



Thames Valley Police

Trust & Confidence Survey

March 2025

maru/

The experience & insights platform

Agenda

- ❖ Background, Methodology and Profile
- ❖ Overall Ratings
- ❖ Perceptions of Crime and Safety
- ❖ Perceptions of Effectiveness, impartiality & community
- ❖ Perceptions of Engagement
- ❖ Appendix

Background

Background

- ❑ Thames Valley Police (TVP) is the largest non-metropolitan force in the UK and in 2023 commissioned Maru to conduct a snapshot survey to gauge the level of Trust & Confidence of policing across the communities of the Thames Valley. Following the success of this study Maru was engaged to provide the first full **measurement of Trust and Confidence within the TVP Policing area**.
- ❑ Five domains of policing that influence the public's perceptions of police trustworthiness were identified and continue to be measured:
 - **Police effectiveness** (how well the police deal with specific types of crime);
 - **Police fairness** (the extent to which the police treat the public with fairness, dignity and respect);
 - **Levels of community engagement** (how to police interact and listen to the community, whether the public feel they have a voice and are listened to);
 - **Levels of disorder** (perceptions of the level of disorder and anti-social behaviour in an individual's local area).
 - **Personal levels of trust in the police and feeling safe**

Methodology

What did we do?

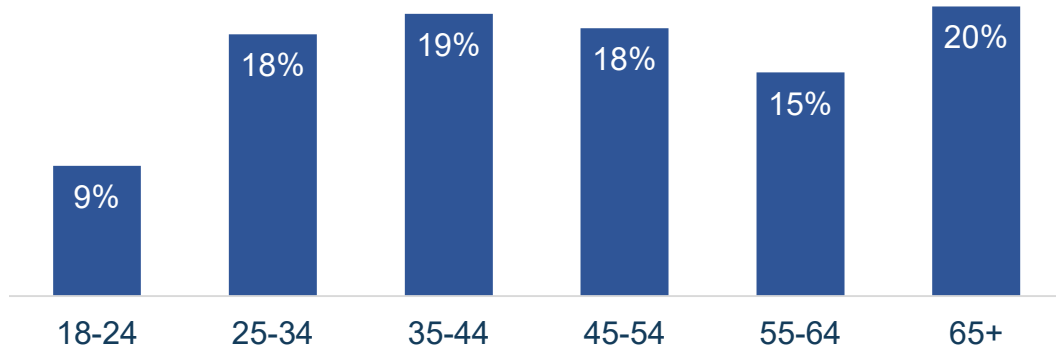
- ❑ Working with the TVP team, the snapshot survey was redesigned to reflect measures supporting their Trust & Confidence model and for trending longer term.
- ❑ Applying Maru/Blue nationally representative sample of people living across the 5 Local Command Units (LCUs), the online survey was completed by 2500 TVP residents. The sample plan agreed with TVP ensured the % of completed surveys per LCU was comparative to the % of population.
- ❑ To enhance the accuracy of representation, the collected data was weighted at the LCU level using interlocking population data from the Office for National Statistics, specifically focusing on age, gender, and ethnicity demographics for each area. Each individual response was assigned a weighting to account for any over- or underrepresentation of these demographic groups within the sample
- ❑ Responses were collected 11th September to 7th October 2024. The following slides detail the overall weighted findings of this research. All rating data reported throughout this document refers to top 2 box scores except where specified.

	Number of completes	Number of completes: Weighted
TVP Overall	2500	2359

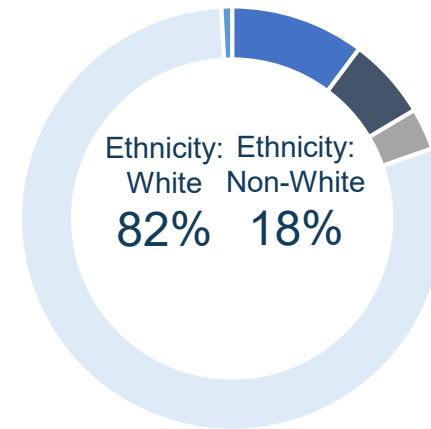
Resident profile

Who did we speak to?

