



Annual Policing Survey 2025

As part of his commitment to actively engage with the diverse communities of Kent and Medway, the elected Police and Crime Commissioner (PCC), Matthew Scott, launched his Annual Policing Survey in September 2025. It ran until the beginning of December.

Like previous years, the aim of the exercise was to survey a large and representative sample of residents on their views and experiences of policing, as well as their feelings of safety and whether they had been a victim of crime.

Collecting this information enables the PCC and his staff to focus their work for the year ahead, in line with the Police and Crime Plan.

We received a total of 5,401 responses. 4,939 online responses and 462 in person responses, at street stalls.

It was shared widely throughout Kent and Medway, to different communities and in a variety of ways.

We utilised our social media channels, including Facebook, Instagram, X, TikTok and Nextdoor.

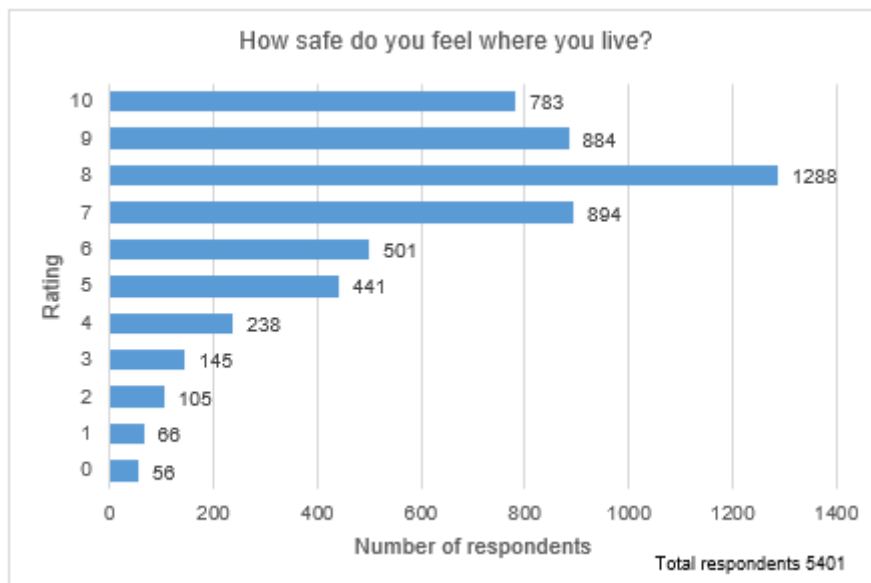
In person (hard copy) surveys were completed at the many street stalls conducted in rural, coastal and urban areas across the county.

The survey was widely promoted on our social media channels, shared by Kent Police and other partners.

A newsletter was sent out to our 5,000-strong mailing list and emails were sent to places of worship, schools, colleges, universities, rotary clubs, women's institutes, commissioned charities, criminal justice partner organisations, and many more. It was also promoted via a footer on all outgoing OPCC staff emails.

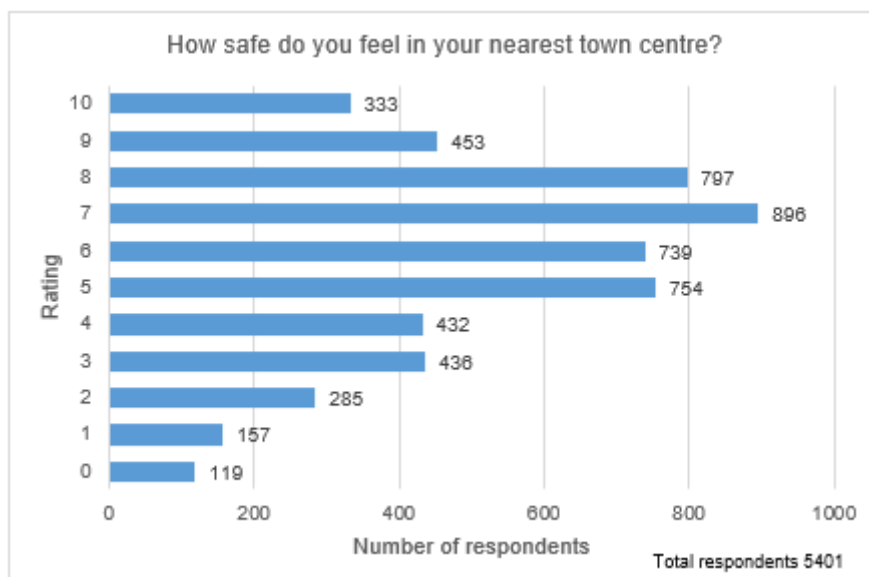
It was really important that we heard from young people (historically it has been difficult to engage with young people on this survey) so we also visited universities and colleges across Kent.

Q1. On a scale of 0 - 10, how safe do you feel where you live? (0 being very unsafe, 10 being very safe).



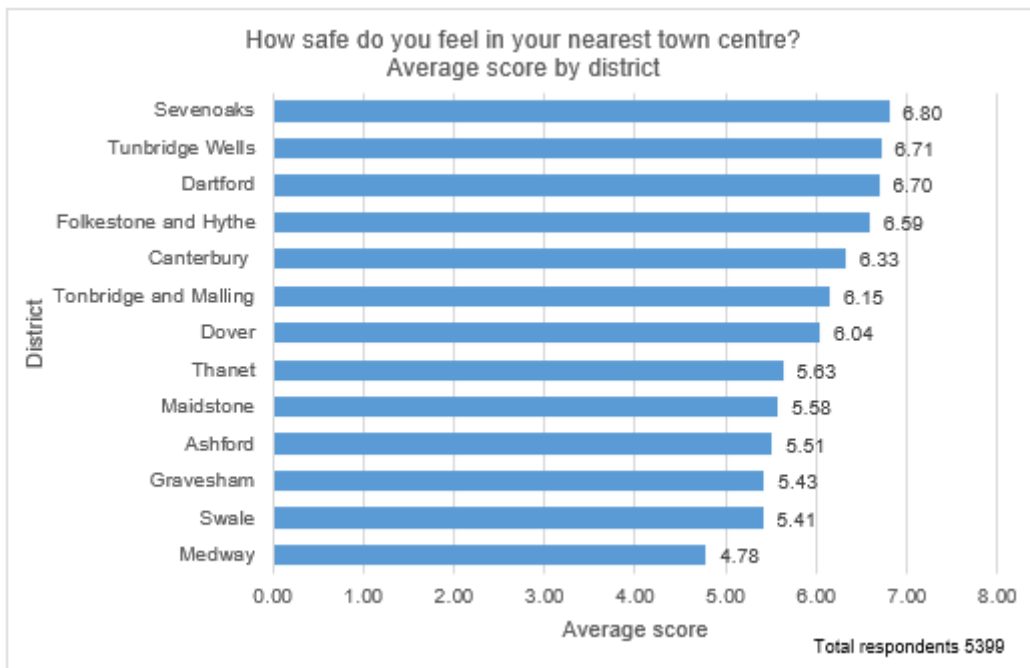
Most people *do* feel safe where they live, with 80.54% of respondents selecting 6 or above. The **average rating for feelings of safety where you live was 7.26/10**. That's higher than last year when the average was 7.0/10.

Q2. On a scale of 0 - 10 how safe do you feel in your nearest town centre? (0 being very unsafe, 10 being very safe).

