



**Lancashire
Constabulary**
police and communities together

REPORT TO : STRATEGIC SCRUTINY MEETING – 7TH JANUARY 2016

REPORT BY: ELIZABETH RIDING

**TITLE: LANCASHIRE CONSTABULARY COMMUNITY
ENGAGEMENT UPDATE REPORT**

1. Summary

1.1 This report presents to the Commissioner an update on the Constabulary's recent Community Engagement activity.

2. Decision Required

2.1 The Commissioner is requested to note the report.

3. Information

3.1 Engagement by the Constabulary with the public occurs on many levels. Ongoing engagement is important to increase trust and confidence in the Constabulary from the public, and brings inclusive and meaningful engagement with communities.

3.2 The following information highlights the current engagement methods utilised and progress to date.

3.3 Current engagement methods utilised:

Social Media

Social Media provides a public platform on which to engage with a vast number of people in one go. Conversations are public which promotes openness and transparency. The Constabulary will use Social Media platforms to:

- Inform the public of Lancashire about what we are doing and why we are doing it
- Publish news and information
- Appeal for help in solving crime and to find missing people
- Send out warnings and information to assist people in protecting themselves when the need arises
- Encourage conversation, feedback and challenge where appropriate

Community Messaging – In the Know (ITK)

The Constabulary's community messaging system is called 'In the Know...about Lancashire'. It provides the community with a channel of **closed communication** by encouraging people to subscribe to the system and opt into information about issues they are interested in. This can range from recruitment to business crime, allotment watch to emergency alerts.

In the Know messages can be targeted to people with a certain interest, or who lives in a defined geographic area. This system promotes targeted, local information to people who can then take action as a result of the communication.

In the Know is used to send out the same information as our Social Media platforms, however, the audience is different.

Force Websites

The Constabulary's main website – **Lancashire.police.uk** – has been re-launched with much improved functionality and content. It has been designed with the user in mind giving people the opportunity to localise content, explore their area using interactive maps, get directions to police stations, browse the events in their areas and contact their local officers directly.

It also provides people with the option of contacting us online – via the Do It Online section – instead of having to call 101. Online services include:

- Reporting crime (non-emergency)
- Reporting incidents
- Contacting an officer
- Giving compliments
- Making complaints
- Reporting lost or found property

The Constabulary also has a young person's website – **Trust Ed** or **trustedtoknow.co.uk** – which has been in existence for three years. This provides young people between aged 11-18 with advice about drugs, alcohol, internet safety, sexting, bullying and other teenage concerns and issues. It also includes a parent's section to assist them in understanding more about these issues so they can support their children when they need to.

Online PACT Meetings

Police and Communities Together (PACT) meetings have been running in the county for over 10 years. Traditionally attendance at these meetings has been extremely low, with only a handful of the same people turning up each month.

With the advancements in technology, meetings can now be held online to encourage more people to get involved from the comfort of their own homes, or workplaces. Online meetings are held in a number of different ways including:

- On local policing Facebook Pages;
- Via Google Hangouts;
- Via Periscope.

Traditional Methods

Personal contact either face to face or by telephone is still the preferred method for many Lancashire residents and to rely solely on digital engagement would be to disengage a significant proportion of our residents.

Face to face engagement is available via our visible policing services – both from a response and a community policing perspective – and via our Front Counter Services. Direct contact with Customer Contact Advisors in the Contact Centre will always remain an option for those people who do not wish to report incidents or crimes on line.

Marketing and campaigns still have a place in modern day policing and whilst activity can be delivered creatively and effectively via online channels and platforms, this will not reach everyone.

Paid for campaigns will take into consideration the target audience requirements during the planning and delivery stages. An example of a targeted multi-platform campaign is the successful '**Behind Bars**' campaign which informs communities that people who have committed crime and had a negative impact on their quality of life have been convicted and sent to prison. This campaign is delivered both online via the website and social media, but also in a very targeted way through leafleting, posters and where appropriate larger scale visuals such as Ad Vans and Billboards.

