



# Public Views and Perceptions of Policing in West Mercia

## 2023/24 Survey Quarter 4 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 (April 2023 – March 2024) 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%).
- Over three-fifths (64%) 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 (80%) feel there has been no change in the level of policing; a tenth (9%) say there has been a decrease and fewer (5%) 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

- Nine-tenths (90%) are confident that they could access WMP in an emergency with fewer (68%) 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 (58%) or from social media (55%), Half (50%) are informed about what WMP is doing in their local area.

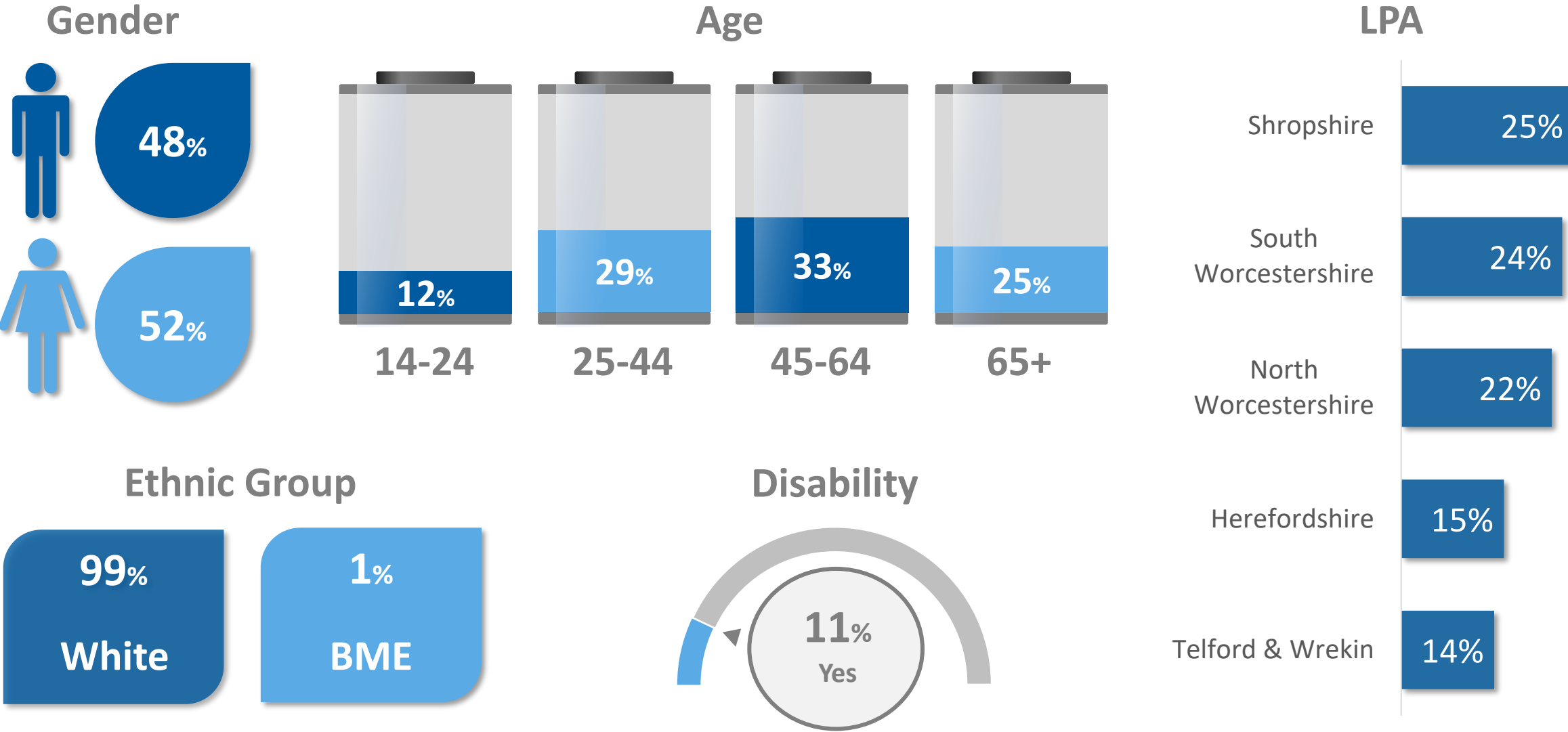
# Effectiveness

- Seven-tenths (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 (77%) say that crime and ASB had remained the same compared to 12 months ago; more than a tenth (13%) report an increase. More than three-quarters (78%) agree that WMP are dealing with crime and ASB.

# Trust / integrity

- The vast majority (94%) continue to say that WMP has their support, and they have trust in the force (89%). More than 8 in every 10 said that WMP act with integrity (85%), and agree they treat everyone fairly, regardless of who they are (90%). Around three-quarters agree WMP use their powers appropriately (79%), take people's concerns seriously (77%) and can be relied to be there when you need them (77%).
- Nearly two-thirds (66%) 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**  
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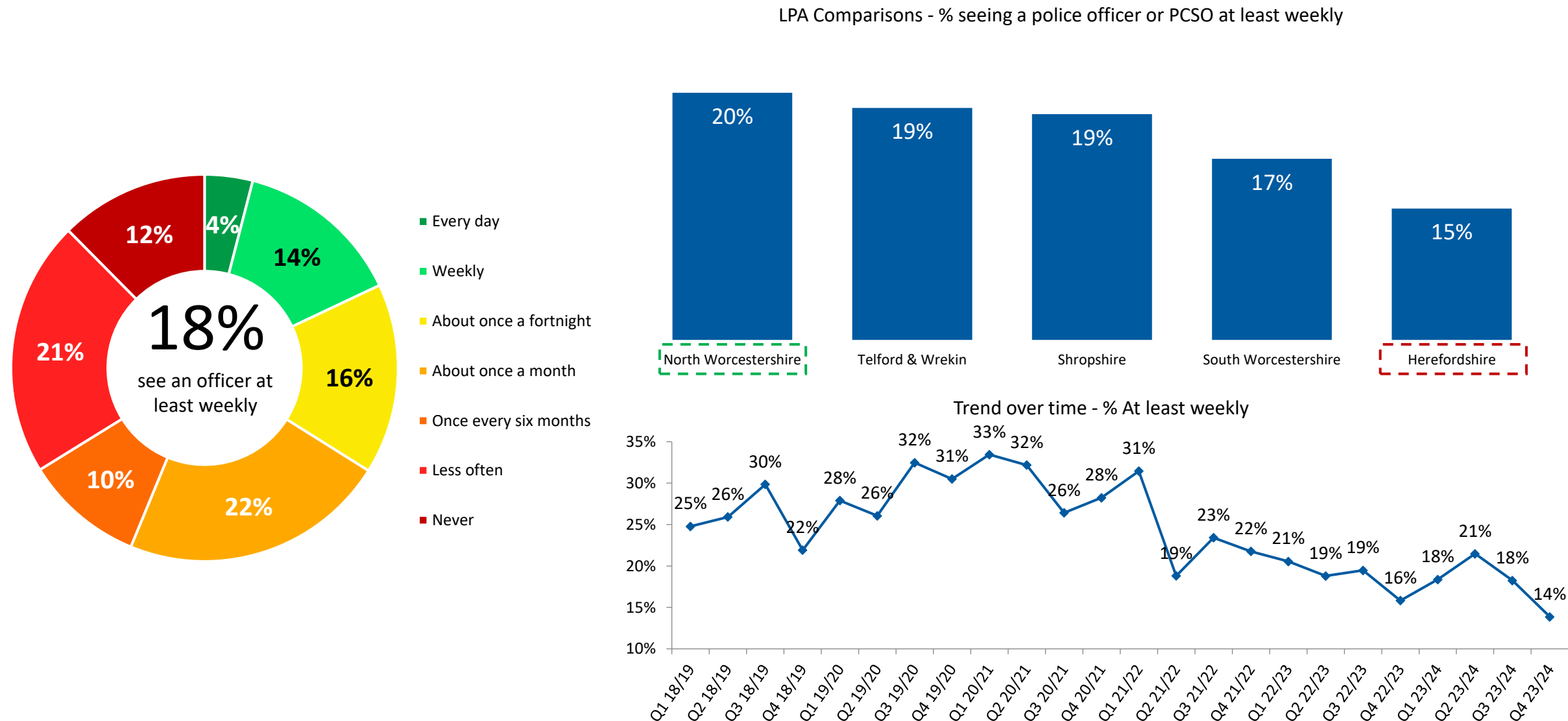
# Section Two

## Visibility / Presence



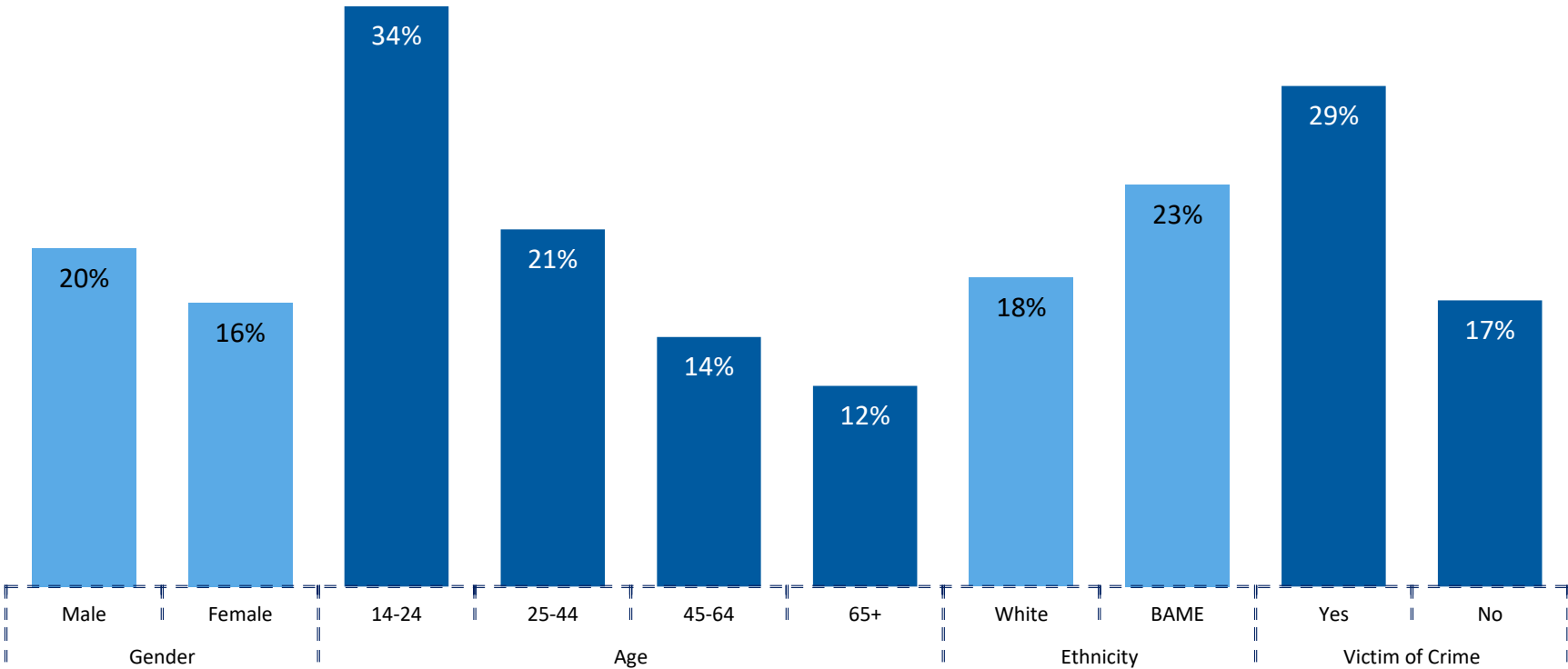


# A fifth see an officer or PCSO at least once a week



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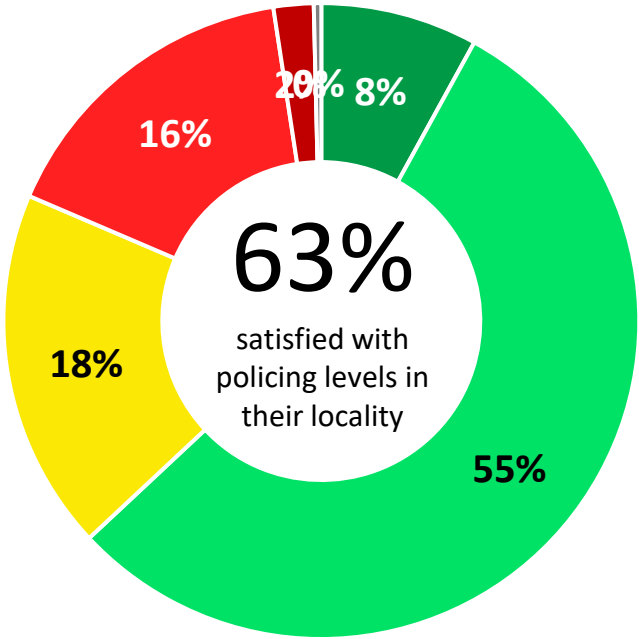
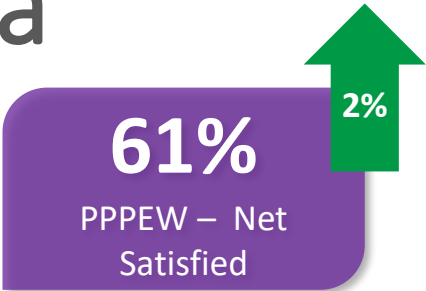
Demographic Comparisons - % seeing a police officer or PCSO at least weekly



## Key Insights

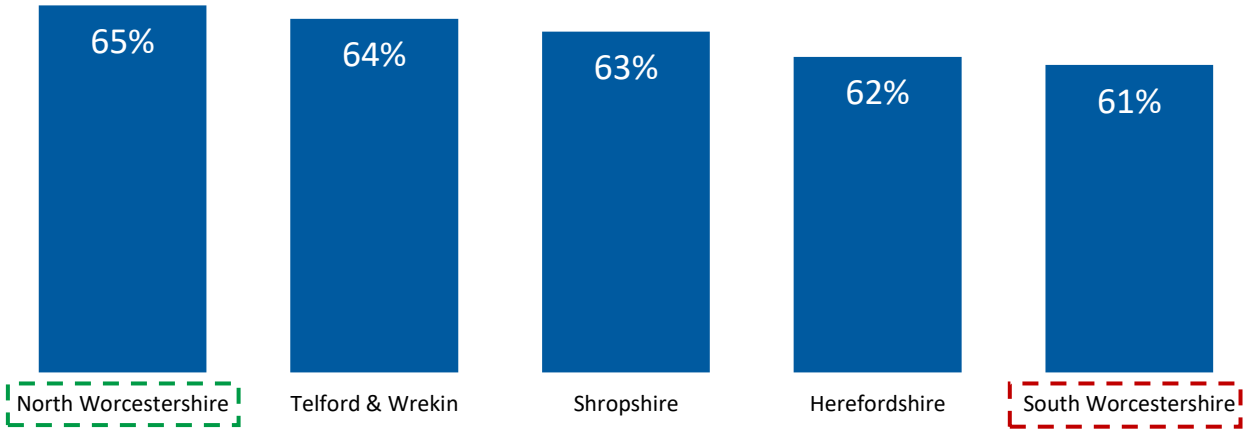
- Those residing in Herefordshire least likely to see an officer or PCSO at least weekly
- Decline of 4% from previous quarter – this quarter is the lowest since tracking began
- Older residents are less likely to see officers or PCSOs on a weekly basis; a third of young people see officers at least 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

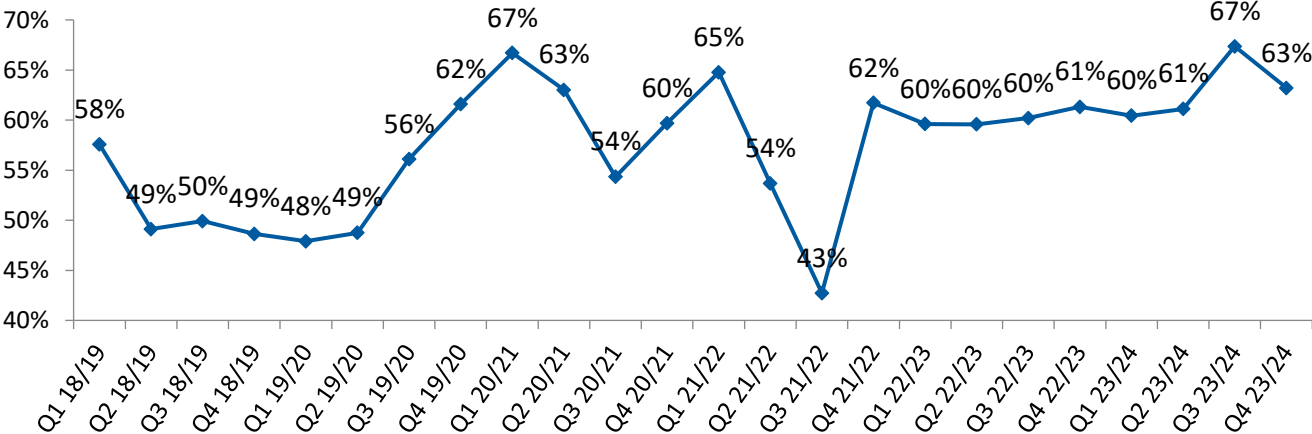


- Very satisfied
- Satisfied
- Neither
- Dissatisfied
- Very dissatisfied
- Don't know

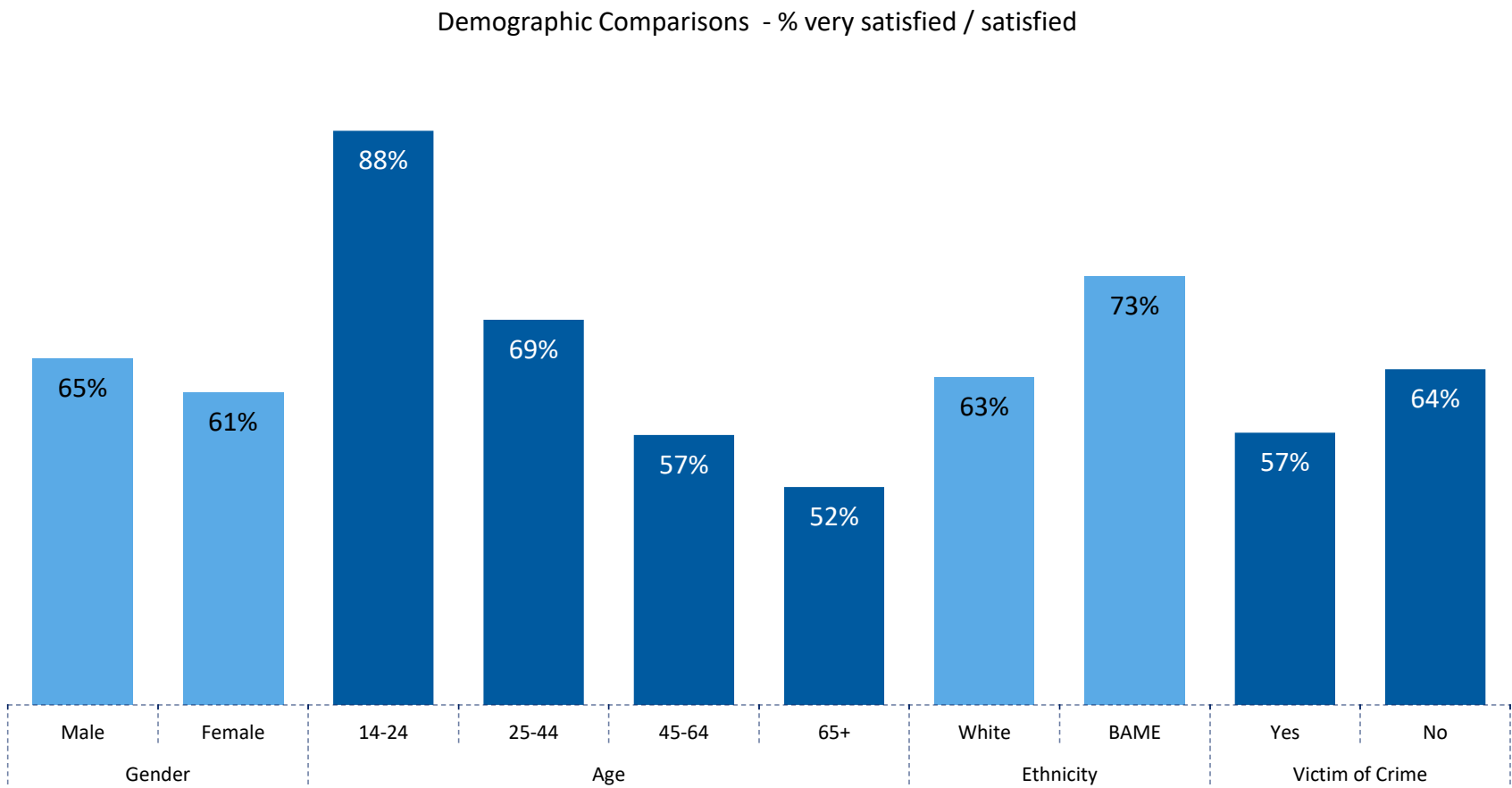
LPA Comparisons - % very satisfied / satisfied



Trend over time - % Satisfied



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



## 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

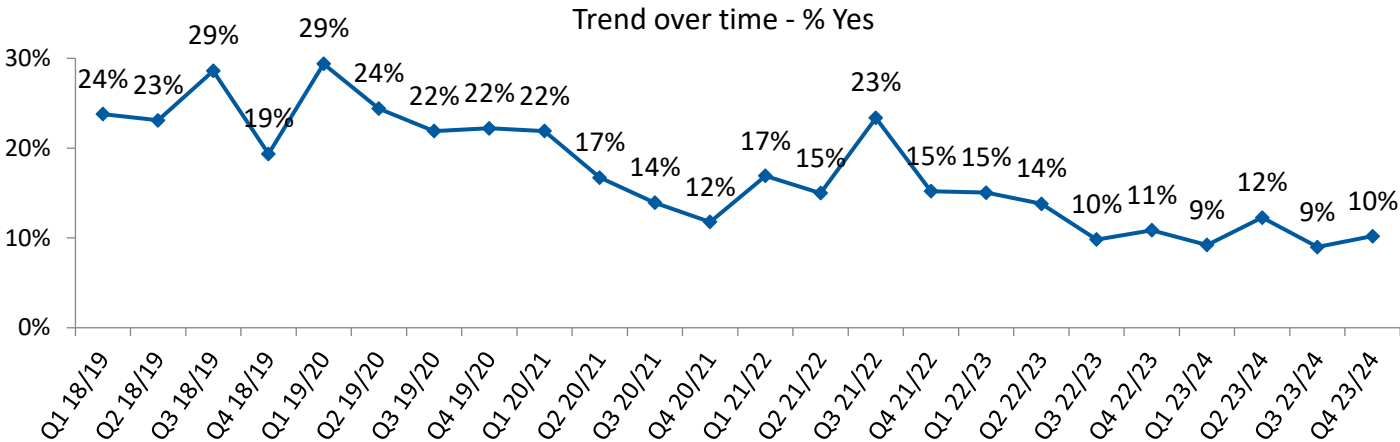
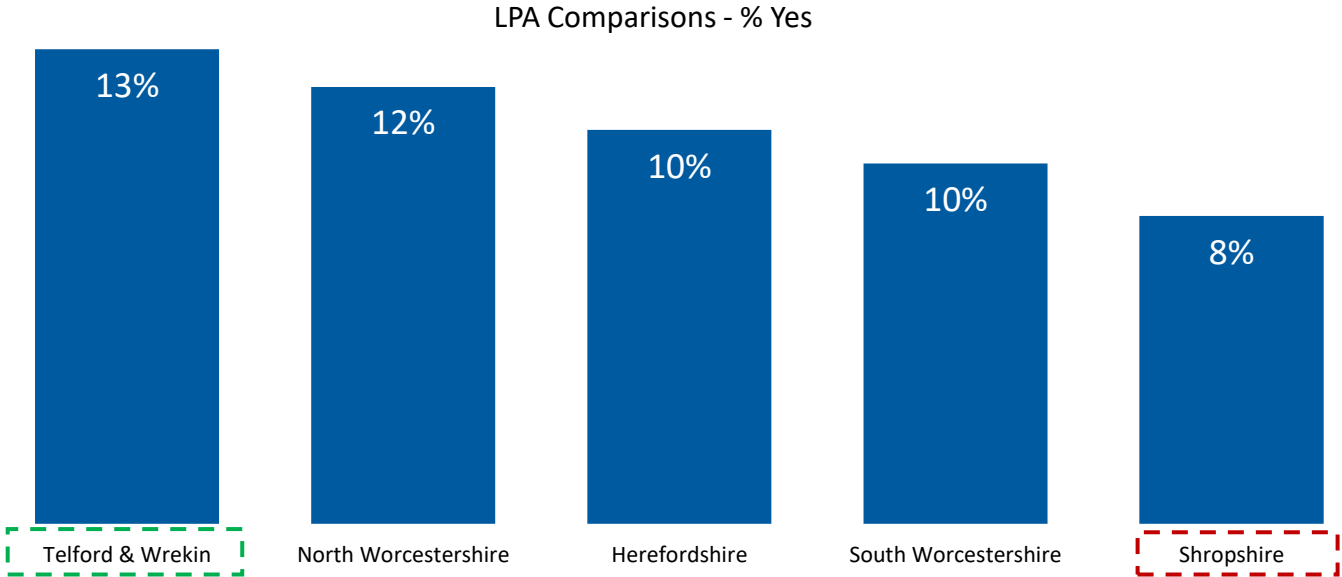
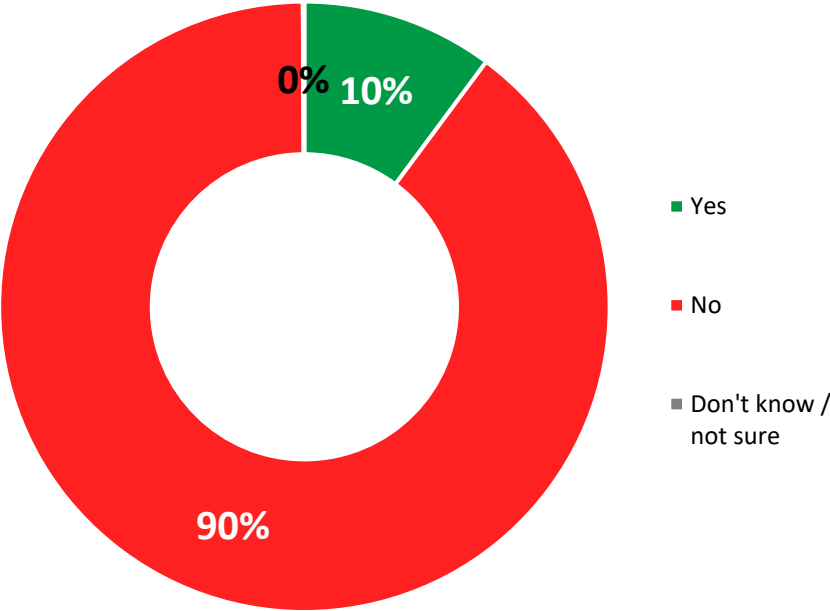
Females less likely to be satisfied with levels of policing compared to males

White residents less satisfied than ethnic minorities

Residents in South Worcestershire least likely to be satisfied; North Worcestershire most likely

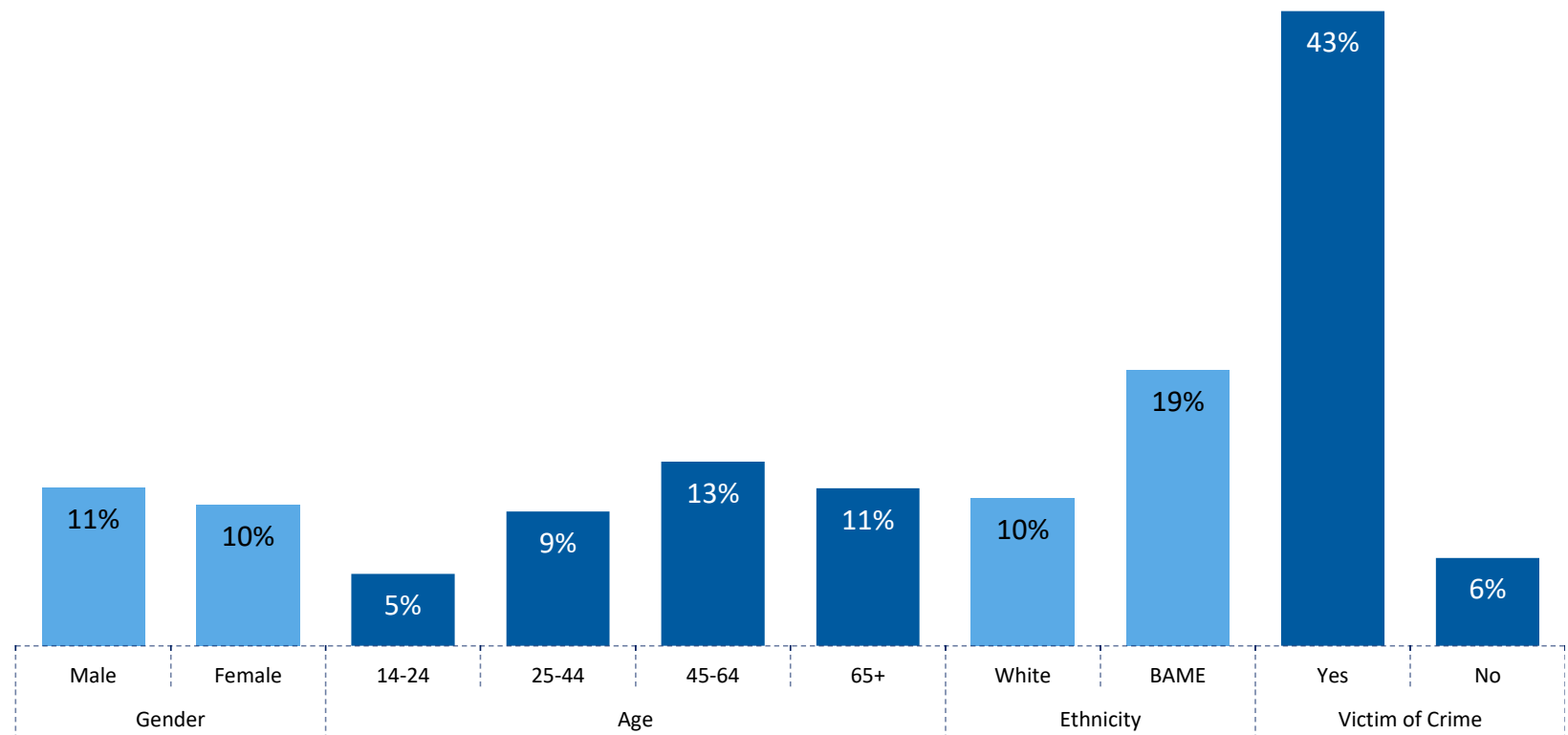
Victims of crime less likely to be satisfied with policing levels compared to non-victims

