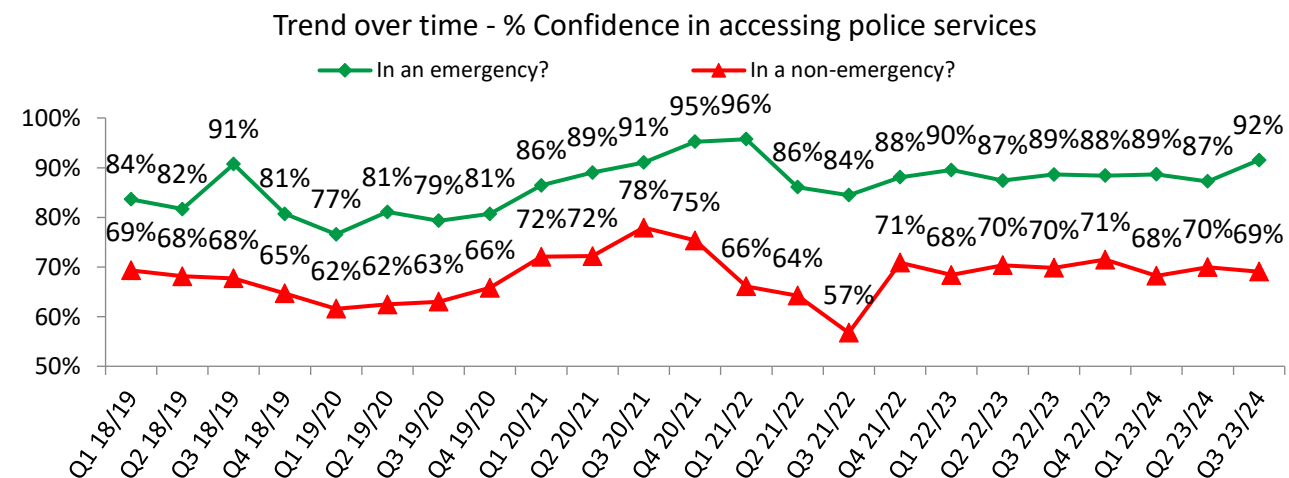
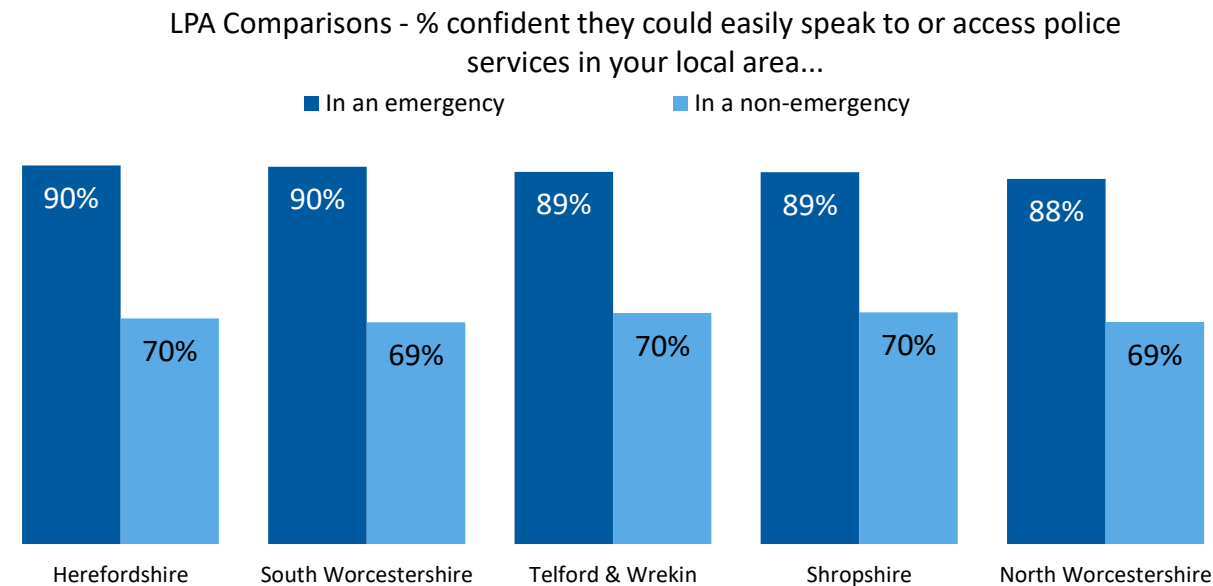
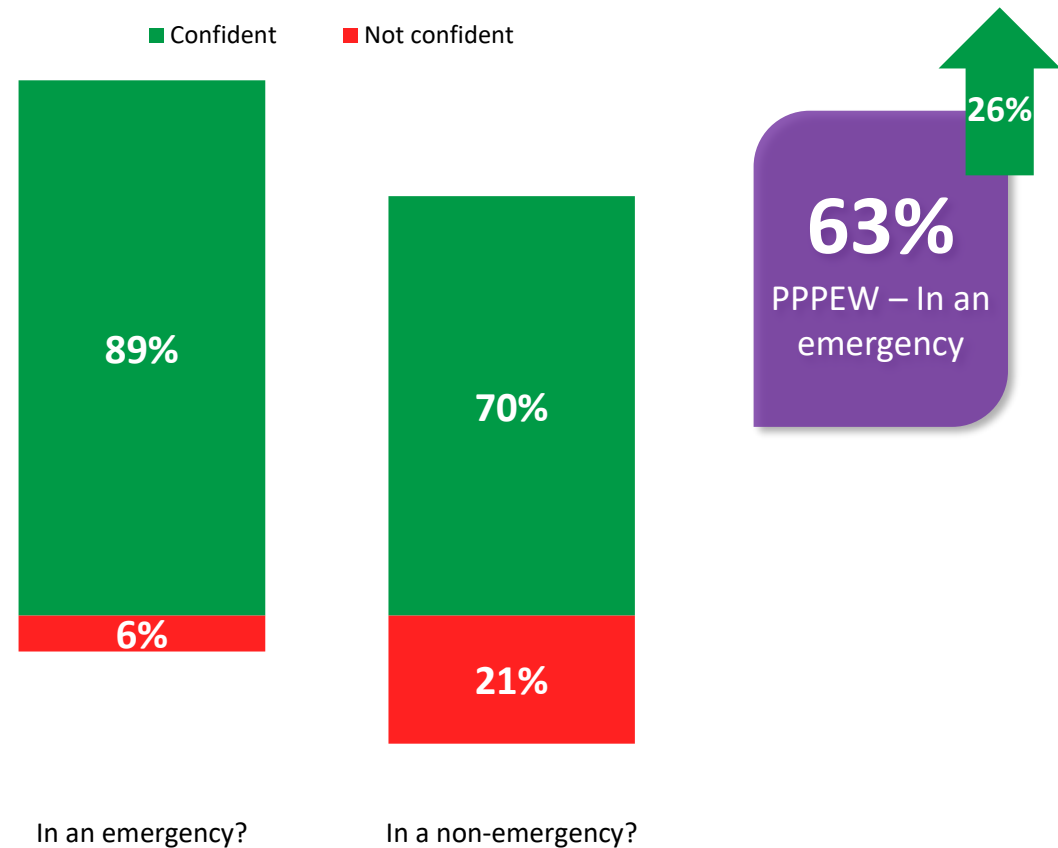


Key Insights

Older residents more likely to choose telephone contact but remains the most universally approved method of contact

Younger residents <45 years more likely to prefer electronic contact methods than older residents

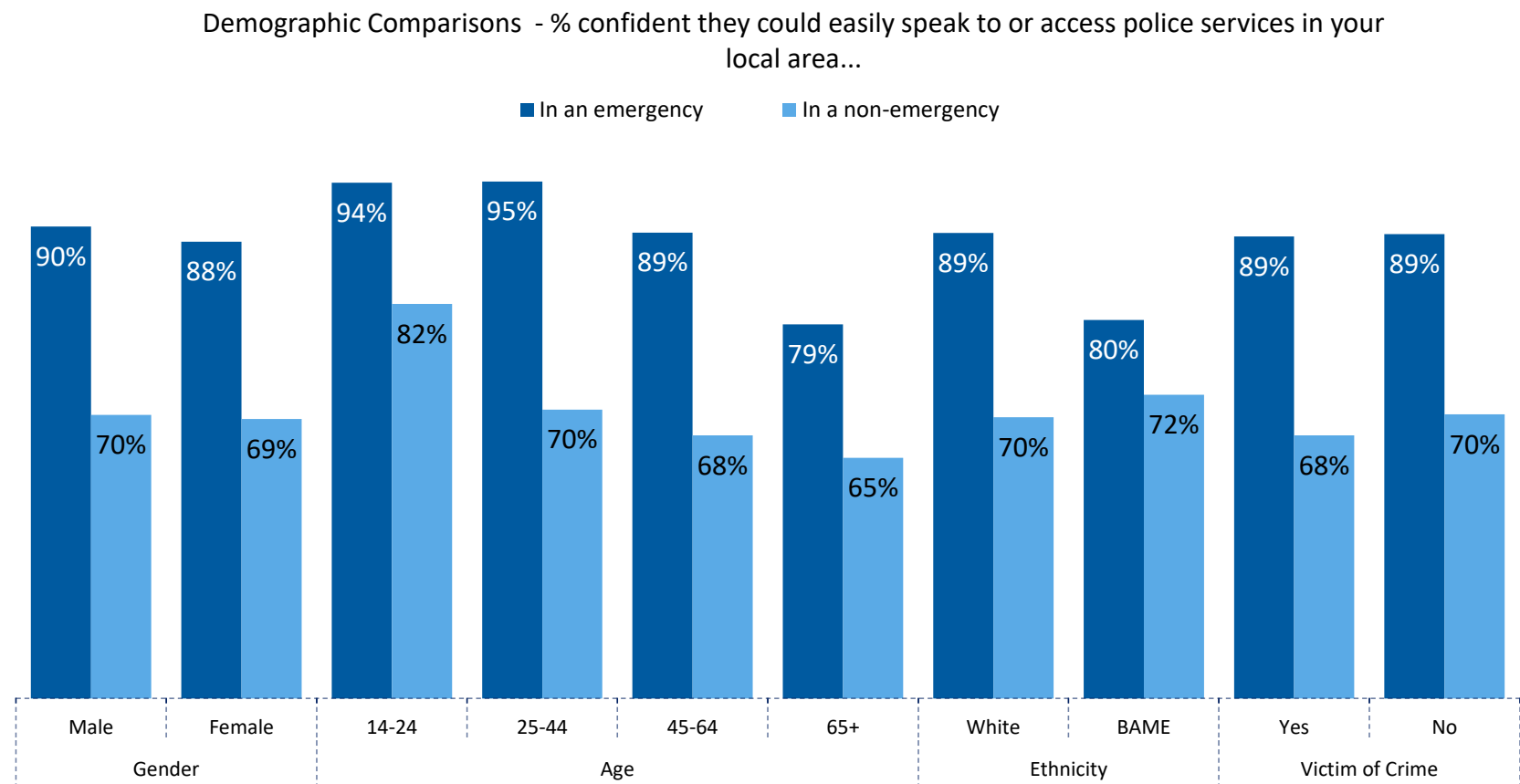
Nearly nine-tenths confident they could access the police in an emergency



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?

PPPEW Question: How confident are you, if at all, that the police in your local area would be easy to access/speak to if you (or someone else) needed help in an emergency

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



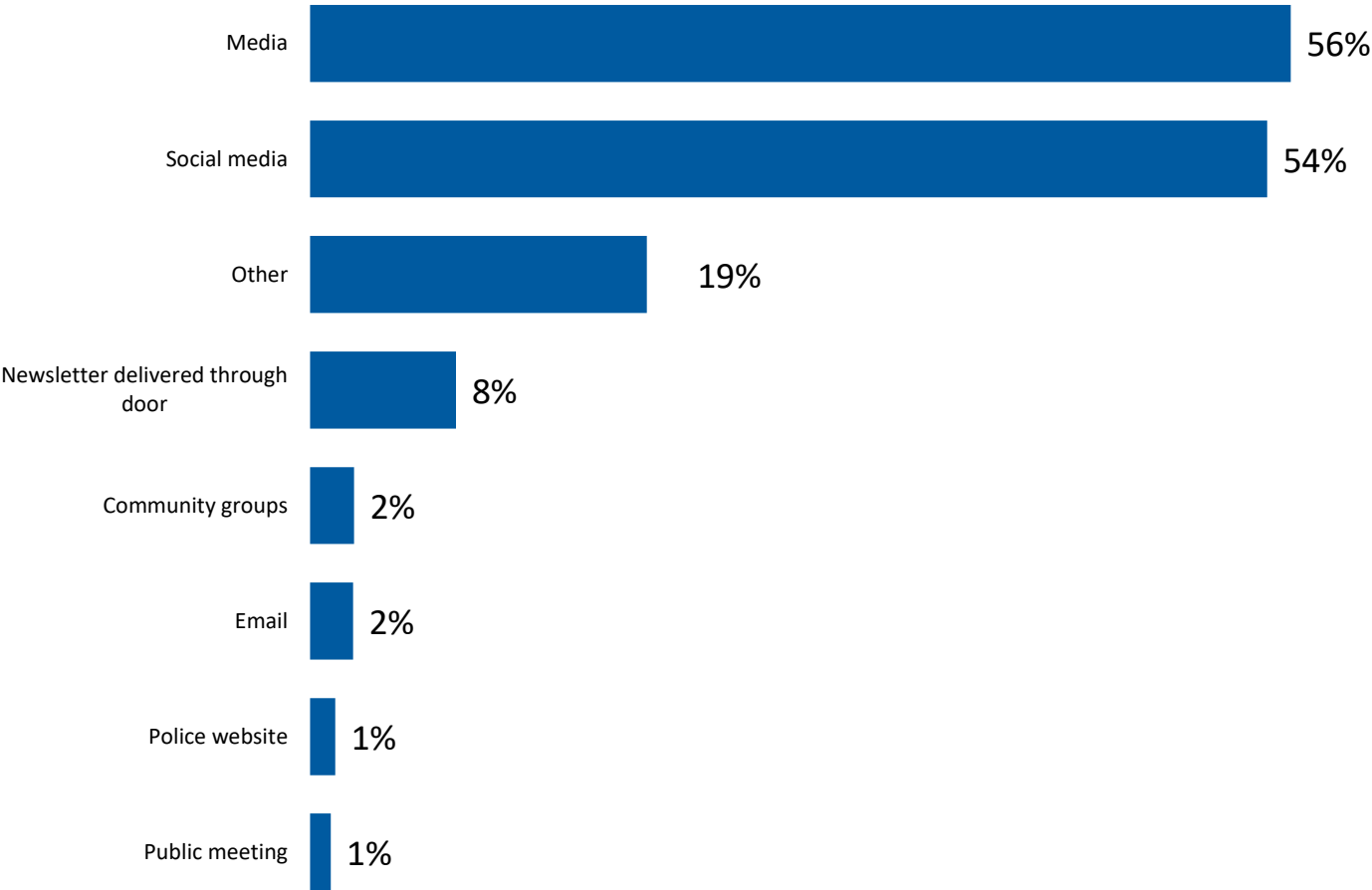
Key Insights

Those under 45 show higher levels of confidence they can access WMP in an emergency

Confidence in contacting WMP both in an emergency and non-emergency generally decreases with age

Residents from an ethnic minority background less confident in an emergency compared to white people

Over half said they found out about crime and policing from either the media or from social media



Key Insights

Almost three-fifths of males get information from the media in general compared to half of females.

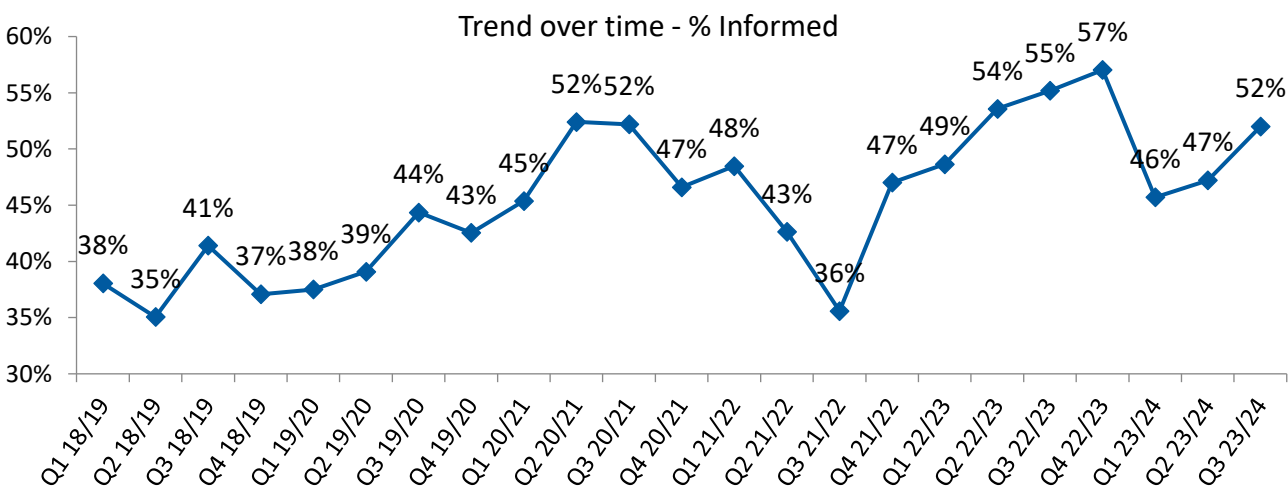
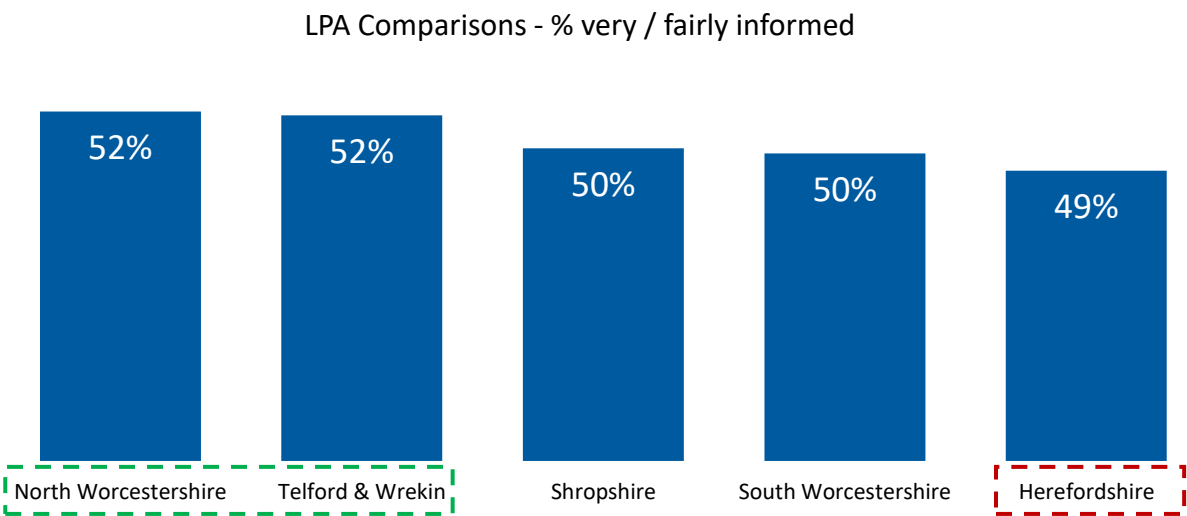
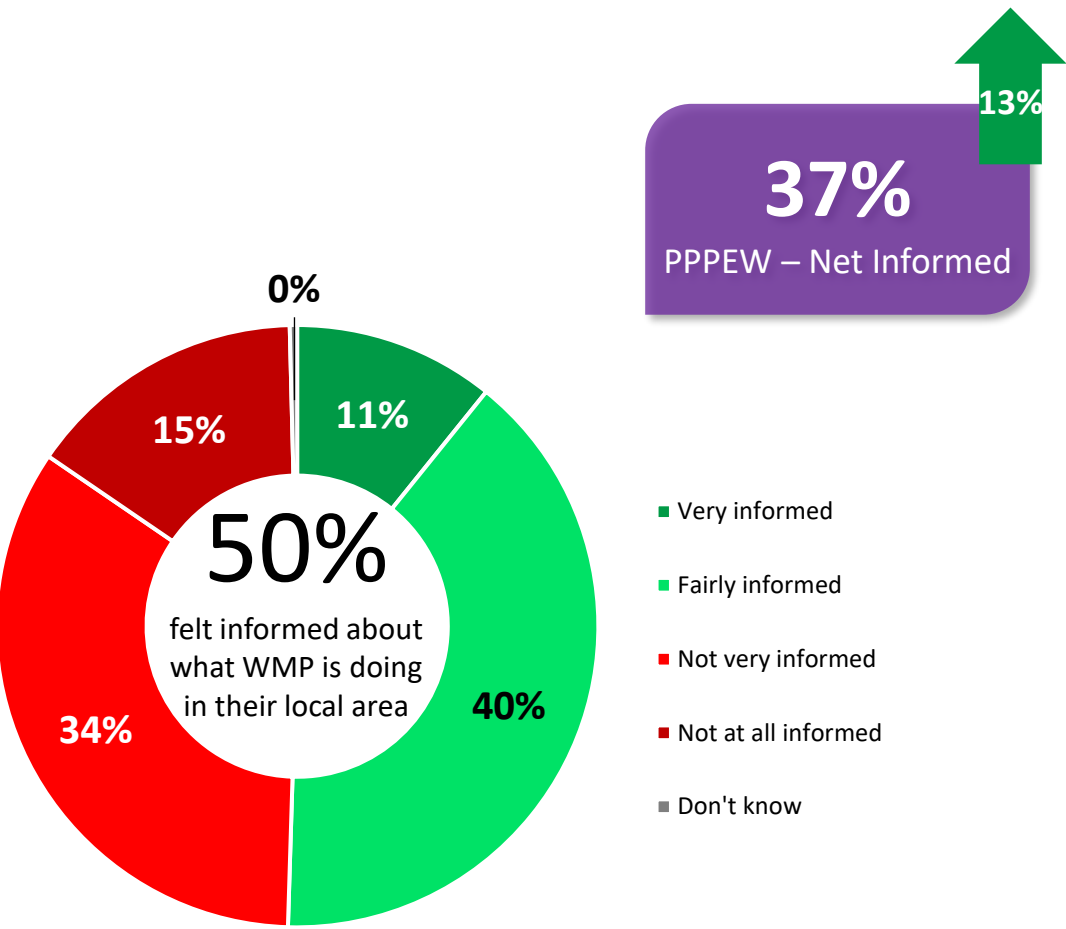
However, females are more likely to access information through social media channels

Almost all residents aged <25 years old say they access information through social media compared to a fifth of those aged 65+. Social media use decreases with age

Less than a fifth of those aged <25 years old access information through the general media

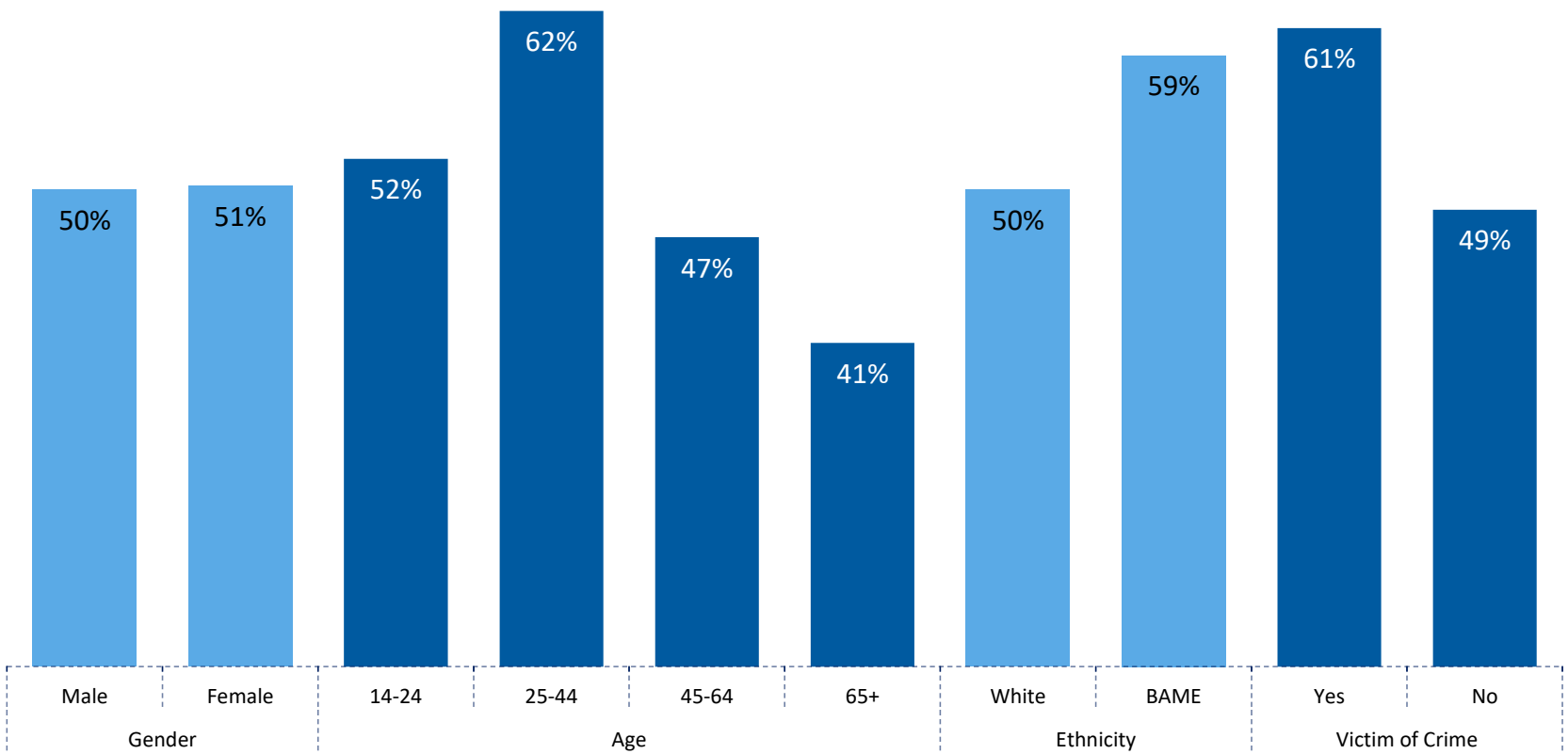
The majority of those who mentioned 'other sources' mentioned word of mouth or that they do not hear anything