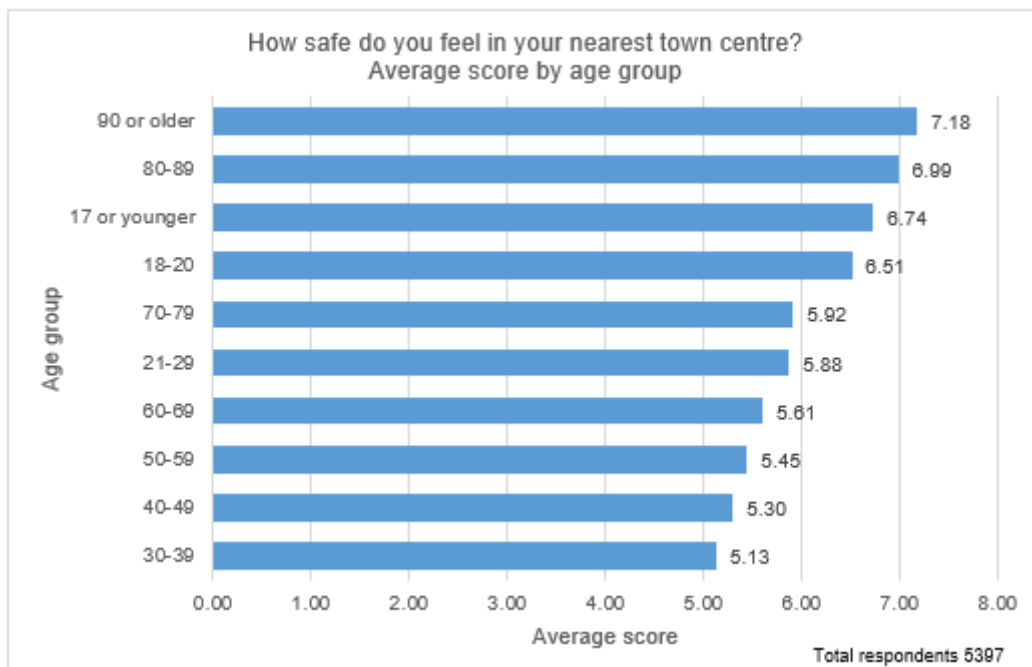


The above chart shows most people do feel safe in their nearest town centre, with 59.58% selecting 6 or above. The **average rating was 5.93/10** (in 2024 this was 5.8), so less than people's feelings of safety where they live.

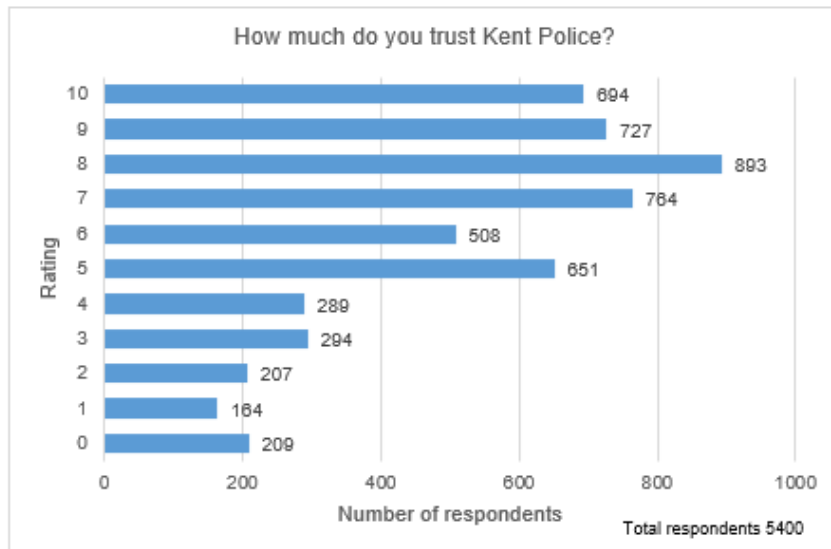
Kent is a large county, so it is interesting to see how safe respondents feel in their nearest town centre, based on which district they live in.



It is also interesting to compare how safe people feel in different age groups. This suggests 30-39 year olds feel less safe than older people or indeed teenagers.



Q3. On a scale of 0 - 10, how much do you trust Kent Police? (0 being not at all, 10 being very much).



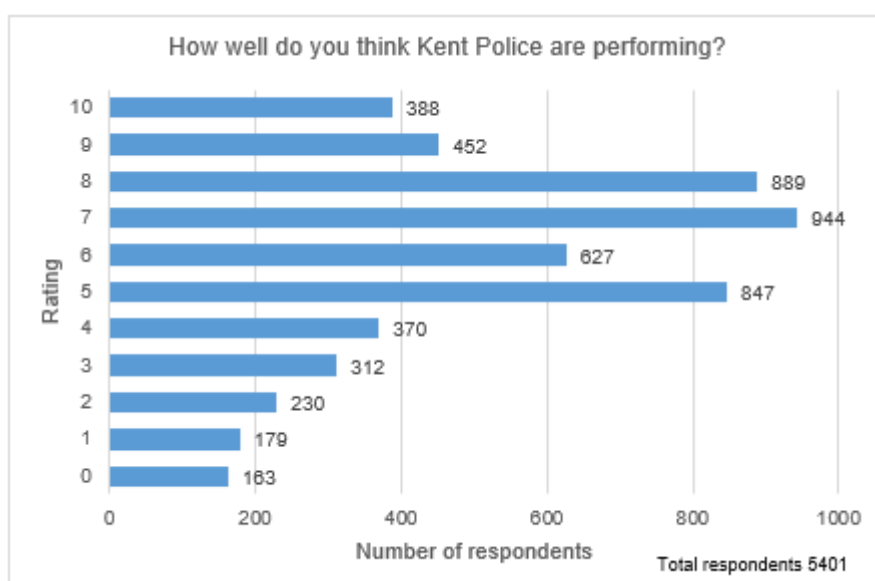
Overall people *do* trust Kent Police. **On average respondents rated their level of trust as 6.46/10.** The average in 2024 was 6.4.

66.41% rated their level of trust as 6 or above, with 21.54% rating it 4 or below. This is an improvement from 2024 when 63% of respondents scored 6 or above and just under 25% rated their trust level as 4 or under.

There is a slight discrepancy when we look at victims. Those who experienced ASB rated their level of trust as 5.79/10; those who had not experienced ASB rated it 7.04/10.

Those who had been a victim of, or witnessed any other crime, rated their trust as 5.25/10, those who had not been rated it 6.83/10.

Q4. On a scale of 0 - 10 how well do you think Kent Police are performing, in the current circumstances? (0 being very badly, 10 being very well).



As you can see from the above chart, most people think Kent Police are performing relatively well. The largest number of respondents scored the force 7, but the second and third highest ratings were 8 and 5. **On average, respondents rated the force 6.06/10.**

