



Personalised Digital Community Policing: Connect, Engage, Deliver

Connecting communities and citizens

Digitisation is creating a world of new policing challenges – but just as many new opportunities. Police services must develop new approaches that address both. When they do so, there are a raft of benefits to be gained for citizens, for officers, and for organisations.

The entire justice community has recognised the importance of taking advantage of digital opportunities to help police achieve their mission – from the Home Office, to the NPCC, to local forces. Digital is firmly embedded in

the Policing Vision for the future, and each individual force must find a path forward. This has become even more critical in the context of an effective decrease in funds and need to further reduce headcounts.

Digital technology can benefit every aspect of the policing mission: to keep communities and people safe, prevent crime and antisocial behaviour, keep the peace, protect and reassure communities, investigate crime, and bring offenders to justice. It has

demonstrable benefits for speeding delivery, and enabling more efficient, effective, value-for-money services.

Nowhere is the challenge of change more evident than within local policing. This has always had to shape around the growing and changing needs and demands of the local community. Today, it also recognises that thanks to a digital world, local isn't only local any more: cyber-crime can crop up anywhere, digital platforms are empowering offenders of all kinds,



“...the police service is still learning how to make best use of digital engagement, that is using online methods to engage with the public, through varied use of a range of social media networks. There is scope for forces to explore opportunities in this area, especially as growing numbers in society now live more of their lives online.”

PEEL national report – March 2017*

including predators and organised criminals. It requires new tools to monitor and manage locally, as well as enable appropriate engagement and information sharing, to gather and feed insight and intelligence to help the national and international fight against terror.

Trust has become a focus too, as communities grow, and become more diverse. If police are to maintain good oversight, and create good relationships that span entire communities, it

becomes even more important to understand and respond to the specific needs and concerns of different groups and constituencies. Building that trust cannot purely be an activity of local equality and diversity teams and specialists – it must be handled at a personal level, supported by every officer in every interaction with citizens.

Whichever way you look at it, building the future of British policing all starts at the local level, and must centre on the needs of communities and citizens.

“The link between communities and the police will continue to form the bedrock of British Policing”

NPCC Policing Vision 2025”

57 m

Population

126,909

Police officers

On a typical day in a typical force...

1 officer on duty for every 1753 people

338 “999” calls

709 recorded incidents

150 reported crimes

50 arrests

101 anti-social behaviour incidents

12 missing person reports

37 stop and searches

9 road traffic collisions

14 incidents relating to mental health

First National Report on Demand on Policing – College of Policing”

Digital Forces of Change

People and communities will continue to need protection, and crime must continue to be managed, regardless of a reducing resource base. The only way to do this, without reducing quality of service, is take advantage of digital opportunity.

The Government has placed digital transformation high on its agenda. Transforming citizen-facing services, and improving the experience of dealing with public services, is one of the tenets of the latest Transformation strategy¹. Building better workplace tools with digital, and growing the right skills and cultures, are among the key objectives. The outcomes will not only be better services for citizens, but help drive greater efficiency and the reduction of cost.

Digital technologies offer benefits to police organisations and to the citizens and community they serve, enabling not only the interactions between them but unlocking potential savings, enabling earlier preventative action, creating insights that inform smarter decisions, supporting officers and staff better, and reshaping organisations for an evolving future.

- **Digital engagement with increasingly connected, mobile, social citizens is becoming essential.**

Digital engagement with increasingly connected, mobile, social citizens is becoming essential. Police organisations need to more deeply understand, adapt around and effectively deploy, the consumer-type and social technologies that have become part of both the normal life of citizens. Citizens have growing expectations of transparency and accessibility of information, and personalised treatment. Smart police organisations are turning this into an opportunity for improving relationships alongside securing efficiencies. It requires more than point solutions, however. Holistic thinking about how all citizen relationships can be better managed or enhanced through digital must also ensure ongoing service and support for more vulnerable, less technically-equipped citizens.

productively: more information capture and reporting in real-time, thus reducing the time spent in police stations either collecting information or writing up reports.

- **Better informed officers and staff can be more effective in the community.**

It is becoming more and more vital for police forces to work in partnership with the most engaged citizens and community groups who share their desire for law and order. The richness and variety of information sources from online and social platforms adds new dimensions to the ability for police to keep a finger on the pulse, and quickly spot emerging crime and public order issues.