Half do not feel informed about what WMP are doing



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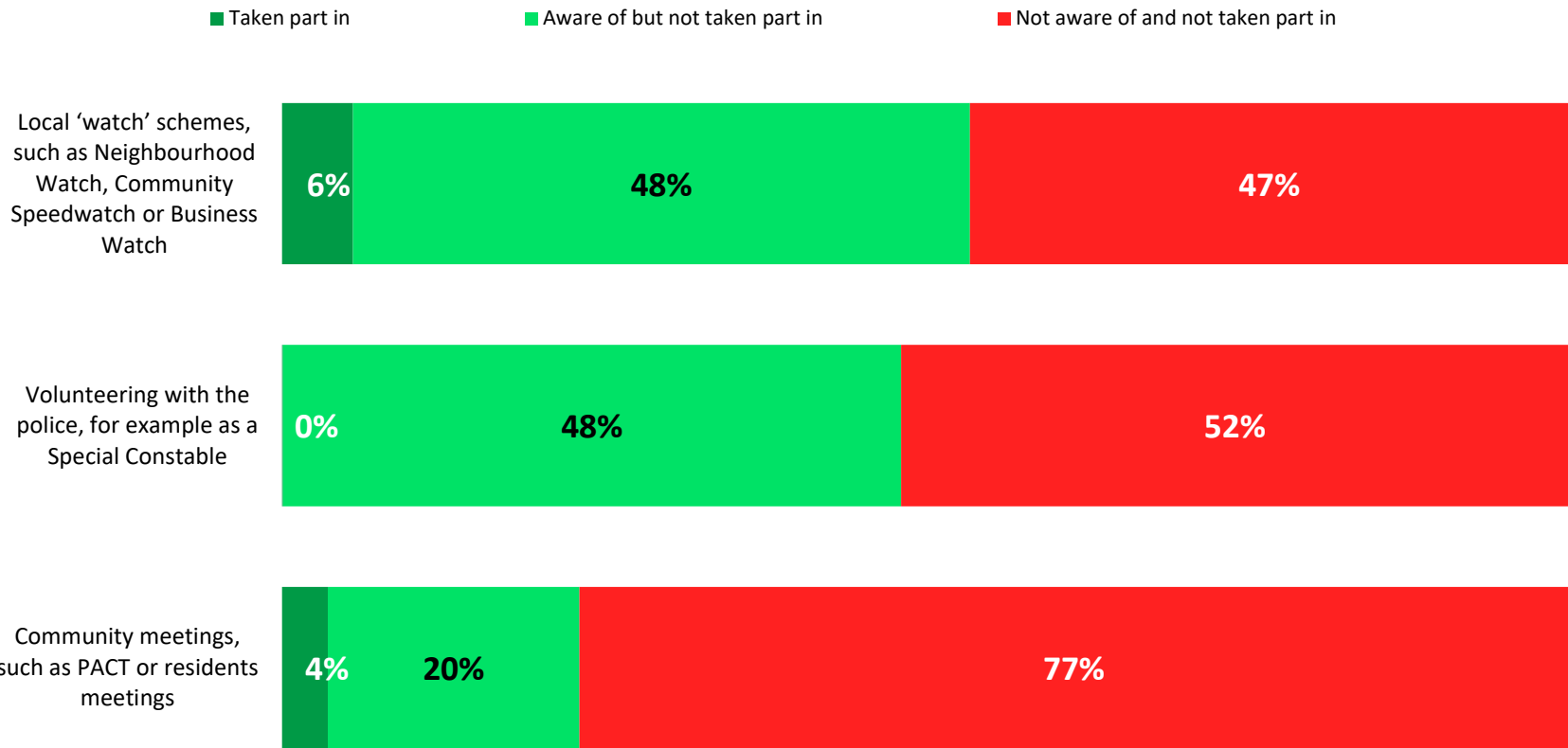
Demographic Comparisons - % very / fairly informed



Key Insights

- Those aged 65+ least likely to feel informed about what WMP is doing compared to other age groups
- Those aged 25-44 most likely to feel informed
- Victims of crime more likely to feel informed
- Residents from Telford and Wrekin and North Worcestershire most informed about what the police are doing in their local area; those from Herefordshire least informed

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



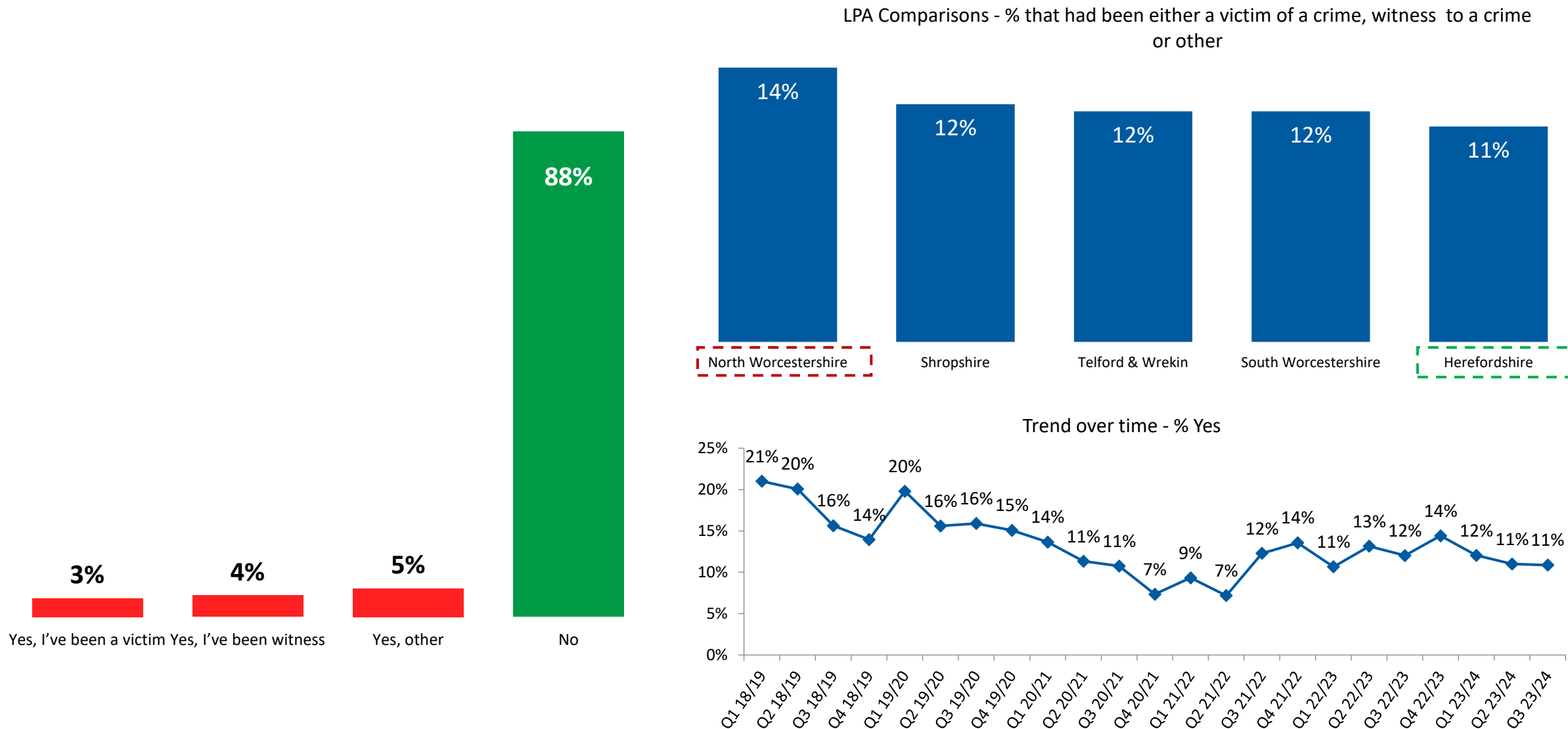
Key Insights

Half were aware of local 'watch' schemes; less than a tenth have taken part

Two fifths are aware of police volunteering opportunities with less than a percent of those interviewed confirming they had taken part

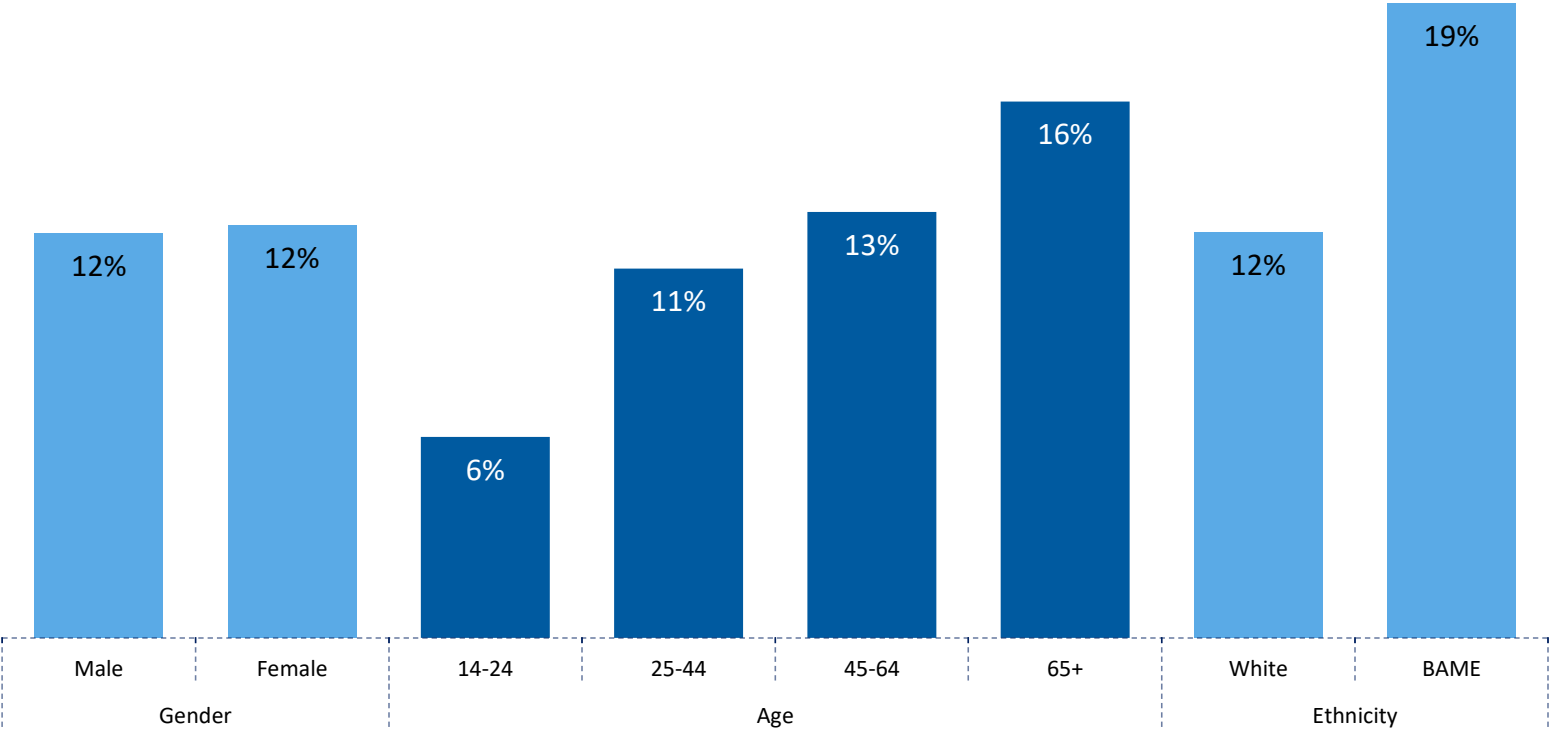
A fifth say they are aware of community meetings and a small percentage have taken part

Around a tenth have been a victim of, or witness to, a crime



Around a tenth 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

Residents in North Worcestershire more likely to have encountered crime in some form

Those in Herefordshire least likely to have been involved in crime as a victim, witness or other

Less than a tenth of those under 25 say they have witnessed or been a victim of crime

BAME respondents more likely to have been victims of crime compared to White respondents

The vast majority (94%) of residents who had been a victim of crime said they reported this to the police



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Police and Crime Commissioner
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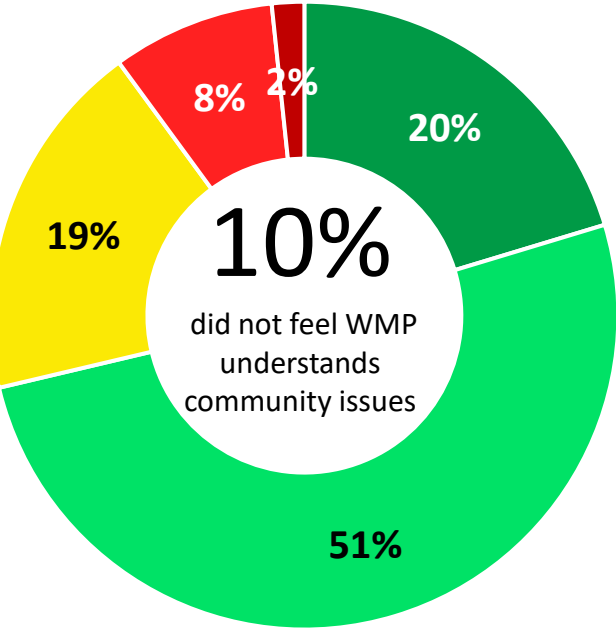
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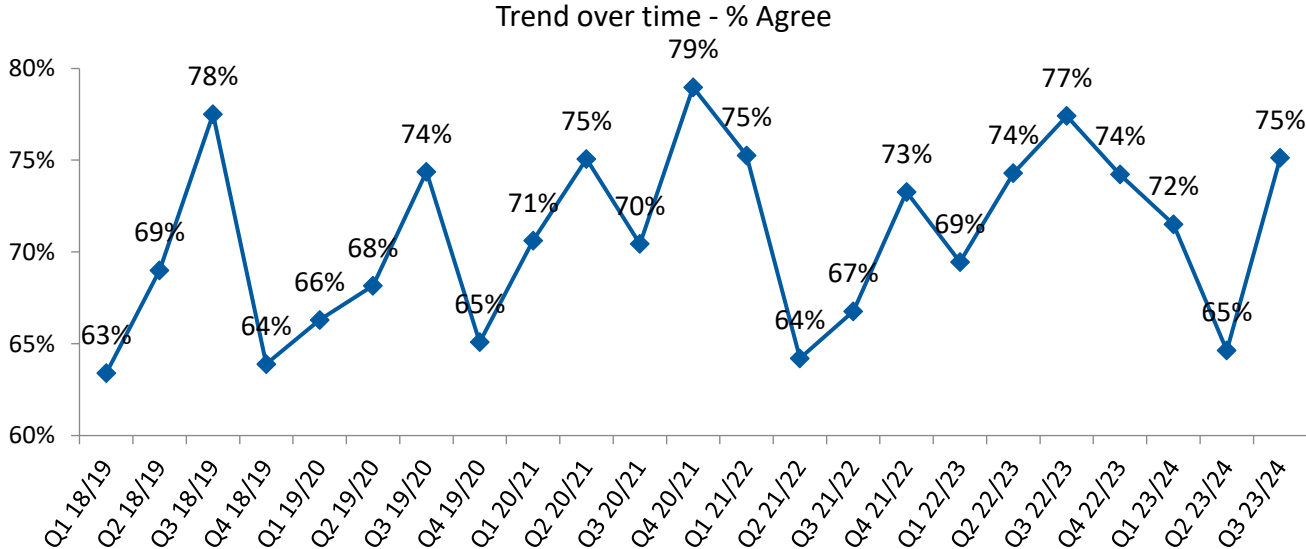
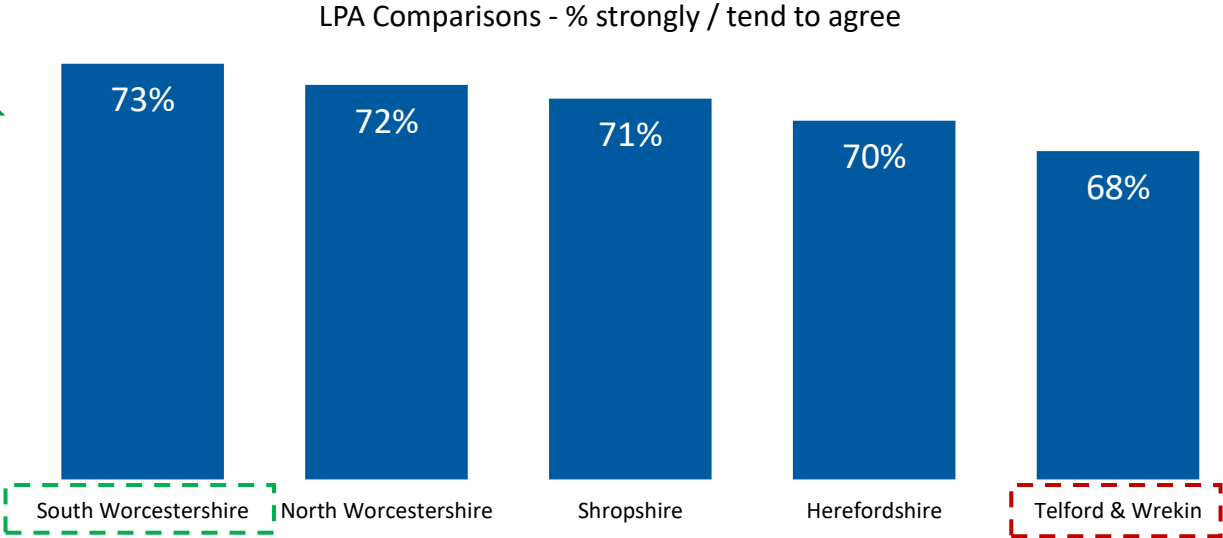
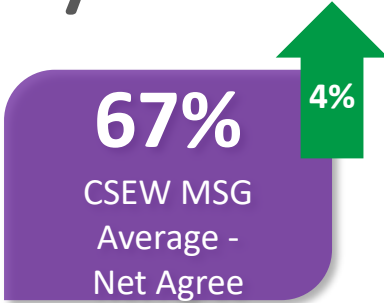
Section Four Effectiveness



Almost three-quarters felt WMP understands issues in their community



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree



Almost three-quarters felt WMP understands issues in their community

Demographic Comparisons - % strongly / tend to agree



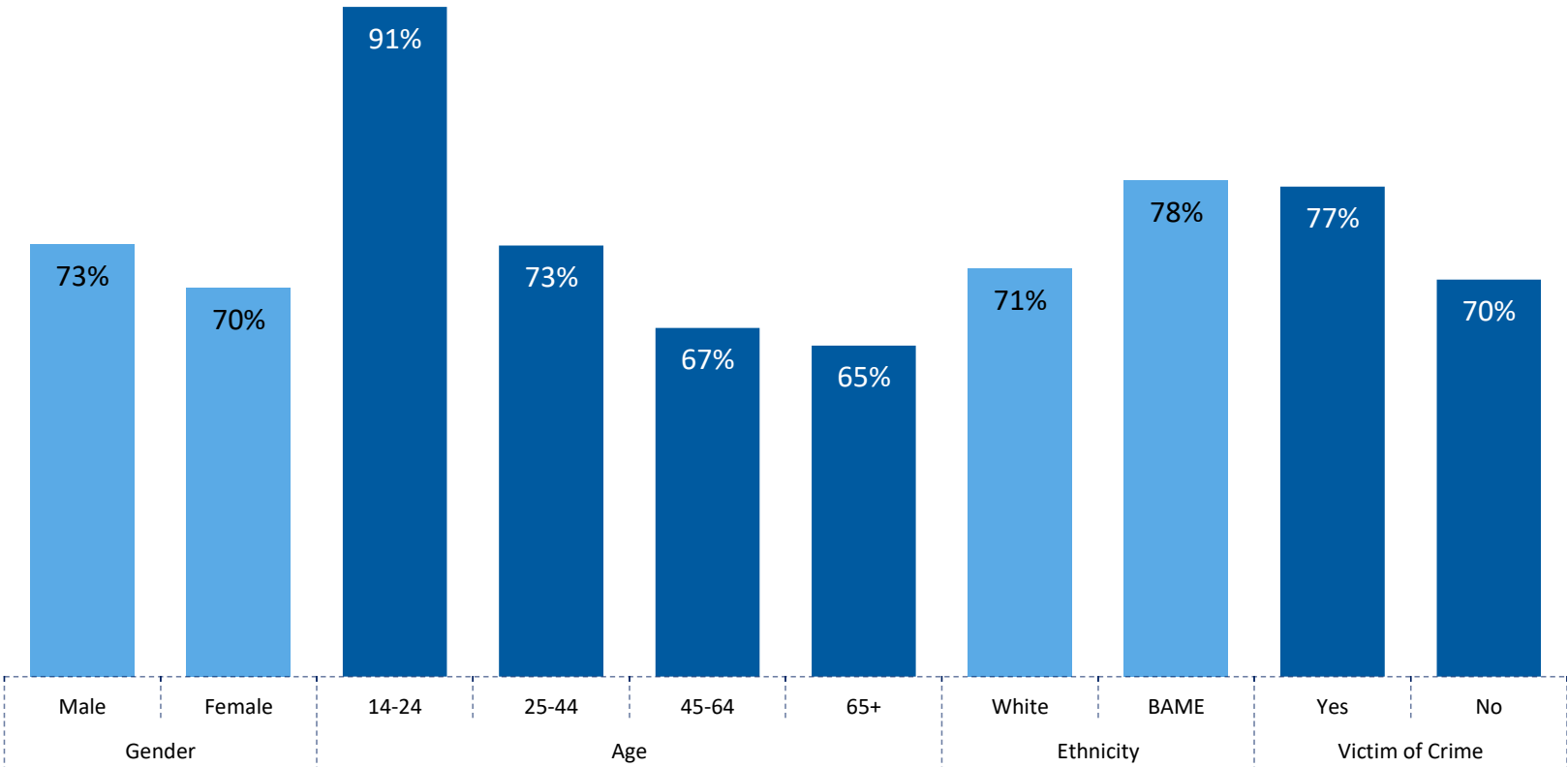
Key Insights

Residents aged 14-24 years most likely to agree WMP understand the issues in their area

