

Quarterly Executive Report · Q2 2026

Staffordshire Police



Your Team

Engagement Expert

Natalie Parry

Your main point of contact, driving value for your team here at Zencity



Account Director

Jake Slack

Here to work with your team on all commercial aspects of your relationship



350+ agencies partner with Zencity to power the work of government with **community voices**

“If we are not measuring what the public thinks on city services we are simply not doing our job.”

Isaac Tawil, City Manager
City of McAllen TX



Ministry of Housing,
Communities &
Local Government



City of Phoenix



City of
Philadelphia

Trust in Policing and Government is at **historic lows**



1 in 2

People in UK say the
Police do a Good or
Excellent Job

ONS Data (Year ending March 2025)



41% Women

Say that Police don't treat
harassment or VAWG
seriously

Zencity June 2025 VAWG Pulse
Report

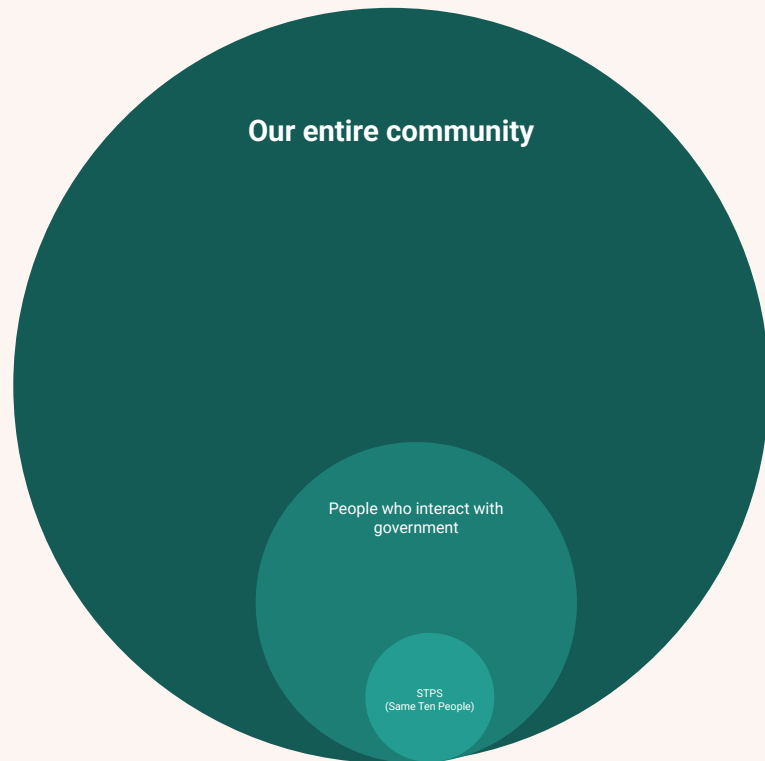


47% Trust

Their local authorities to act in
best interest of people in local
area

Local Gov Information Unit (LGIU)

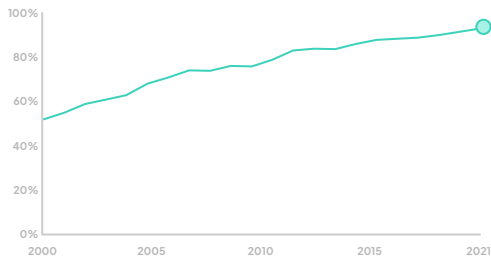
Who are we looking to hear from?



Meet people where **they are**

>95%

of UK adults use
the internet



7hr

Average daily screen
time

100X

UK smartphone users
check their phone
100x a day



Methodology

Sample

3,659 respondents were recruited online between **April 2026** – **June 2026** using targeted ads on various platforms (e.g., social media, apps for Android and IOS) as well as online survey panels. Using data from the **UK Census**, this survey employed quotas to match the distribution of **ethnicity**, **age**, and **gender** in the UK, ensuring that the sample represents the entire population of the area.

Weighting

To make sure our sample is representative, a technique called **rake-weighting** was used to balance out any remaining differences between the makeup of the survey respondents and the community. This process serves as a **statistical safeguard** against any demographic group being overrepresented or underrepresented in the final score calculations by giving **overrepresented groups a lower weight** and **underrepresented groups a higher weight** in the analysis.

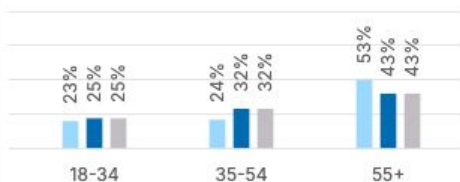
Sample Demographics

Key

- **Unweighted demographics** – What we collected, without adjustments.
- **Weighted demographics** – Our sample, adjusted to be representative of the population.
- **Population demographics** – The demographics of the 18+ population.

Percentages exclude respondents who did not report the specified demographic characteristic

Age



Gender



Ethnicity



Key Strategic Strengths



64%

Respect

64% of residents rate respect positively — one of the strongest aspects this quarter.



62%

Confidence

62% of residents rate confidence positively — one of the strongest aspects this quarter.



77%

Willingness to contact

Highest-rated measure this quarter — “How willing would you be to contact the police if you were a...”.

- Black residents rate confidence well above average (81%, 19 pts above average).
- Female residents rate respect well above average (68%, 5 pts above average).
- Residents in Stoke-On-Trent South rate voice well above average (62%, 2 pts above average).

Challenges & Opportunities

40%

Engagement

40% of residents rate engagement positively — one of the lowest aspects this quarter.

30%

Transparency

30% of residents rate transparency positively — one of the lowest aspects this quarter.

-7pts

Confidence

the biggest of several drops from May 2026 to June 2026; Respect (-5) and Fairness (-5) also fell.

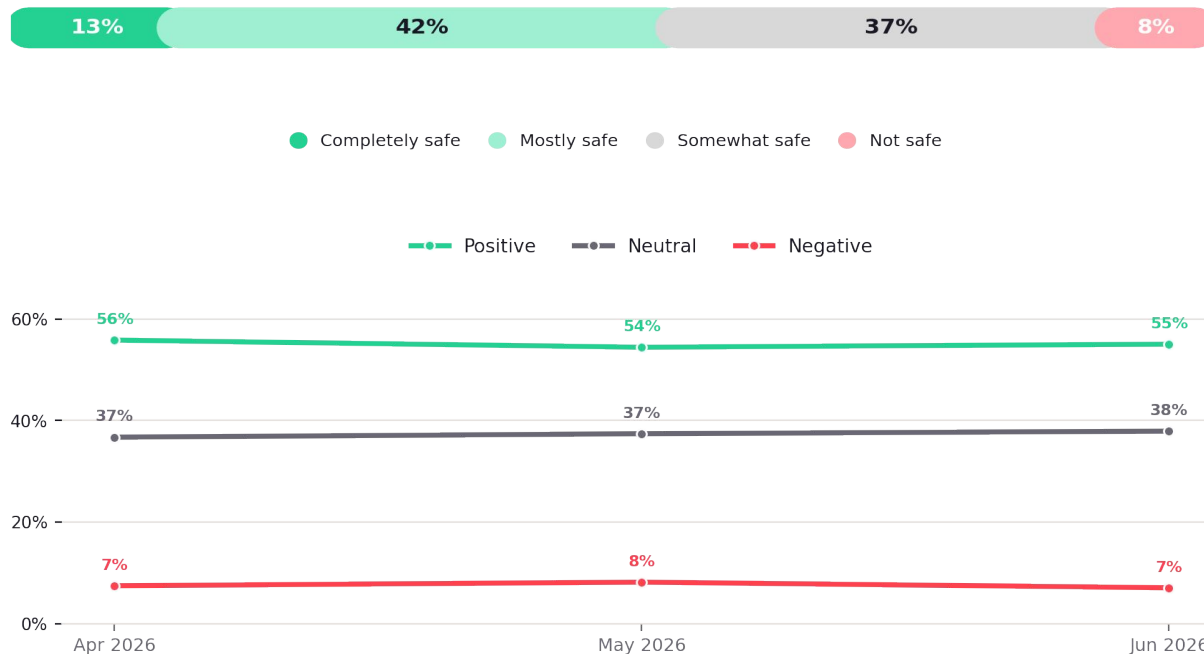
- Residents in Staffordshire Moorlands rate transparency well below average (25%, 5 pts below average).
- 55+ residents rate engagement well below average (29%, 11 pts below average).
- Male residents reported the steepest drop in confidence ratings (-12 pts from May 2026 to June 2026, now 53%).

SAFETY

How residents rate this aspect over time

Key takeaway

- Across the quarter, 55% of residents rate safety positively (37% neutral, 8% negative).