Age & Gender

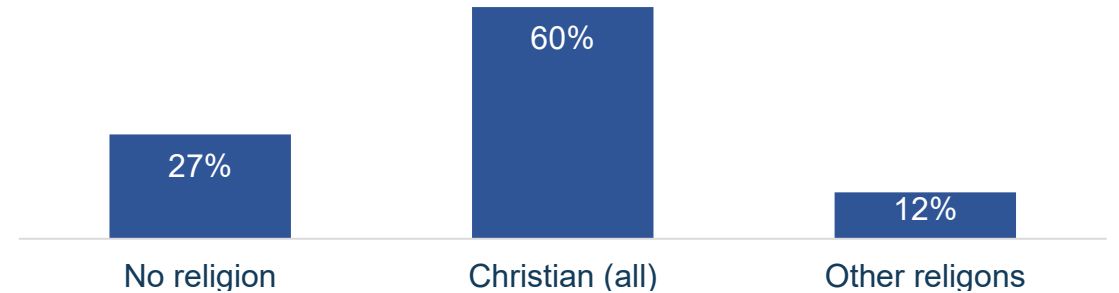


Ethnicity & Religion



- Asian or Asian British
- Black, Black British, Caribbean or African
- Mixed or multiple ethnic groups
- Other ethnic group (Including Arab, Any other ethnic group)

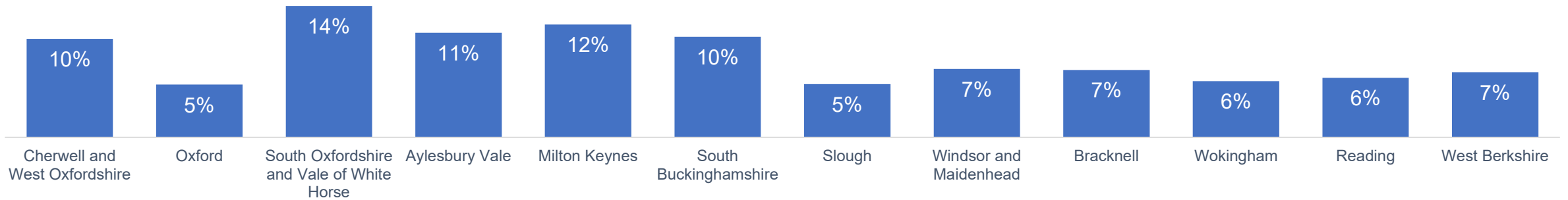
Weighted Sample:
2359



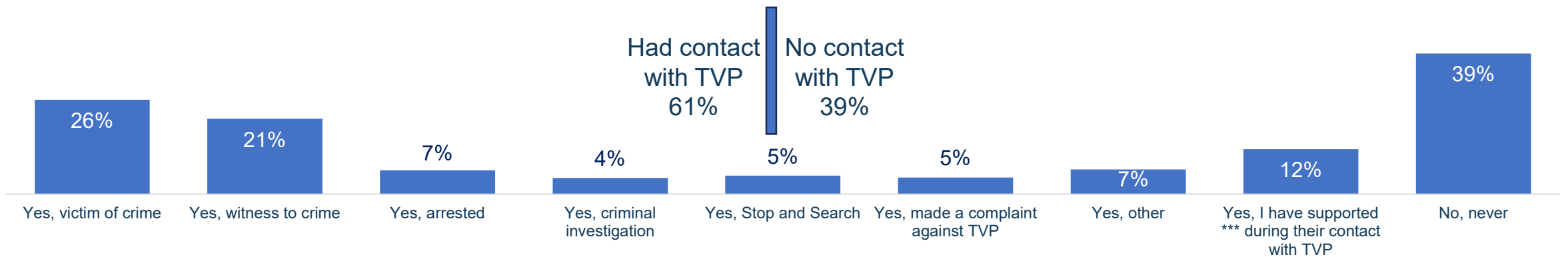
Resident profile

Who did we speak to?