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



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Demographics comparisons - % Yes



## Key Insights

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

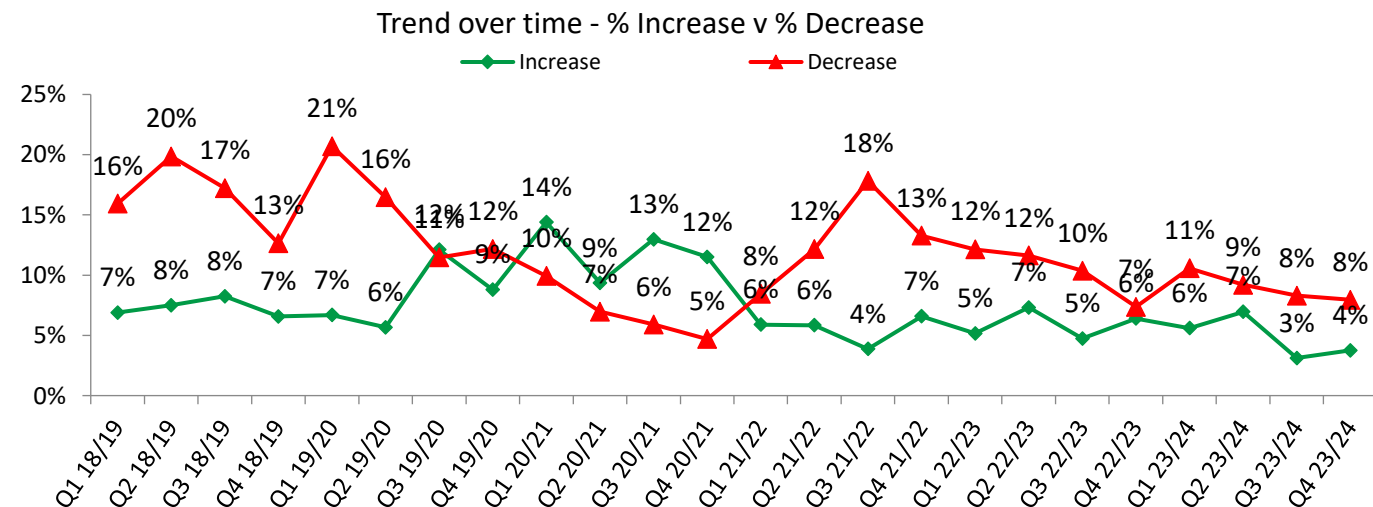
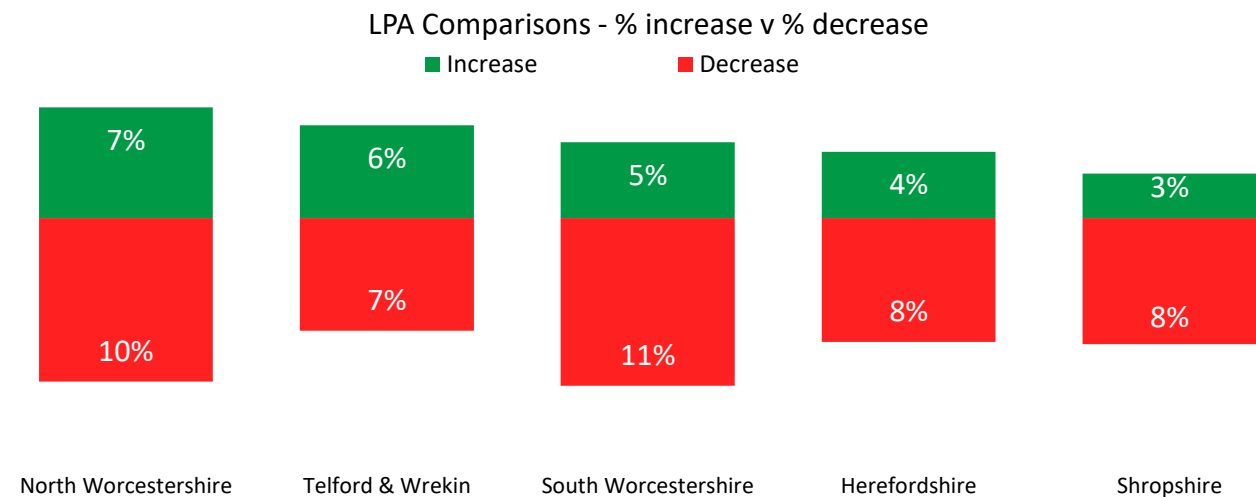
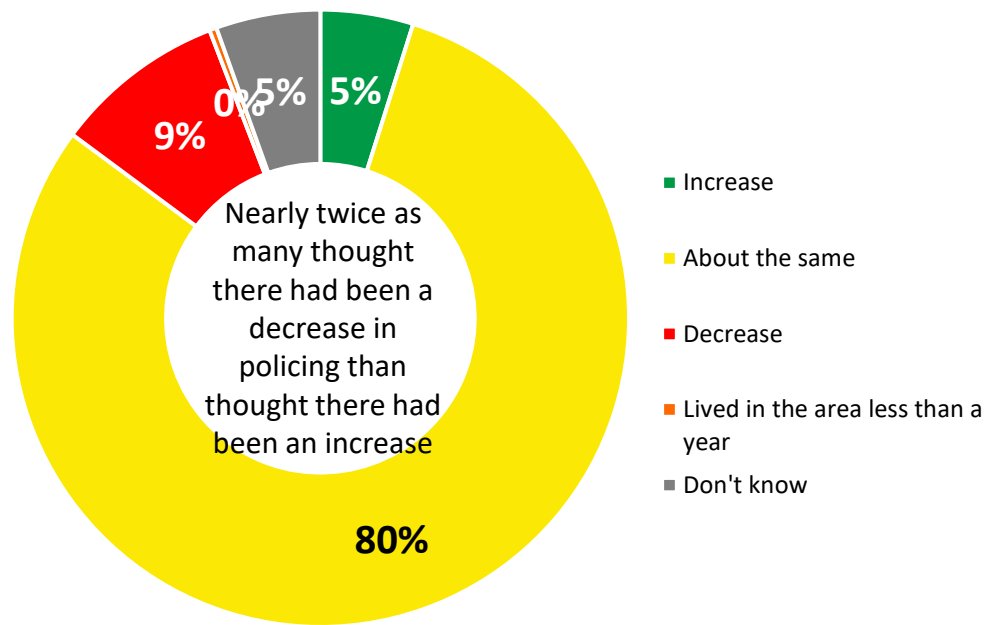
BAME respondents more likely to have spoken to local policing team

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

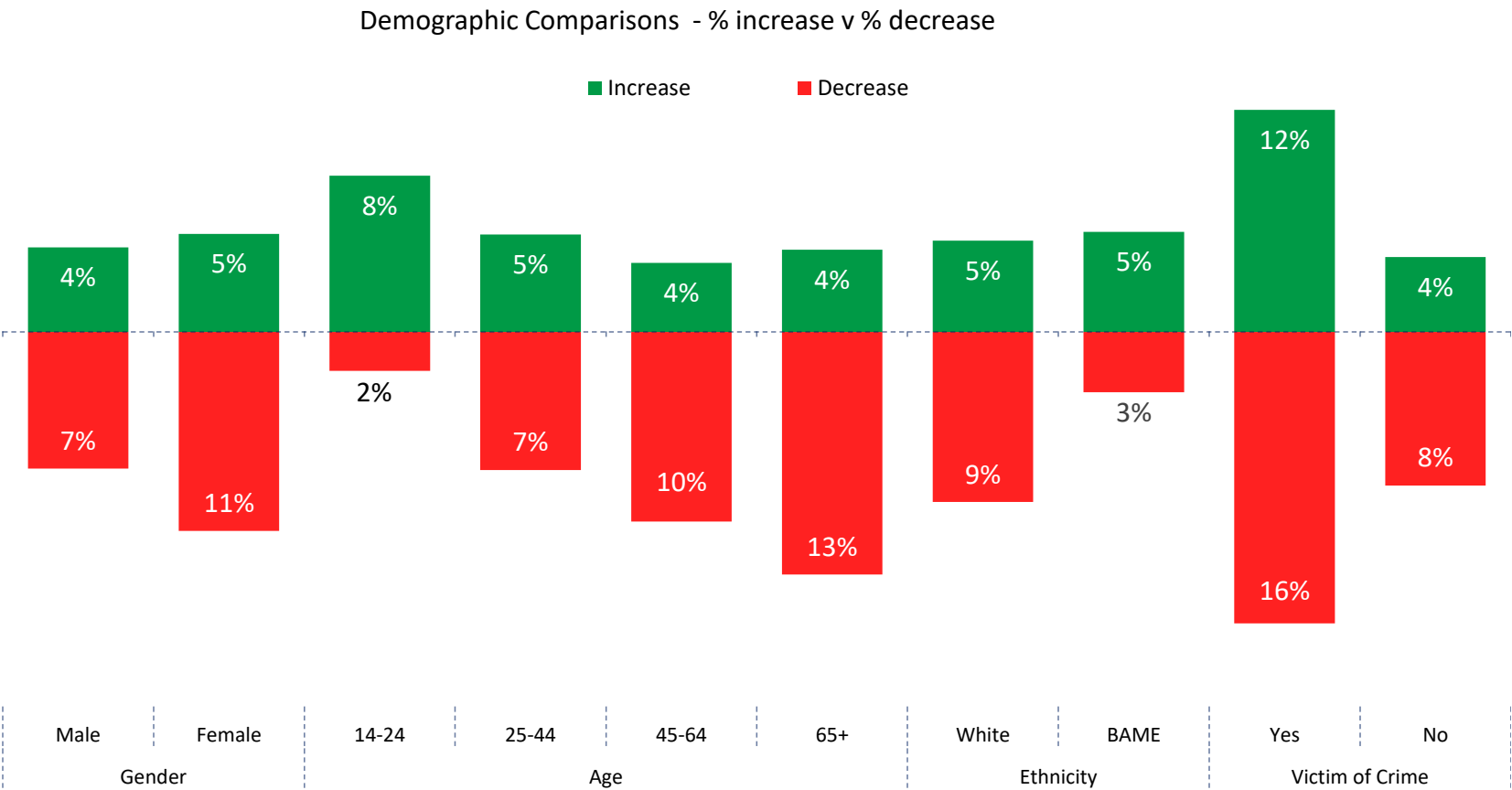
Residents of Shropshire least likely to have spoken to their local policing team

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

The older the respondent the more likely they were to feel policing levels had decreased

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

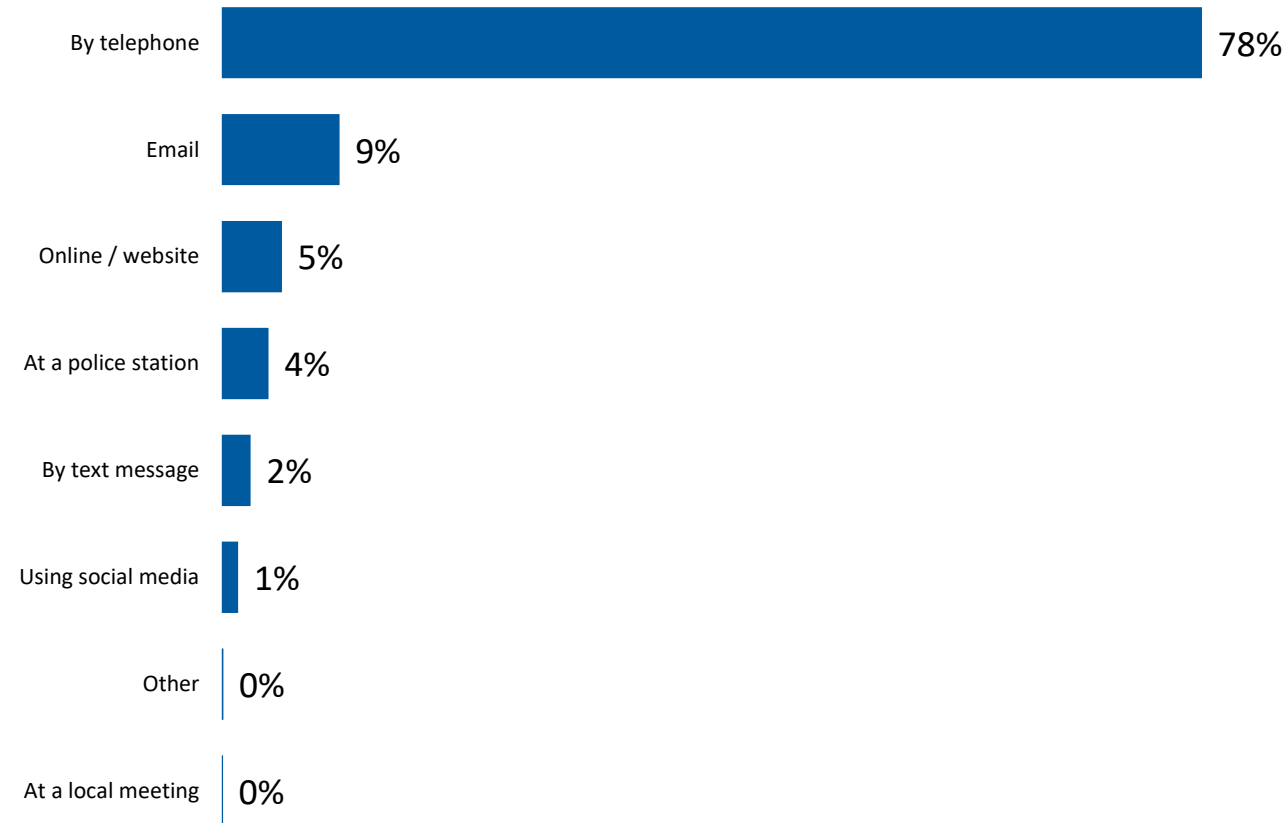




# Section Three

## Interaction / Access

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

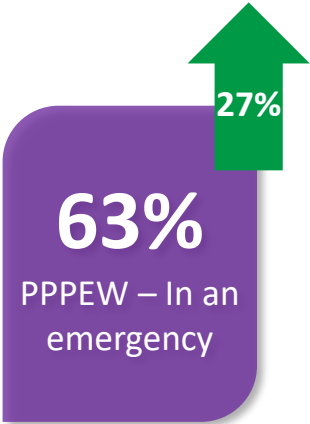
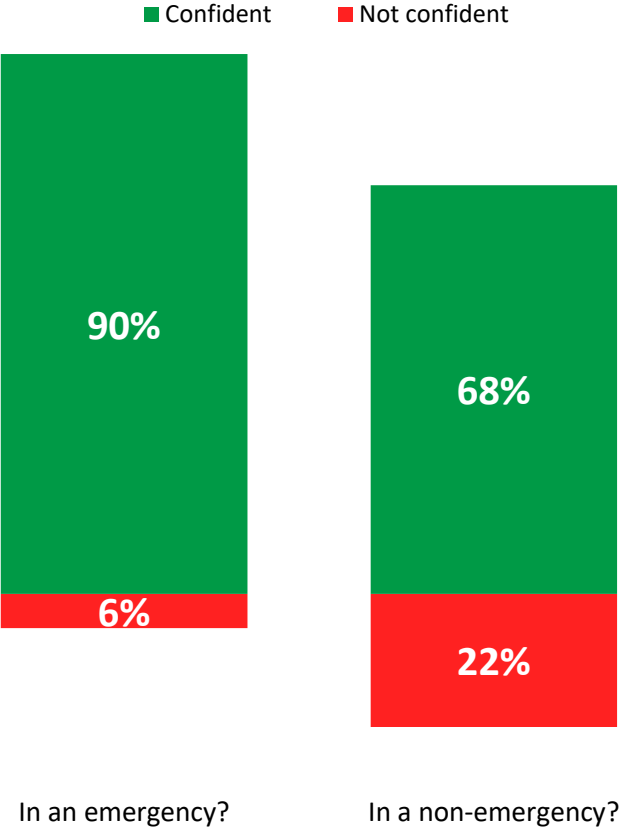


## Key Insights

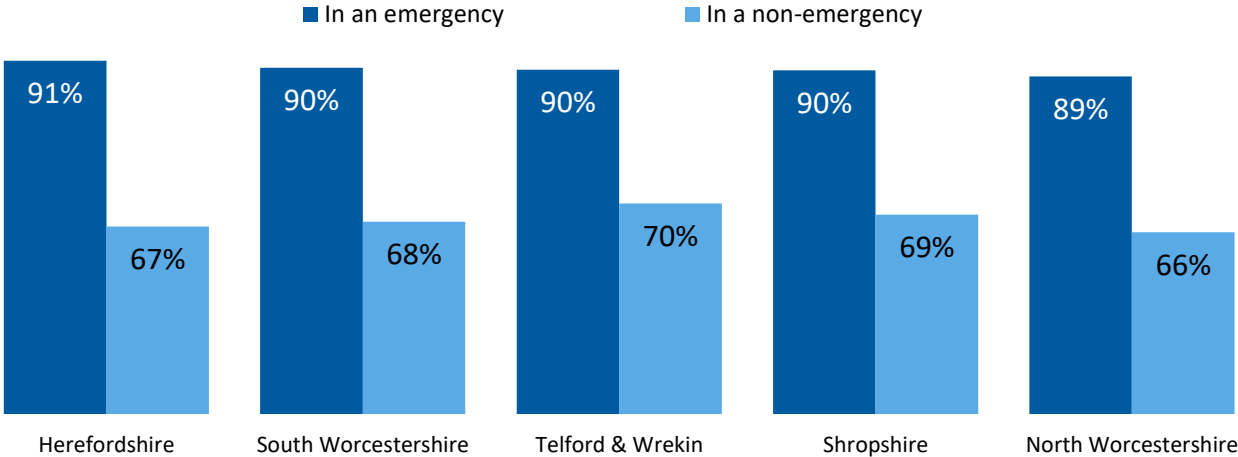
Older residents more likely to choose telephone contact but remains the most universally approved method of contact

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

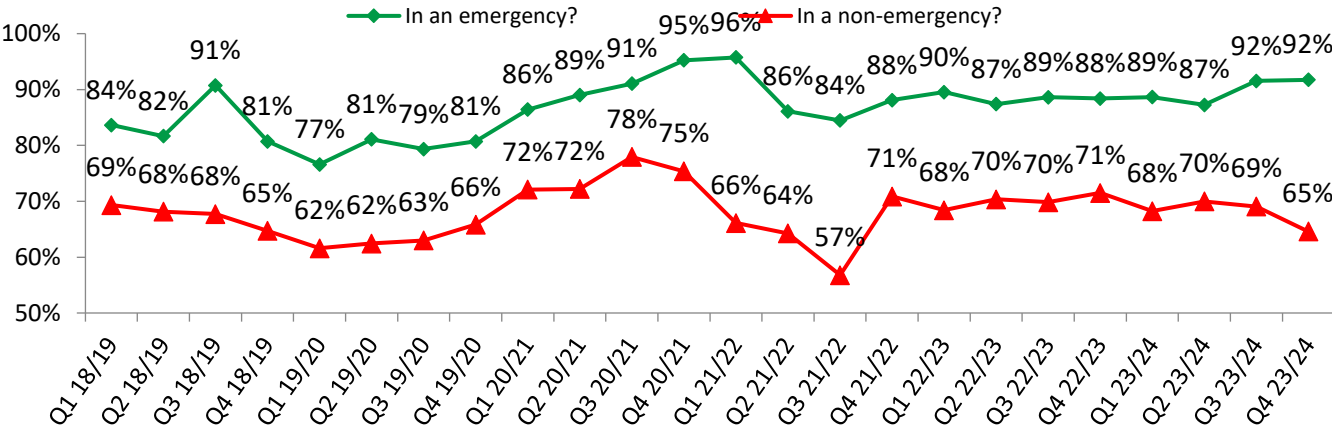
# Nine-tenths confident they could access the police in an emergency



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



Trend over time - % Confidence in accessing police services

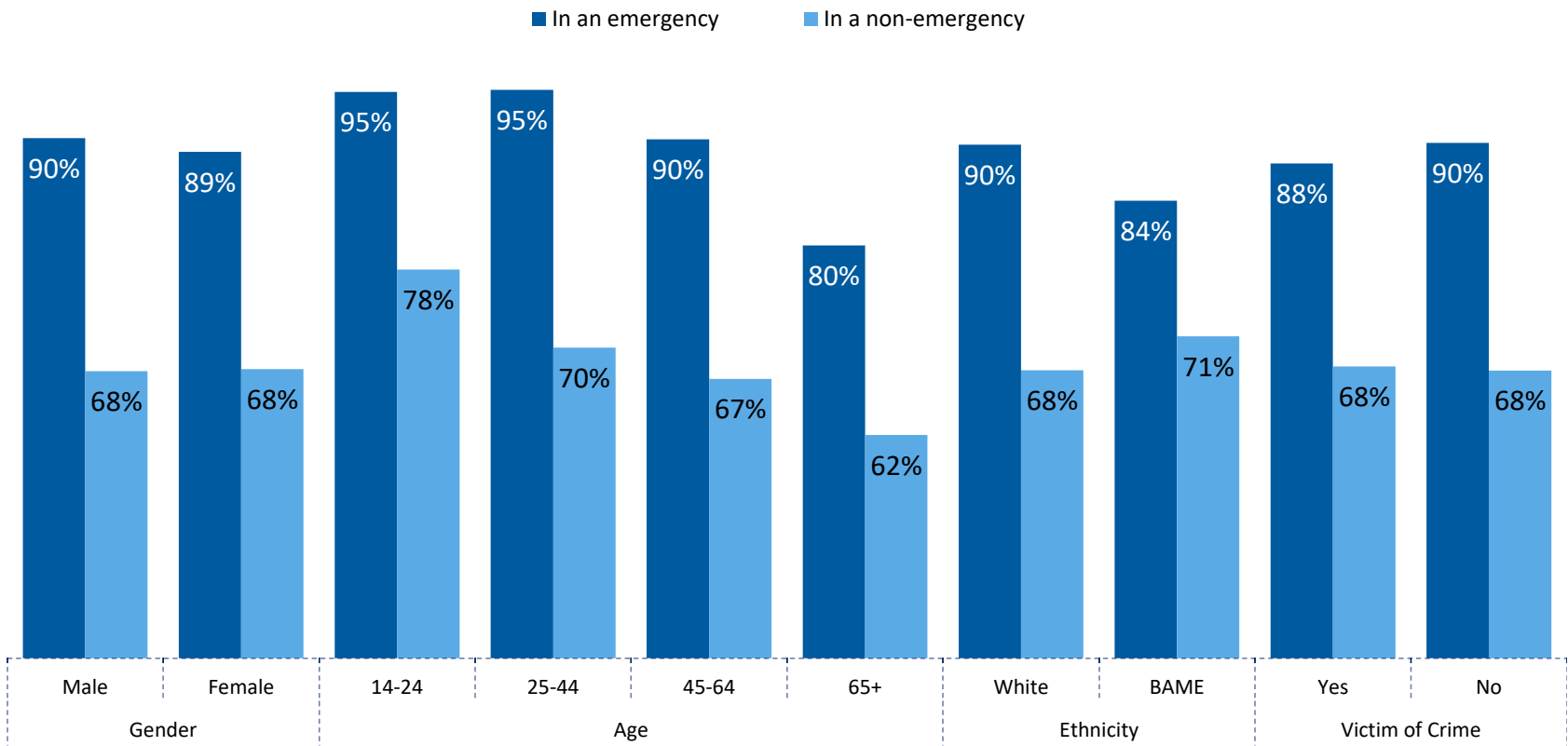


Q6 How confident are you, if at all, that you could easily speak to or access police services in your local area if you (or someone else) needed help in an emergency / non-emergency?

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

# 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...



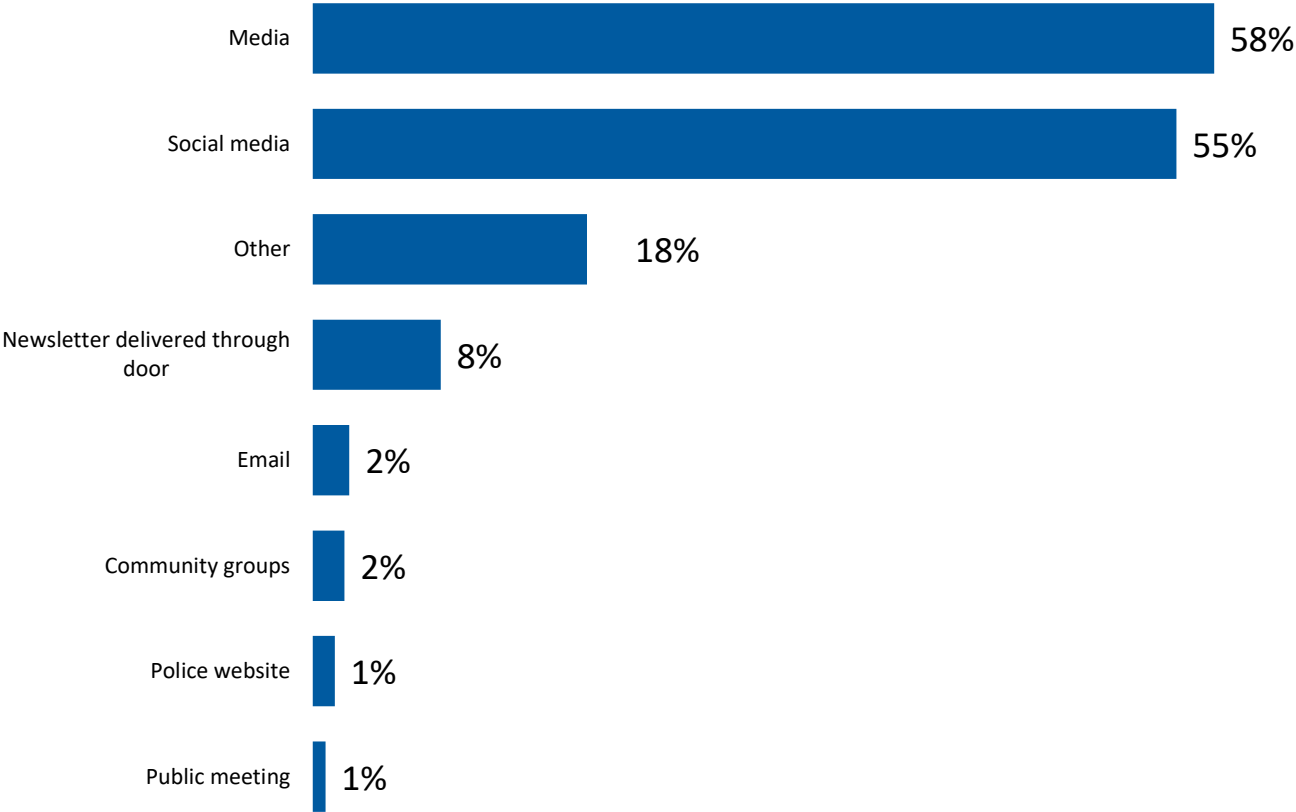
## Key Insights

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

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

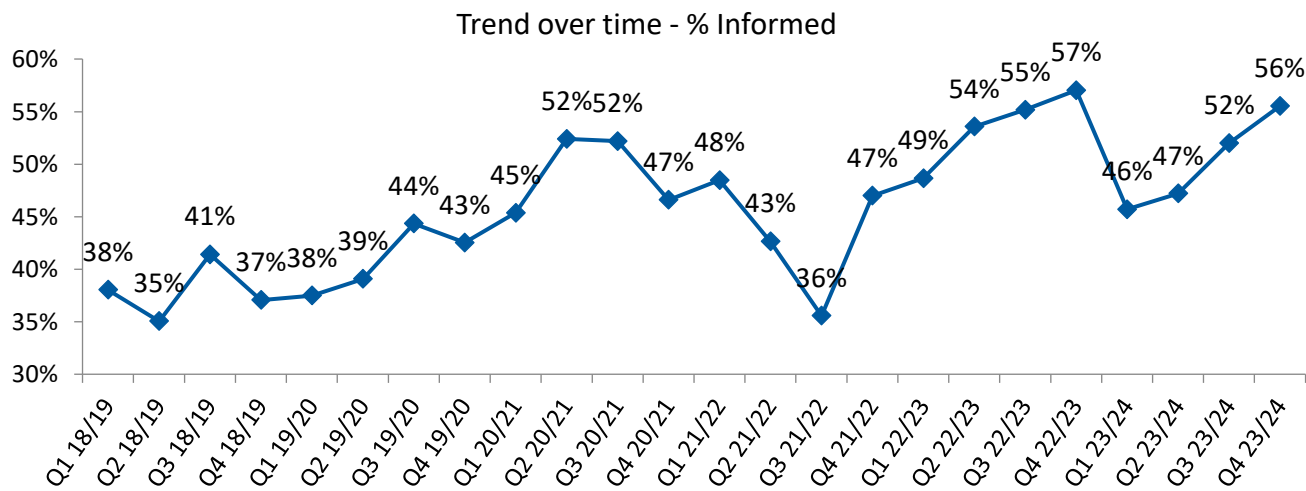
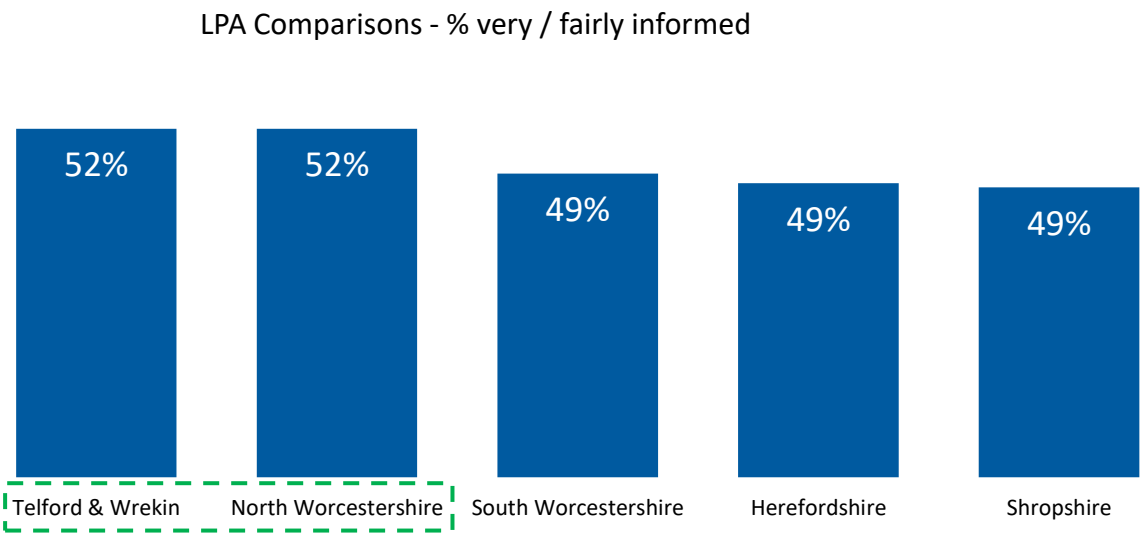
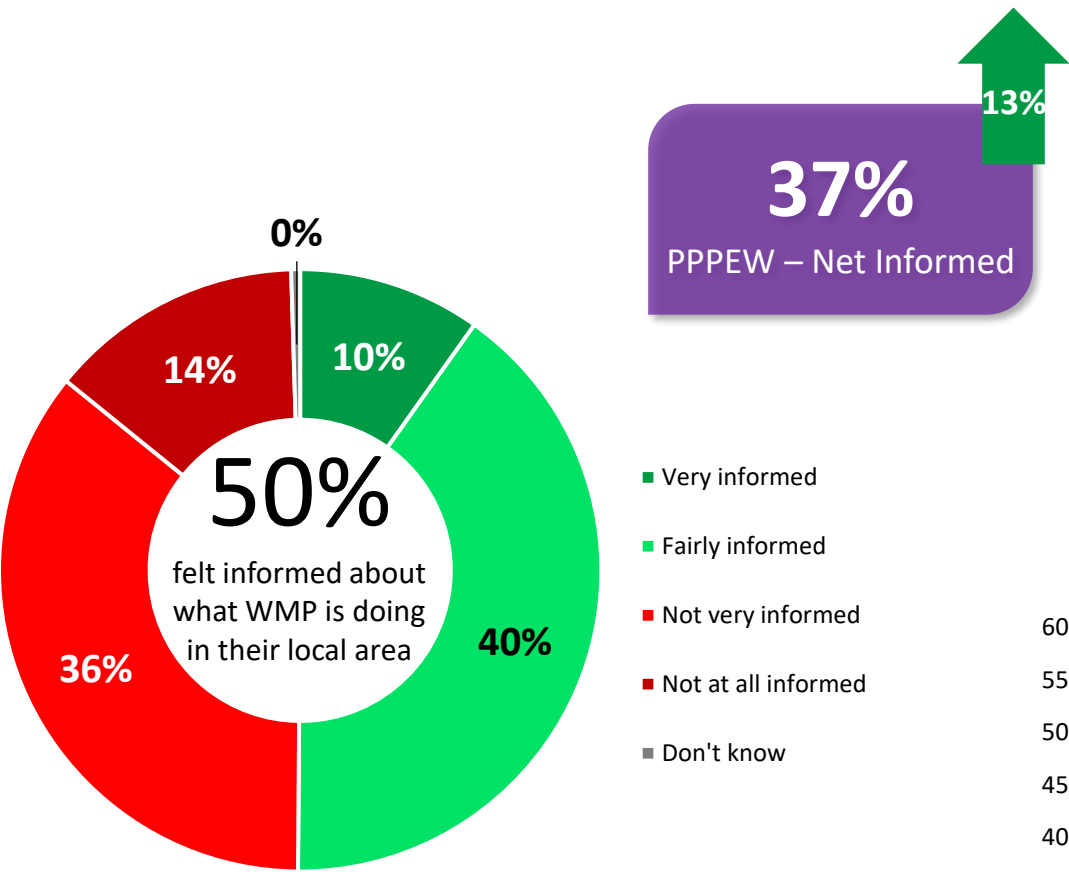
However, females are more likely to access information through social media channels