Questions in this aspect

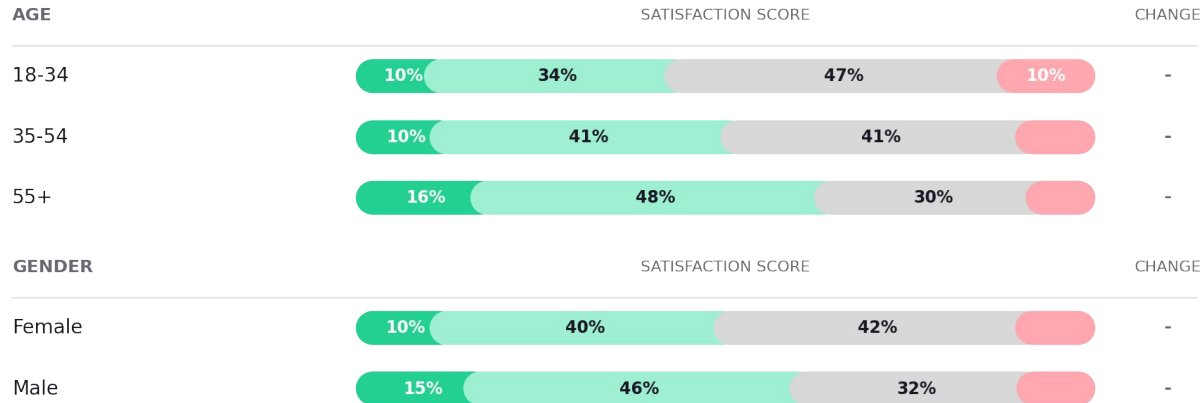
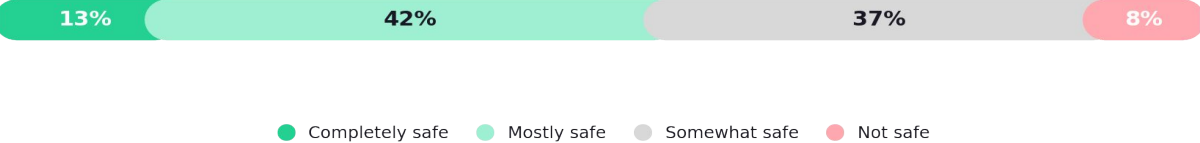
- When it comes to the threat of crime, how safe do you feel in your neighbourhood?

SAFETY

By age and gender

Key takeaway

- By age, 55+ residents are most positive (64%) and 18–34 least (43%).
- Male residents rate safety higher (61%) than female residents (50%).



Questions in this aspect

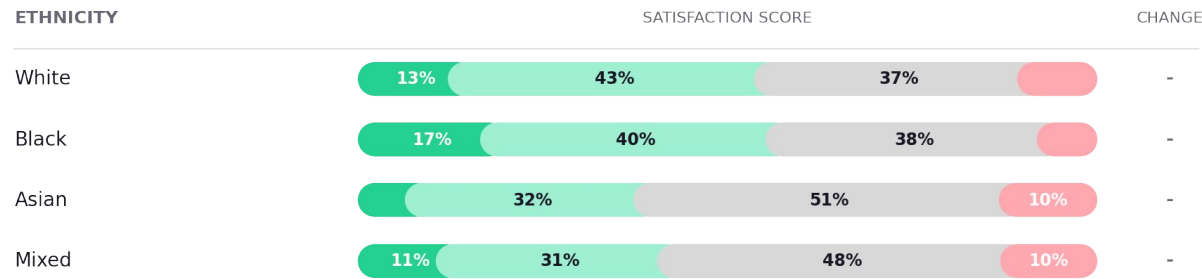
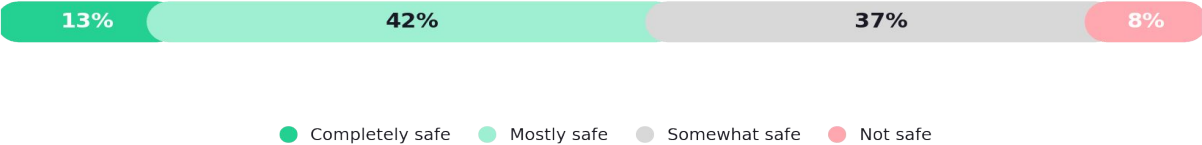
- When it comes to the threat of crime, how safe do you feel in your neighbourhood?

SAFETY

By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (57%) and Asian residents least (39%).



Questions in this aspect

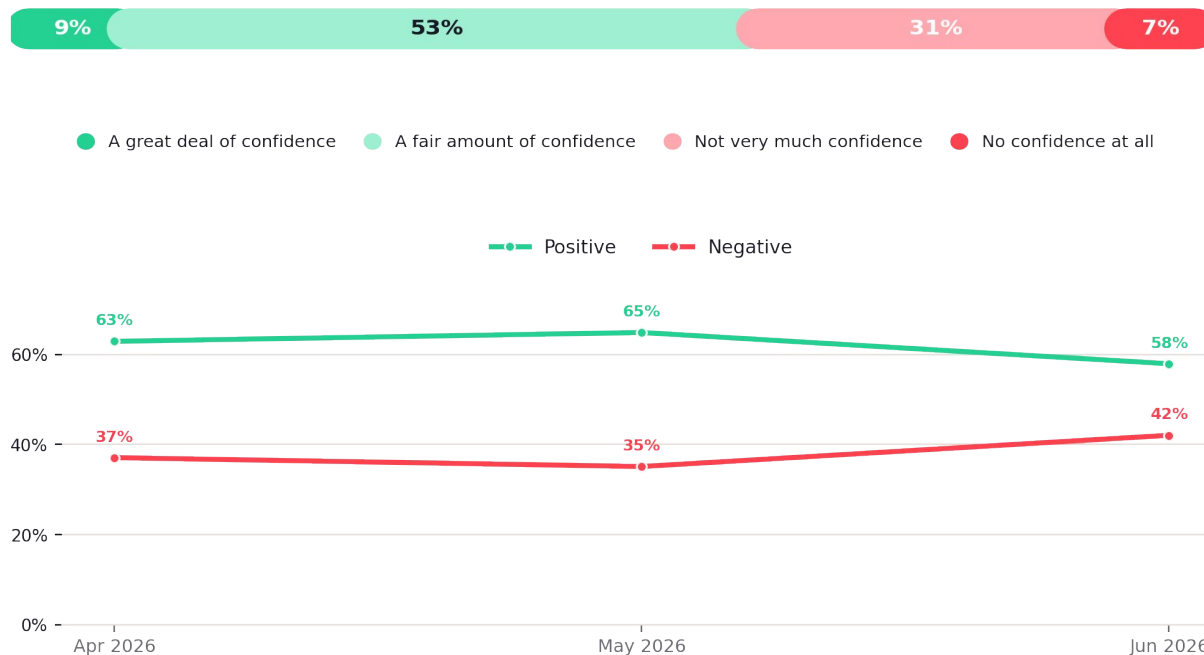
- When it comes to the threat of crime, how safe do you feel in your neighbourhood?

CONFIDENCE

How residents rate this aspect over time

Key takeaway

- Across the quarter, 62% of residents rate confidence positively (38% negative).
- Month to month it fell -7 points from May 2026 to June 2026.



Questions in this aspect

- Overall, how much confidence do you have in Staffordshire Police?

CONFIDENCE

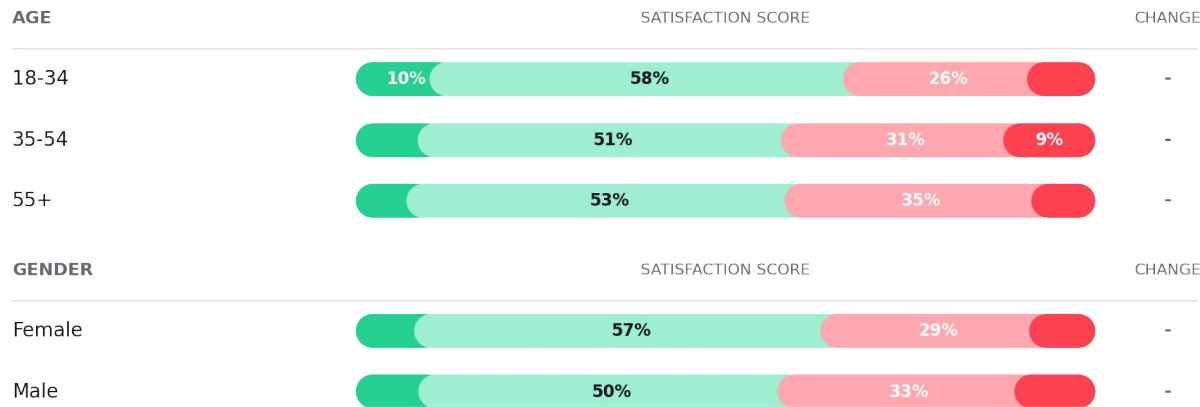
By age and gender

Key takeaway

- By age, 18–34 residents are most positive (68%) and 35–54 least (60%).
- Female residents rate confidence higher (65%) than male residents (59%).



● A great deal of confidence ● A fair amount of confidence ● Not very much confidence ● No confidence at all



Questions in this aspect

- Overall, how much confidence do you have in Staffordshire Police?

CONFIDENCE

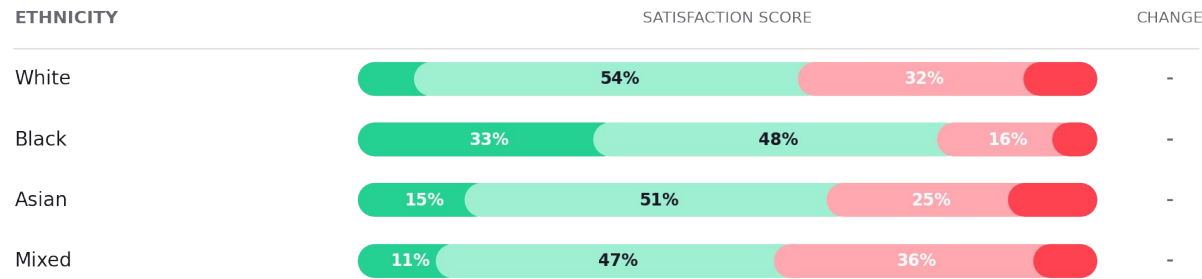
By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (81%) and Mixed residents least (58%).