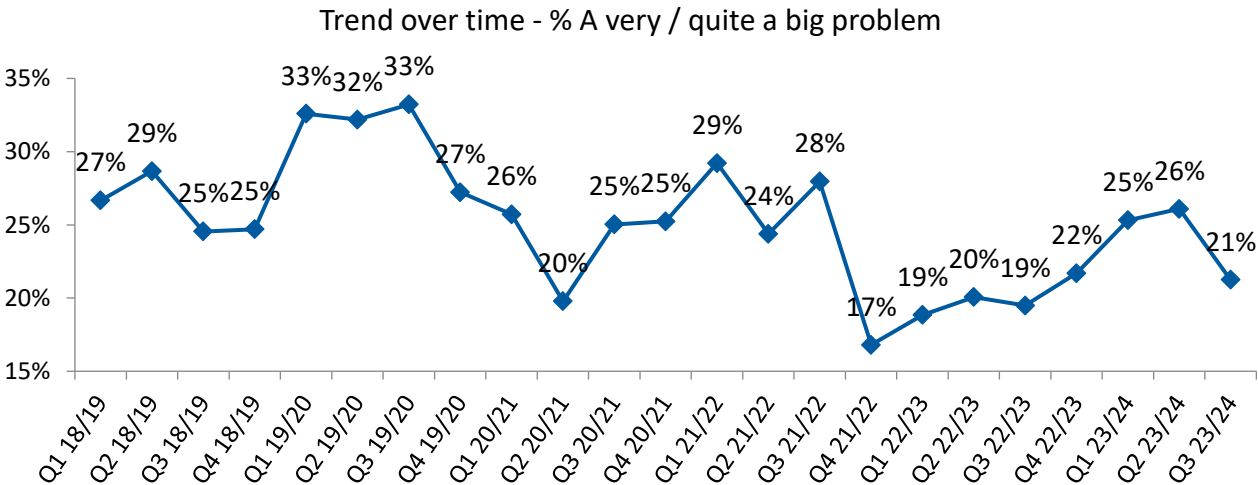
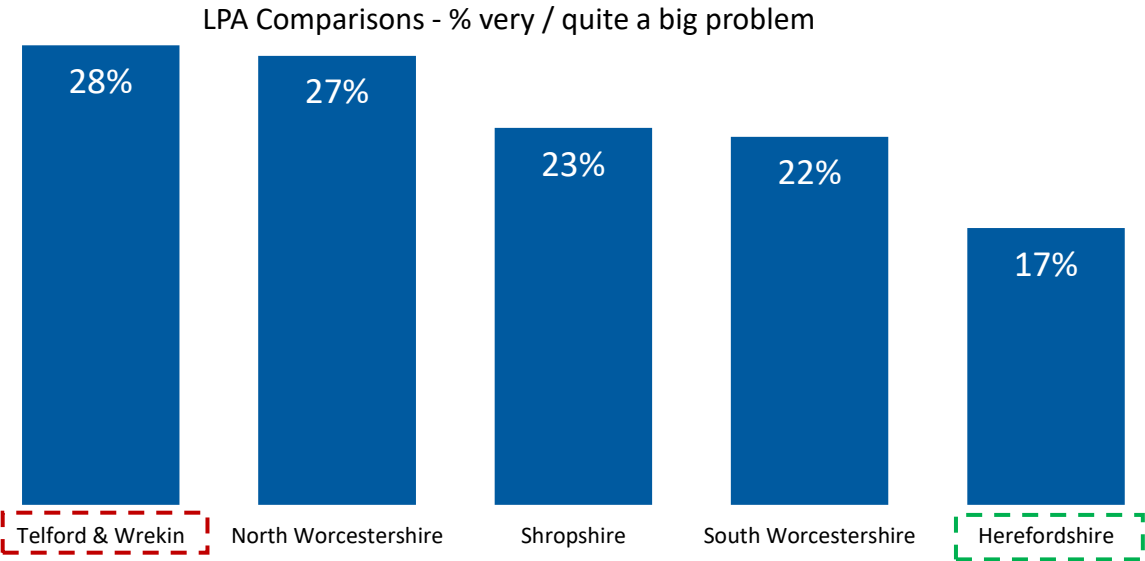
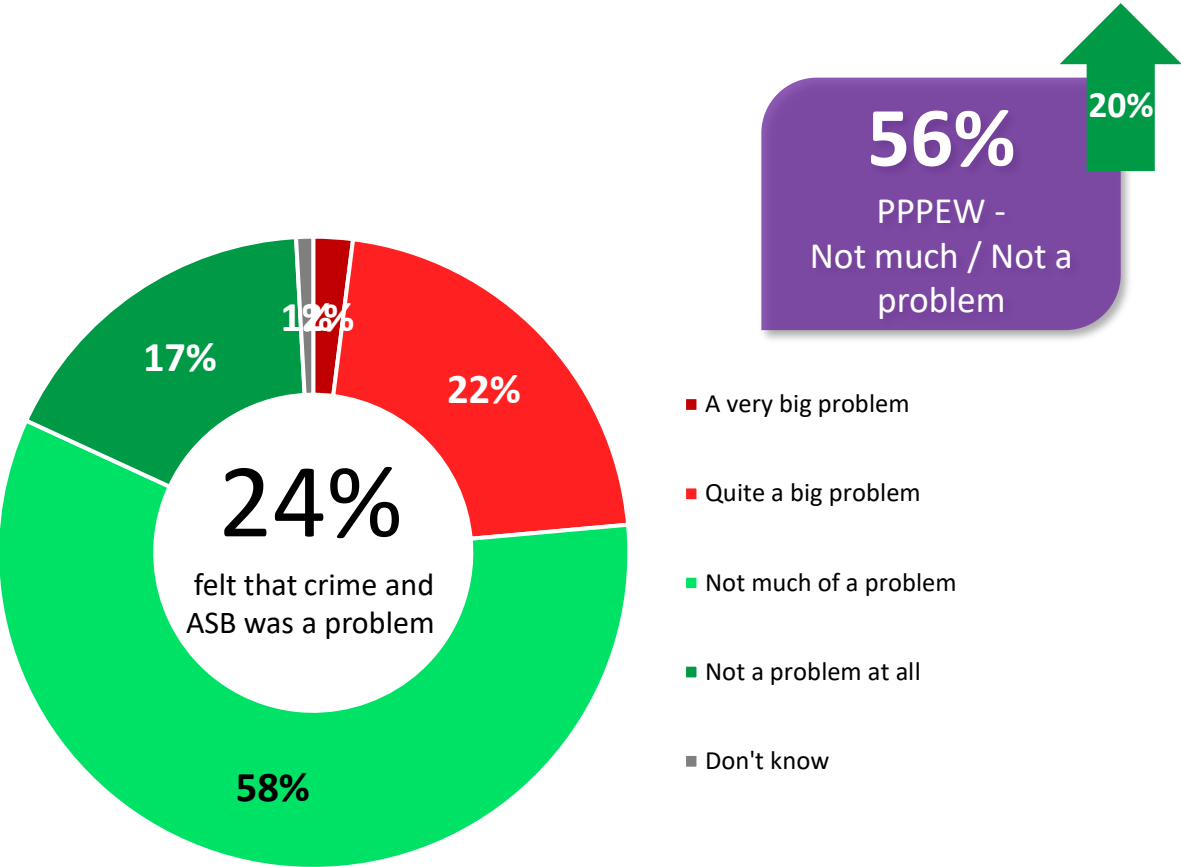
Residents in South Worcestershire most likely to agree the police understand the issues in their area

Significant increase in levels of agreement since Q2

Residents from an ethnic minority background more likely to agree WMP understand issues compared to White people

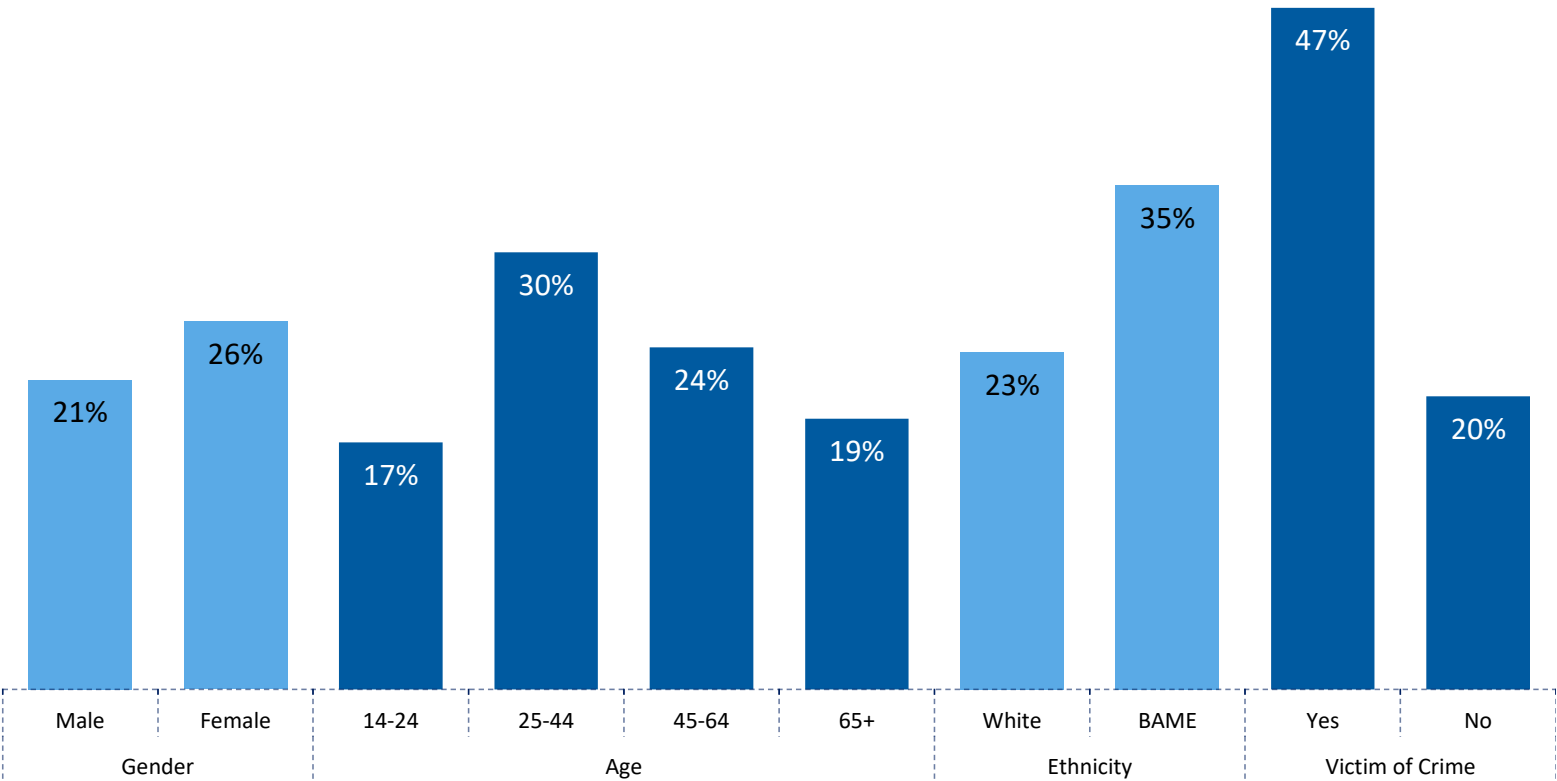


Three-quarters do not feel crime and ASB is a problem in their local area



Three-quarters do not feel crime and ASB is a problem in their local area

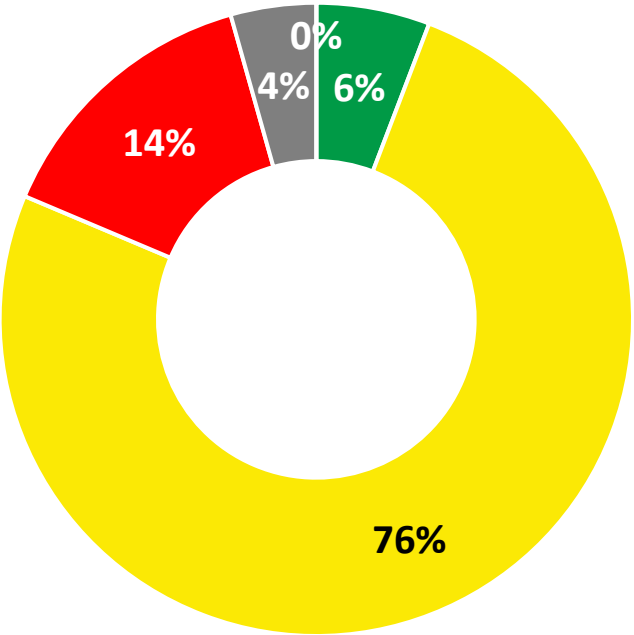
Demographic Comparisons - % very / quite a big problem



Key Insights

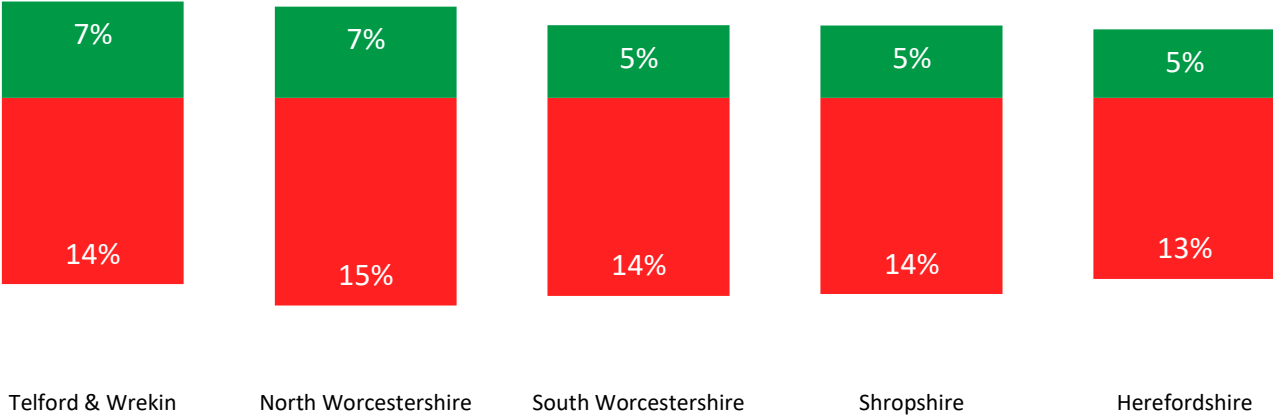
- Almost half of victims feel that crime and ASB is a problem in their area
- BAME respondents more likely than White respondents to say crime and ASB is a problem
- Females also more likely to say crime and ASB is a problem compared to males
- Younger people aged 14-24 and those over 65+ are less likely to feel that crime and ASB is a problem
- Residents in Herefordshire least likely to say crime and ASB was a problem; those in Telford & Wrekin most likely

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

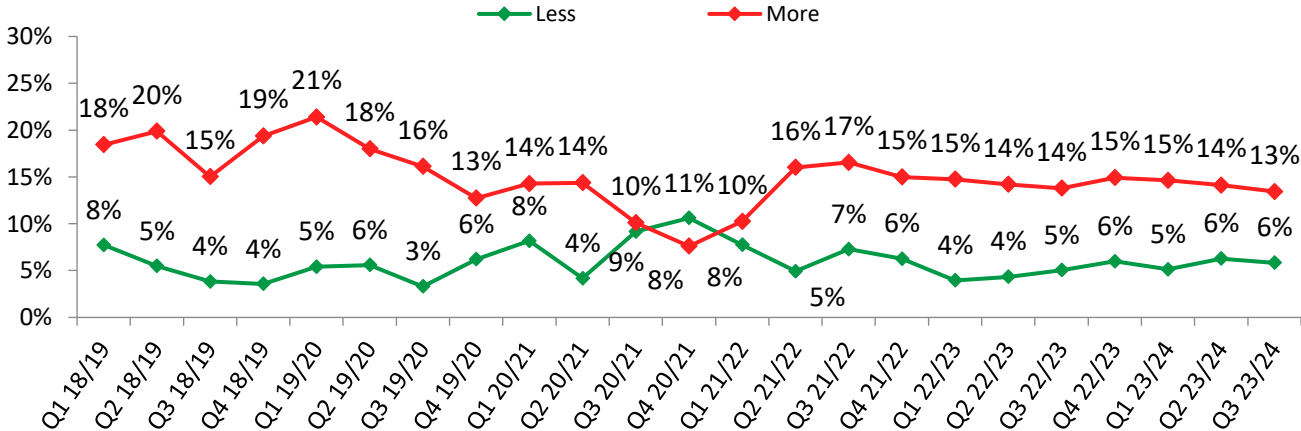


- Less
- About the same
- More
- Don't know
- Refused

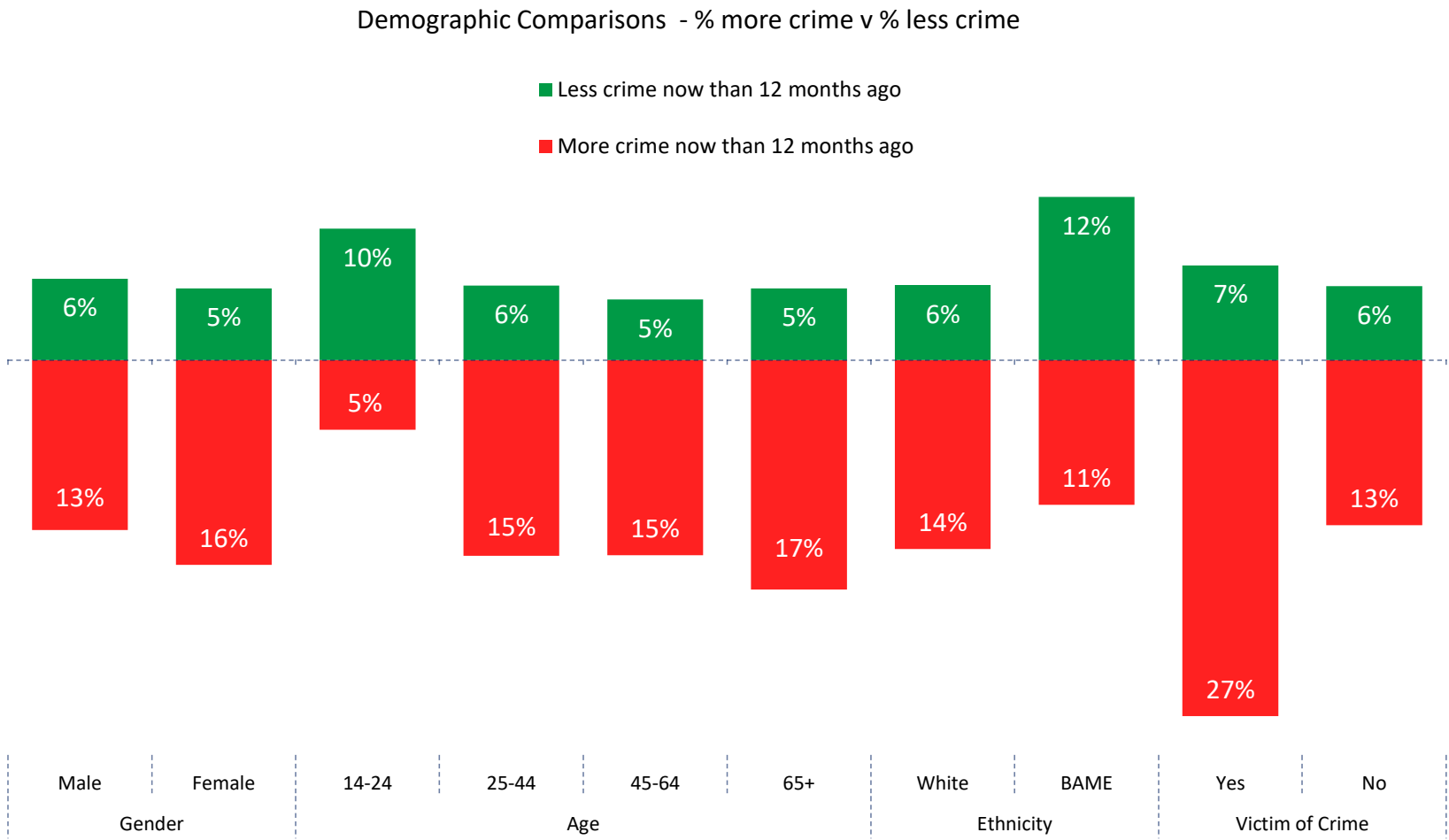
LPA Comparisons - % more crime v % less crime
■ Less crime now than 12 months ago ■ More crime now than 12 months ago



Trend over time - % More v % Less



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



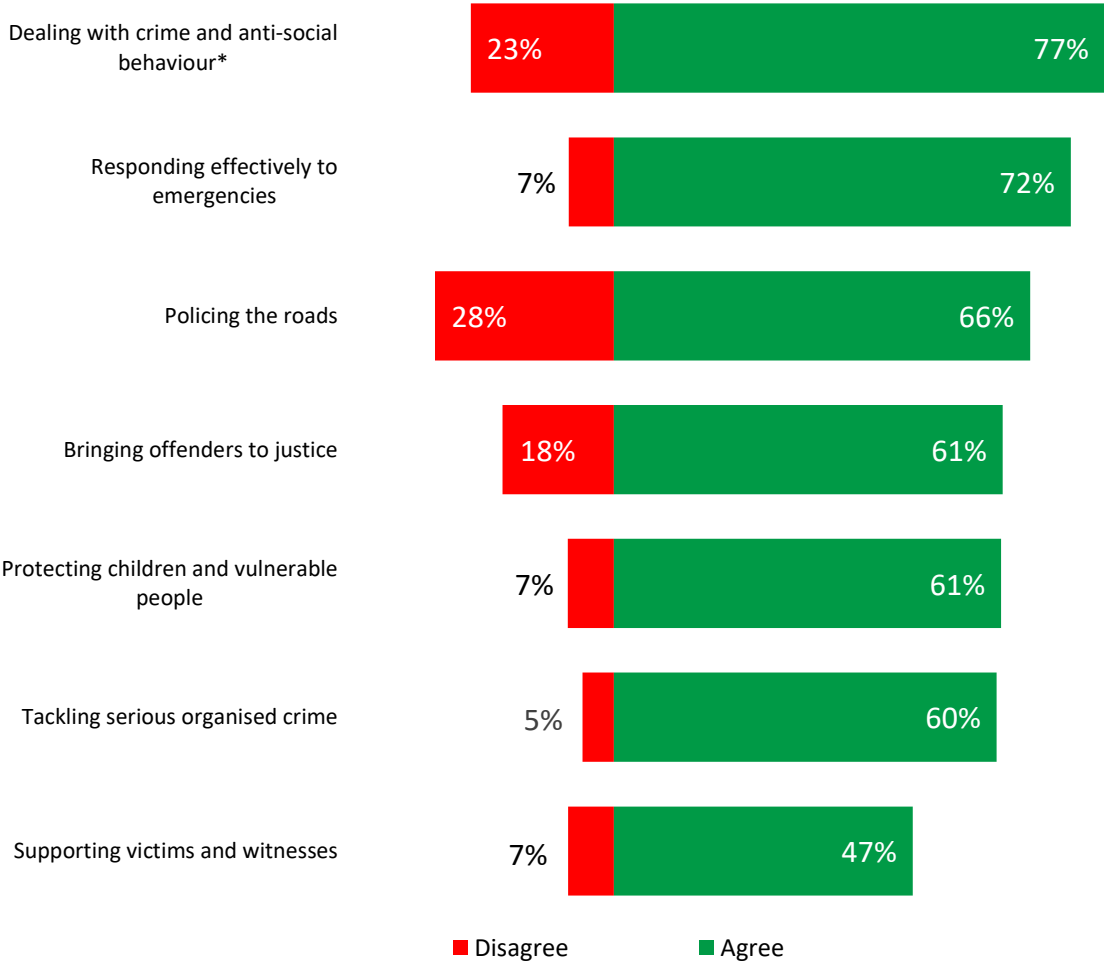
Key Insights

Victims of crime most likely to feel that crime and ASB levels had risen in the last 12 month

Females more likely than males to say that crime and ASB has increased

Those aged 65+ more likely to feel there has been an increase in crime over the past 12 months than other age groups

Over three-quarters agreed WMP are dealing with crime and ASB



54%
CSEW MSG
Average -
Dealing with
crime and
ASB

23%



Key Insights

- More than three-quarters agree WMP are dealing with crime and ASB
- Just under three-quarters say WMP respond effectively to emergencies; less than a tenth disagree
- Almost two thirds say WMP are policing the roads, however, more than a quarter disagree
- Fewer agree that WMP are protecting children and vulnerable people and tackling organised crime, however, there are low levels of disagreement towards these aspects
- Around a fifth disagree WMP are bringing offenders to justice



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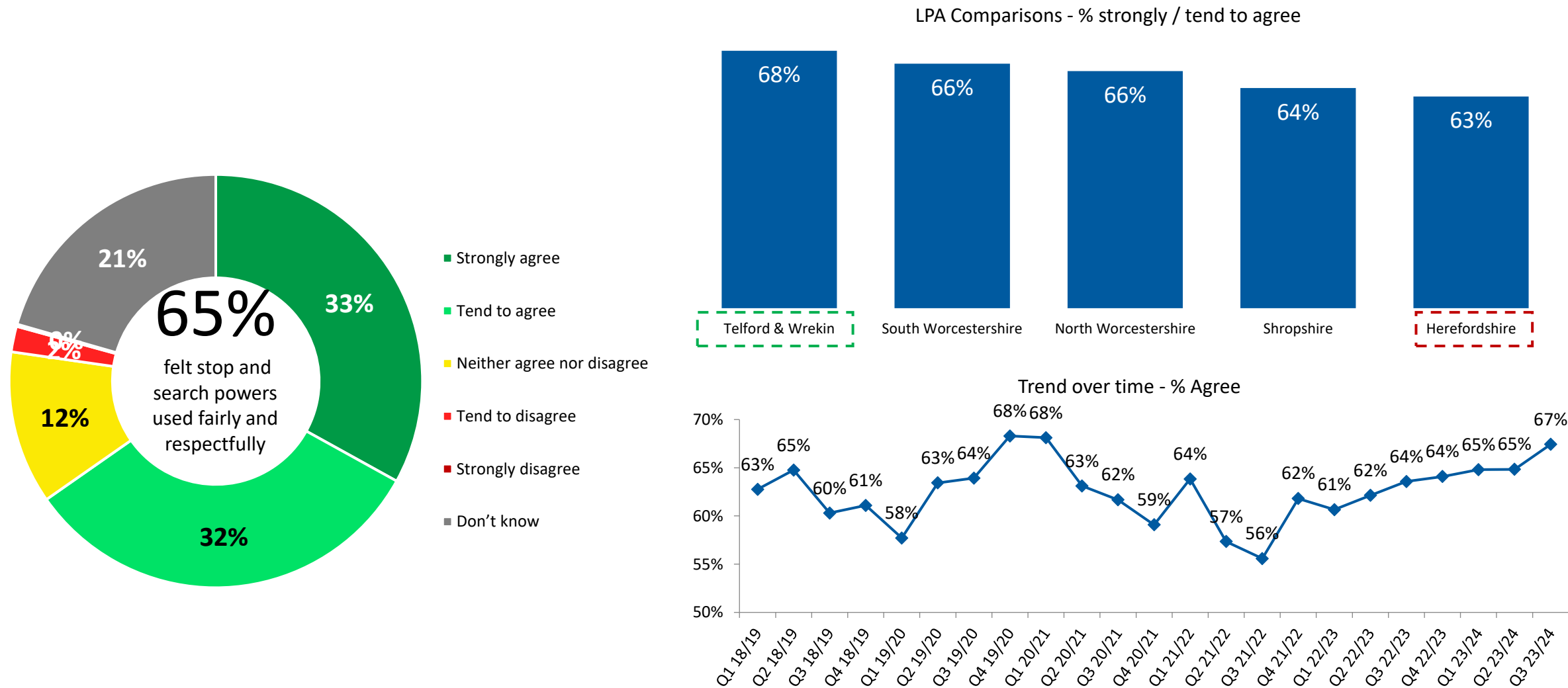


