



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

**SMSR**  
**RESEARCH**



# Public Views and Perceptions of Policing in West Mercia

## 2024/25 Survey Quarter 2 Results Presentation





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# 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 (October 2023 – September 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

- Eight in every 10 agree they have confidence in West Mercia Police (81%); slightly fewer say they are confident they would receive a good service from the force (79%).
- Three-fifths (59%) say that West Mercia Police are doing either a good or excellent job.

## Visibility

- Less than a fifth of residents (16%) report that they see an officer or PCSO at least once a week and three-fifths (61%) are satisfied with the levels of policing in their local area.
- The majority (82%) feel there has been no change in the level of policing; a tenth (8%) say there has been a decrease and fewer (5%) believe there has been an increase.
- A tenth (9%) have spoken to an officer or PCSO from their local policing team in the past 12 months.

# Interaction / Access

- Nine-tenths (92%) are confident that they could access WMP in an emergency with two-thirds (66%) confident they could do so in a non-emergency.
- Three-quarters (75%) continue to say they would prefer to contact West Mercia Police by telephone for a non-emergency issue.
- Three-fifths find out about crime and policing issues from the media in general (59%) or from social media (58%), Half (53%) are informed about what WMP is doing in their local area.

# Effectiveness

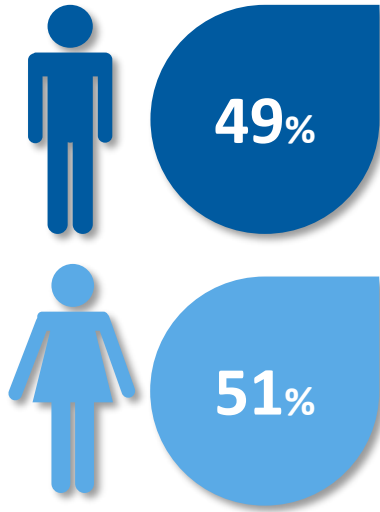
- Seven-tenths (72%) agree WMP understand the issues in their community; around a quarter (23%) say that they crime and ASB is a problem in their area.
- Three-quarters (75%) say that crime and ASB had remained the same compared to 12 months ago; more than a tenth (14%) report an increase. More than three-quarters (78%) agree that WMP are dealing with crime and ASB.
- Nine-tenths (89%) felt their area was safe over the last three months

# Trust / integrity

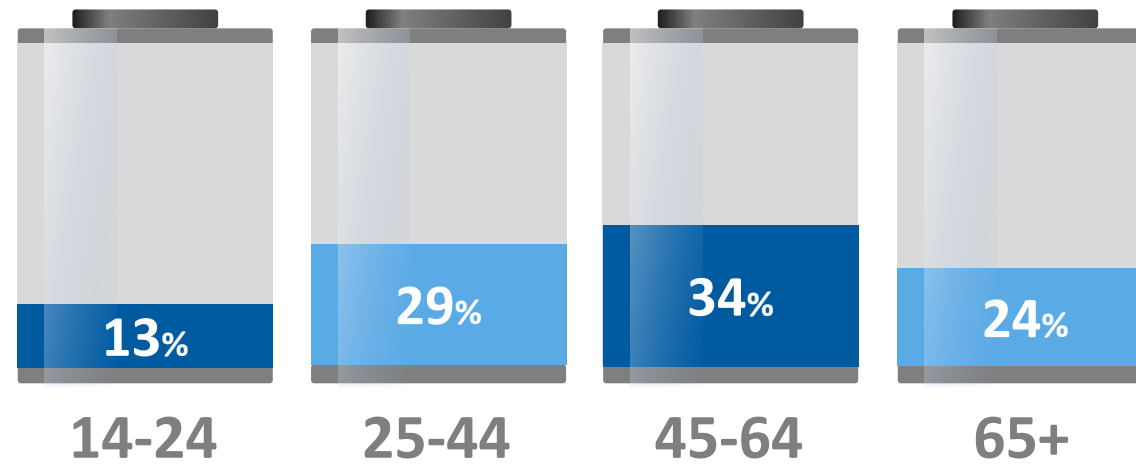
- The vast majority (95%) continue to say that WMP has their support, and they have trust in the force (88%). More than 8 in every 10 said that WMP act with integrity (85%), and agree they treat everyone fairly, regardless of who they are (90%). Around three-quarters agree WMP use their powers appropriately (79%), take people's concerns seriously (78%) and can be relied to be there when you need them (72%).
- Seven-tenths (71%) are confident West Mercia Police use their stop and search power fairly and respectfully. A small percentage disagree with this statement (2%).

# Respondent Breakdown

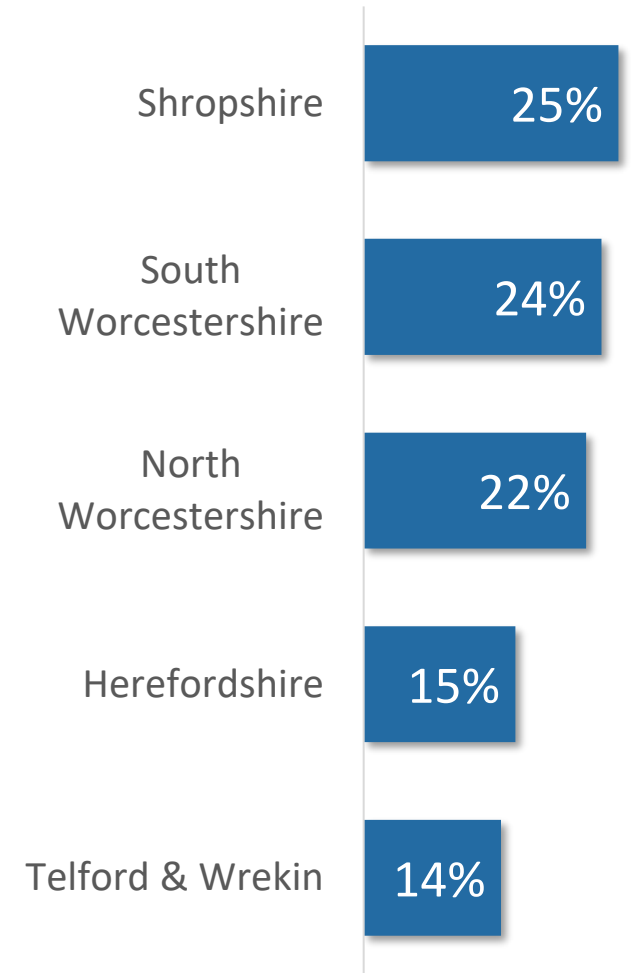
## Gender



## Age



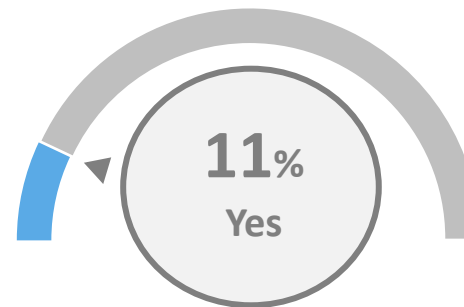
## LPA



## Ethnic Group



## Disability





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# Section Two

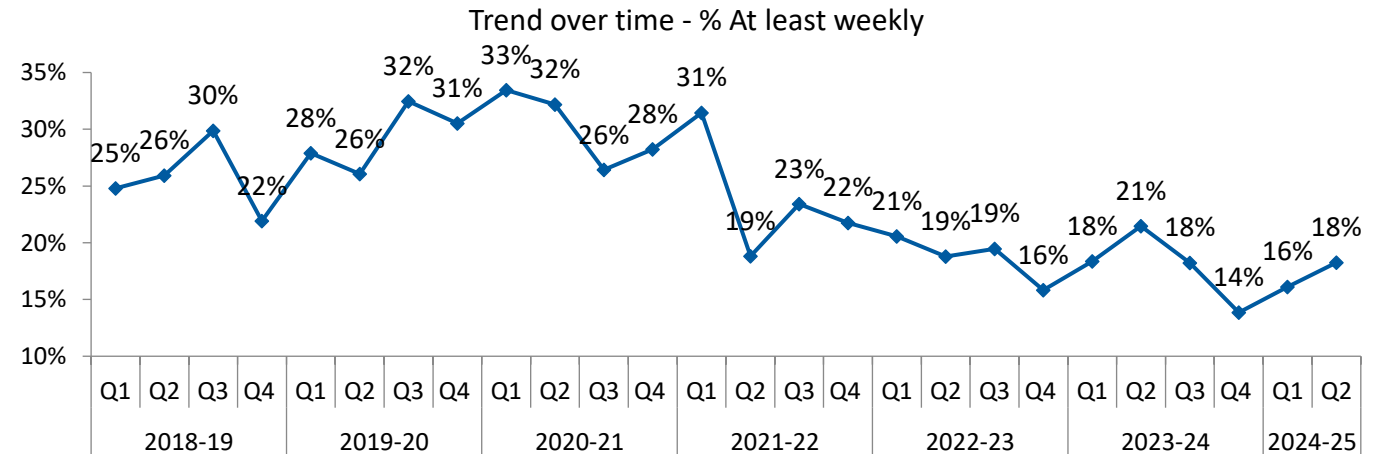
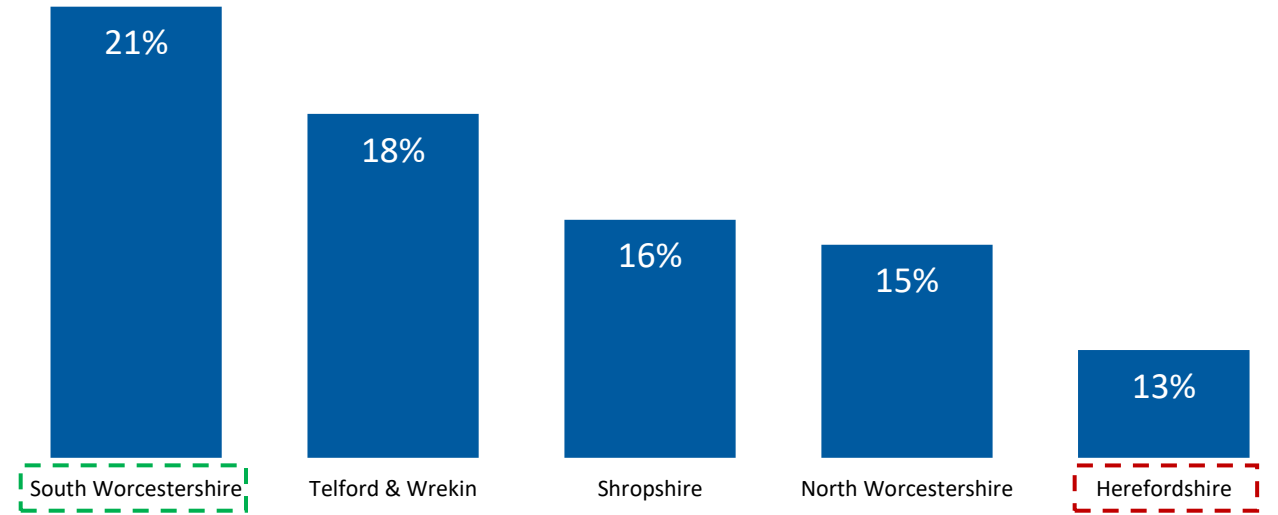
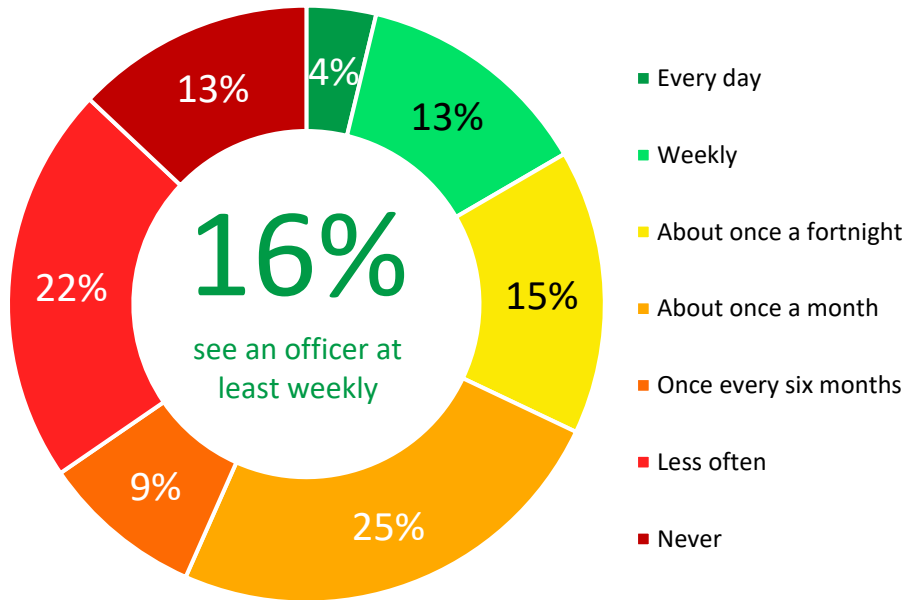
## Visibility / Presence





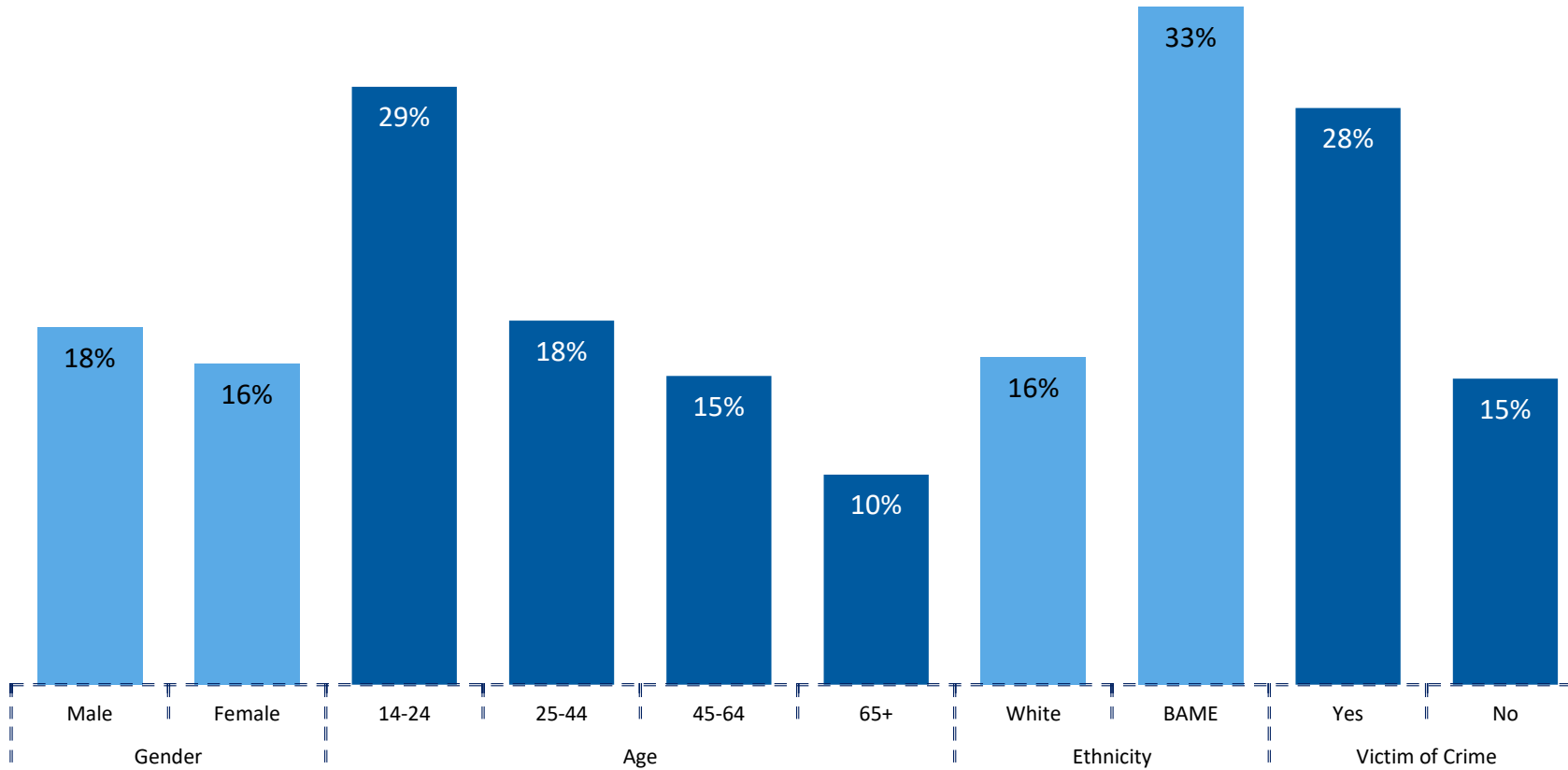
# Less than a fifth see an officer or PCSO at least once a week

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



# Less than 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; those in South Worcestershire most likely

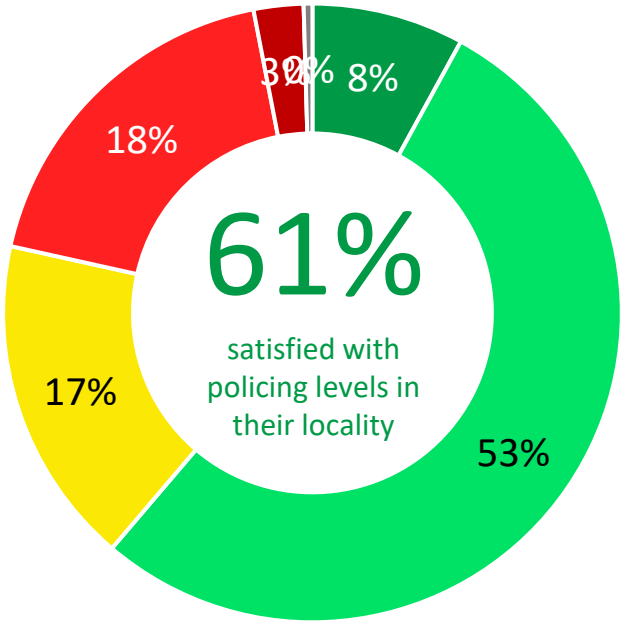
Older residents are less likely to see officers or PCSOs on a weekly basis; three-tenths of young people see officers at least weekly

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

Ethnic minorities twice as likely than white residents to see an officer or PCSO at least once a week

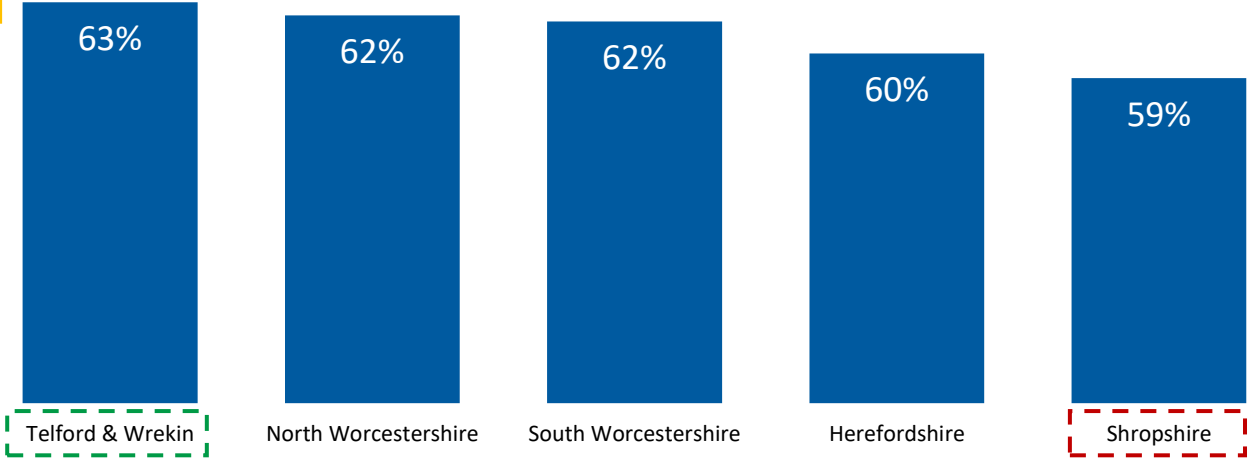
# Three-fifths satisfied with the levels of policing in their local area

61%  
PPPEW – Net Satisfied

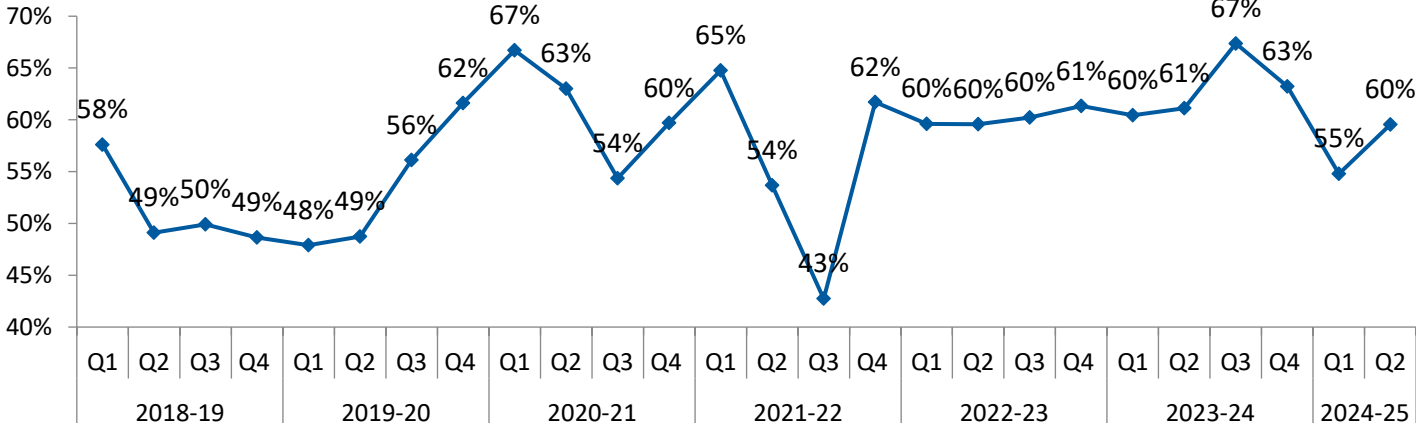


- Very satisfied
- Satisfied
- Neither
- Dissatisfied
- Very dissatisfied
- Don't know

LPA Comparisons - % very satisfied / satisfied

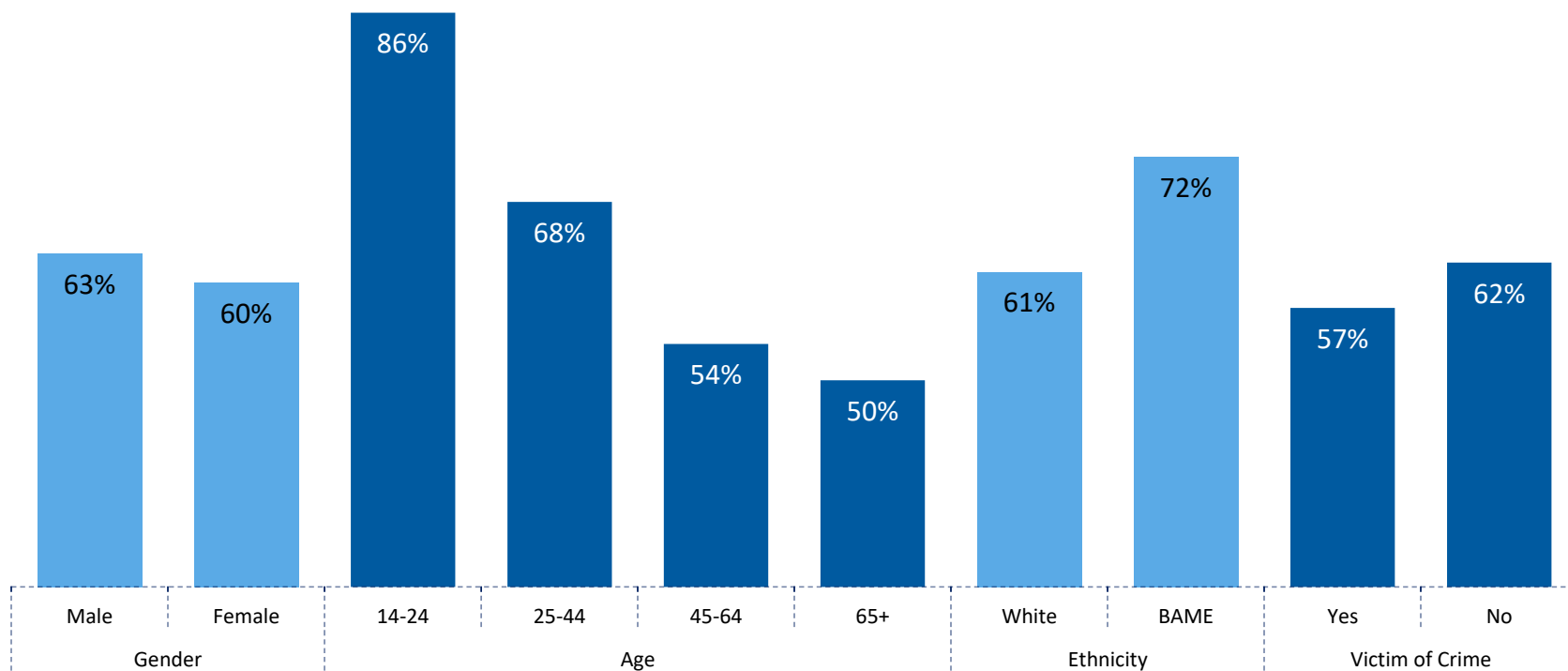


Trend over time - % Satisfied



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

Demographic Comparisons - % very satisfied / satisfied



## Key Insights

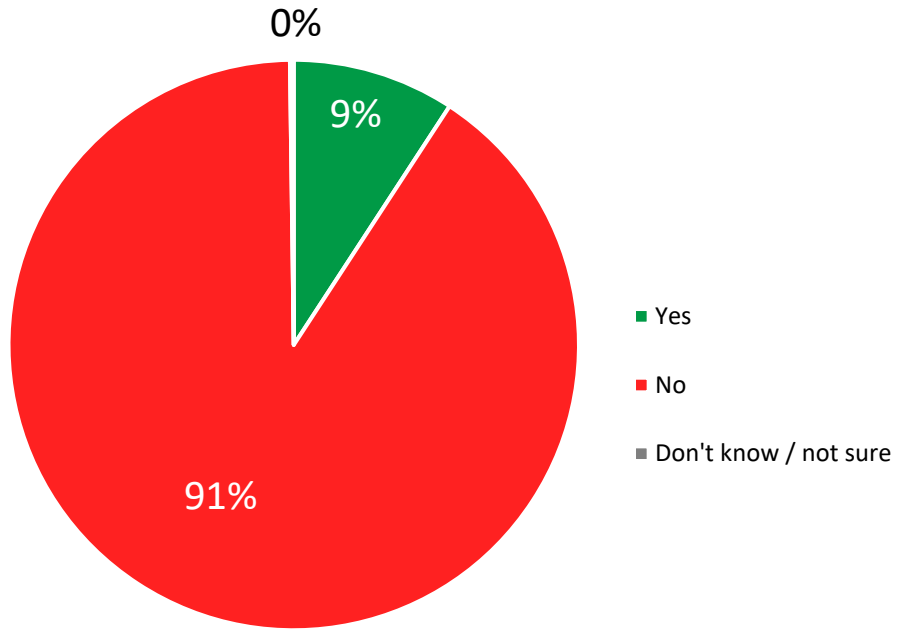
Young people, aged 14-24 most likely to be satisfied with policing levels in their local area. Those aged 45 or over are less likely to be satisfied

White residents less satisfied than ethnic minorities

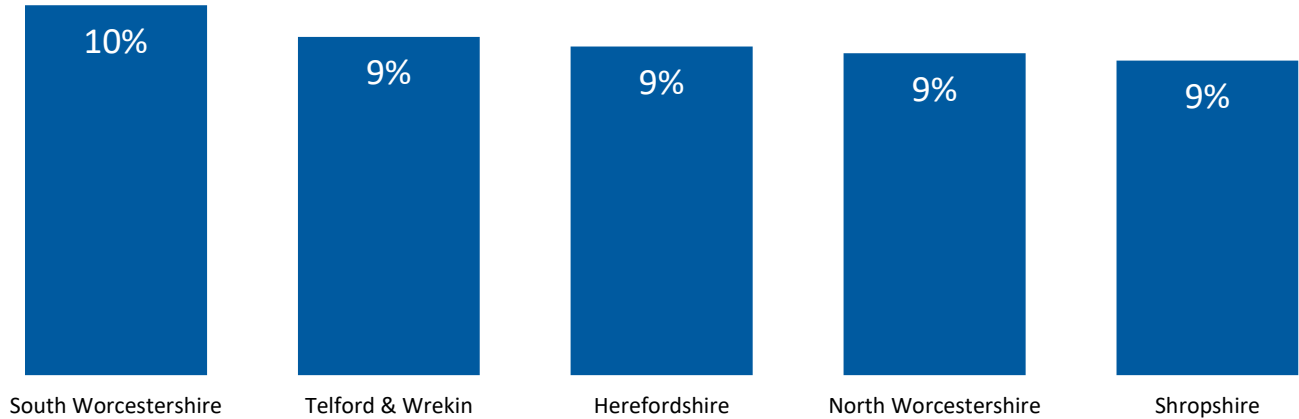
Victims of crime less likely to be satisfied with levels of policing

Residents in Shropshire least likely to be satisfied; Telford & Wrekin most likely

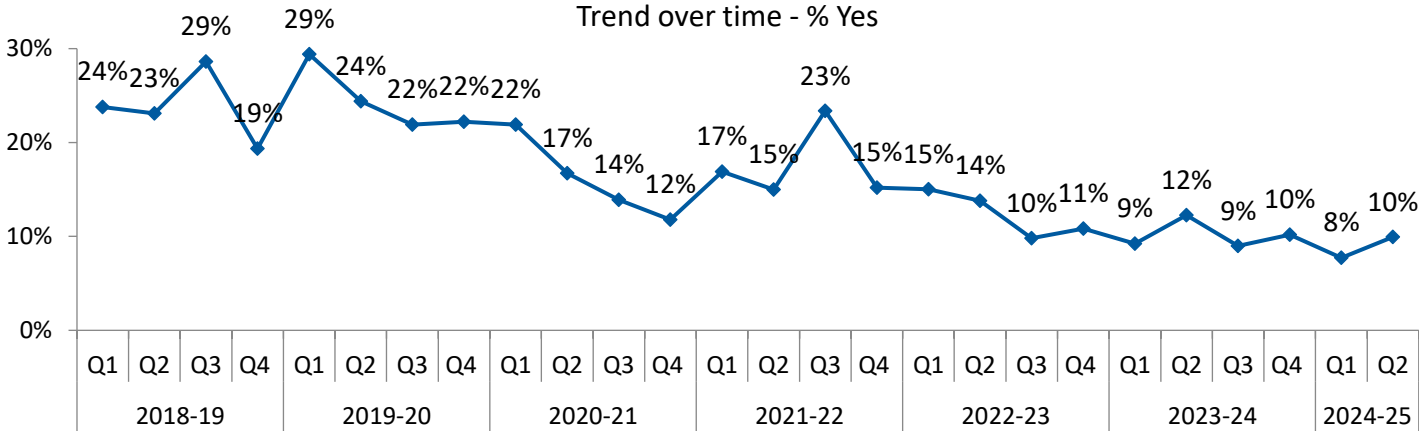
# A tenth have spoken to an officer or PCSO from their local policing team