● A great deal of confidence ● A fair amount of confidence ● Not very much confidence ● No confidence at all



Questions in this aspect

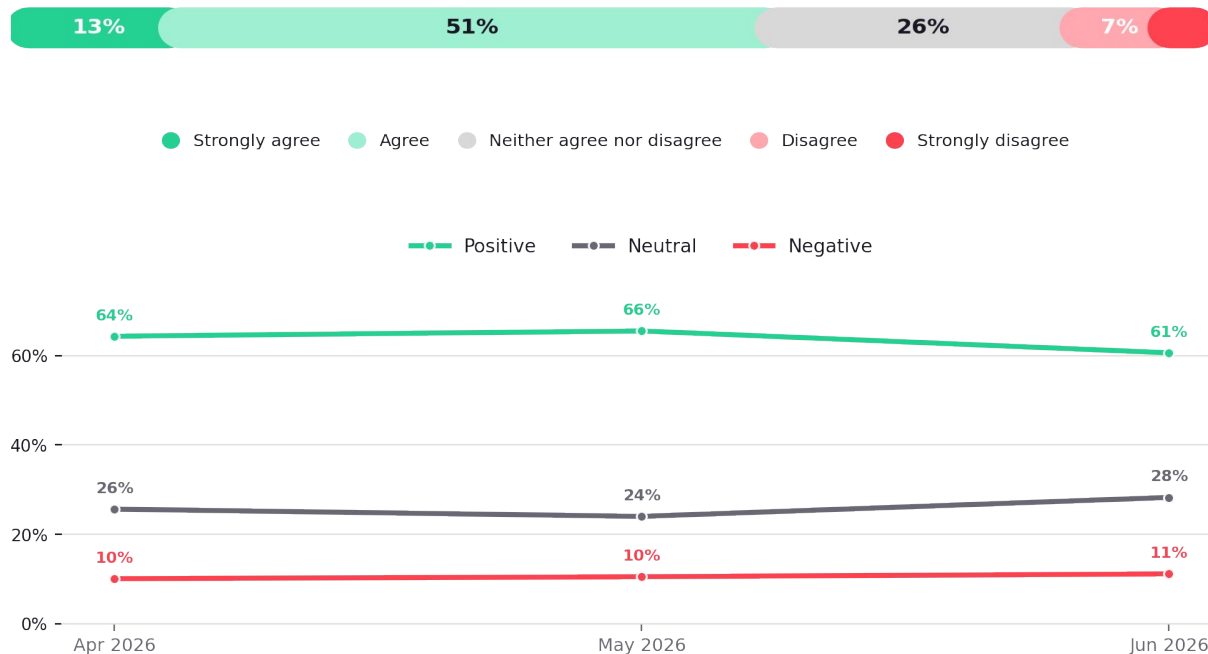
- Overall, how much confidence do you have in Staffordshire Police?

RESPECT

How residents rate this aspect over time

Key takeaway

- Across the quarter, 64% of residents rate respect positively (26% neutral, 11% negative).
- Month to month it fell -5 points from May 2026 to June 2026.



Questions in this aspect

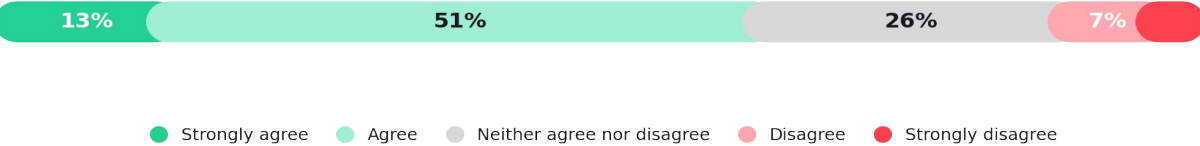
- Staffordshire Police treat local residents with respect.
- Staffordshire Police would treat you with respect if you had contact with them.

RESPECT

By age and gender

Key takeaway

- By age, 18–34 residents are most positive (67%) and 55+ least (61%).
- Female residents rate respect higher (68%) than male residents (59%).



AGE	SATISFACTION SCORE				CHANGE
18-34	17%	50%	21%		-
35-54	13%	51%	24%		-
55+	10%	51%	30%		-
GENDER	SATISFACTION SCORE				CHANGE
Female	13%	55%	23%		-
Male	13%	47%	28%		-

Questions in this aspect

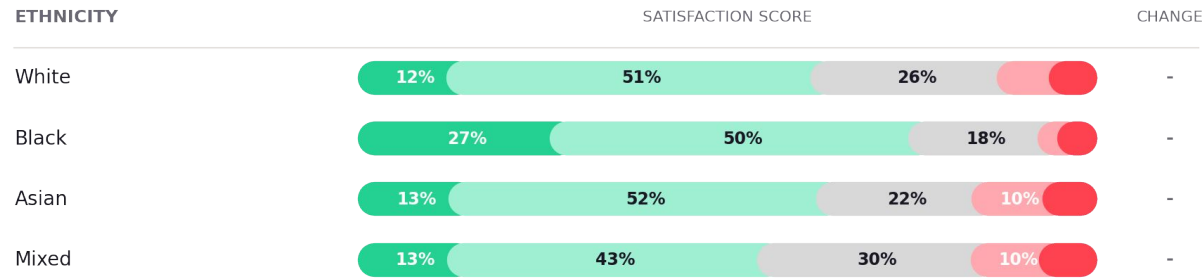
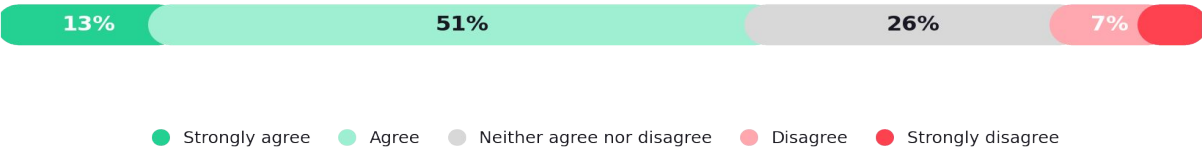
- Staffordshire Police treat local residents with respect.
- Staffordshire Police would treat you with respect if you had contact with them.

RESPECT

By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (77%) and Mixed residents least (56%).



Questions in this aspect

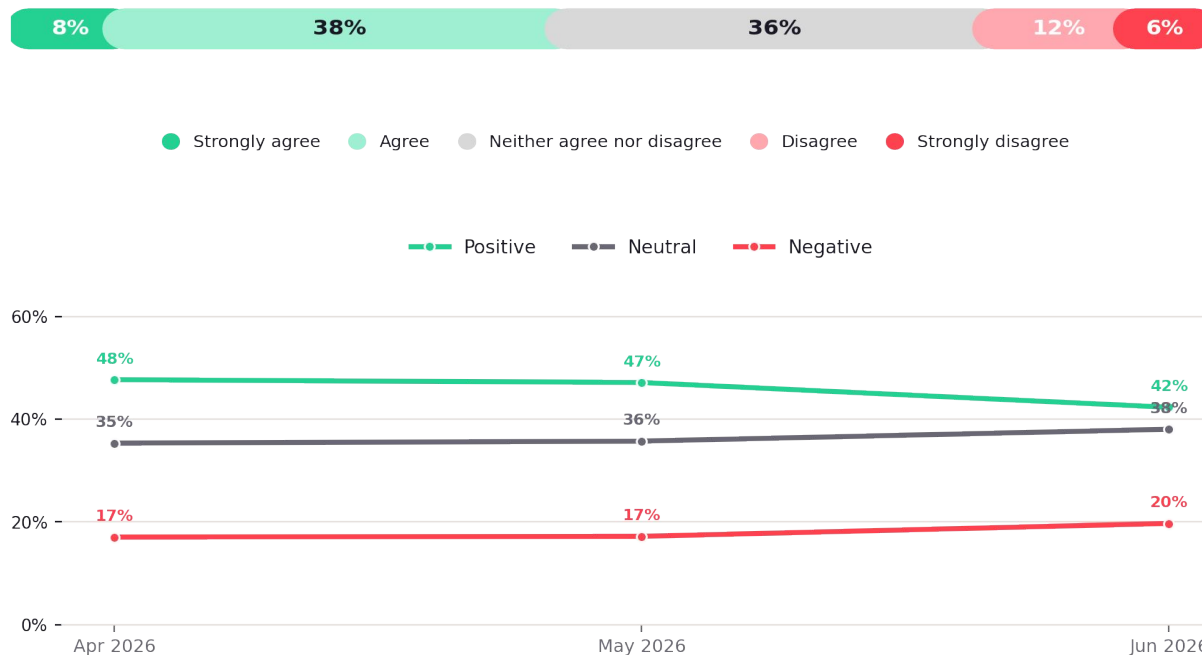
- Staffordshire Police treat local residents with respect.
- Staffordshire Police would treat you with respect if you had contact with them.

FAIRNESS

How residents rate this aspect over time

Key takeaway

- Across the quarter, 46% of residents rate fairness positively (36% neutral, 18% negative).
- Month to month it fell -5 points from May 2026 to June 2026.