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

A fifth of those aged <25 years old access information through the general media

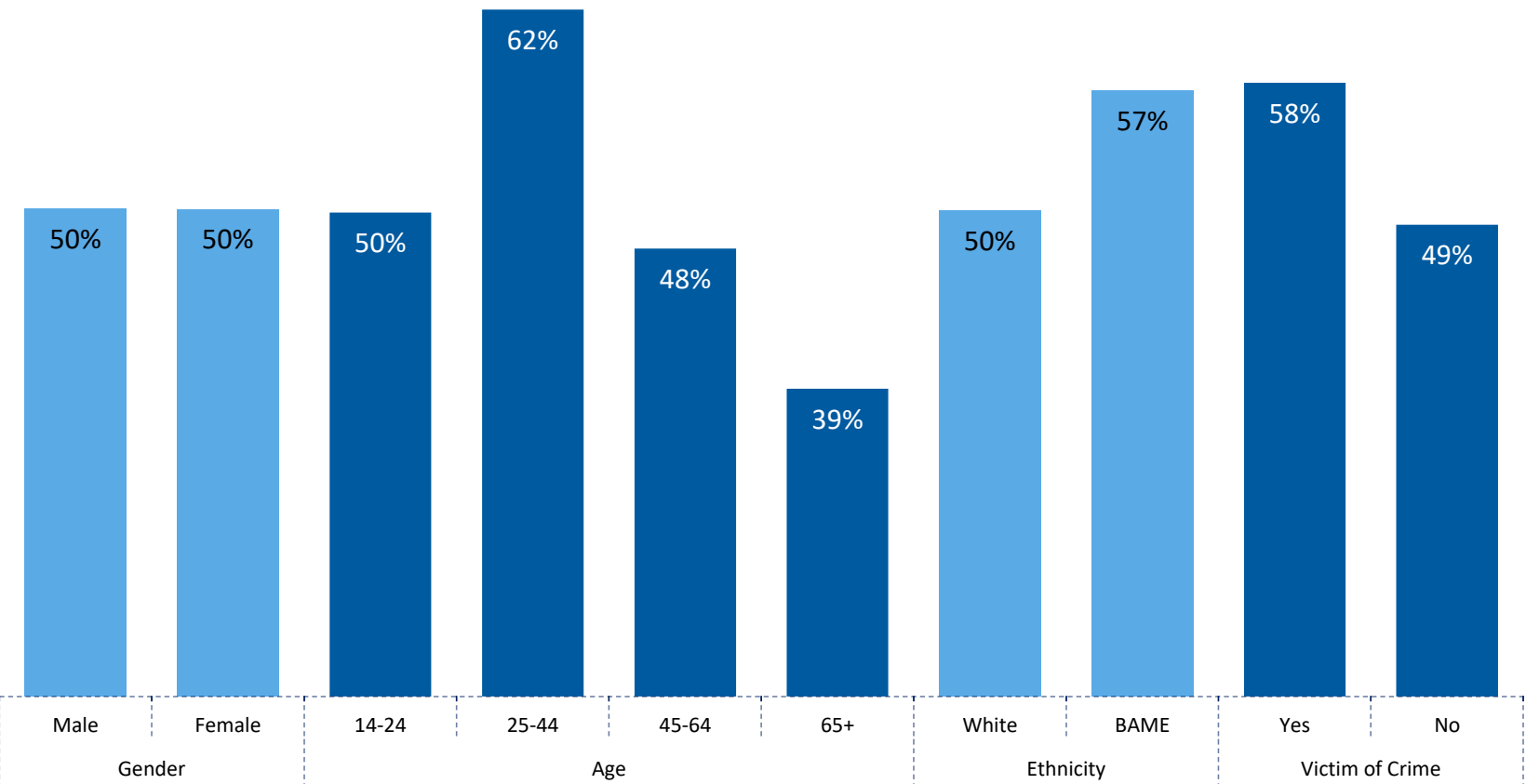
The majority of those who mentioned 'other sources' mentioned word of mouth or that they do not hear anything

# Half do not feel informed about what WMP are doing



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Demographic Comparisons - % very / fairly informed



## Key Insights

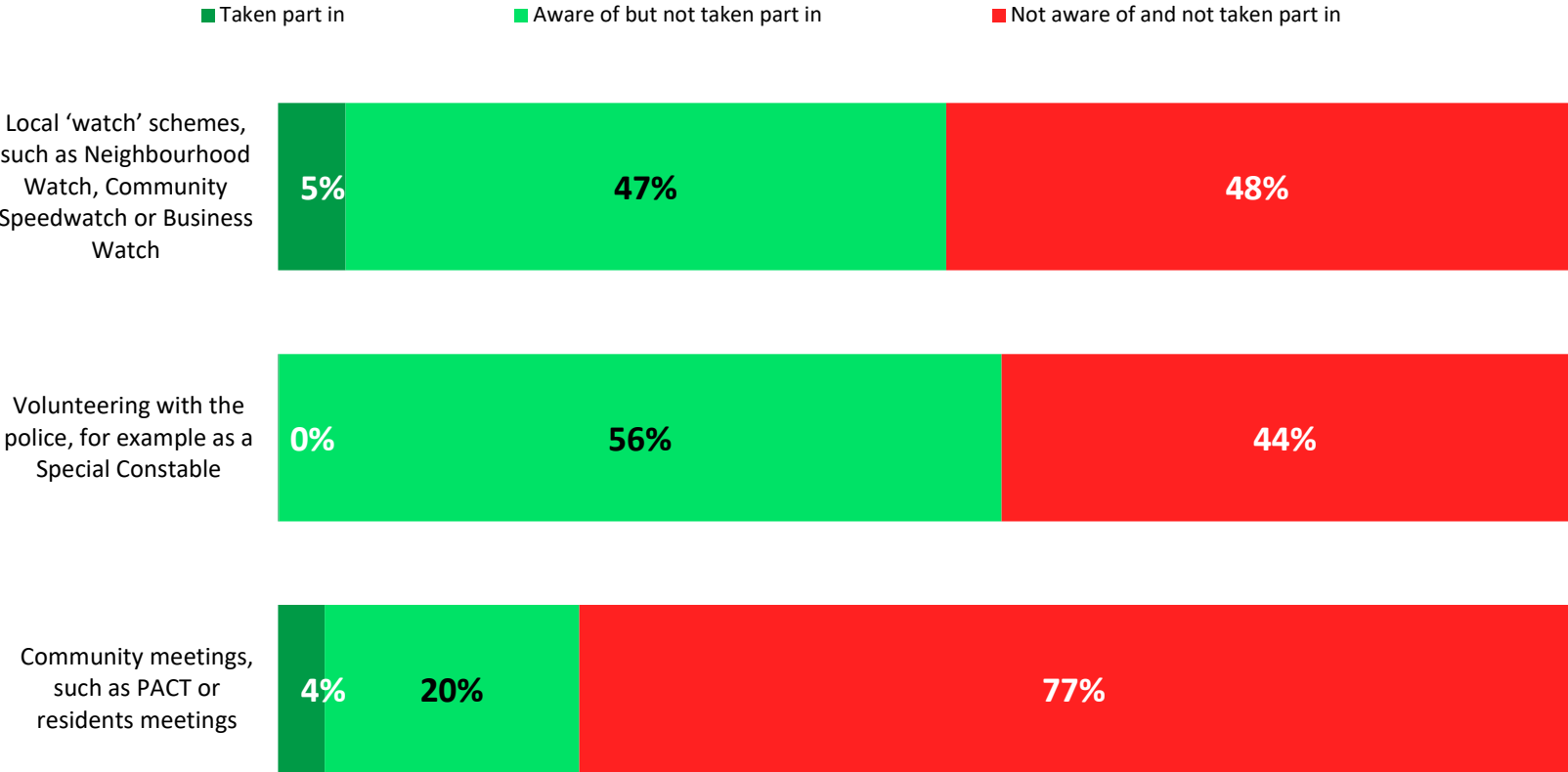
Those aged 65+ least likely to feel informed about what WMP is doing compared to other age groups

Those aged 25-44 most likely to feel informed

Victims of crime and BAME residents 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

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



## Key Insights

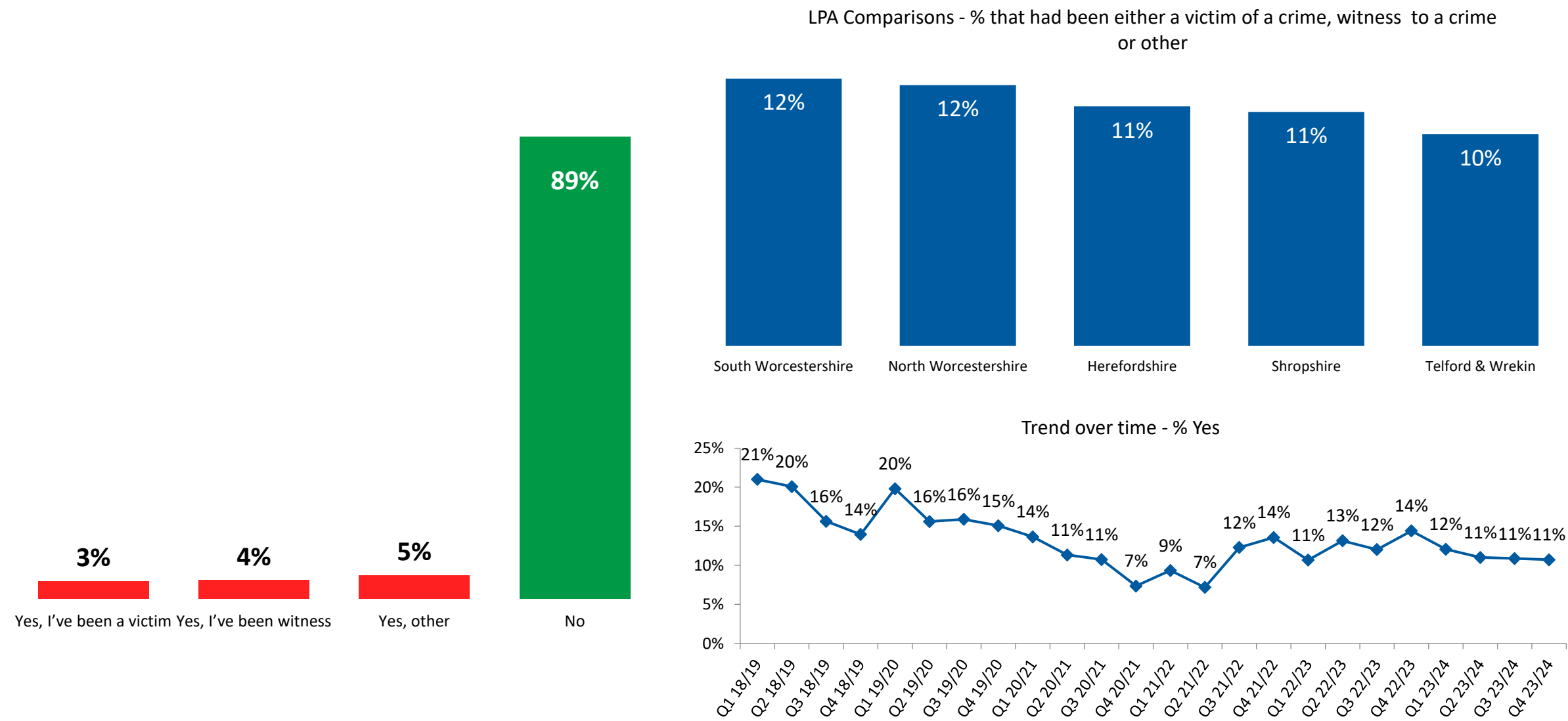
Half were aware of local 'watch' schemes; less than a tenth have taken part

Over half 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

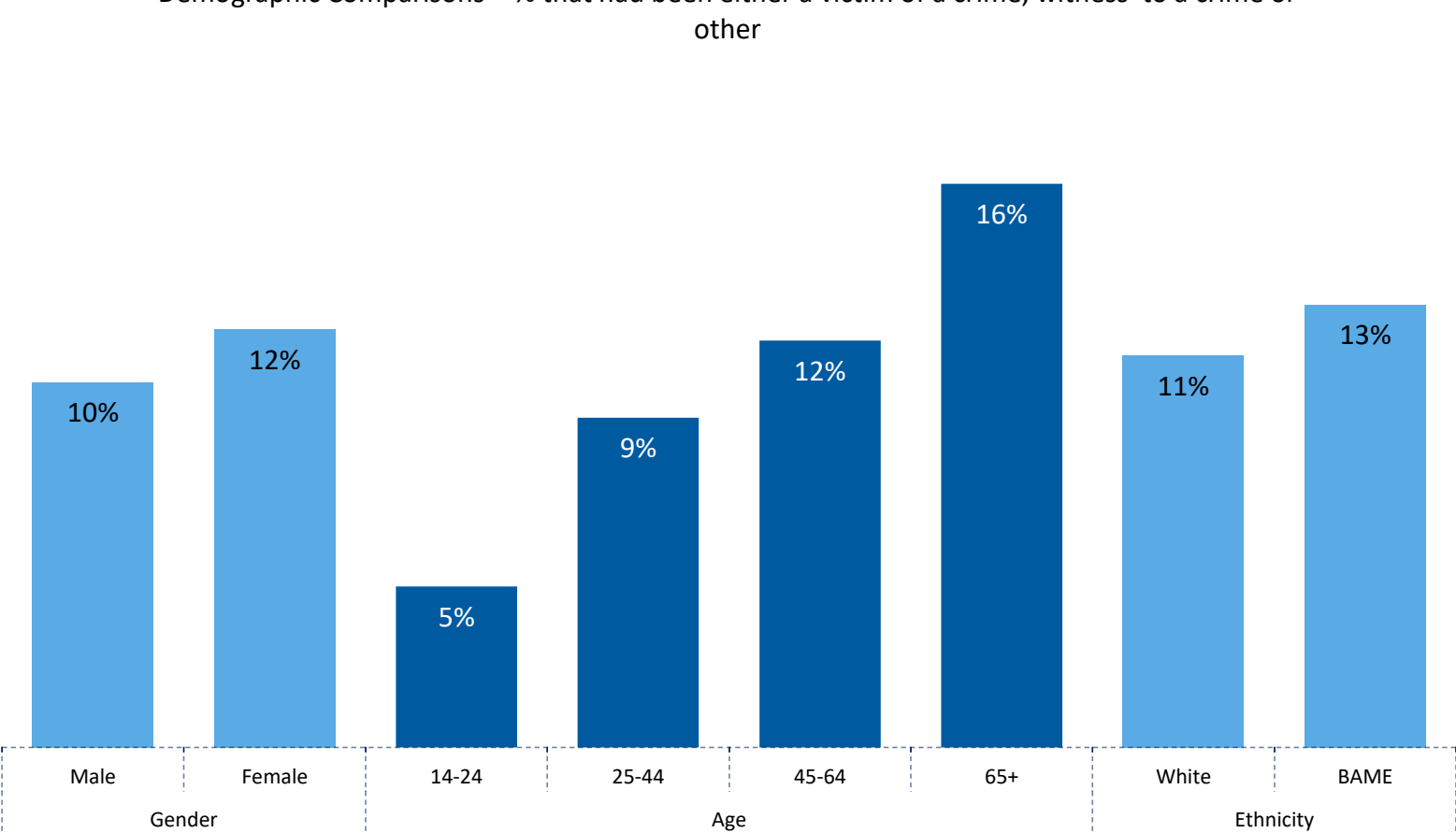


# Around a tenth have been a victim of, or witness to, a crime



# 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 and South Worcestershire more likely to have encountered crime in some form

Those in Telford & Wrekin 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 – the older the respondent the more likely they were to have encountered crime

The vast majority (91%) of residents who had been a victim of crime said they reported this to the police



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**West Mercia**

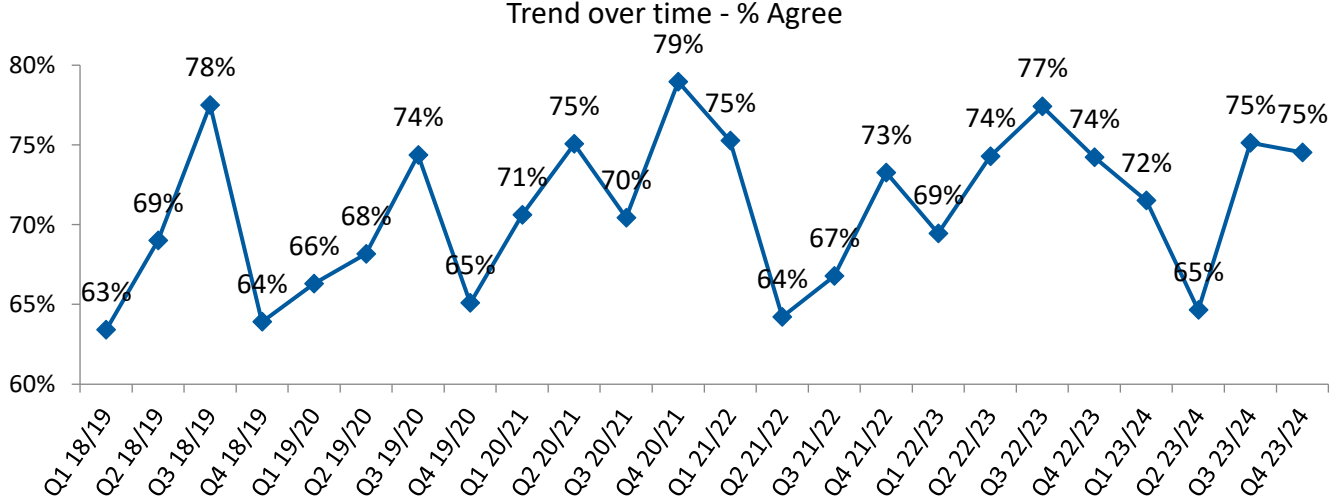
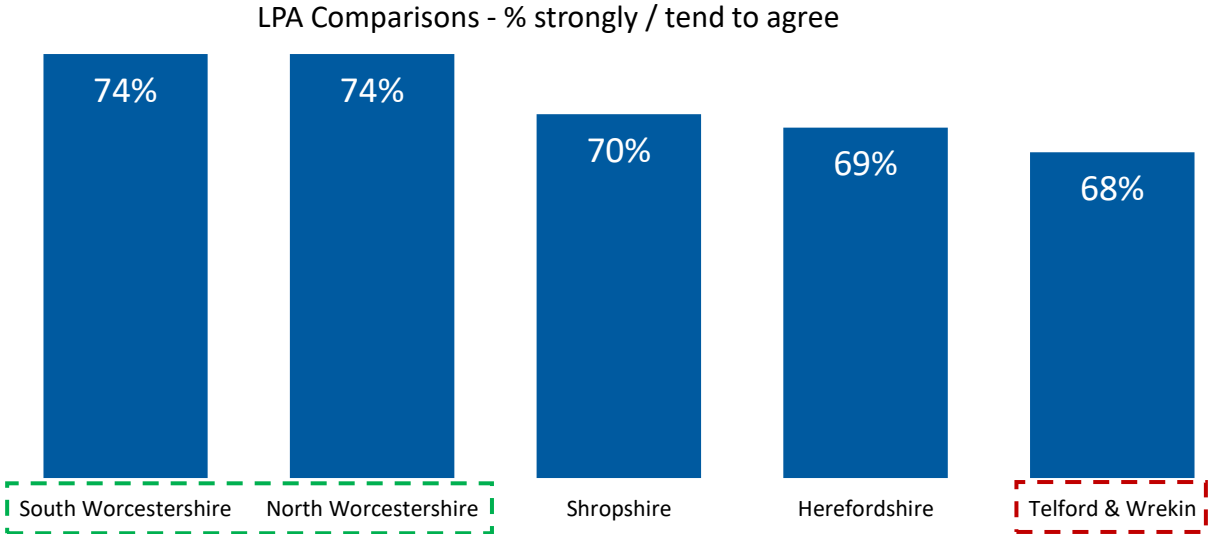
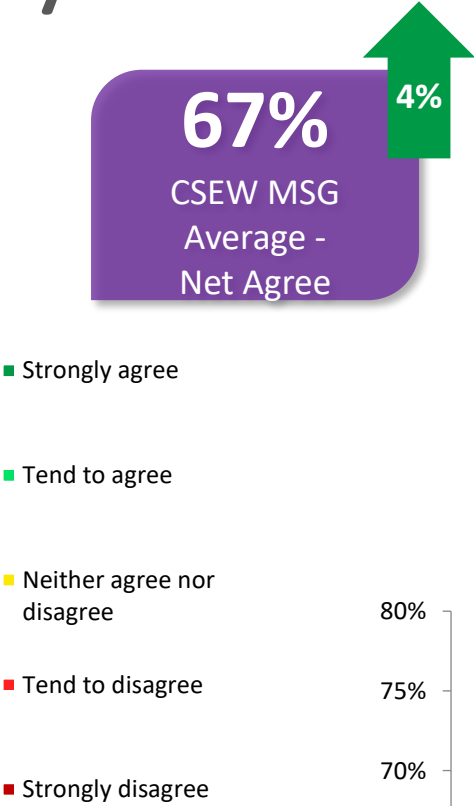
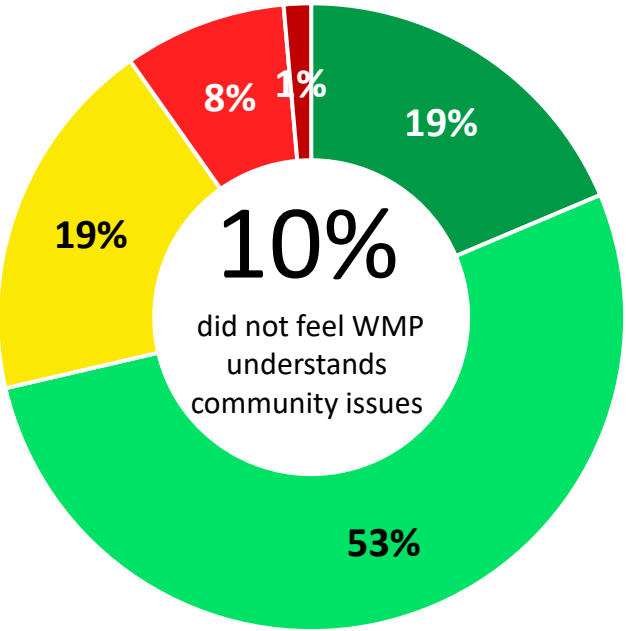
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# Section Four Effectiveness



# Over seven-tenths felt WMP understands issues in their community



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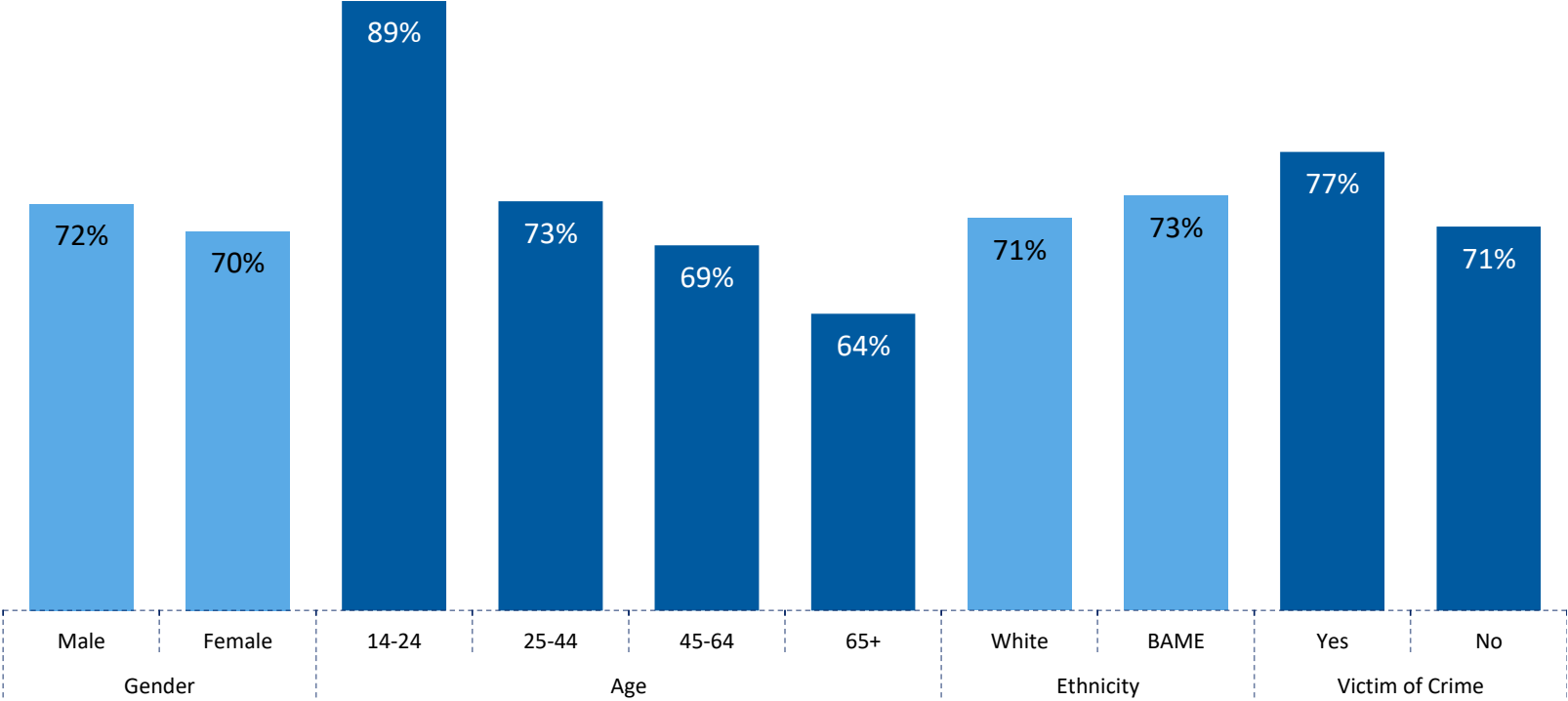
## Key Insights

Residents aged 14-24 years most likely to agree WMP understand the issues in their area with agreement declining the older the respondent got