Section Five

Trust / Integrity

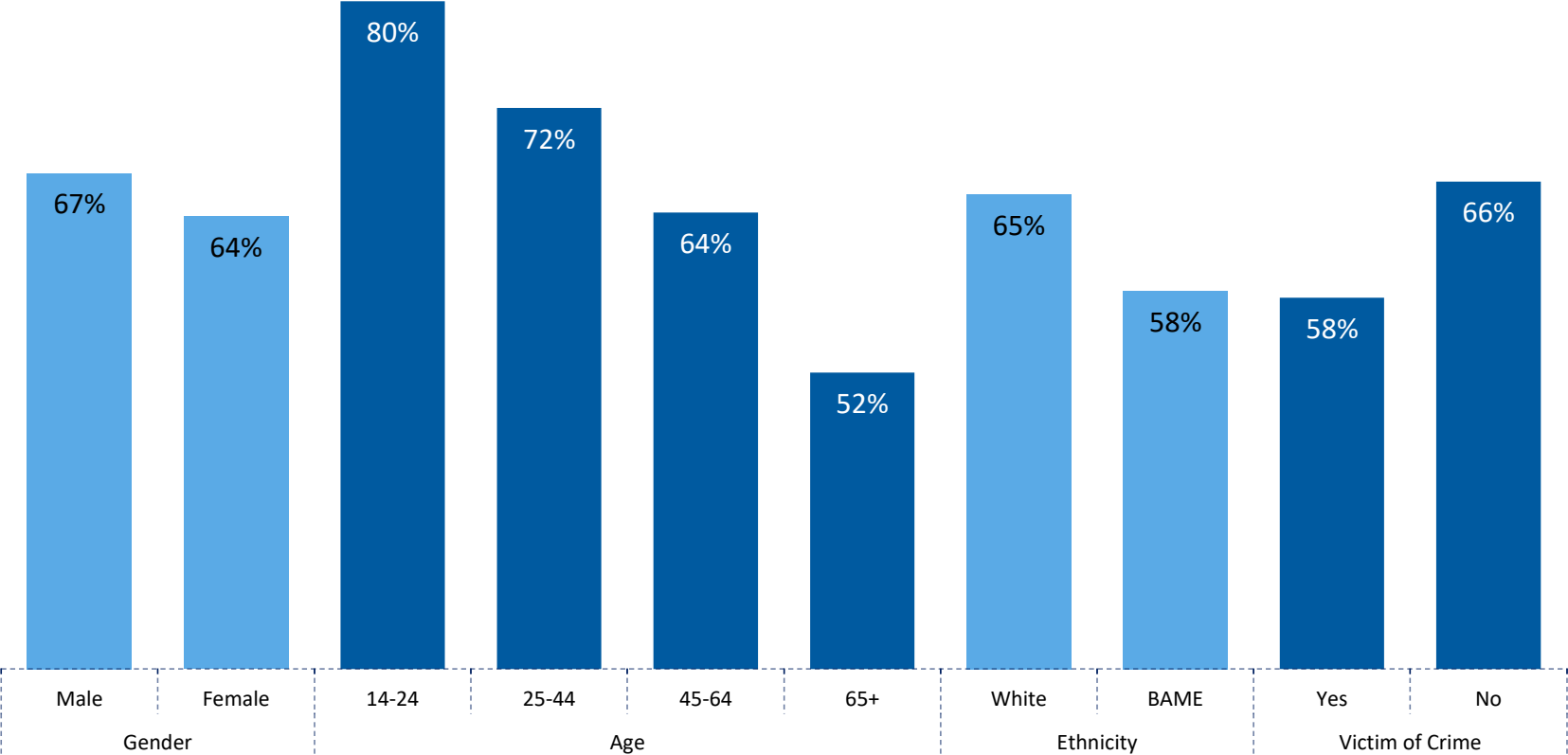


Nearly two-thirds confident WMP use their stop and search power fairly and respectfully



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

Demographic Comparisons - % strongly / tend to agree



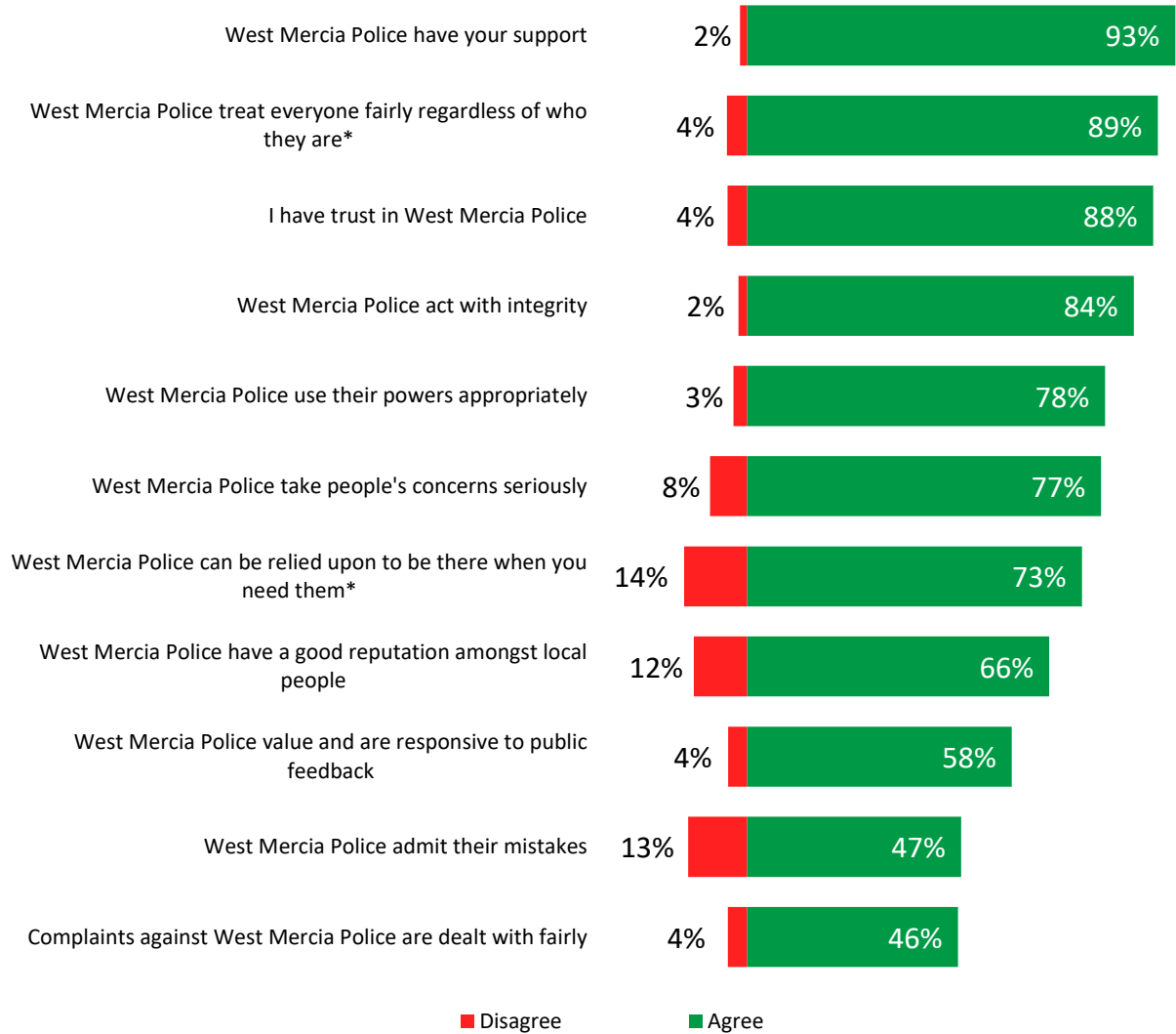
Key Insights

Confidence in stop search procedure decreases with age

Four-fifths of those aged 14-24 say they are confident in the process

Residents from an ethnic minority background less likely to say they are confident the process includes fairness and respect compared to White people.

9 in every 10 say that WMP have their support and that they have trust in WMP



Key Insights

More than 9 out of every 10 residents say that WMP have their support with slightly fewer that felt WMP treat everyone fairly, regardless of who they are

The vast majority say they have trust in WMP and feel WMP act with integrity

More than three-quarters say that WMP use powers appropriately and take people’s concerns seriously

Highest levels of disagreement attributed to reliability and admitting mistakes

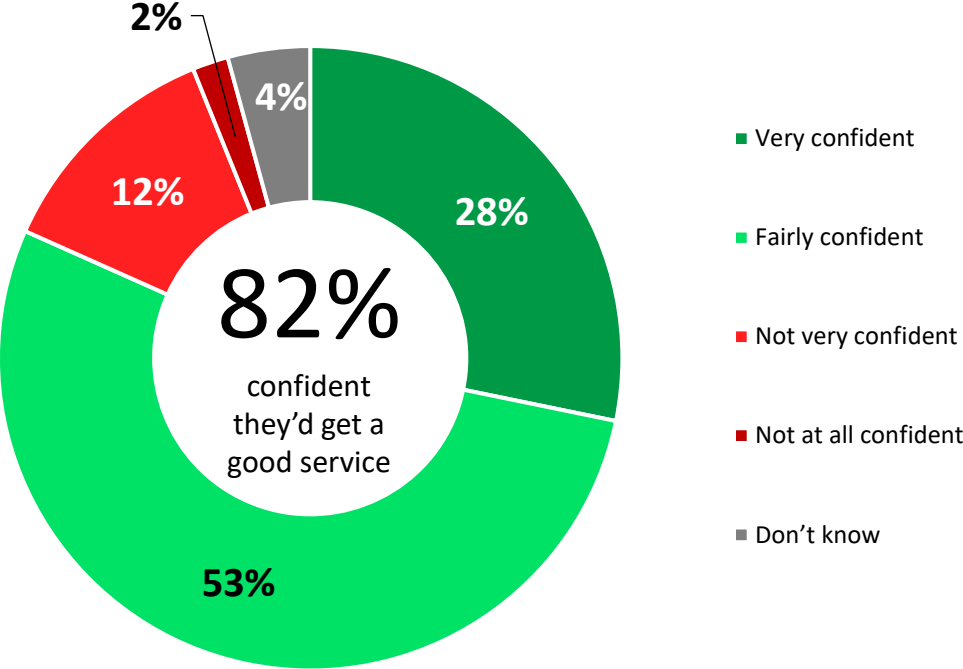
Two thirds say that WMP have a good reputation.



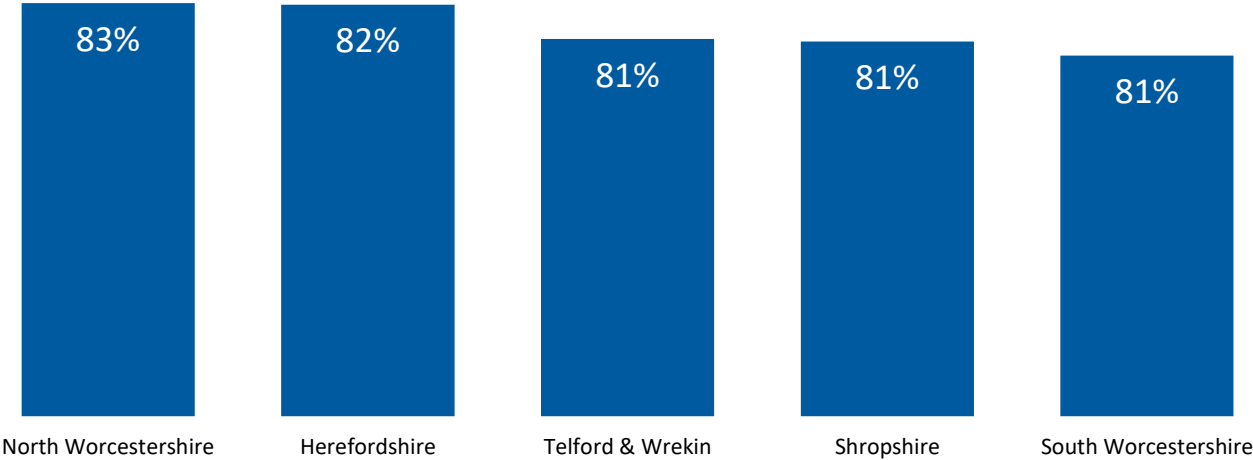
Section Six

Confidence in West Mercia Police

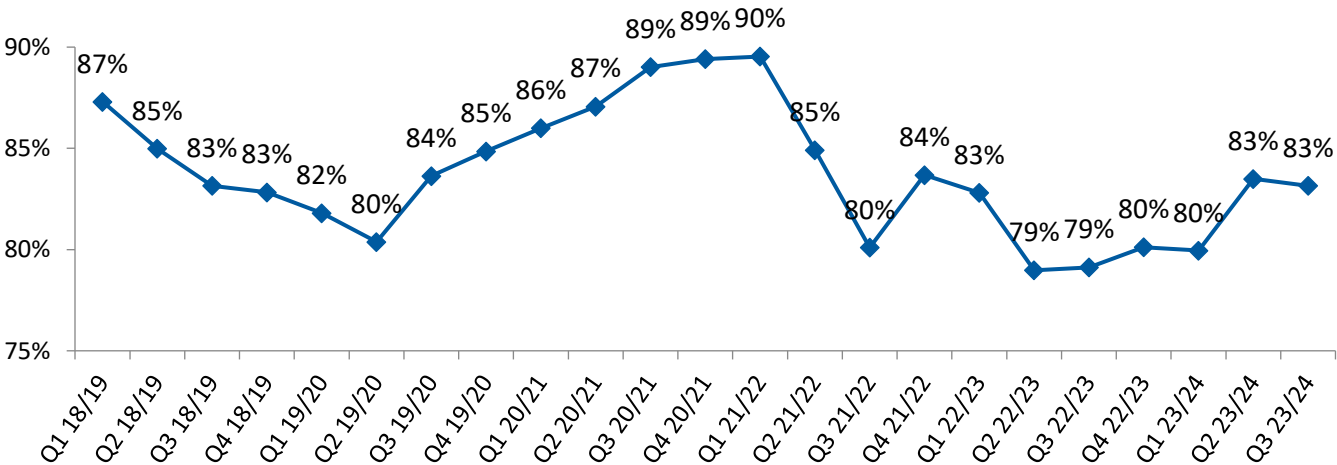
Four-fifths confident they would receive a good service from WMP



LPA Comparisons - % very / fairly confident



Trend over time - % Confident



Four-fifths confident they would receive a good service from WMP

Demographic Comparisons - % very / fairly confident

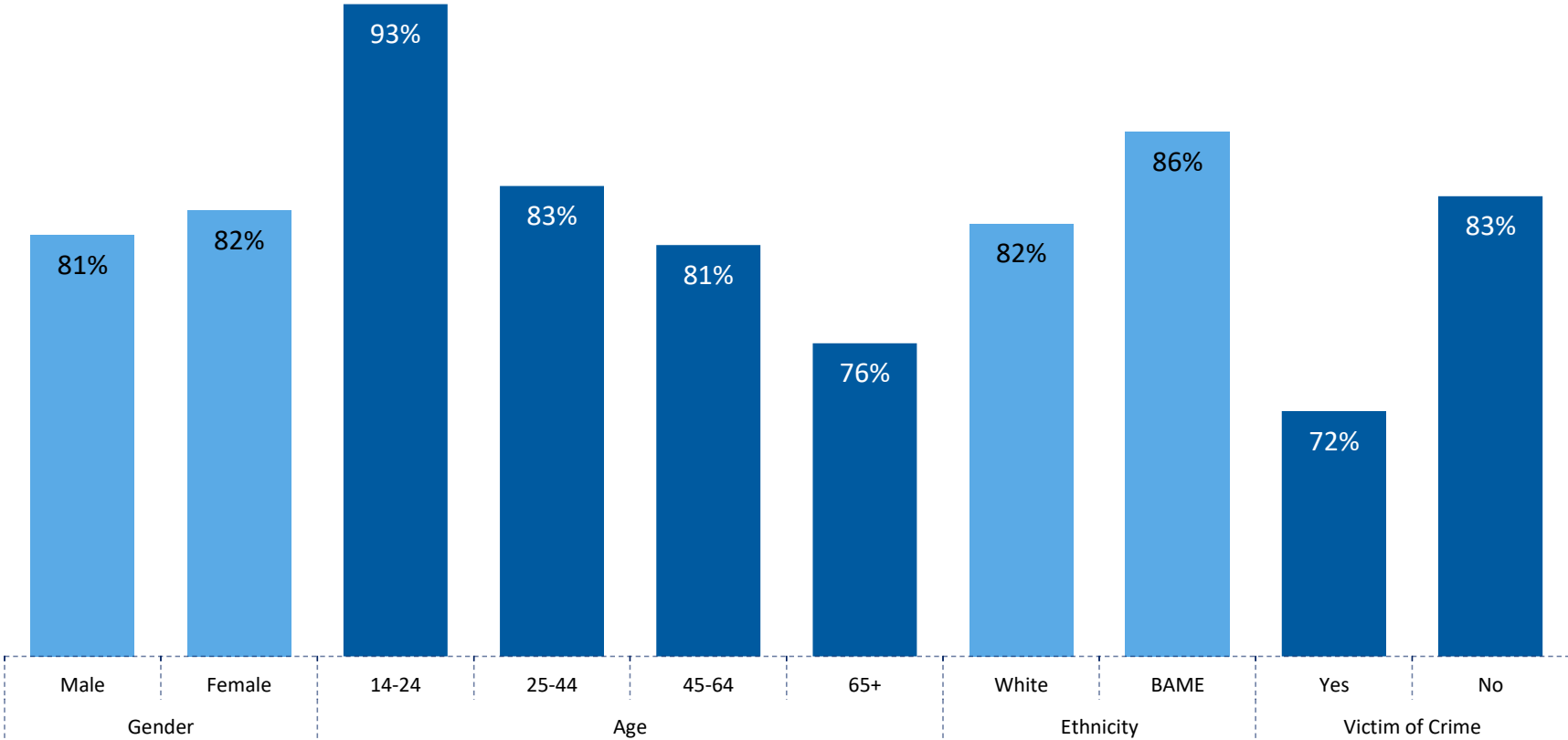


Key Insights

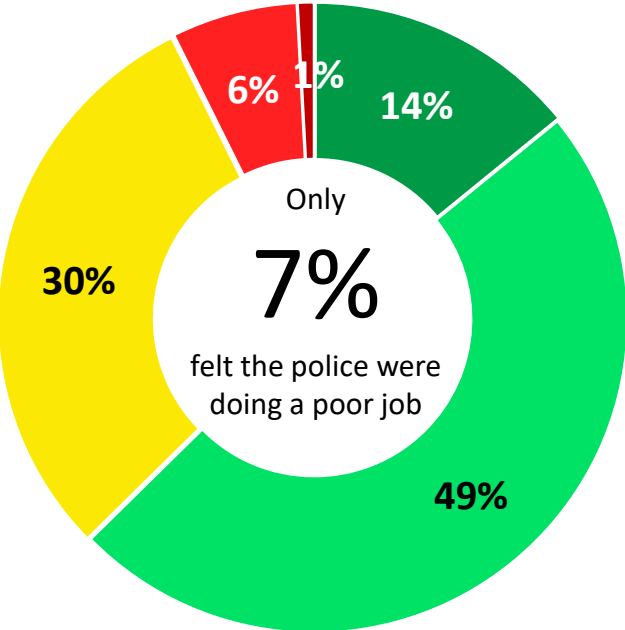
More than 9 in every 10 aged 14-24 are confident they would receive a good service from WMP compared to three-quarters of those aged 65+

Residents in North Worcestershire most confident they would receive a good service

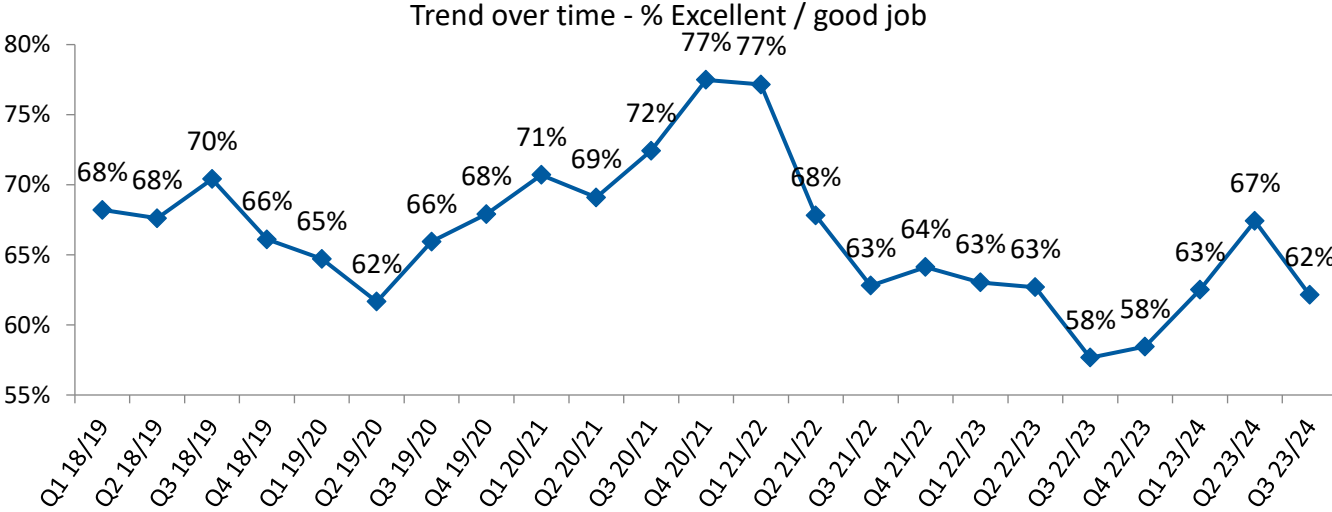
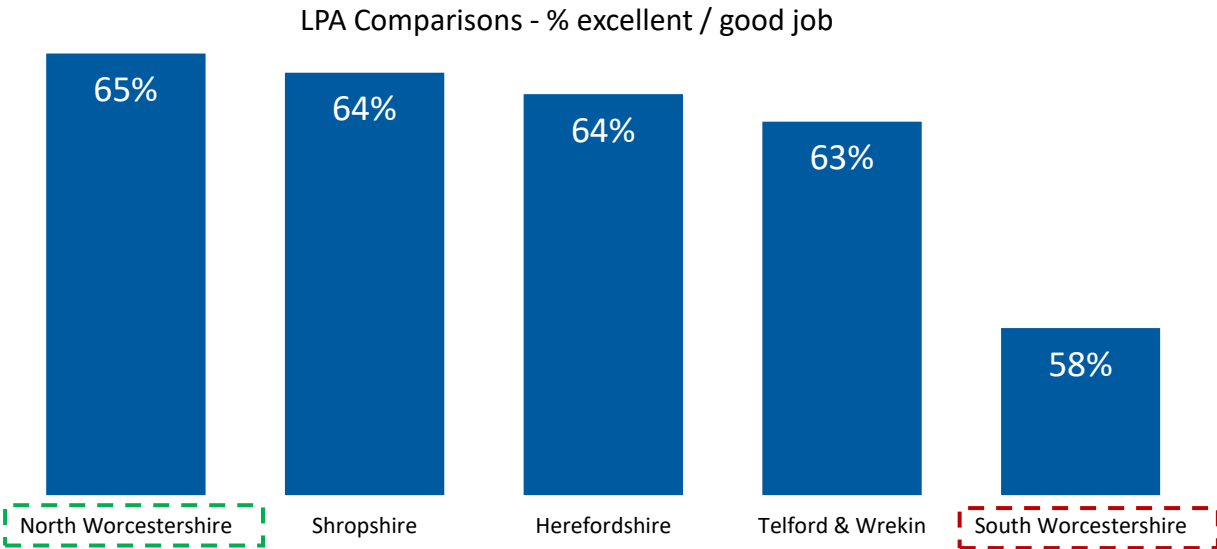
Victims of crime significantly less confident than non-victims