Questions in this aspect

- Staffordshire Police treat everyone fairly regardless of who they are.
- Staffordshire Police provide the same quality of service to all individuals.

FAIRNESS

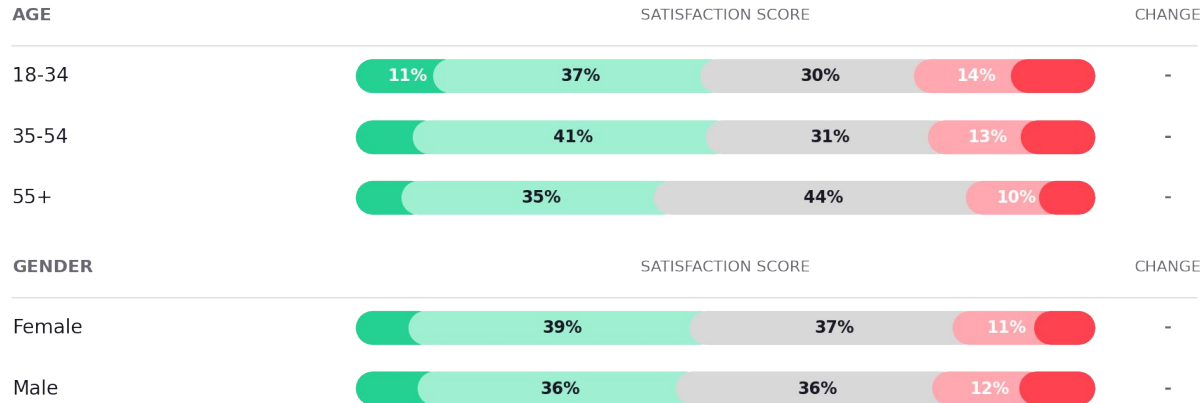
By age and gender

Key takeaway

- By age, 35–54 residents are most positive (49%) and 55+ least (42%).
- Female residents rate fairness higher (47%) than male residents (45%).



● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree



Questions in this aspect

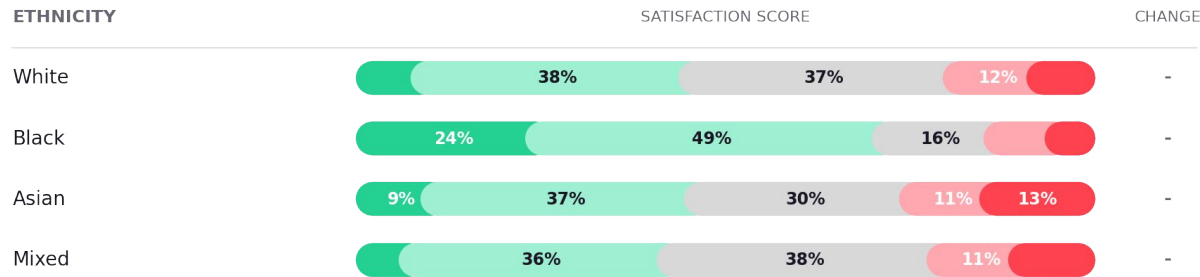
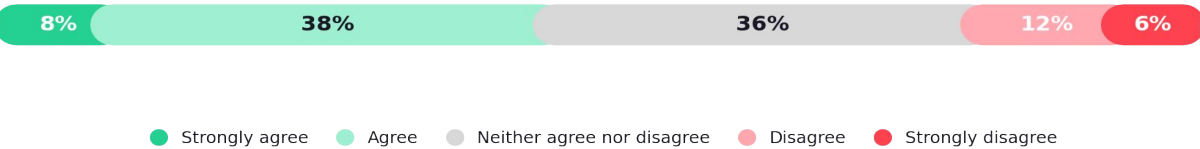
- Staffordshire Police treat everyone fairly regardless of who they are.
- Staffordshire Police provide the same quality of service to all individuals.

FAIRNESS

By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (72%) and Mixed residents least (42%).



Questions in this aspect

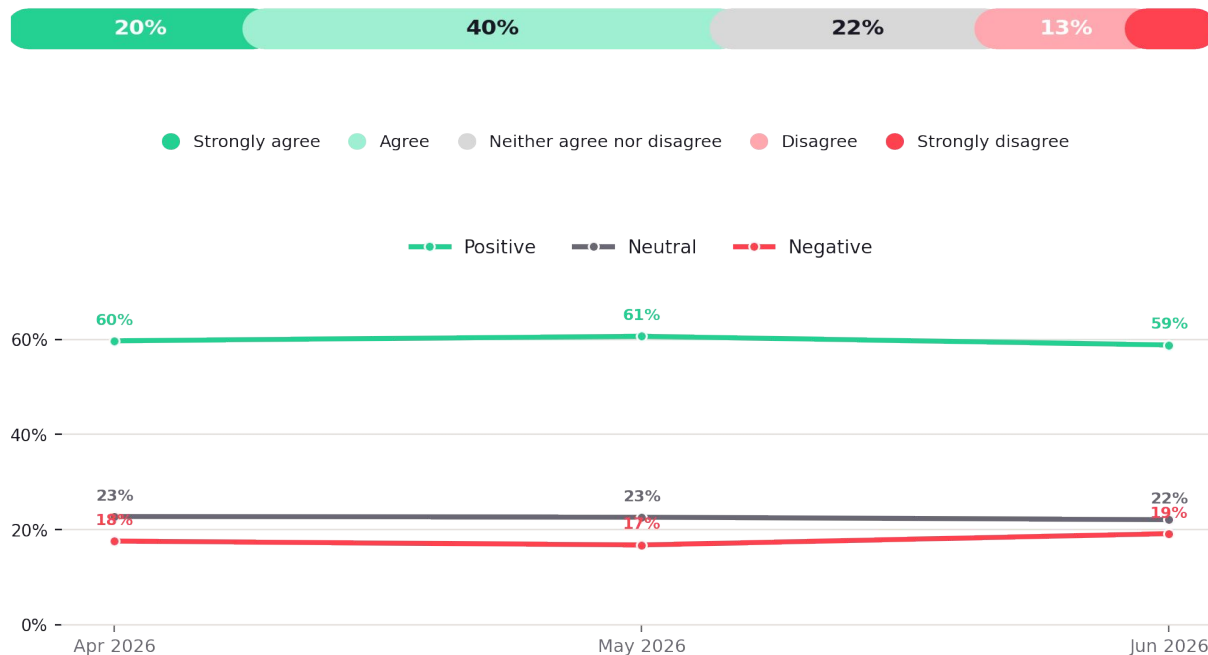
- Staffordshire Police treat everyone fairly regardless of who they are.
- Staffordshire Police provide the same quality of service to all individuals.

VOICE

How residents rate this aspect over time

Key takeaway

- Across the quarter, 60% of residents rate voice positively (22% neutral, 18% negative).
- Month to month it fell -2 points from May 2026 to June 2026.



Questions in this aspect

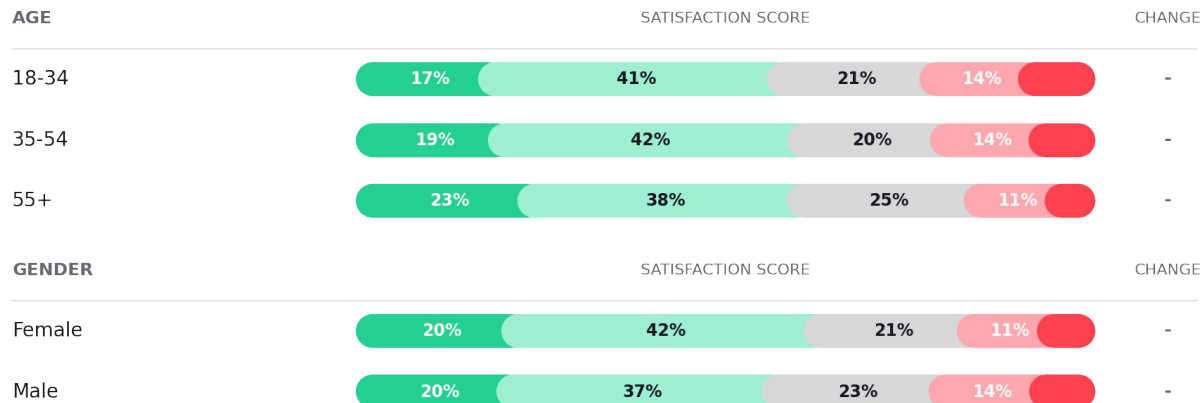
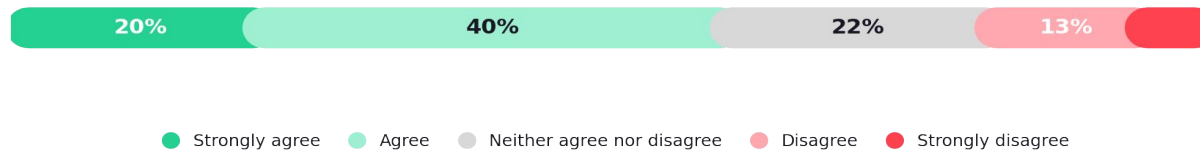
- Staffordshire Police are approachable.
- Staffordshire Police listen to and take account of the concerns of local residents.
- How willing would you be to contact Staffordshire Police if you were a victim of crime or worried about something?

VOICE

By age and gender

Key takeaway

- By age, 35–54 residents are most positive (61%) and 18–34 least (58%).
- Female residents rate voice higher (63%) than male residents (57%).