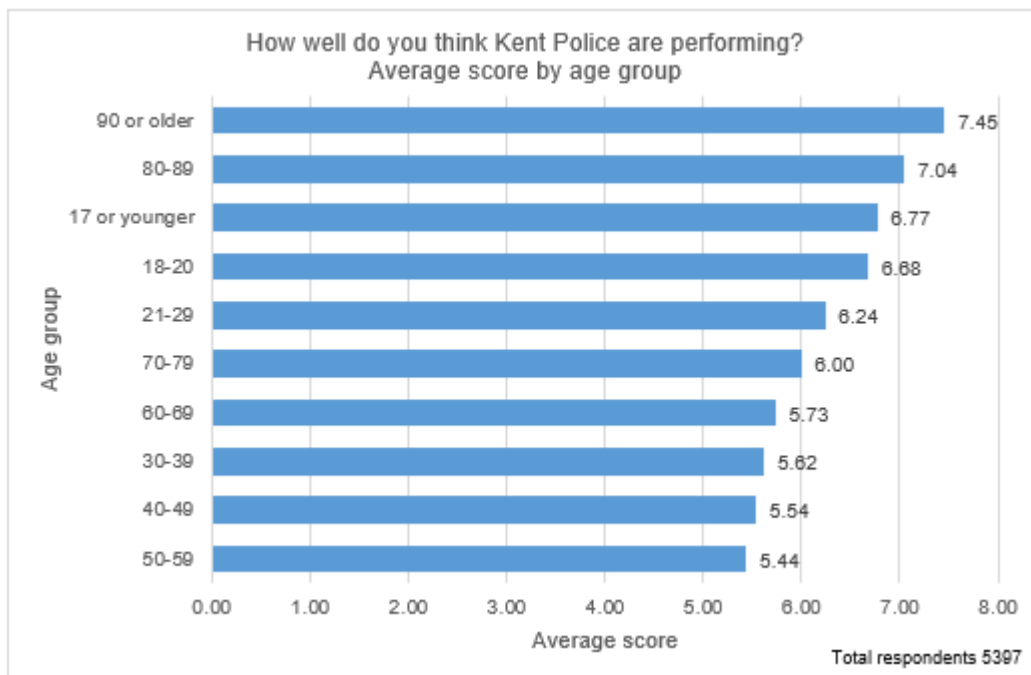
61.10% rated police performance 6 or above, with 23.22% rating it 4 or below.

Last year the average rating was 5.8/10 and the number 5 was the most scored answer. Therefore, the data suggests there has been an improvement in perceptions of Kent Police's performance.

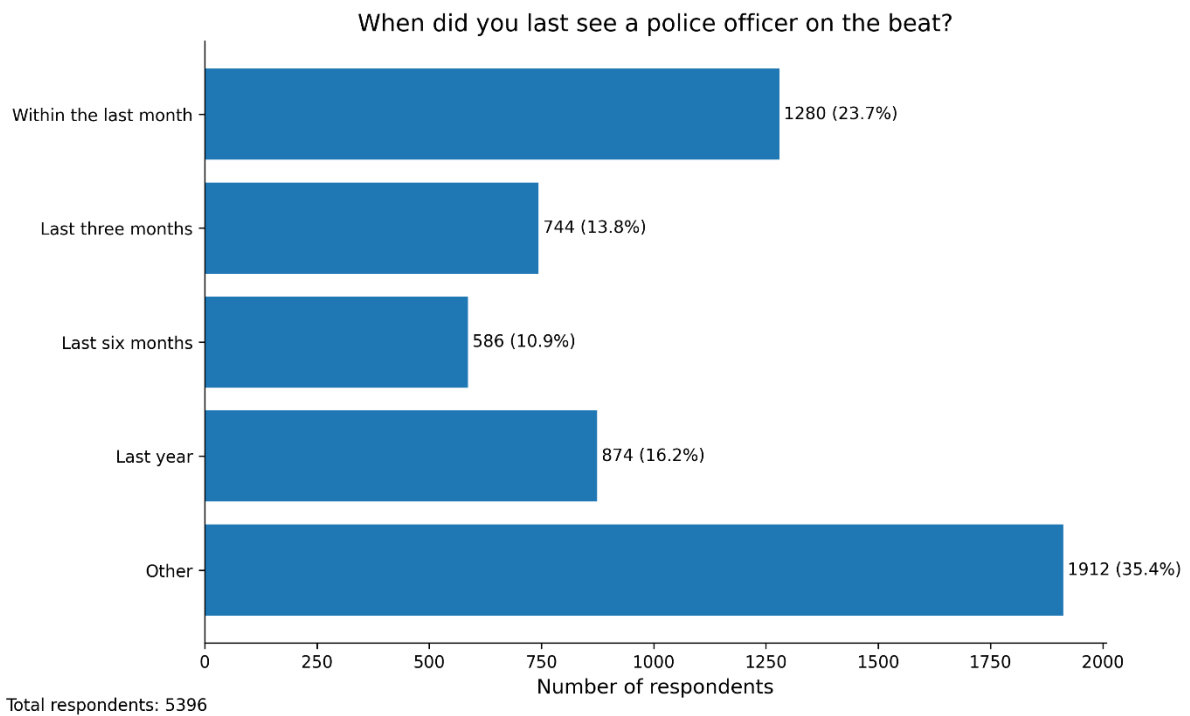
However, there is still a worrying discrepancy between victims. Those who had experienced ASB rated police performance 5.33/10; those who had been a victim of, or witnessed any other crime, rated it 4.85/10. Non-victims rated it 6.42/10.

This is a slight improvement on last year, where those who had experienced ASB rated police performance 4.3/10; those who had been a victim of, or witnessed any other crime, rated it 4.4/10. Non-victims rated it 6.6/10.

We also compared "police performance" by age groups. Those between 30-60 years of age rated Kent Police's performance the lowest.



Q5. When did you last see a police officer on the Beat in your area? (i.e. walking the streets)



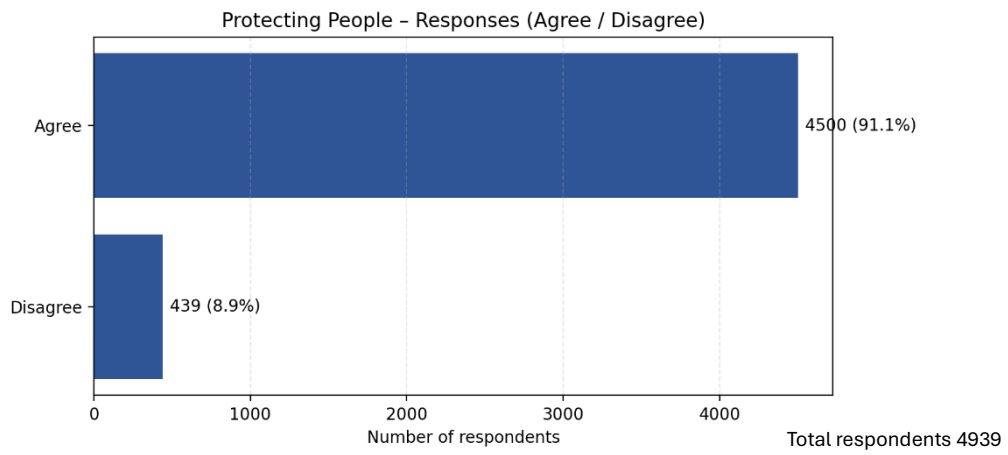
As can be seen, **64.6% of respondents had seen an officer in the last twelve months**, but 35% answered “other”. Most of these, but not all, said they had never seen a police officer patrolling on foot in their area, or they had not seen one for years. Others said they had seen police patrol cars driving by or at incidents, but not officers walking the streets, while others just wanted to be specific and tell us they’d seen an officer in the last few days or weeks.

There has been an improvement since 2024, 54% of respondents had seen an officer in the last twelve months, and nearly 46% answered “other”.

The next questions are about the PCCs Police and Crime Plan and the priorities set out in it (to read the full plan click [here](#)).