Local Area



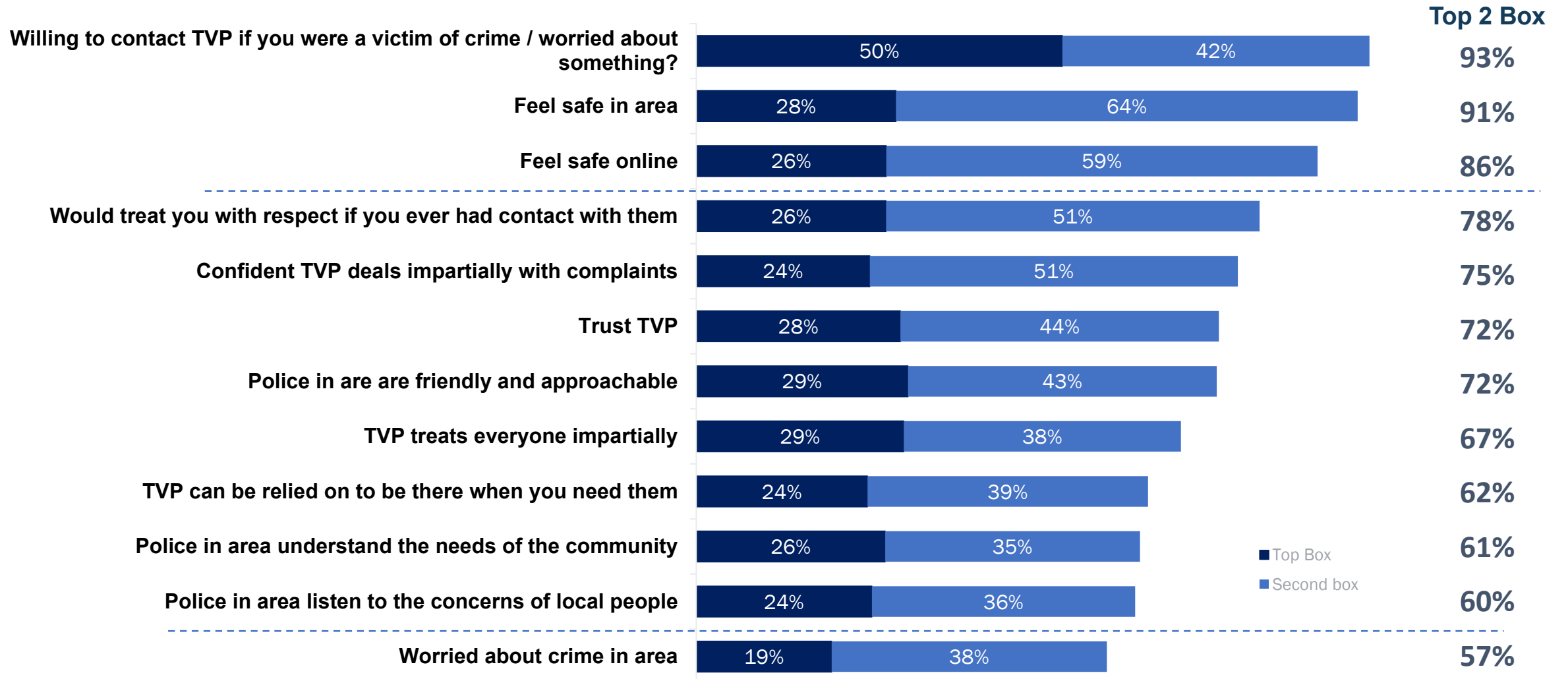
Contact with TVP



Overall Ratings

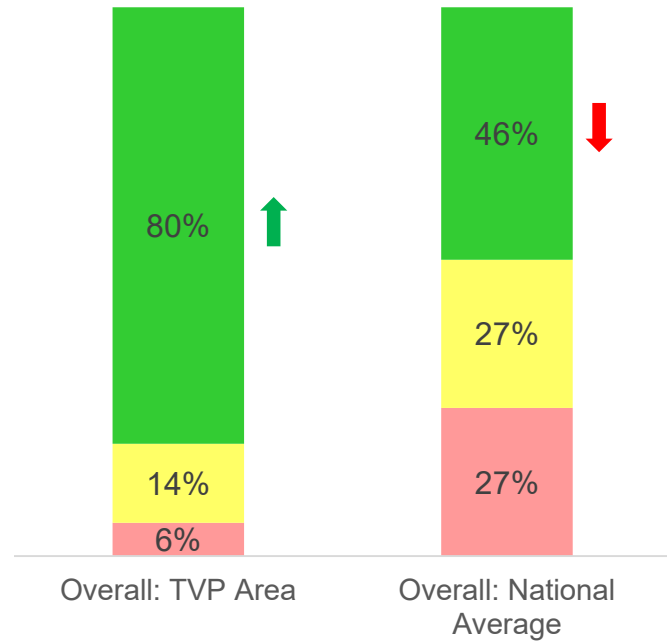
9 in 10 are willing to contact TVP and feel safe both in their area and online however 2 in 3 remain worried about crime, with 1 in 5 stating they feel ‘very worried’.