Questions in this aspect

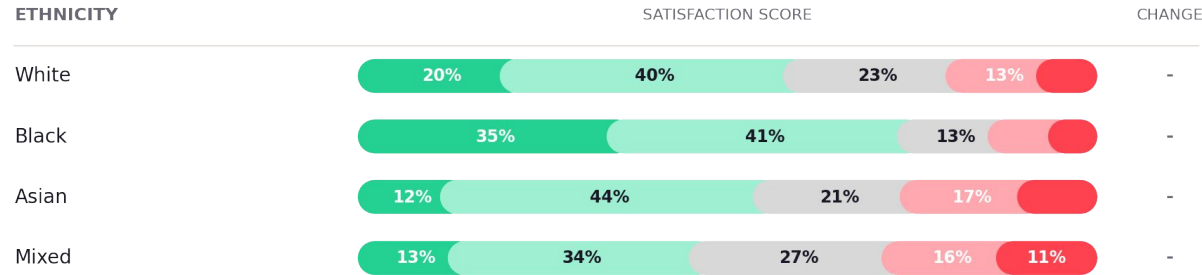
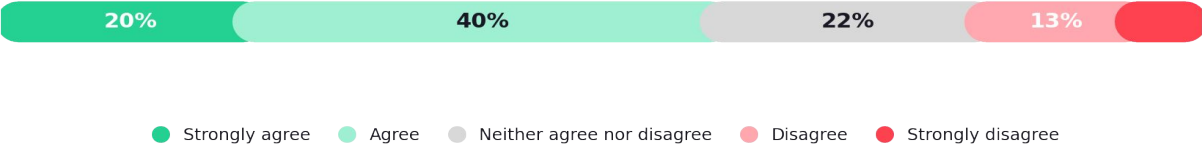
- Staffordshire Police are approachable.
- Staffordshire Police listen to and take account of the concerns of local residents.
- How willing would you be to contact Staffordshire Police if you were a victim of crime or worried about something?

VOICE

By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (76%) and Mixed residents least (46%).



Questions in this aspect

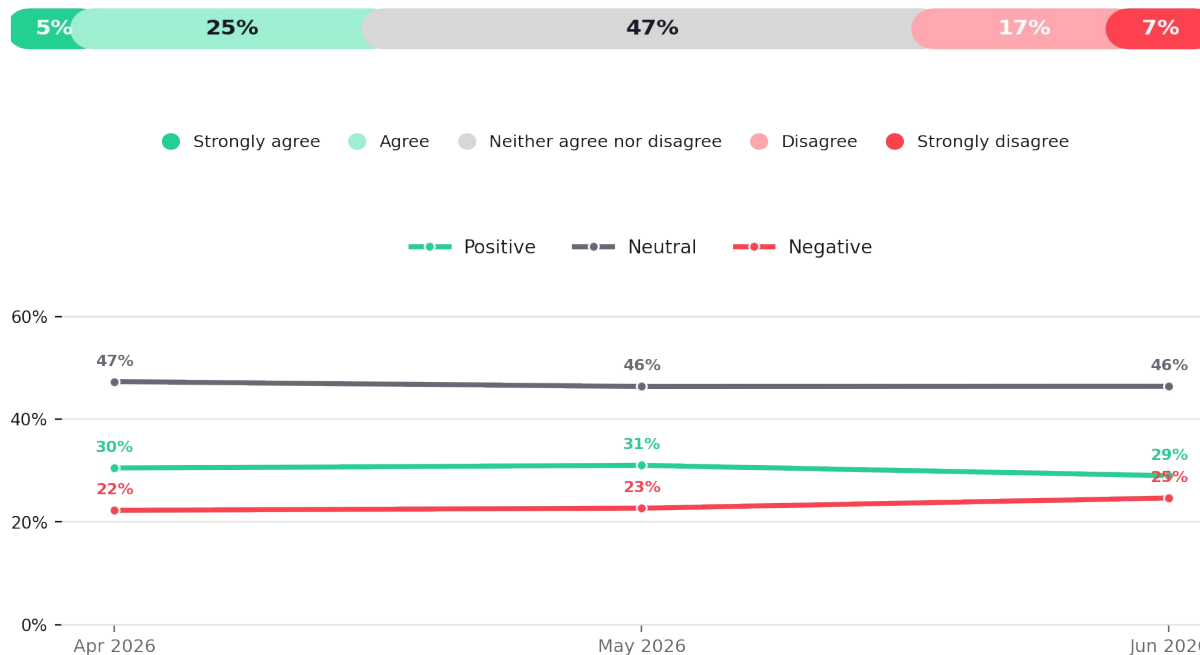
- Staffordshire Police are approachable.
- Staffordshire Police listen to and take account of the concerns of local residents.
- How willing would you be to contact Staffordshire Police if you were a victim of crime or worried about something?

TRANSPARENCY

How residents rate this aspect over time

Key takeaway

- Across the quarter, 30% of residents rate transparency positively (47% neutral, 23% negative).
- Month to month it fell -2 points from May 2026 to June 2026.



Questions in this aspect

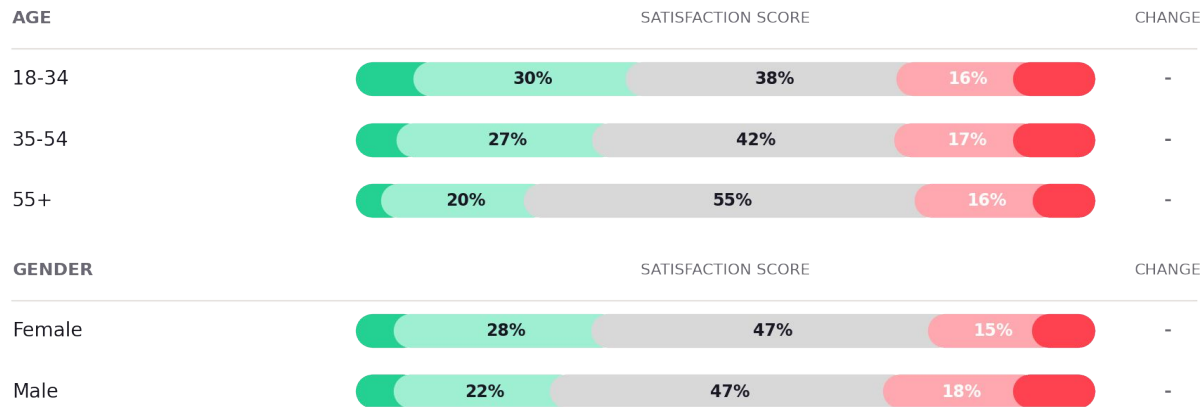
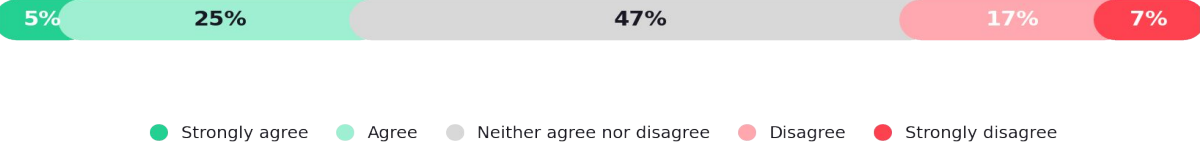
- Staffordshire Police is an open and transparent organisation.

TRANSPARENCY

By age and gender

Key takeaway

- By age, 18–34 residents are most positive (38%) and 55+ least (24%).
- Female residents rate transparency higher (33%) than male residents (27%).



Questions in this aspect

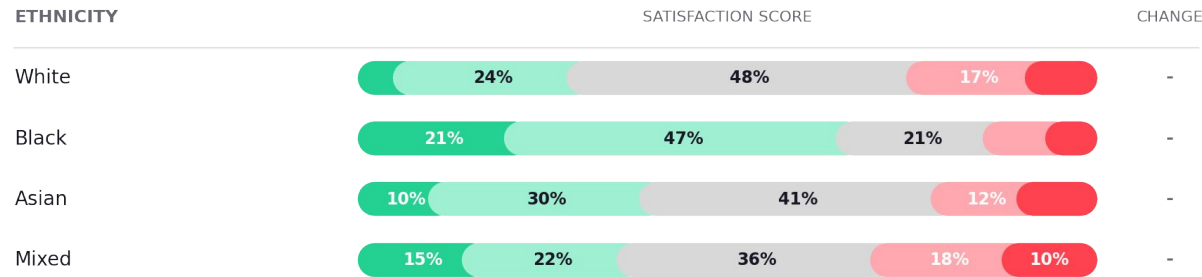
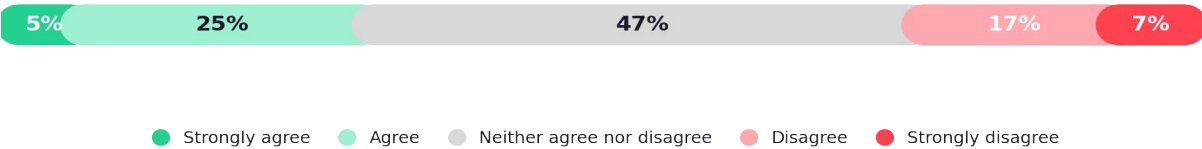
- Staffordshire Police is an open and transparent organisation.

TRANSPARENCY

By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (67%) and White residents least (29%).