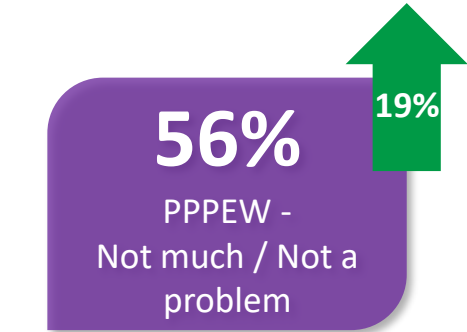
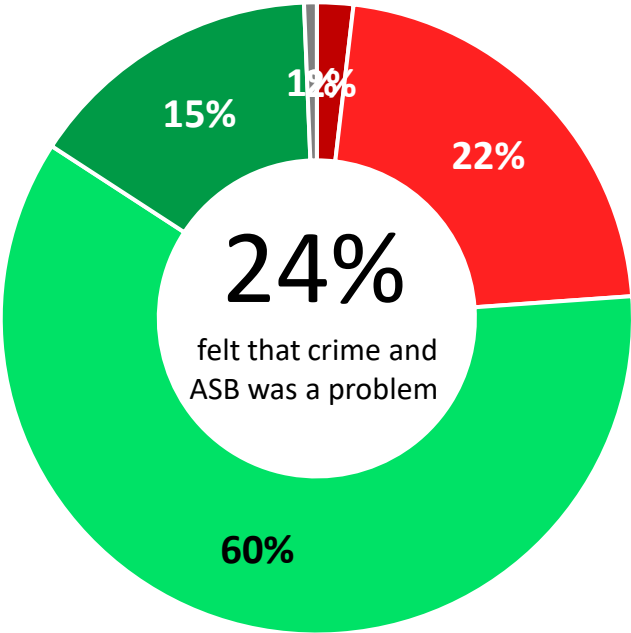
Residents in South Worcestershire and North Worcestershire most likely to agree the police understand the issues in their area; those in Telford & Wrekin least likely

Victims of crime more likely to agree WMP understand issues

Demographic Comparisons - % strongly / tend to agree

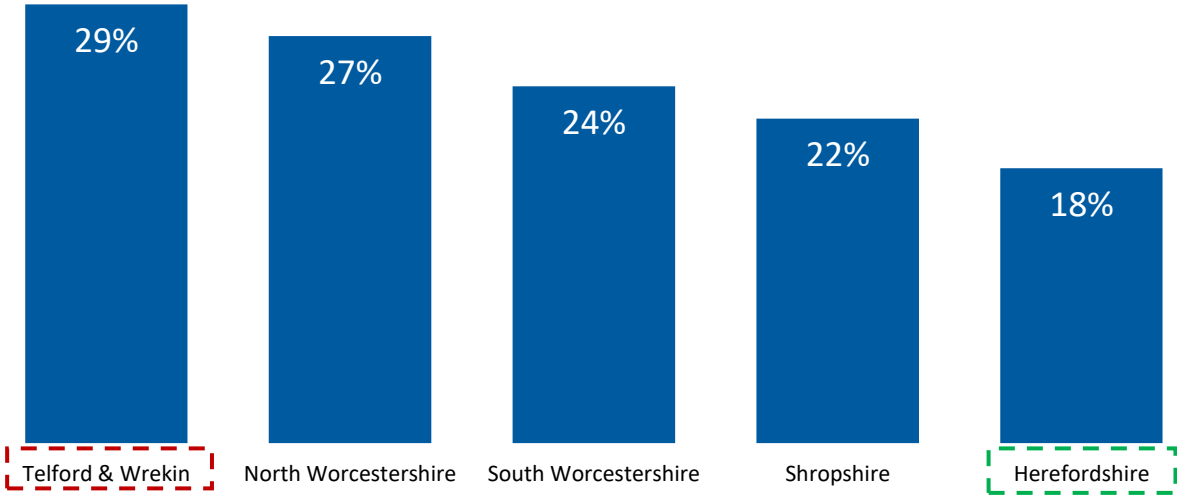


# Three-quarters do not feel crime and ASB is a problem in their local area

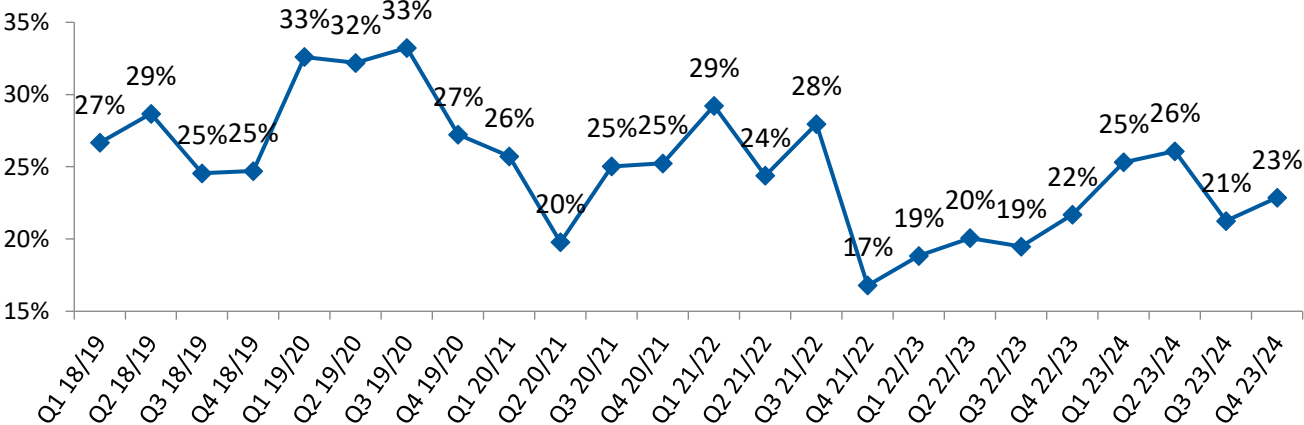


- A very big problem
- Quite a big problem
- Not much of a problem
- Not a problem at all
- Don't know

LPA Comparisons - % very / quite a big problem

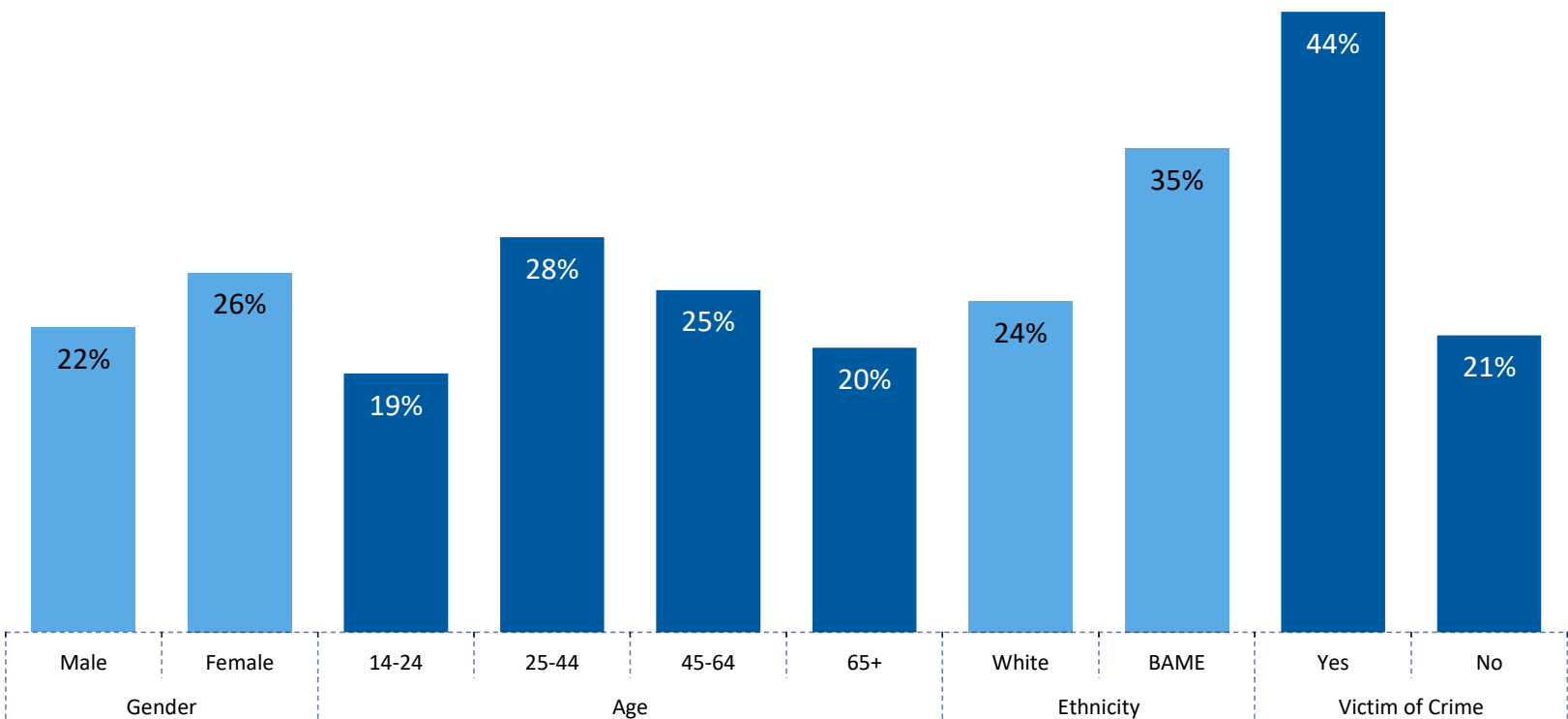


Trend over time - % A very / quite a big problem



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

Demographic Comparisons - % very / quite a big problem



## Key Insights

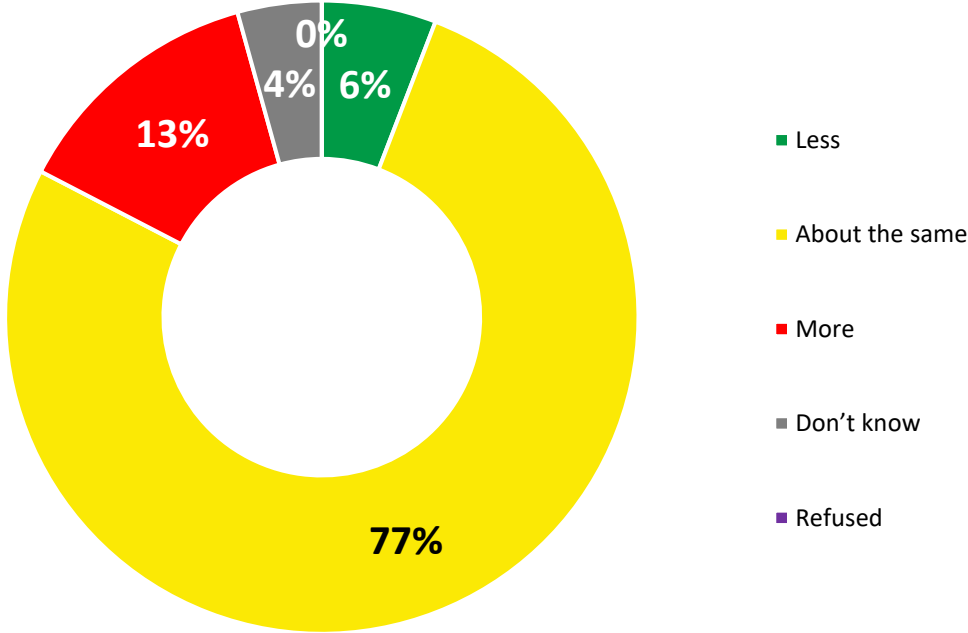
More than two-fifths of victims feel that crime and ASB is a problem in their area

BAME respondents continue to be more likely than White respondents to say crime and ASB is a problem

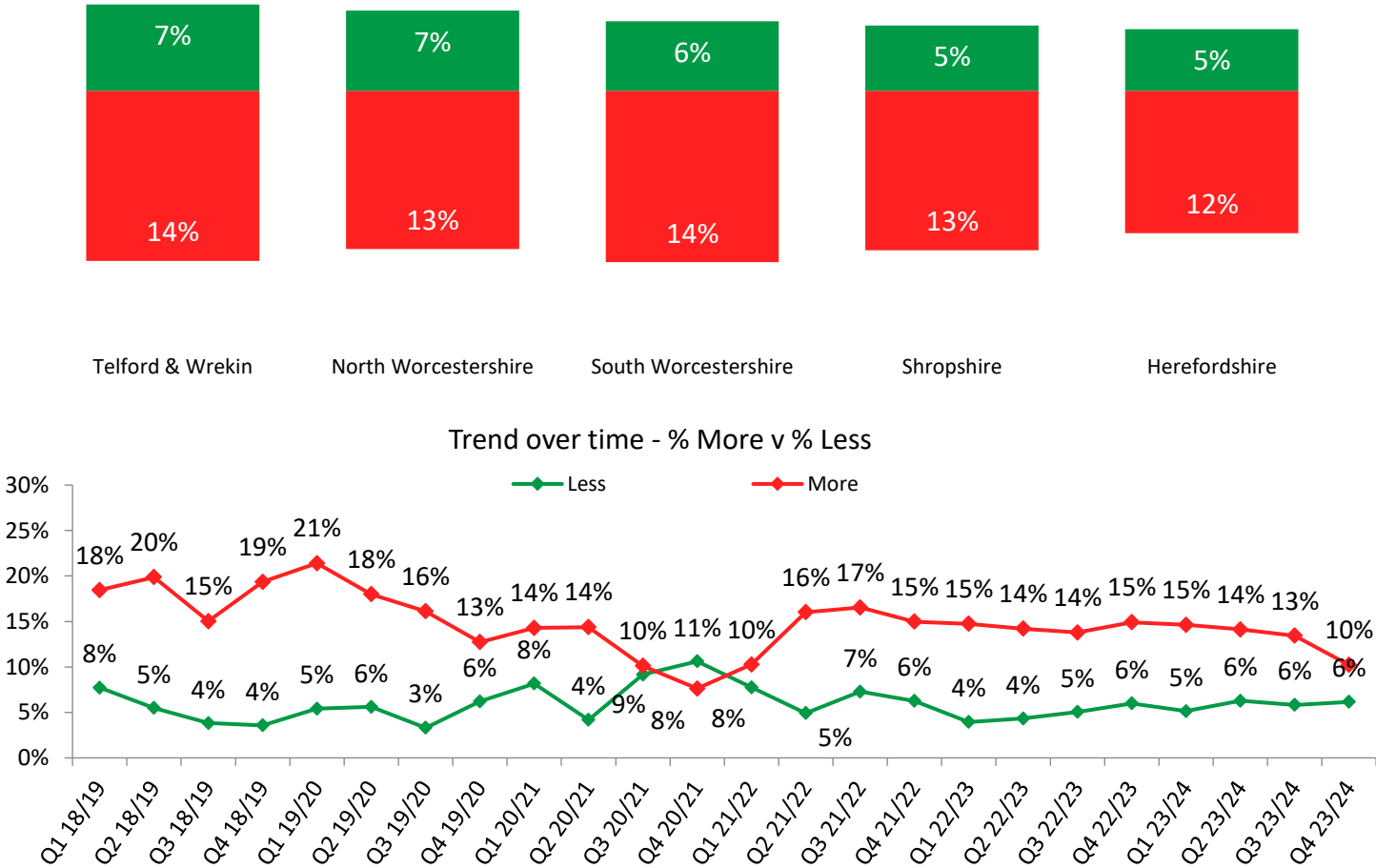
Younger people, aged 14-24 and residents over 65+ are least likely to feel that crime and ASB is a problem

More than a quarter of residents in Telford and Wrekin believe crime and ASB are a problem; less than a fifth of those in Herefordshire believe this is the case

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



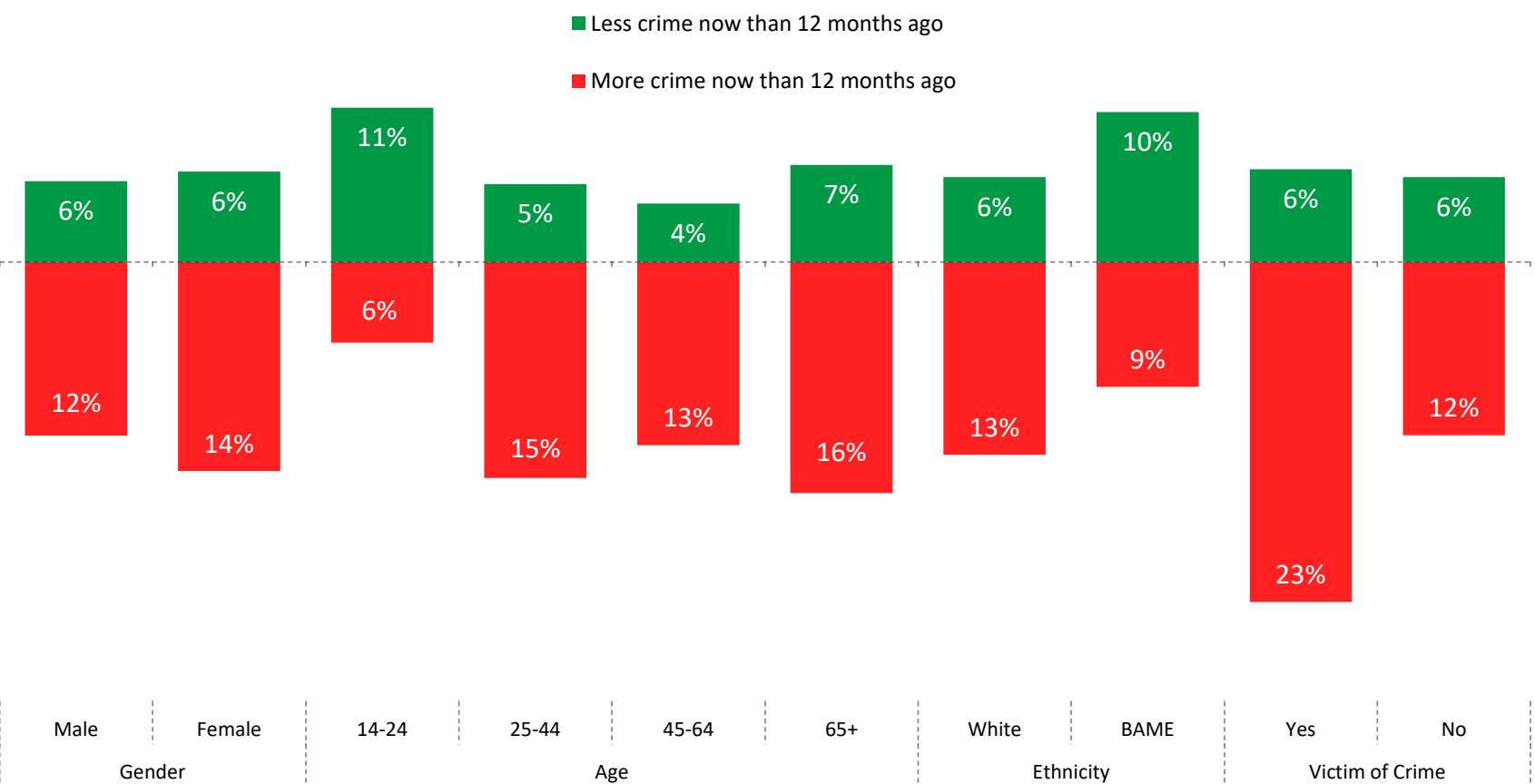
LPA Comparisons - % more crime v % less crime  
■ Less crime now than 12 months ago ■ More crime now than 12 months ago





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

Demographic Comparisons - % more crime v % less crime



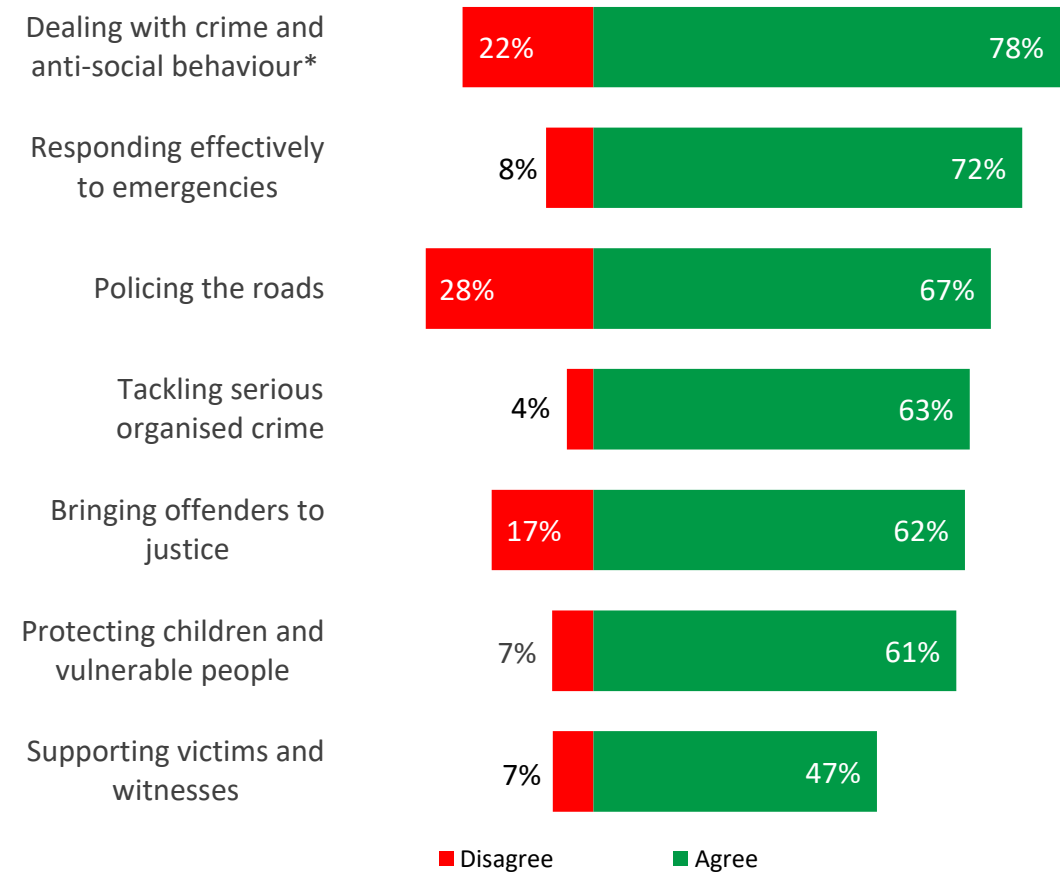
## Key Insights

Almost a quarter of those who have been a victim of crime say that crime and ASB levels have risen in the last 12 months

Young people, aged 14-24 are less likely to say there is more crime compared to a year ago compared to other age groups. This group is also more likely to say there is less crime

Residents from a White background are more inclined to feel there is more crime compared to those from an ethnic minority background.

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



## Key Insights

More than three-quarters continue to agree WMP are dealing with crime and ASB

Slightly fewer agree the force respond effectively to emergencies; less than a tenth disagree

Two thirds feel that WMP are policing the roads, however, more than a quarter disagree with this statement

Fewer people agree that WMP are protecting vulnerable people or tackling organised crime, however, low levels of disagreement towards these aspects indicate a lack of knowledge towards these aspects

Just under a fifth disagree offenders are being brought to justice



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**Police and Crime Commissioner**  
**West Mercia**

**SMSR**  
**RESEARCH**

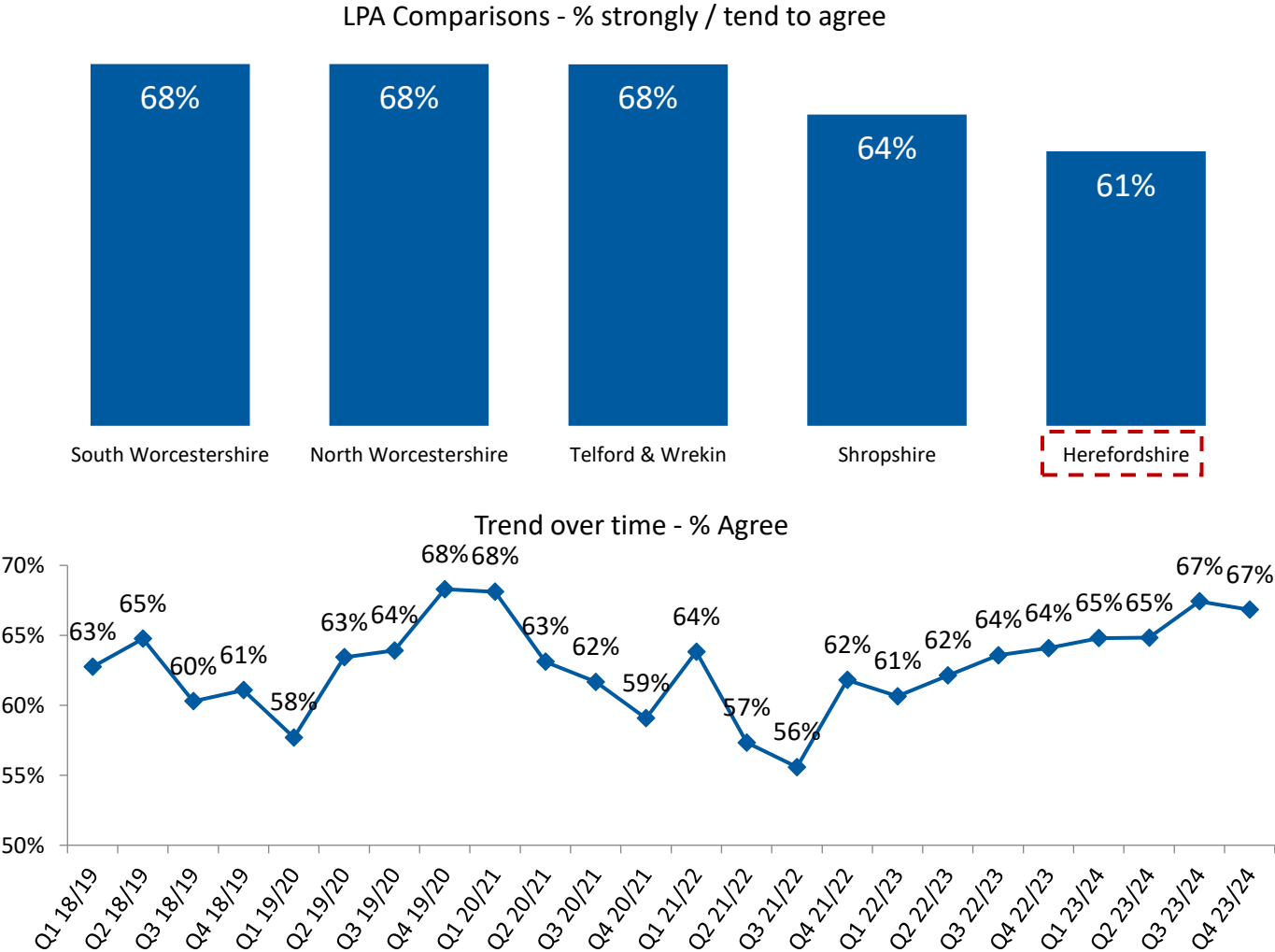
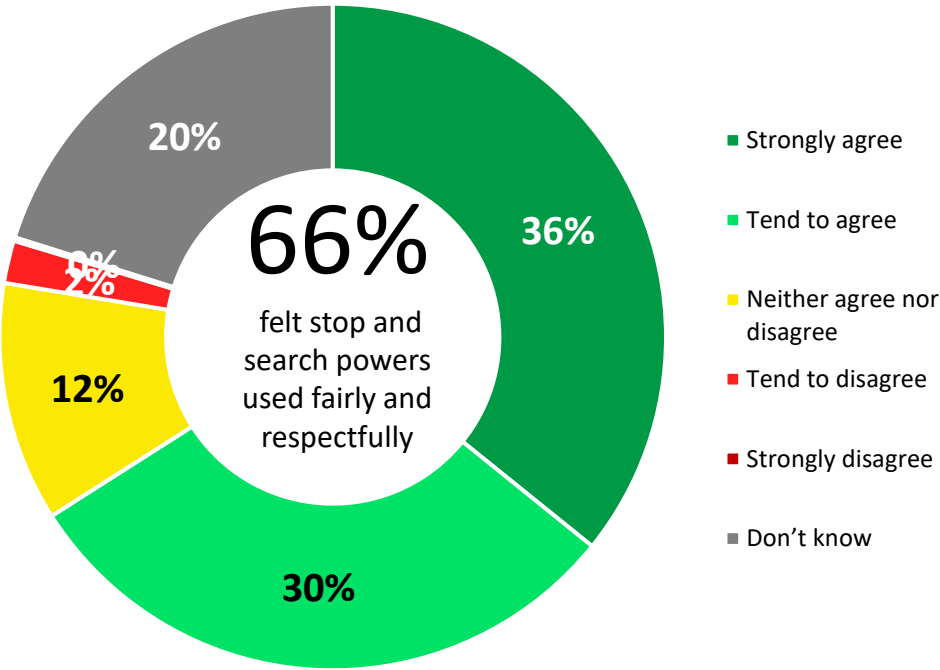