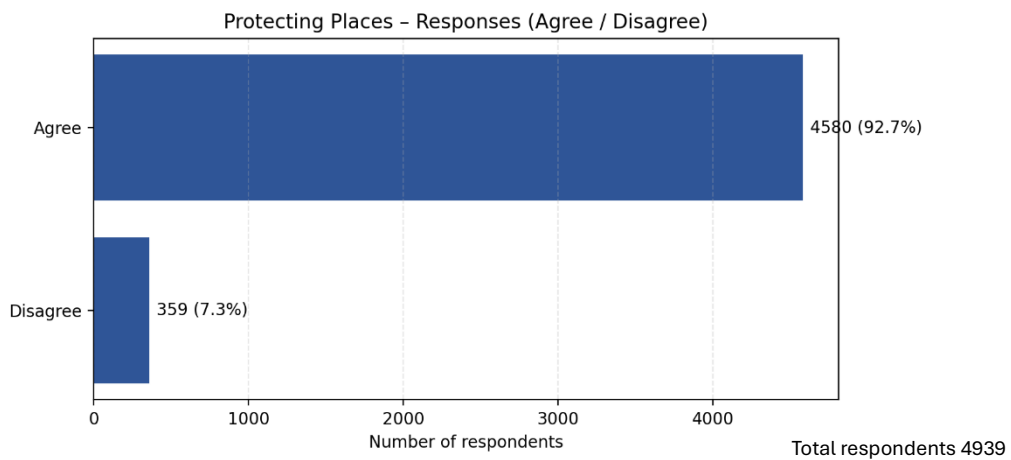
Q6. Protecting People

- Rape and serious sexual offences
- Domestic abuse
- Violence against women and girls
- Serious violence, gangs, and knife crime
- Supporting victims
- Building trust through integrity



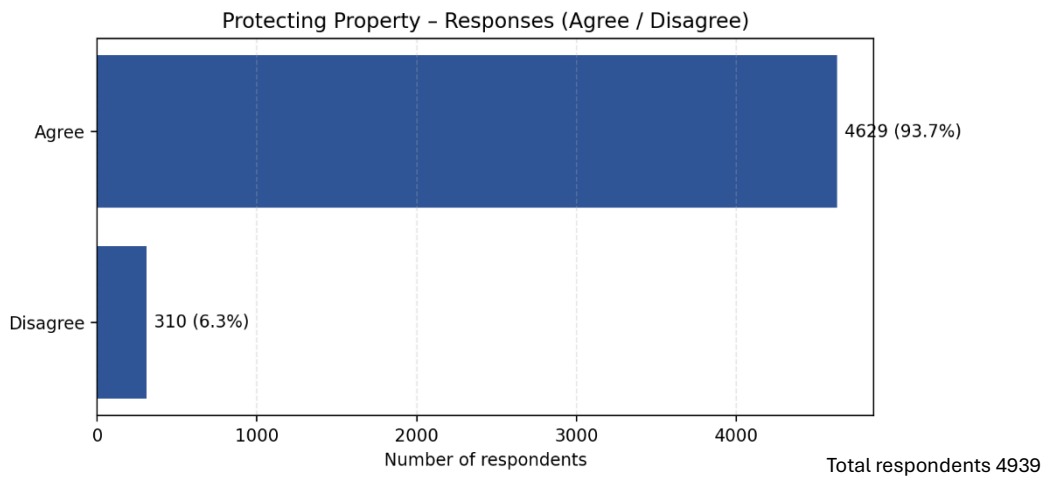
Q7. Protecting Places

- Public contact
- Neighbourhood policing
- Anti-social behaviour
- Rural crime
- Road danger and Vision Zero



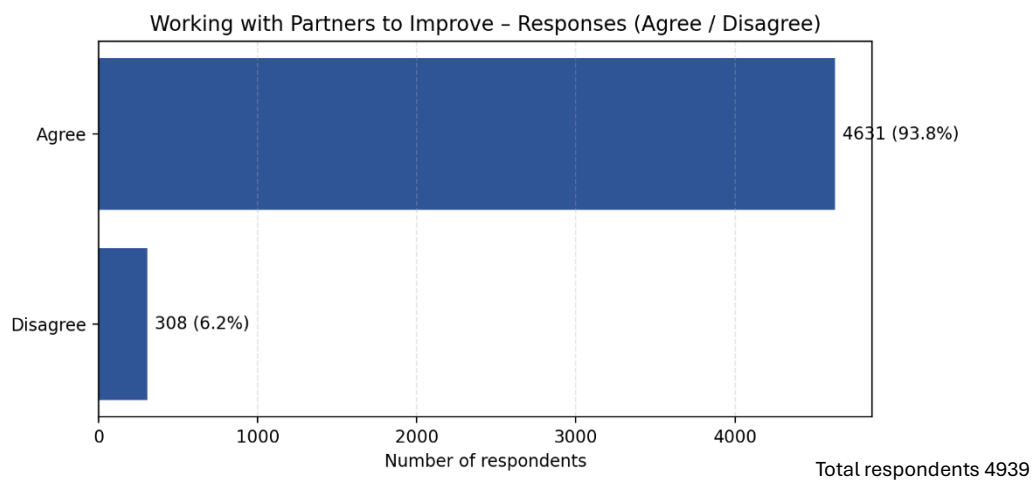
Q8. Protecting Property

- Burglary
- Retail crime
- Vehicle crime
- Robbery
- Cybercrime and fraud



Q9. Working with partners to Improve:

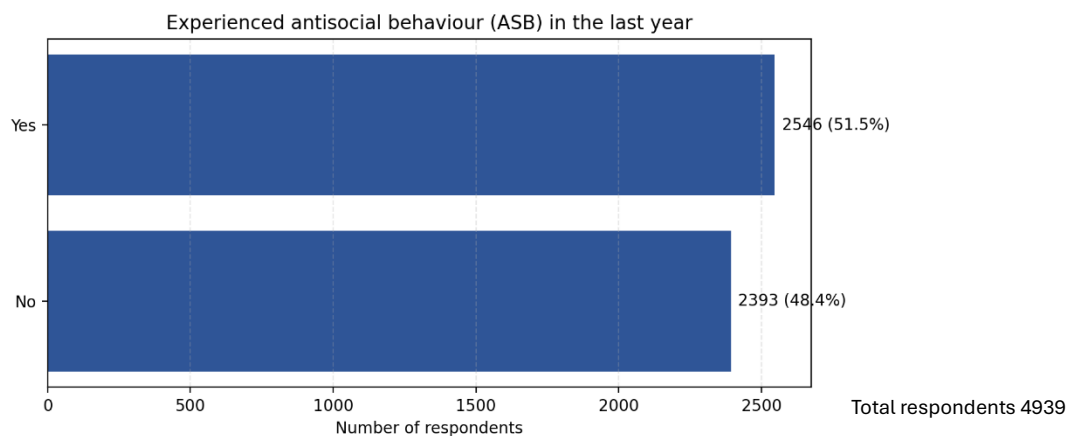
- Criminal justice
- Community involvement with policing (e.g. specials, police cadets)
- Safer roads
- Community safety
- Environmental crime and fly-tipping