Questions in this aspect

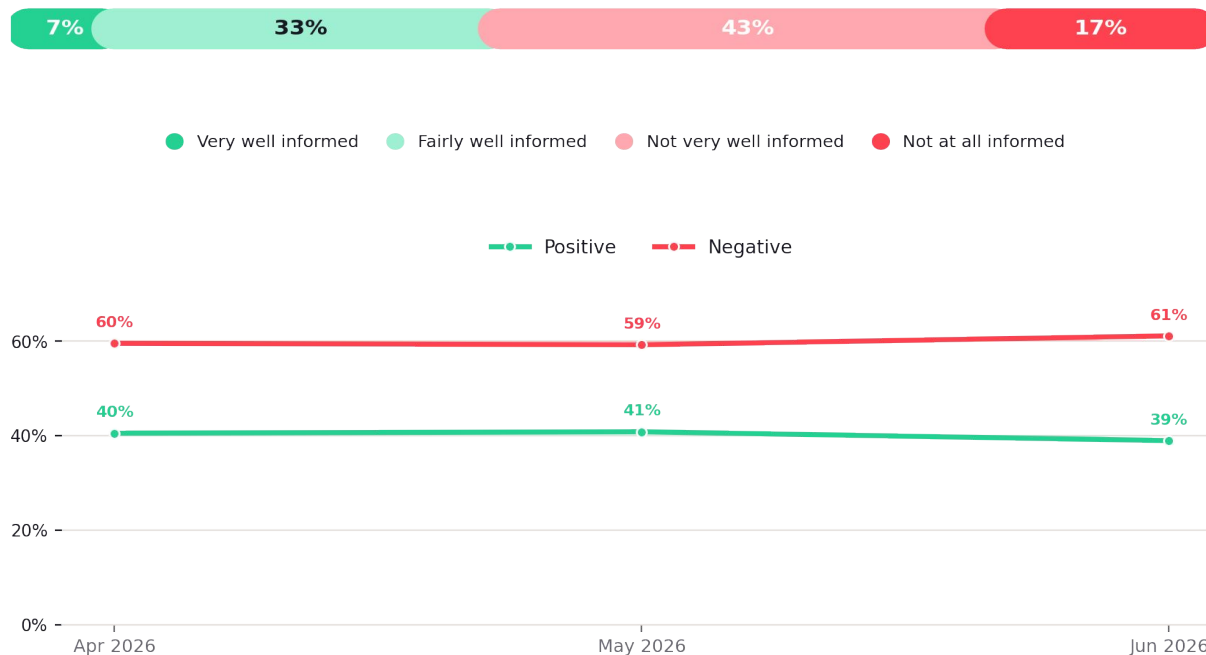
- Staffordshire Police is an open and transparent organisation.

ENGAGEMENT

How residents rate this aspect over time

Key takeaway

- Across the quarter, 40% of residents rate being informed positively (0% neutral, 60% negative).
- Month to month it fell -2 points from May 2026 to June 2026.



Questions in this aspect

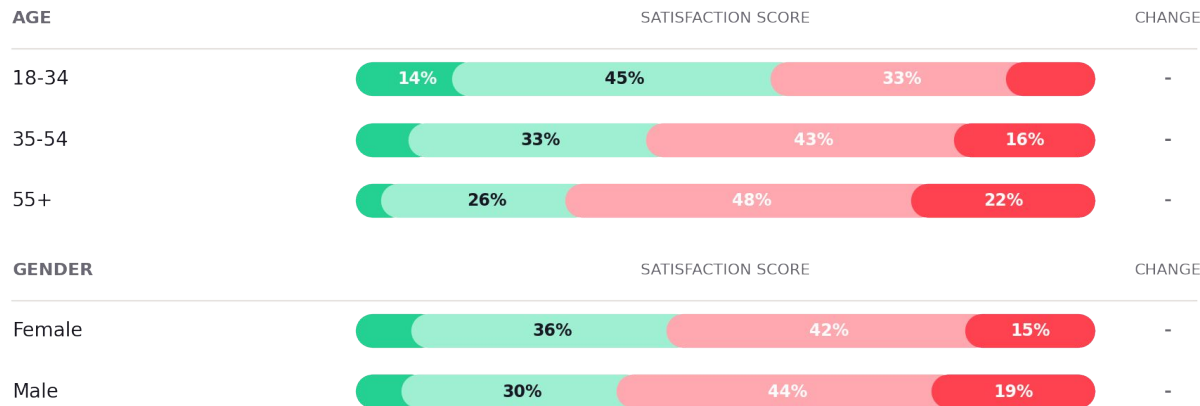
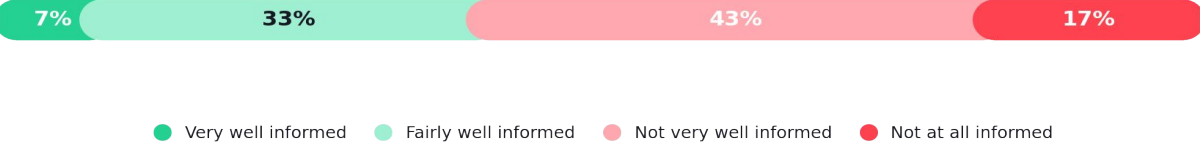
- Overall, how well informed do you feel about what the police in your local area are doing?

ENGAGEMENT

By age and gender

Key takeaway

- By age, 18–34 residents are most positive (58%) and 55+ least (29%).
- Female residents rate being informed higher (44%) than male residents (37%).



Questions in this aspect

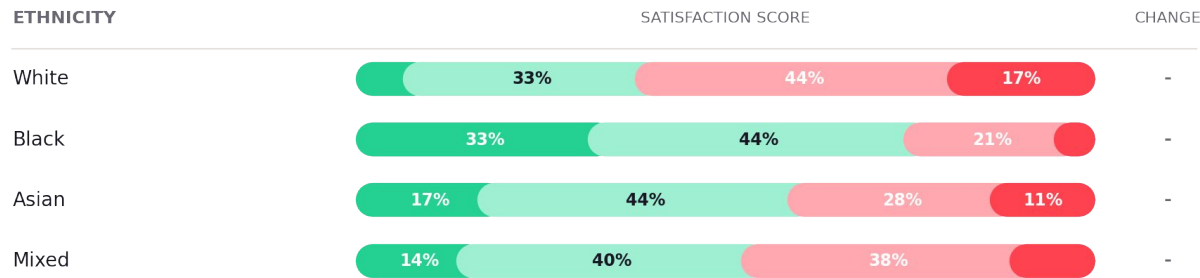
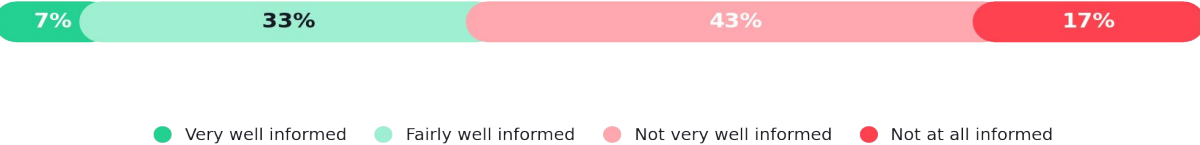
- Overall, how well informed do you feel about what the police in your local area are doing?

ENGAGEMENT

By ethnicity

Key takeaway

- By ethnicity, Black residents are most positive (77%) and White residents least (39%).



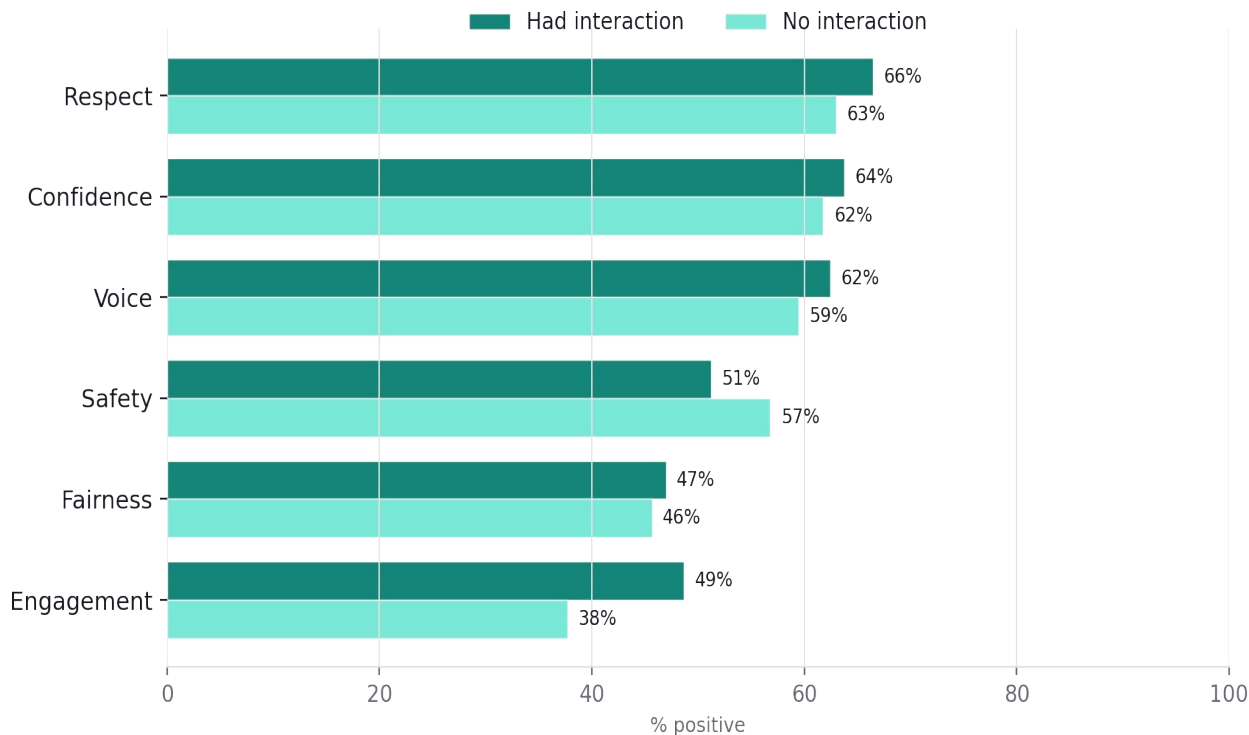
Questions in this aspect

- Overall, how well informed do you feel about what the police in your local area are doing?