LPA Comparisons - % Yes

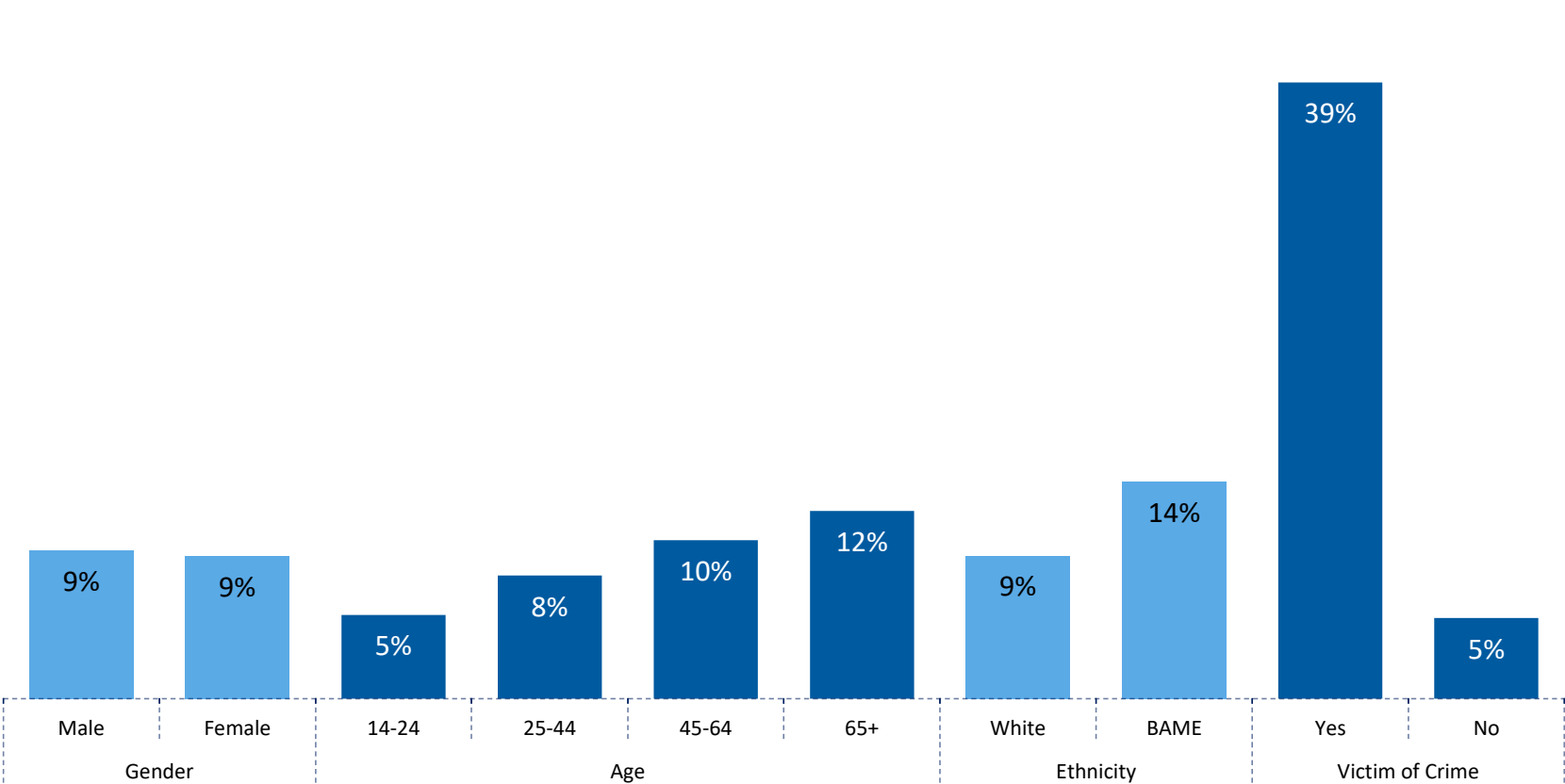


Trend over time - % Yes



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

Demographics comparisons - % Yes



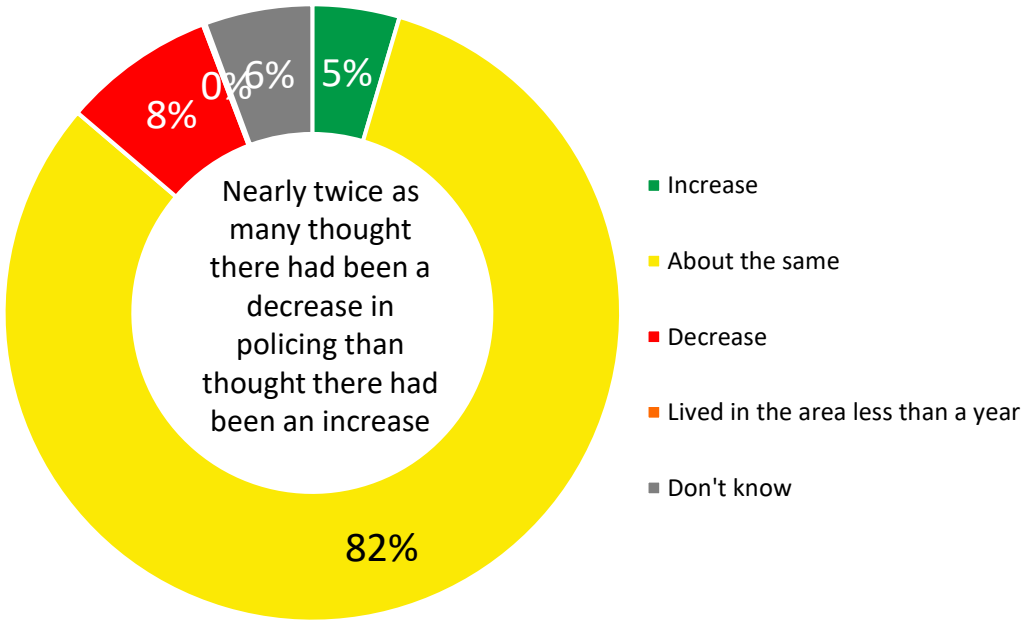
### Key Insights

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

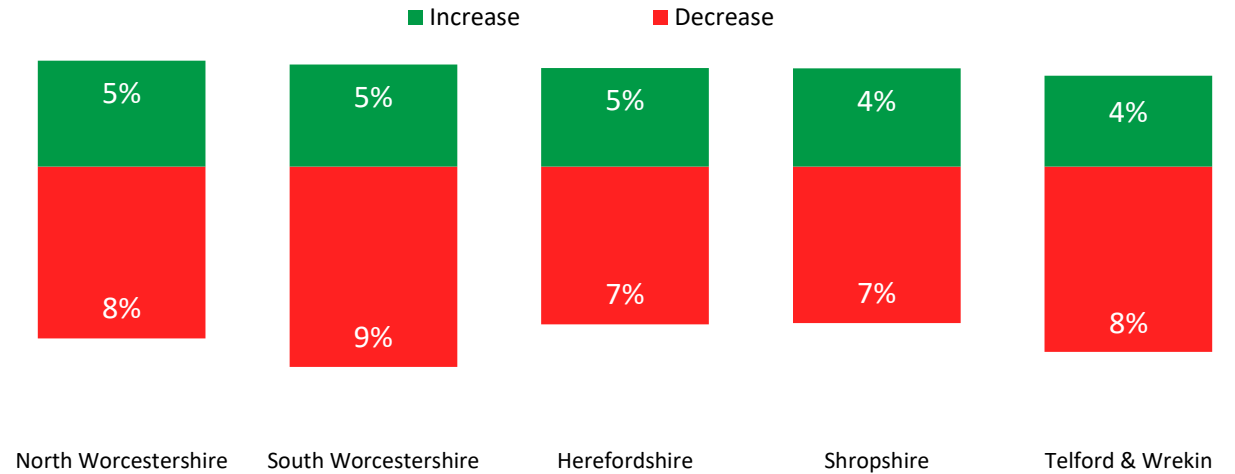
Those aged 14-24 least likely to have spoken to an officer from their local policing team – the older the respondent the more likely they were to engage

Ethnic minorities more likely to have spoken to an officer or PCSO than white residents

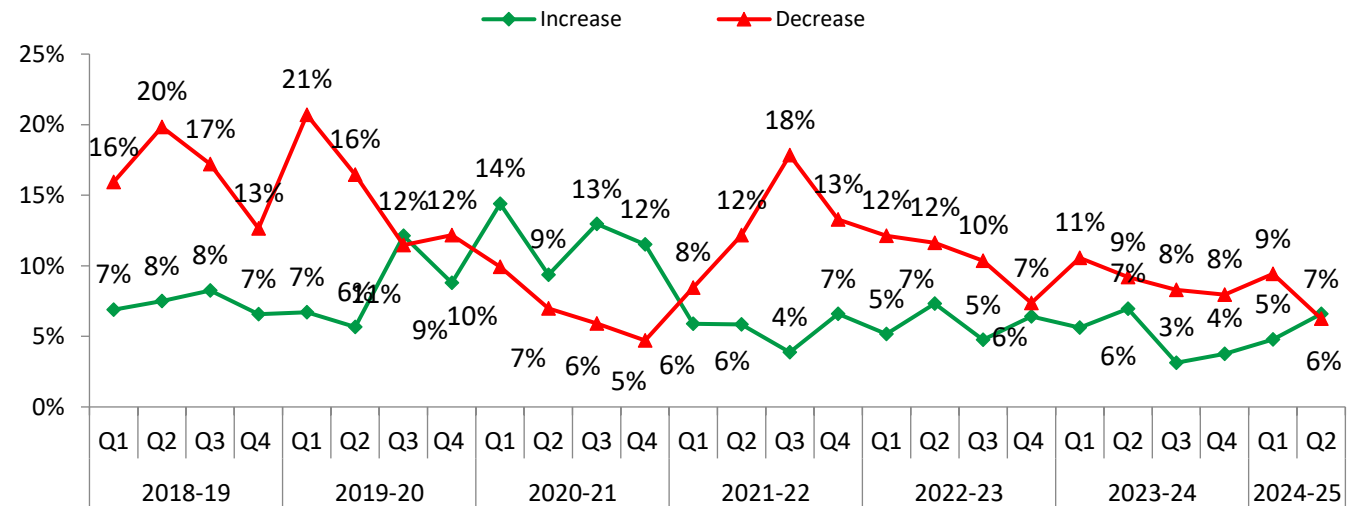
# Four-fifths felt there had been no change in the level of policing



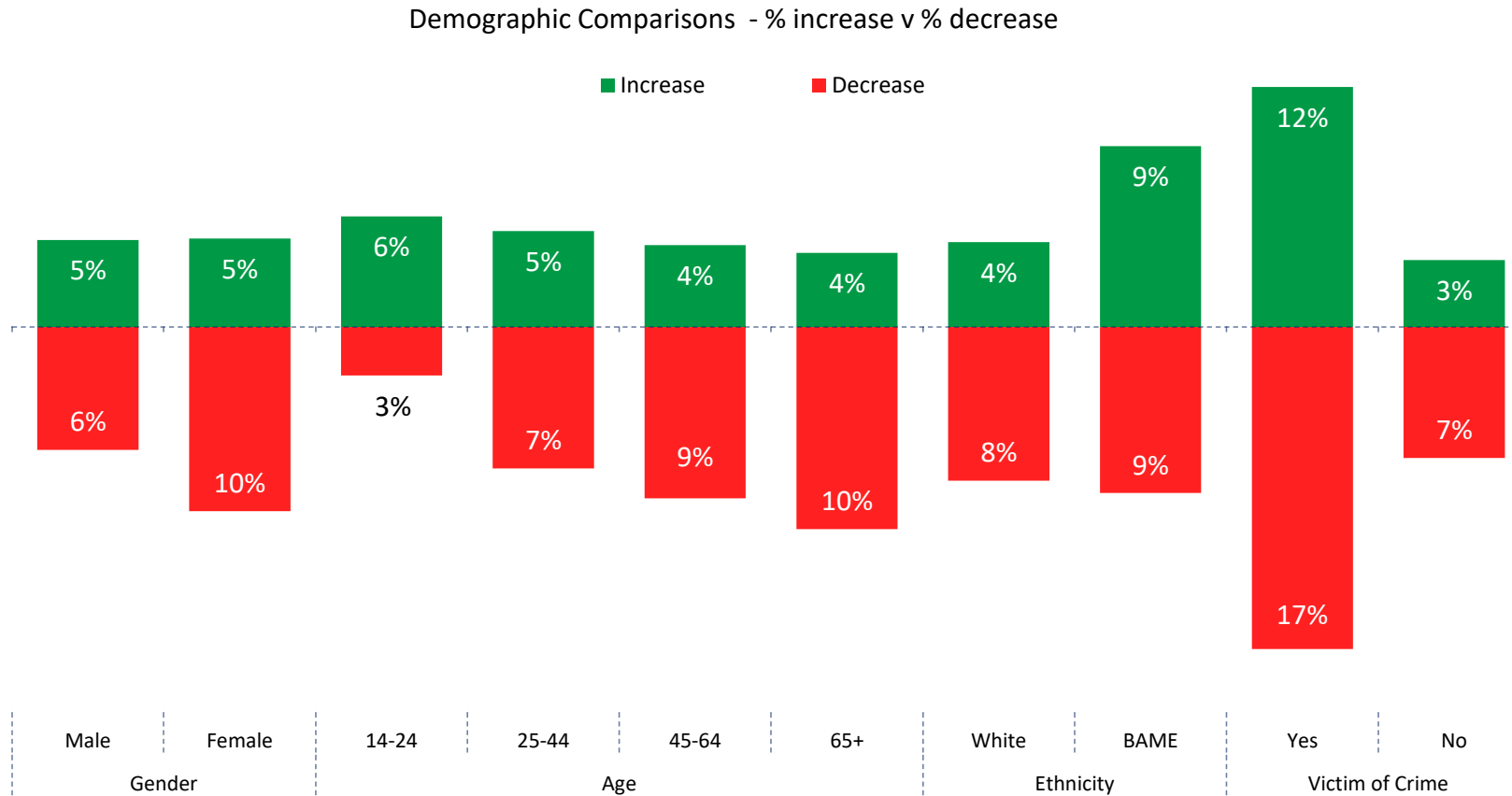
LPA Comparisons - % increase v % decrease



Trend over time - % Increase v % Decrease



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



## Key Insights

Ethnic minorities 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 South Worcestershire most likely to notice a decrease in policing





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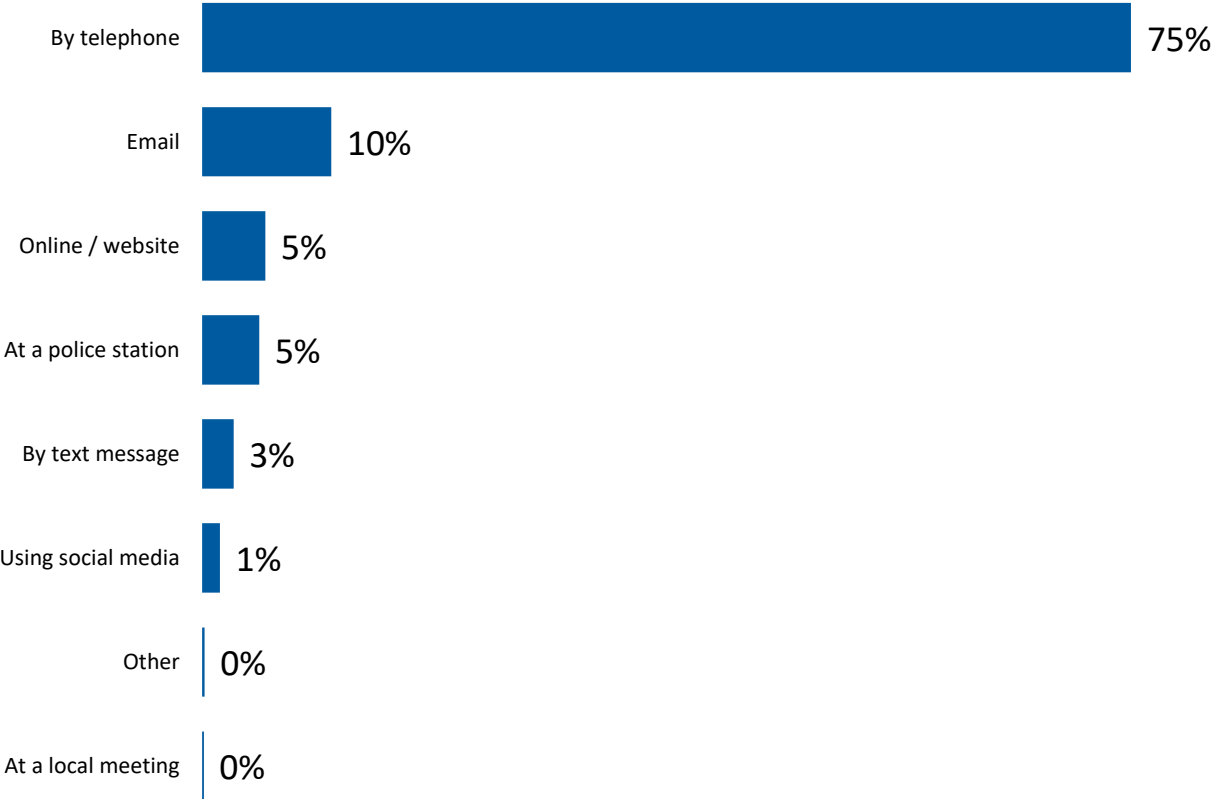


# Section Three

## Interaction / Access



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

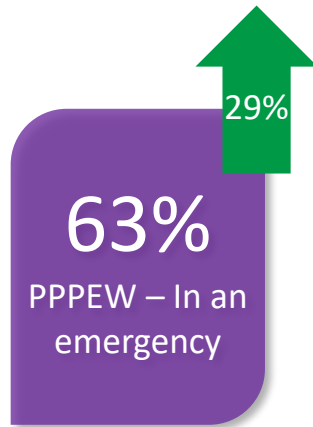
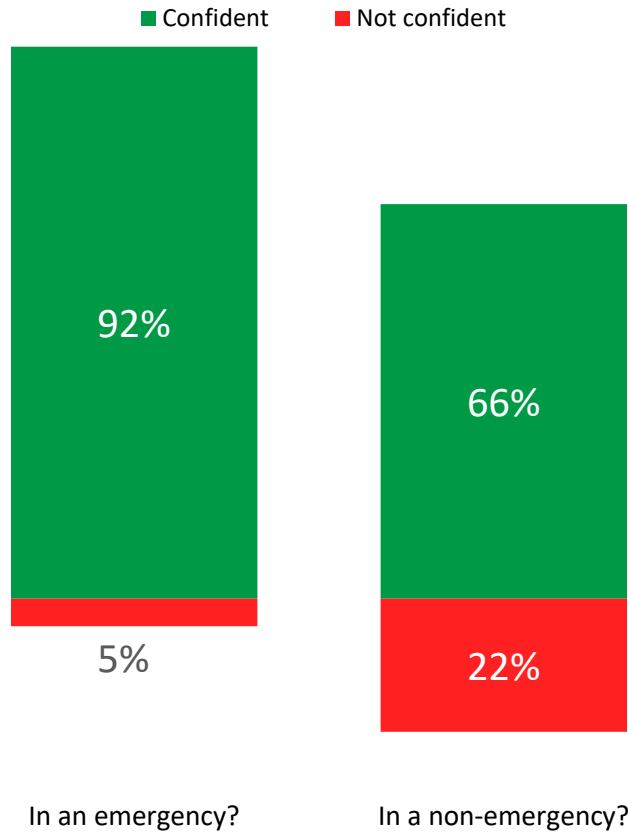


### Key Insights

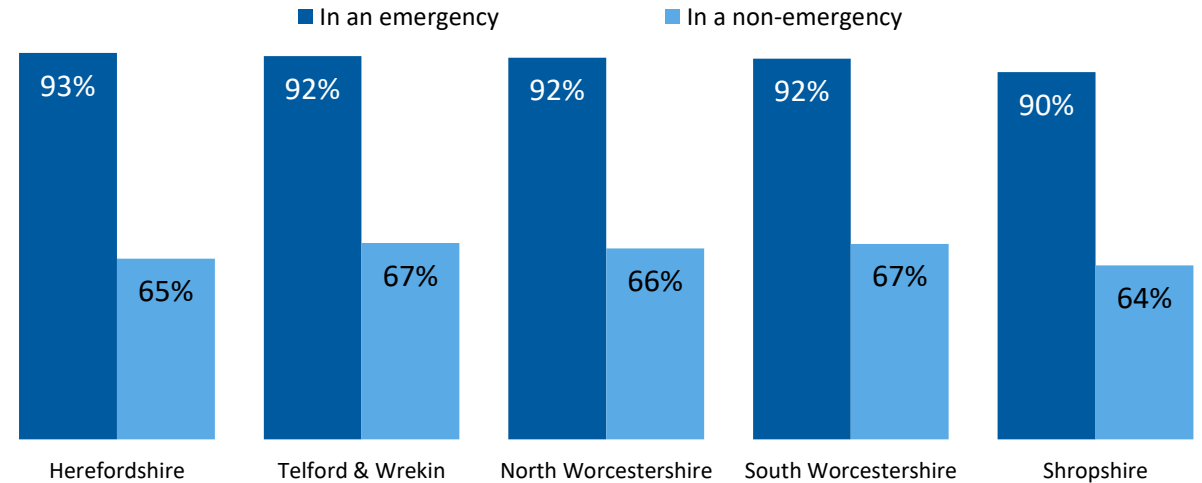
Older residents more likely to choose telephone contact but remains the most universally approved method of contact

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

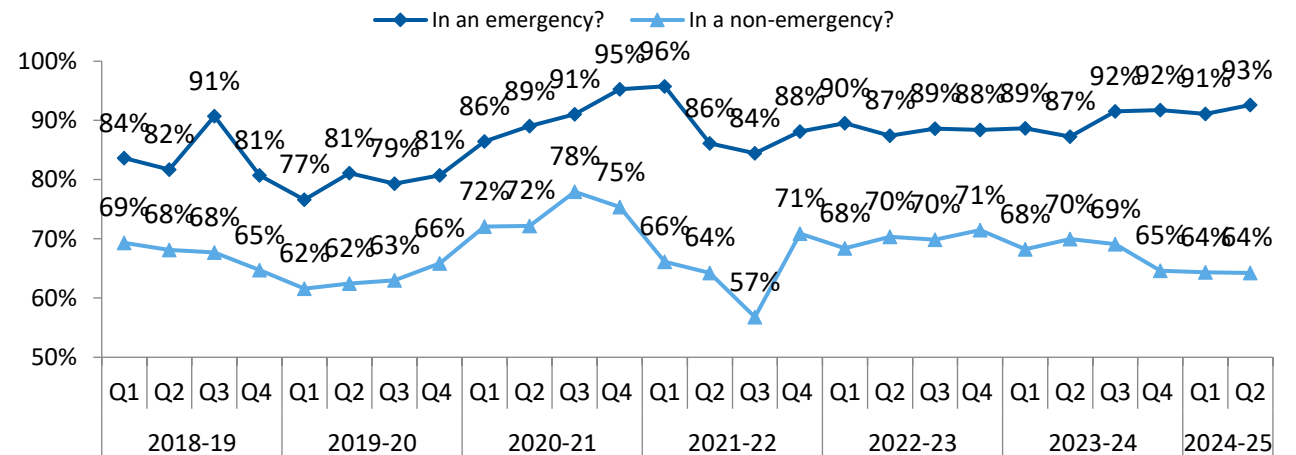
# Nine-tenths confident they could access the police in an emergency



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



Trend over time - % Confidence in accessing police services



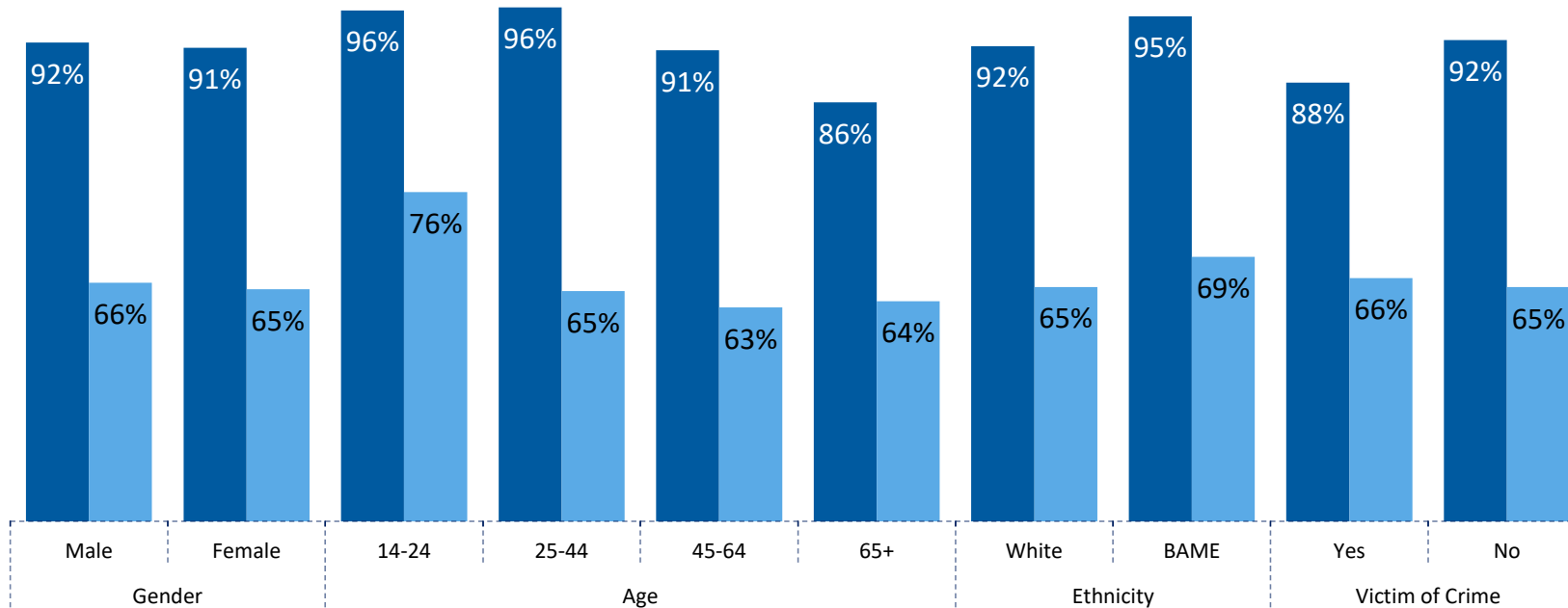
Q6 How confident are you, if at all, that you could easily speak to or access police services in your local area if you (or someone else) needed help in an emergency / non-emergency?

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...