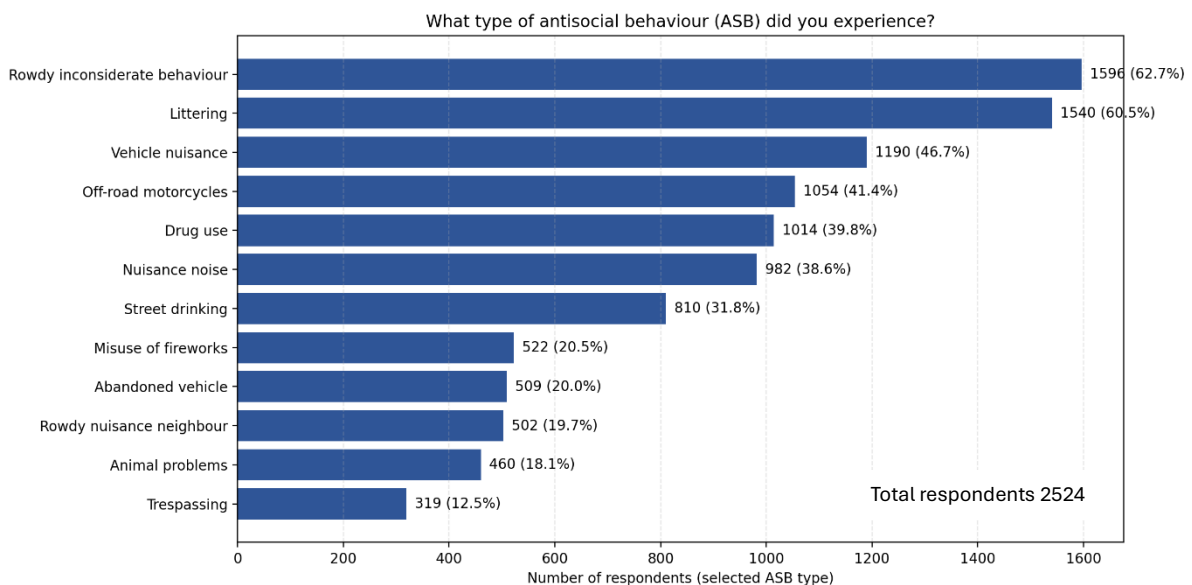
The data shows that an overwhelming majority of respondents agree with the PCC’s priorities. Respondents who disagreed with the priorities expressed concerns around measurable outcomes and questioned whether they reflected real community needs (it is worth noting that the 2024 survey informed development of the Police and Crime Plan). A recurring theme was resource limitations, with some doubting the ability to achieve these goals given officer shortages and budget constraints. Others would like to see drug-related crime, serious violence, and persistent anti-social behaviour ranked higher.

Q10. Have you experienced anti-social behaviour in the last year?

This section of the survey was dedicated to anti-social behaviour because it’s one of the most complained about issues. We want to understand what sort of things people are experiencing.

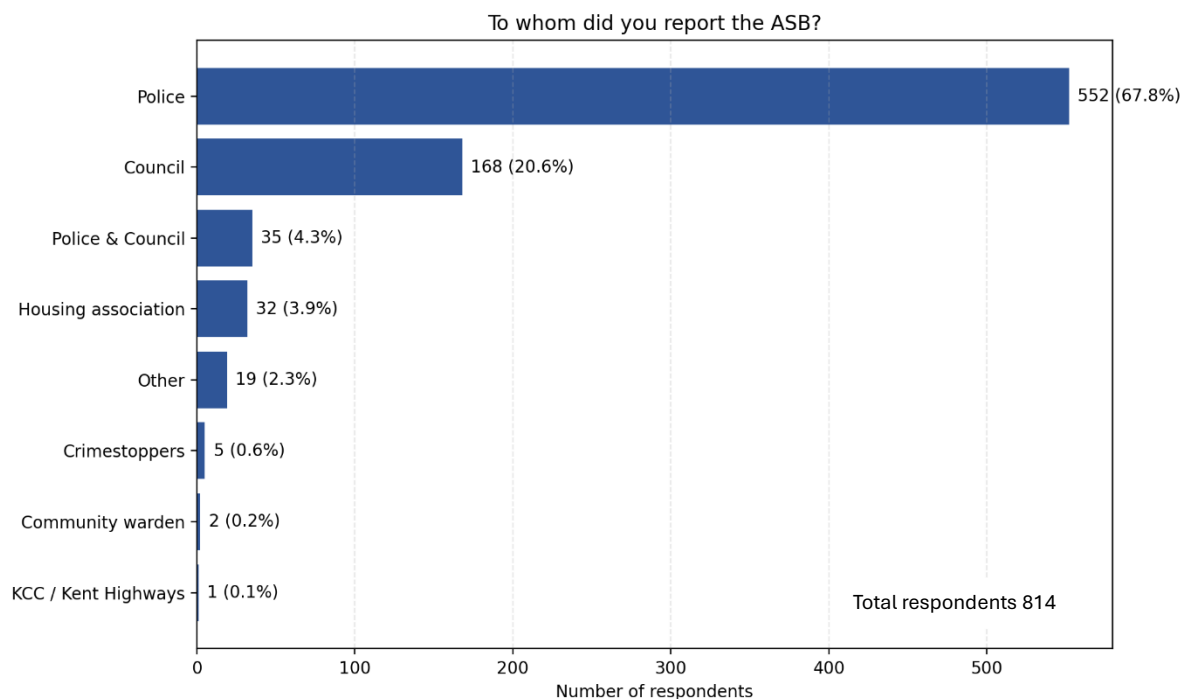


51.5% of respondents had experienced ASB. The following questions provide more detail.



As can be seen, rowdy inconsiderate behaviour tops the poll, followed by littering, vehicle nuisance, off-road motorcycles and drug use. This is the same as 2024.

Q11. Did you report this?



We asked whether respondents reported it, **32.2%** (or 815 respondents) said YES; **67.8%** (or 1713 respondents) said NO. Clearly most people do *not* report ASB to any authority.

Q12. To whom did you report it?

Of those who did report, most still called the police, although a substantial number reported it to the local authority (this is the same as 2024).

Q13. Are you happy with how it was dealt with?

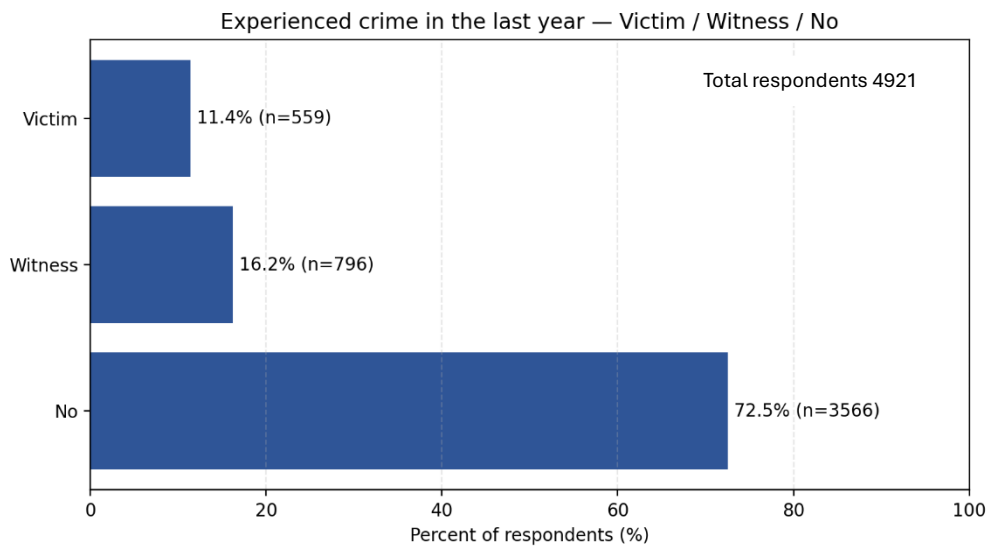
When we asked this, the answers were disappointing.

32.3% (or 263 respondents) said YES they were happy.