ASPECTS BY INTERACTIONS WITH POLICE

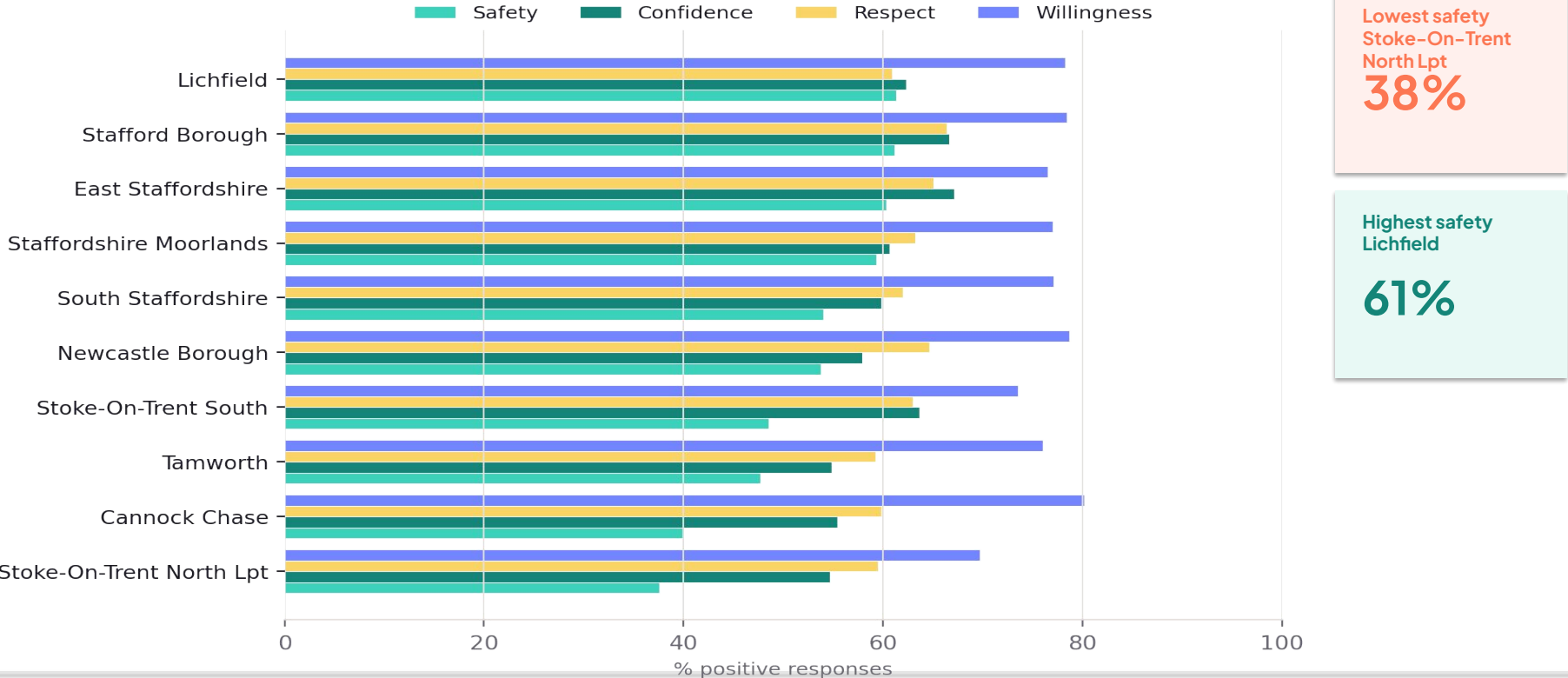
How residents who have dealt with officers rate each aspect

- Residents who have had contact with officers rate engagement 11 points higher than those who have not (49% vs 38%).
- An additional gap is on safety: 51% among those who interacted vs 57% among those who did not.



Geographic Spotlight

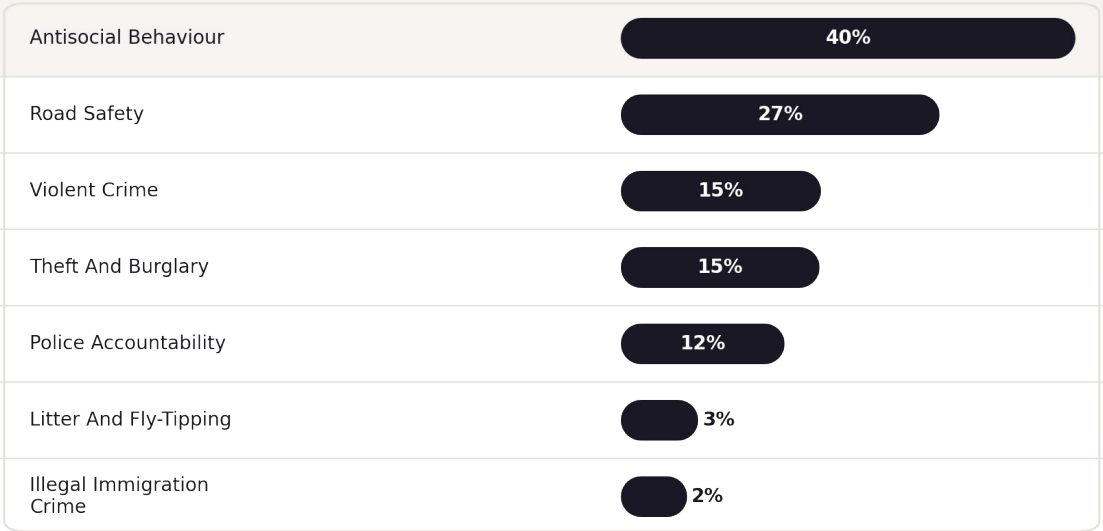
Key metrics by Local Policing Area



FOCUS AREA

What is the number one issue or problem in your local area that you would like the police to deal with? (open text)

3,282 labelled responses (open-ended, categorised)



What residents said

Antisocial Behaviour

“Stopping the gangs of kids going around with weapons, stealing bikes and other things”

Road Safety

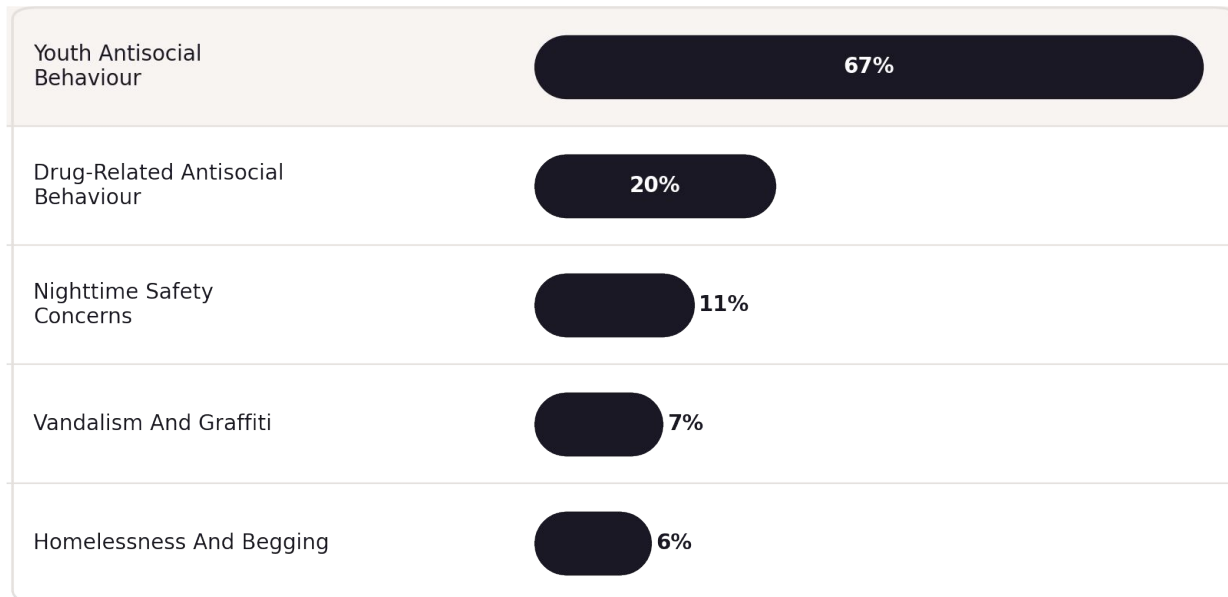
“Teenagers anti social behaviour, including illegal e bikes/scooters, street preacher,”