■ In an emergency ■ In a non-emergency



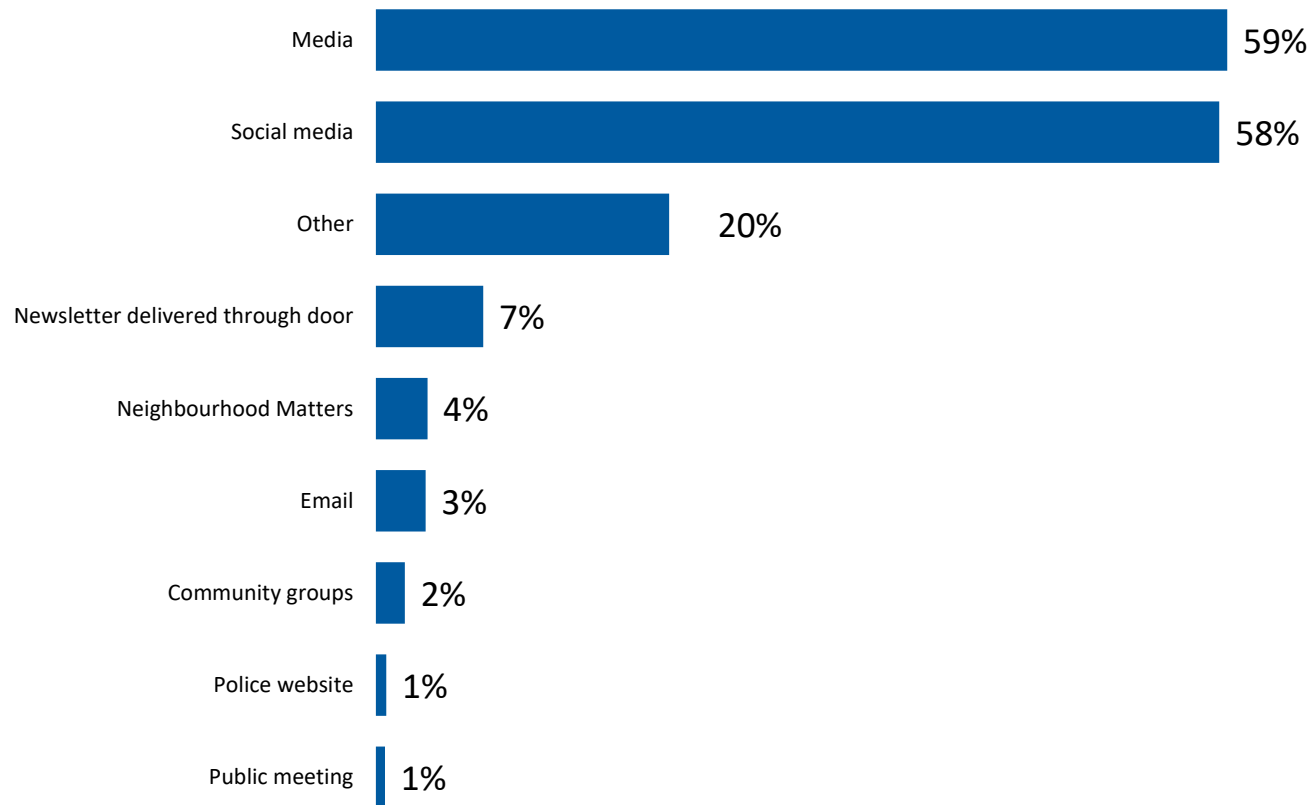
## Key Insights

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

Confidence in contacting WMP in an emergency decreases with age

Residents of Shropshire less confident in both and emergency and a non-emergency

# Three-fifths 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 55% of females.

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

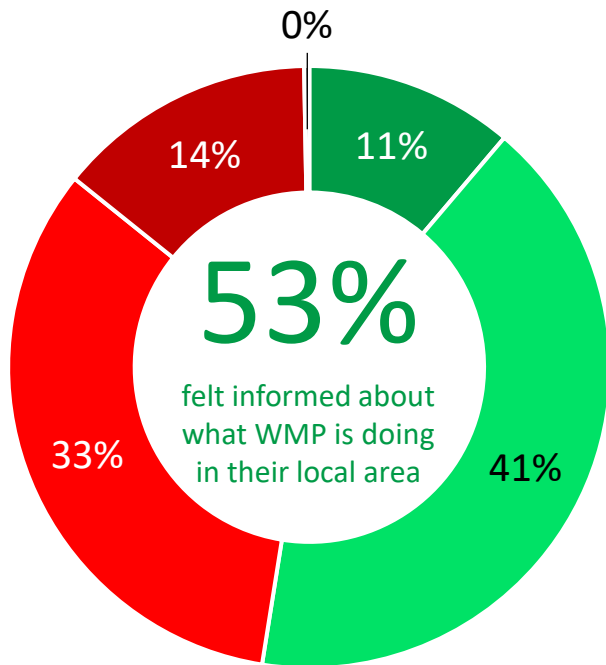
Only around a quarter of those aged <25 years old access information through the general media

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

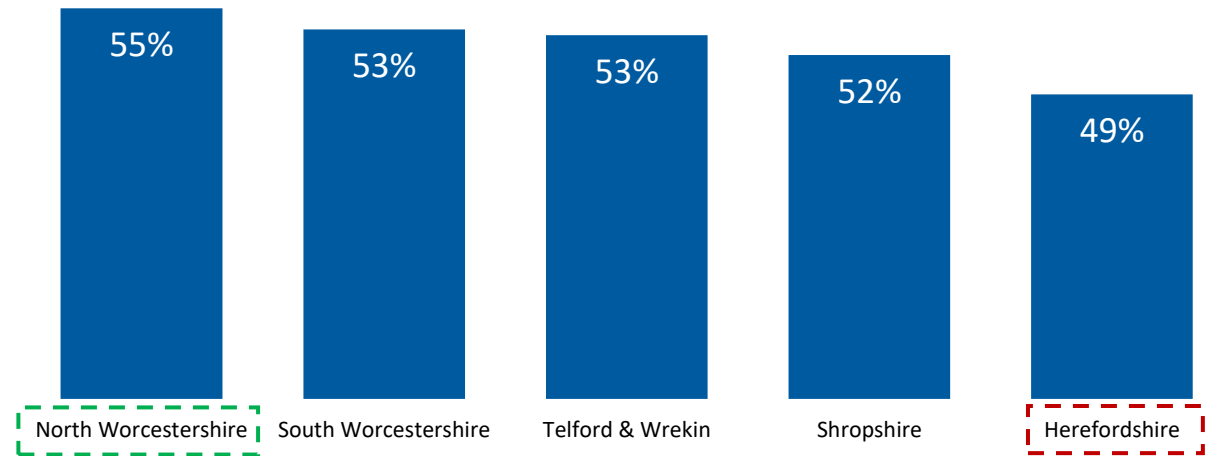
37%  
PPPEW – Net Informed

↑ 16%

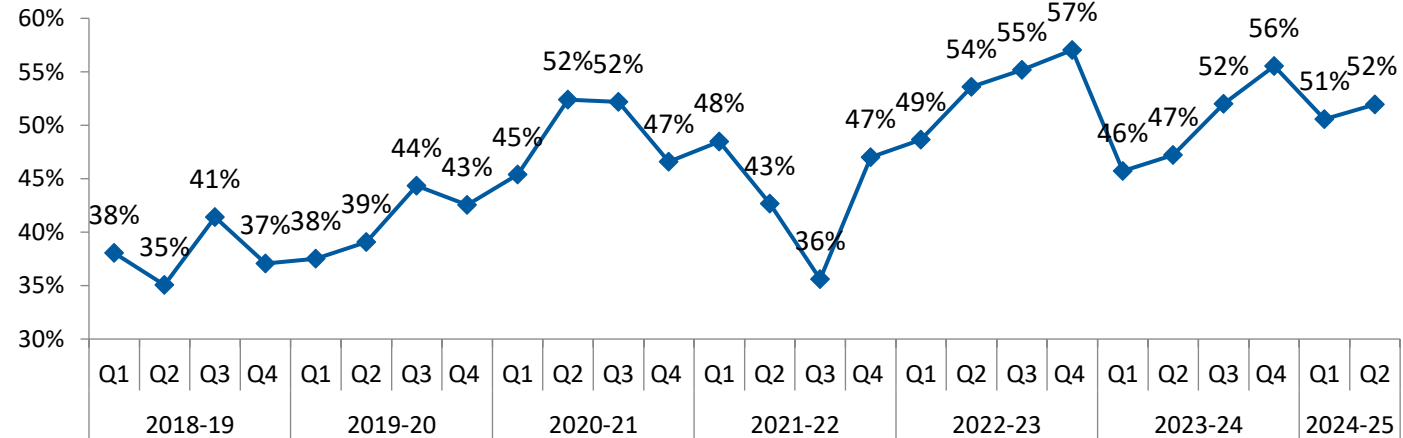


- Very informed
- Fairly informed
- Not very informed
- Not at all informed
- Don't know

LPA Comparisons - % very / fairly informed

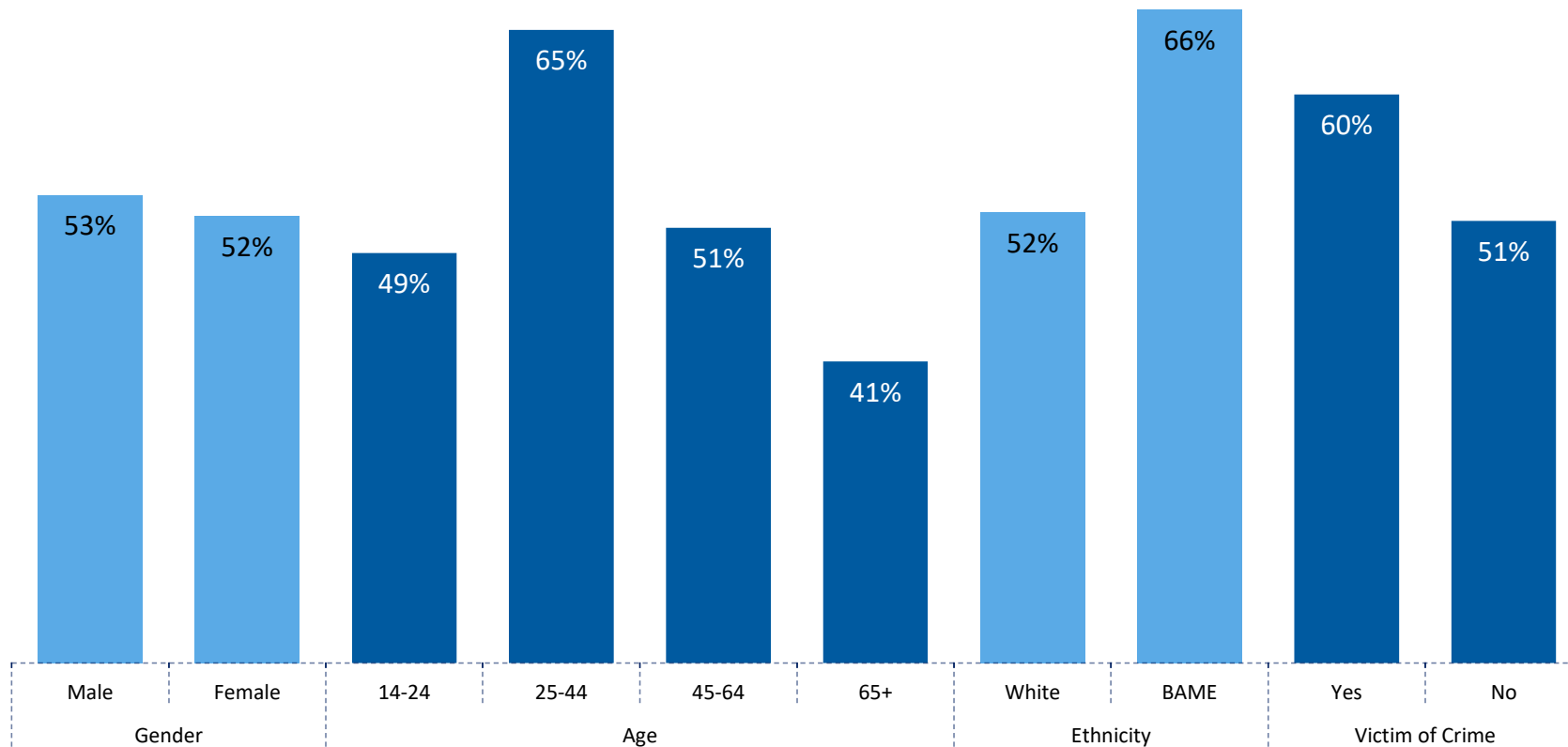


Trend over time - % Informed



# Half do not feel informed about what WMP are doing

Demographic Comparisons - % very / fairly informed



## Key Insights

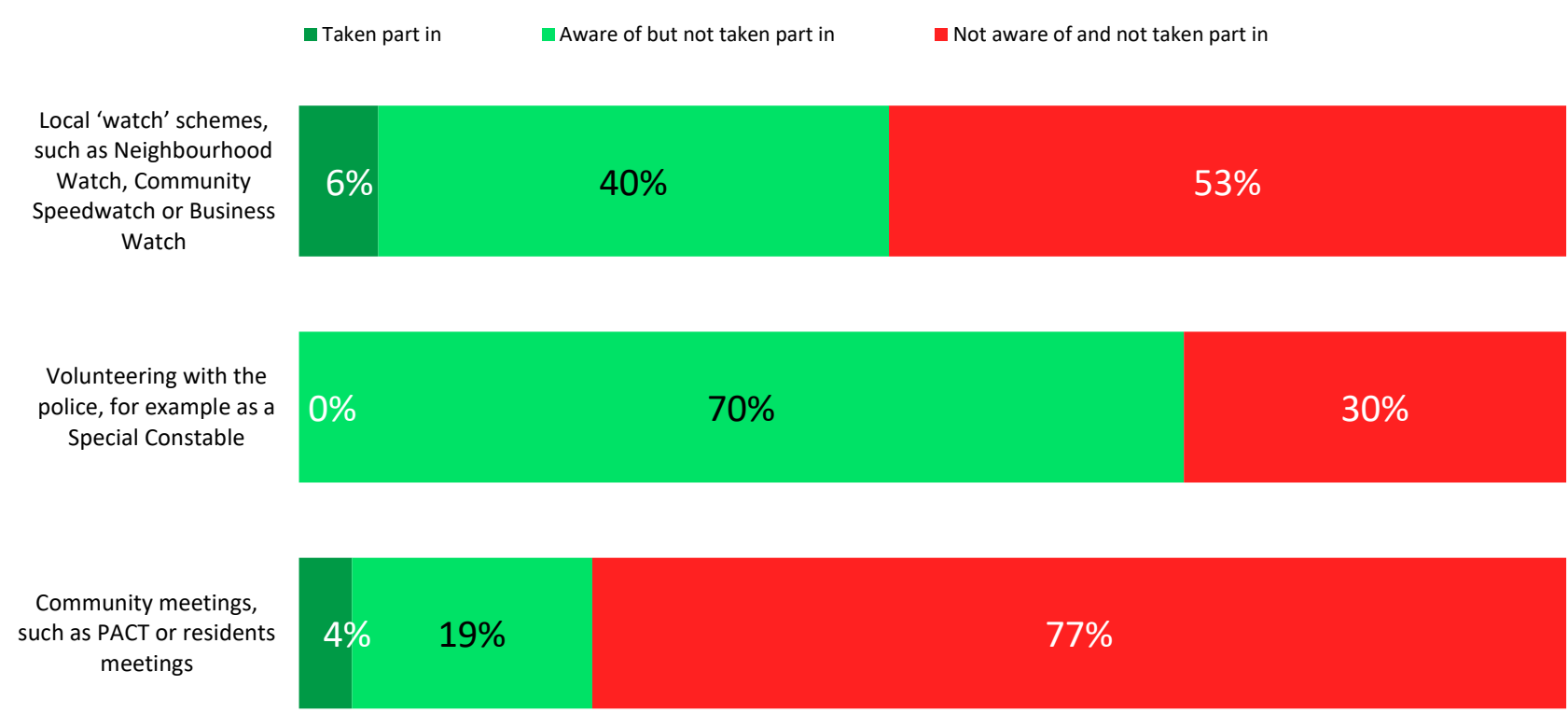
Those aged 65+ least likely to feel informed about what WMP is doing compared to other age groups

Those aged 25-44 most likely to feel informed

Victims of crime and ethnic minority residents more likely to feel informed

Residents from 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

Two-fifths were aware of local 'watch' schemes; less than a tenth have taken part

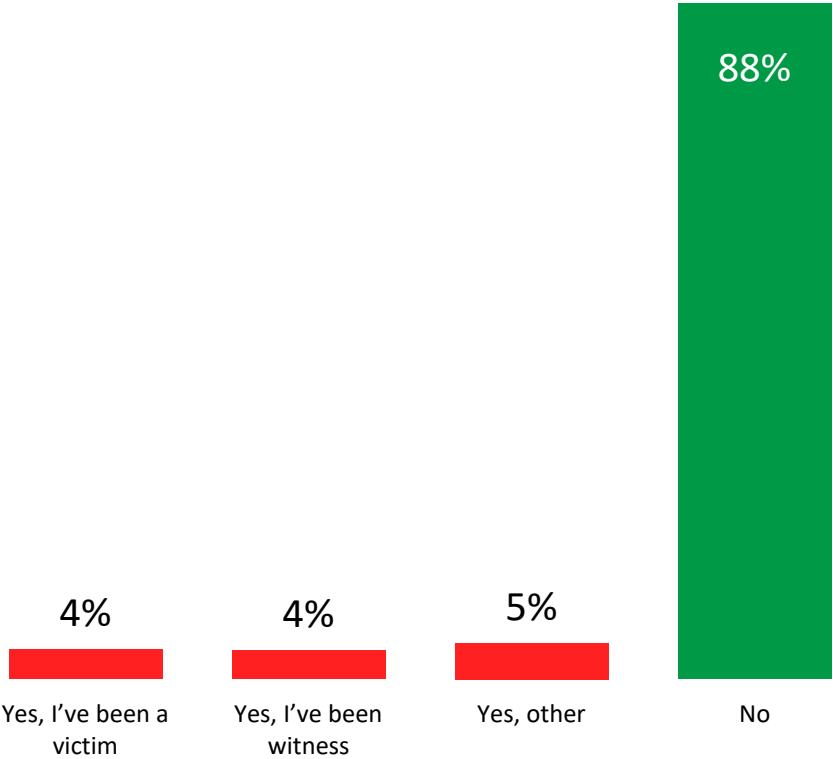
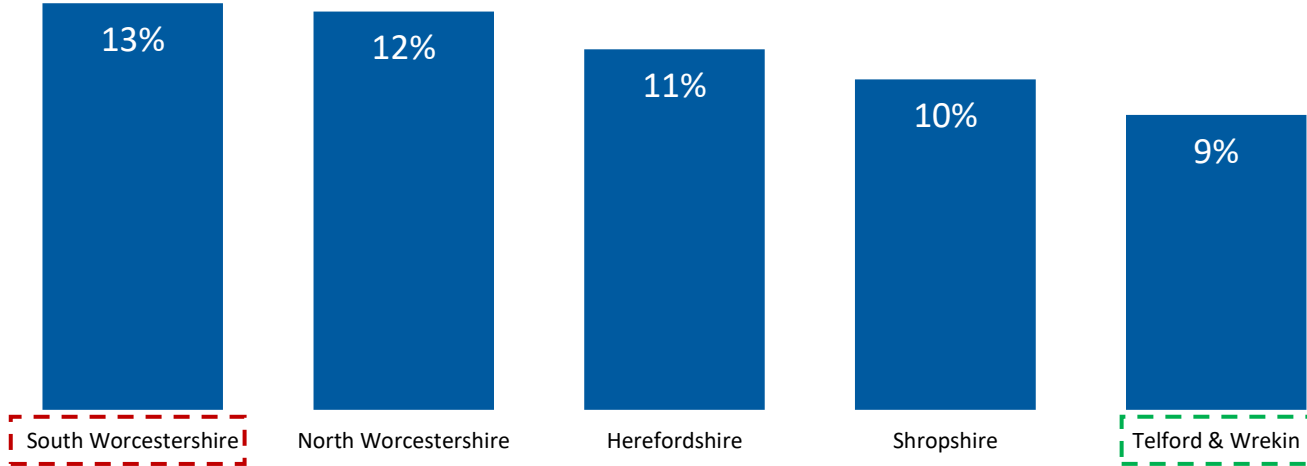
Seven-tenths aware of police volunteering opportunities with less than a percent of those interviewed confirming they had taken part

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

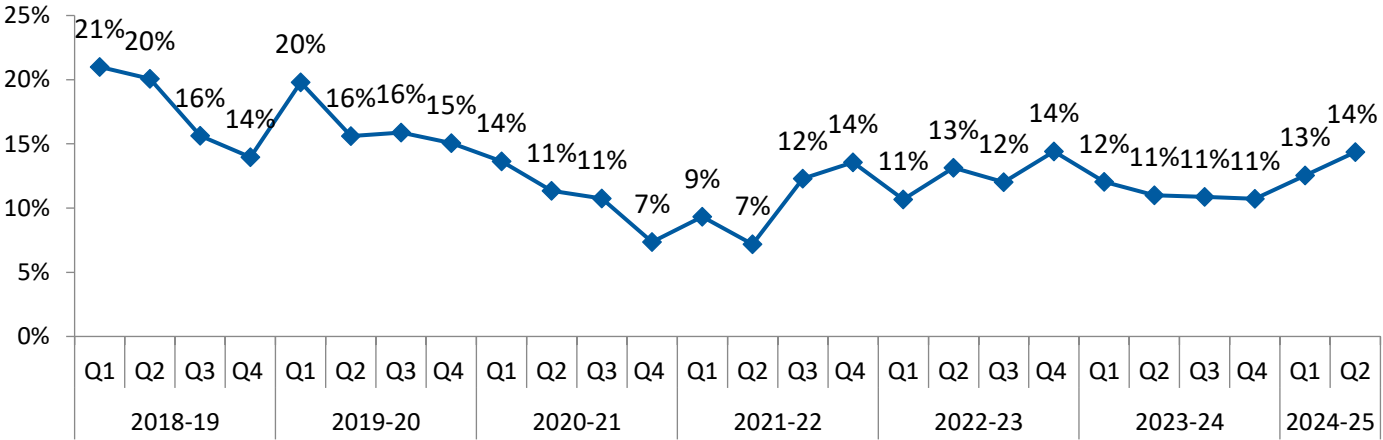


# Around a tenth have been a victim of, or witness to, a crime

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

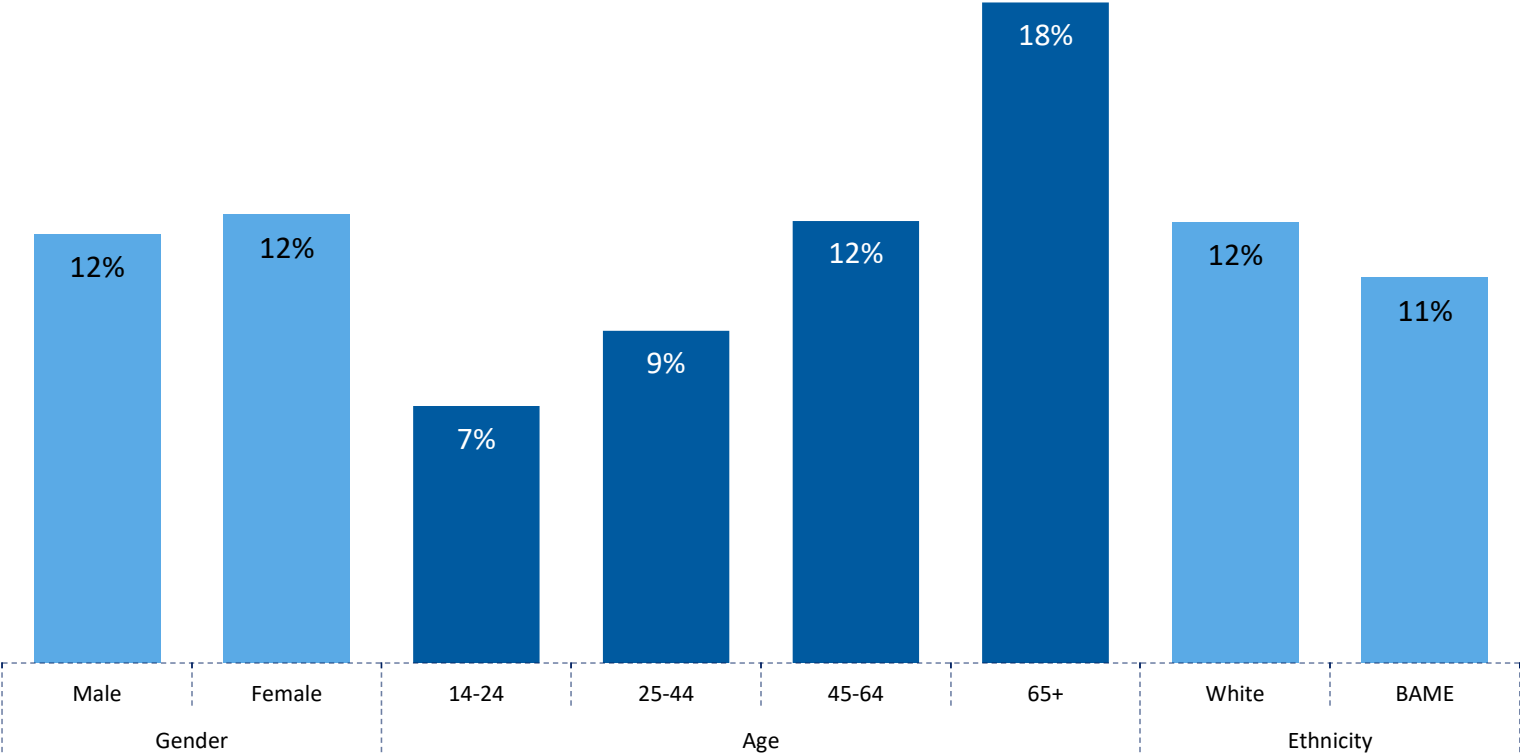


Trend over time - % Yes



# 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 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

Those under 25 least likely to 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 (90%) of residents who had been a victim of crime said they reported this to the police



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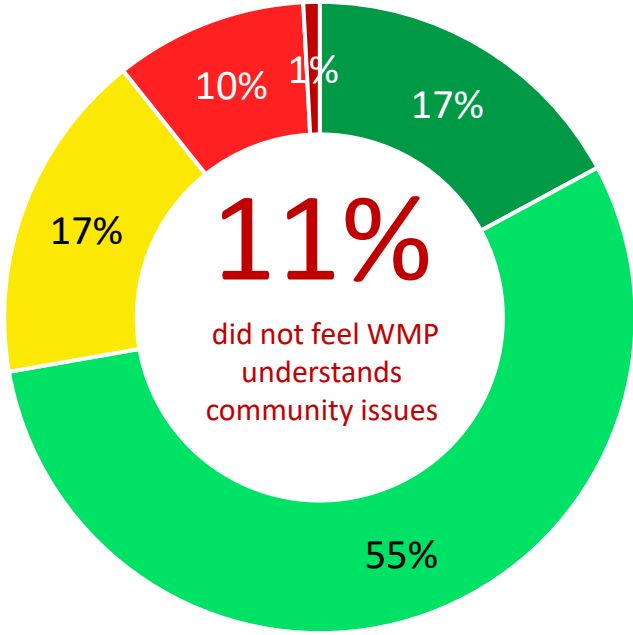


# Section Four Effectiveness



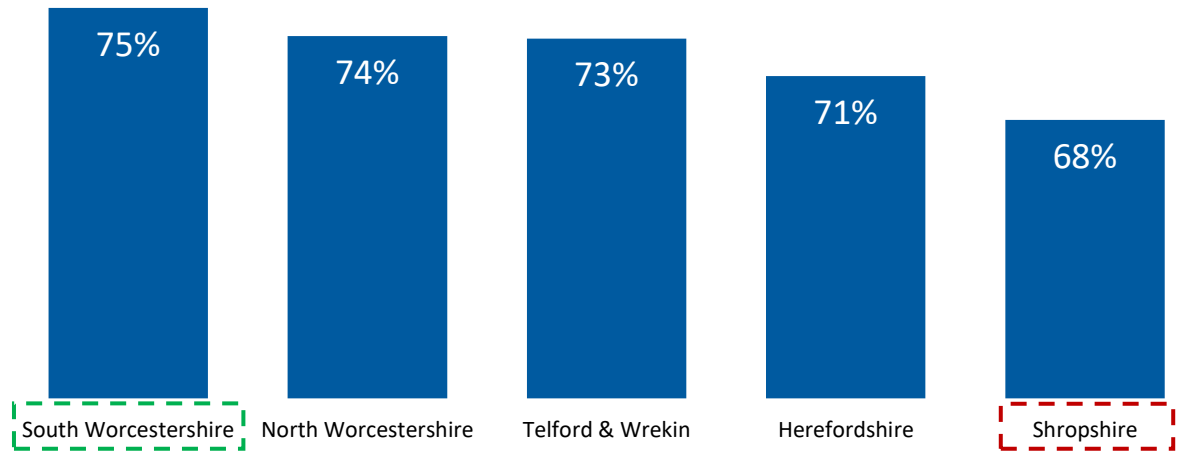
# Over seven-tenths felt WMP understands issues in their community

**67%**  
CSEW MSG  
Average -  
Net Agree

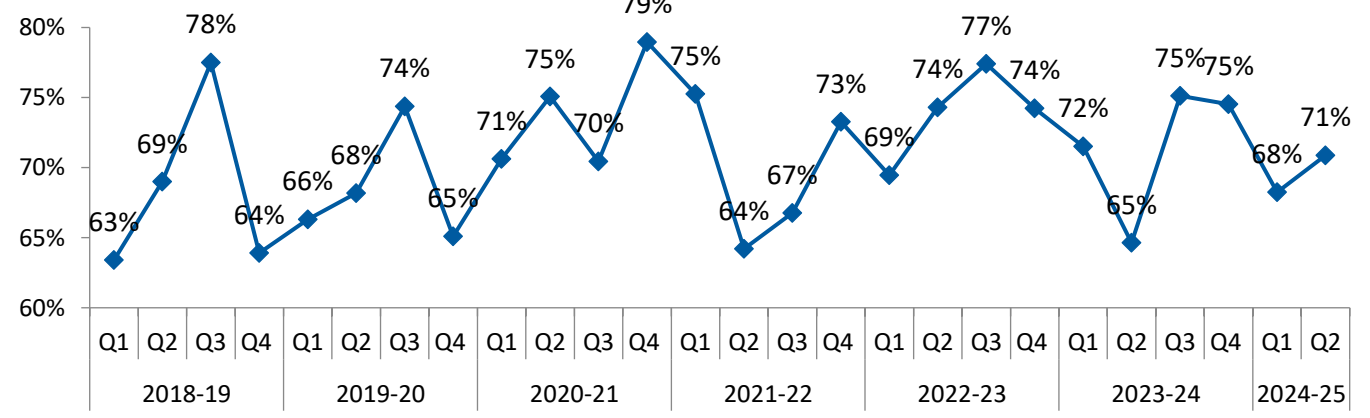


- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree

LPA Comparisons - % strongly / tend to agree



Trend over time - % Agree




Q13 How much would you agree or disagree that West Mercia Police understand the issues that affect your community? \*Don't know option has been excluded from calculation to make question comparable to CSEW

CSEW Question: They (the police in this area) understand the issues that affect this community

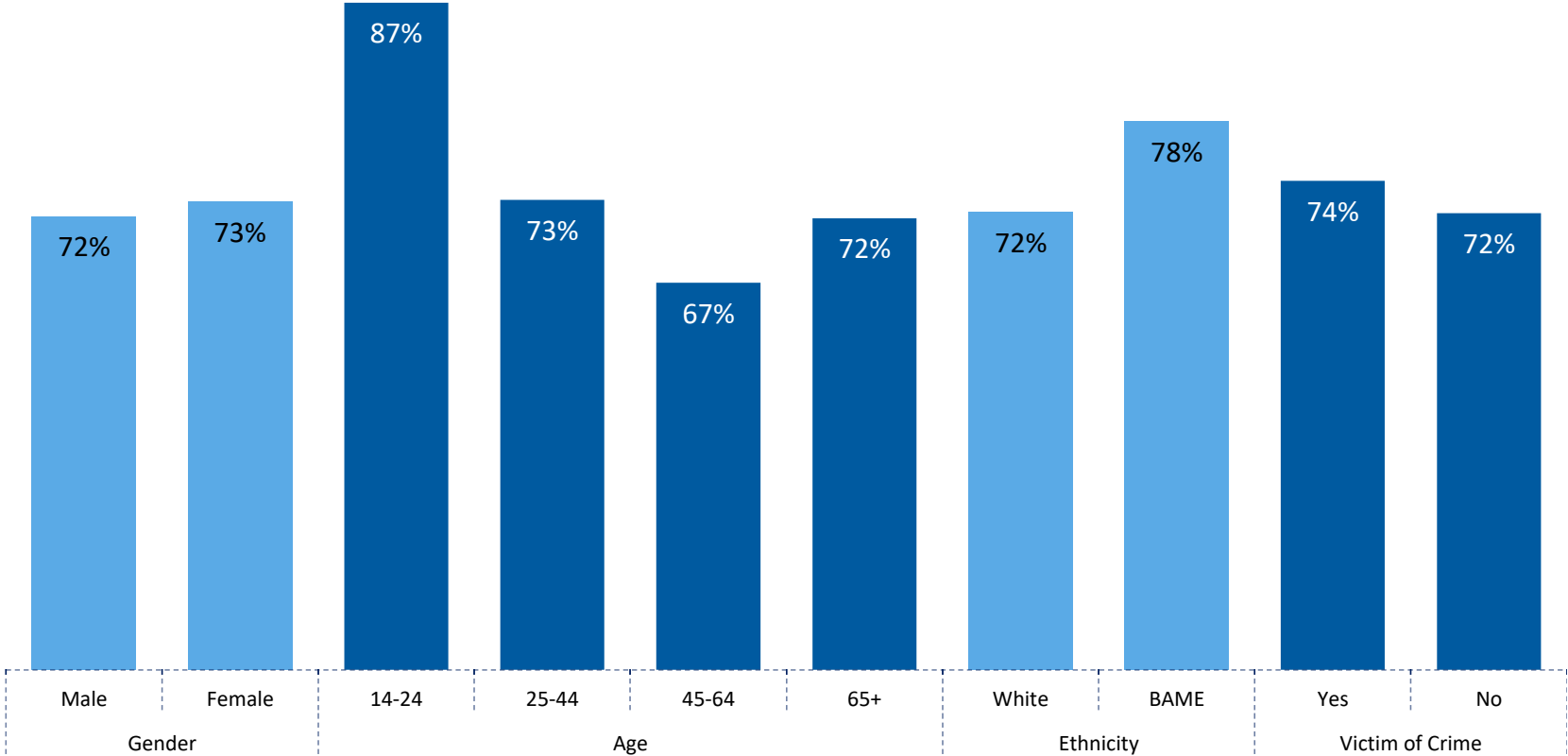
# Over seven-tenths felt WMP understands issues in their community