All Rating Metrics - Ranked



While most TVP area residents trust TVP as an organisation, sentiment for UK policing nationally is more divided. Continually communicating how TVP plans to tackle violent crime and deal with any cases of police misconduct can help sustain trust in Thames Valley Police.

Trust in Thames Valley Police (TVP sample) vs Trust in UK Police Force (UK Omni National Sample)



■ T2B (Strongly agree / tend to agree)
■ Middle Box
■ B2B (Strongly disagree / tend to disagree)

How would you say this trust in the police has changed over time? (UK Omni National Sample)

■ It's got better
 ■ It's about the same
 ■ It's got worse
 ■ Prefer not to say



Issue	Feedback	Issue	Feedback	Issue	Feedback
Not enough focus on violent crime and burglaries	<i>They spend all their time on motorists, keyboard warriors etc (easy targets). No chance in them sorting out the knife crime, paedophiles, rapists, murderers, robbers, muggers, blatant drug dealing, anti social behaviour etc etc etc.....</i>	News stories of police misconduct and corruption	<i>Continually seeing and hearing of corruption and botched police activity erodes my trust in the force.</i>	Lack of police visibility and resources	<i>The police as a whole in UK doesn't have enough police officers to cope with the needs</i>
	<i>I still believe in the police but all the negative reports over the last few years, the increase in anti social behavior, and the failure to tackle knife crime has affected my opinion slightly.</i>		<i>We keep hearing of events happening in the force and that has only been those uncovered or made public</i>		<i>No police presence in small towns and sometime police office closed.</i>
	<i>They don't even come out to burglaries, they just give you a crime reference number ... It seems to be that all they are interested in is catching motorists.</i>		<i>Many examples of institutional racism and sexism within the police force.</i>		<i>they don't have the resources, they are unable to respond in a timely manner, unable to attend break ins, very little police presence in smaller suburbs, so people don't see them about</i>

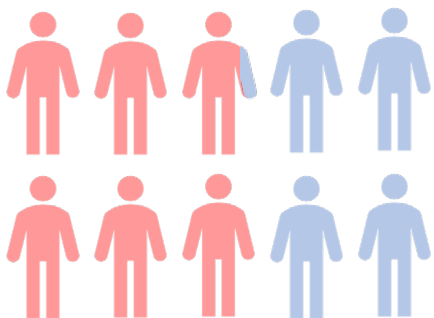
Perceptions of Crime and Safety

While most residents feel safe in their local area, 3 in 5 remain concerned about crime, with Anti-Social Behaviour being the top concern for 2 in 5 residents.

Although **9* in 10** feel **safe** in their local area, **6* in 10** are still **worried** about local crime