# Section Five

## Trust / Integrity

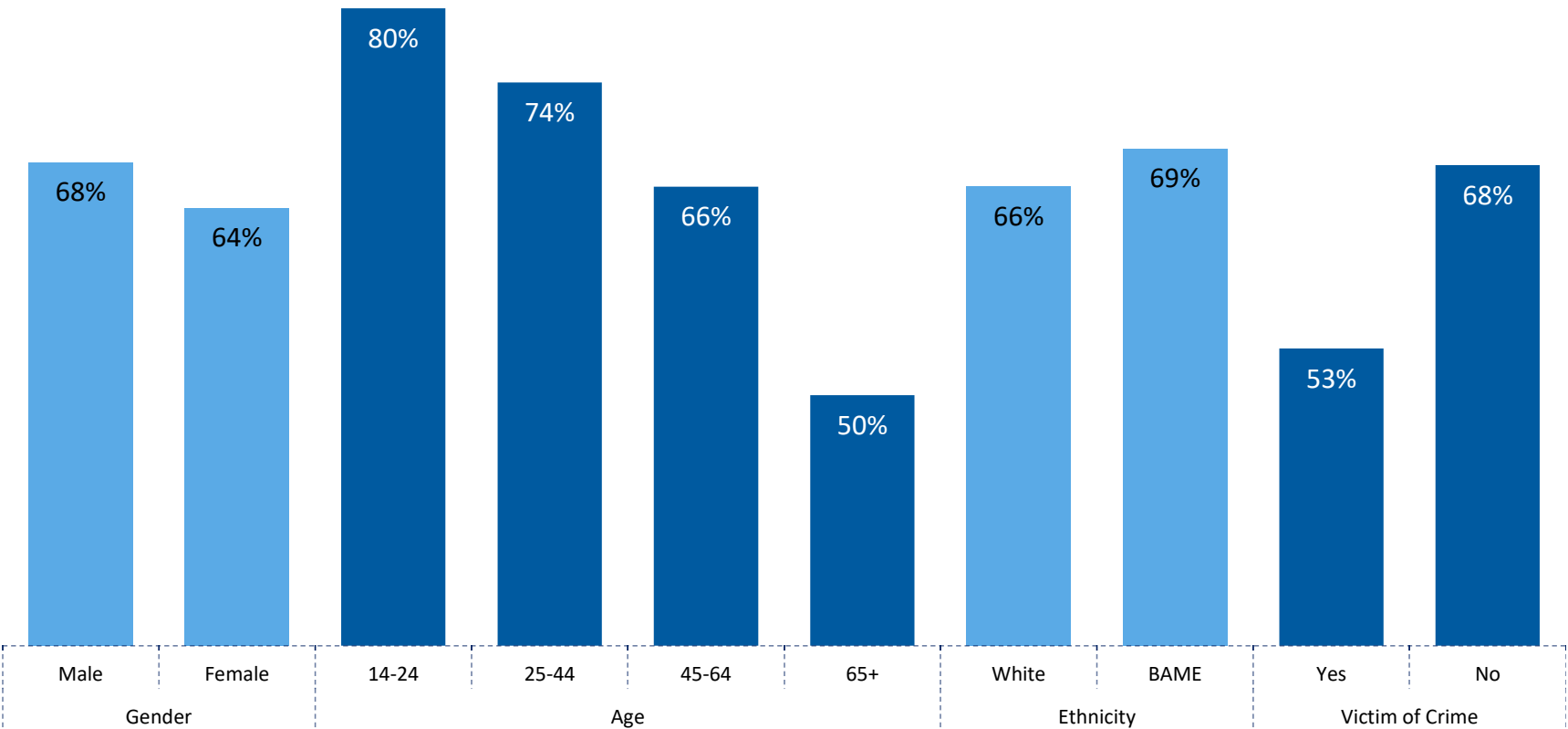


# Two-thirds confident WMP use their stop and search power fairly and respectfully



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

Demographic Comparisons - % strongly / tend to agree



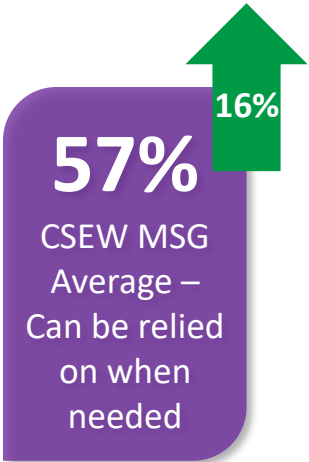
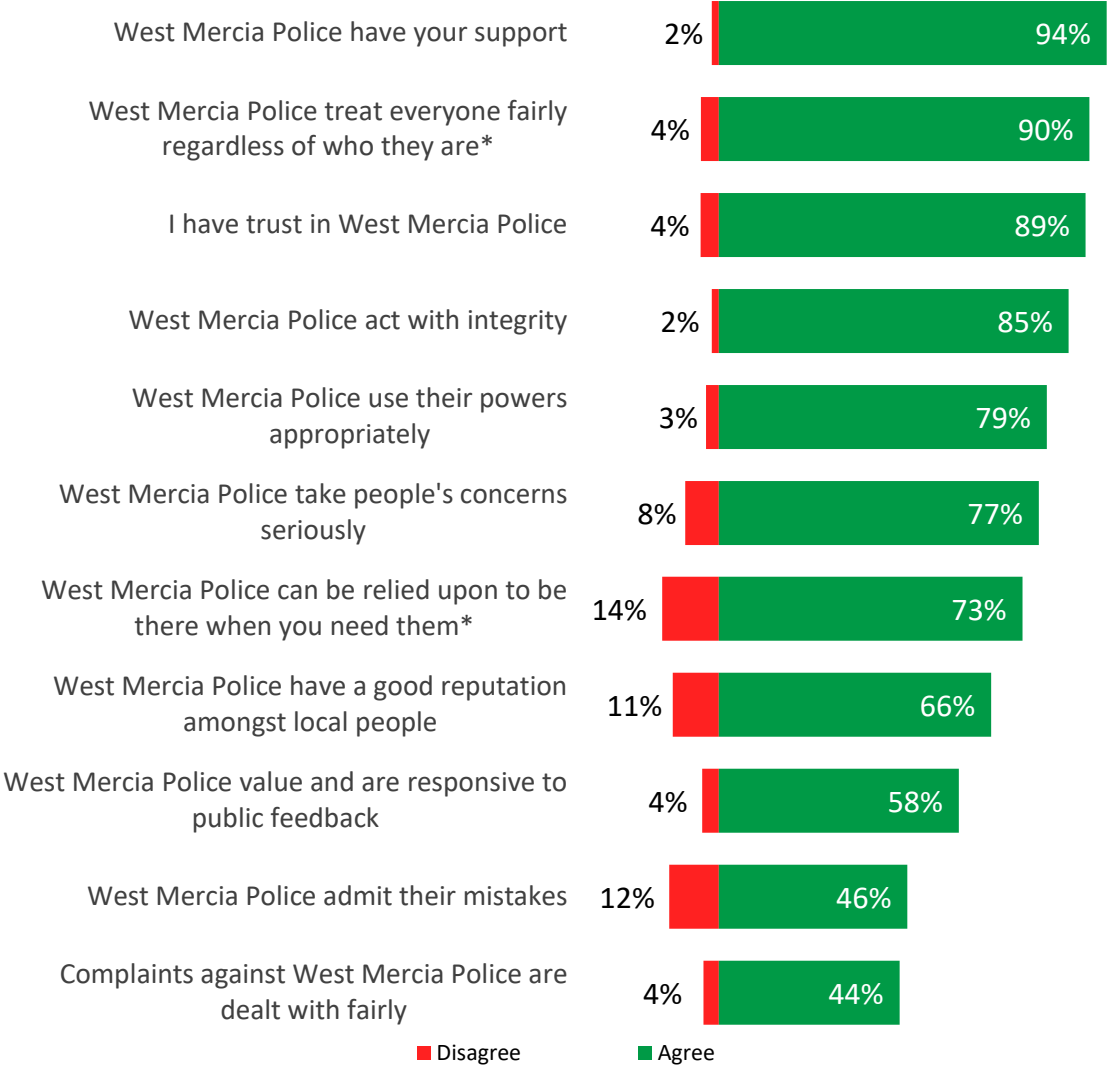
### Key Insights

Confidence in stop search process generally decreases with age

8 in 10 people aged 14-24 are confident stop search powers are used fairly and respectfully

Victims of crime are less likely to say they are confident in the procedure compared to non-victims

# 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 agree the force have their support and treat people fairly, regardless of who they are

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

Over three-quarters also believe that WMP use powers appropriately and take people’s concerns seriously

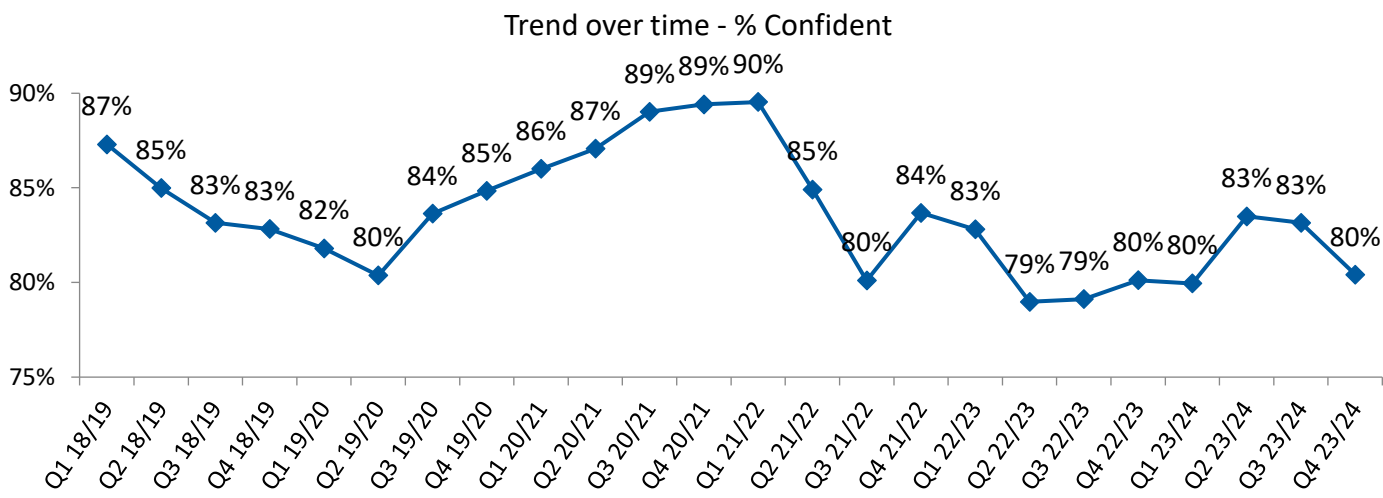
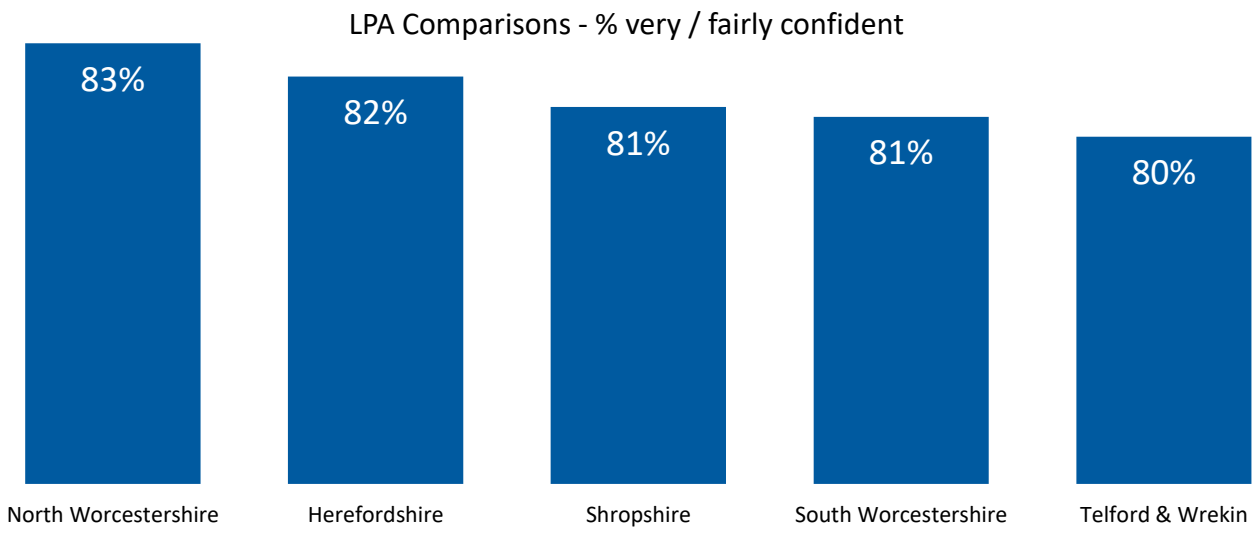
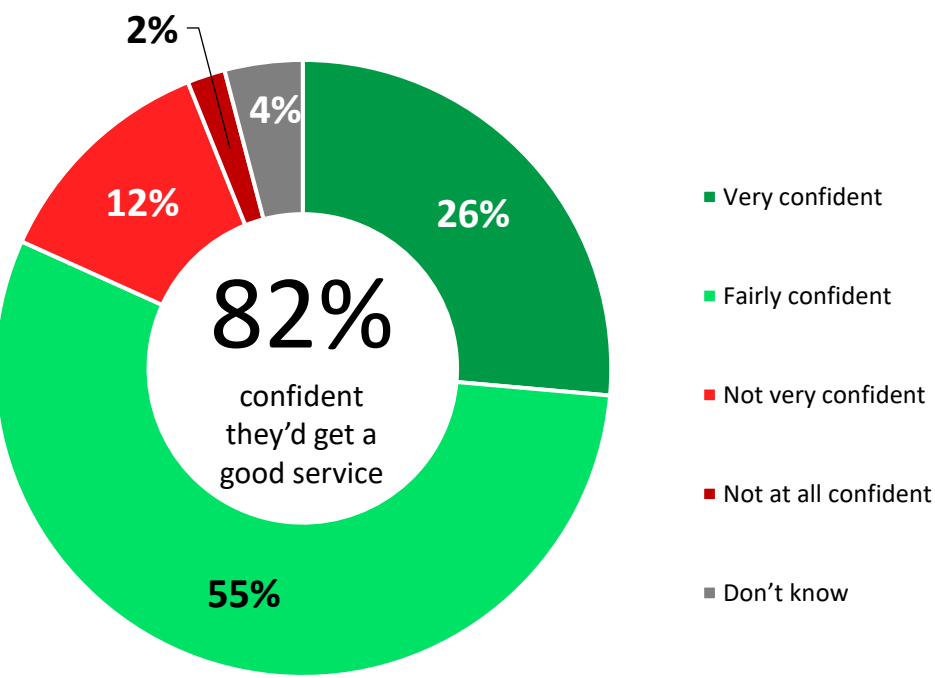
More than a tenth disagree that WMP can be relied on to be there when needed, admit their mistakes and have a good reputation, locally. However, two thirds agree with the latter



# Section Six

## Confidence in West Mercia Police

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





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

Demographic Comparisons - % very / fairly confident

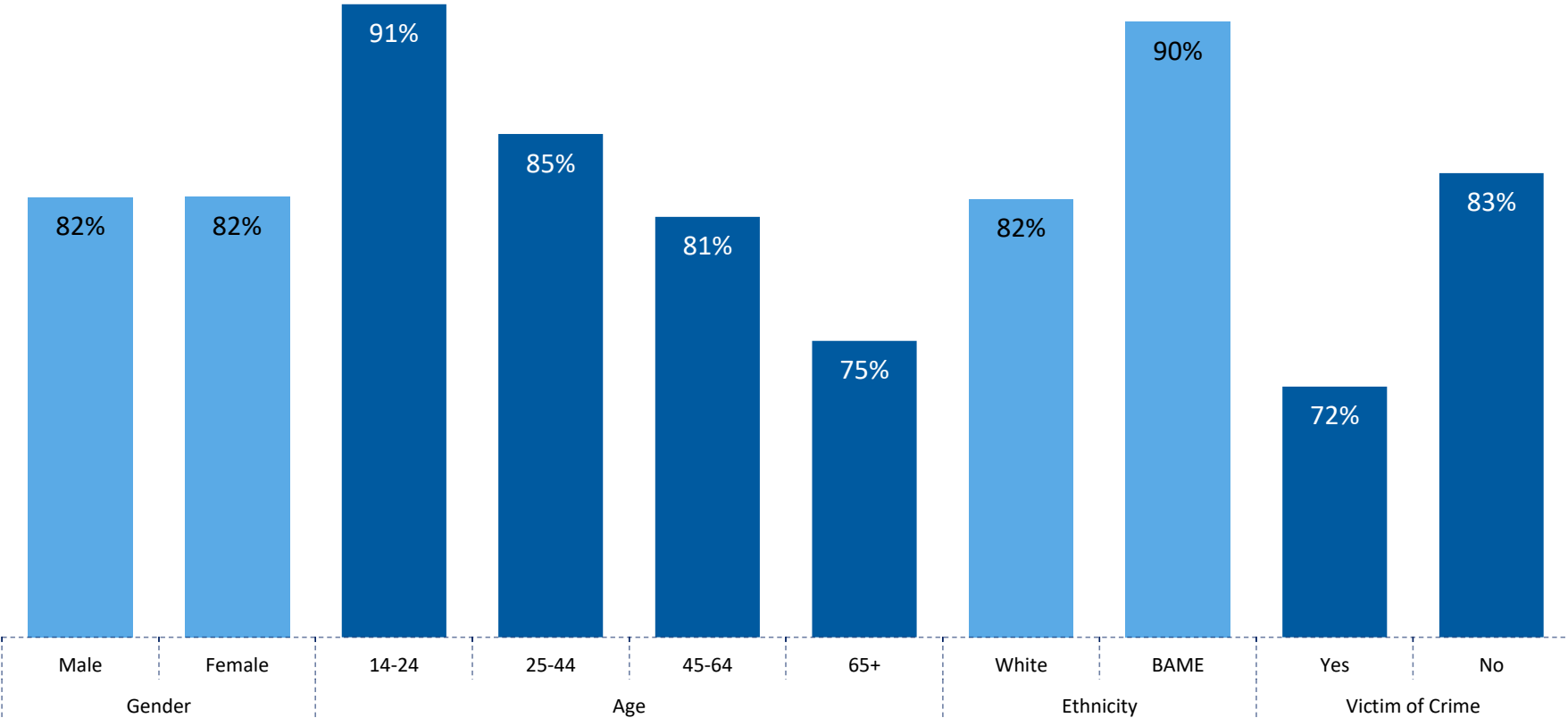


## Key Insights

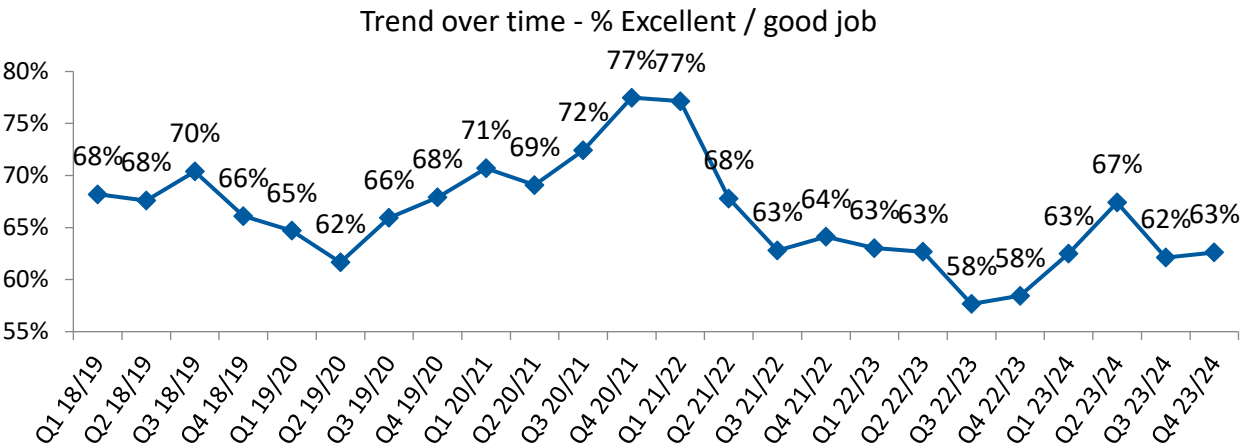
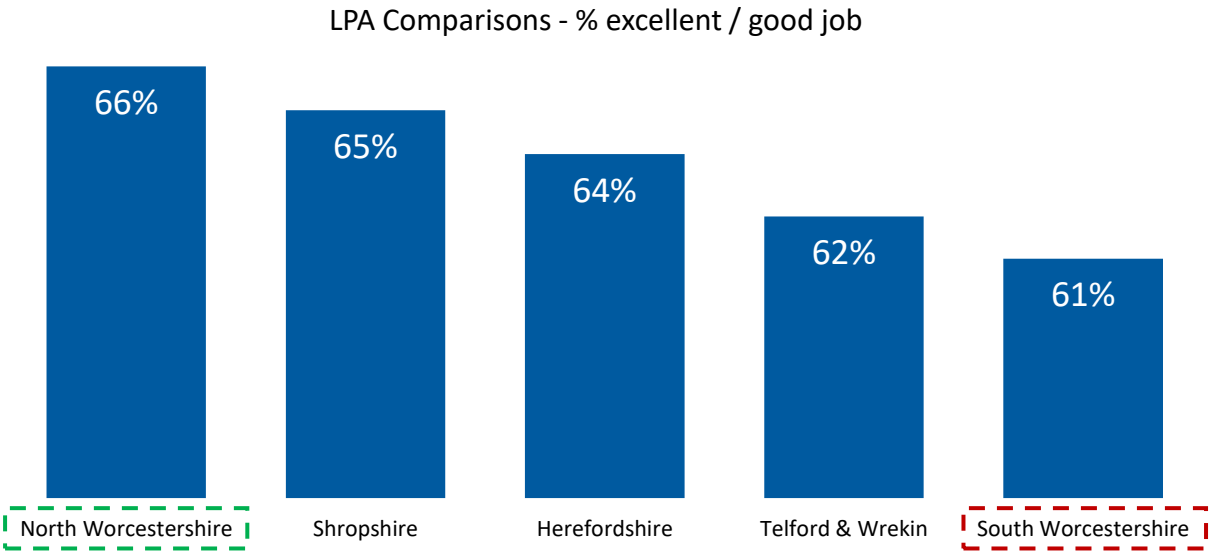
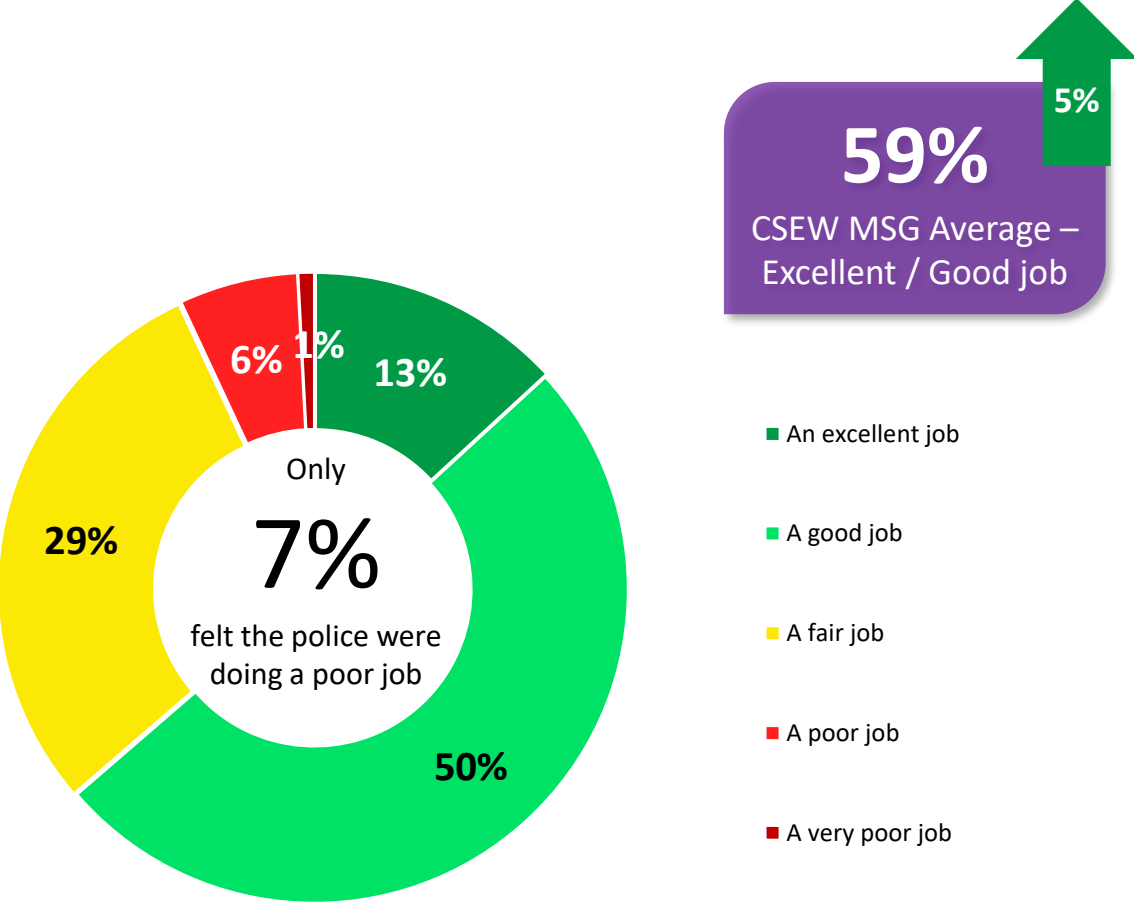
More than 9 in every 10 aged 14-24 are confident they would receive a good service from WMP. Confidence generally decreases with age

Residents in North Worcestershire most confident they would receive a good service, although no significant differences between LPAs

Victims of crime significantly less confident compared to non-victims



# Over three-fifths felt the police were doing either an excellent or a good job



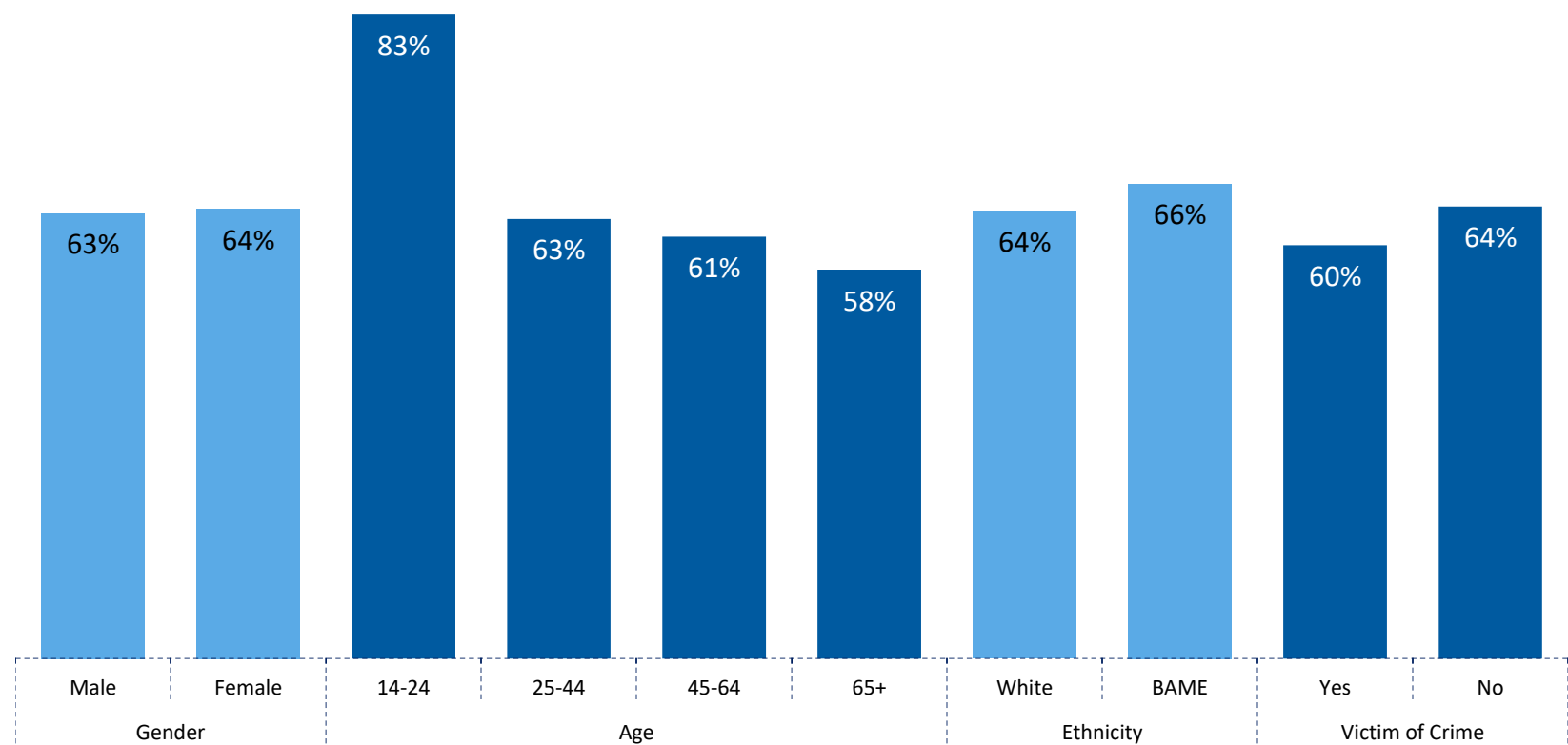
Q20 In general, how good a job do you think West Mercia Police are doing in your local area?

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

CSEW Question: Taking everything into account, how good a job do you think the police in this area are doing?