Demographic Comparisons - % strongly / tend to agree

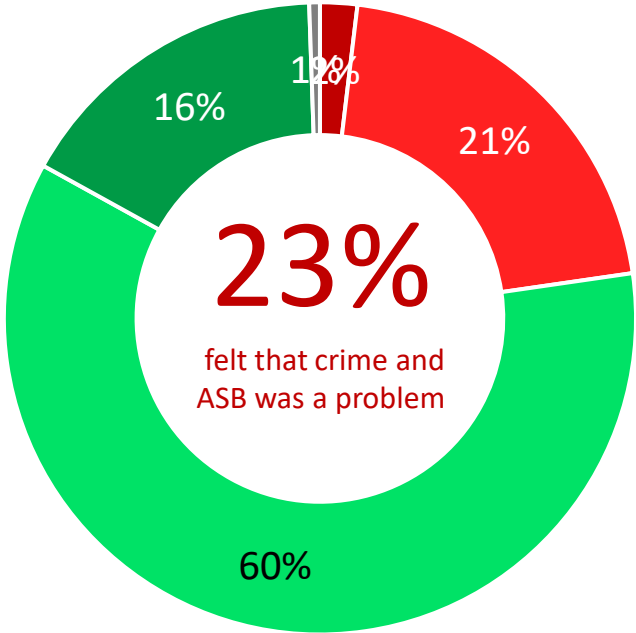


### Key Insights

- Residents aged 14-24 most likely to agree WMP understand the issues in their area with agreement declining the older the respondent got
- Residents in South Worcestershire most likely to agree the police understand the issues in their area; those in Shropshire least likely
- Ethnic minority groups more likely to agree WMP understand issues



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

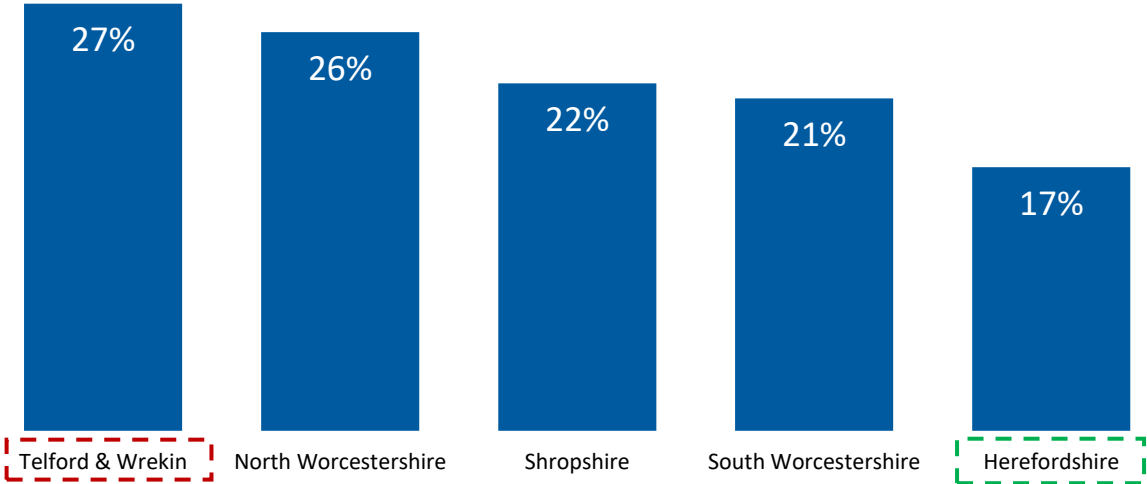


**56%**  
PPPEW -  
Not much / Not a  
problem

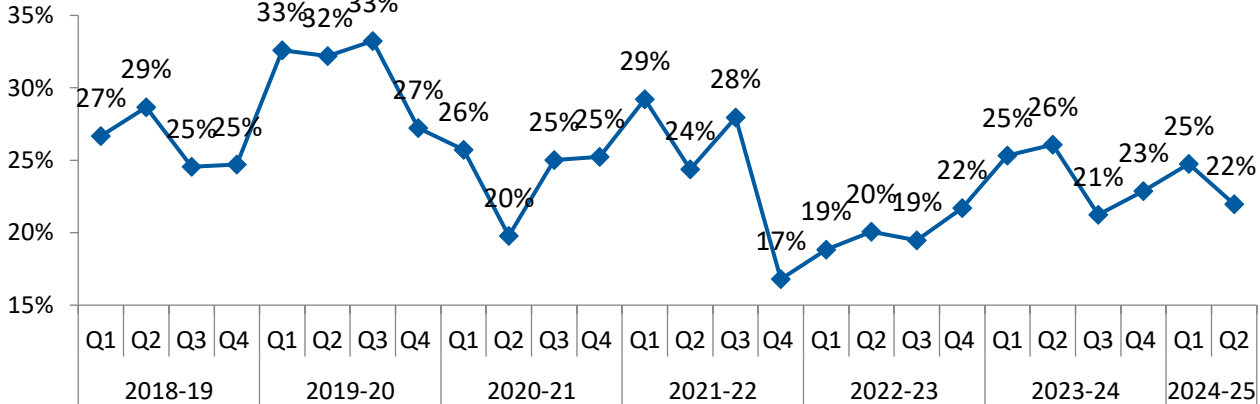
21%

- 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

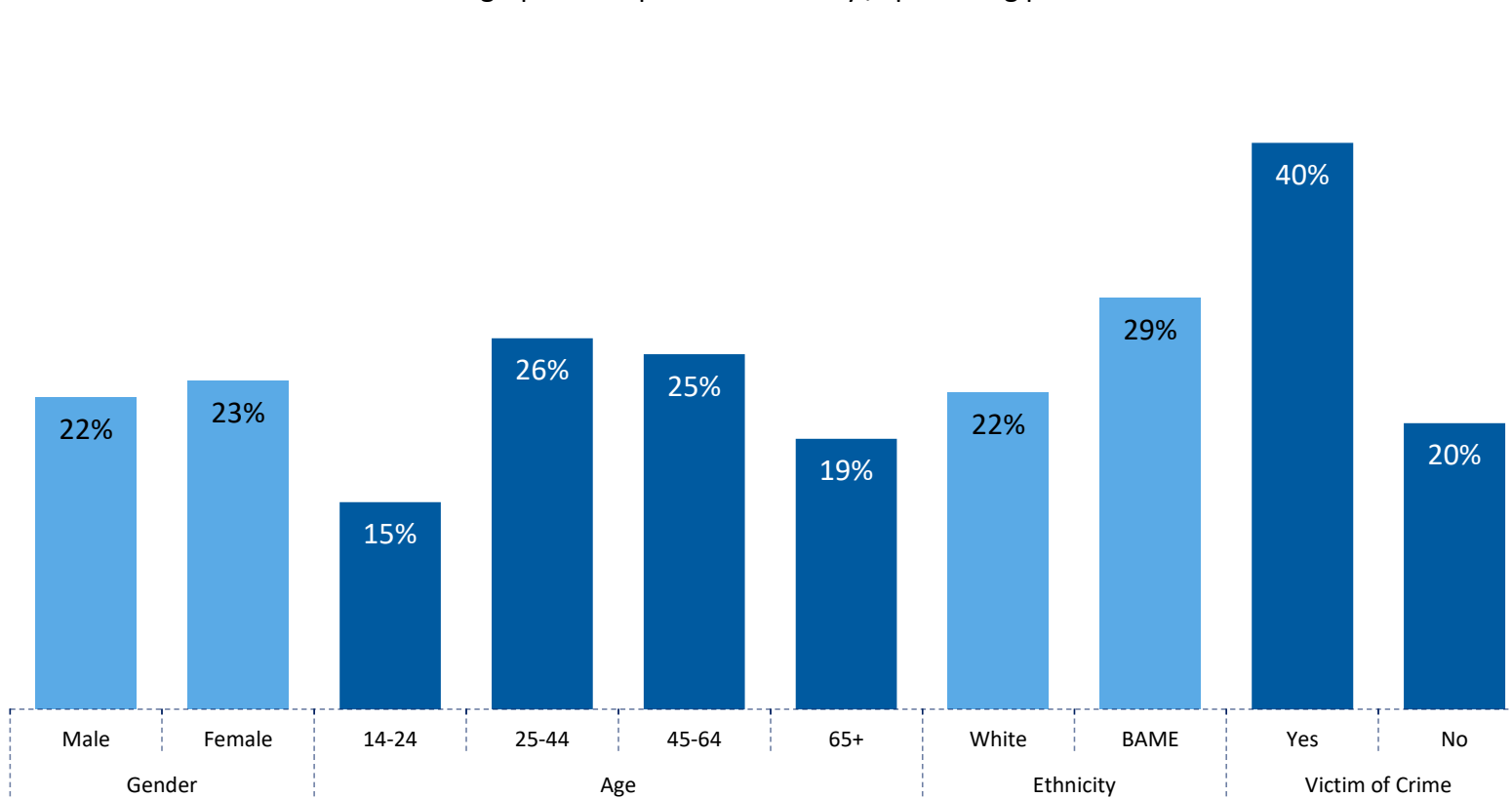


Trend over time - % A very / quite a big problem



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

Demographic Comparisons - % very / quite a big problem



## Key Insights

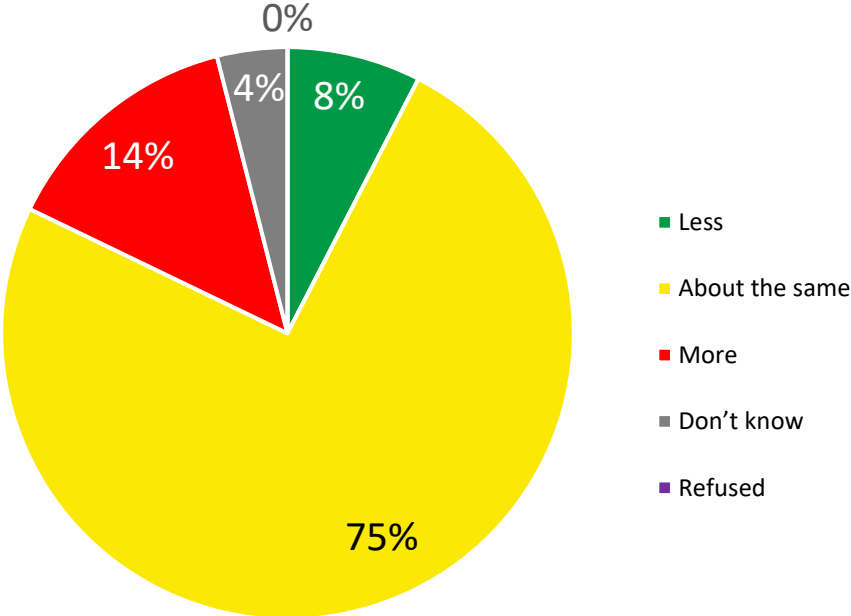
Two-fifths of victims feel that crime and ASB is a problem in their area

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

Younger people, aged 14-24, 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



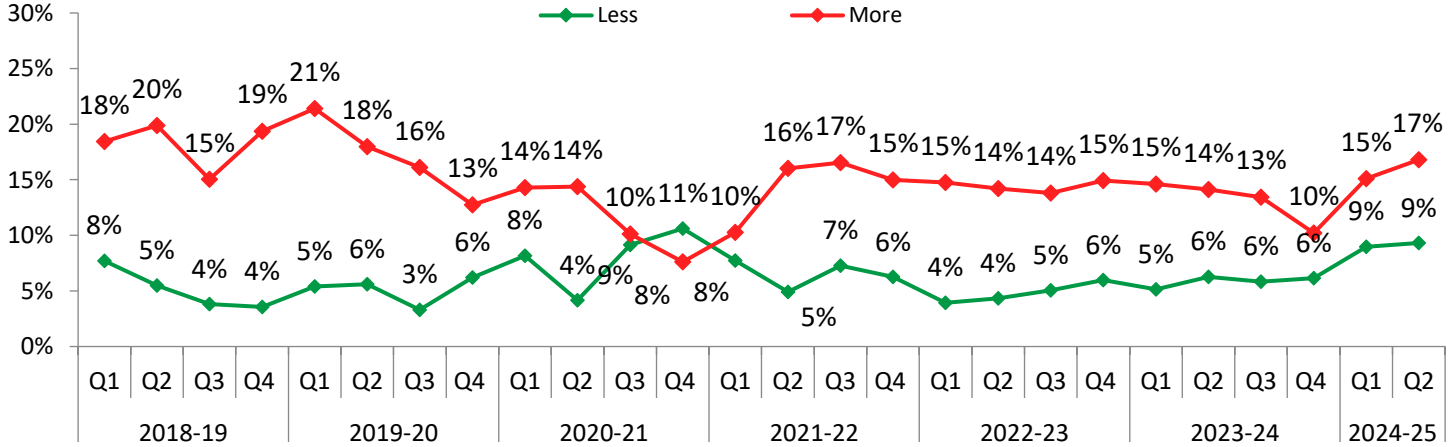
- Less
- About the same
- More
- Don't know
- Refused

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

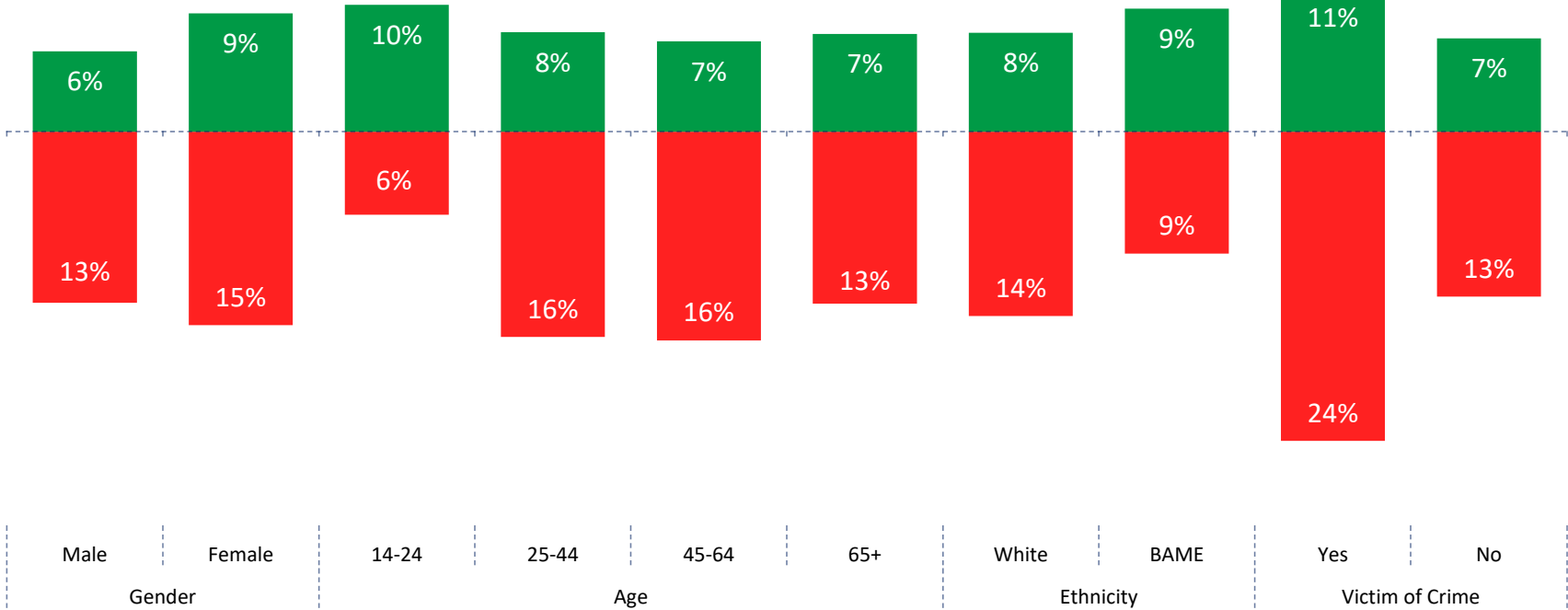




# Three-quarters felt crime and ASB levels had remained the same – more than a tenth felt there was more

Demographic Comparisons - % more crime v % less crime

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

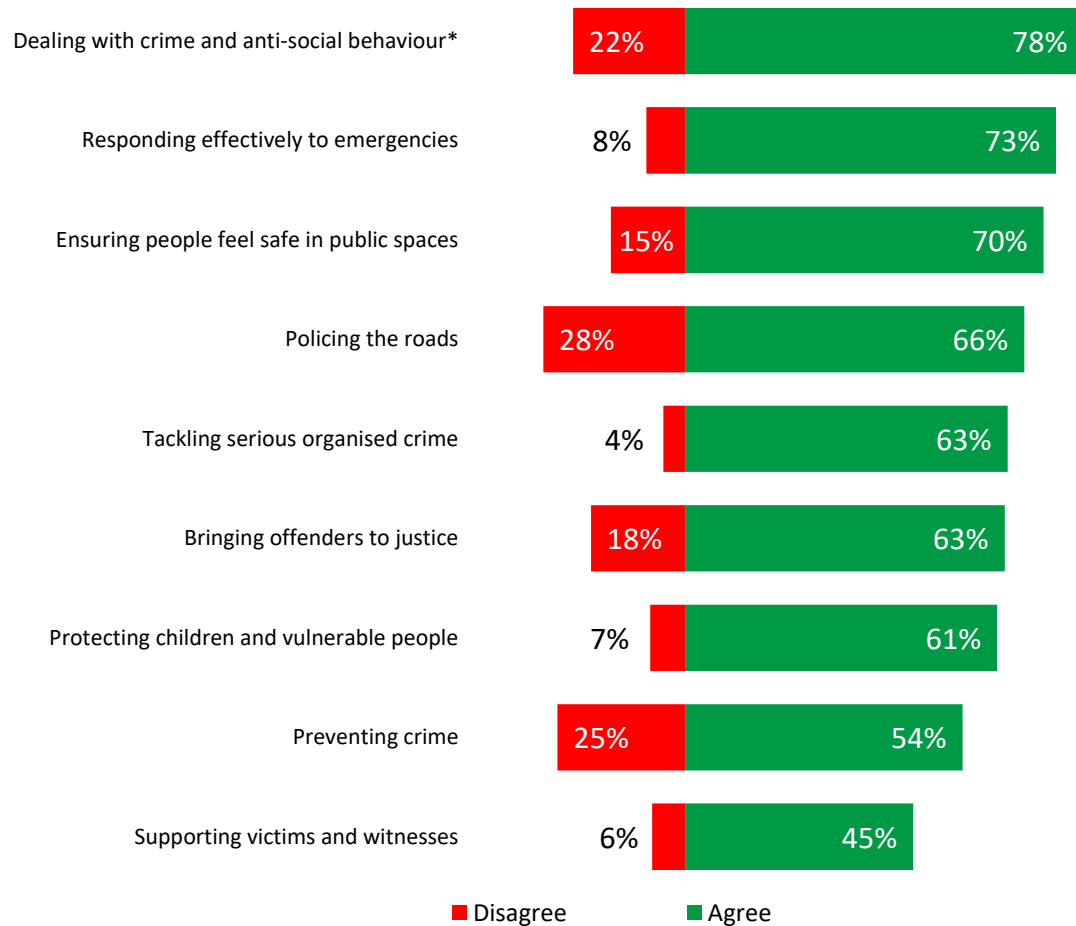


### Key Insights

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

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



24% ↑  
**54%**  
 CSEW MSG  
 Average -  
 Dealing with  
 crime and  
 ASB



## Key Insights

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

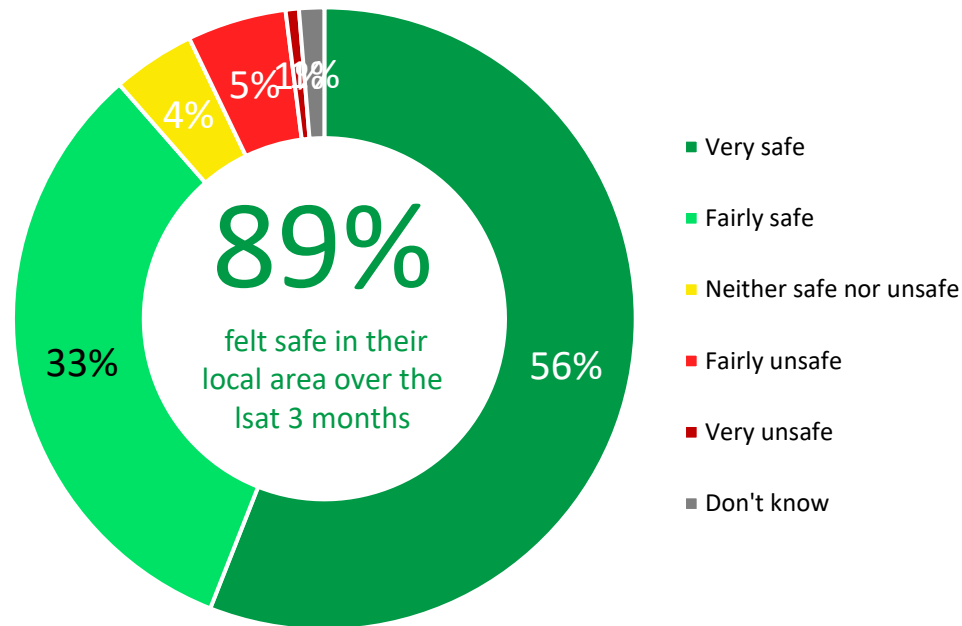
Slightly fewer agree the force respond effectively to emergencies and ensure people feel safe in public spaces

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

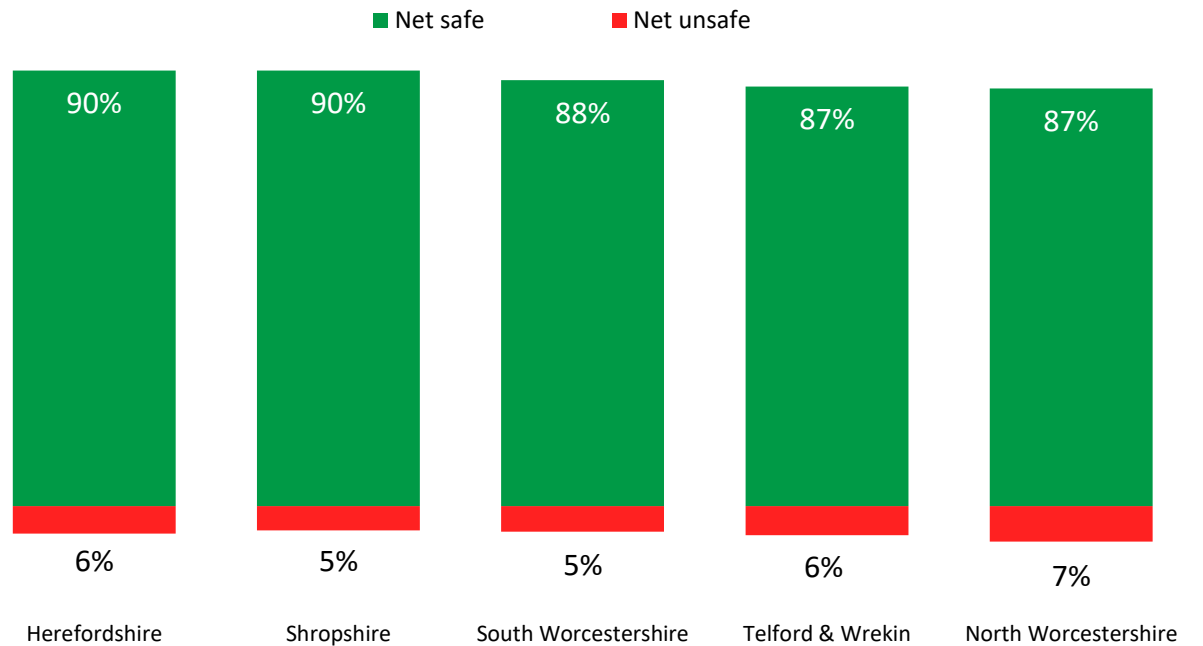
Fewer people agree that WMP are protecting vulnerable people or supporting victims and witnesses, however, low levels of disagreement towards these aspects indicate a lack of knowledge towards these aspects

Around half felt WMP are preventing crime with a quarter that disagreed

# Nine out of every ten felt their area was safe over the last 3 months

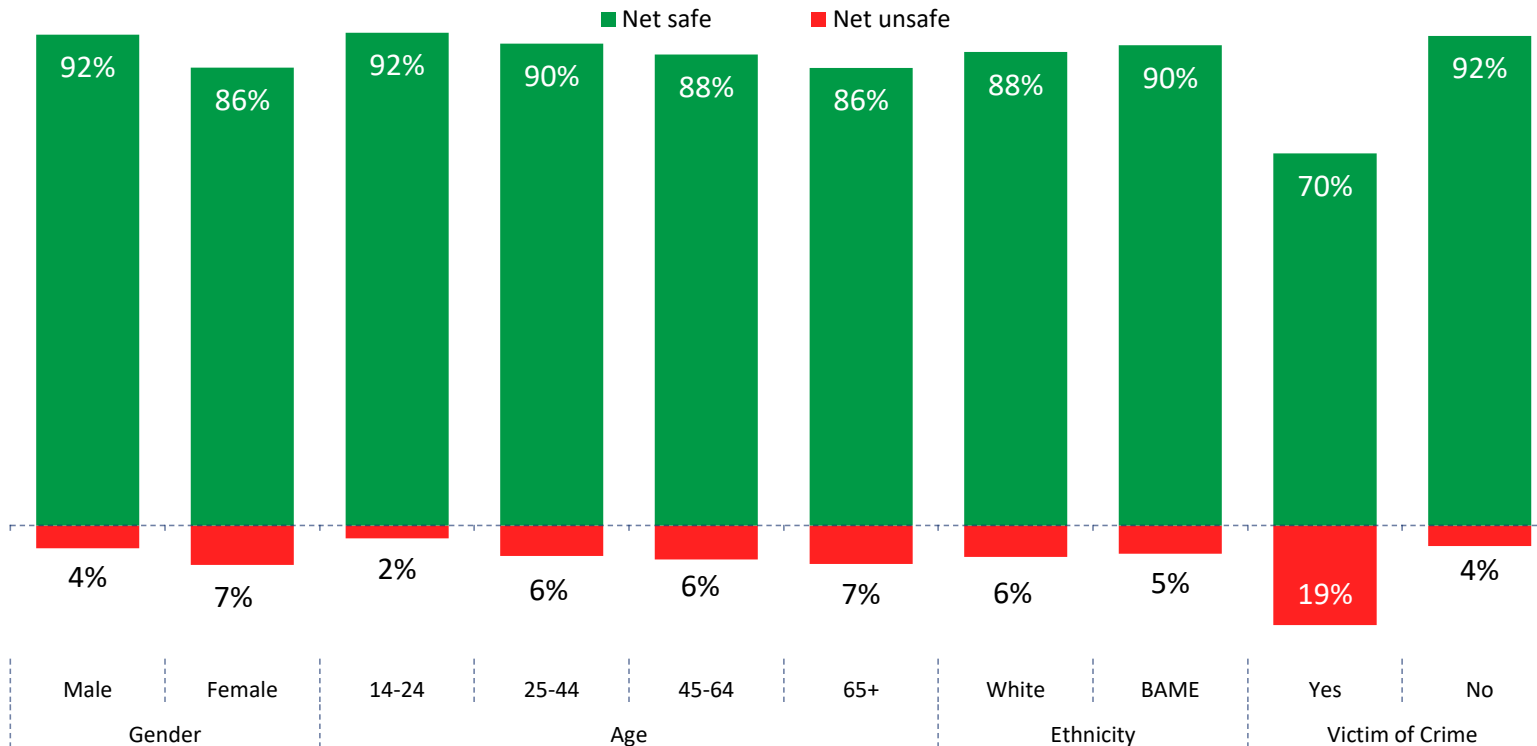


LPA Comparisons - % safe v % unsafe



# Nine out of every ten felt their area was safe over the last 3 months

Demographic Comparisons - % safe v % unsafe



## Key Insights

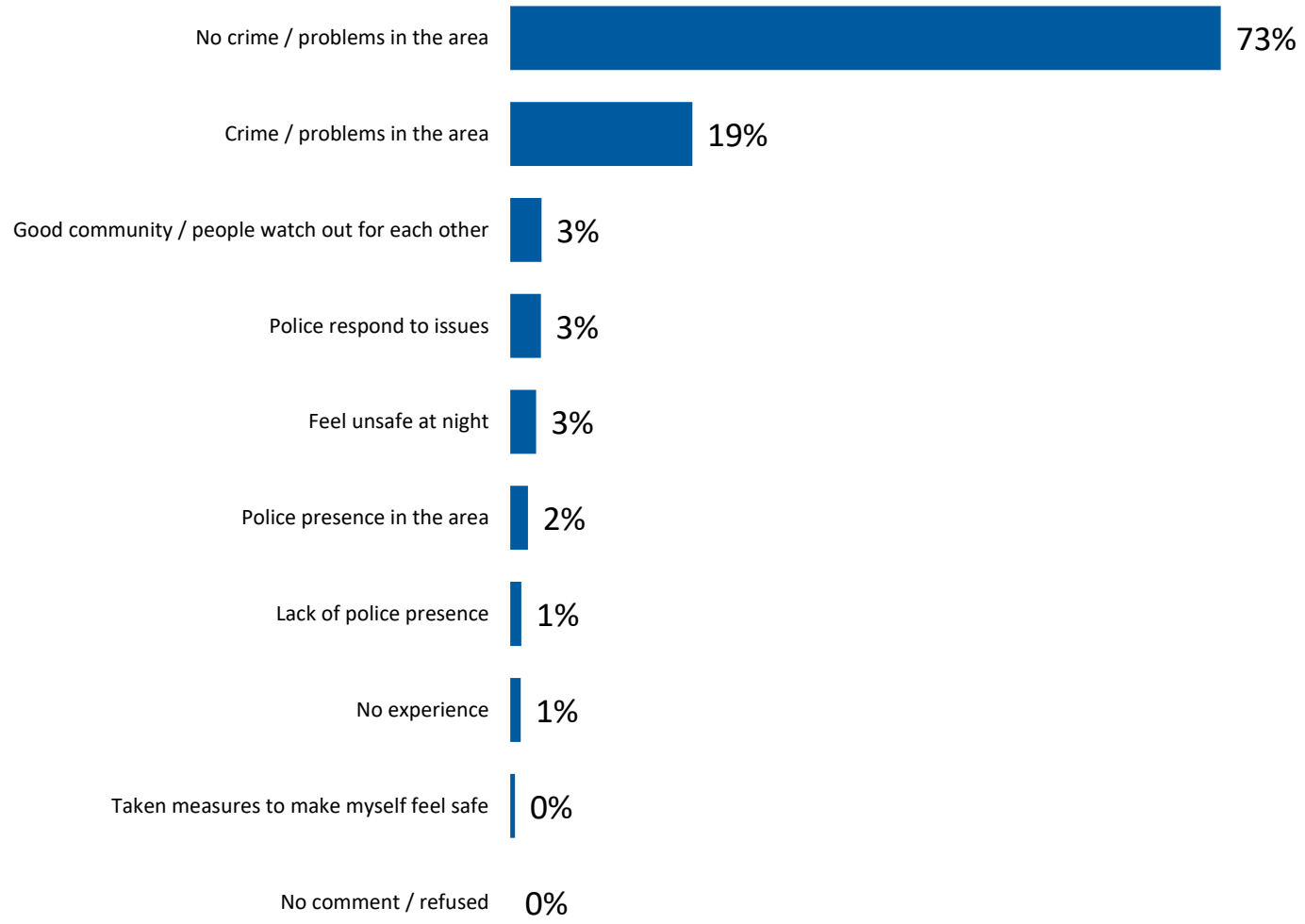
Those in North Worcestershire and Telford & Wrekin slightly less likely to feel their area was safe over the last 3 months