Three-fifths felt the police were doing either an excellent or a good job

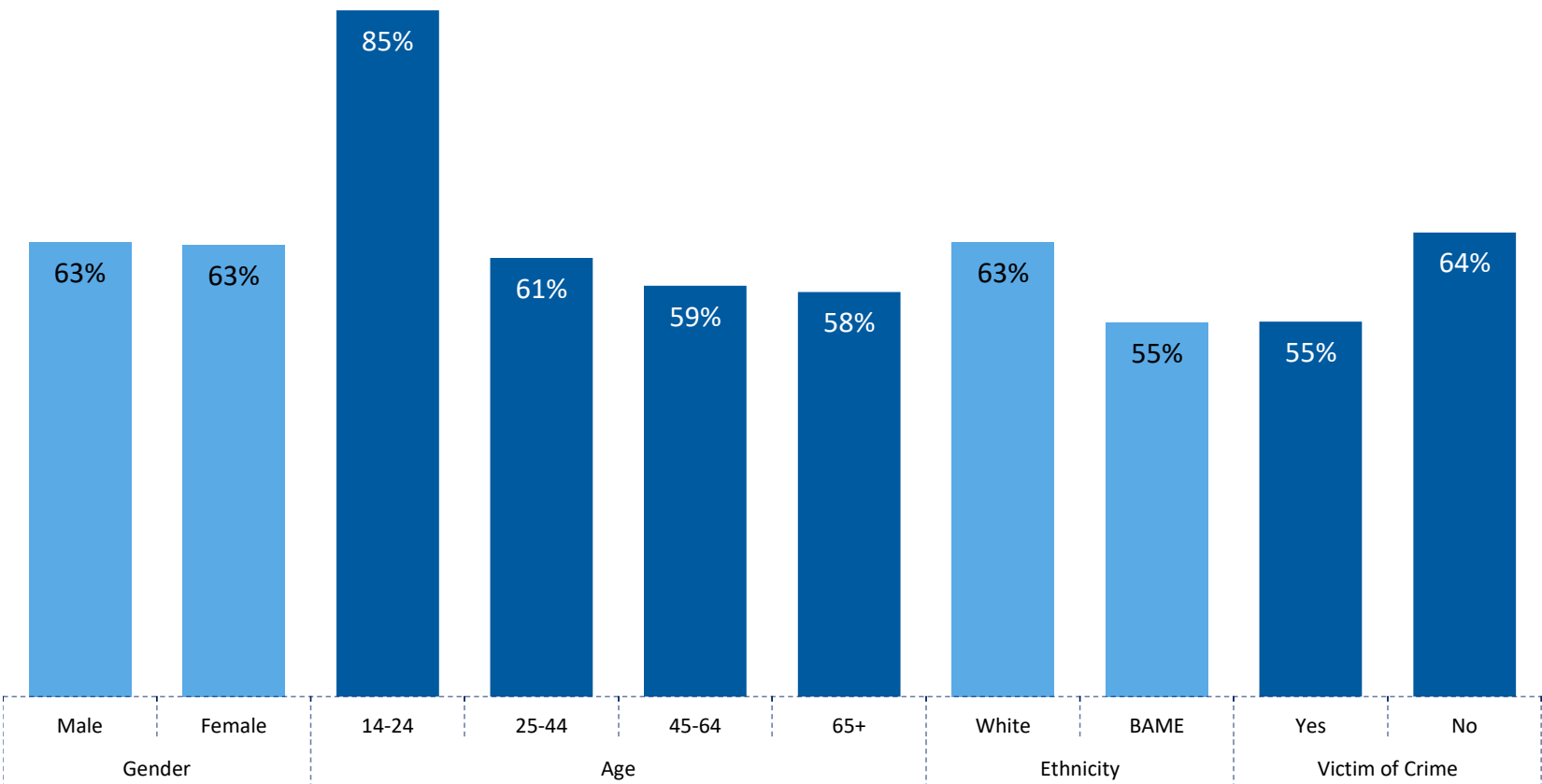


- An excellent job
- A good job
- A fair job
- A poor job
- A very poor job



Three-fifths felt the police were doing either an excellent or a good job

Demographic Comparisons - % excellent / good job



Key Insights

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

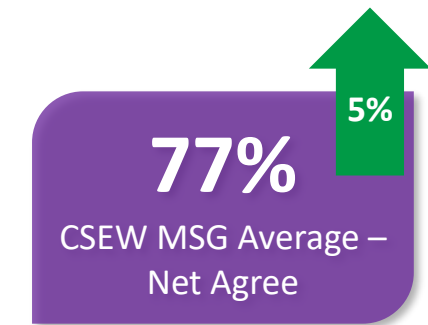
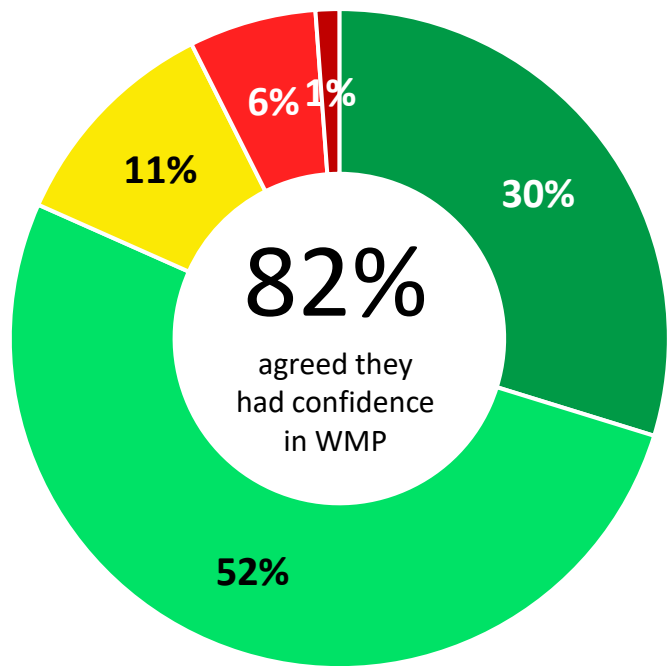
Ethnic minority groups less inclined to feel the police were doing an excellent or good job compared to white respondents

Residents in South Worcestershire least likely to say WMP were doing an excellent or good job

Those in North Worcestershire are most likely to say WMP were doing either an excellent or good job

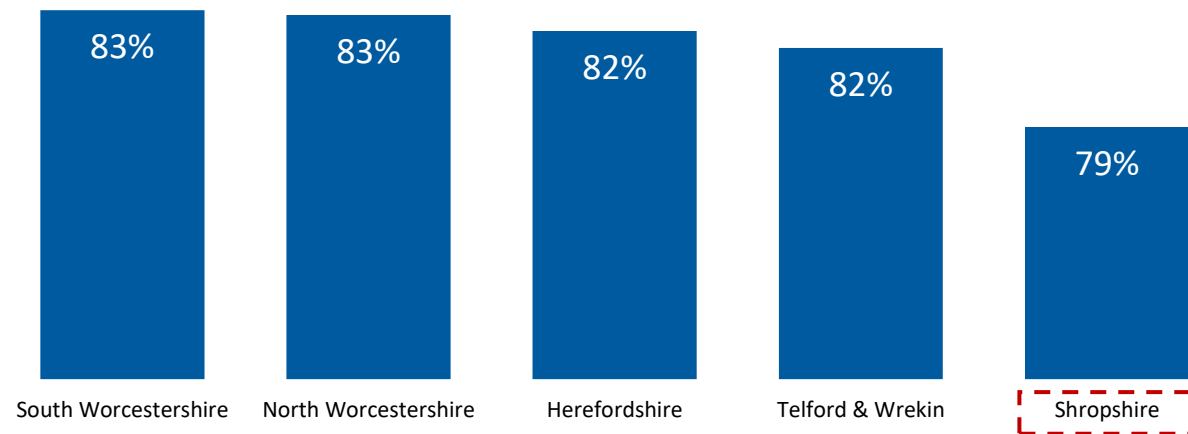
Victims of crime less likely to feel the police were doing either an excellent or good job

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

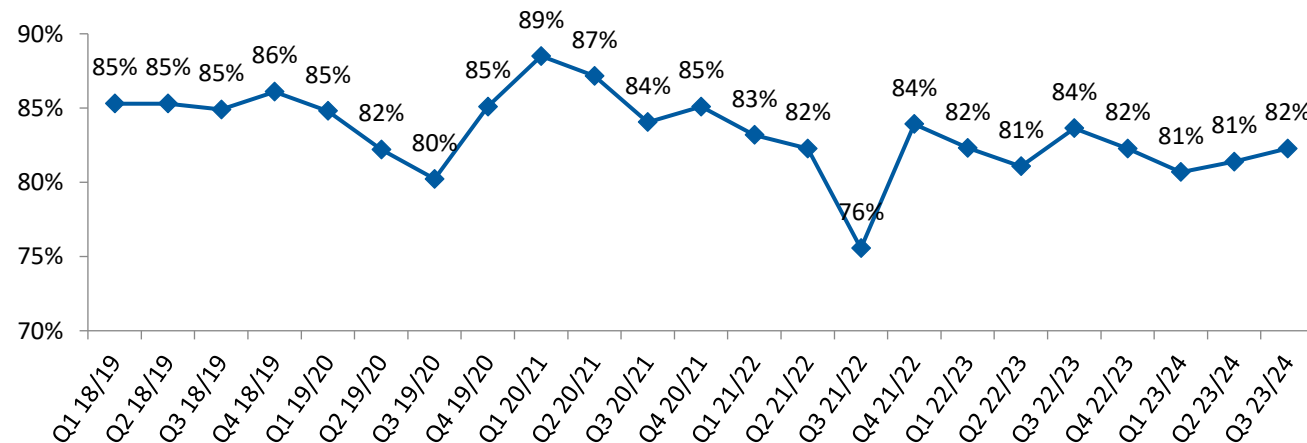


- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree

LPA Comparisons - % strongly / tend to agree



Trend over time - % Agree



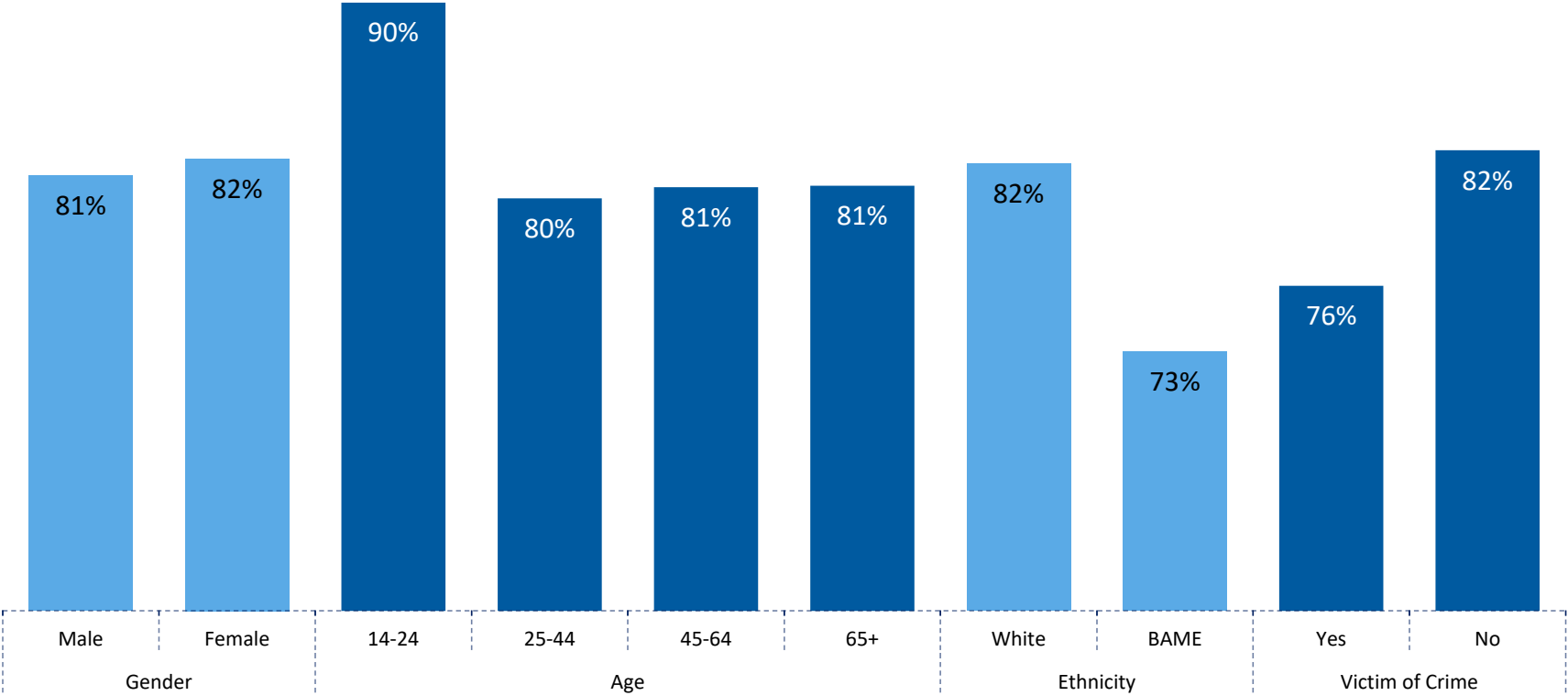
Q21 Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?

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

CSEW Question: Taking everything into account I have confidence in the police in this area

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

Demographic Comparisons - % strongly/ tend to agree



Key Insights

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

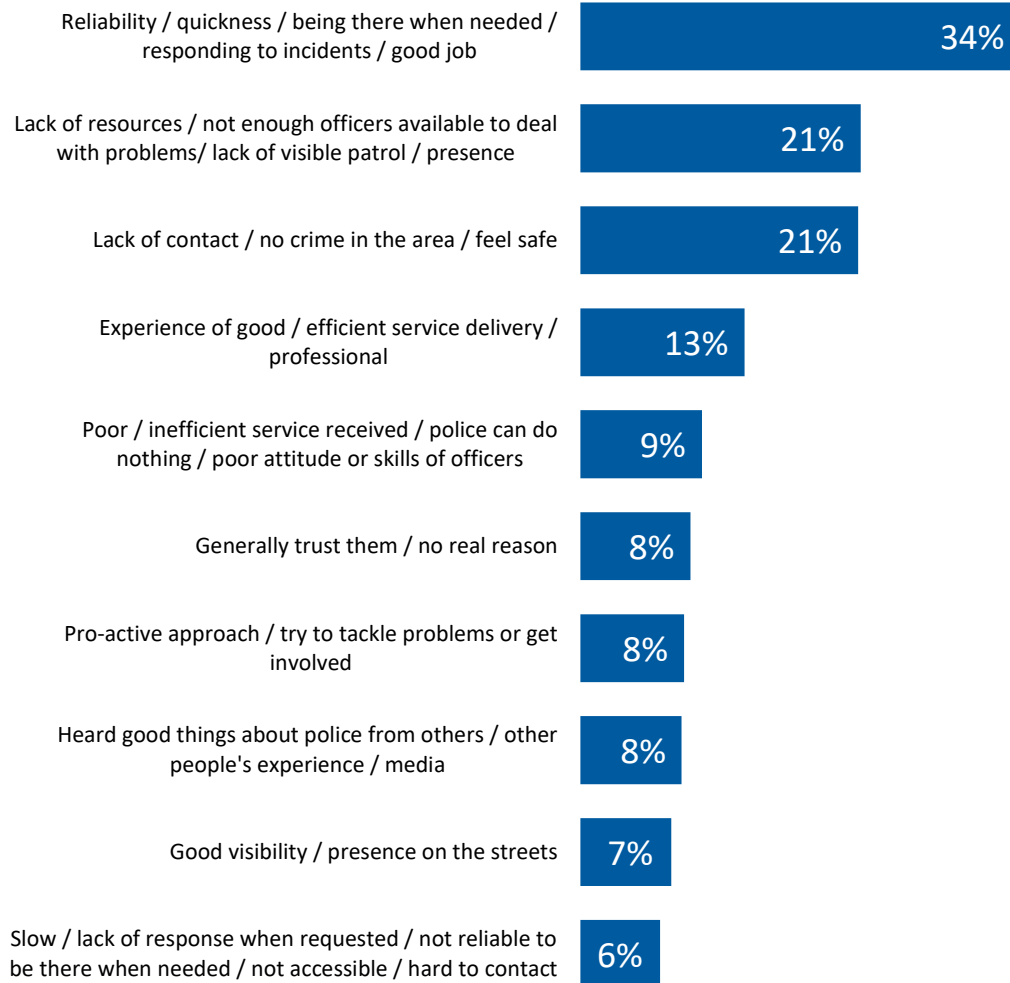
Victims of crime less likely to agree they have confidence in WMP than non-victims

People from an ethnic minority background less likely to say they are confident compares to White residents

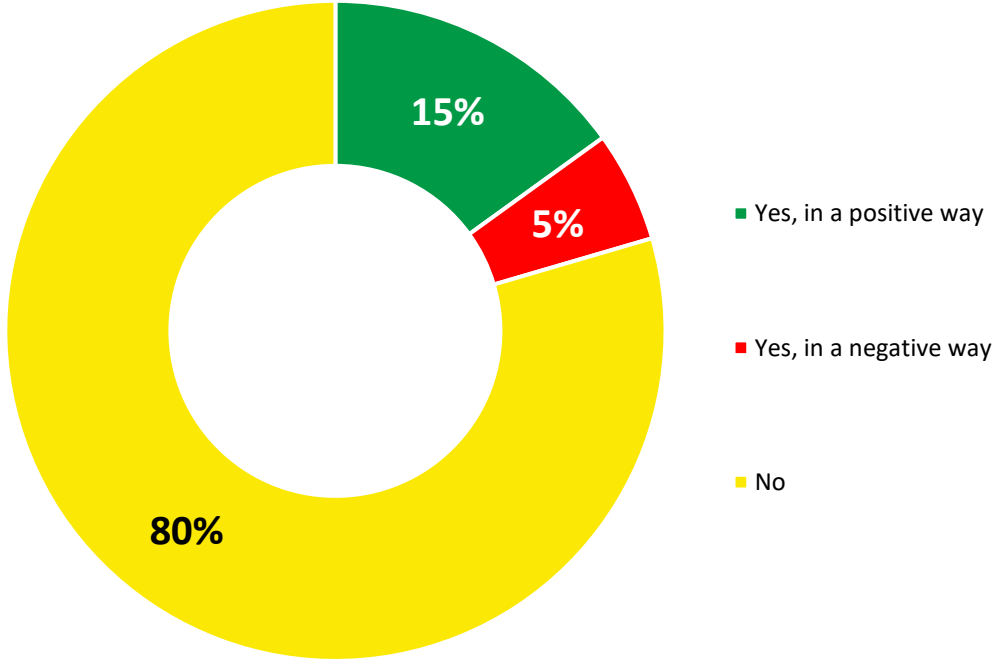
Residents of Shropshire have the lower levels of confidence compared to other LPAs

Factors influencing confidence

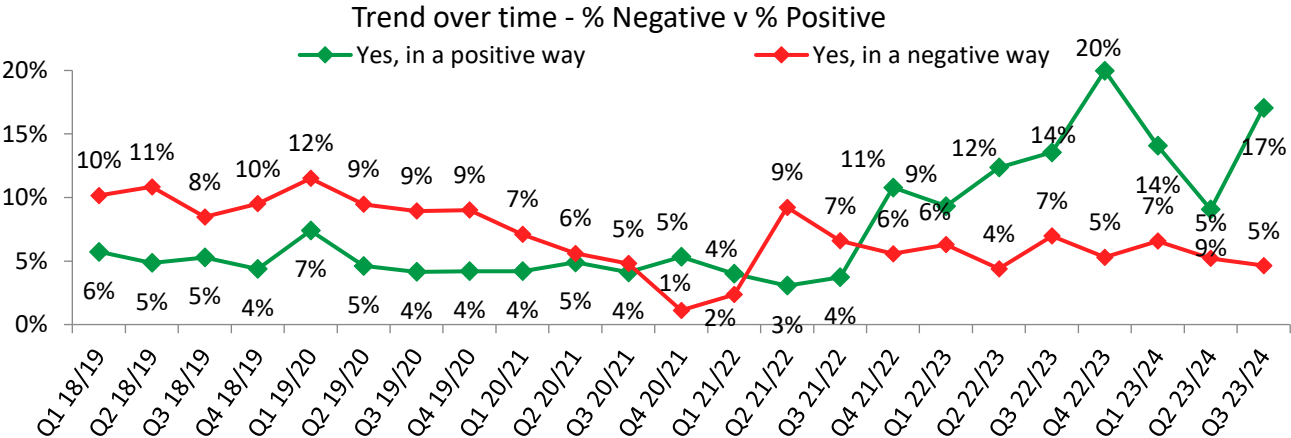
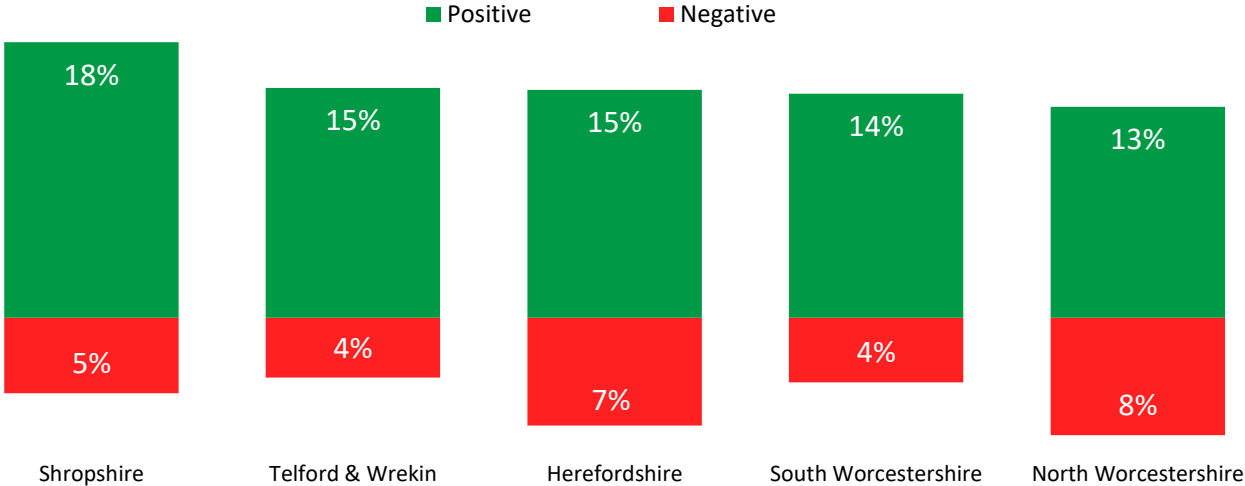
Top 10 answers