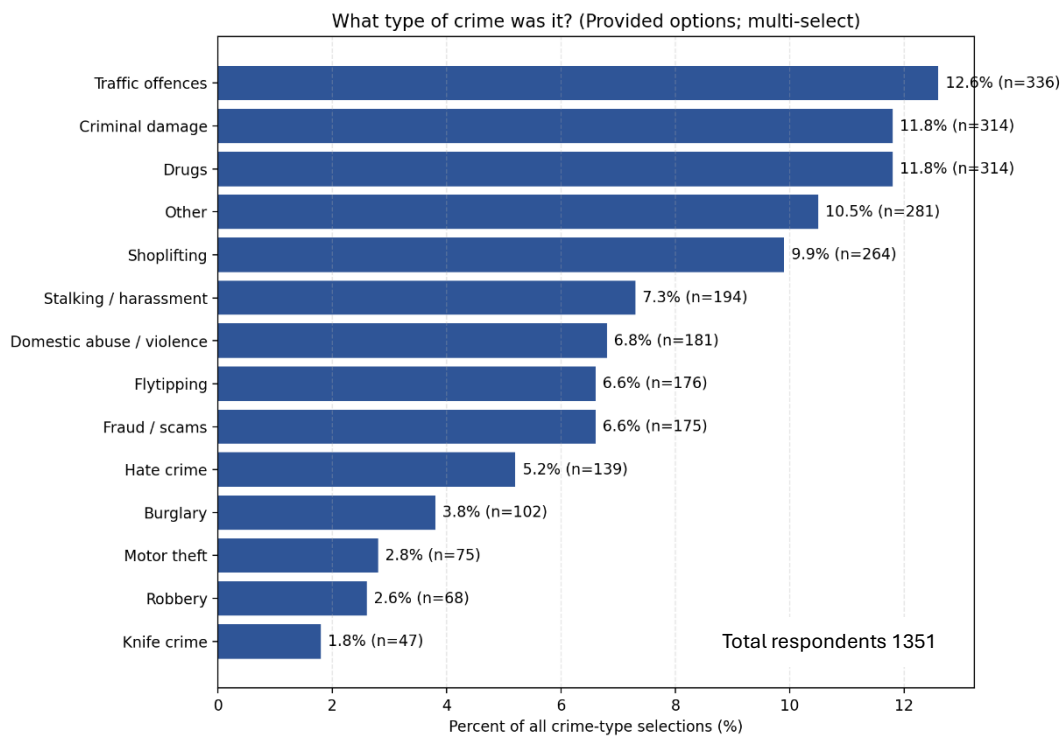
67.7% (or 552 respondents) said NO they were not happy.

Respondents who were unhappy with how their anti-social behaviour (ASB) cases were handled cited several recurring issues. Many felt that reporting was a “tick-box exercise” with little follow-up. A common frustration was the lack of communication, saying they never heard back after reporting or received zero response to follow-up queries. Several noted that perpetrators continued their behaviour despite warnings. There were also concerns about resource shortages, with comments suggesting officers were overstretched.

Q14. Have you experienced any other type of crime in the last year?



Q15. What type of crime was it?



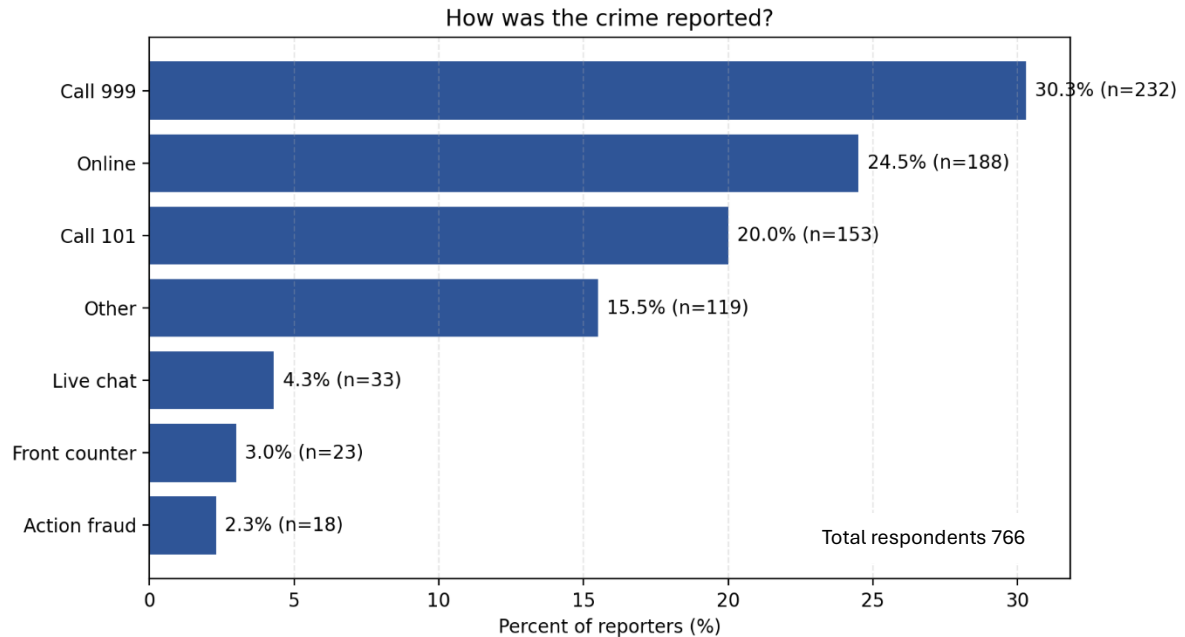
Last year traffic offences was also the highest, followed by other, criminal damage, shoplifting and flytipping.

It is worth remembering the question was answered by *witnesses* to crime as well as victims.

Q16. Did you report this crime?

57% said they reported the crime; 43% said they hadn't but remember this question could also be answered by witnesses as well as victims themselves. We do encourage everyone to report the crimes they experience or witness.

Q17. If so, how did you report this?



999 and online reporting are the most common ways people contact the police. A fifth called 101 and a large cohort said "other".

Q18. Were you happy with how it was dealt with?

57% (or 439 people) said NO.

43% (or 327 people) said YES.

It is concerning that only 43% of victims or witnesses were happy with the way the matter was handled and nearly 57% were not. Last year only 30.5% were happy with the way it was dealt with and nearly 54% were not, so there has been a slight improvement. We are aware there are significant delays in the criminal justice system and will continue to ask this question to measure progress

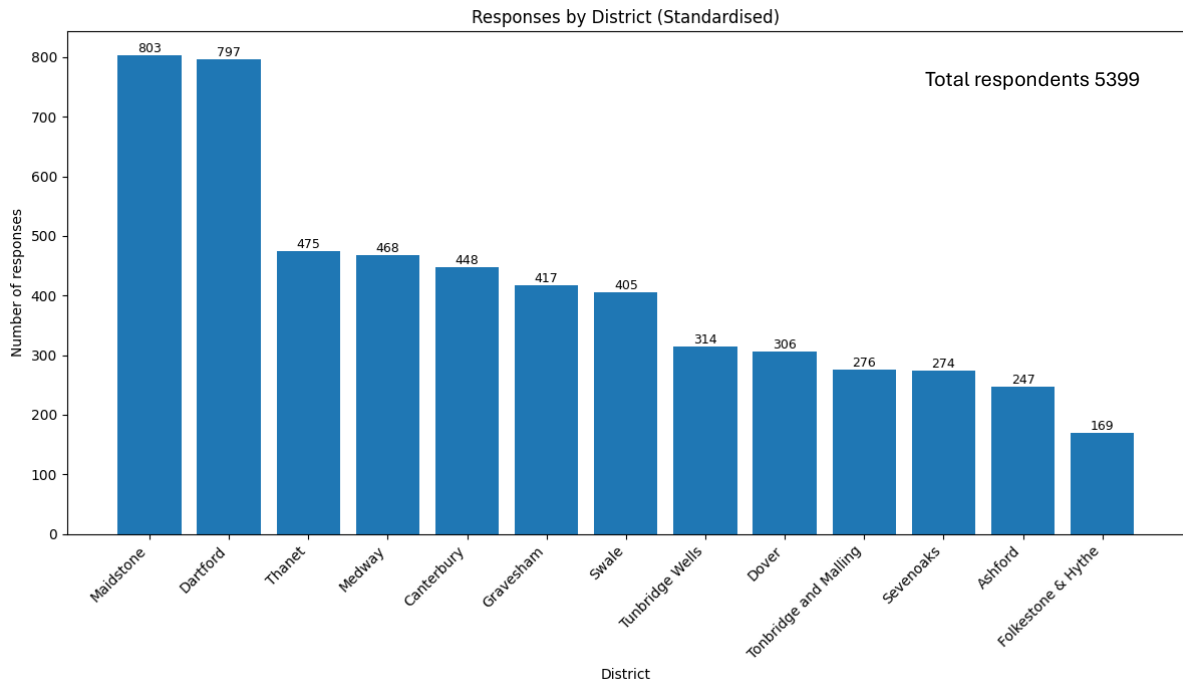
Respondents who were unhappy with how their crime was dealt with highlighted several recurring issues. Many felt that the police response was too slow. Victims reported lack of follow-up and poor communication. There were strong concerns about resource shortages, leading to delays and cases being deprioritized. There was also frustration that offenders faced little or no consequence, with cautions or no further action seen as inadequate for serious crimes.