Victims of crime least likely to feel their area was safe, with a fifth saying they felt it was unsafe

Females less likely than males to feel their area was safe over the last 3 months

Younger residents (14-24) most likely to feel their area was safe, with those aged 65+ less likely to feel it was safe

# Factors influencing feelings of safety



## Key Insights

The perception of crime and problems in the area is the main factor that influences respondents feeling of safety on both a positive and negative way

Other factors include the police's response to issues, the community feel of the area and feeling vulnerable after dark



**SMSR**  
**RESEARCH**

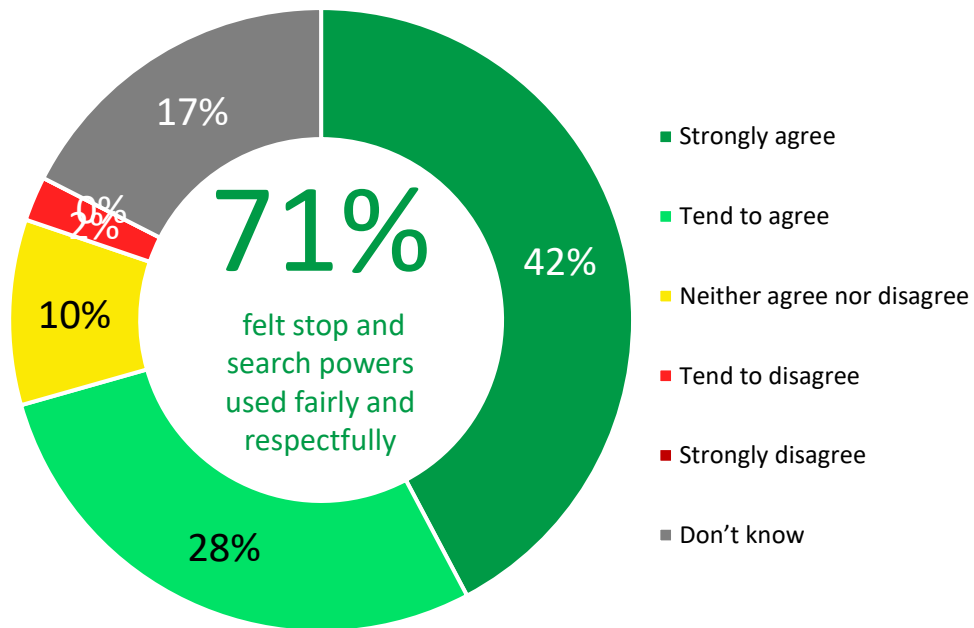


# Section Five

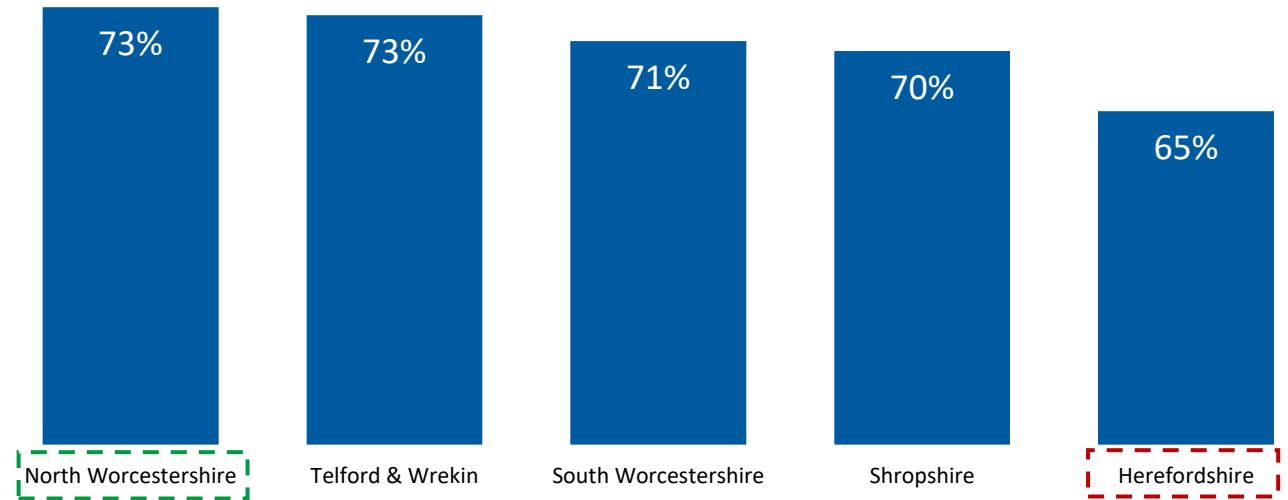
## Trust / Integrity



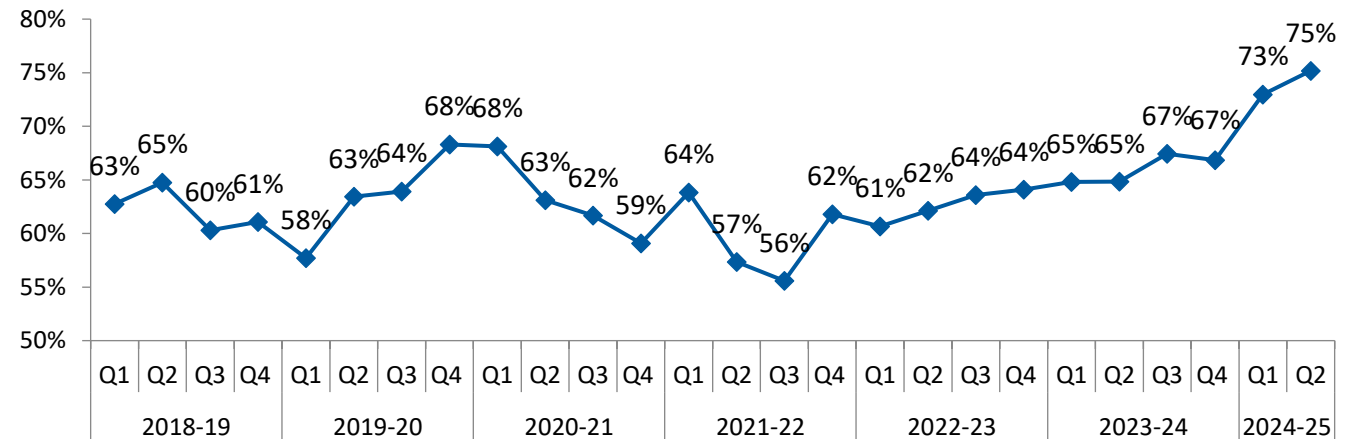
# Seven-tenths confident WMP use their stop and search power fairly and respectfully



LPA Comparisons - % strongly / tend to agree

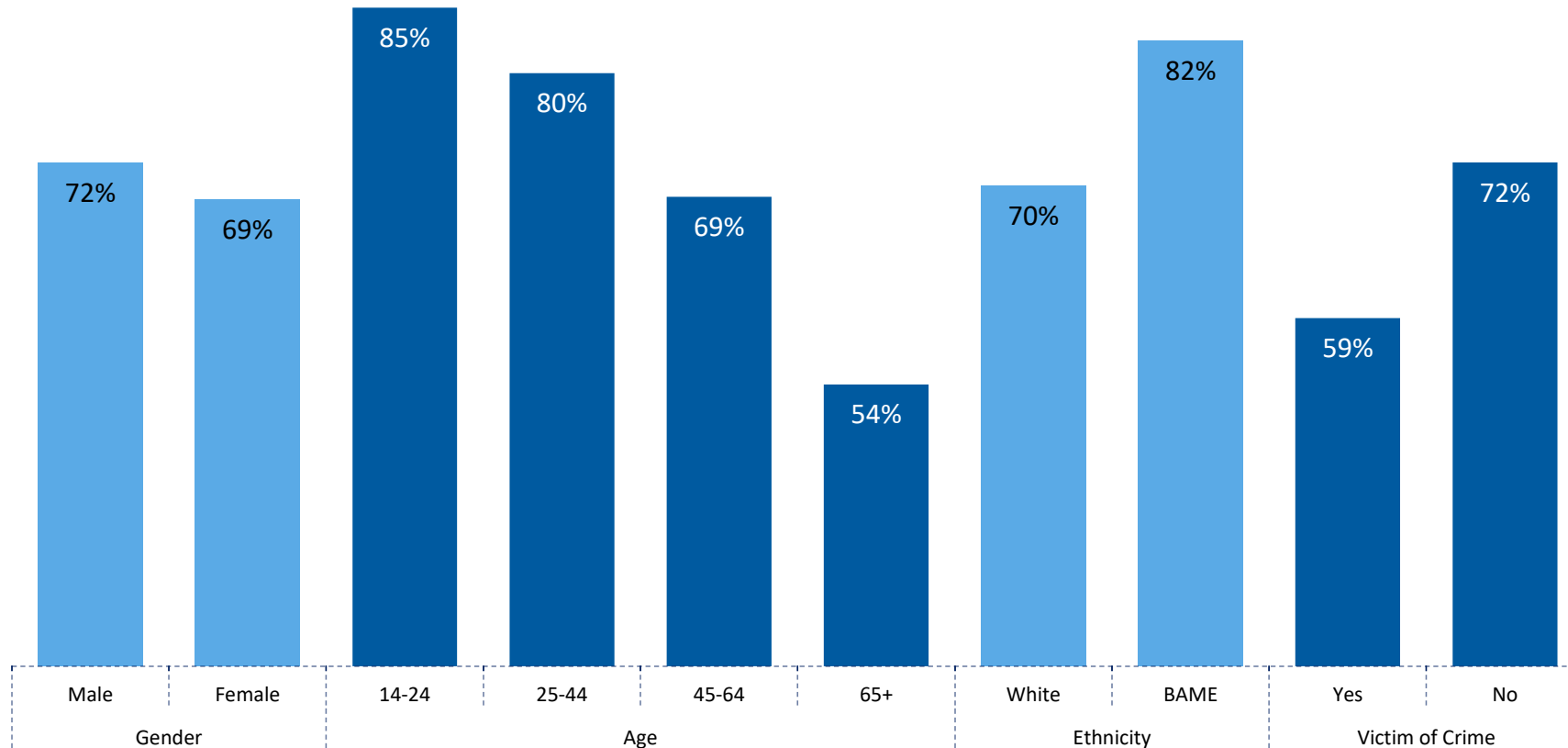


Trend over time - % Agree



# Seven-tenths confident WMP use their stop and search power fairly and respectfully

Demographic Comparisons - % strongly / tend to agree



## Key Insights

Increase of 2% from previous quarter in those that felt stop and search was used fairly and respectfully – now at highest level since tracking began

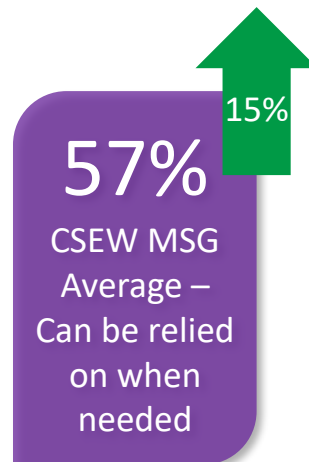
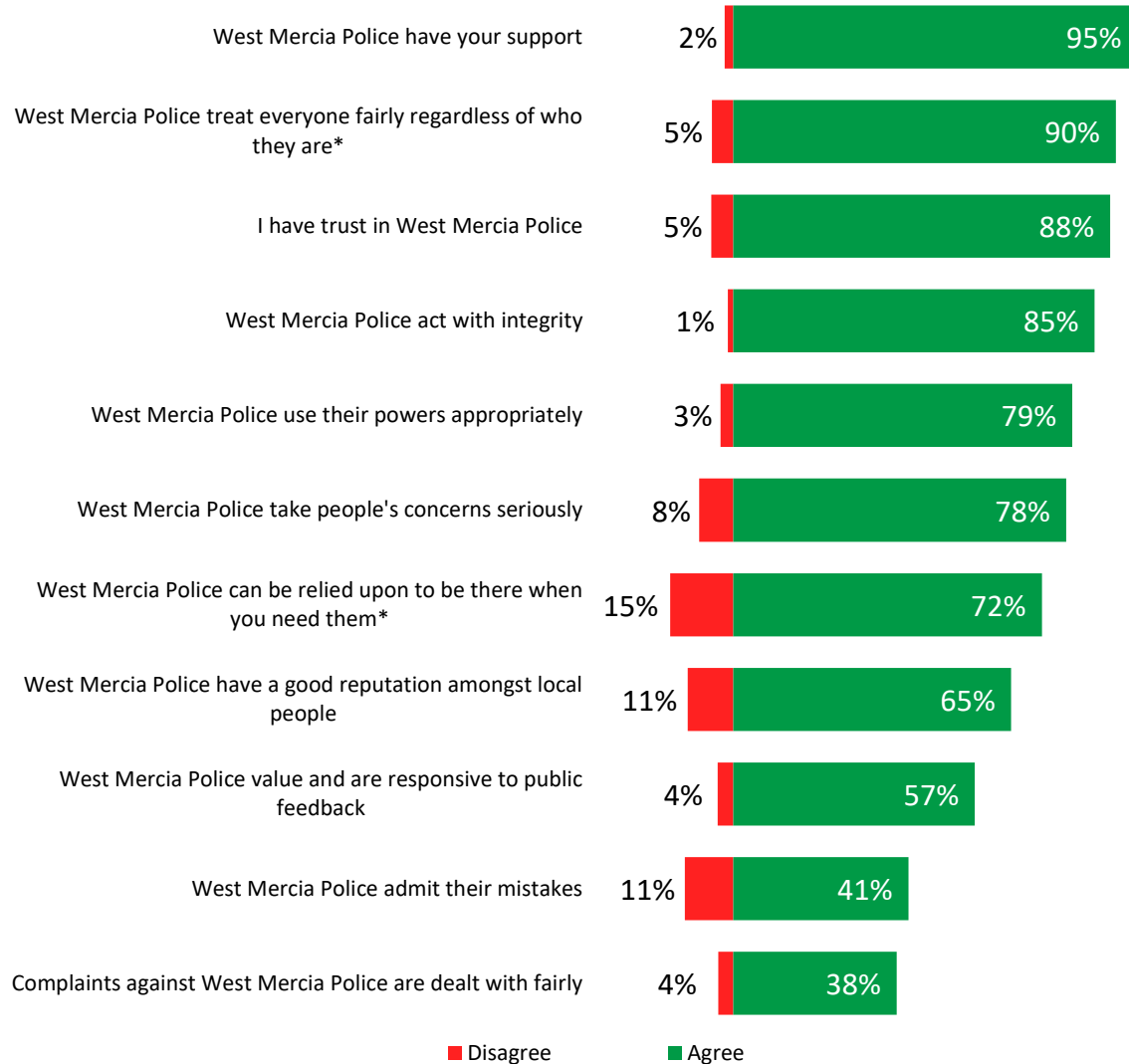
Confidence in stop search process decreases with age

Ethnic minority groups indicate higher levels of confidence in stop and search than white residents

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

The vast majority continue to say they have trust in WMP, feel WMP treat people fairly regardless of who they are 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



**SMSR**  
RESEARCH



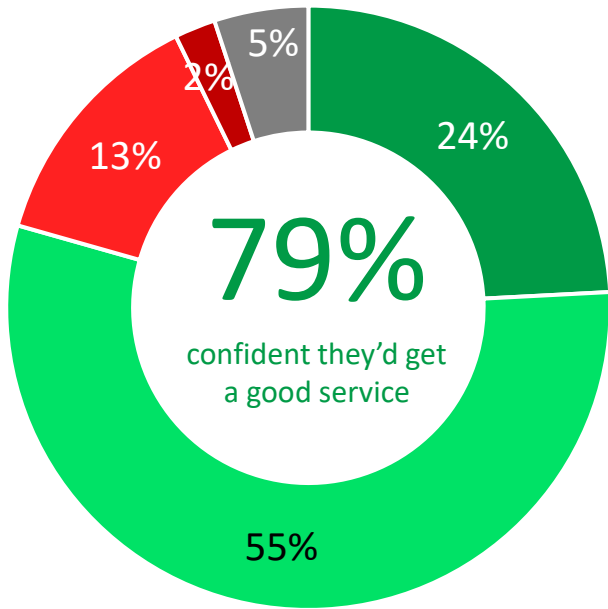
# Section Six

## Confidence in West Mercia Police

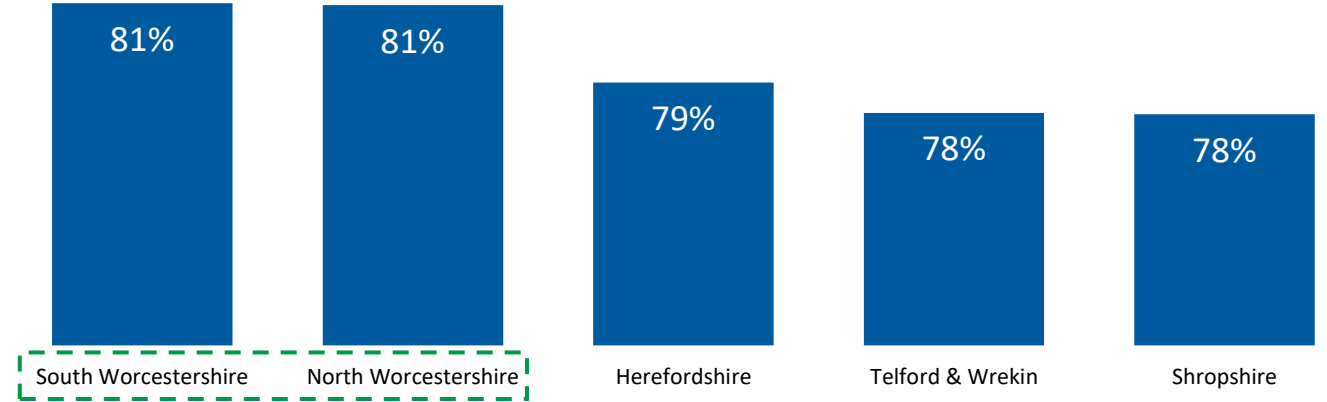


# Four-fifths confident they would receive a good service from WMP

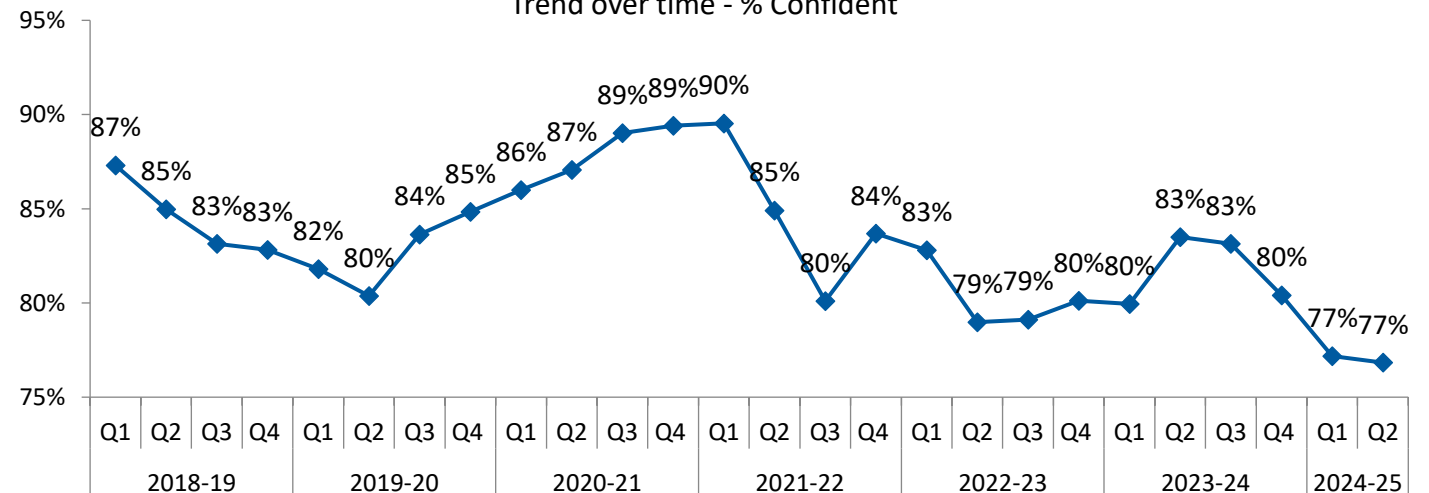
LPA Comparisons - % very / fairly confident



- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know



Trend over time - % Confident



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



## Key Insights

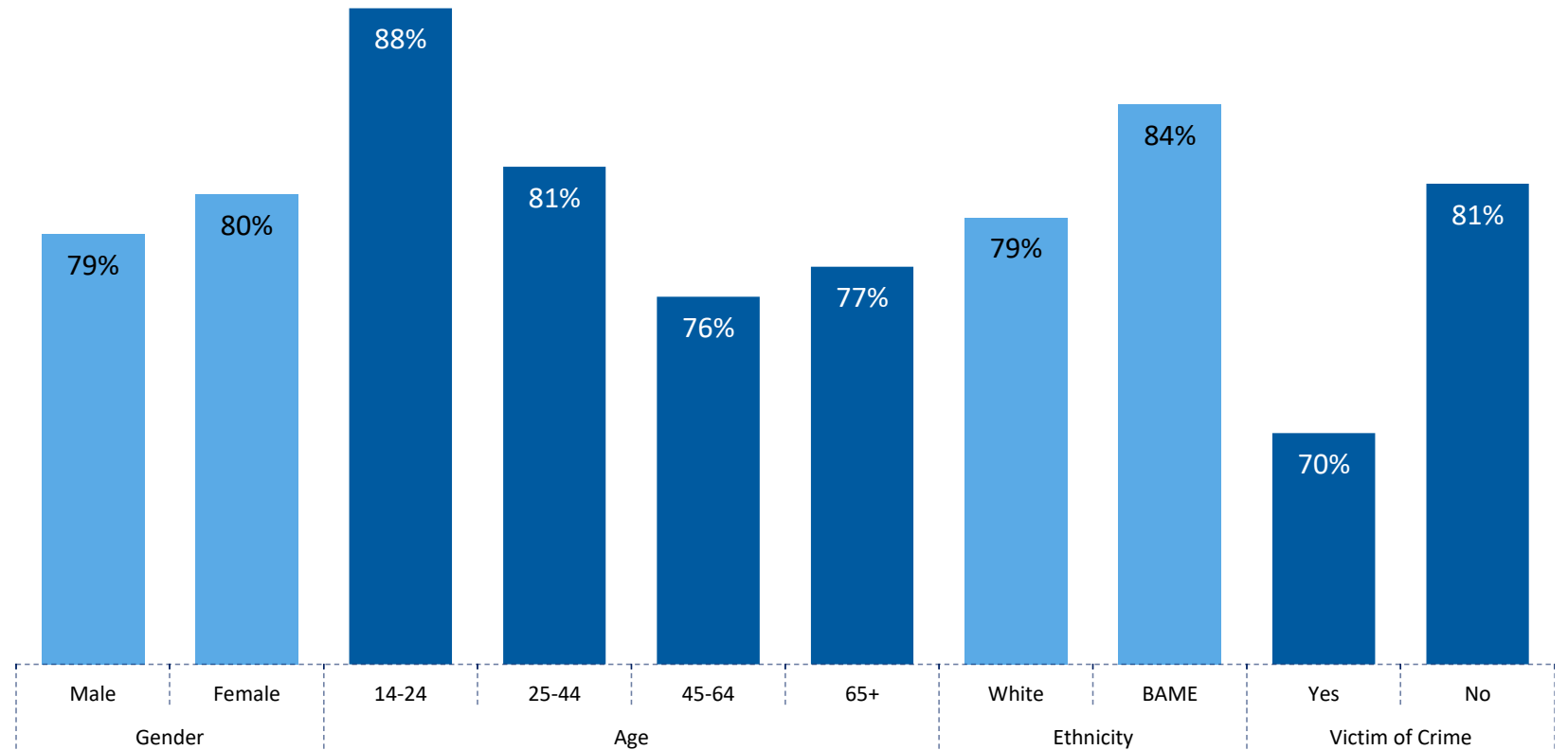
Nine in every 10 aged 14-24 are confident they would receive a good service from WMP. Confidence generally declines with age

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

Victims of crime significantly less confident compared to non-victims

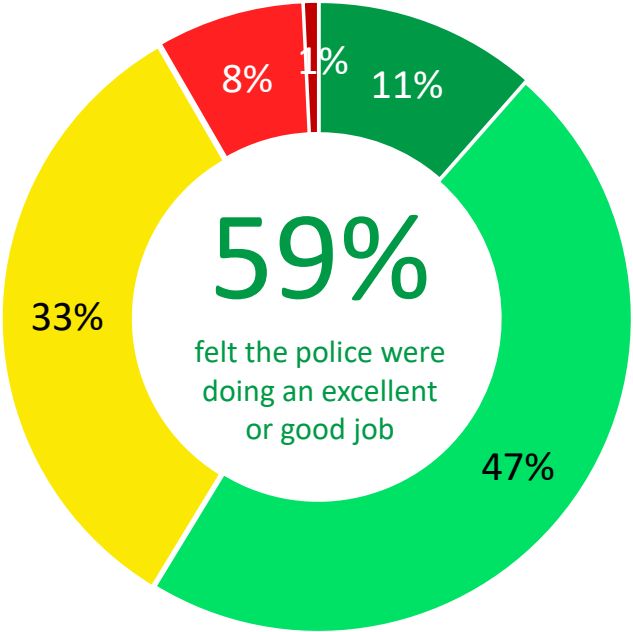
Confidence now at lowest level since tracking began

Demographic Comparisons - % very / fairly confident



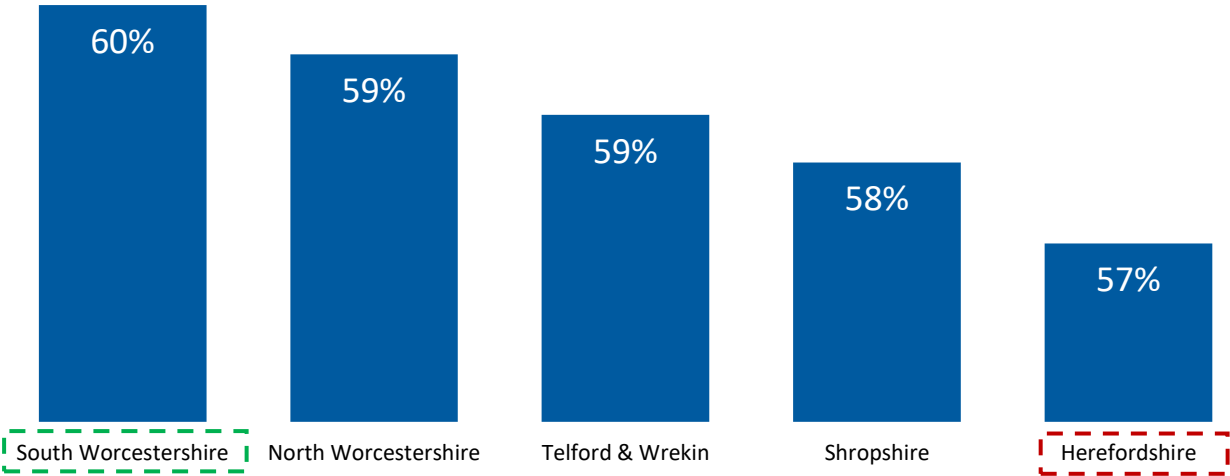
# Three-fifths felt the police were doing either an excellent or a good job

59%  
CSEW MSG Average – Excellent / Good job

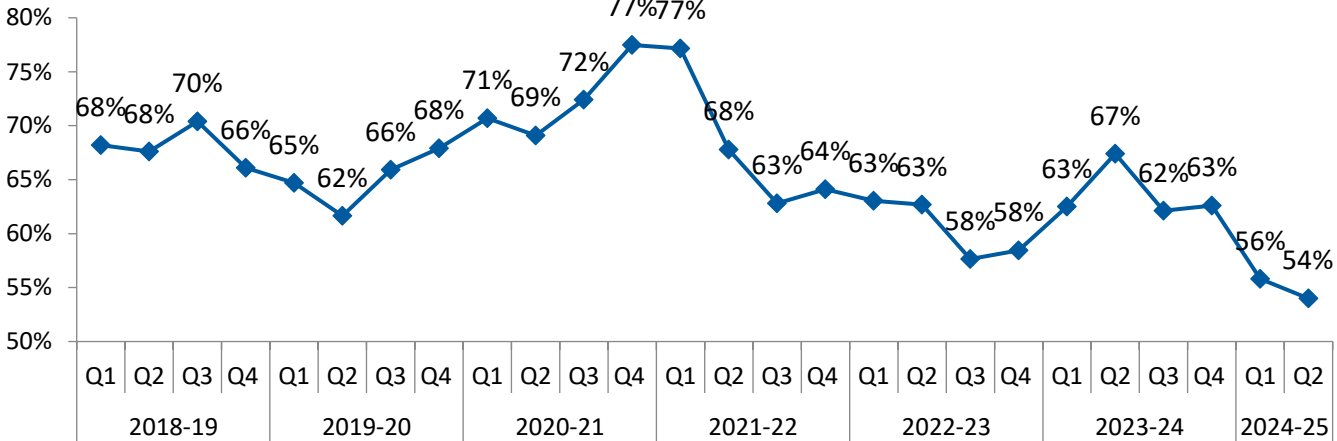


- An excellent job
- A good job
- A fair job
- A poor job
- A very poor job

LPA Comparisons - % excellent / good job



Trend over time - % Excellent / good job

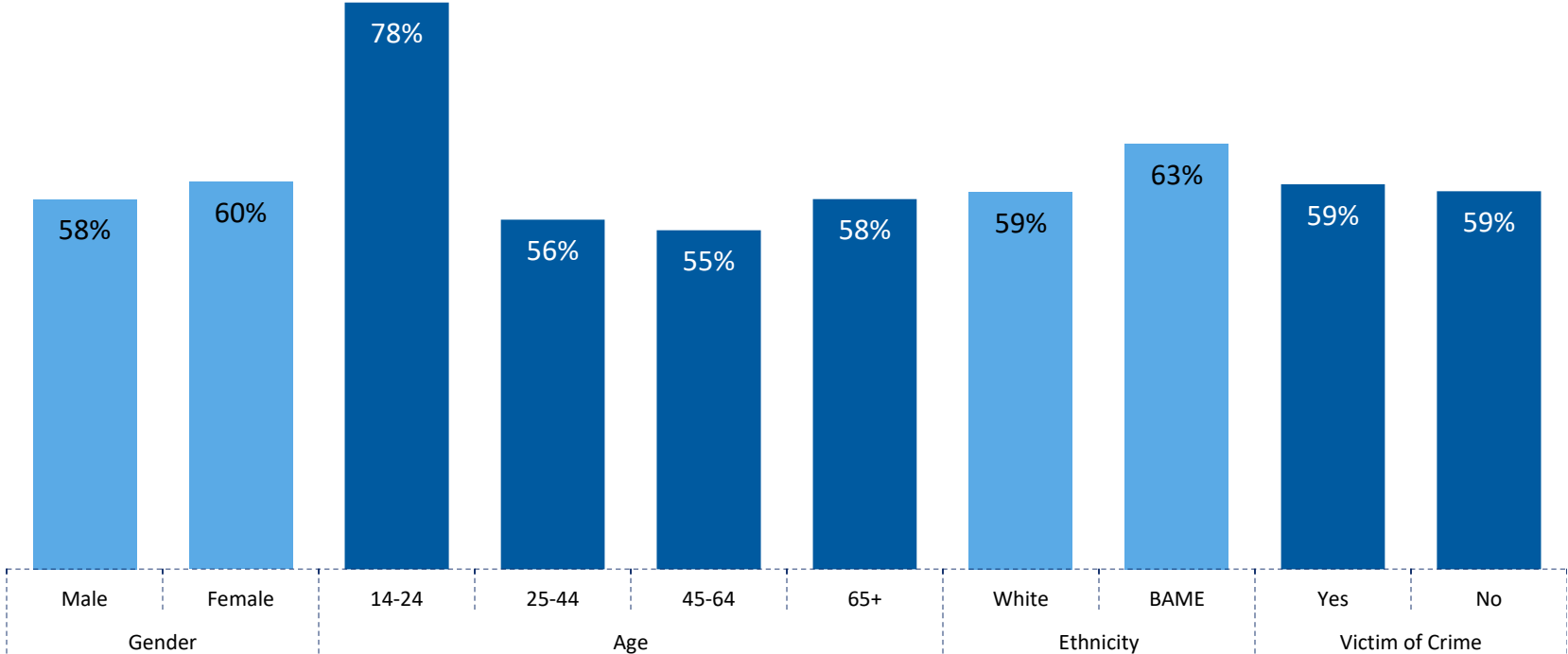


Q20 In general, how good a job do you think West Mercia Police are doing in your local area?  
\*Don't know option has been excluded from calculation to make question comparable to CSEW