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

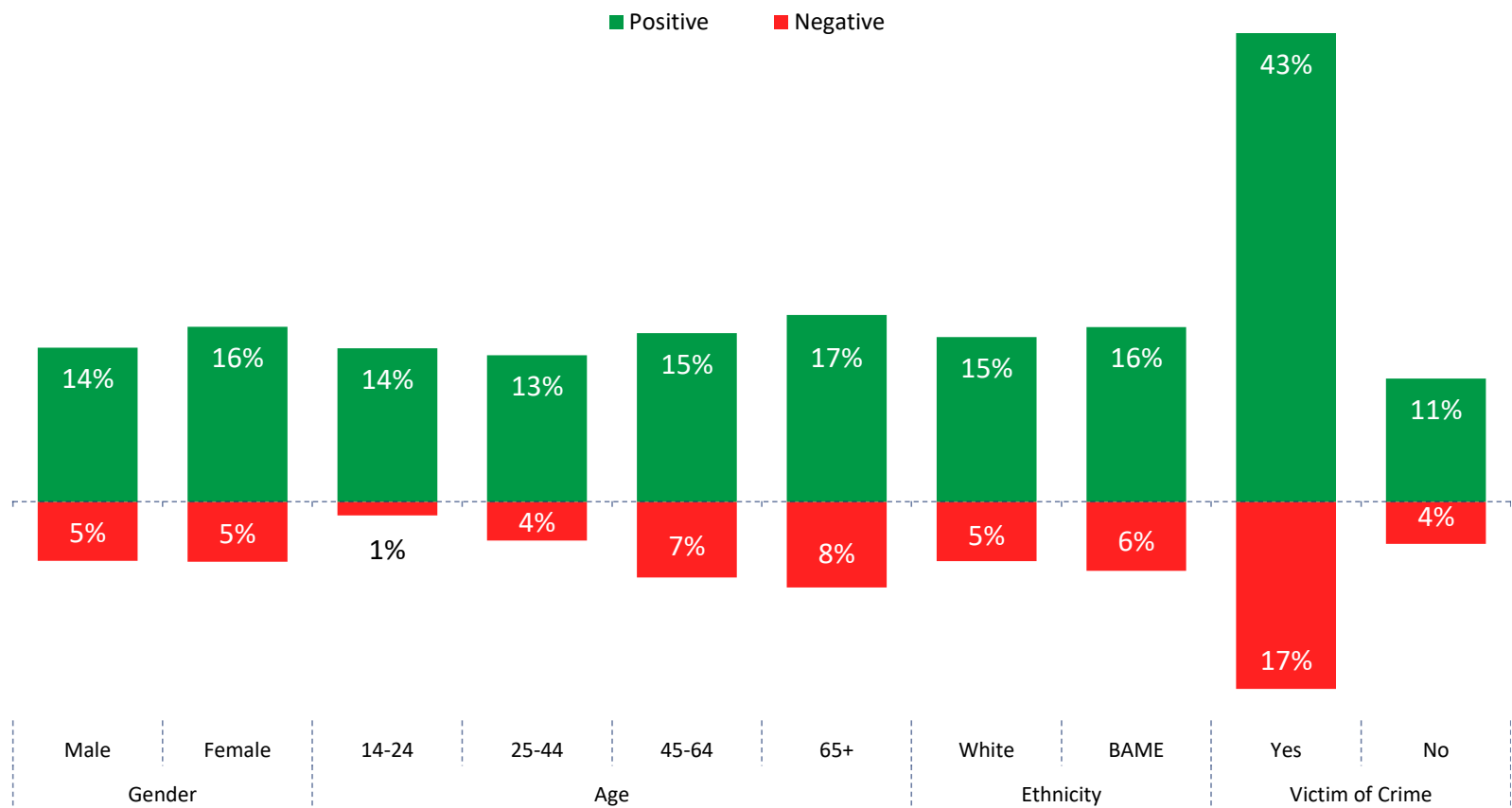


LPA Comparisons - % positive event % negative event



Victims more likely to be affected in both a positive and negative way

Demographic Comparisons - % positive event v % negative event



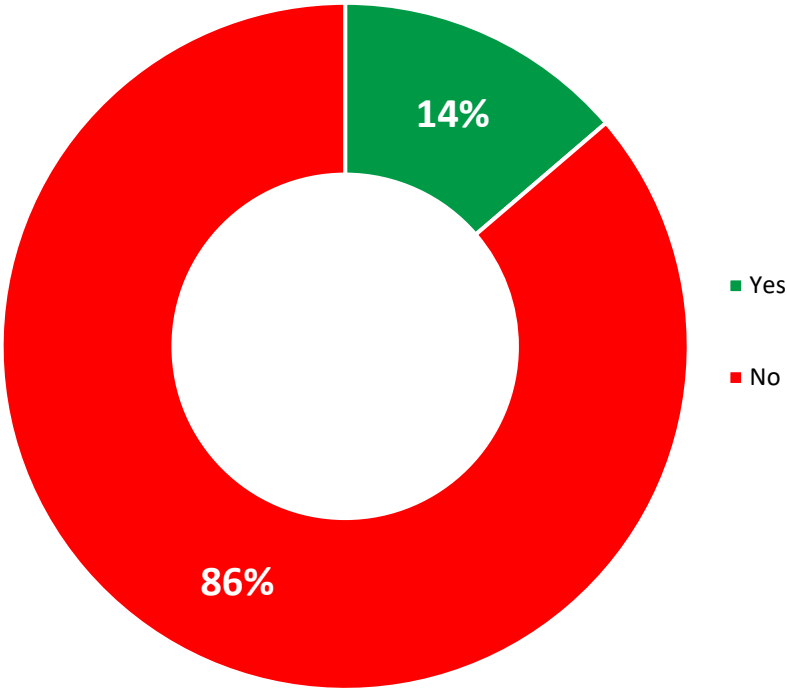
Key Insights

Victims of crime were most likely to say they experienced an event that negatively affected their confidence; however, victims were also more likely to be affected in a positive way

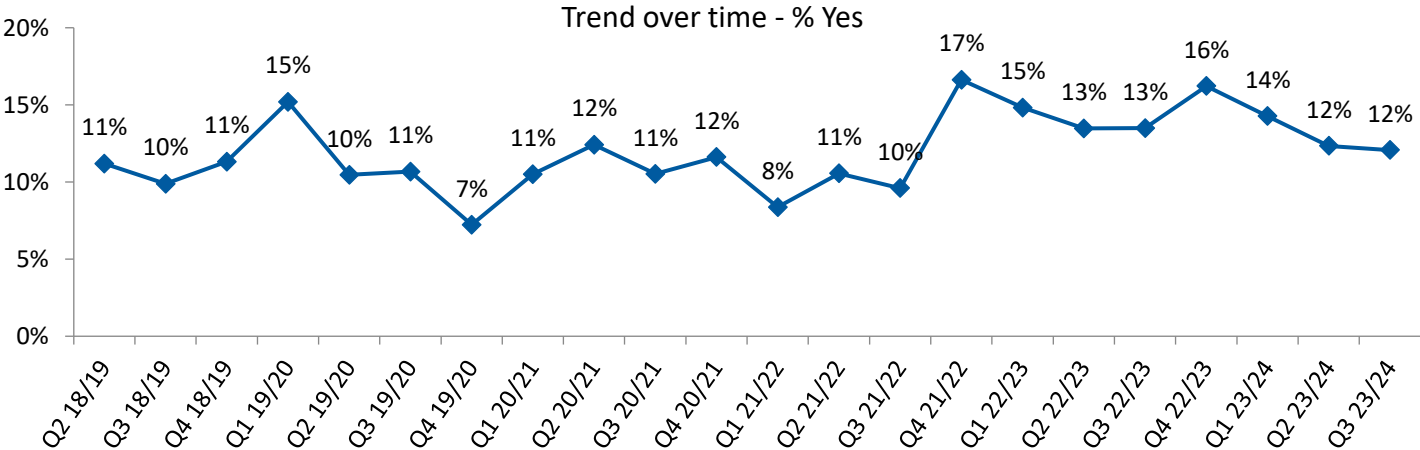
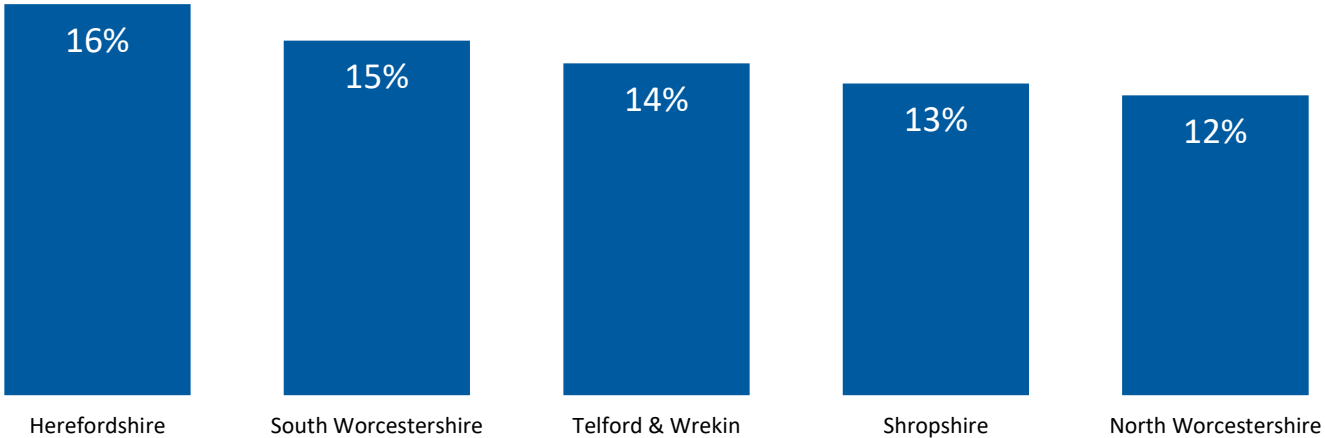
Those who experiences a negative event increases with age

Those living in Shropshire were more likely to have experienced an event that positively affected their confidence in WMP

More than a tenth of respondents said they are aware of the Police and Crime Commissioner

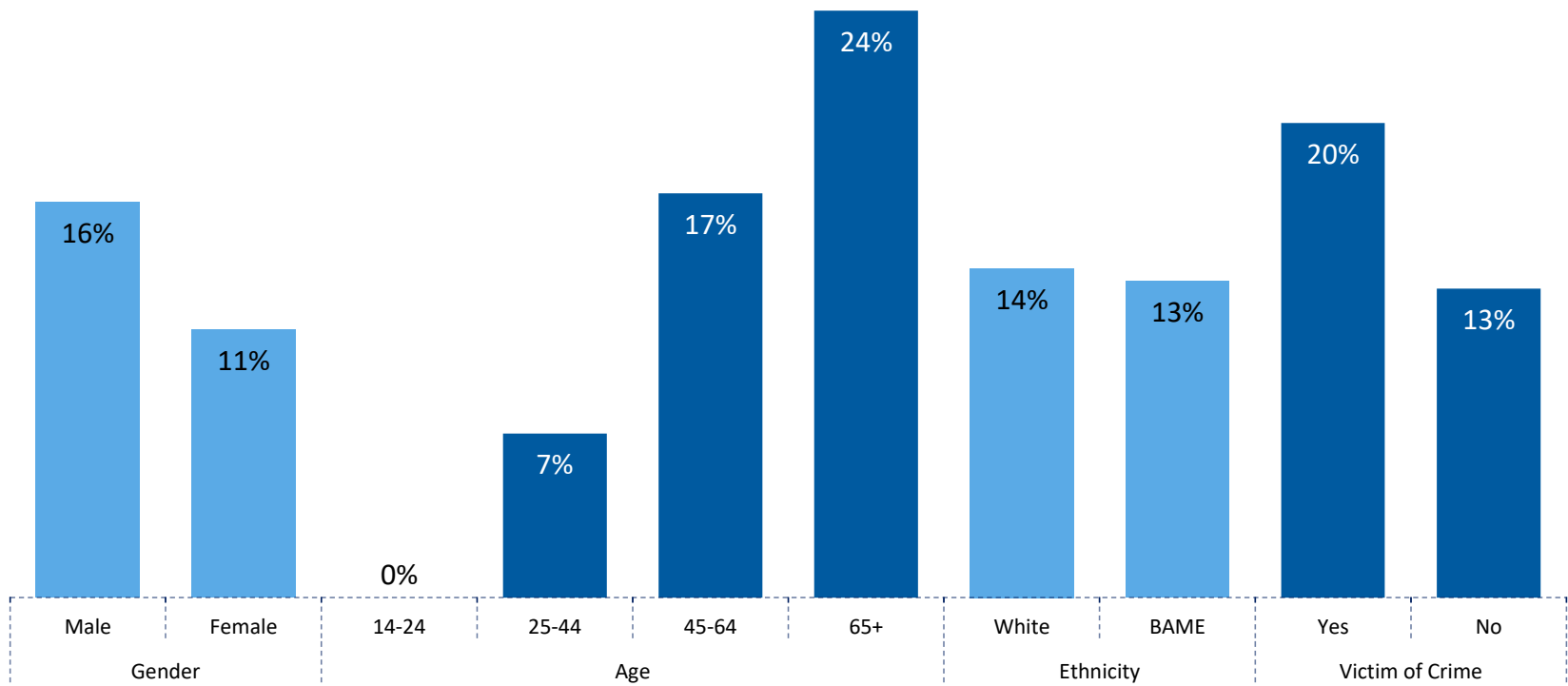


LPA Comparisons - % aware of PCC



More than a tenth of respondents said they are aware of the Police and Crime Commissioner

Demographic Comparisons - % aware of PCC



Key Insights

Males are more likely to be aware of the PCC compared to females

No-one aged <25 years say they are aware of the Police and Crime Commissioner

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

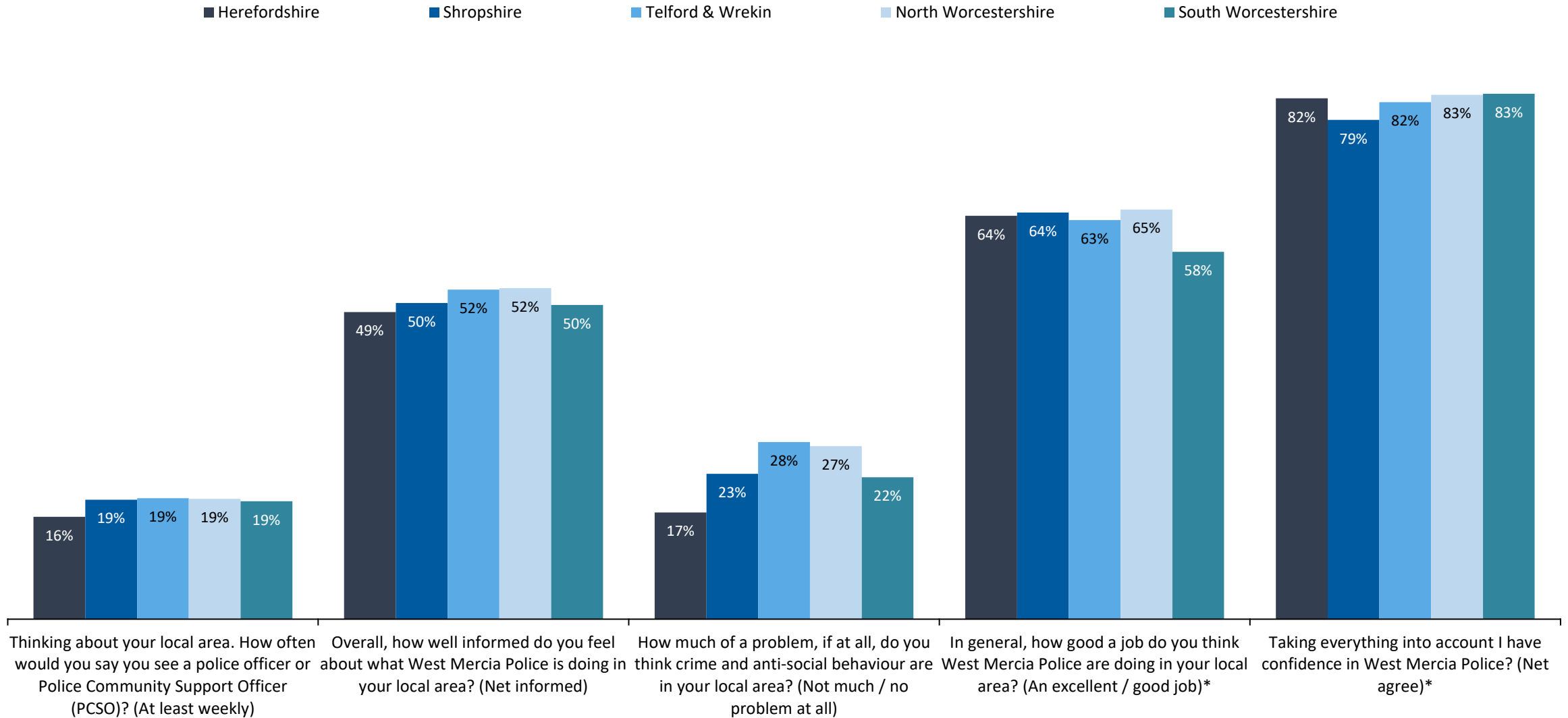
Perceptions surveys typically record awareness of 8-15% based on previous research conducted by SMSR.



Section Seven

LPA & Victim Comparisons

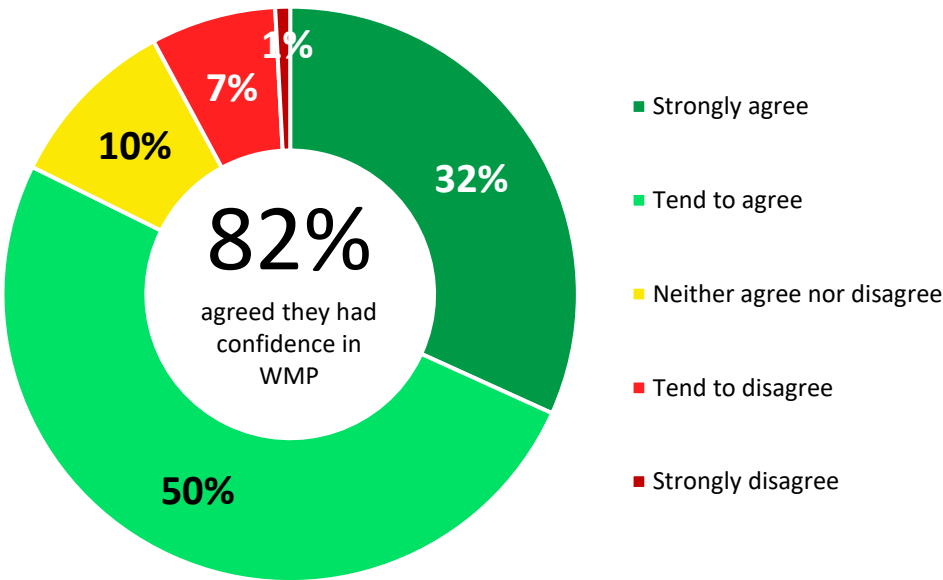
LPA Key Question Overview



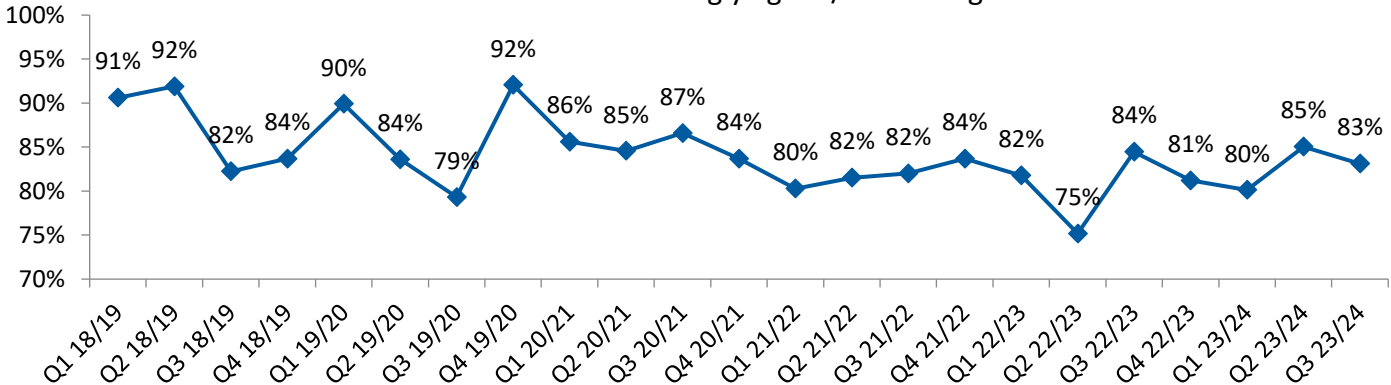
*Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Herefordshire

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



Trend over time - % Strongly agree / tend to agree



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



Key Findings Compared With Other NPTs

Least likely to see an officer or PCSO at least weekly (16%)

Most confident they could access the police in both an emergency (90% - joint with South Worcestershire) and a non-emergency (70% - joint with Telford & Wrekin and Shropshire)

Least informed about what WMP are doing in their local area (49%)

Least likely to have experienced crime over the past year (11%)

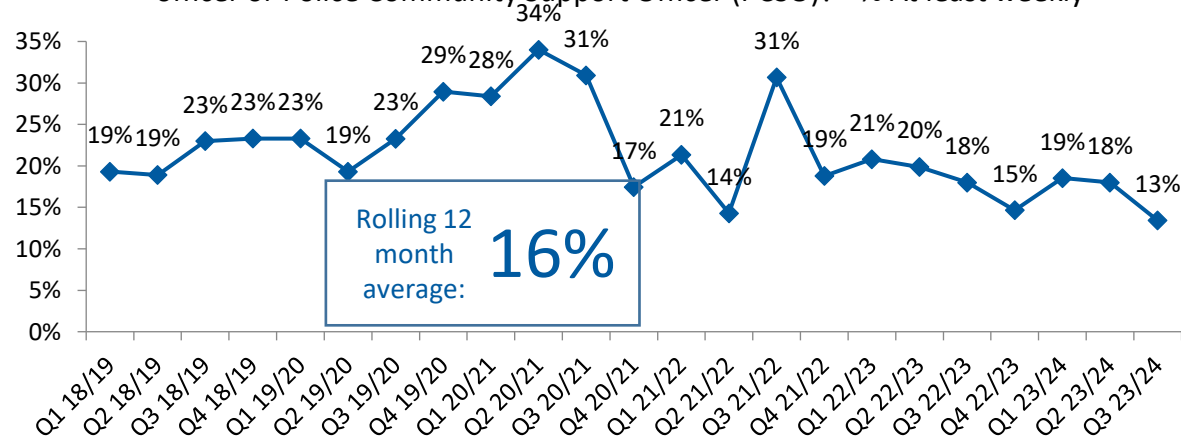
Least likely have said crime and ASB is a problem in their area (17%)

Least confident that WMP use stop and search powers fairly and respectfully (63%)

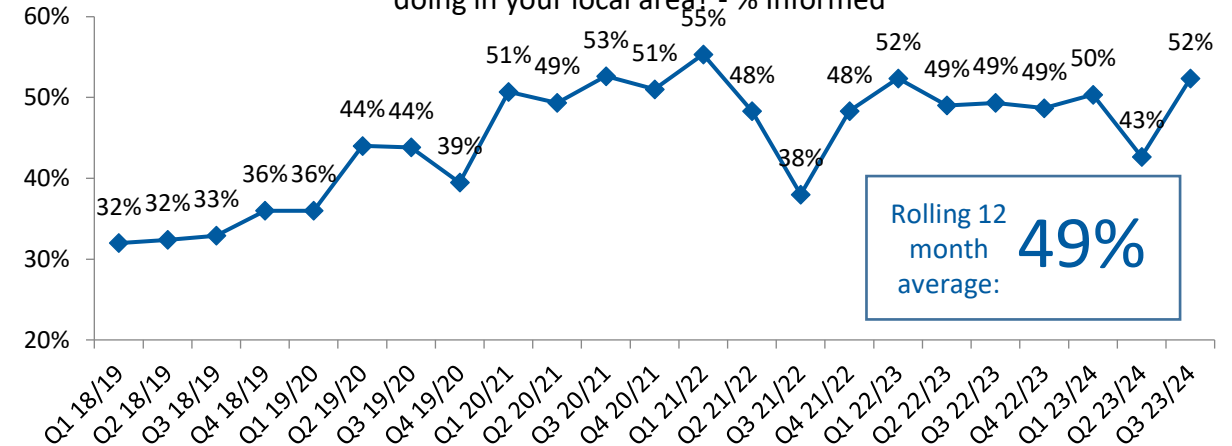
Highest awareness of the PCC (16%)

LPA Key Findings - Herefordshire

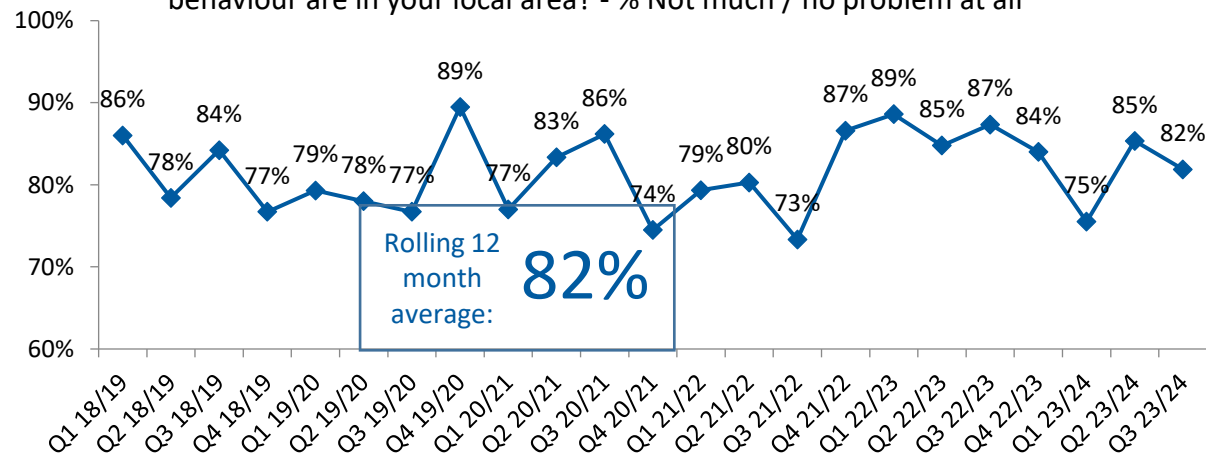
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



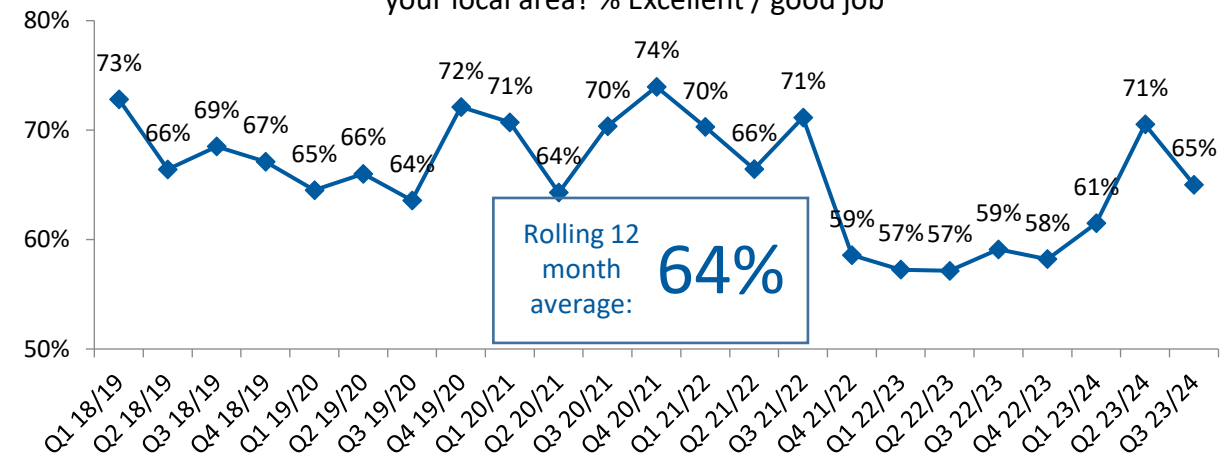
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