Q19. If you were a victim of crime, would you report it?

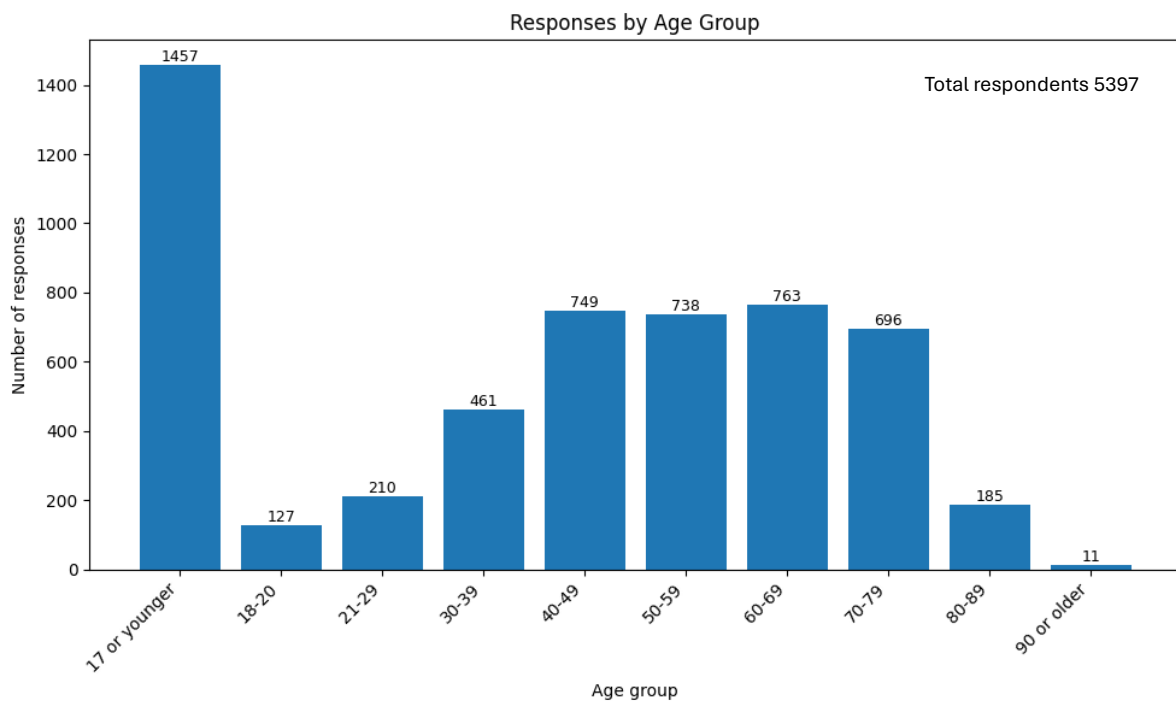
It is reassuring to note that out of the 3,566 people who did not experience crime this year, 88.4% would report one if they were a victim (11.6% said they would not).

OTHER QUESTIONS ABOUT THE PERSON

Q20. What district do you live in?