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

# 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

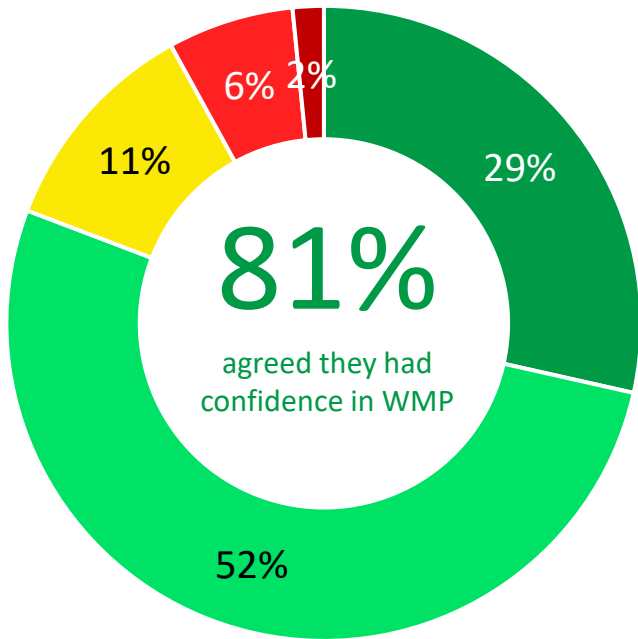
Residents in South Worcestershire more likely to say WMP were doing an excellent or good job; those in Herefordshire less likely

Ethnic minority groups more inclined to believe WMP are doing a good job

2% decline from previous quarter – now at lowest level since tracking began

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

# 8 out of 10 say they have confidence in WMP

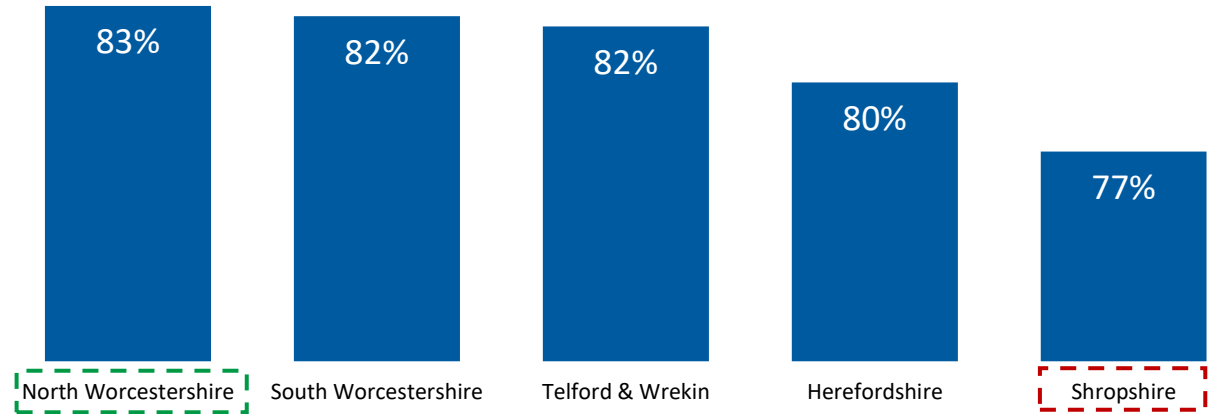


**77%**  
CSEW MSG Average – Net Agree

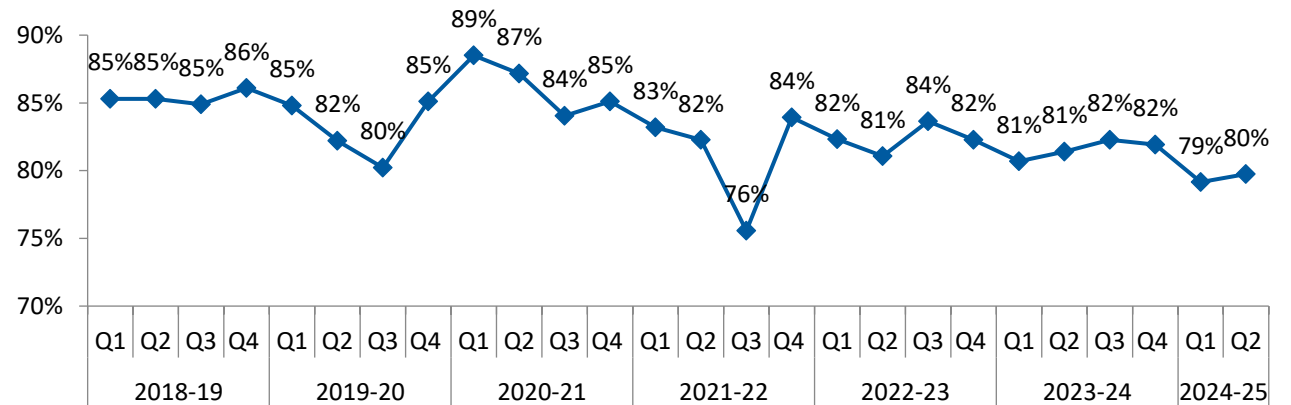
↑ 4%

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

LPA Comparisons - % strongly / tend to agree



Trend over time - % Agree



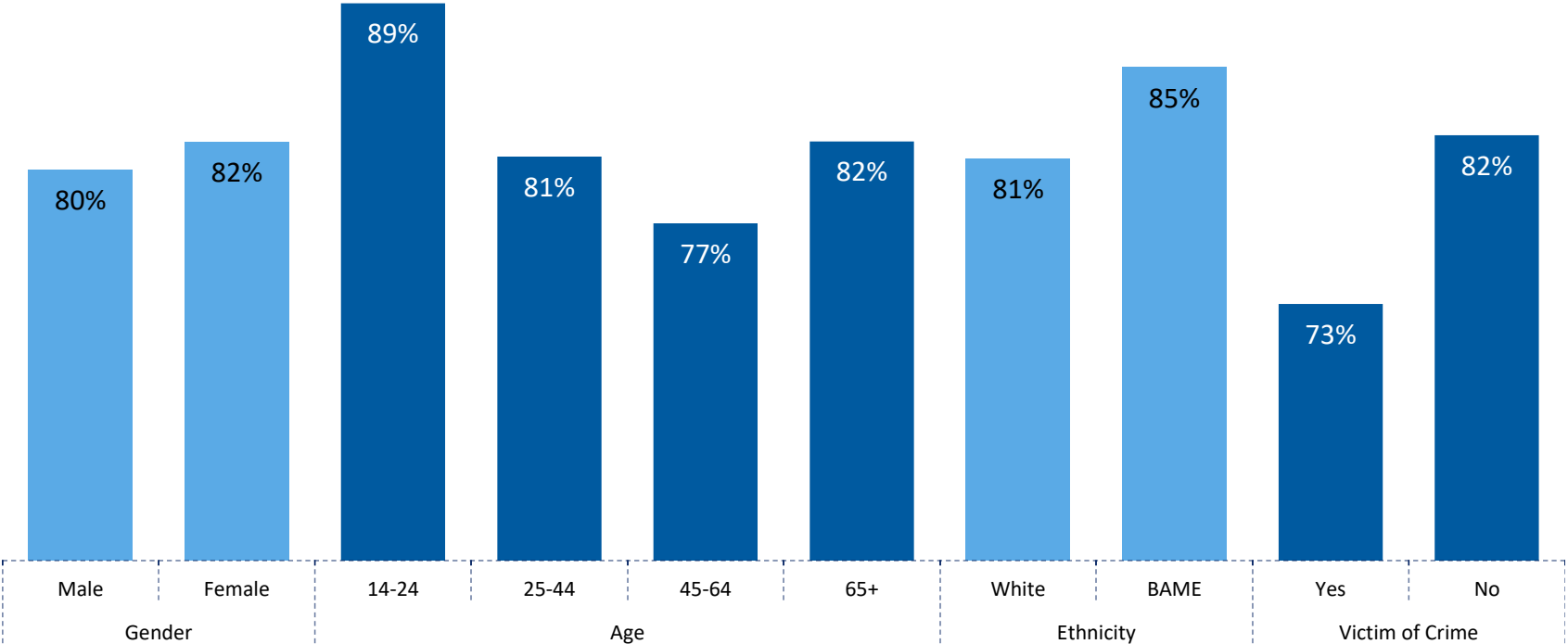
Q21 Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?

\*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

# 8 out of 10 say they have confidence in WMP

Demographic Comparisons - % strongly/ tend to agree



### Key Insights

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

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

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

Residents in North Worcestershire most confident; those in Shropshire least confident

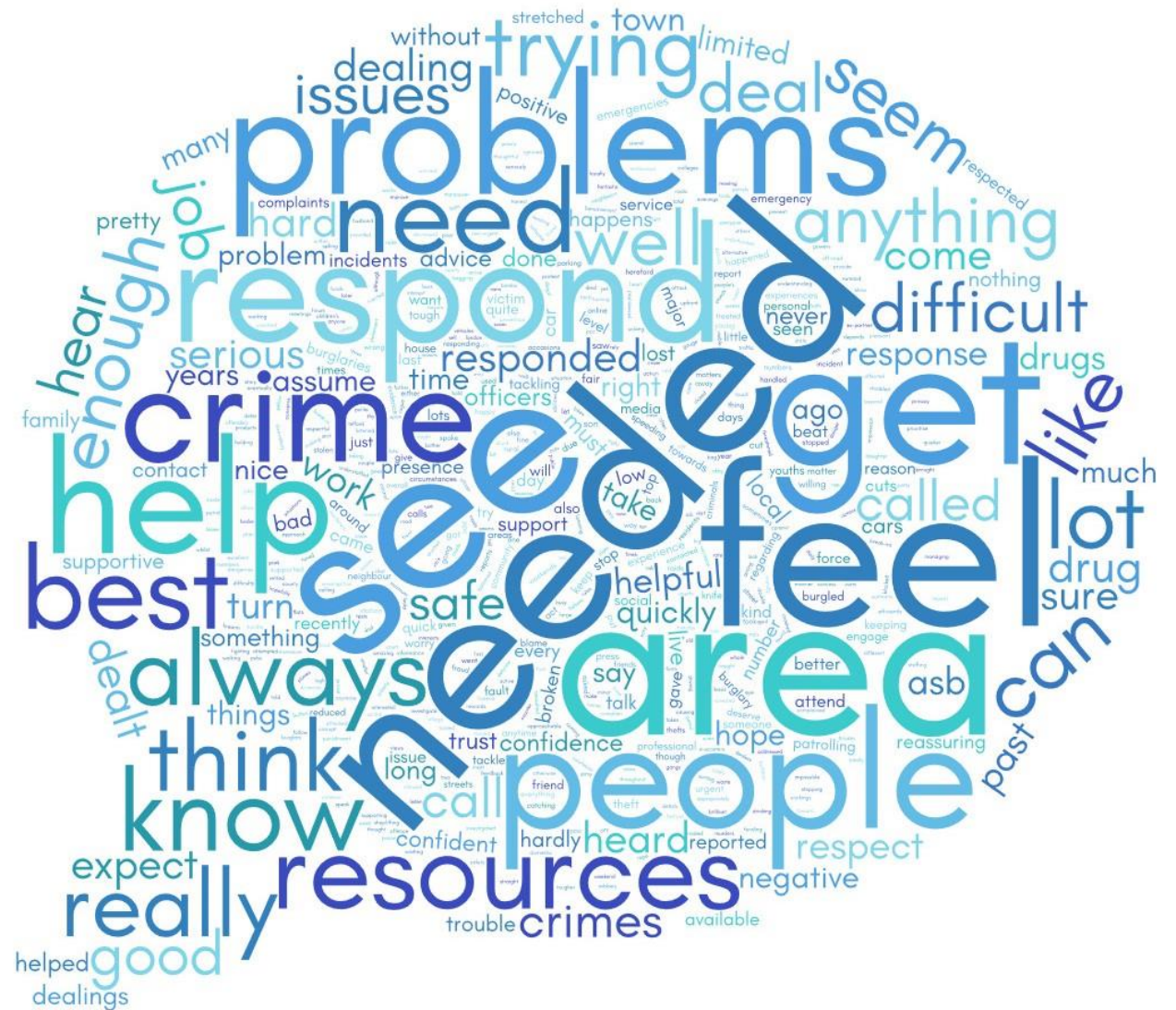
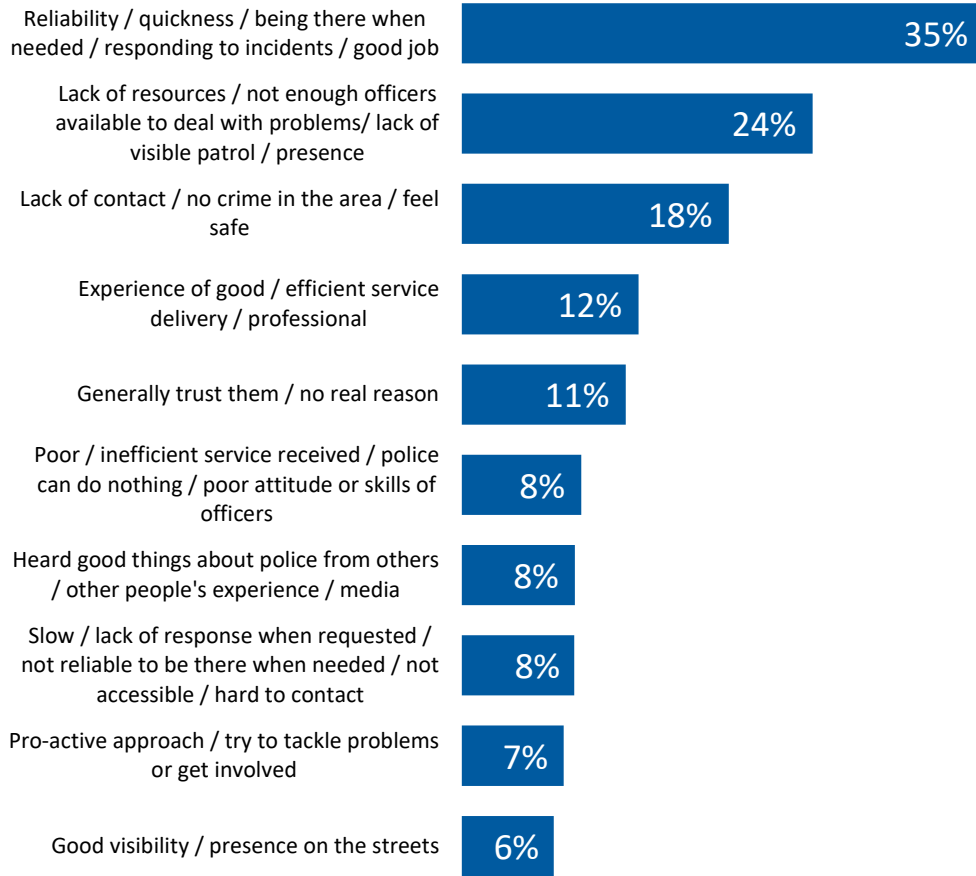
Q21 Please say how much you agree or disagree with the following statement: Taking everything into account I have confidence in West Mercia Police?

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

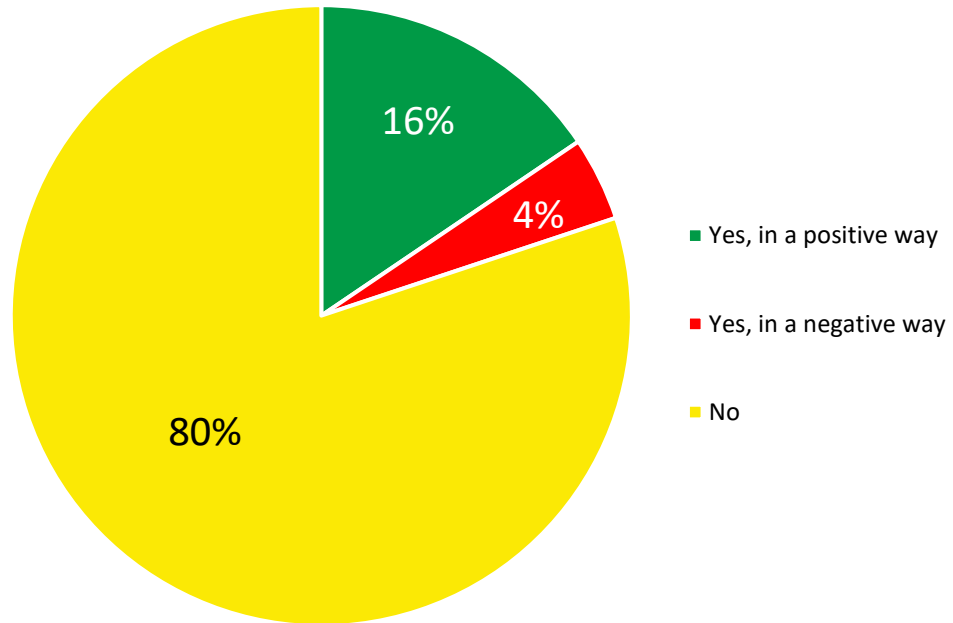


# Factors influencing confidence

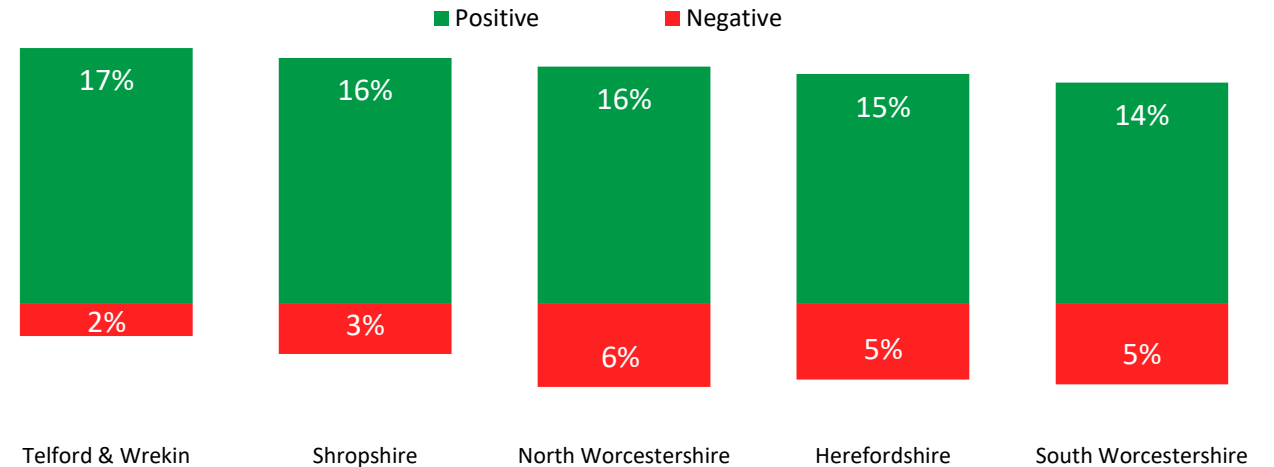
Top 10 answers



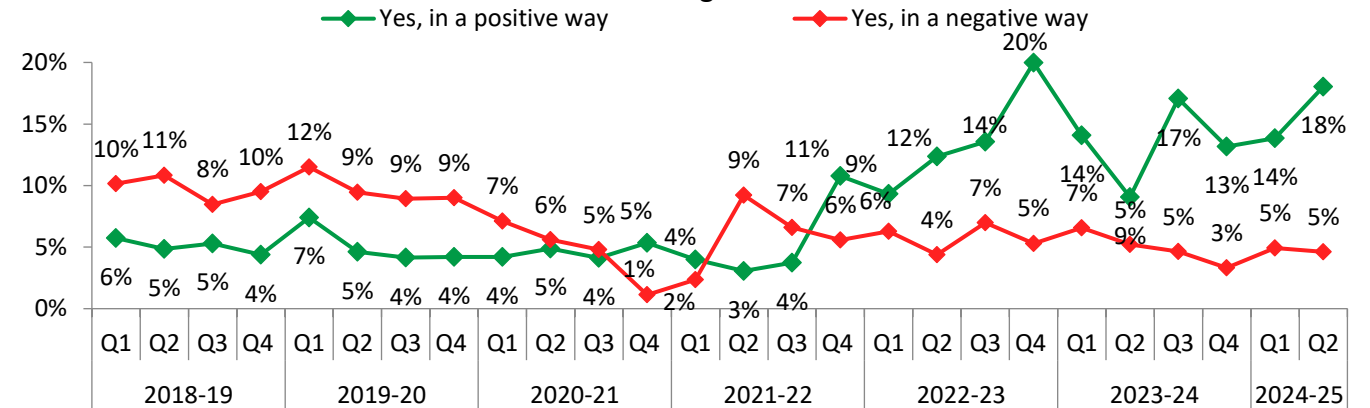
# Less than a tenth have experienced an event that negatively affected their confidence in the police



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



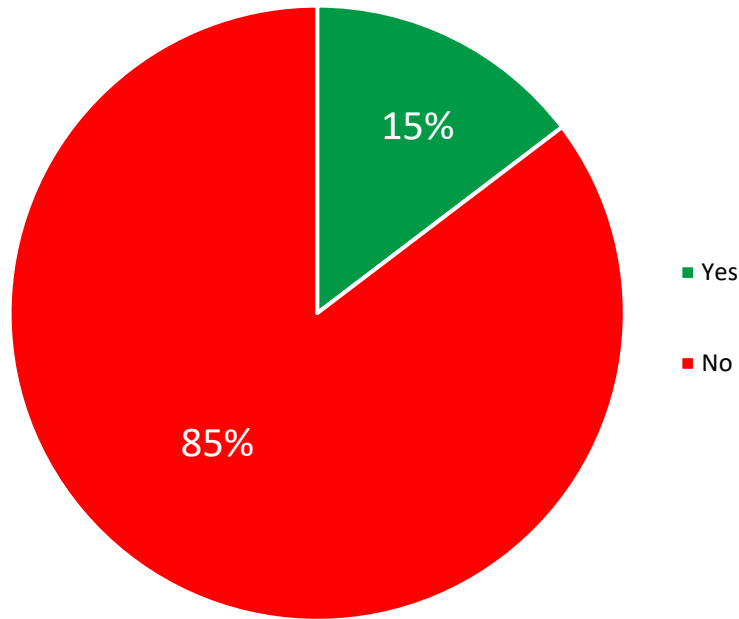
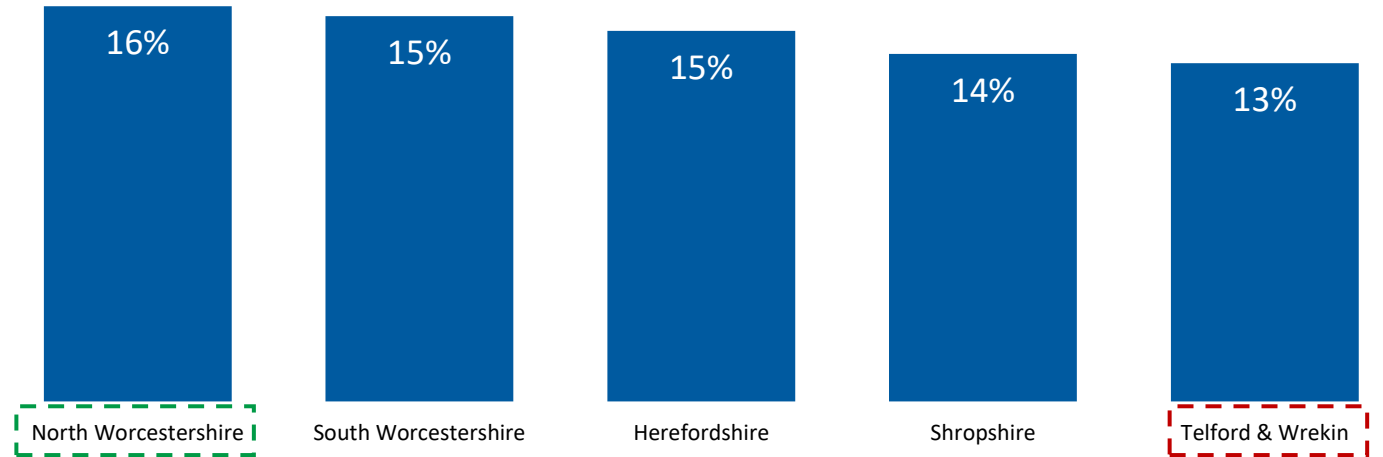
### Key Insights

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

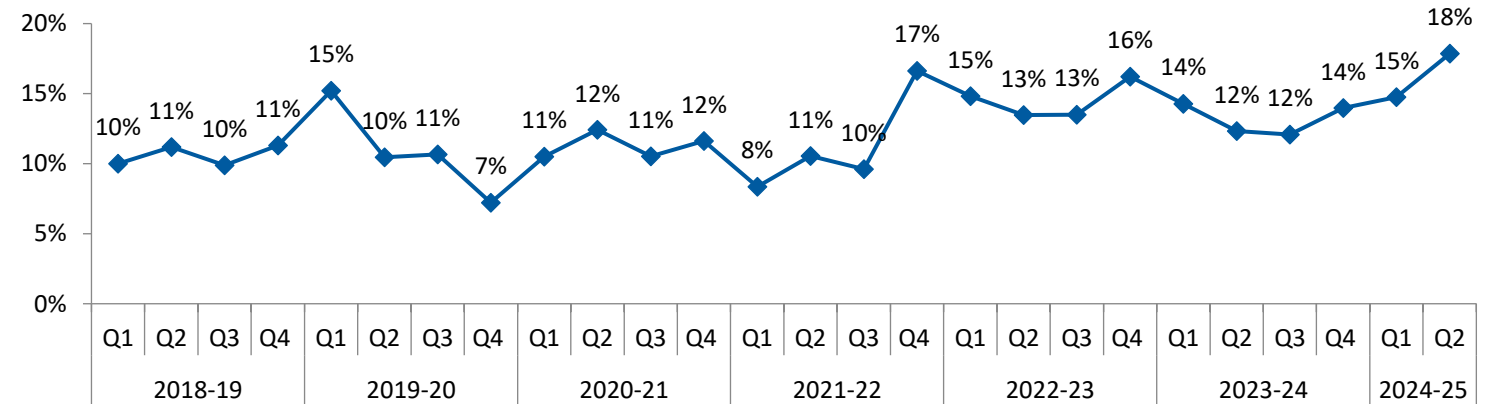
Residents of North Worcestershire most likely to be affected by a negative event

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

LPA Comparisons - % aware of PCC

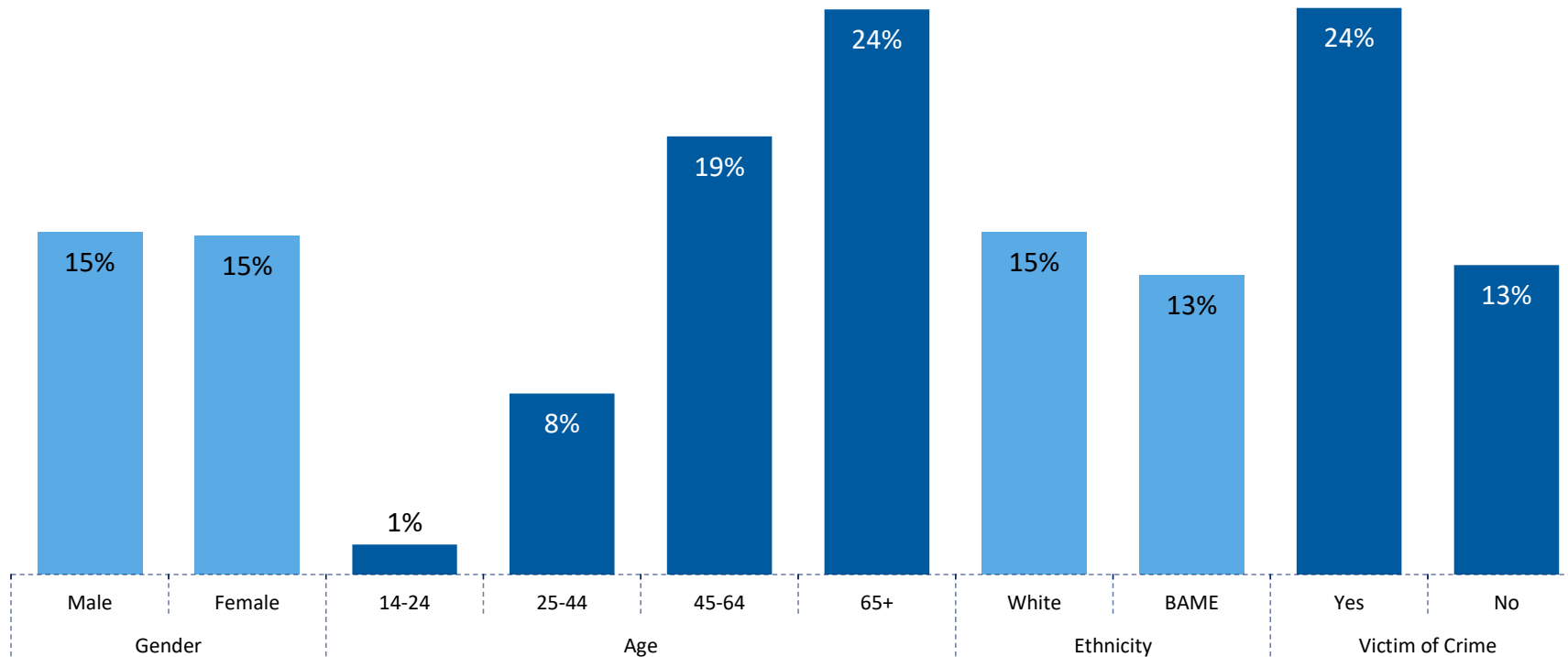


Trend over time - % Yes



# 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

Increase of 3% in awareness since the previous wave – now at highest level since tracking began