# Over three-fifths felt the police were doing either an excellent or a good job

Demographic Comparisons - % excellent / good job



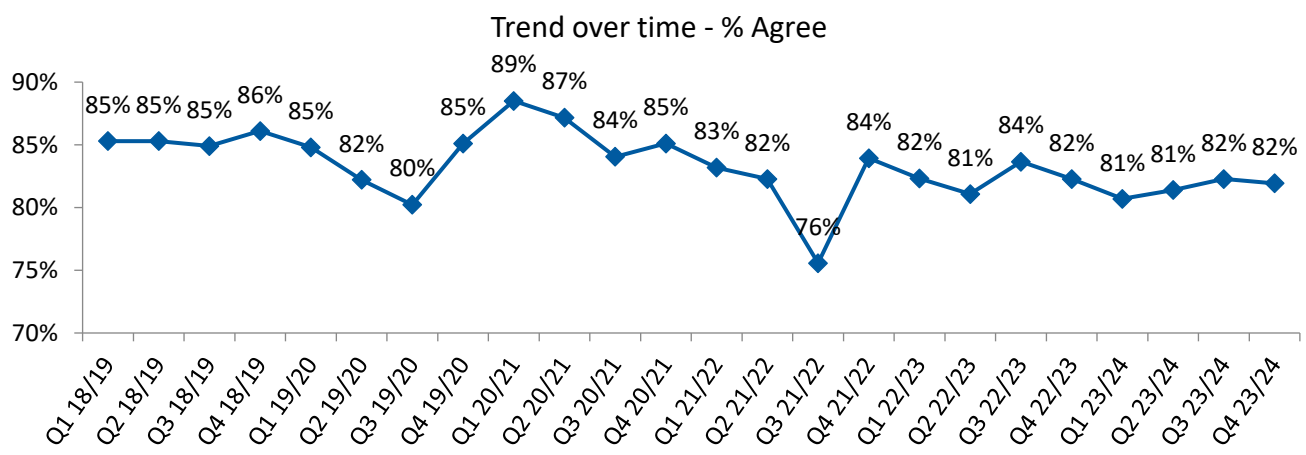
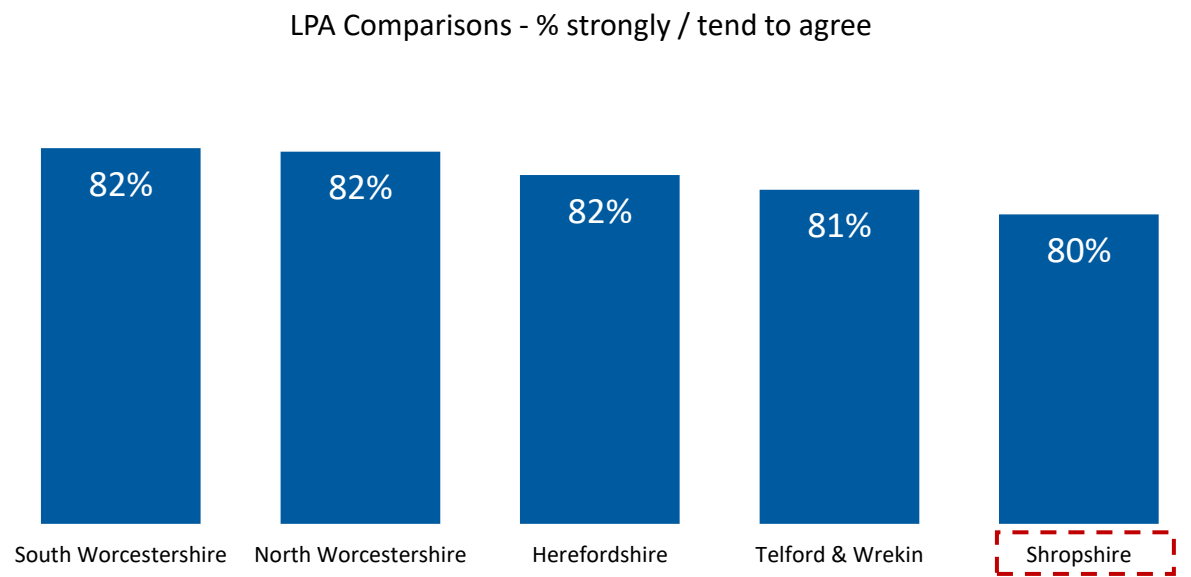
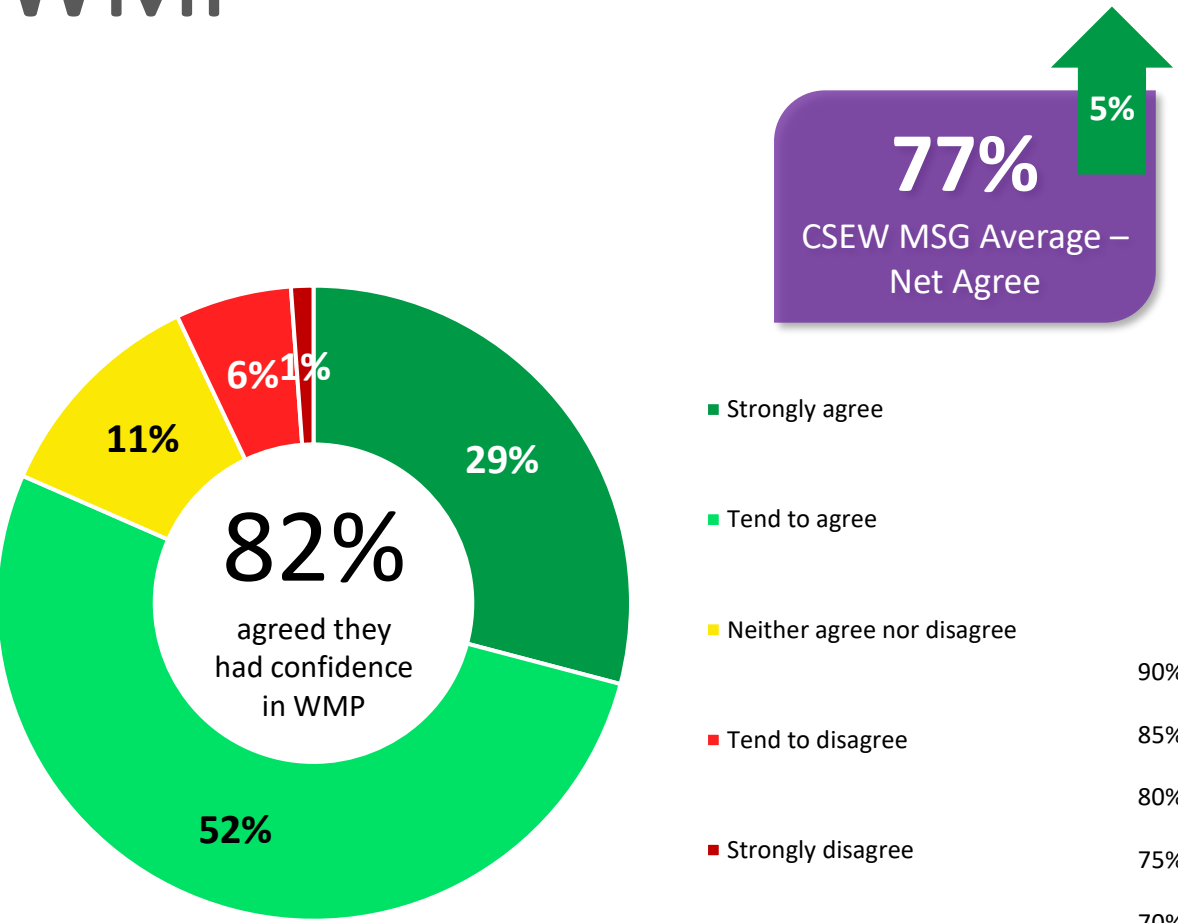
## Key Insights

Youngest age group significantly more likely to feel the police are doing a good/excellent job compared to other age groups

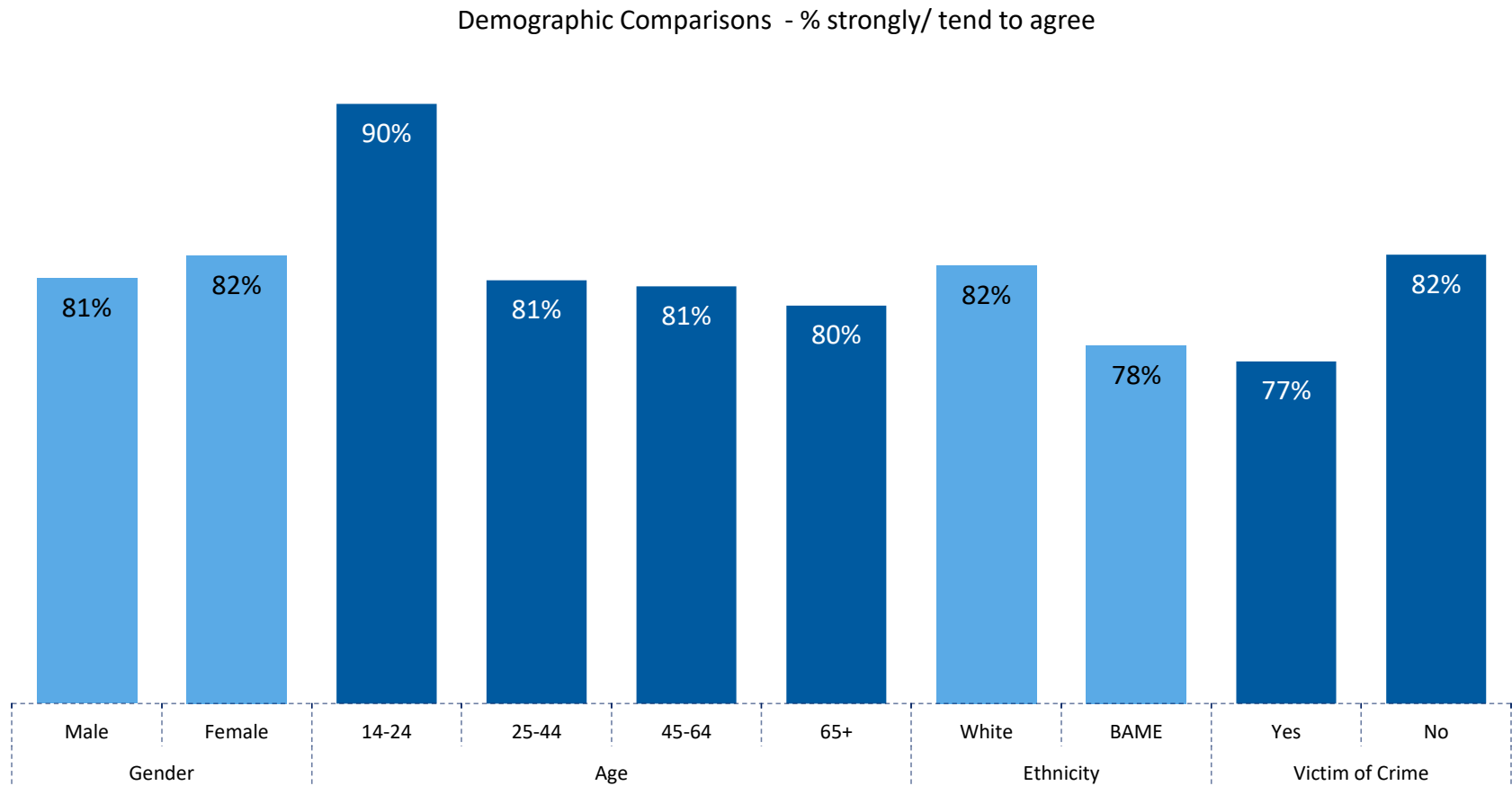
Residents in South Worcestershire less likely to say WMP were doing an excellent or good job compared to North Worcestershire (61% vs 66%)

Victims of crime show less inclined to believe WMP are doing a good job

# 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

Young people more likely to have confidence in WMP compared to other age groups

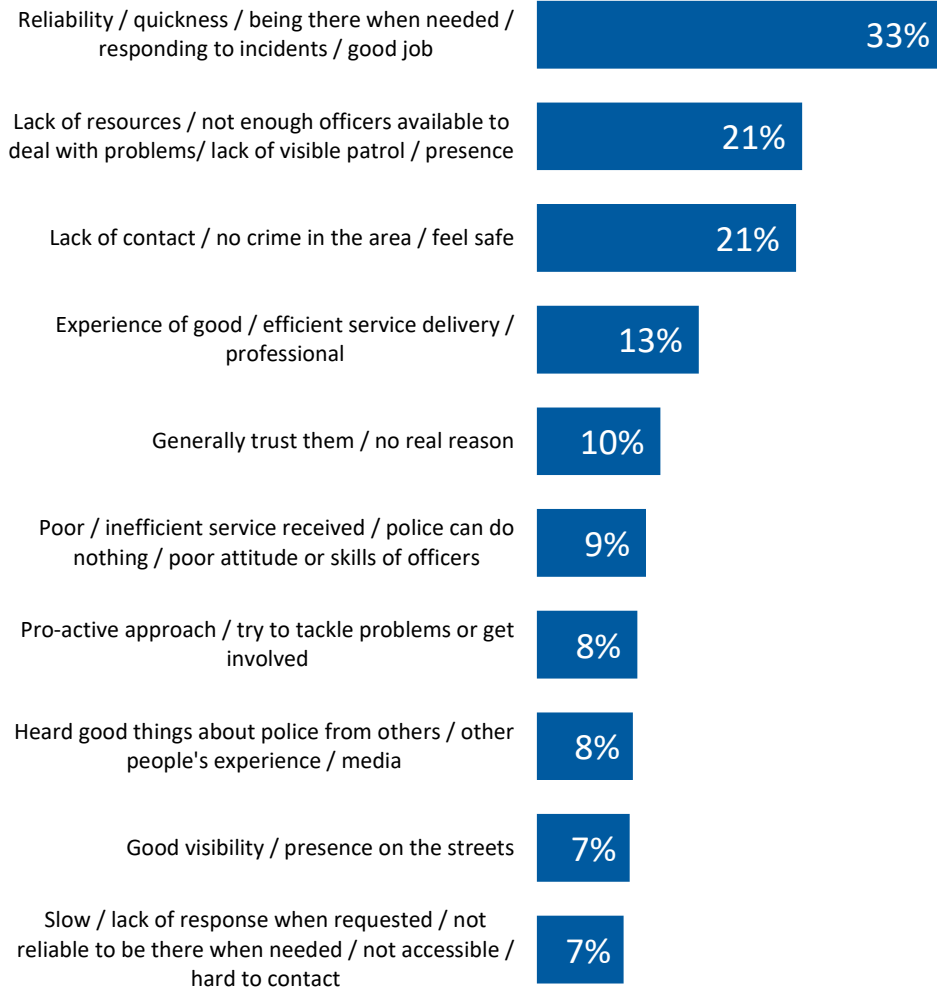
Residents from an ethnic minority background less likely to say they are confident than those from a White background

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

No significant differences in confidence amongst LPAs

# Factors influencing confidence

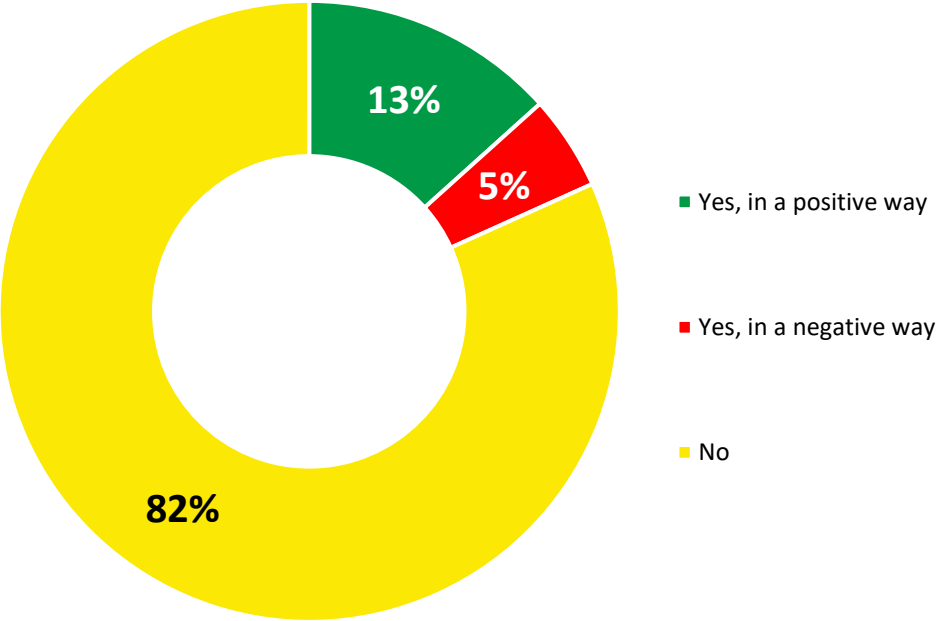
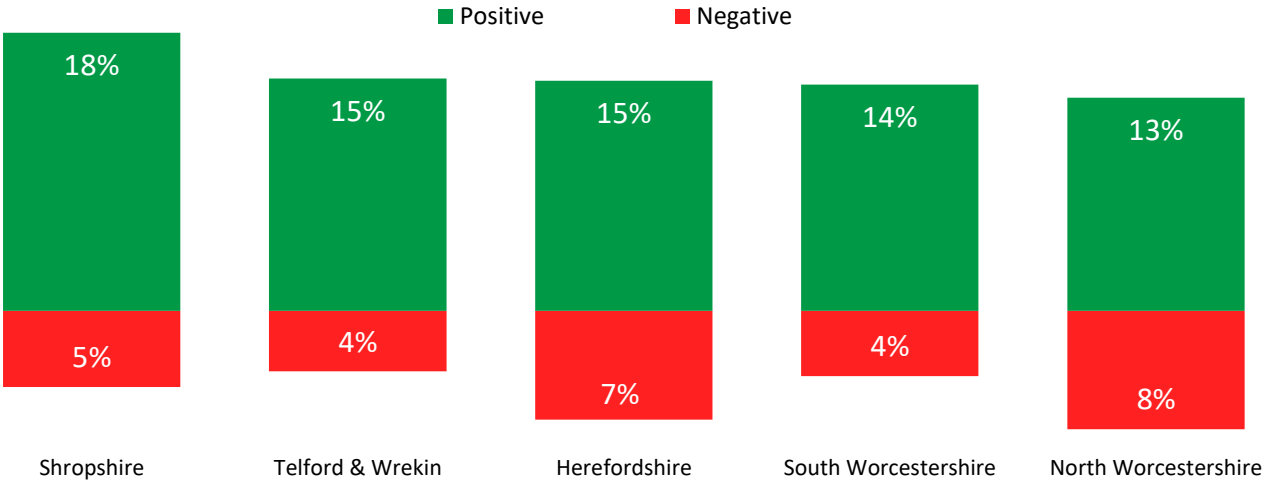
## Top 10 answers



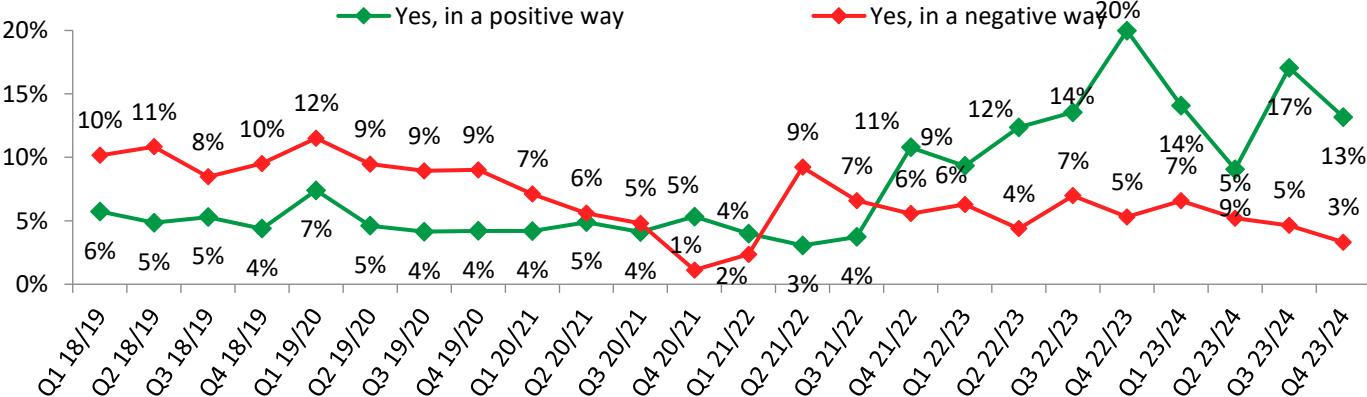


# Less than a tenth have experienced an event that negatively affected their confidence in the police

LPA Comparisons - % positive event % negative event

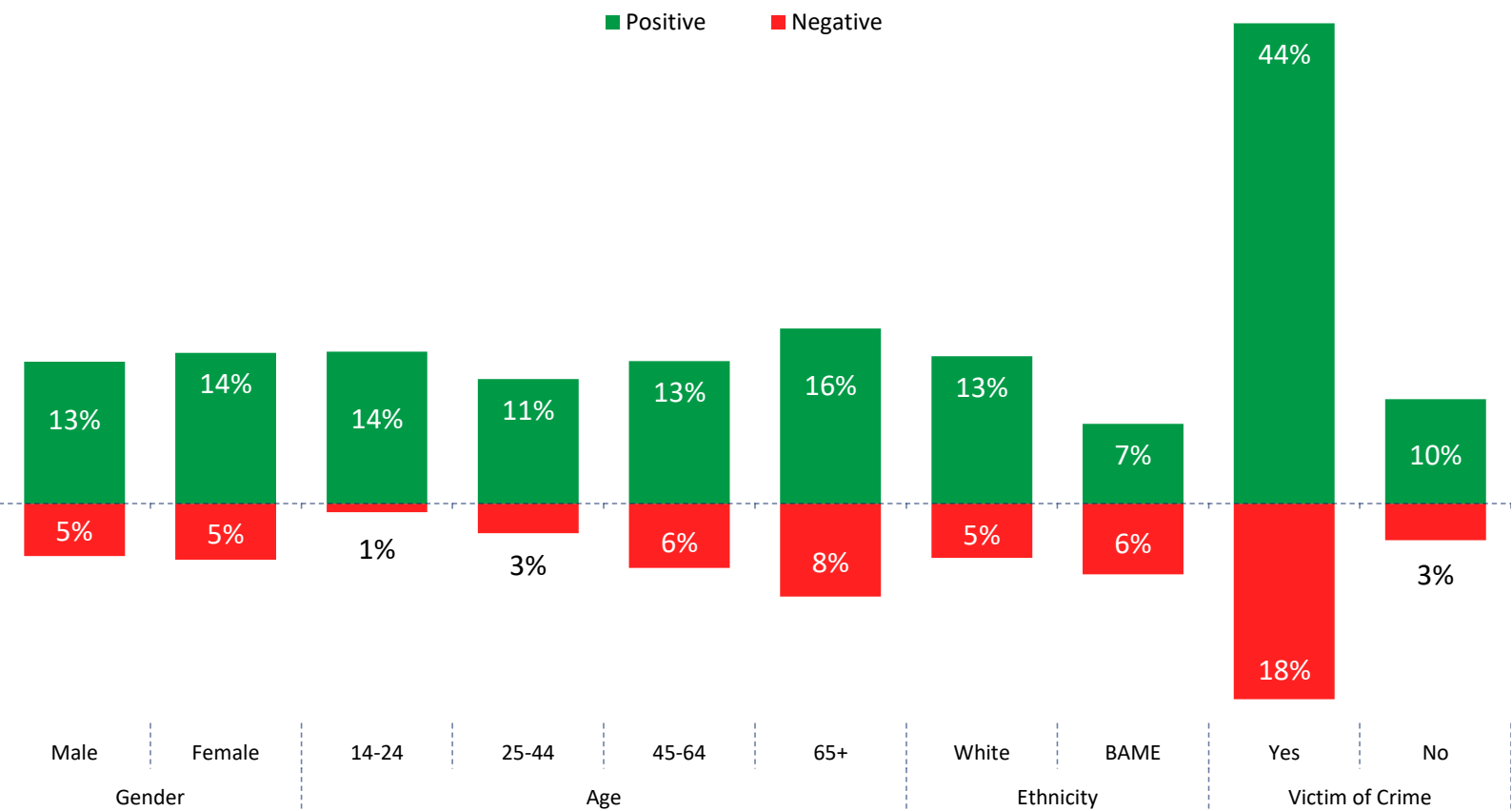


Trend over time - % Negative v % Positive



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

Demographic Comparisons - % positive event v % negative event



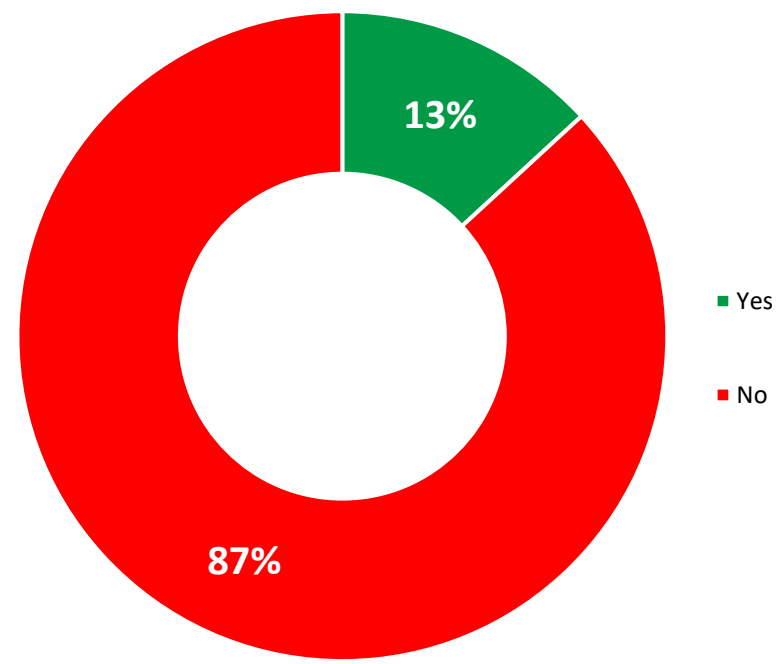
## Key Insights

Victims of crime were significantly more likely to say they experienced a positive event compared to all other cohorts. Almost a fifth of victims reported a negative event had affected their confidence

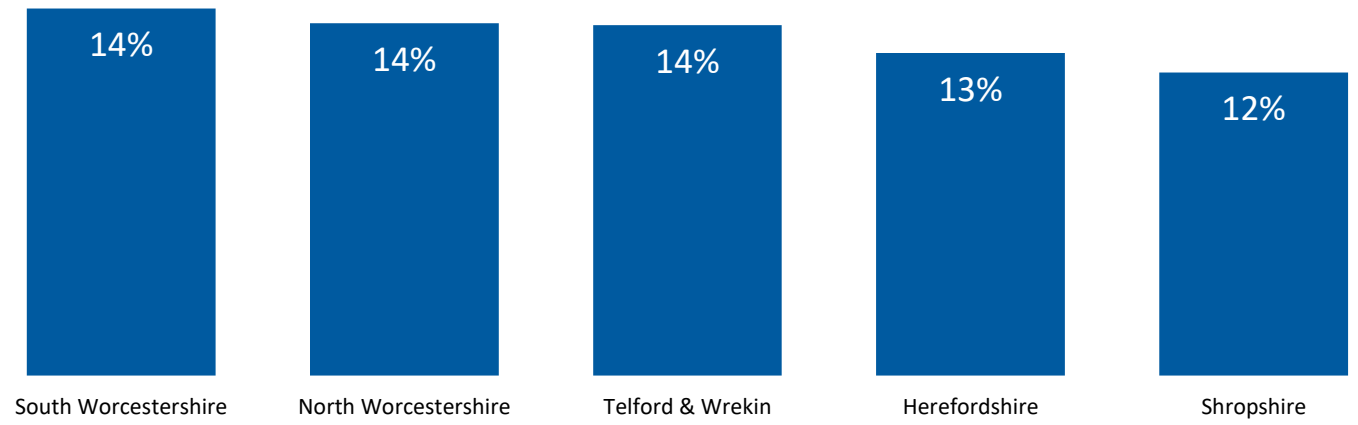
Residents from a White background were more likely to report that a positive event affected their confidence compared to those from an ethnic minority background



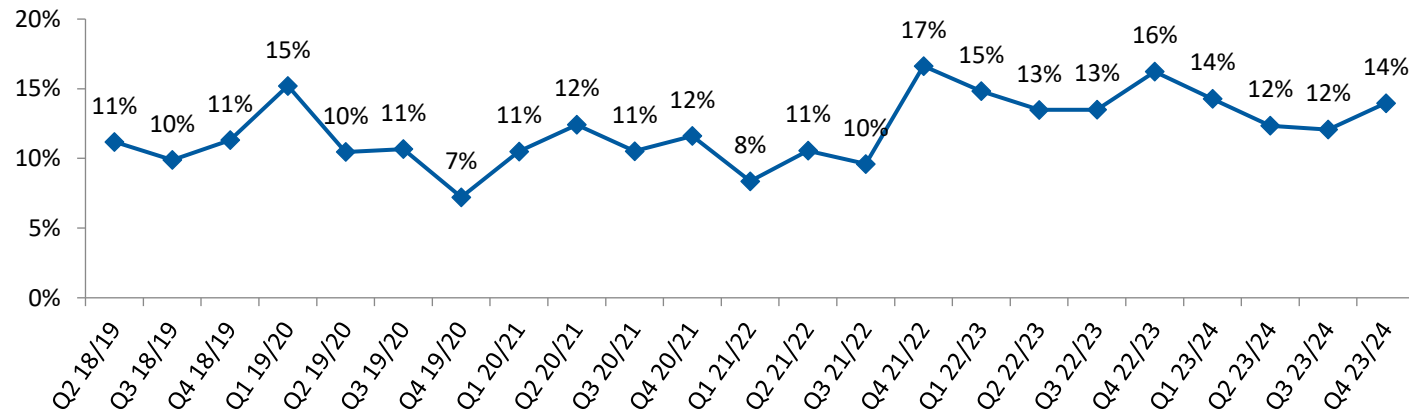
# More than a tenth of respondents said they are aware of the Police and Crime Commissioner



LPA Comparisons - % aware of PCC

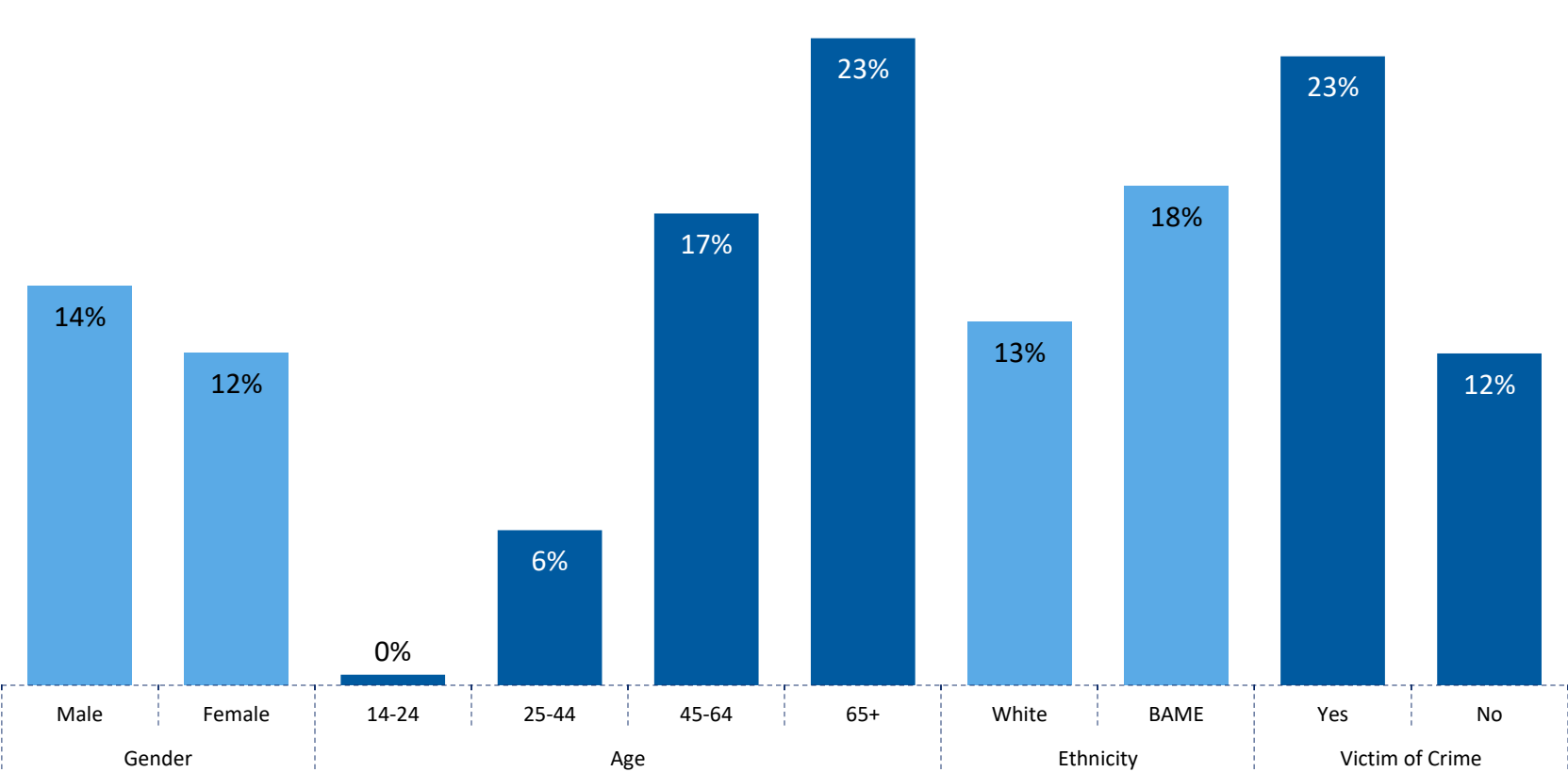


Trend over time - % Yes



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

Demographic Comparisons - % aware of PCC



## Key Insights

Awareness of the PCC increases with age – almost a quarter of those aged 65+ know who the PCC is