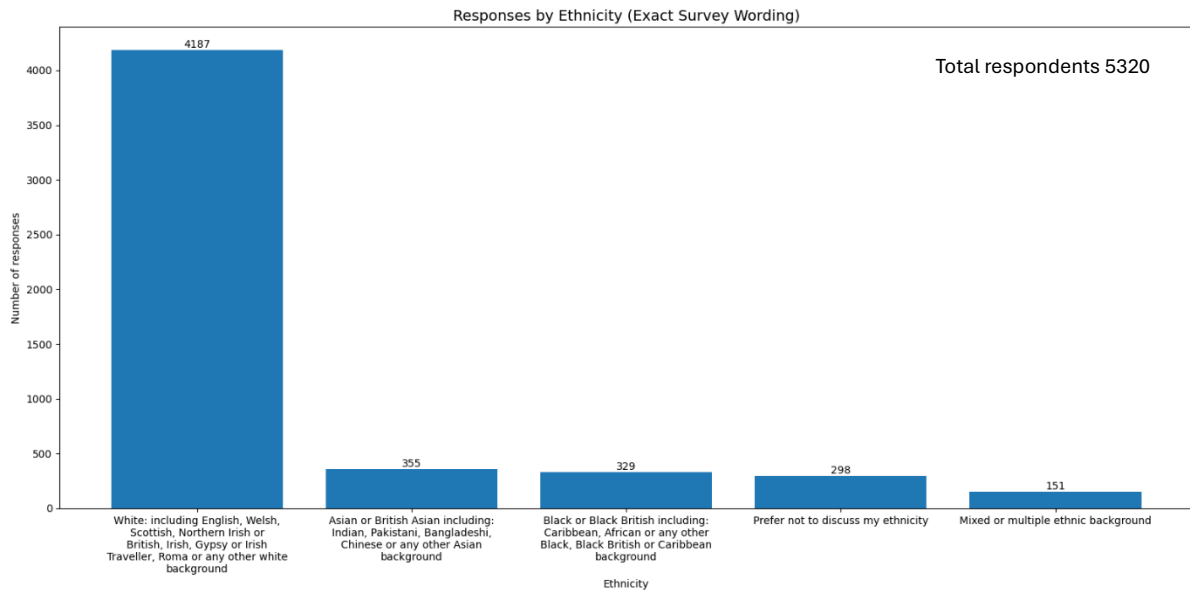
Q21. Your age



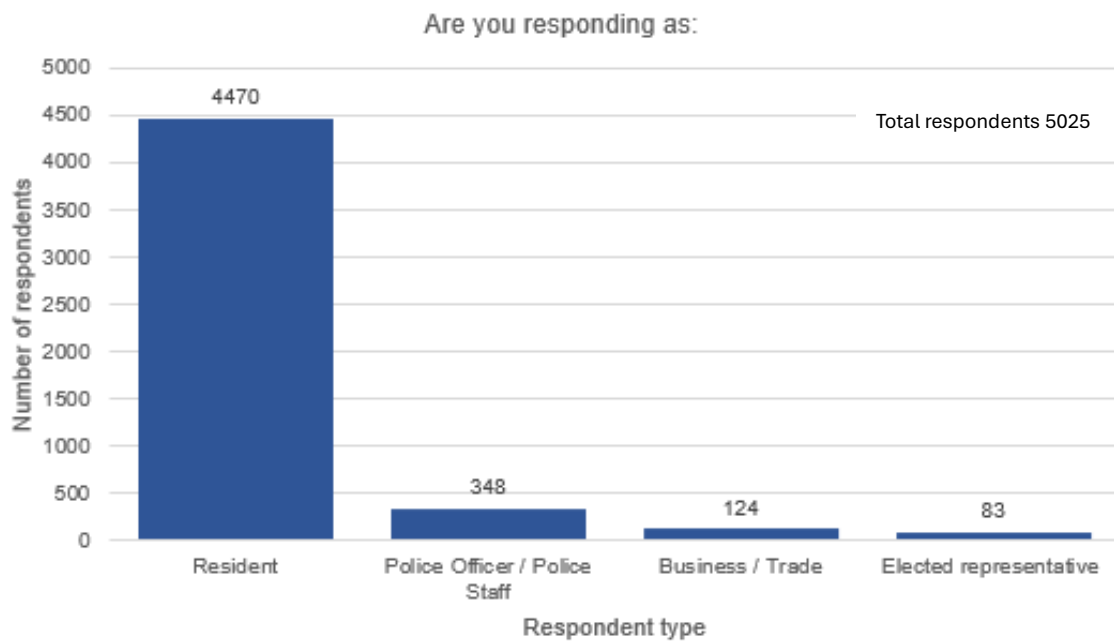
Q22. Sex

54.2% (2926) of respondents were women; 41.5% (2239) were male, 3.3% (178) preferred not to say and 1.1% (58) did not answer.

Q23. Ethnicity

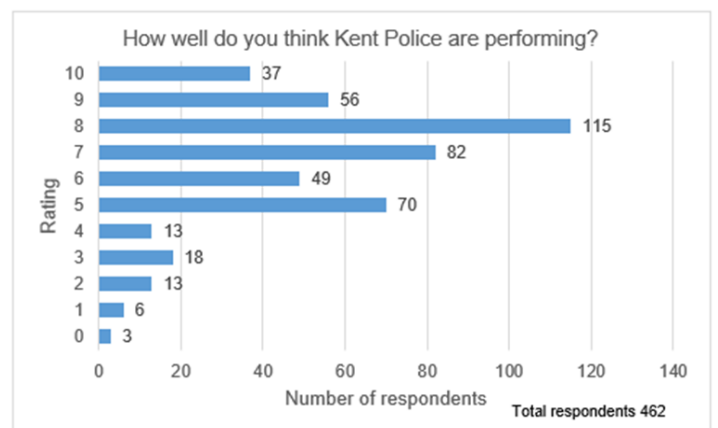
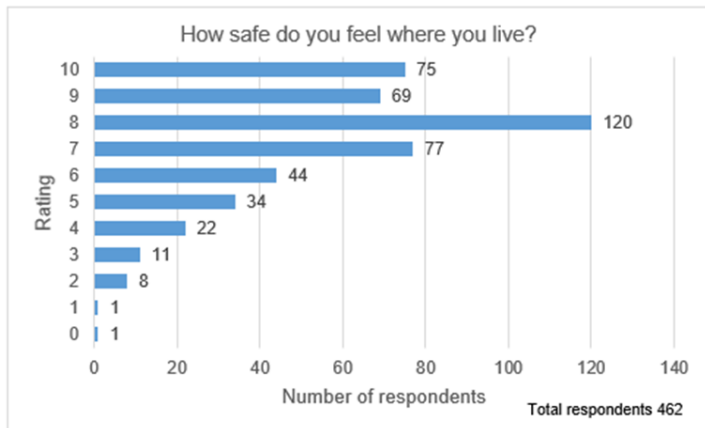


Q24. Respondent type



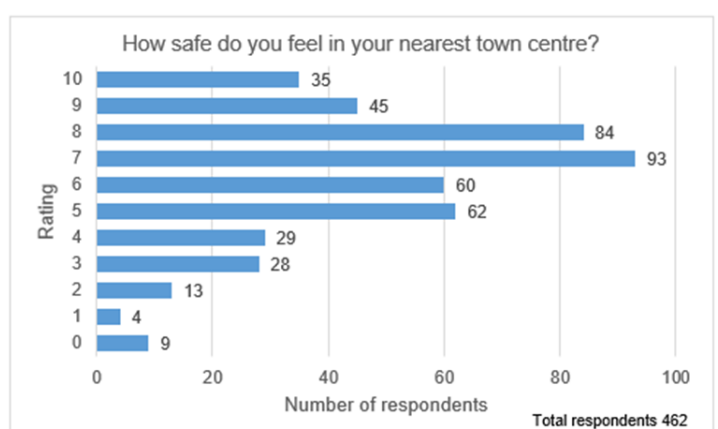
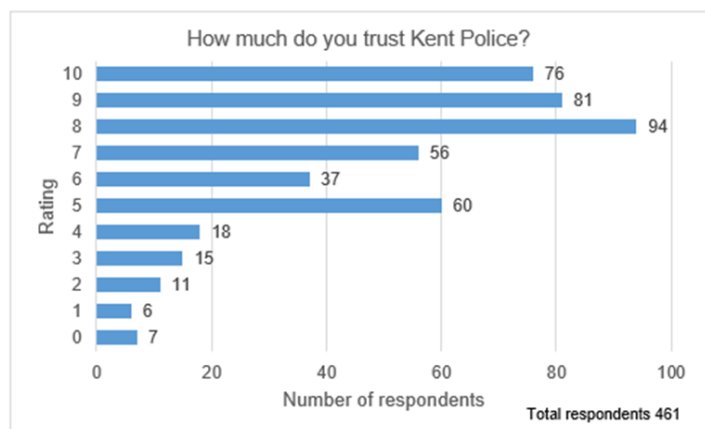
In person engagement

It is worth highlighting the more positive feedback received when the survey was completed in person at street stalls. From September to November, we visited Swanley, Folkestone, Gravesend, Maidstone, Chatham, Isle of Sheppey, Tunbridge Wells, West Malling, Paddock Wood, Borough Green, New Ash Green, Rainham, Sittingbourne, East Kent College and the University of Kent.



	Average rating	Scored 6+
In person	7.45	83.3%
Online	7.24	80.3%

	Average rating	Scored 6+
In person	6.82	73.4%
Online	5.99	60.0%



	Average rating	Scored 6+
In person	7.16	74.6%
Online	6.40	65.6%

	Average rating	Scored 6+
In person	6.45	68.6%
Online	5.88	58.7%

Other statistics:

- 357 people had seen a police officer on the beat in the past year.
- 60 people had experienced crime as a victim, 87 as a witness and the remaining 315 hadn't experienced crime.
- The most common crimes experienced were violence/domestic abuse, shoplifting and burglary (either as a victim or as a witness).
- 71% of people were happy with how it was dealt with, 29% were not.

What I will be doing next:

In 2026, my team and I will be focussing on creating safer communities, protecting victims, and strengthening policing through decisive action and meaningful engagement.

I will continue my work on tackling waste crime, theft and rural crime, backed by days of action with Kent Police and campaigns to encourage reporting.

I will champion safer places by supporting rural businesses and road safety and driving initiatives.

I will continue my Operation Screen Time programme, reducing screen time through campaigning for smartphone-free schools and lobbying for tighter controls on social media.

I will be supporting the mission to halve violence against women and girls, including raising awareness of victims' services, delivering targeted awareness days and a men and boys strategy.

I will also promote active citizenship through volunteering initiatives and invest in communities through schemes like the Property Act Fund.

Alongside this, I will lobby Government for fair and increased central funding for policing and victim support and push for the necessary legislative changes.

Finally, I will prioritise mental health and police wellbeing, supporting officers and staff through regular visits and campaigning for changes to legislation and I will continue to hold the Chief Constable to account for delivering my Police and Crime Plan.