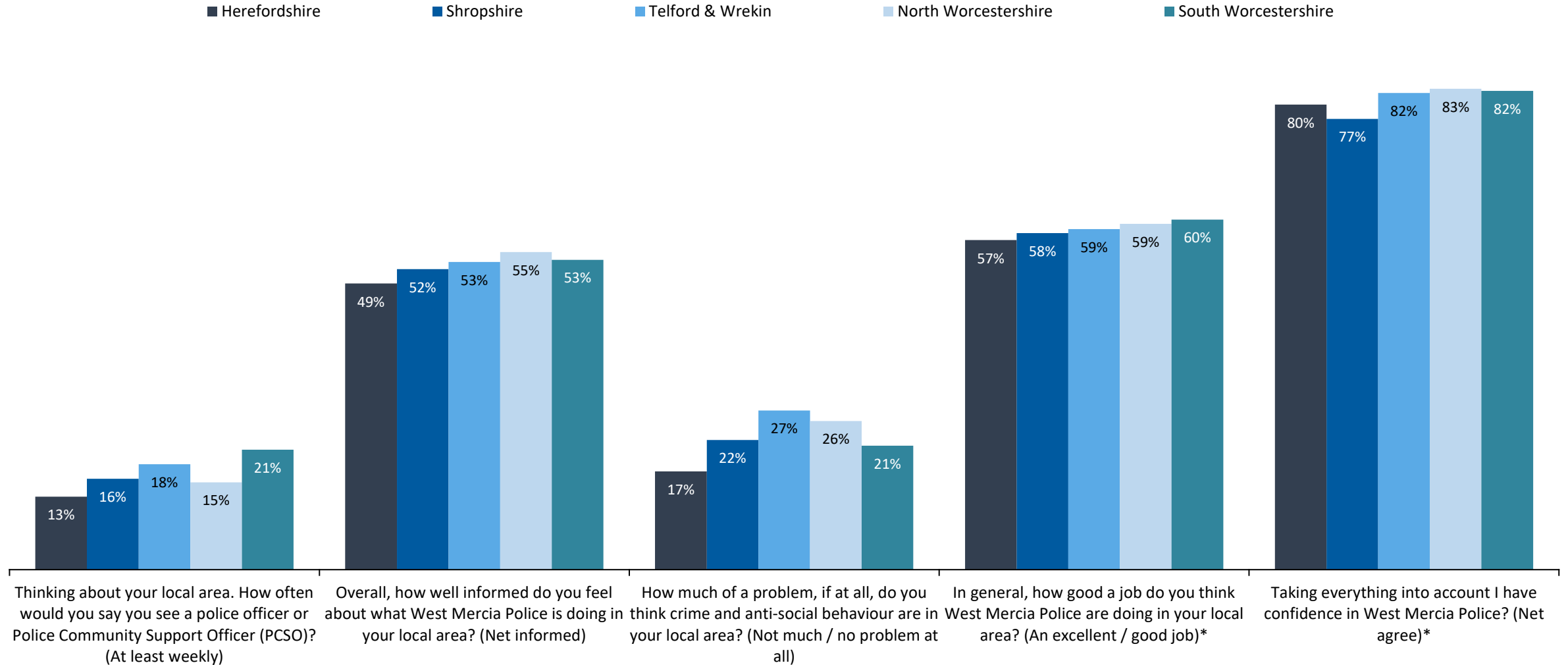
**SMSR**  
**RESEARCH**



# Section Seven LPA & Victim Comparisons



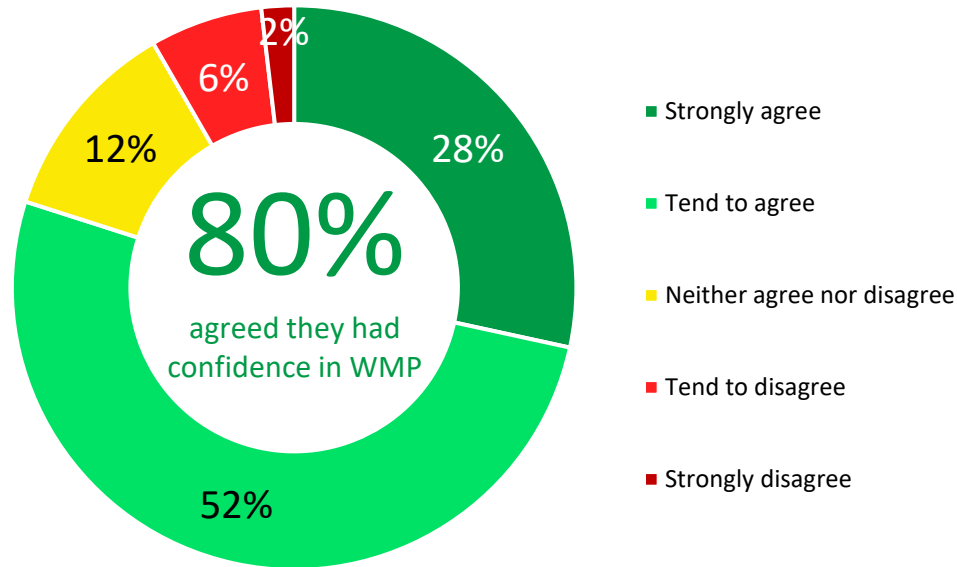
# LPA Key Question Overview



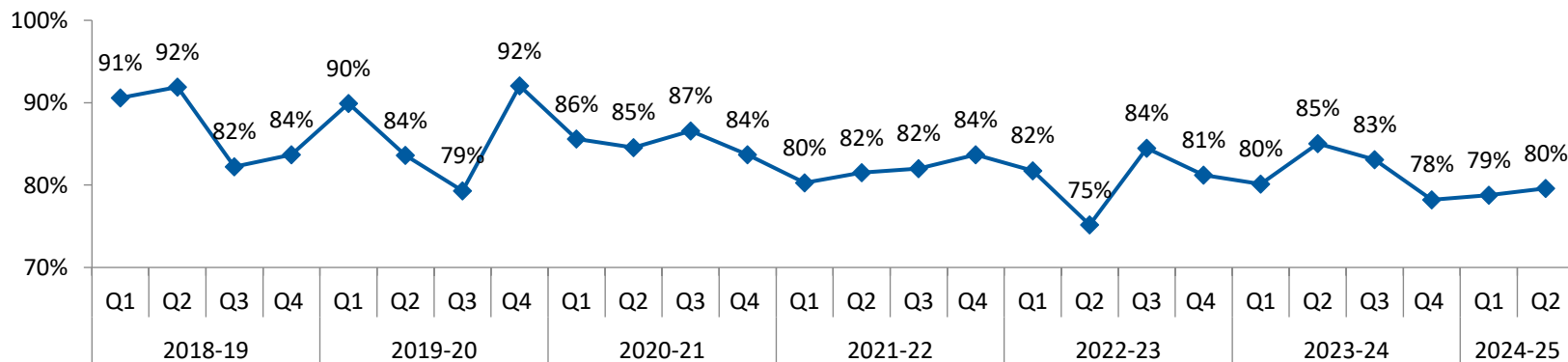
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# 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

**Least** likely to see an officer or PCSO at least weekly (13%)

**Most** confident they could access the police in an emergency (93%)

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

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

**Most** likely to feel their area was safe over the last 3 months (90% - joint with Shropshire)

**Least** confident that WMP use stop and search powers fairly and respectfully (65%)

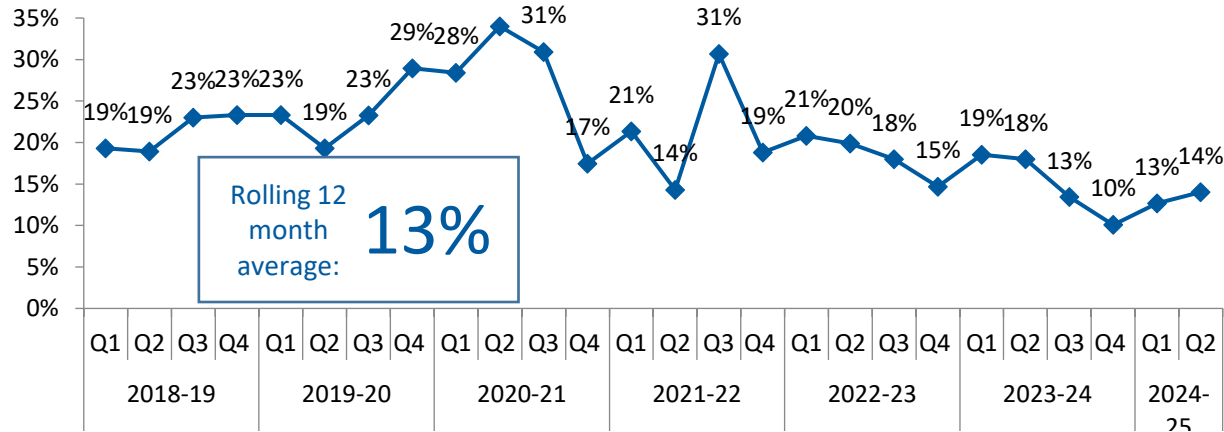
**Least** likely to feel the police were doing either an excellent or a good job (57%)

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

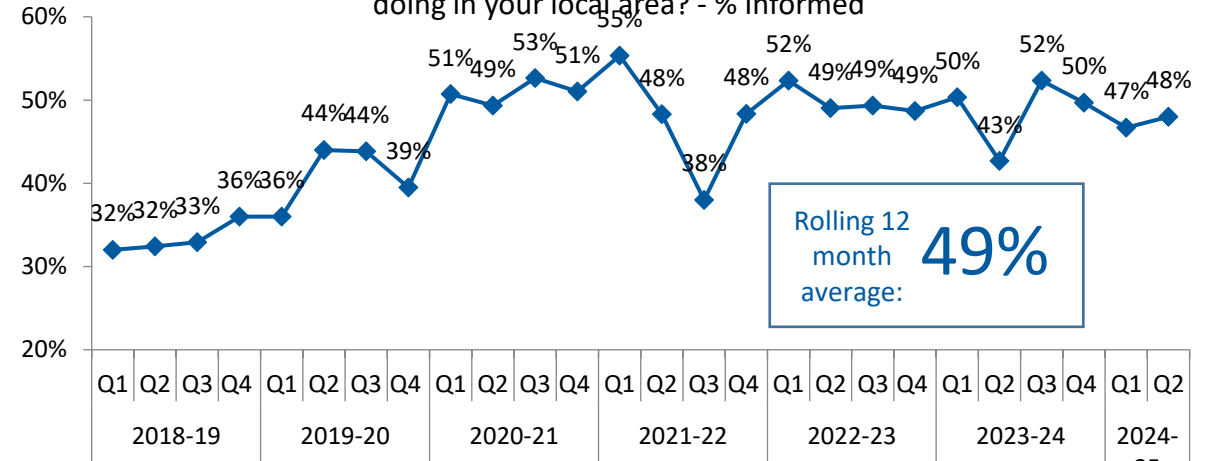


# LPA Key Findings - Herefordshire

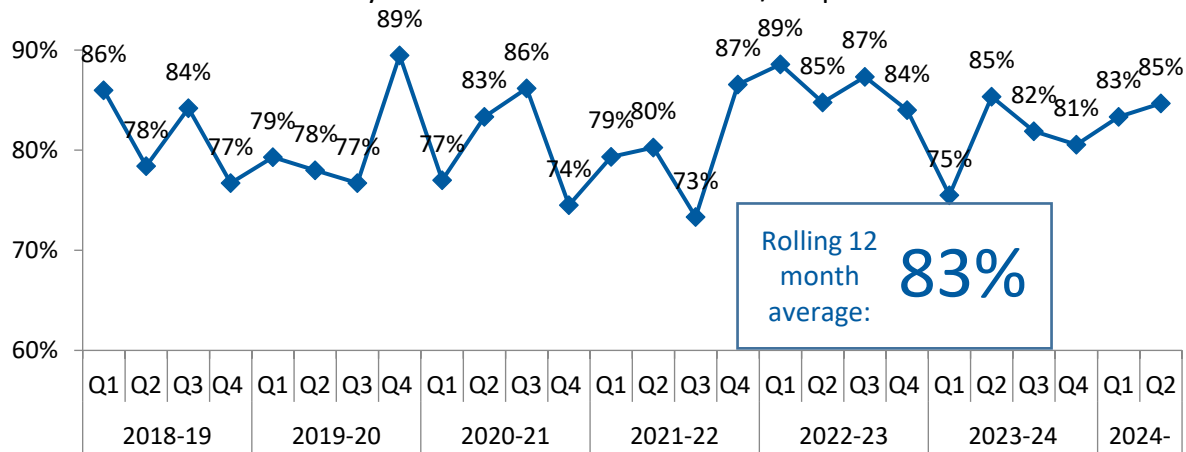
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



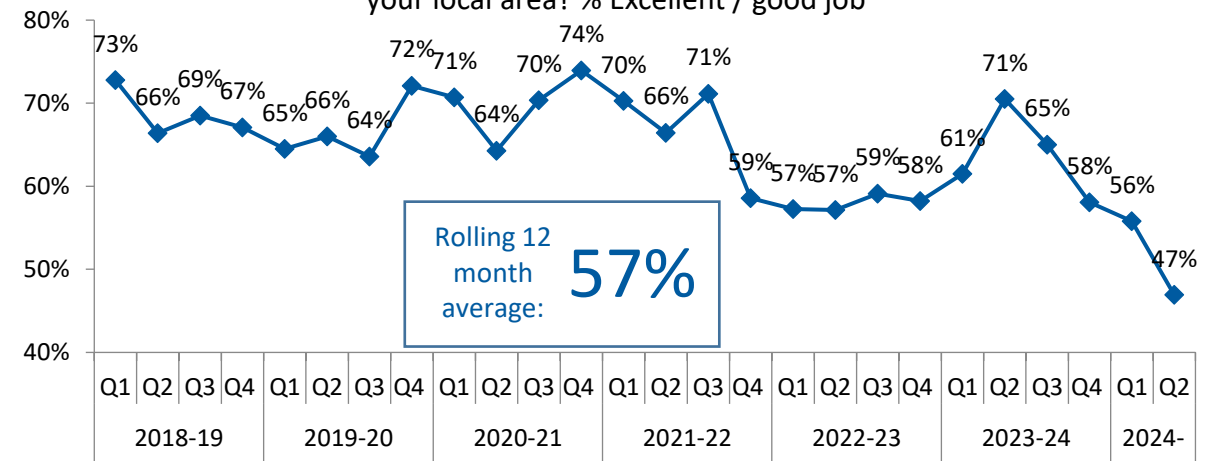
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



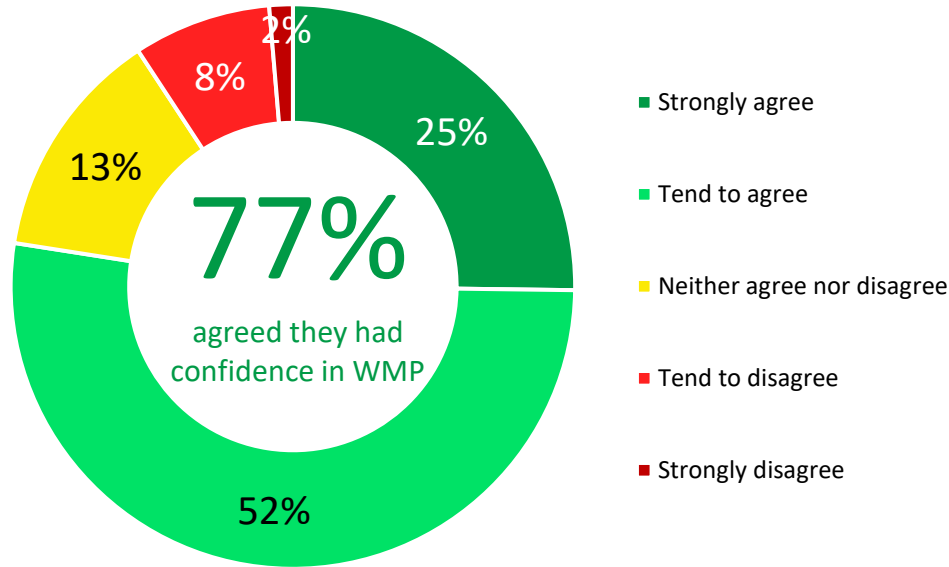
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



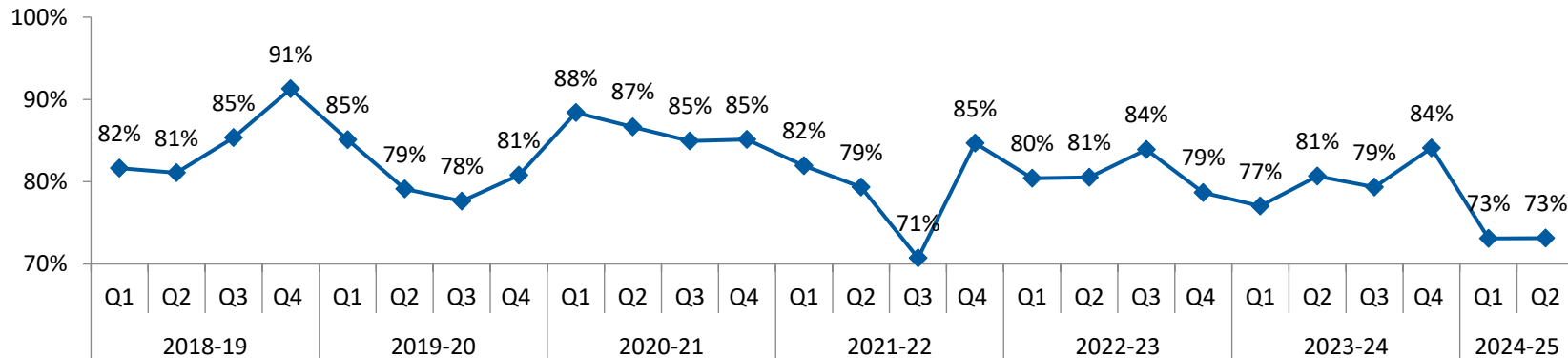
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - Shropshire

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



Trend over time - % Strongly agree / tend to agree



## Key Findings Compared With Other NPTs

**Least** satisfied with the levels of policing in their local area (59%)

**Least** confident they could access the police in both an emergency (90%) and non-emergency (64%)

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

**Most** likely to feel their area was safe over the last 3 months (90% - joint with Herefordshire)

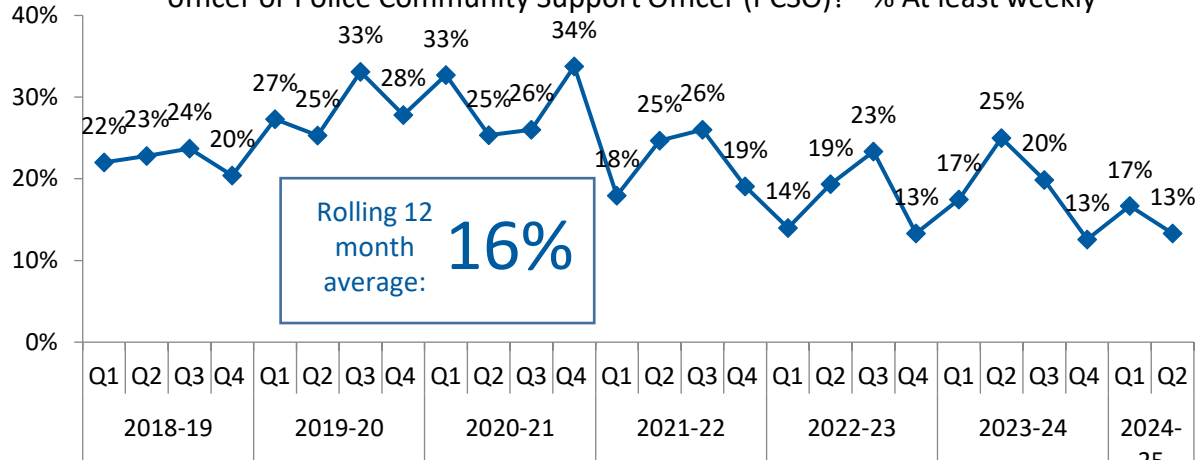
**Least** confident they would receive a good service from WMP (78% - joint with Telford & Wrekin)

**Least** likely to have confidence in WMP (77%)

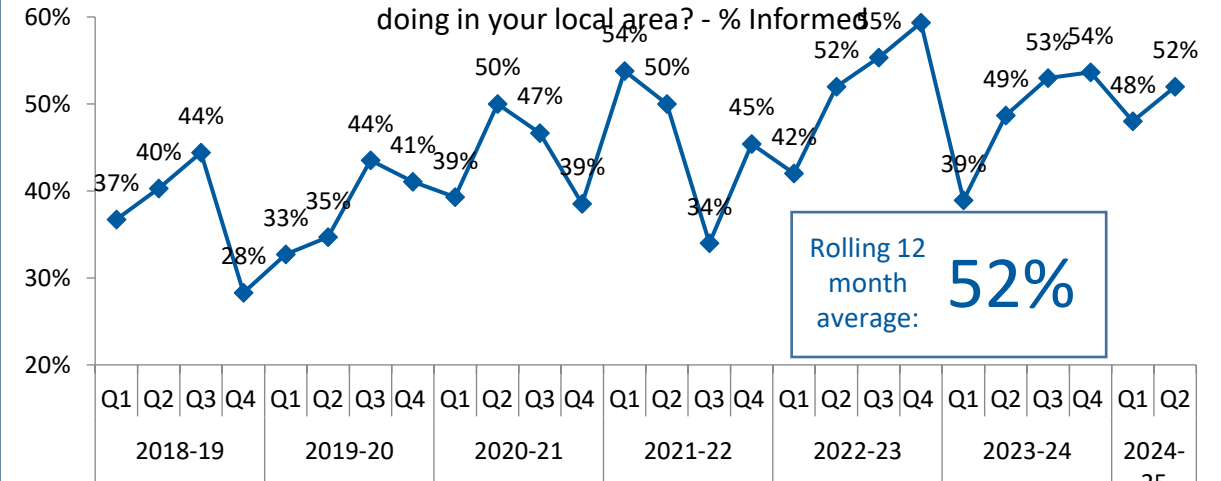
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - Shropshire

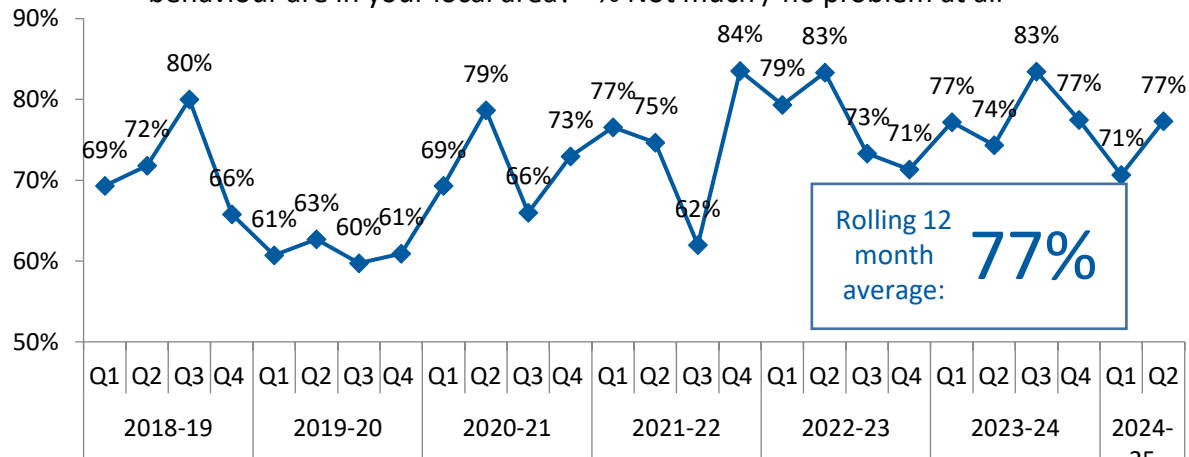
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



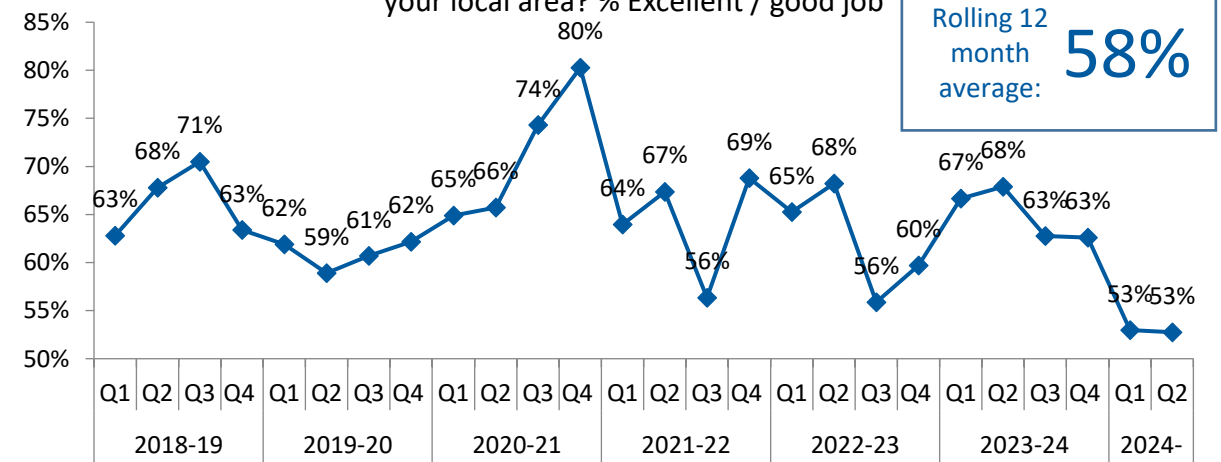
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



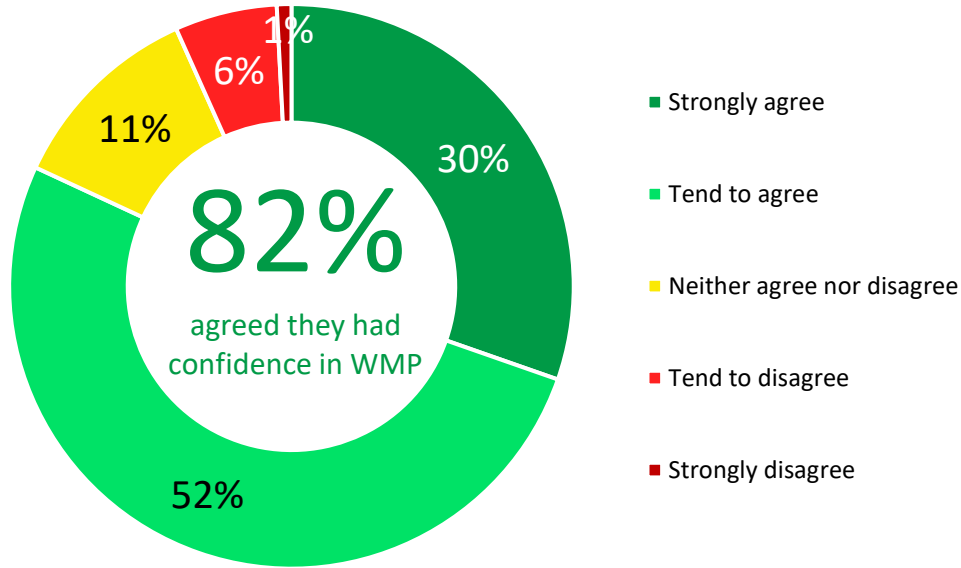
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



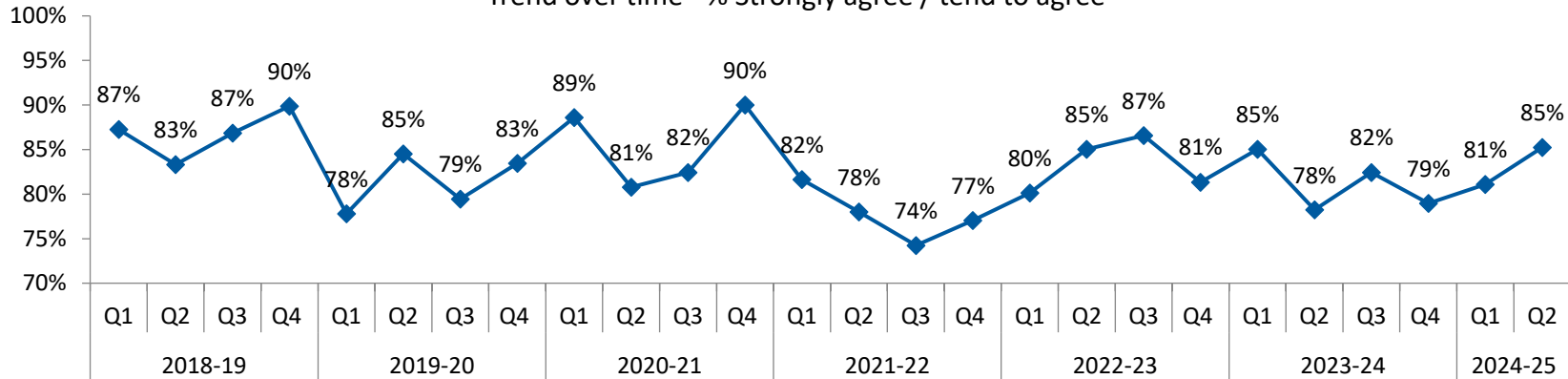
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# 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** satisfied with the levels of policing in their local area (63%)

**Most** confident they could access the police in a non-emergency (67% - joint with South Worcestershire)

**Least** likely to be a victim of or witness to a crime (9%)

**Most** likely to think that crime and ASB was a problem in their local area (27%)

**Least** likely to feel their area was safe over the last 3 months (87% - joint with North Worcestershire)

**Most** confident that WMP use stop and search powers fairly and respectfully (73% - joint with North Worcestershire)

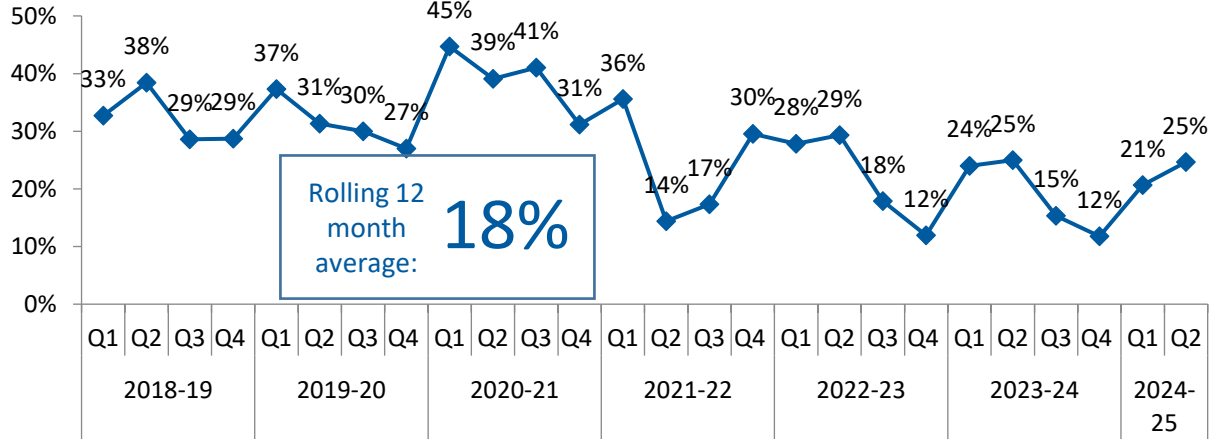
**Least** confident they would receive a good service from WMP (78% - joint with Shropshire)