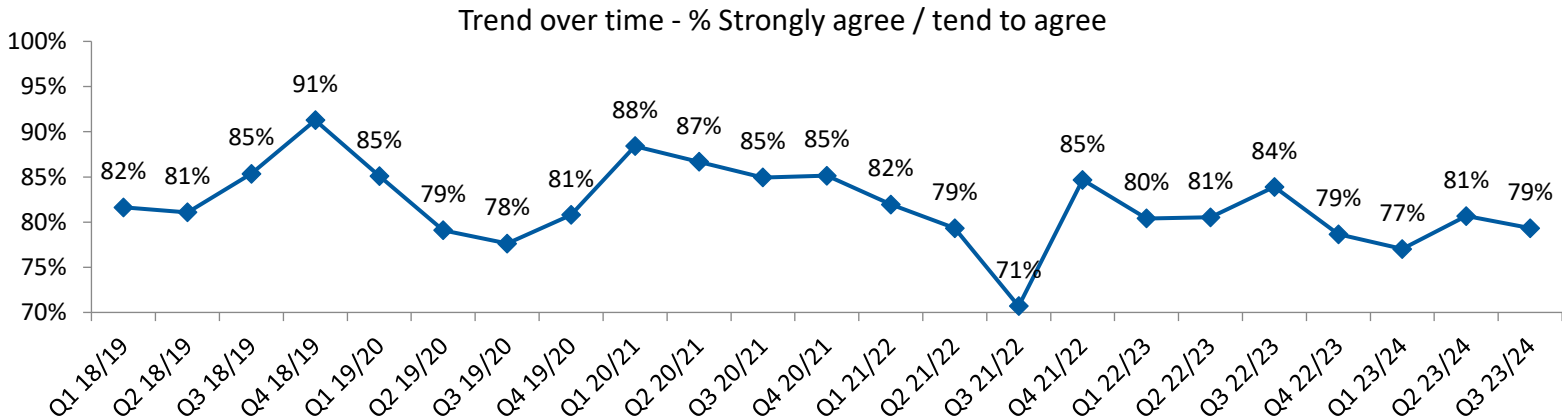
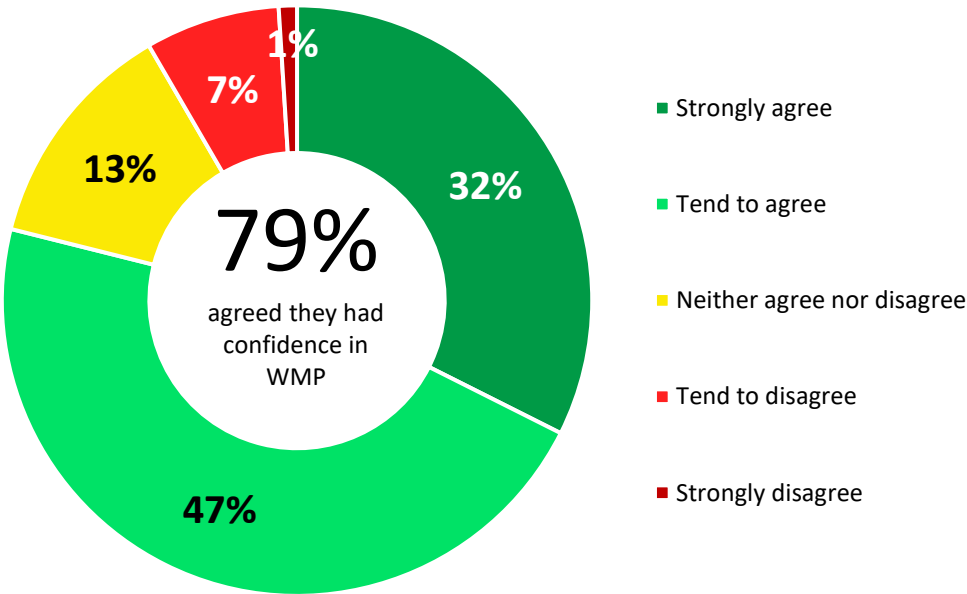
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



*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?



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



Key Findings Compared With Other NPTs

Most likely to see an officer or PCSO at least weekly (19% - joint with Telford & Wrekin, North Worcestershire, and South Worcestershire)

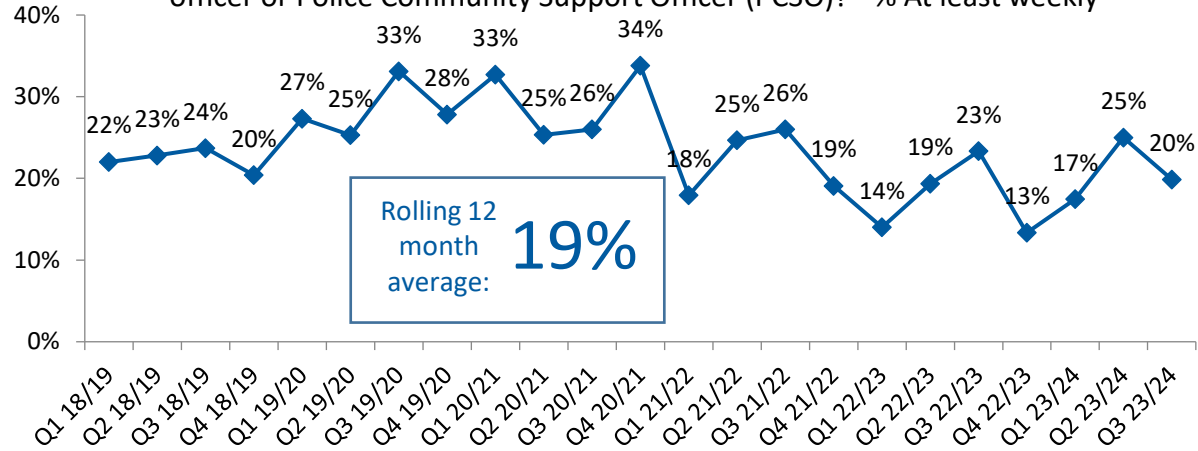
Most confident they could access the police in a non-emergency (70% - joint with Herefordshire and Telford & Wrekin)

Least confident they would receive a good service from WMP (81% - joint with Telford & Wrekin and South Worcestershire)

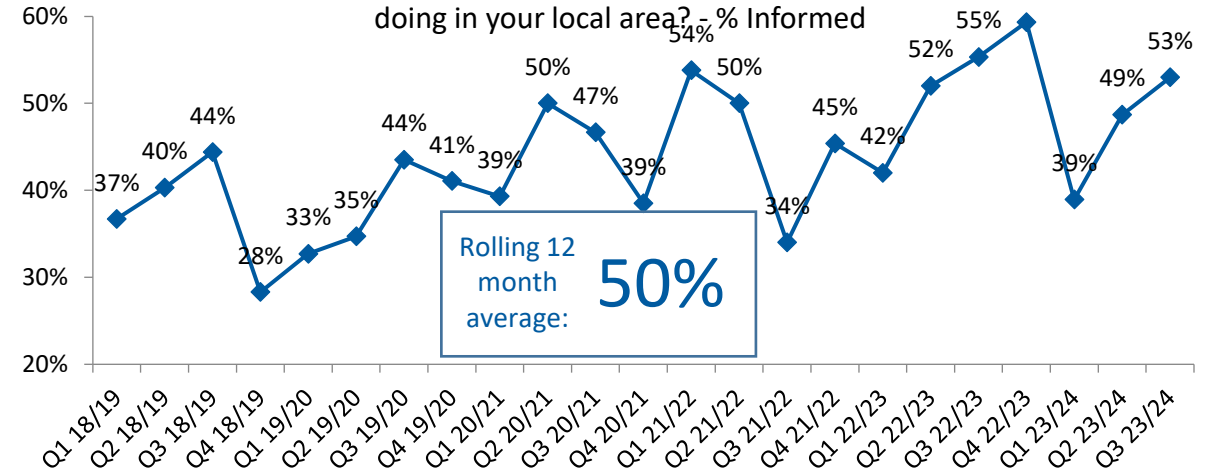
Least likely to have confidence in WMP (79%)

LPA Key Findings - Shropshire

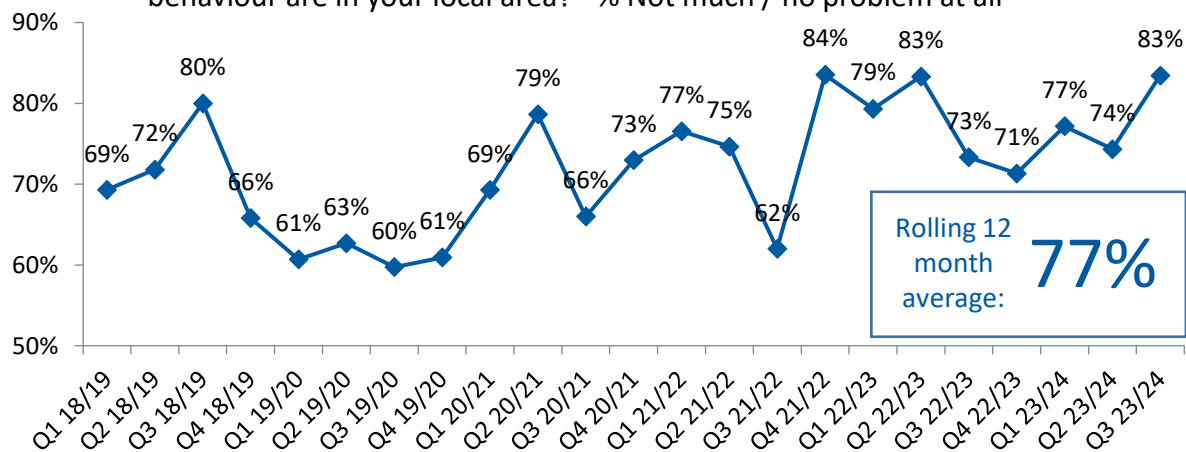
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



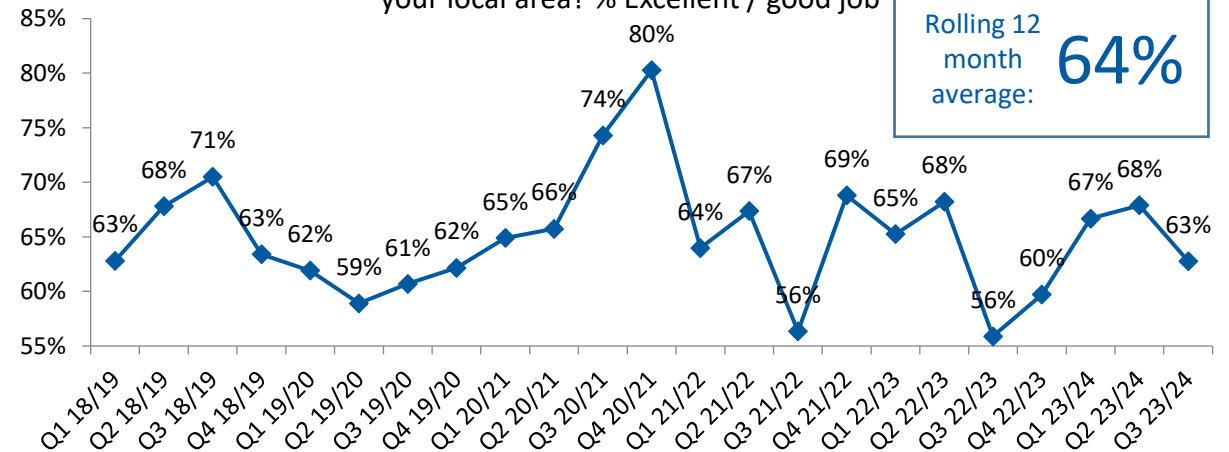
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



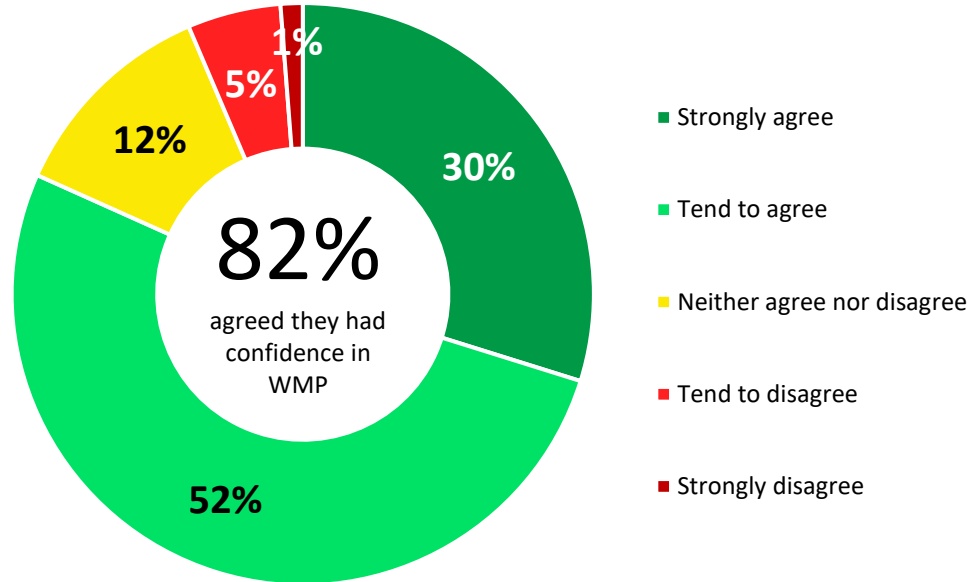
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



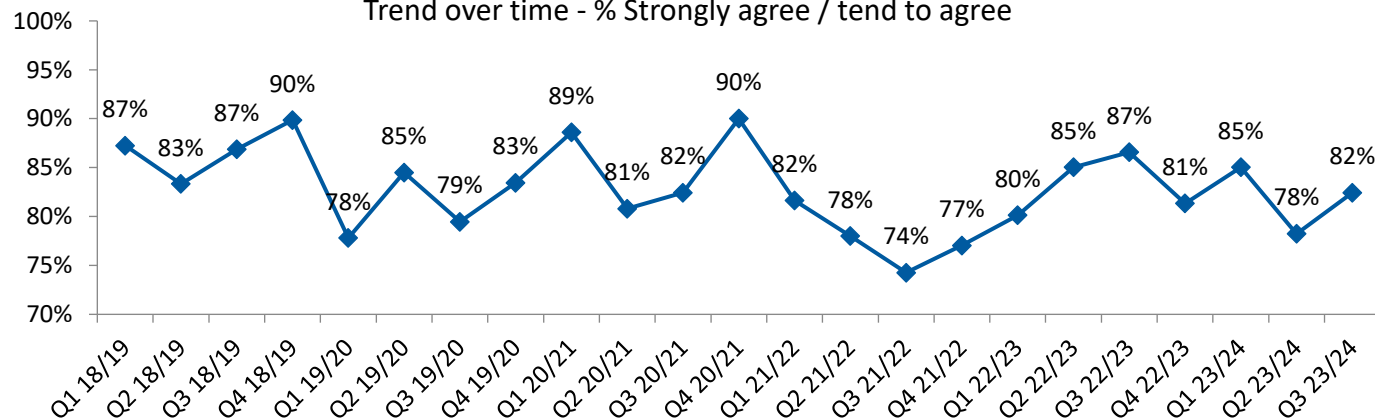
*Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Telford & Wrekin

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



Trend over time - % Strongly agree / tend to agree



Key Findings Compared With Other NPTs

Most likely to see an officer or PCSO at least weekly (19% - joint with North Worcestershire, Shropshire and South Worcestershire)

Most satisfied with the levels of policing in their local area (64% - joint with North Worcestershire)

Most likely to have spoken to an officer or PCSO from their local policing team (14%)

Most confident they could access the police in a non-emergency (70% - joint with Herefordshire and Shropshire)

Most informed about what WMP are doing in their local area (52% - joint with North Worcestershire)

Least likely to feel WMP understand issues in their community (68%)

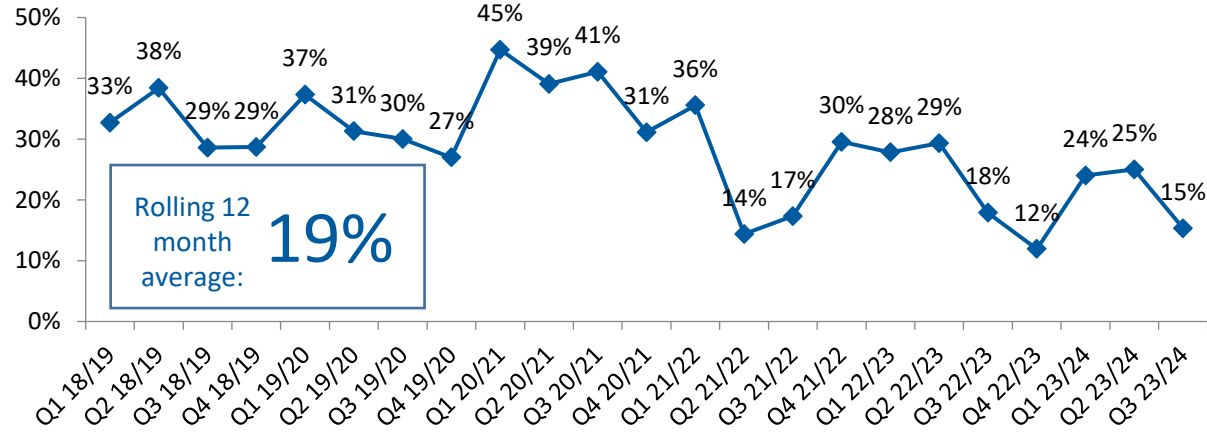
Most likely to think that crime and ASB was a problem in their local area (28%)

Most confident that WMP use stop and search powers fairly and respectfully (68%)

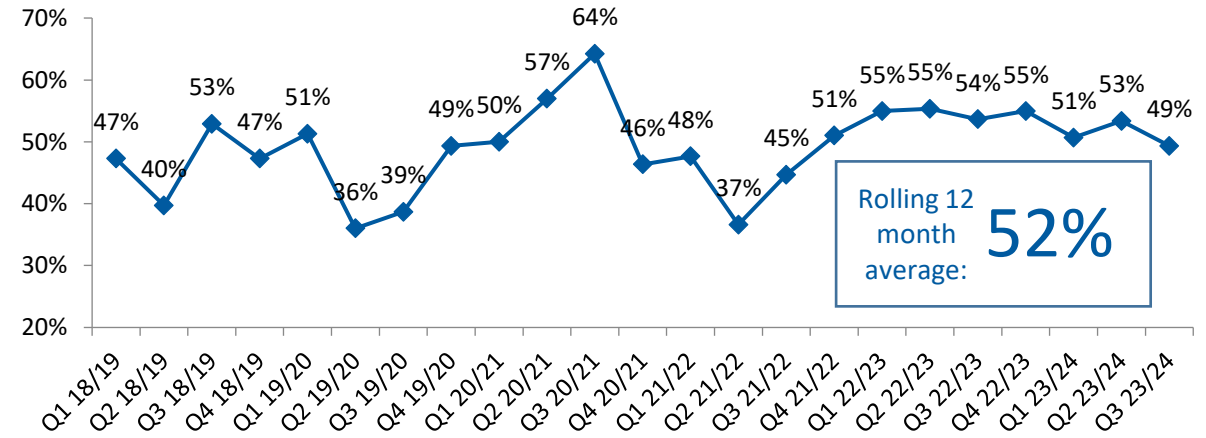
*Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - Telford & Wrekin

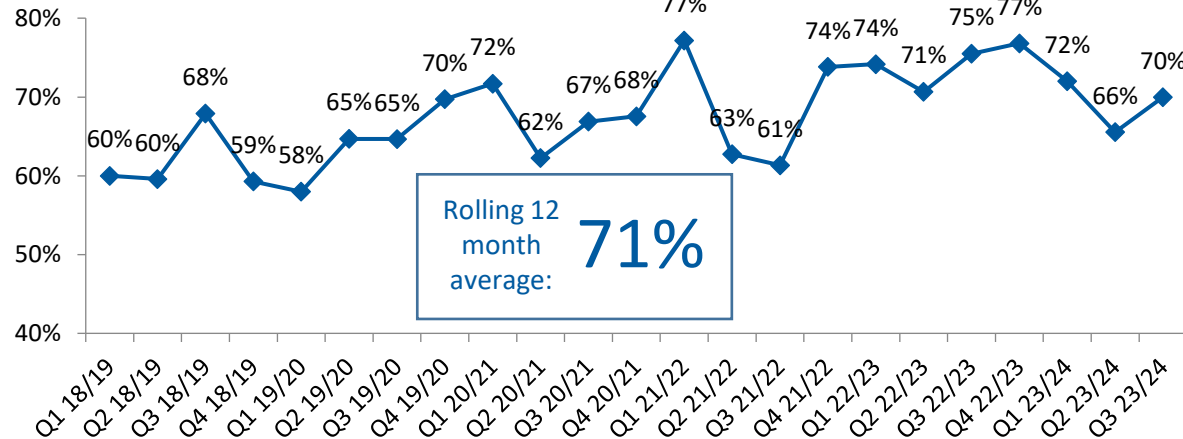
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



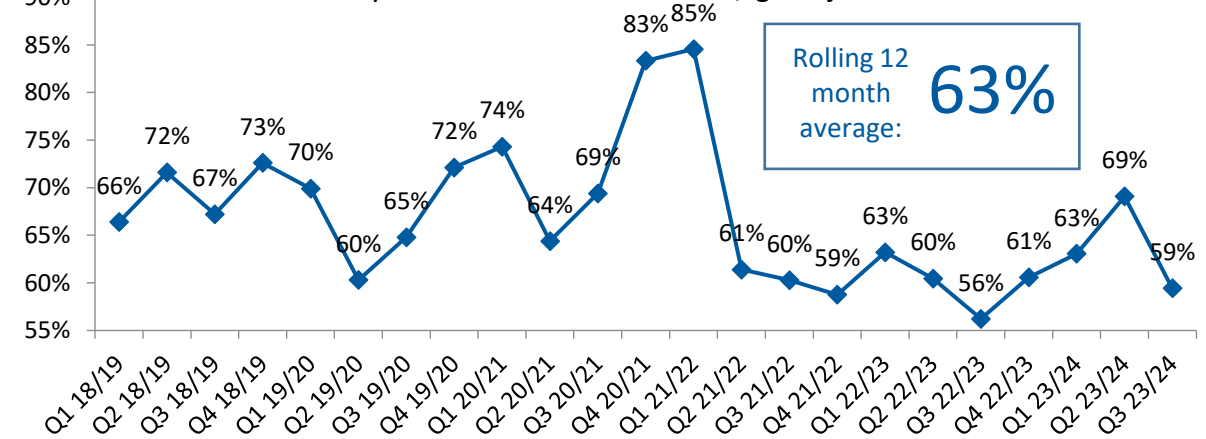
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



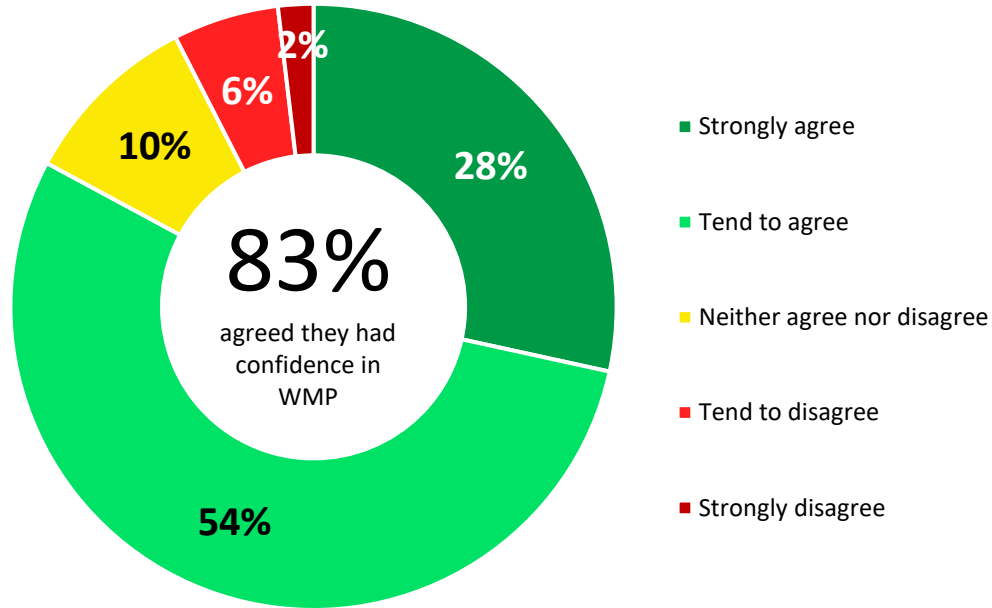
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