Victims of crime also show increased awareness of the PCC

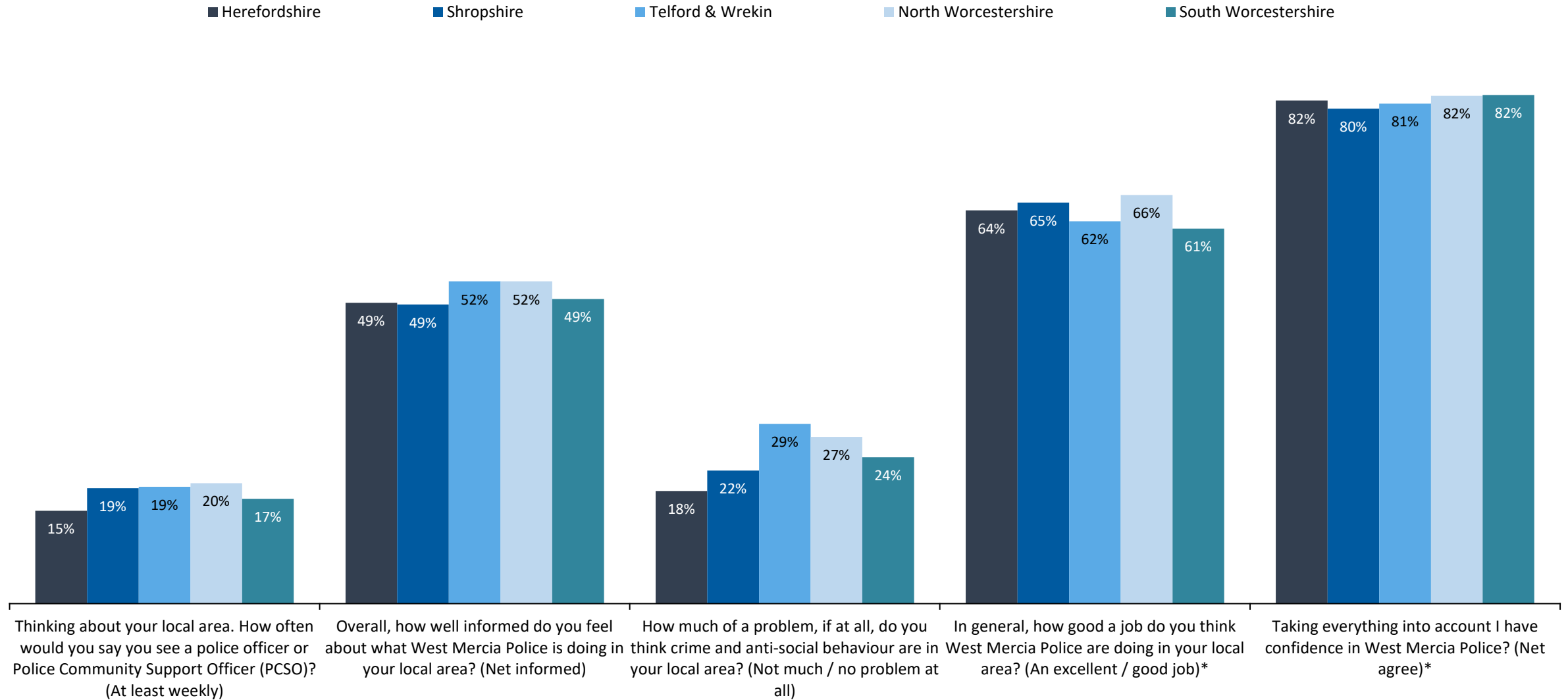
Perceptions surveys typically record awareness of 8-15% based on previous research conducted by SMSR.



# Section Seven

## LPA & Victim Comparisons

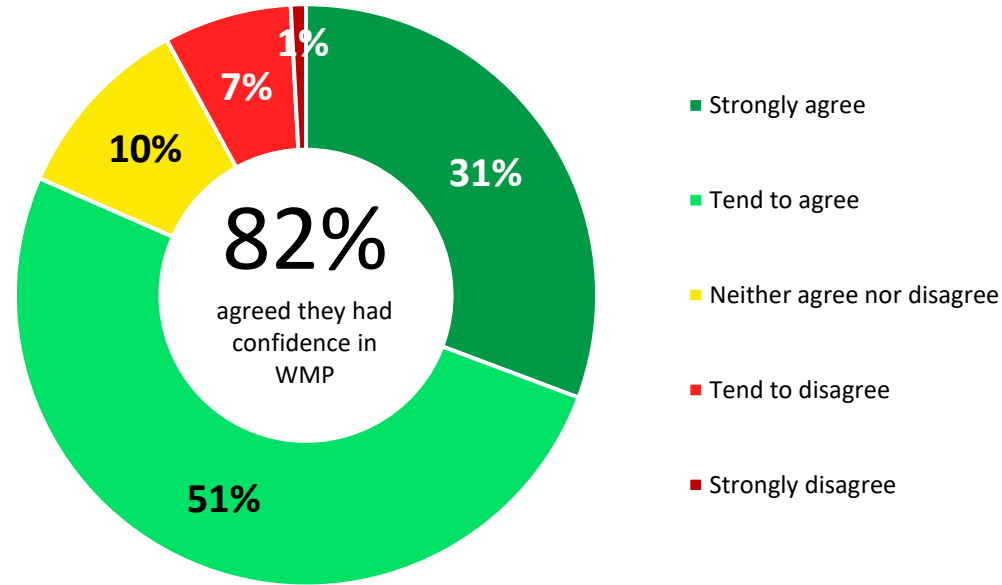
# LPA Key Question Overview



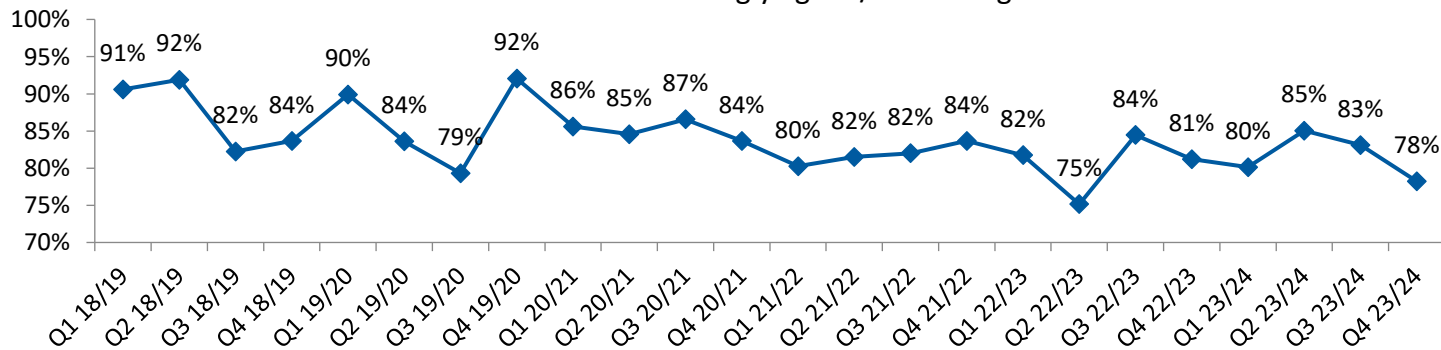
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# 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 (15%)

**Most** confident they could access the police in an emergency (91%)

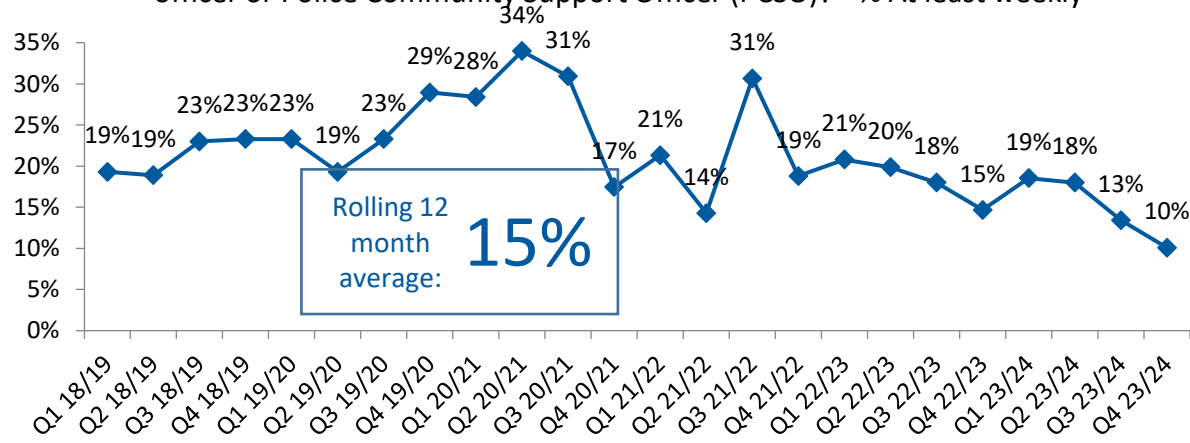
**Least** informed about what WMP are doing in their local area (49% - joint with Shropshire and Herefordshire)

**Least** likely have said crime and ASB is a problem in their area (18%)

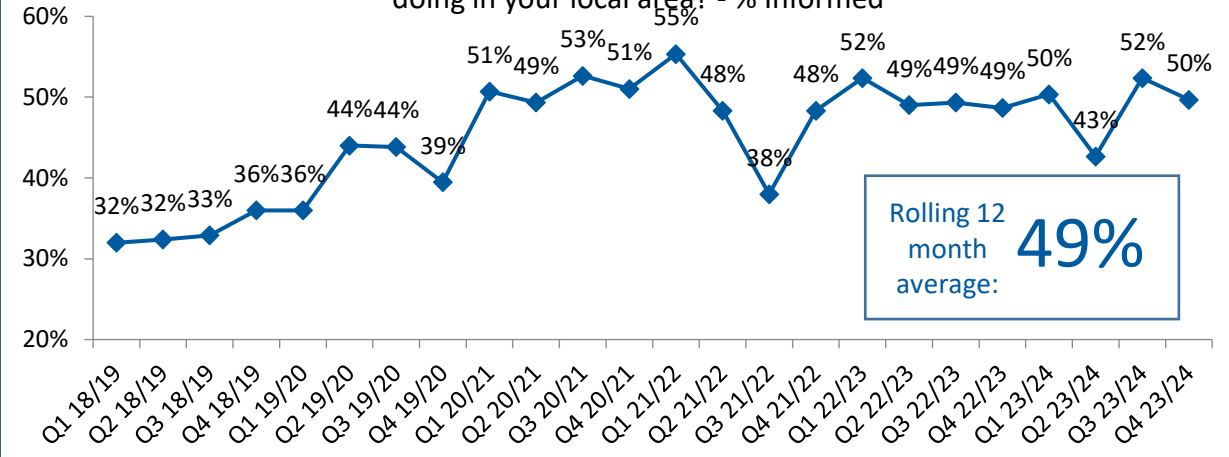
**Least** confident that WMP use stop and search powers fairly and respectfully (61%)

# LPA Key Findings - Herefordshire

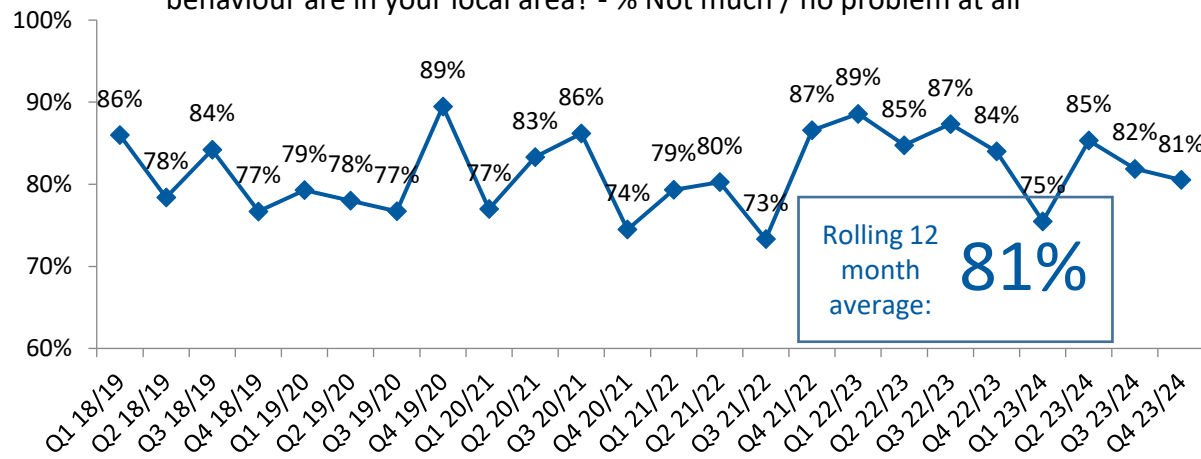
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



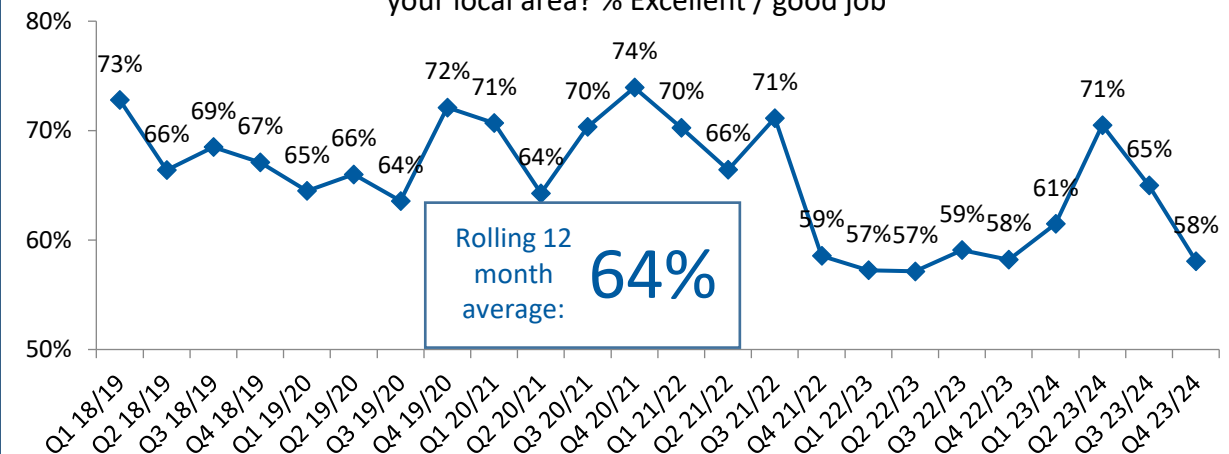
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



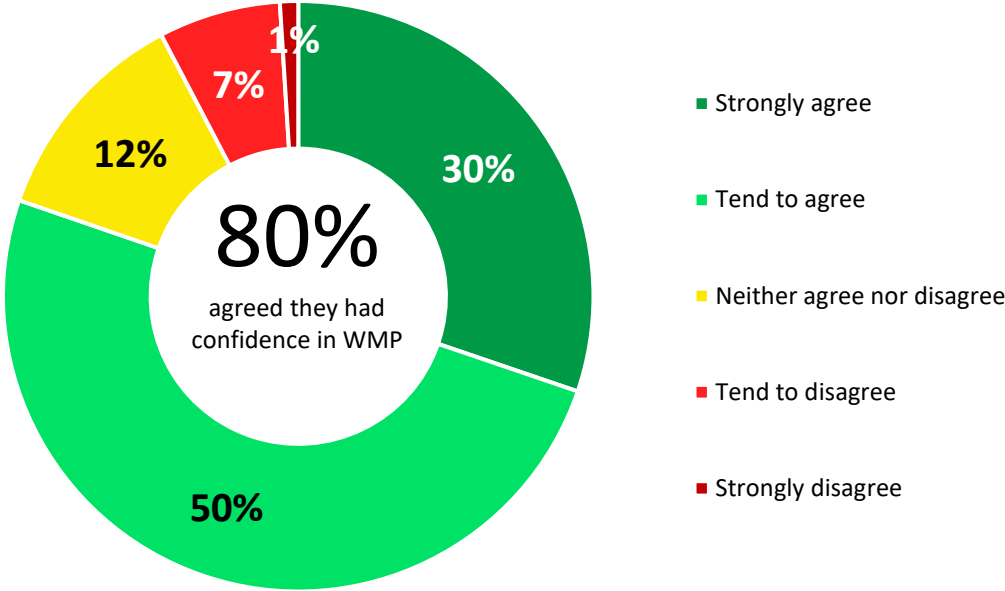
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



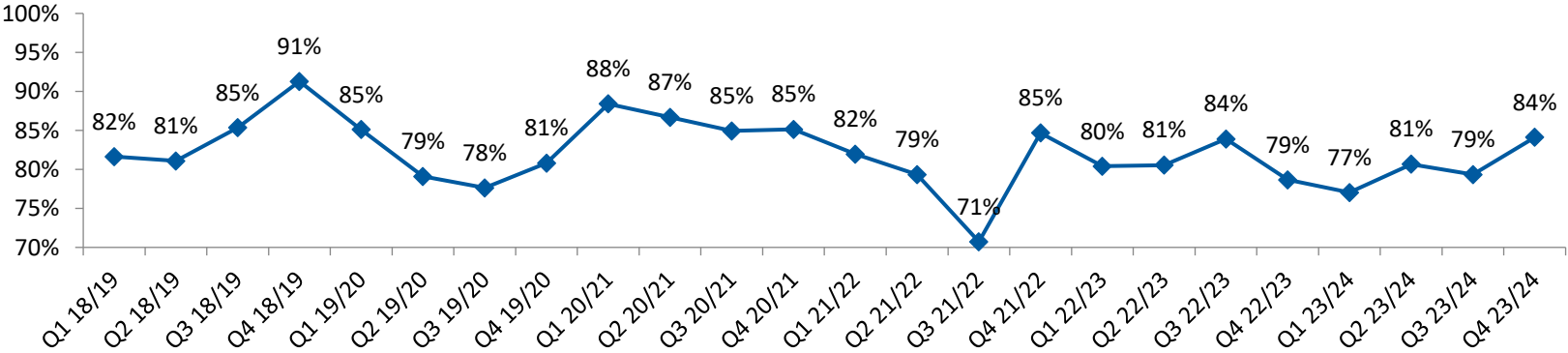
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - Shropshire

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



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 have spoken to an officer from their local policing team (8%)

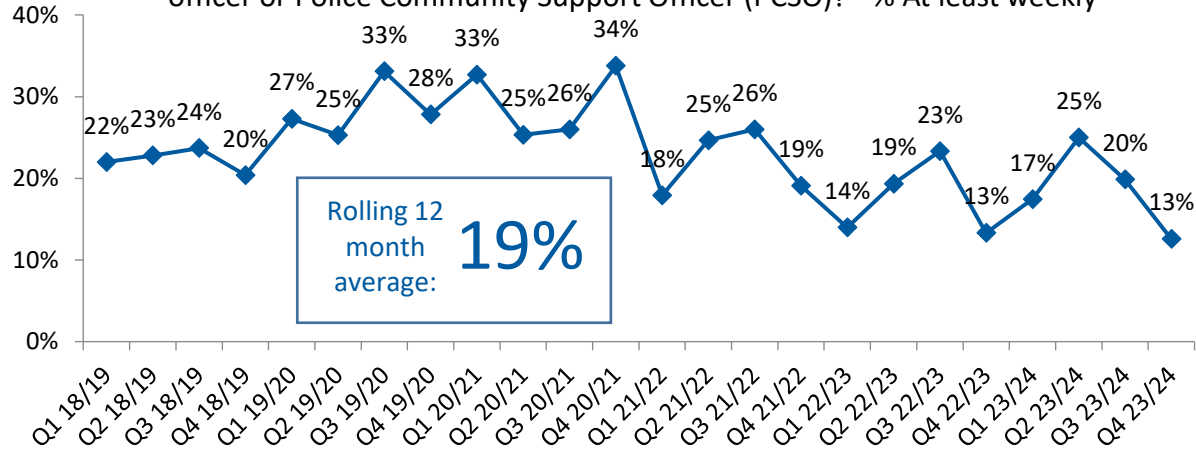
Least informed about what WMP are doing in their local area (49% - joint with Herefordshire and South Worcestershire)

Least likely to have confidence in WMP (80%)

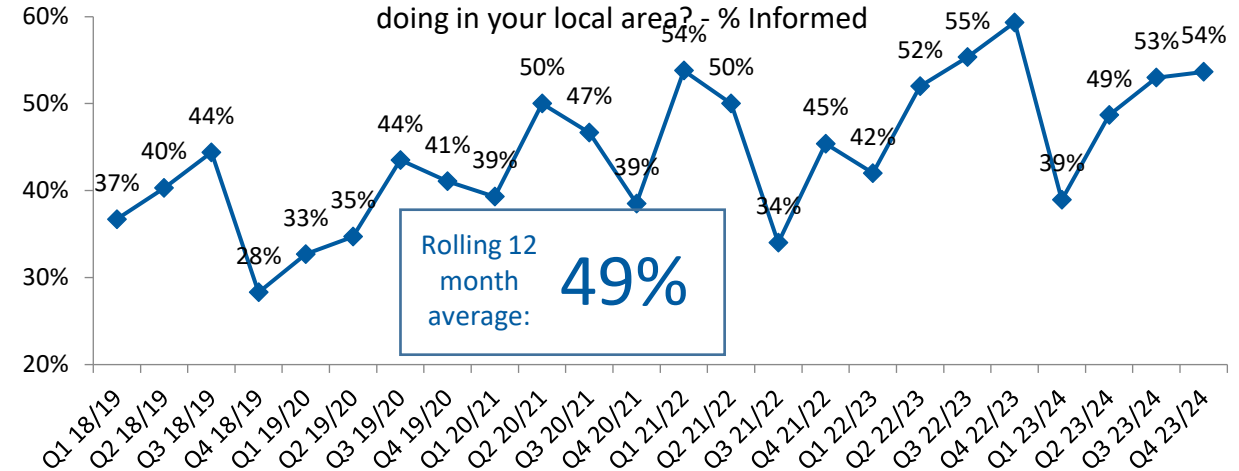
Lowest awareness of the PCC (12%)

# LPA Key Findings - Shropshire

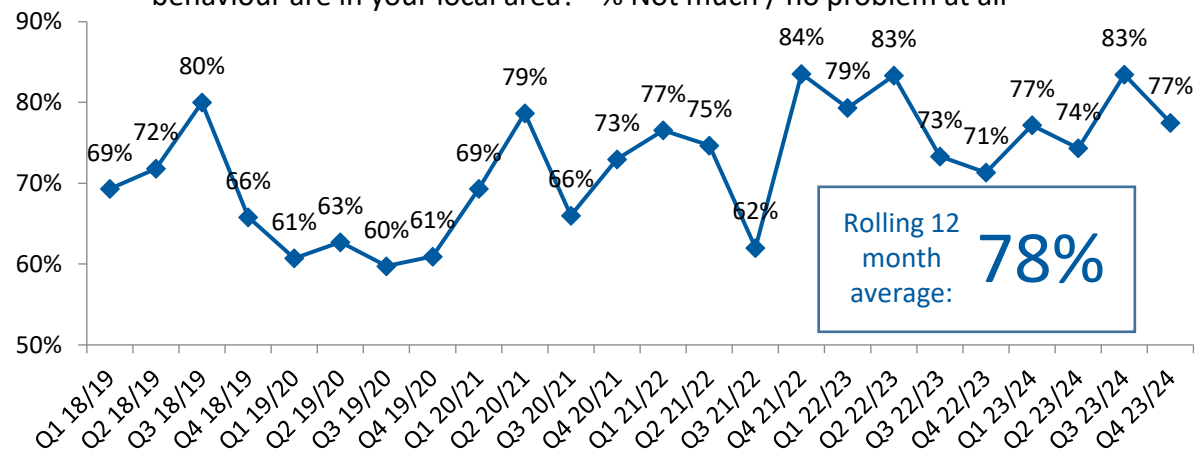
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



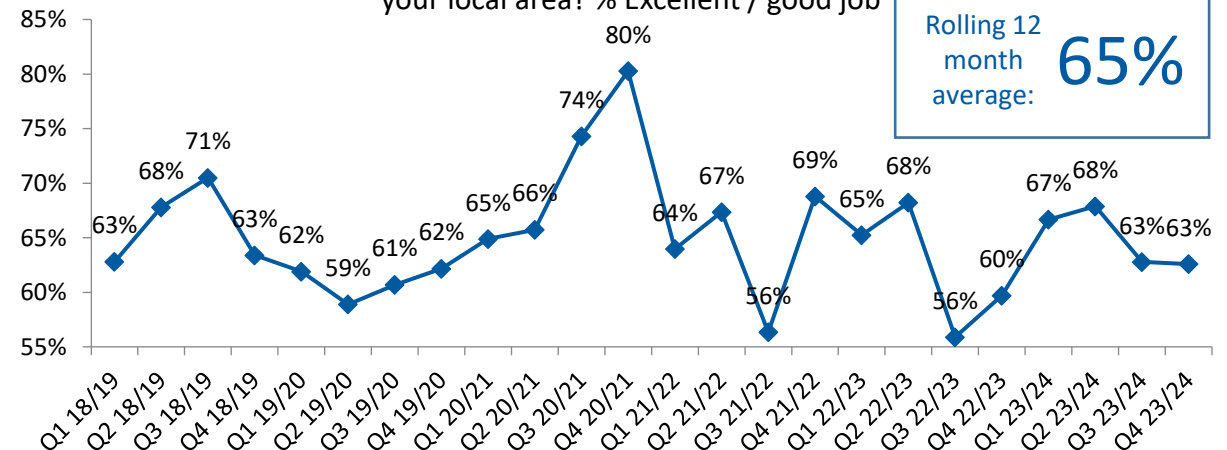
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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

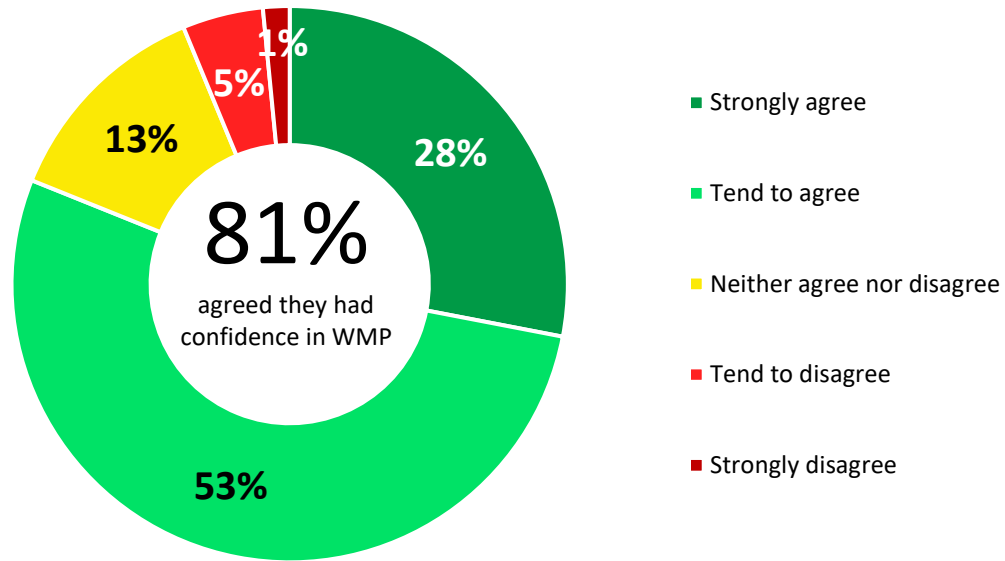


\*Don't know option has been excluded from calculation to make question comparable to CSEW

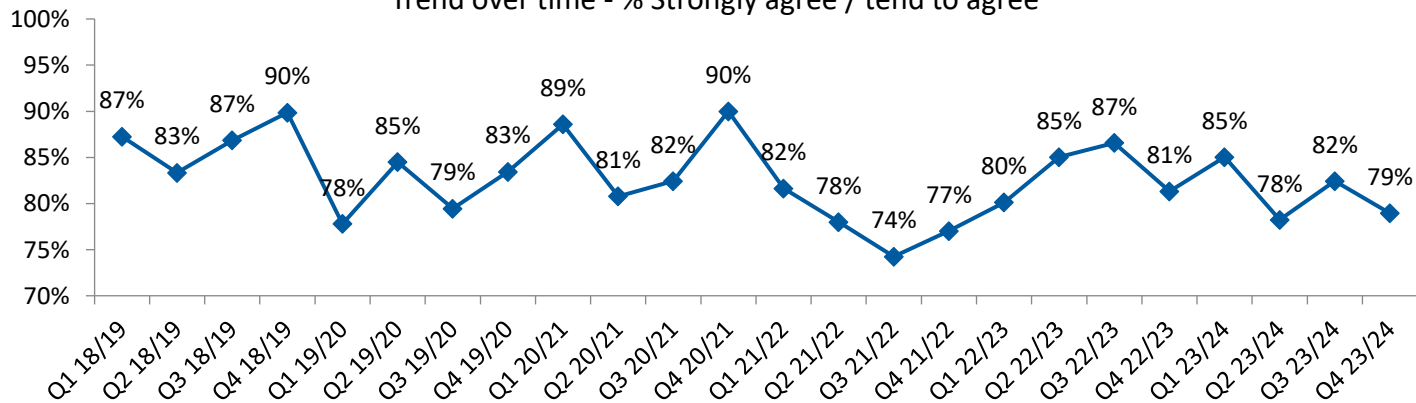


# LPA Key Findings - Telford & Wrekin

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 have spoken to an officer or PCSO from their local policing team (13%)

