



**Lancashire
Constabulary**
police and communities together



Leading on Engaging with Entire Communities



Leading on the challenge of Engaging with Entire Communities

Effective and measurable two way engagement with residents from diverse backgrounds and lifestyles is a common challenge in modern day policing. Very often, the same vocal few attend community meetings and complete surveys, influencing the key priorities of a local area for the many.



Lancashire Constabulary has put initiatives in place to tackle this issue, with the ultimate aim of offering all residents a voice that better represents the whole community.

From their force website, <https://www.lancashire.police.uk/about-us/our-commitment/>

Lancashire Constabulary is “committed to providing a policing service that secures and maintains high levels of satisfaction and confidence. We will achieve this with the consistent delivery of a first-class neighbourhood policing service that meets the needs of individuals and communities and provides a service that people value”.

In an HMIC report on Lancashire Constabulary, comments were made about the force’s excellent use of community messaging

“The Constabulary’s information messaging service ‘**Stay In the Know**’ is used effectively to provide updates to its communities by email, text and voice messaging. Partners told us that this is good from a resident’s perspective because the registration is easy and residents receive information about a crime or problems, and what the police have done to resolve it.”

HMIC Feb 2016

“Service is fabulous. I have recommended it to people. I feel connected to the community and feel involved”
Lesley

Engagement with representative communities: pilot studies

Lancashire Police have engaged in a successful pilot in a suburban area of Blackburn that uses ‘**Stay In the Know**’ and ‘**Community View**’ in combination with ‘**Mosaic Public Sector**’.

“Their PCSOs used the simple, mobile optimised Alert user interface called **Rapport** (seen here to the right) to focus their engagement efforts to ensure that under-represented or hard to reach households are targeted for registration onto the central database. This activity increases confidence that they are engaging with a more representative cross section of the area that accurately reflects the opinions and attitudes of the community.

“Historically we have held PACT groups that have involved the same individuals addressing certain issues. While these have been successful, they have been one dimensional and hardly reflective of the community. By using **Rapport** to sign up certain households to ‘**Stay In the Know**’, we have been able to gain essential views on localised issues from a large group of citizens who actually represent the views of all of the people in that Community”.

Abid Khan Neighbourhood Inspector
Blackburn and Lancashire

“Just keep it going! It’s brilliant and really keeps me more aware of what is happening in my area.”
June



Partnership approach

Lancashire Constabulary is working with Lancashire Fire and Rescue Service, the Office of the Police and Crime Commissioner for Lancashire and the Warning and Informing function of Lancashire County Council to grow the ‘Stay in the Know’ membership and engage with them based on their individual preferences.