**Least** awareness of the PCC (13%)

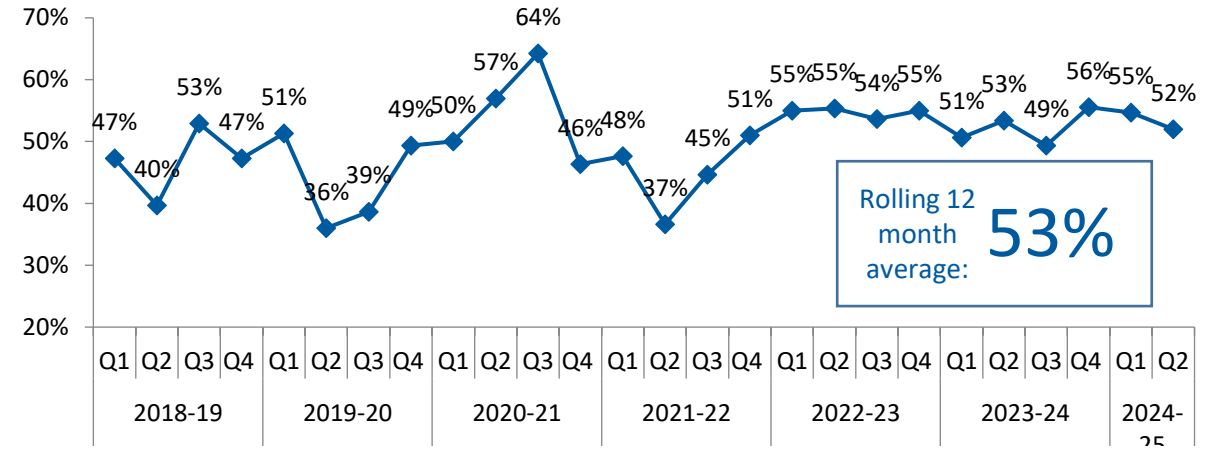
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - Telford & Wrekin

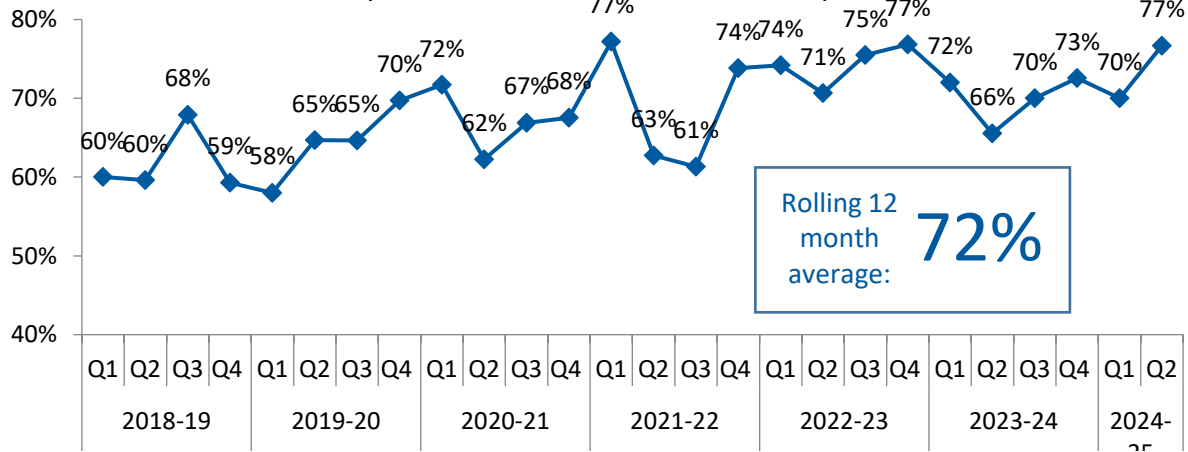
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



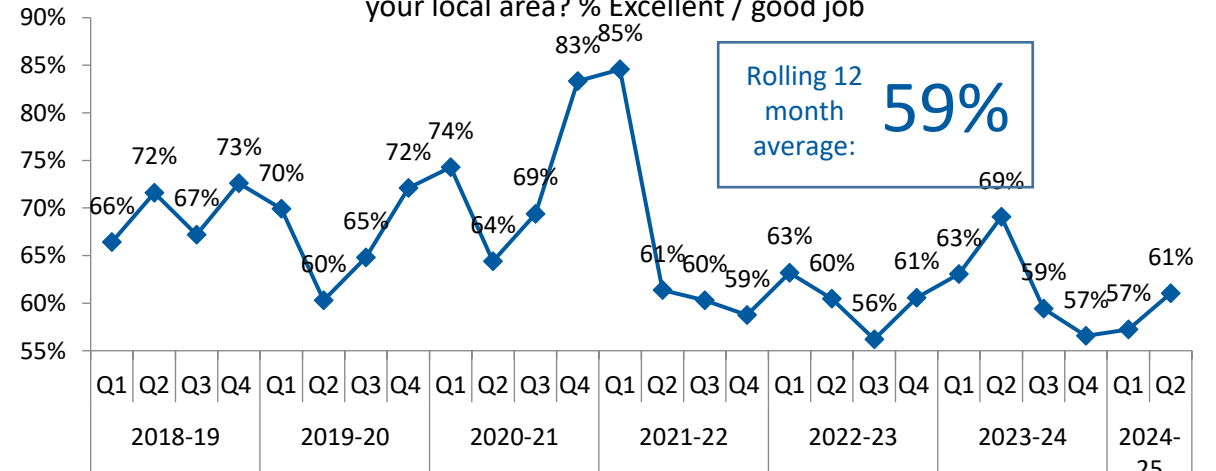
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



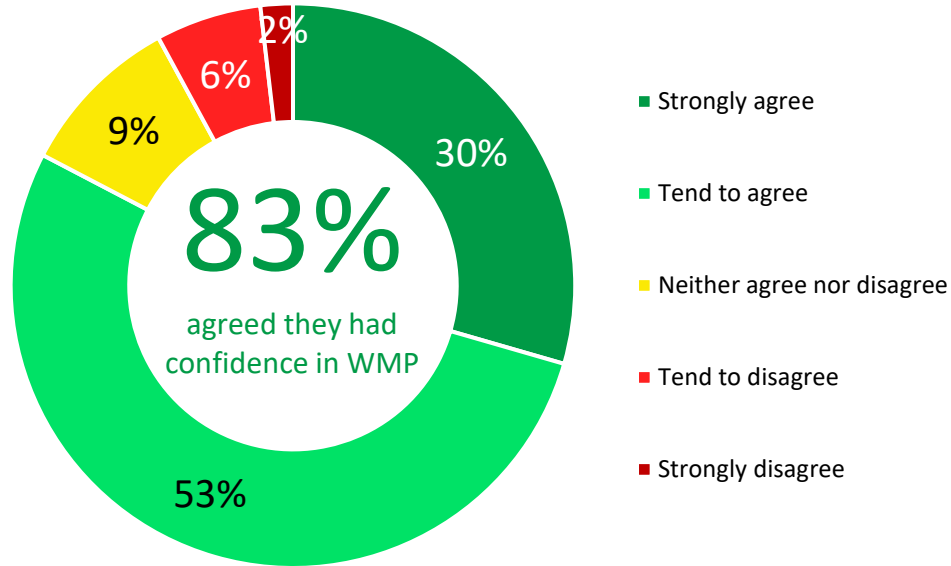
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



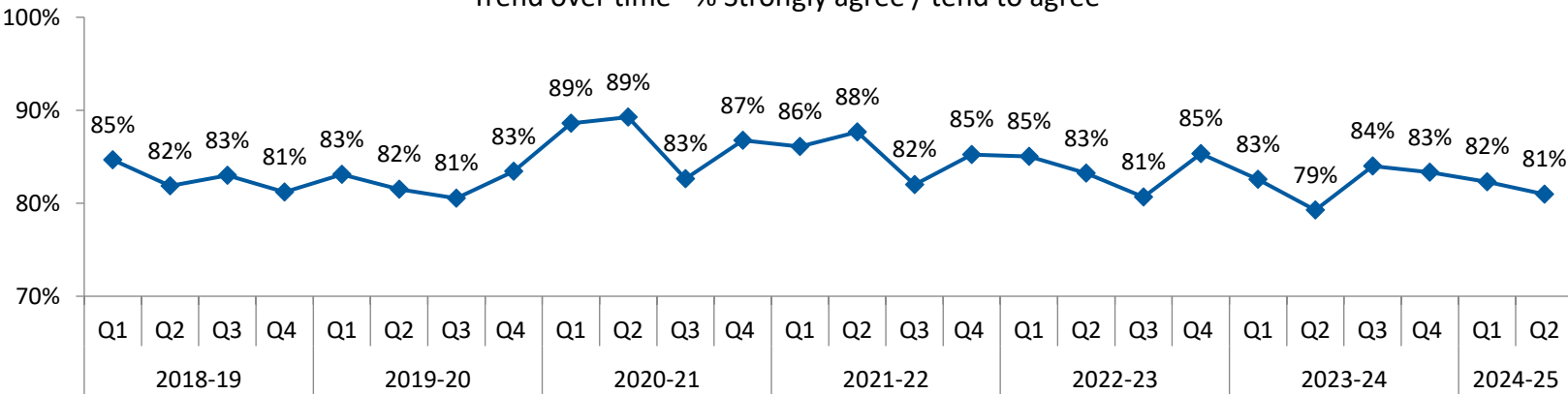
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - North Worcestershire

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



Trend over time - % Strongly agree / tend to agree



## Key Findings Compared With Other NPTs

**Most** informed about what WMP are doing in their local area (55%)

**Least** likely to feel their area was safe over the last 3 months (87% - joint with Telford & Wrekin)

**Most** confident in receiving good service from WMP (84%)

**Most** confident that WMP use stop and search powers fairly and respectfully (73% - joint with Telford & Wrekin)

**Most** confident they would receive a good service from WMP (81% - joint with South Worcestershire)

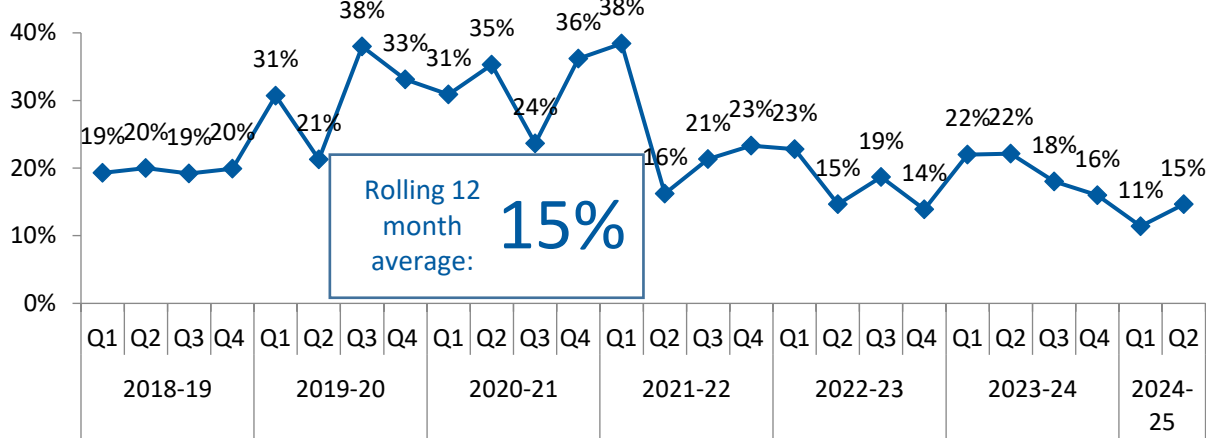
**Most** likely to have confidence in WMP (83%)

**Highest** awareness of the PCC (16%)

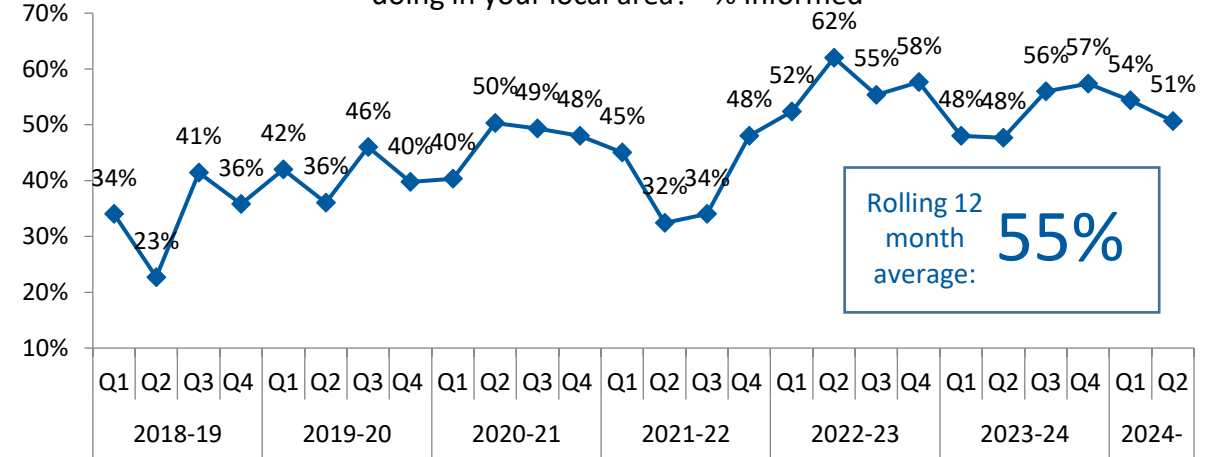
\*Don't know option has been excluded from calculation to make question comparable to CSEW

# LPA Key Findings - North Worcestershire

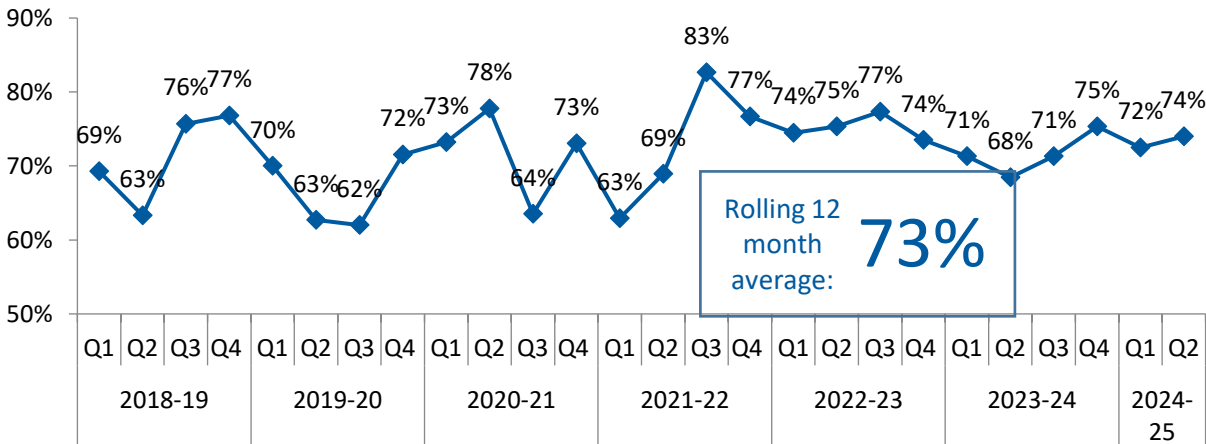
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



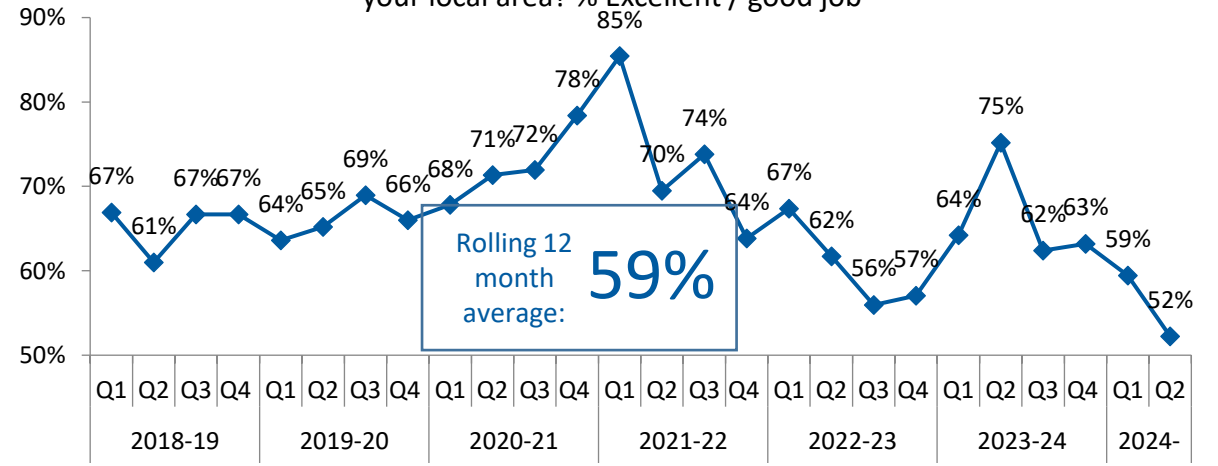
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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



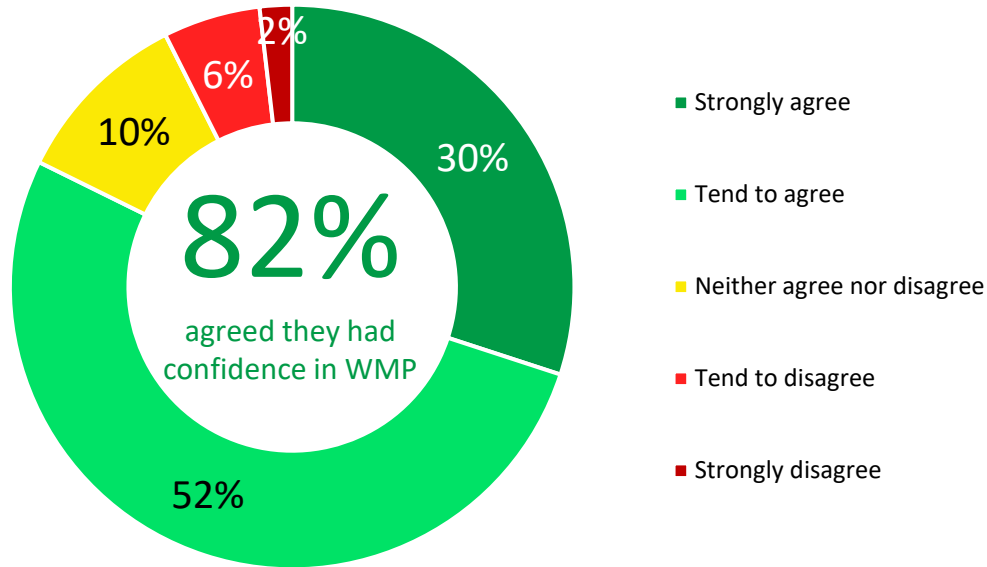
In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



\*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?



## Key Findings Compared With Other NPTs

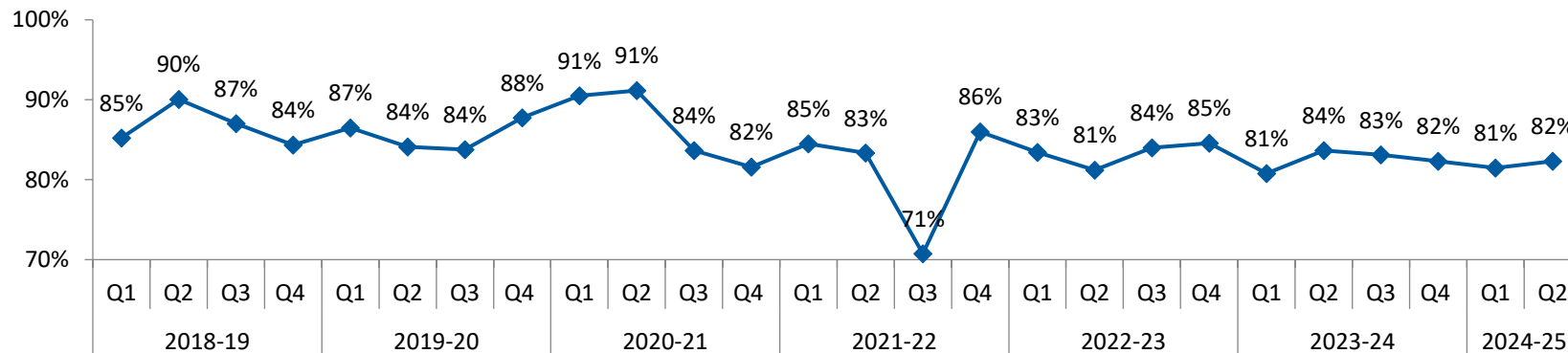
**Most** likely to see an officer or PCSO at least weekly (21%)

**Most** confident they could access the police in a non-emergency (67% - joint with Telford & Wrekin)

**Most likely** to be a victim of or witness to crime (13%)

**Most** confident they would receive a good service from WMP (81% - joint with North Worcestershire)

Trend over time - % Strongly agree / tend to agree

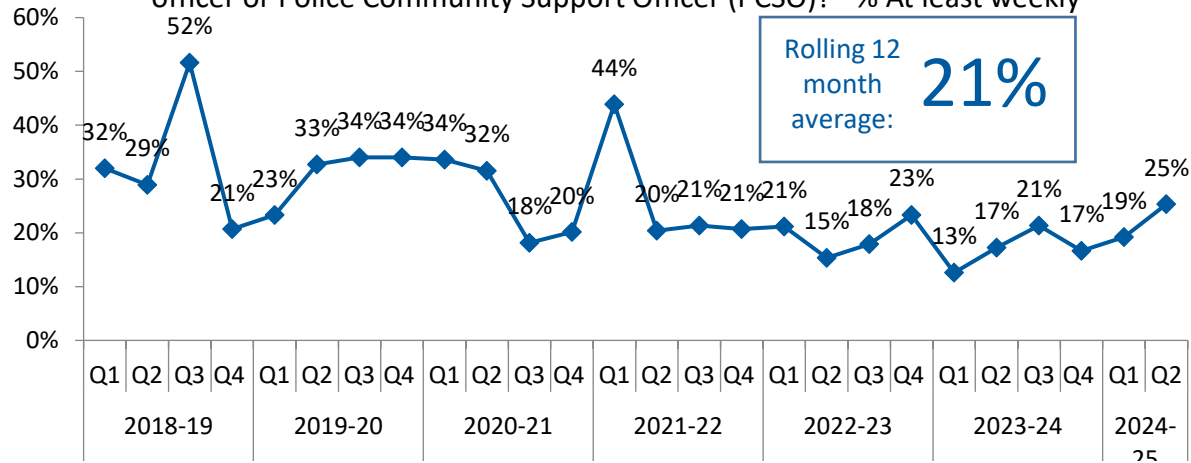


\*Don't know option has been excluded from calculation to make question comparable to CSEW



# LPA Key Findings - South Worcestershire

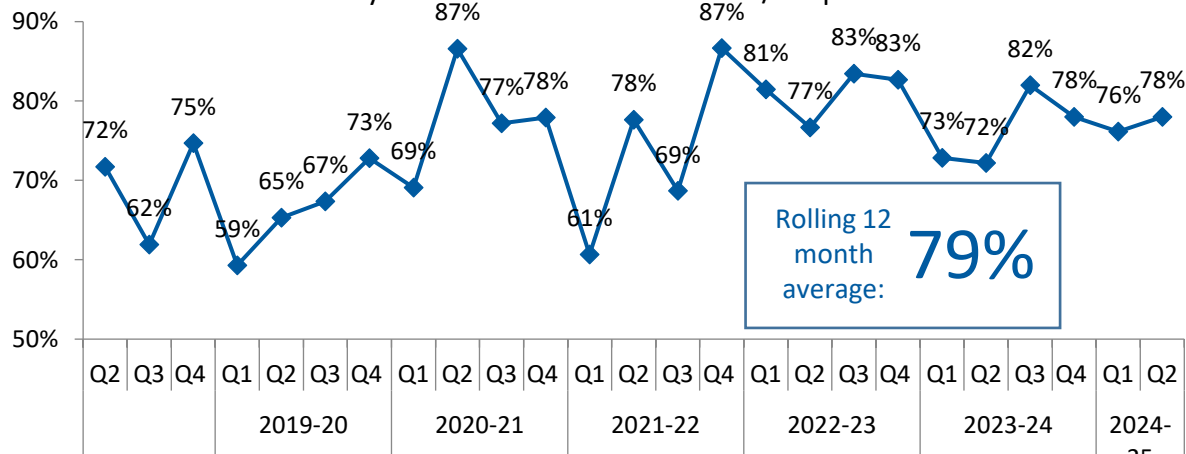
Thinking about your local area. How often would you say you see a police officer or Police Community Support Officer (PCSO)? - % At least weekly



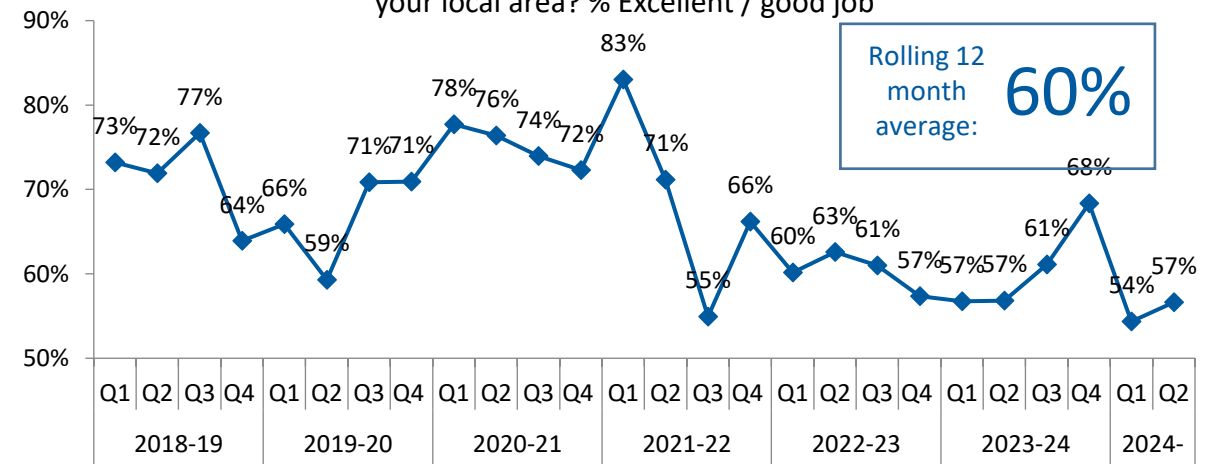
Overall, how well informed do you feel about what West Mercia Police is doing in your local area? - % Informed



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

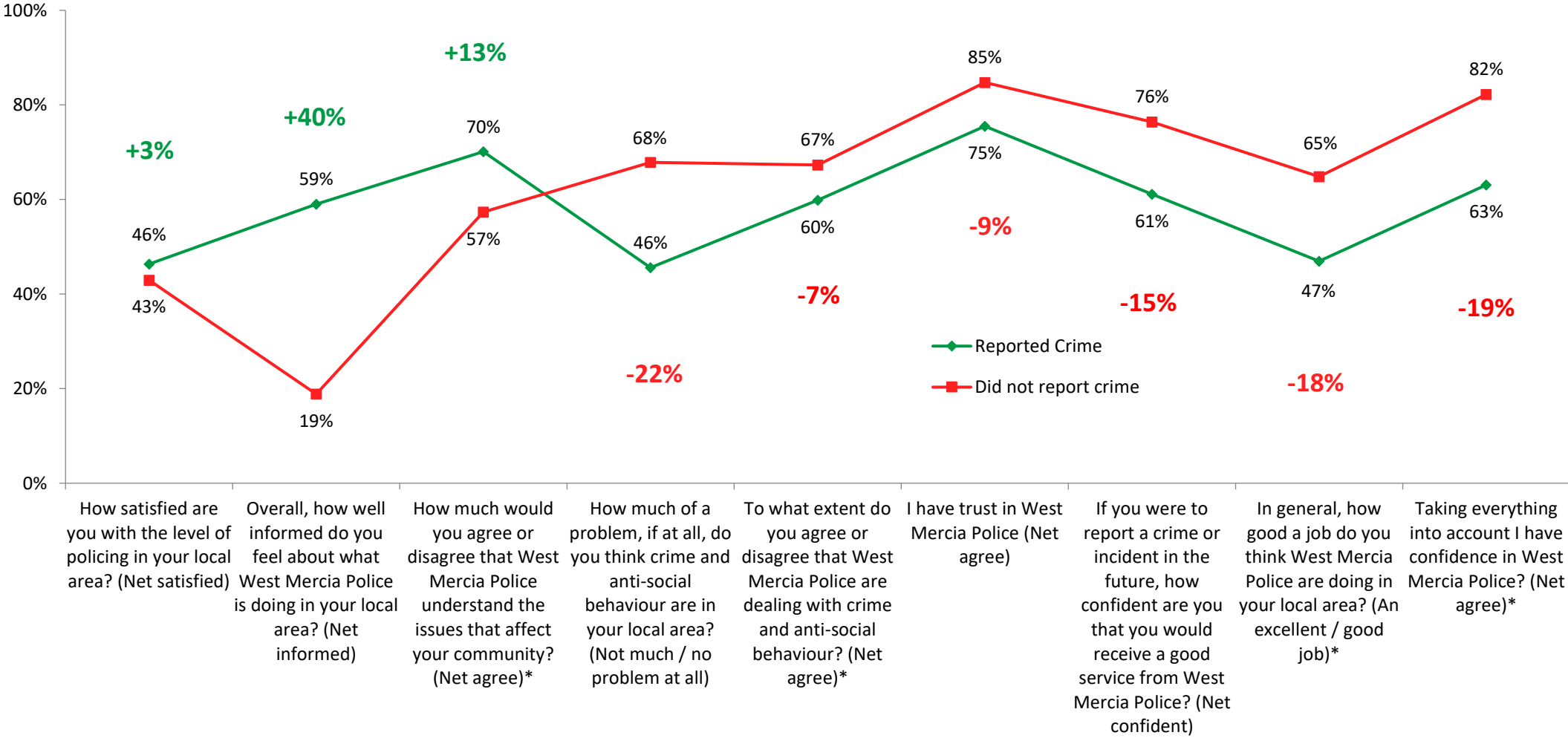


In general, how good a job do you think West Mercia Police are doing in your local area? % Excellent / good job



\*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 negative 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