**Most** confident they could access the police in a non-emergency (70%)

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

**Least** likely to be a victim of or witness to a crime (10%)

**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 (29%)

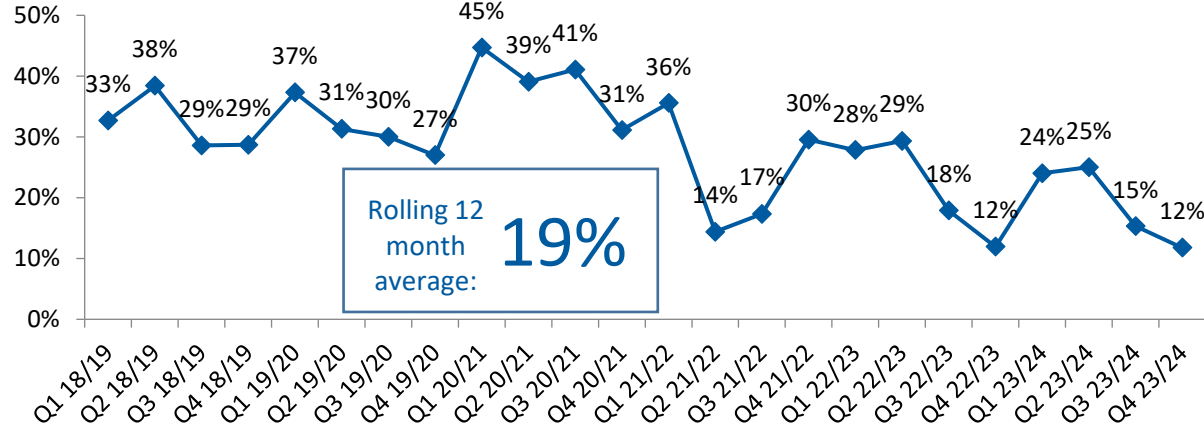
**Most** confident that WMP use stop and search powers fairly and respectfully (68% - joint with North and South Worcestershire)

**Least** confident in WMP (80%)

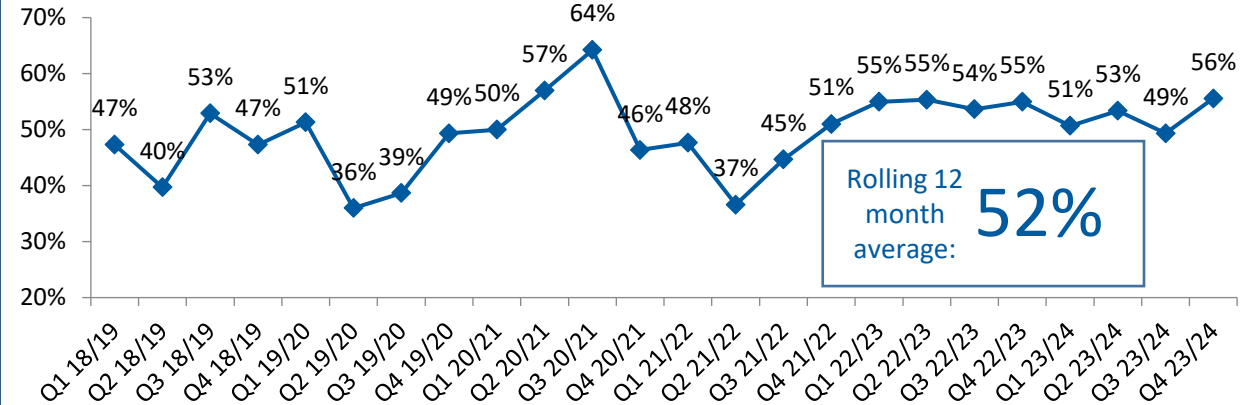
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - Telford & Wrekin

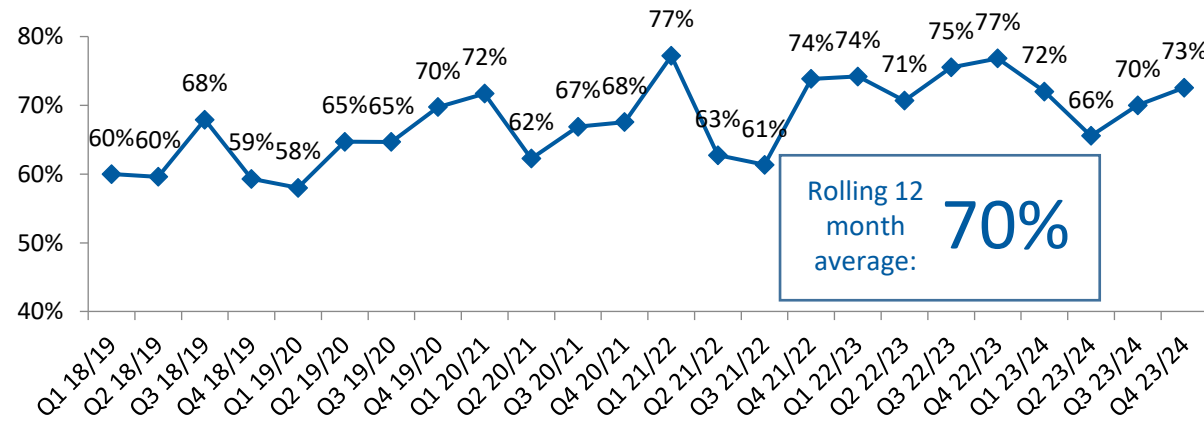
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



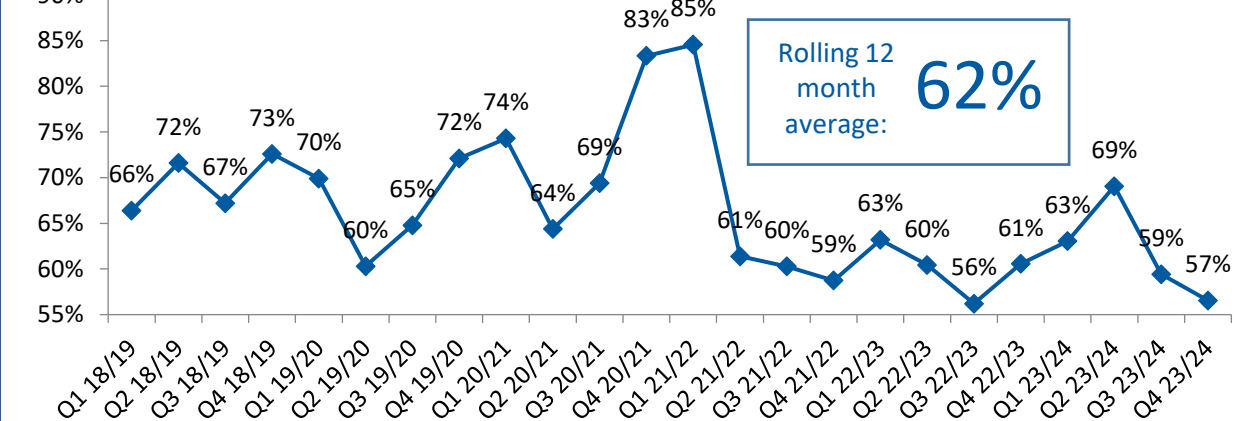
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



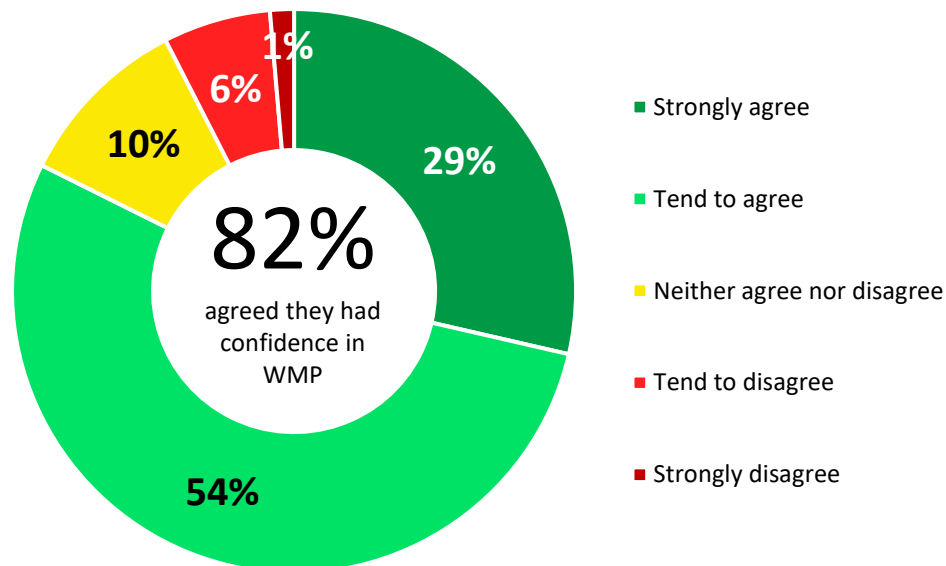
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



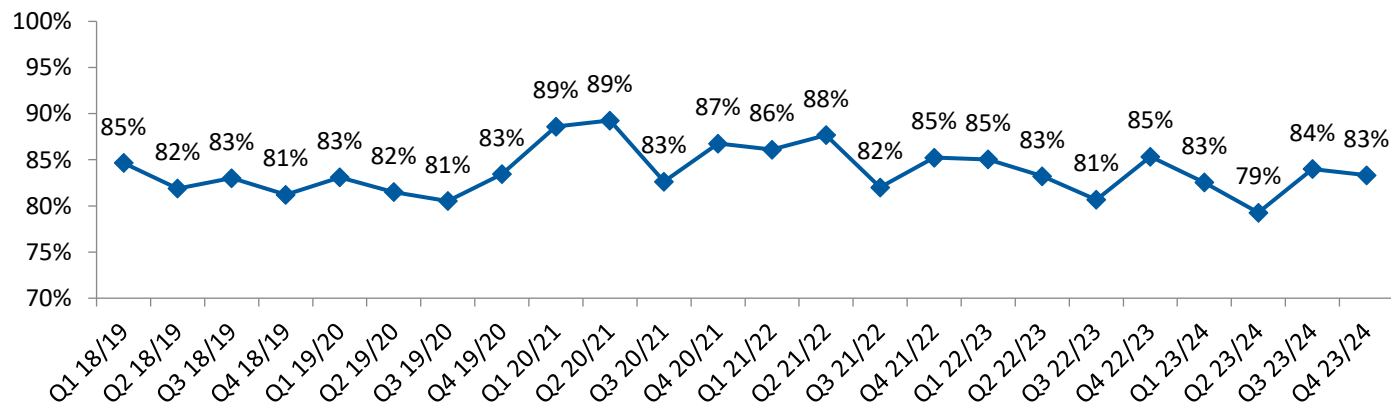
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# 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 (20%)

**Most** satisfied with the levels of policing in their local area (65%)

**Least** confident they could access the police in an emergency (89%) and a non-emergency (66%)

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

**Most** likely to be a victim of or witness to crime (12% - joint with South Worcestershire)

**Most** likely to agree that WMP understands the issues in the community (74% - joint with South Worcestershire)

**Most** likely to have confidence in stop search procedure (68% - joint with South Worcestershire)

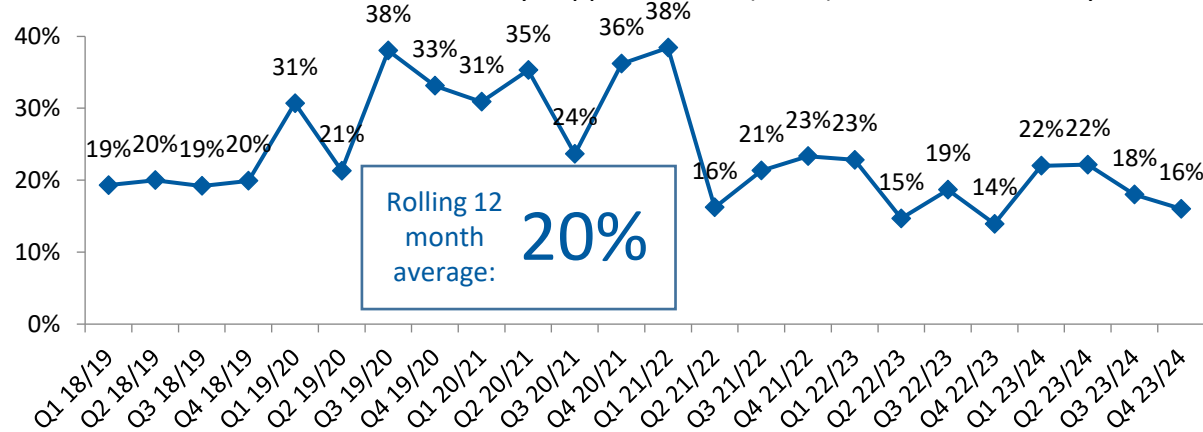
**Most** confident in receiving good service from WMP (83%)

**Most** likely to feel the police were doing either an excellent or good job (66%)

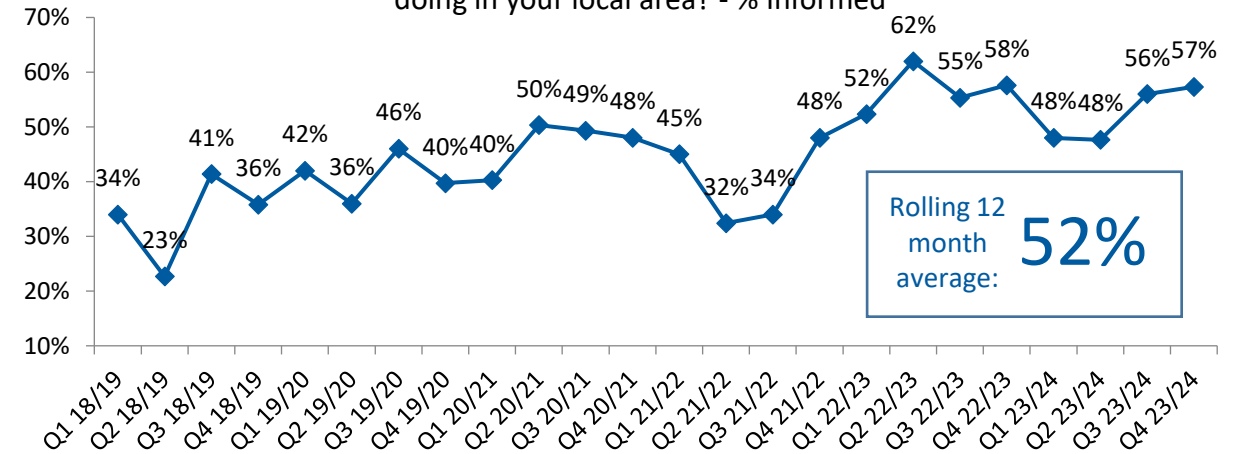
**Most** likely to have confidence in WMP (82% - joint with South Worcestershire)

# LPA Key Findings - North Worcestershire

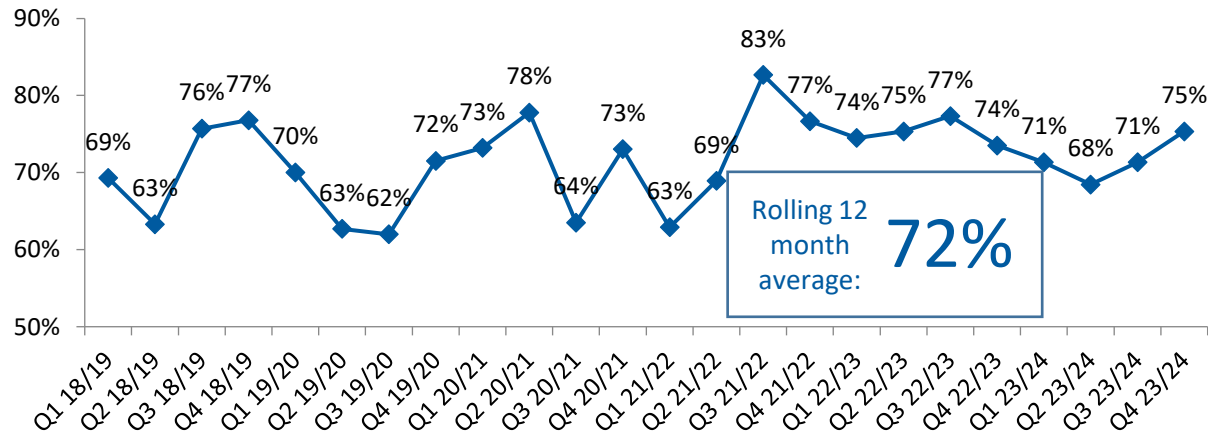
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



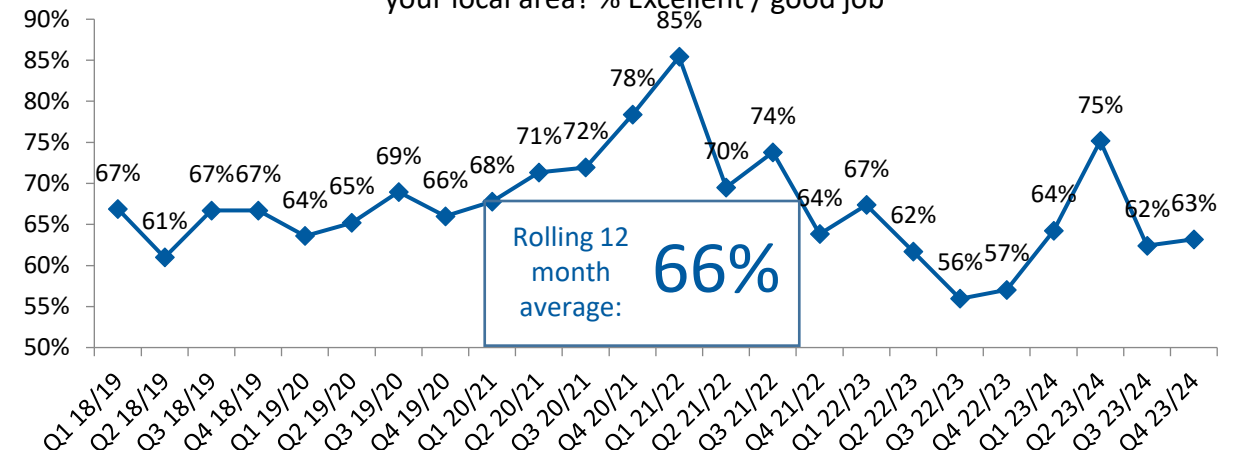
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



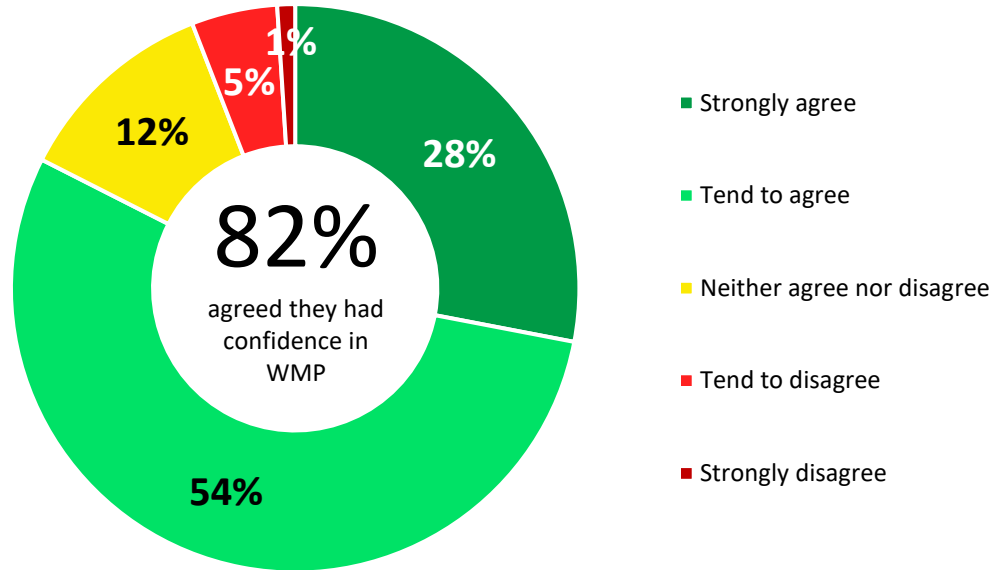
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



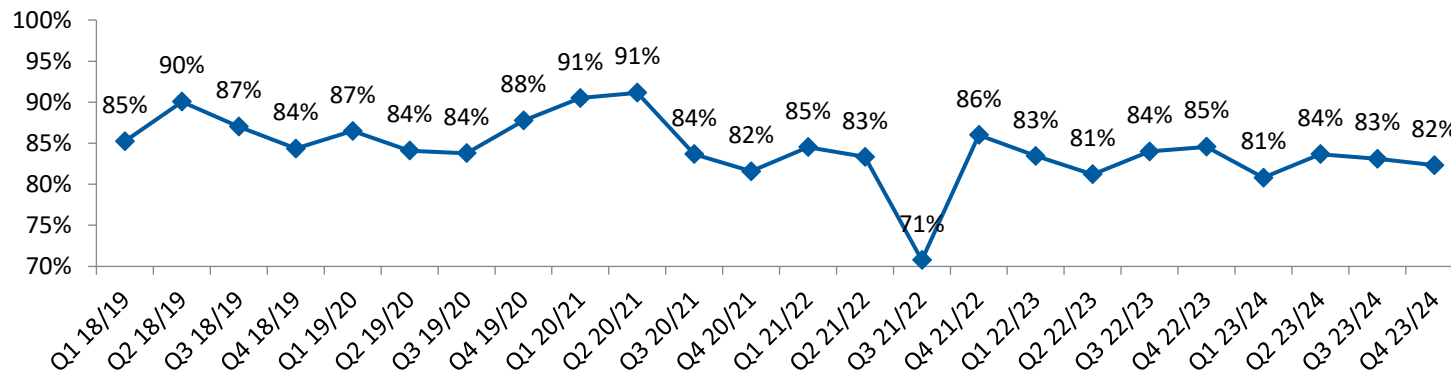
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# 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

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

**Least** informed about what WMP are doing in their local area (49% - joint with Herefordshire and Shropshire)

**Most likely** to be a victim of or witness to crime (12% - joint with North Worcestershire)

**Most likely** to say WMP understands local issues (74% - joint with North Worcestershire)

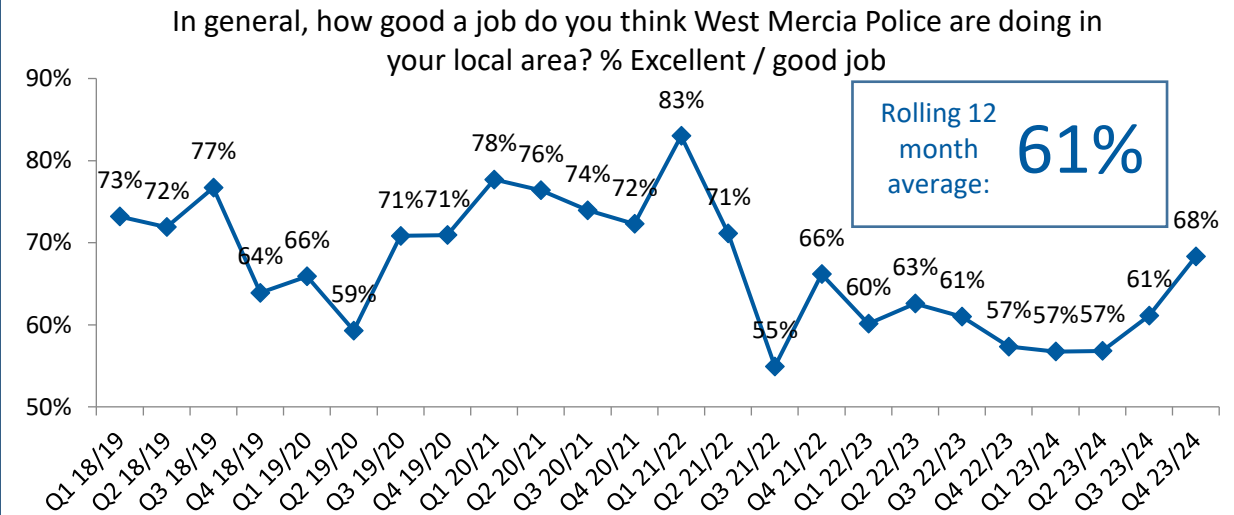
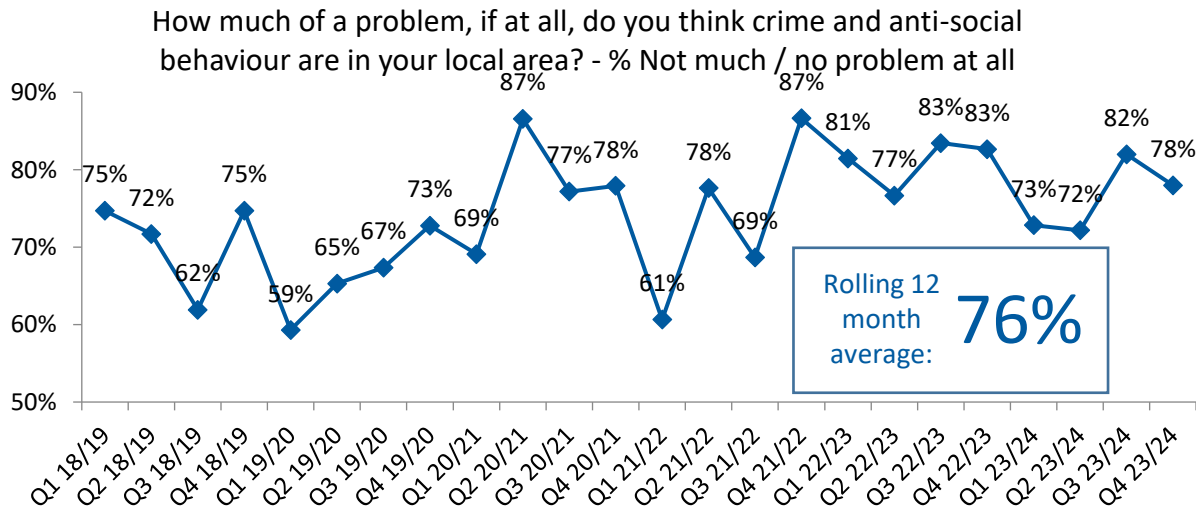
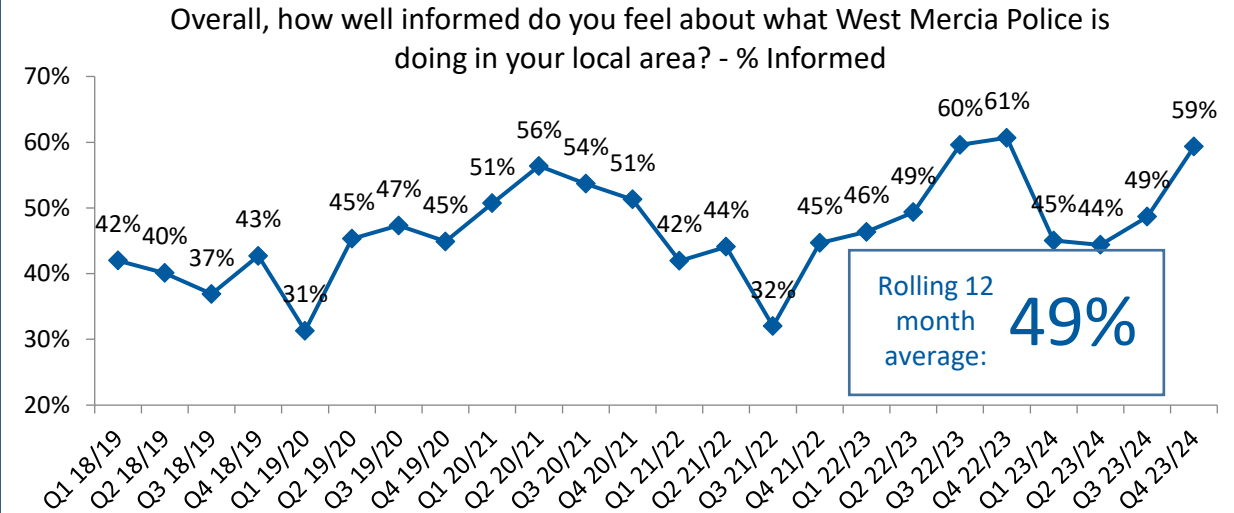
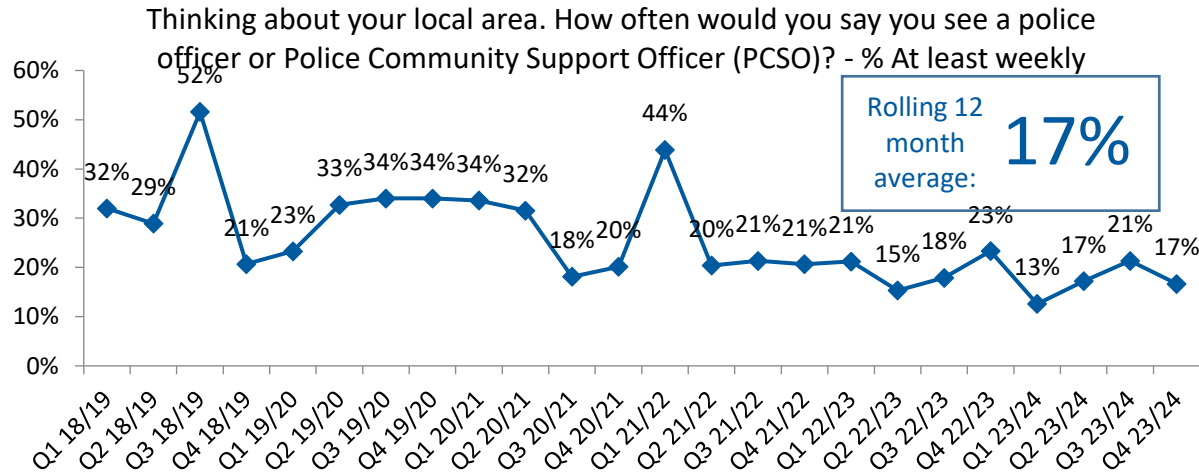
**Most** likely to have confidence in stop search procedure (68% - joint with North Worcestershire)

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

**Most** likely to have confidence in WMP (82% - joint with North Worcestershire)

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

# LPA Key Findings - South Worcestershire



\*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