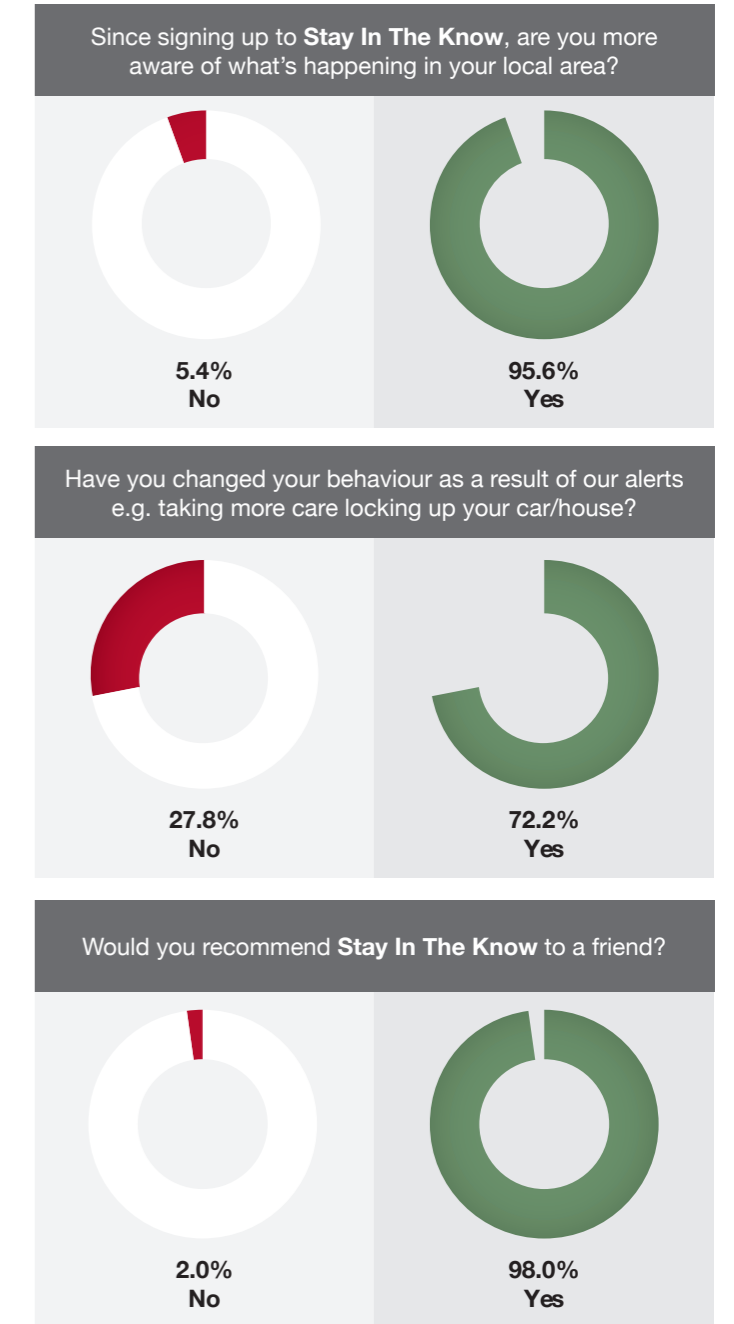


“I think it is brilliant. The information is very useful and reaches people immediately and raises awareness. Please continue the excellent work. Thank you to all concerned.”
Christina

Making a real difference to the community: Active Citizens

Please see the survey responses from ‘In the Know’ members living in Lancashire who were asked what they thought of the system:

“Informative and interesting. Just recently I was able to forward an email from ‘stay in the know’ regarding car crime, to a friend of mine, to alert her. It can certainly help prevent crime too.”
Sarah Jane



Connect with more people and the future

“We have ambitious plans to significantly increase the proportion of our community signed up to ‘In the Know’. We see ‘In the Know’ not just as an engagement tool, but as a comprehensive policing tool”

Andy Crook Digital Communications Officer
Lancashire Police

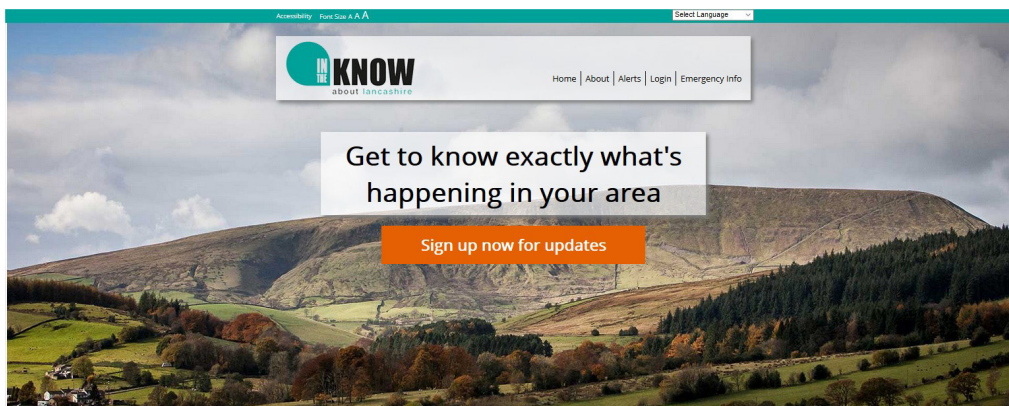
In the space of around two and a half years, 33,000 people from across Lancashire have joined ‘In the Know’ and the ambition is to significantly grow this database over the next few years.

1. More officers will have the opportunity to harness the benefits of their smart phone devices to help them become more effective and efficient while out and about.
2. By using Rapport on these smart phones, more officers will be able to sign members of the public up to engage directly with the police and partners.
3. Regular partnership meetings have been helping to drive a coordinated approach to engaging with more people and making a difference to their lives.



“ Very grateful of the information received and appreciate all email correspondence. It definitely makes me more aware and prevents me from becoming complacent. Thank you. ”

Ali



Latest Lancashire Alerts

- Wildlife lamping in rural areas:** Suburbs Foreword: WILDLIFE LAMPING IN RURAL AREAS. Please advise the police if you see any illegal lamping activity. Lancashire Constabulary. News: 2015/10/27 13:28:00
- HELP NEEDED TO FIND TWO...** Dear Sir/Madam We really need your help as the two men we want to speak to following a robbery which happened in... Lancashire Constabulary. News: 2015/10/27 13:14:00
- Fishing Businesses Fear Bass...** Indian eagle from family. Fishing Times. News: 2015/10/27 06:48:00