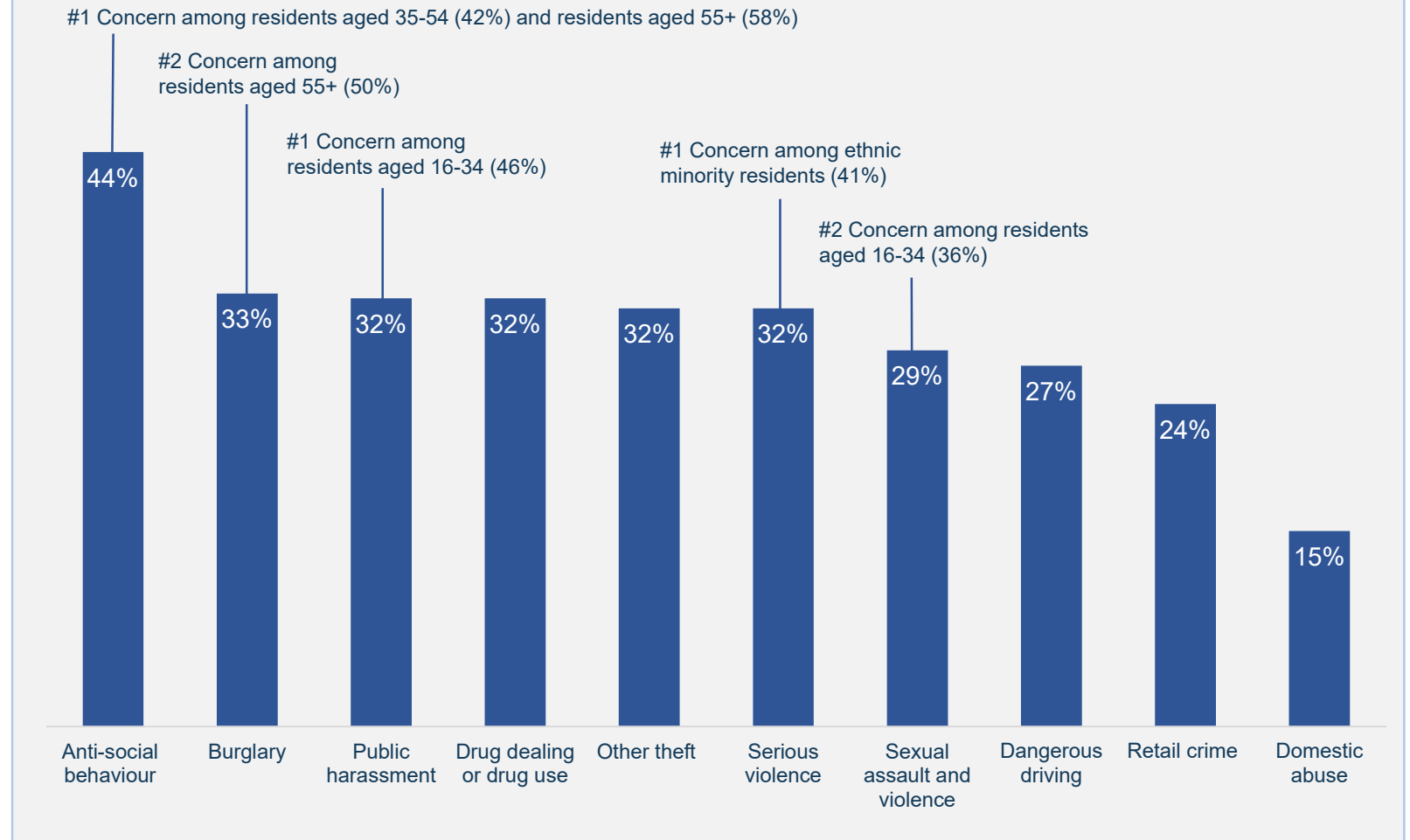


*91% report feeling very or fairly safe in their local area



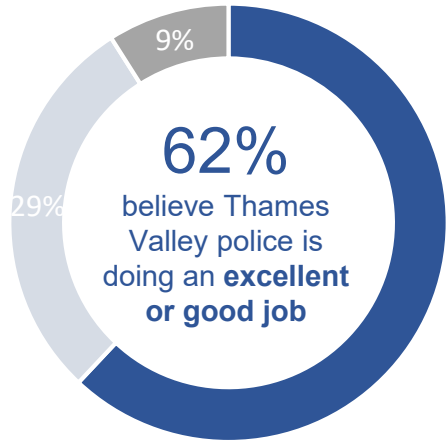
*57% report feeling very or fairly worried about crime in their area