Violent Crime

“Stopping the gangs of kids going around with weapons, stealing bikes and other things”

FOCUS AREA

Within antisocial behaviour: what residents raised

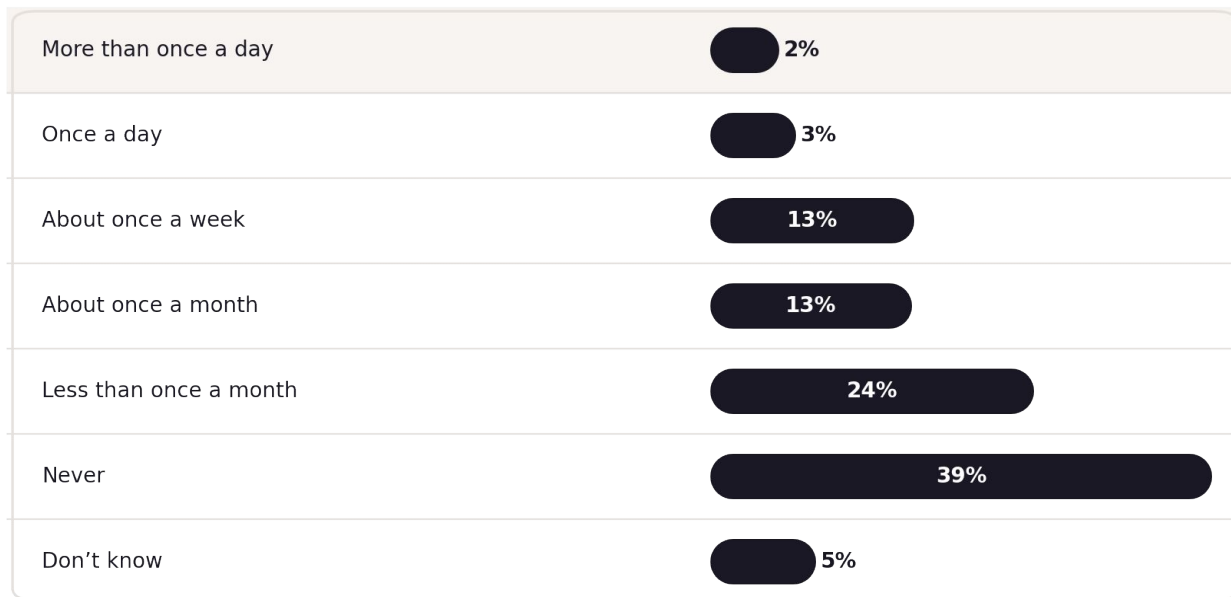


Key takeaway

Youth Antisocial Behaviour is the most common subtopic within antisocial behaviour, raised by 67% of residents who cited antisocial behaviour, followed by drug-related antisocial behaviour (20%).

FOCUS AREA

How often do you see police officers or PCSOs on foot patrol in your local area?



Key takeaway

The most common answer is “Never” (39%), with “less than once a month” next at 24%.

FOCUS AREA

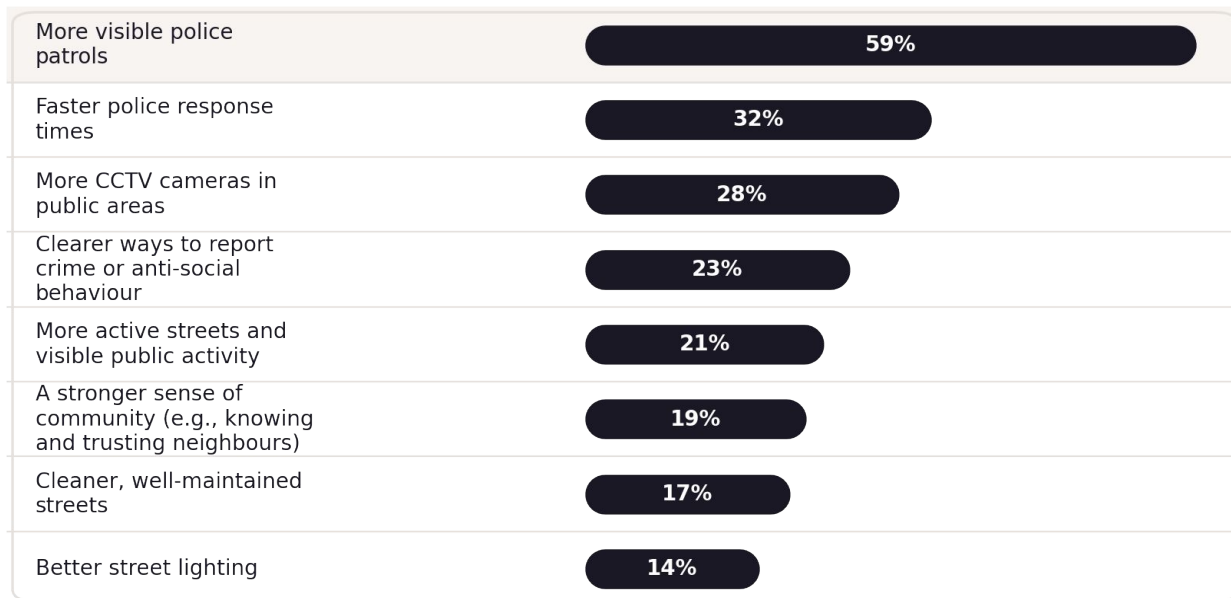
How often residents see foot patrols, by area

Top response per Local Policing Area (weighted).

LOCAL POLICING AREA	TOP CHOICE		RUNNER-UP	
Stoke-On-Trent North Lpt	Never	48%	Less than once a month	19%
Newcastle Borough	Never	44%	Less than once a month	25%
East Staffordshire	Never	42%	Less than once a month	20%
Cannock Chase	Never	42%	Less than once a month	23%
South Staffordshire	Never	42%	Less than once a month	23%
Lichfield	Never	42%	Less than once a month	26%
Stafford Borough	Never	38%	Less than once a month	25%
Staffordshire Moorlands	Never	34%	Less than once a month	28%
Tamworth	Never	32%	Less than once a month	21%
Stoke-On-Trent South	Never	29%	Less than once a month	24%

FOCUS AREA

Which of these would most improve your sense of safety in your neighbourhood?



Key takeaway

More visible police patrols is the most-requested option, selected by 59% of residents, followed by faster police response times (32%) and more CCTV cameras in public areas (28%). Respondents could select more than one option.

FOCUS AREA

Top safety improvement requested, by area

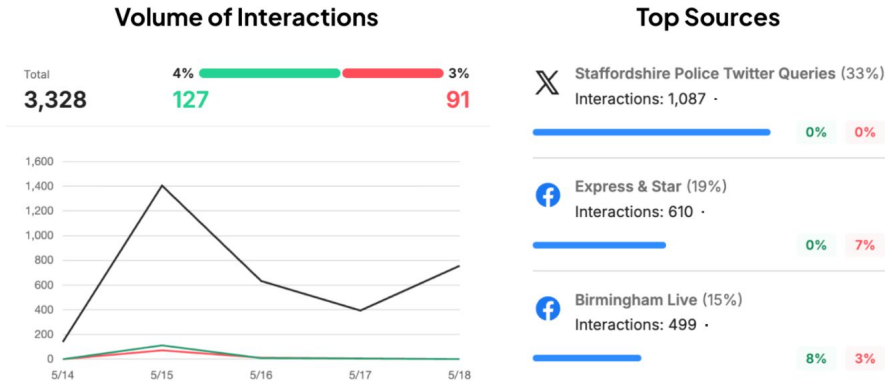
Top response per Local Policing Area (weighted).

LOCAL POLICING AREA	TOP CHOICE		RUNNER-UP	
South Staffordshire	Visible patrols	65%	Faster response	28%
Lichfield	Visible patrols	65%	Faster response	33%
Staffordshire Moorlands	Visible patrols	64%	Faster response	35%
Cannock Chase	Visible patrols	62%	Faster response	34%
Stoke-On-Trent North Lpt	Visible patrols	58%	More CCTV	36%
Stafford Borough	Visible patrols	56%	Faster response	32%
Tamworth	Visible patrols	56%	More CCTV	35%
East Staffordshire	Visible patrols	56%	Faster response	31%
Stoke-On-Trent South	Visible patrols	54%	More CCTV	36%
Newcastle Borough	Visible patrols	53%	Faster response	32%

FOCUS AREA

Social Media Listening

Stafford Stabbing: Anti-immigration narratives dominate as far-right amplifiers seize on suspect description and named officer faces targeted abuse



- **Anti-immigration debate and information conspiracy:** The "Eastern European heritage" descriptor triggered a sustained claim that police were deliberately withholding the suspect's identity. This narrative persisted across all four days and carries the highest potential for community tension if the suspect remains at large.
- **Community safety and local fear:** Alongside the politicised noise, authentic local anxiety was present throughout — residents describing the route as a popular walkway and expressing that Stafford no longer feels safe. This cohort responded positively to victim updates and reassurance messaging and represents the primary audience for continued communications.
- **Targeted hostility toward force spokesperson:** The named force spokesperson attracted racially targeted commentary and references to the #henrynowak hashtag, used in far-right circles to allege police bias against white victims. These threads remain low in engagement individually, but might pose a credible escalation risk given the active amplification environment.