- **Injecting information visibility into the interface with citizens enables you to meet changing needs.**

Citizens increasingly expect information they share with all public services to be at the fingertips of the person dealing with a call or case, instantly. It requires a more complete and agile management of records about individuals, reported issues and instances, to enable more personalised as well as more efficient enquiry handling and call management.

- **Resource and budgetary constraints can be mitigated with smart digital approaches and collaboration.**

Resource constraints and reductions are making it essential for police to work more collaboratively with local authorities and other agencies who share their mission. Digital, social and cloud technologies deliver new choices for information sharing, and enable the creation of secure communities for collaboration between agencies. The increased demand for police to work together to enable joined up delivery is leading to more meaningful information sharing; digital information collection and collation from different local communities can be connected and new patterns revealed as digitally-enabled forces work together across boundaries.

- **Digital connections can drive direct benefits for officers and communities.**

Digital policing can not only keep individual officers better connected to citizens, but to their control room and to each other. It can help them work more safely as individuals, more efficiently as a team, and more





- **New staff expectations and digital skills needs are emerging.**

Supporting officers as users is critical – it's important to give them tools and technologies to do their job, but a good user experience is key to engaging them to extract maximum personal and organisational benefit. Attracting and supporting new recruits with the digital skills the future will need is also vital. As new digitally native officers and staff come onboard they will expect to have, and rely on having, the same tools at their fingertips at work as they do at home. Empowering officers with smart mobile devices, tablets and user-friendly applications not only does that, but opens a world of other potential digital capabilities.

- **Now is the time to build the foundation for a transformed future police service.**

Digital technology is flexible and extensible. It can provide not only insights, but enable the provision of

tools to improve crime information gathering, help officers capture and upload crime scene images or witness information without delay, and unlock many other ways to support office productivity, and support the overall policing mission. Making the smart decisions now will enable benefits to ripple outwards as digital infuses all areas of policing. The opportunities of transforming and sharing back office processes are very much front of mind for most forces, promising huge potential cost-efficiencies and effectiveness benefits for the future. Self-service tools for staff can give them benefits in interacting with back-office functions, while driving down some employee management costs. Meanwhile, digital policing offers the ability to build and share analytical insights in ways that were simply not possible before, enabling opportunities for performance improvement. The increased adoption of digital information systems complements the adoption of technologies such as, Body Worn Video, and will do the same with future innovations.



Policing with Salesforce

Salesforce helps police organisations to adapt to changing and growing demand while leveraging opportunities for more informed, more efficient policing processes and decisions.

Through flexible, configurable and scalable consumer-type cloud services, Salesforce can help you to connect, communicate and engage not only with citizens but with third parties that aid you in managing the policing mission in the local community.

With our support, you can:

- *Deliver 1:1 citizen engagement and relationship management within a context of complete community engagement and insight*
- *Enable development of lower-cost, self-service information tools enabling local citizens to access information on demand quickly, easily, and on the channel that they choose*
- *Creating channels for citizens to communicate, feedback, or supply confidential information with their local policing teams*
- *Empower desk staff and officers answering incoming 101 non-emergency calls with 360-degree insight and performance tools enabling more efficient information capture and faster action when required*
- *Enable better decisions informed by real and measurable insight about citizen interactions*

To speak to one of our Digital experts to understand how Salesforce can help your local community policing mission then contact Travis Andrew on +44 1784 607834 or via email on tandrew@salesforce.com.

Digital policing benefits:

- More empowered, better informed, connected officers out in the community
- Smarter and more productive ways of working, reporting and gathering information
- Lower-cost, more accessible, self-service information and interaction tools available to citizens
- More personalised, organised interaction with individual citizens both around cases and communications
- Easier collaborative relationships with 3rd party partner and social agencies
- Smoother information flow between police, neighbourhood watch and other citizen groups
- Real-time and analytical insights for senior officers enabling faster, smarter policing decisions

*PEEL national report 2016 - published March 2017, ** The NPCC Policing Vision 2025 is helping to shape decisions about how resources are used and how tactics will change to help the police meet its vision, ***College of Policing - First national analysis into demand on the police service 2015, ****Government transformation strategy 2017-2020

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