Types of crime driving residents' fears

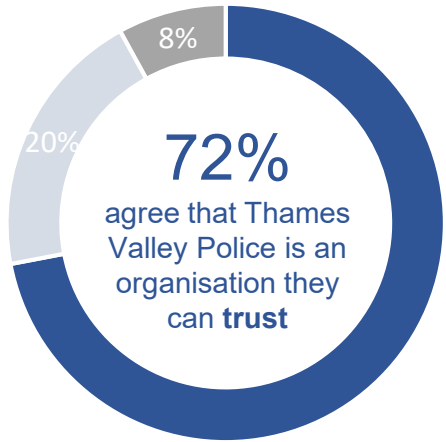


Perceptions of Effectiveness, Impartiality & Community

While residents agree that TVP are friendly, approachable, and respectful, opinions are more mixed regarding their effectiveness in preventing crime and their understanding of local community needs and concerns



- Excellent or good
- Fair
- Very poor or poor



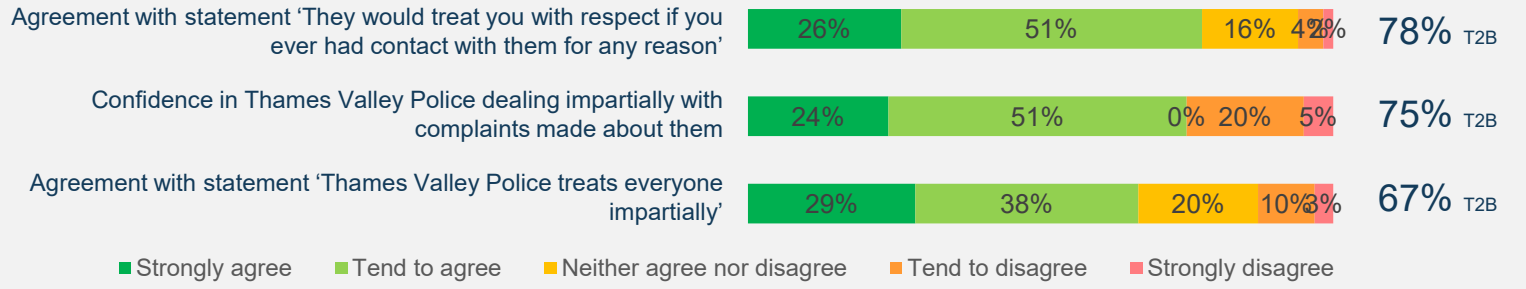
- Strongly agree or tend to agree
- Neither agree nor disagree
- Strongly disagree or tend to disagree