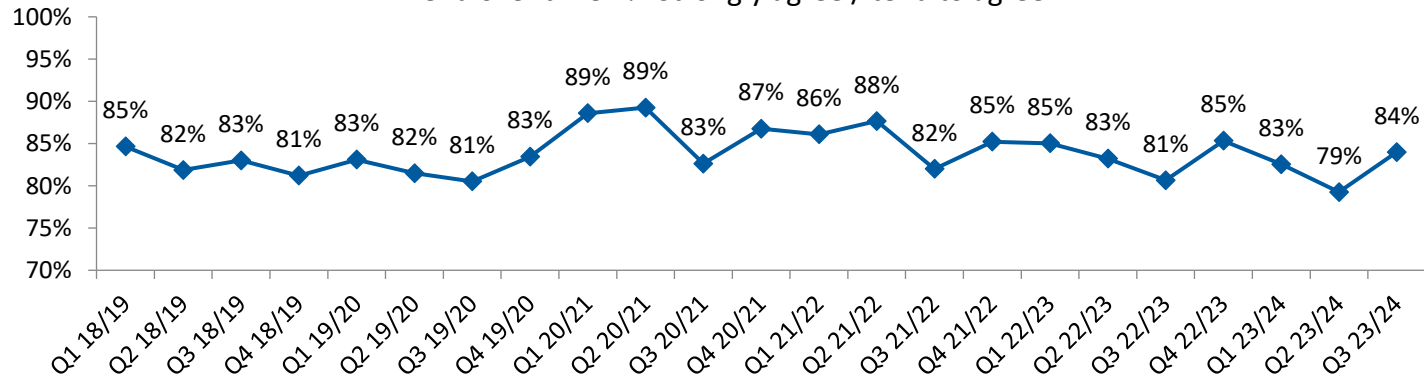
*Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - North Worcestershire

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



Trend over time - % Strongly agree / tend to agree



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



Key Findings Compared With Other NPTs

Most likely to see an officer or PCSO at least weekly (19% - joint with Telford & Wrekin, Shropshire and South Worcestershire)

Most satisfied with the levels of policing in their local area (64% - joint with Telford & Wrekin)

Least confident they could access the police in both an emergency (88%) and a non-emergency (69% - joint with South Worcestershire)

Most informed about what WMP are doing in their local area (52% - joint with Telford & Wrekin)

Most likely to have been a victim of crime (14%)

Most confident they would receive a good service from WMP (83%)

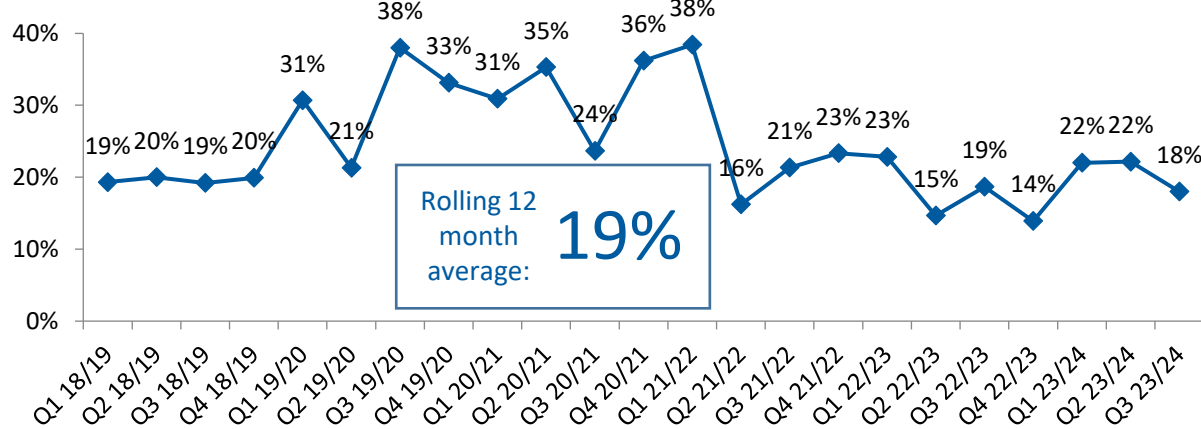
Most likely to feel the police were doing either an excellent or good job (65%)

Most likely to have confidence in WMP (83% - joint with South Worcestershire)

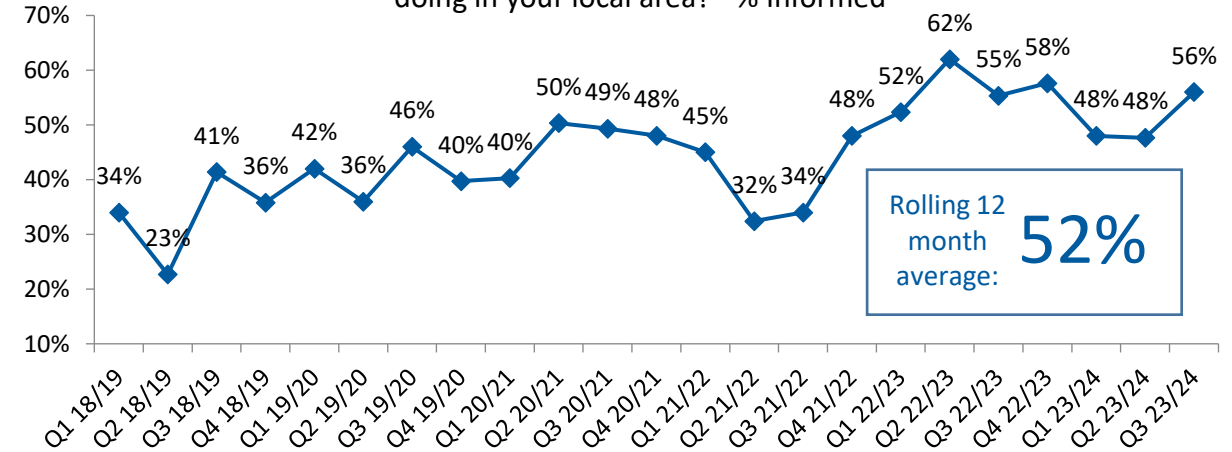
Lowest awareness of the PCC (12%)

LPA Key Findings - North Worcestershire

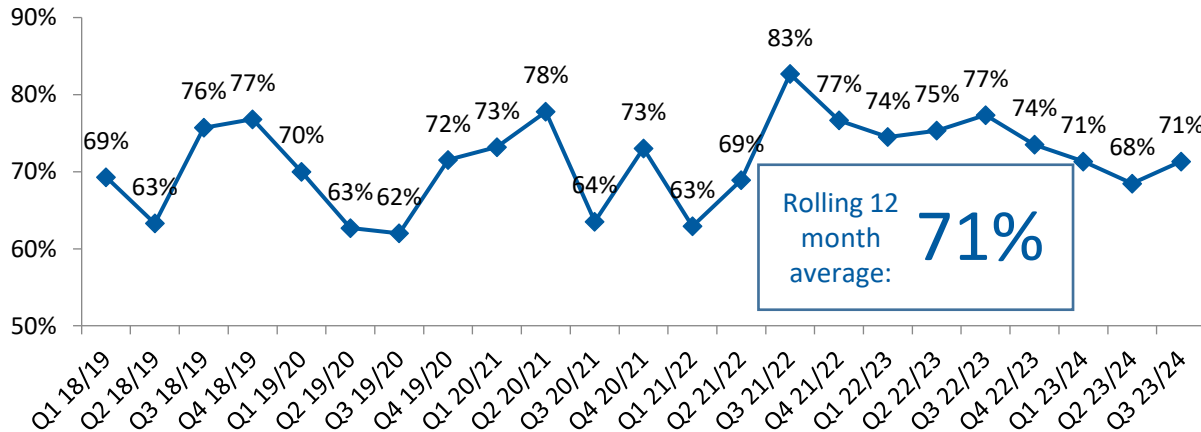
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



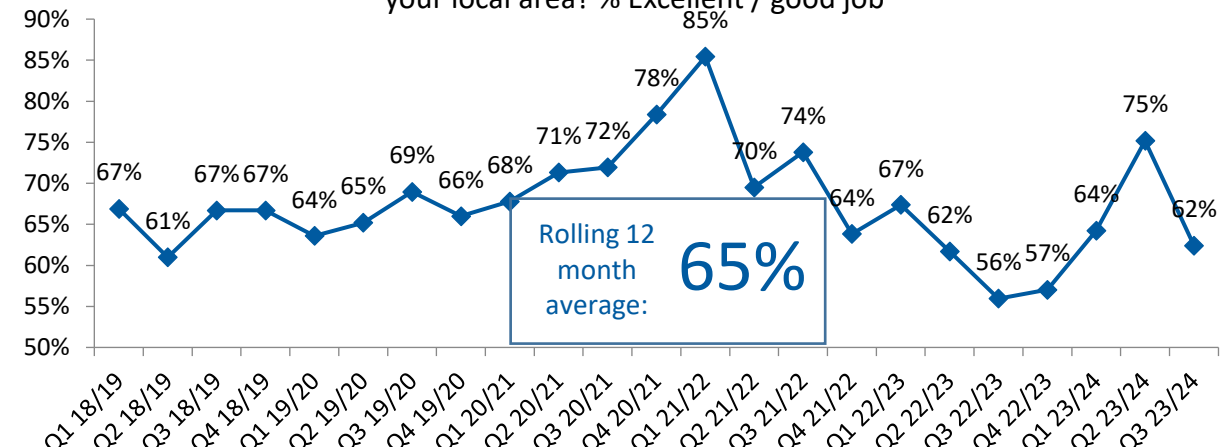
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



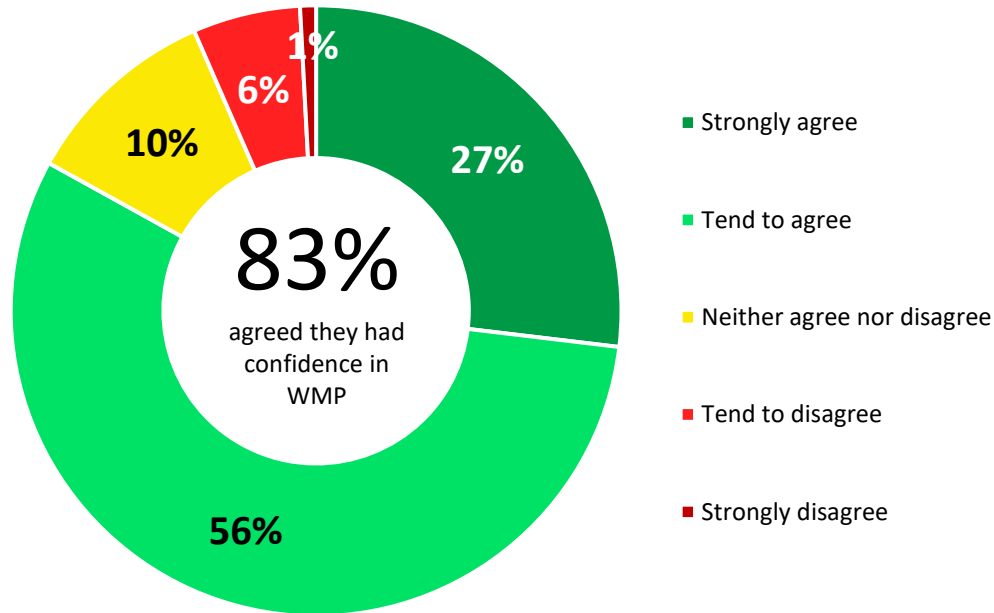
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



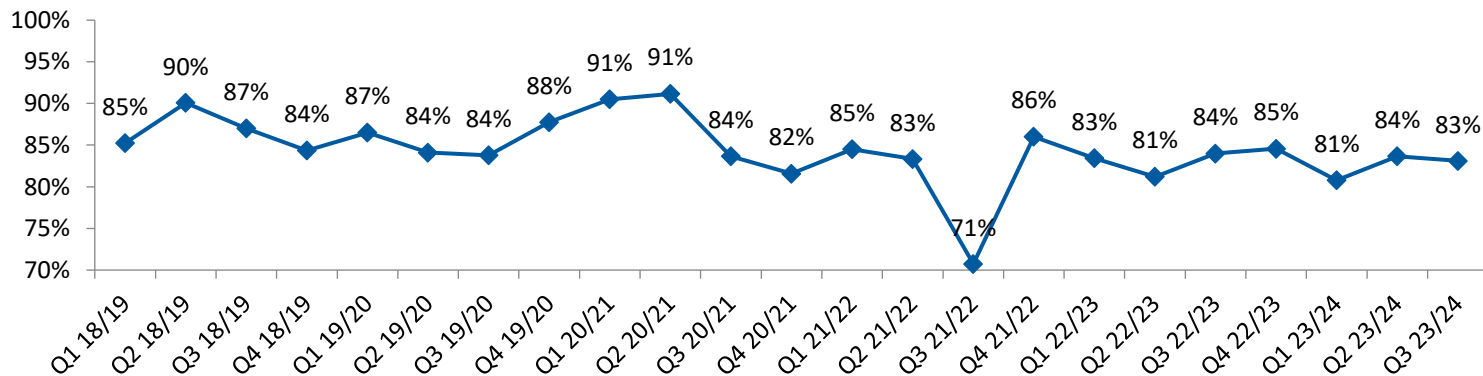
*Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - South Worcestershire

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 likely to see an officer or PCSO at least weekly (19% - joint with Telford & Wrekin, Shropshire and North Worcestershire)

Least satisfied with the levels of policing in their local area (61%)

Least likely to have spoken to an officer or PCSO from their local policing team (8%)

Most confident they could access the police in an emergency (90% - joint with Herefordshire)

Most confident that WMP understands the issues in their community (73%)

Least confident they would receive a good service from WMP (81% - joint with Telford & Wrekin and Shropshire)

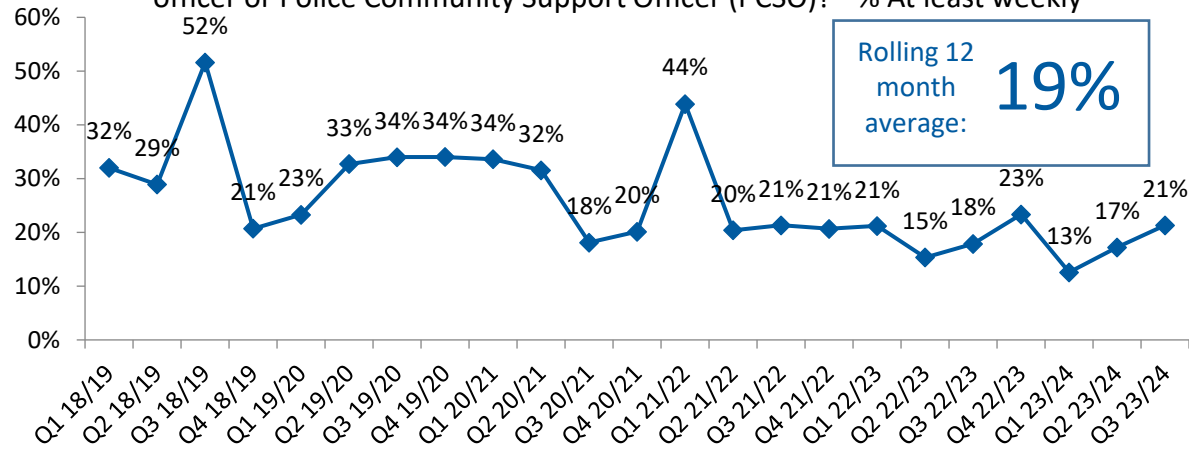
Least likely to feel the police were doing either an excellent or a good job in their local area (58%)

Most likely to have confidence in WMP (83% - joint with North Worcestershire)

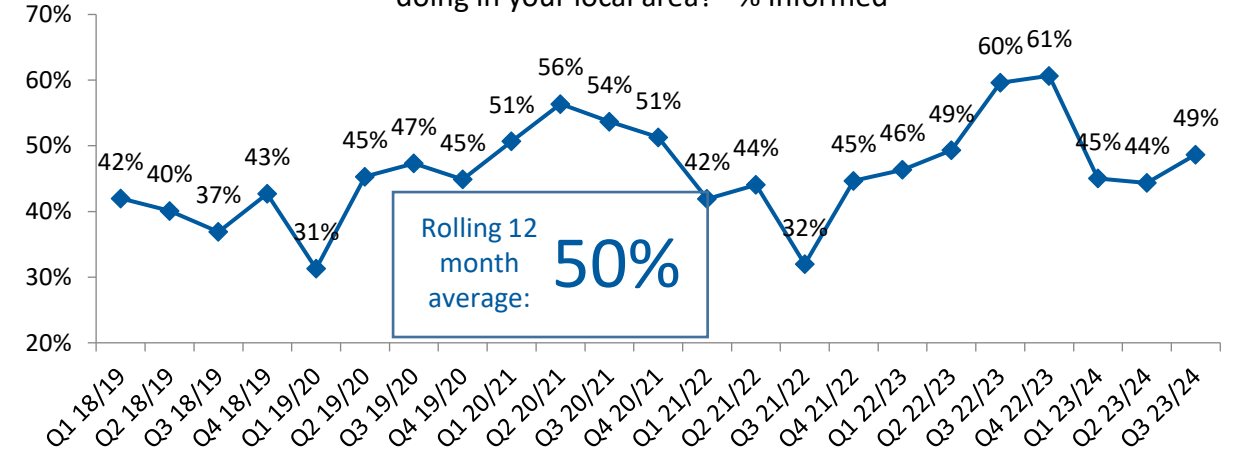
*Don't know option has been excluded from calculation to make question comparable to CSEW

LPA Key Findings - South Worcestershire

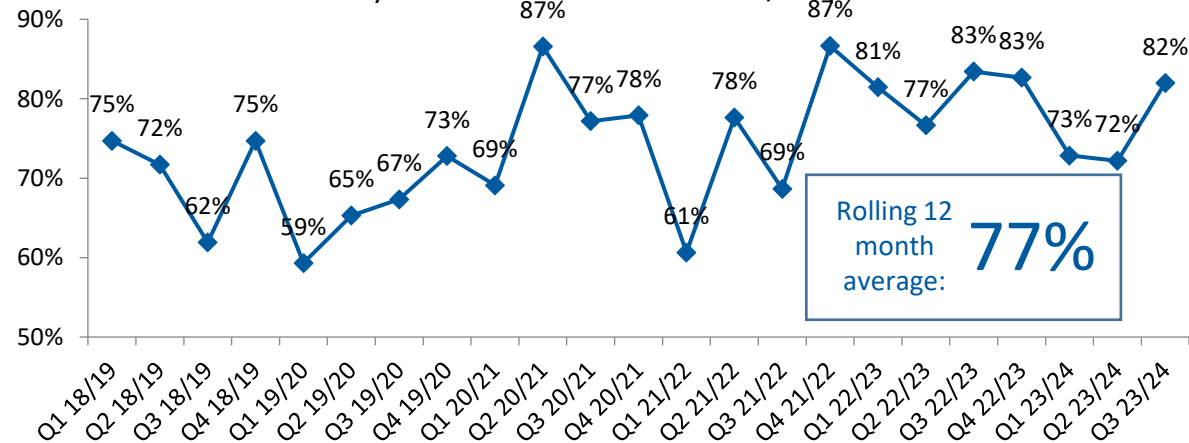
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



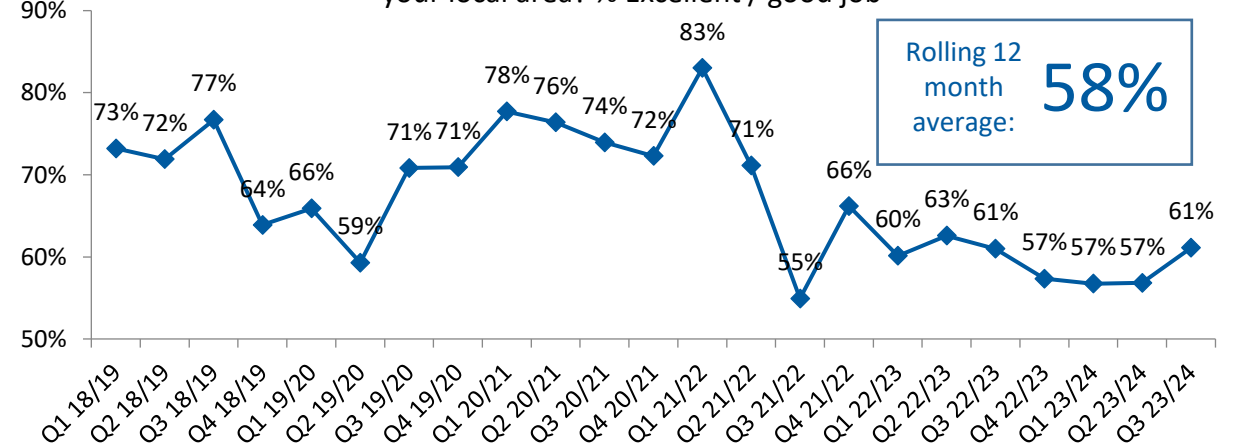
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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

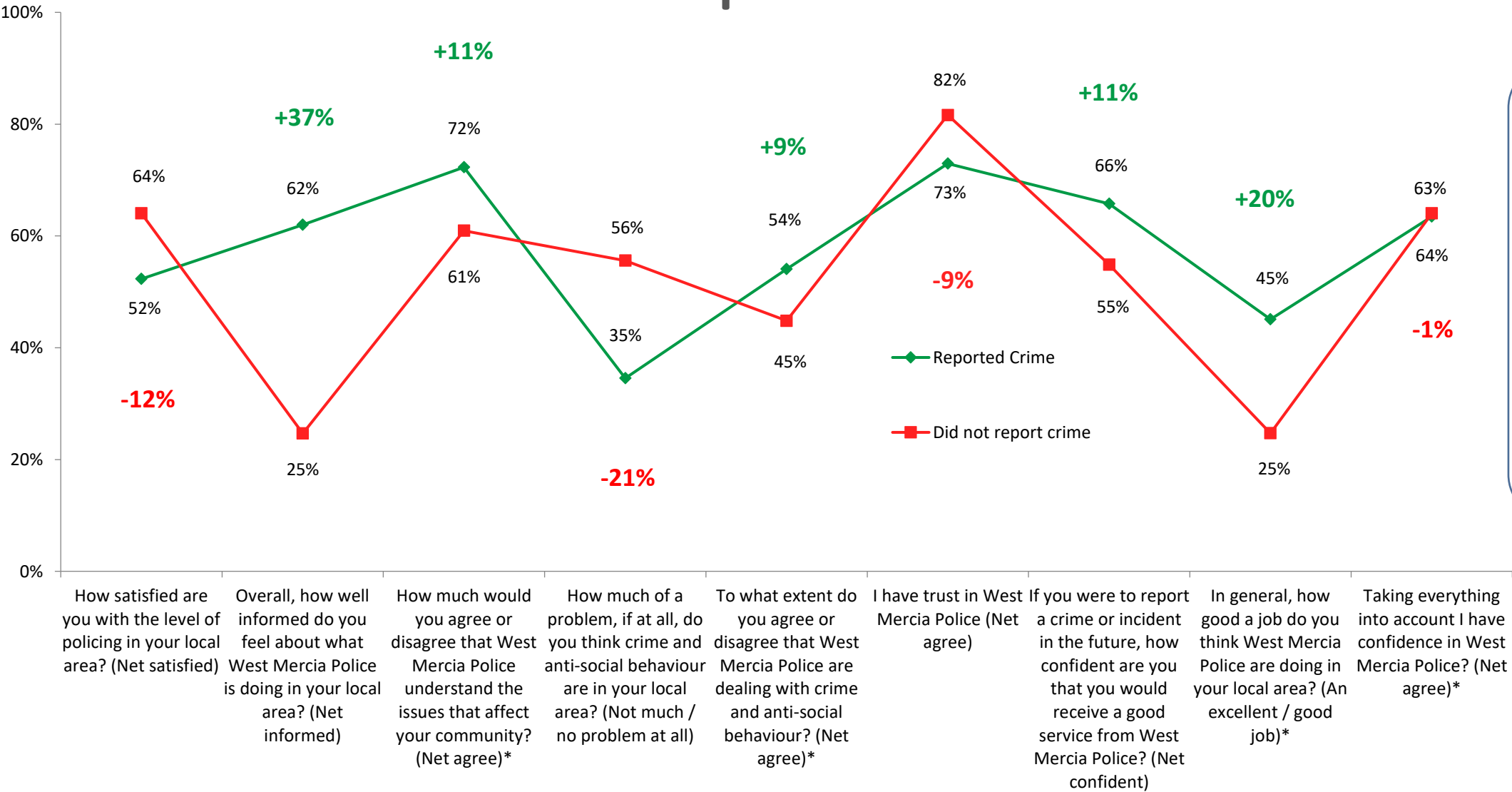


In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



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

Victim of Crime Comparisons



Key Insights

In general, Victims who reported crime were more positive towards WMP than those that did not report their crime

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