

Case Study

LEICESTERSHIRE CONSTABULARY

Overview

Leicestershire Constabulary provides a police service to the people of Leicester, Leicestershire and Rutland, covering an area of over 965 square miles and a population of nearly one million. There is a rich diversity of communities all with their own policing needs. Many steps have been taken to bring policing back into the very heart of local communities. Over the years, Leicestershire Constabulary have forged close working relationships with local communities, other organisations and agencies, working together to fight crime and improve the quality of life for everyone. Hearing and understanding the voice of the public is an important part of this fight.

Problem

Leicestershire Constabulary wanted to capture and assess the general public's view of the service provided by the local police. They have previously conducted expensive mystery shops, contacted people by telephone – by outsourcing and purchasing costly contact lists. Additionally, they have telephoned previous visitors to their police stations. These were all voluntary visitors such as victims of crime and not those who have been brought in due to an offence committed. They also wanted to ensure that their Local Policing Units were communicating well with the general public.

The Solution

CRT's ViewPoint Touchscreen and instant feedback software was placed in the entrance halls and waiting areas at 6 police stations across the county for typically 10 days at each site. The survey was designed for collecting public opinion on the service and environment in which visitors are dealt with.

The flexibility of CRT's survey touch screen enabled Leicestershire Constabulary to rotate devices around locations county-wide and also into local major retail stores to determine community attitudes to Local Policing Units and council services.

The Results

CRT's touch screens collected feedback from a broad cross-section of the community. On average each station obtained 100 responses in a 10-day period. Placements in supermarkets generated significantly higher response rates.

The feedback was analysed immediately using CRT's online ViewPoint Research Control Suite and gave Leicestershire Constabulary the evidence they needed to be able to instigate change in the way both police and council interacted with and dealt with the general public.

Specific Benefits

- Time effective compared to previous telephone surveys
- Cost effective compared to purchase of contact lists and mystery shoppers
- Secures feedback from a broader cross-section of the community
- Anonymity improves honesty and response levels
- Hassle free plug-and-play touch screens
- Paper free environmentally friendly research
- Immediate reporting of results



Leicestershire
Constabulary

Leicestershire Constabulary

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“Leicestershire Constabulary have found CRT's ViewPoint technology a useful tool in collecting the views of the public on a number of issues such as the public perceptions of the service provided at front counters. The technology is easy to use and we have always found the support available from CRT to be friendly and efficient.”

Stuart Fraser,
Service Improvement (Citizen Focus),
Leicestershire Constabulary

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