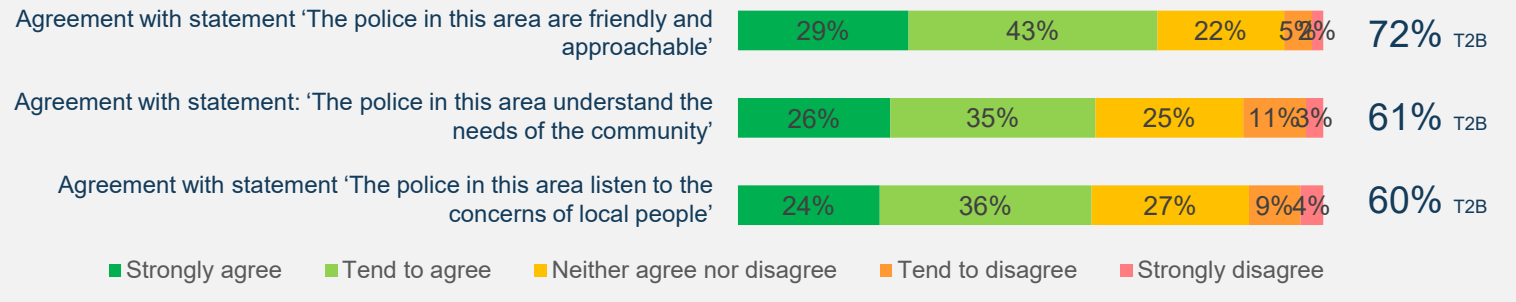
Effectiveness



Impartiality

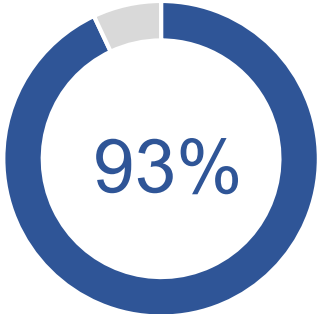


Community

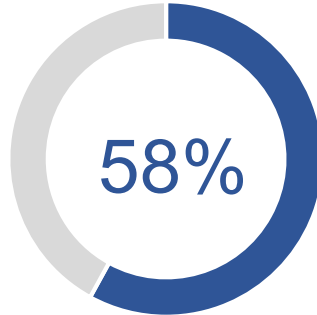


Perceptions of Engagement

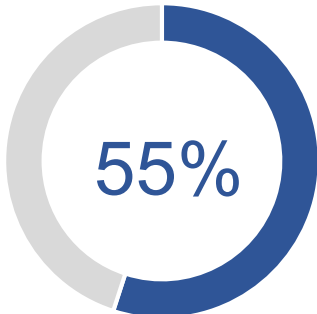
Most residents want to see more engagement from Thames Valley Police in their local area and would support the organisation in using emerging technologies, especially for police patrolling.



of residents are either very or fairly willing to contact the police if they were a victim of a crime or if they were worried about something



of residents feel either very or fairly well informed of Thames Valley Polices activities in their local area



of residents on average see police patrolling in their local area either monthly or more often



94% of residents would like to **see more engagement from Thames Valley Police** in their local area. Visible patrols, visits to community spaces/events and social media posts are the preferred forms of engagement.



I would like to see more visible patrols	61%
I would like to see more police visits to community spaces and	45%
I would like to see more posts by the local police on social media	39%
I would like to receive more Thames Valley Alerts	28%
I would not like to see more engagement from TVP in my local area	6%
Yes, other (please specify)	1%

96% of residents support **Thames Valley Police using either one or more of the following emerging technologies**. Police recorded crime data for patrolling and facial recognition tech to help identify suspects are the most accepted use cases.



Using police recorded crime data to help determine where officers patrol	71%
Using facial recognition tech to help identify suspects	67%
Using live facial recognition tech to monitor public spaces to identify 'watchlist' matches	52%
The deployment of aerial drones as first responders to support ongoing incidents	48%
Using electronic databases to store information on individuals and to share these data with other agencies e.g. health, social care etc.	44%
Applying algorithms to data to inform police risk assessments and decision-making	36%
None of these	4%

Appendix

Weighting explained

Weighting in data refers to the process of adjusting the influence of different data points to correct for overrepresentation or underrepresentation of certain groups within a dataset. This is often done when certain demographic groups, such as age, gender, or ethnicity, are not proportionally represented compared to the population being studied.

Below is a short summary of how it works:

- ❑ **Purpose:**

Weighting ensures that the sample more accurately reflects the population. It helps eliminate bias caused by unequal representation of certain groups.

- ❑ **Process:**

Data points are assigned a "weight," which is a multiplier that adjusts for underrepresented or overrepresented groups. For example, if a certain age group is underrepresented, responses from that group may be given more weight in the analysis.

- ❑ **Application:**

Weighting is typically used in survey research, market research, and statistical analysis where sample data is adjusted to mirror the population more accurately.

- ❑ **Result:**

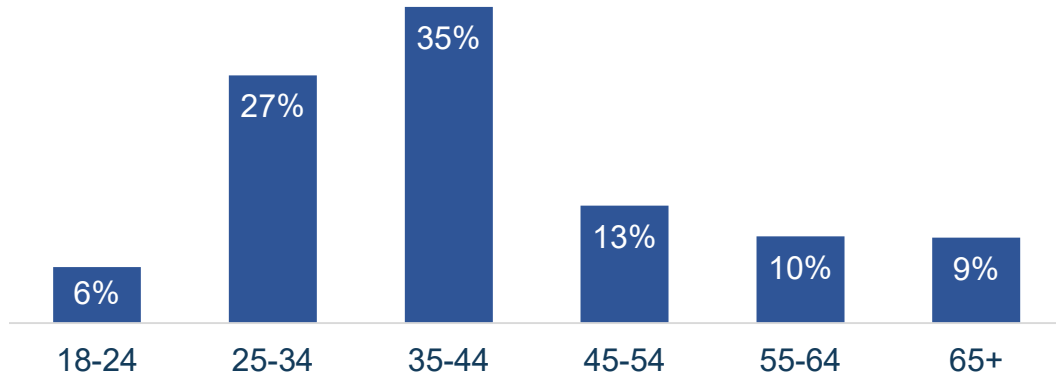
After weighting, the data better reflects the actual demographic distribution, leading to more reliable and valid results.

In short, weighting corrects for any sample biases to ensure that the conclusions drawn from the data are more representative of the entire population. The following 5 slides detail the weighting applied to each LCU.

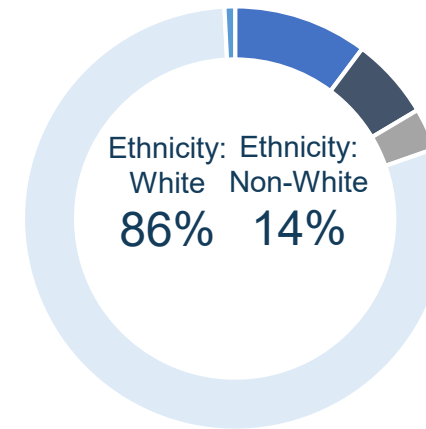
Resident profile: unweighted

Who did we speak to?

Age & Gender



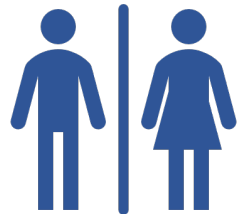
Ethnicity & Religion



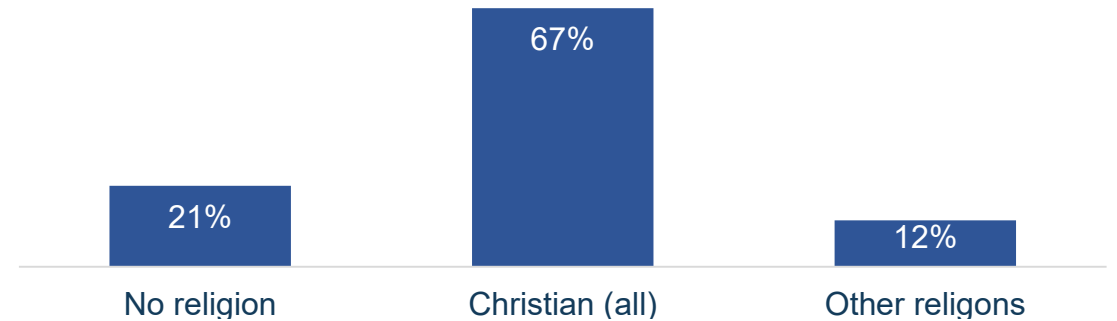
- Asian or Asian British
- Black, Black British, Caribbean or African
- Mixed or multiple ethnic groups
- Other ethnic group (Including Arab, Any other ethnic group)

Sample:
2500

Men:
62%



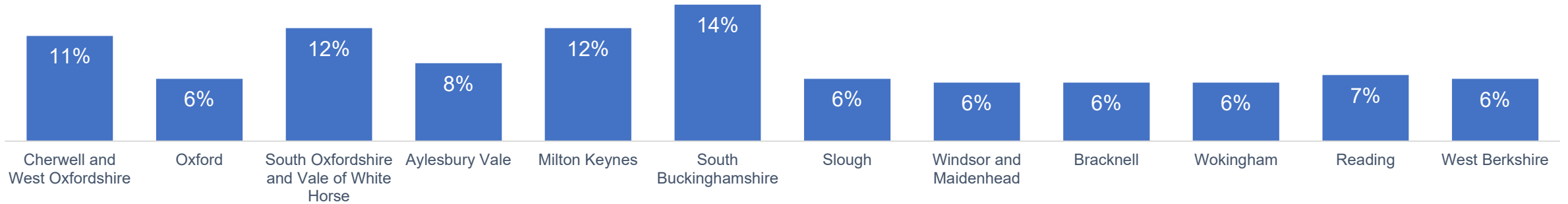
Women:
38%



Resident profile: unweighted

Who did we speak to?

Local Area



Contact with TVP