3.4 Community engagement progress to date:

Social Media and Messaging

The Constabulary is continuing to see rapid growth in the use of its social media channels with an on-going increase in likes and followers. We are opening new accounts, particularly twitter accounts, to meet engagement gaps/needs (eg rural crime issues, football supporters) and we are also exploring the use of new channels to extend our reach and address specific issues; for example we now have an Instagram account to target the younger demographic.

12 Month Picture

The growth in our traditional social media channels over the 12 months to September 2015 is shown in the table below:

	Sep-14	Sep-15	%
Facebook	123009	200644	63.1
Twitter	70013	126231	80.3

Our traditional channels are still seeing significant growth with no current indication that they are reaching saturation point.

Total Facebook likes grew by well over 50% in the 12 months to September this year, whilst the number of people following us on twitter increased by 80%.

Our regular increase in likes and followers is very consistent with Facebook and twitter still both growing at between 2.5% and 3% per month.

7 month analysis

The following tables show the number of Facebook and twitter followers by division for the 7 months to 30 September 2015 (March 2015 figures not available).

	Feb-15	Jun-15	Sep-15	% Feb to Sep
Lancs Police	51069	56086	61462	20.4
Specialist	17586	19130	20457	16.3
West	35589	42188	47430	33.3
South	23794	28237	31244	31.3
East	27434	32225	36870	34.5
Cadets	2782	3141	3179	14.3
Total	158254	181007	200642	26.8

- All of the Constabulary's Facebook accounts continue to show good growth.
- The local neighbourhood pages have seen the greatest growth during the seven month period, clearly showing the success of allowing local officers to have conversations with their own communities and the richness of content that Facebook allows.
- We hope the roll-out of the Samsung devices supported by the Commissioner will enable officers to improve content posted, engagement levels and hence maintain the increases that we are seeing in our following across all areas of the county.

Engagement levels

We regularly reach around 5-6m people on Facebook each month with approximately 15% of people on average engaging with our posts in some way.

In addition two million plus people see our tweets each month (September 2015: 1.8 million; October 2015: 2.5 million).

To reach this amount of people via traditional channels would be difficult and expensive and to do it face to face on a regular basis would be impossible.

The table below shows our Facebook engagement for September 2015 and demonstrates the high level of engagement we get on our local accounts.

	Reach	Engagement	%
Corporate Account	2834270	300528	11
Specialist Accounts	200348	28464	14
West Division	465966	106375	23
South Division	517320	120503	23
East Division	867386	236321	27
Total	4885290	792191	16



Twitter

	Feb-15	Jun-15	Sep-15	% Feb to Sep
Lancs Police	55984	66472	73457	31.2
Specialist	5303	6146	7187	35.5
West	14938	16397	17858	19.5
South	12915	15149	16480	27.6
East	9323	10433	11249	20.7
Total	98463	114597	126231	28.2

Twitter is continuing to show strong growth. The significant increase in followers of our specialist accounts reflects the very active Roads Policing account and the development of our Rural Crime account as a new way of engaging with our rural communities across Lancashire.

The corporate LancsPolice account also continues to grow strongly at around 3 per cent per month.

We expect further increases in our following as enhanced training is given to neighbourhood officers over the next 3-6 months and Contact Management rolls-out its 24/7 monitoring and use of the accounts, particularly to warn/inform people around road issues, collisions, significant incidents (e.g. recent Ribblesdale fire) etc.

Developments and innovations

We are continually looking at new ways to use all our channels to have conversations with our communities, tell them what we are doing, seek their views and act on feedback. Some of the key developments during the scrutiny period include:

Neighbourhood - Chorley Copcast

- The Media & Engagement team helped officers in Chorley to produce a 3-minute news style video which was hosted on YouTube and promoted on both the local and corporate channels.
- The content comprised updates on 3 key areas (Policing Halloween, drugs in Chorley town centre and bike theft/coding) which were topical and also reflect concerns raised by local people through online Facebook Q&A sessions and face to face conversations with officers.
- This has now been viewed by in excess of 1,300 people (as of 18 November 2015), more than had viewed previous updates provided by streaming local Police and Communities Together (PACT) meetings live through a Google Hangout.
- The link is here <https://www.youtube.com/watch?v=wWJK6lwqZDo> and we are considering rolling this idea out in other divisions to see if it proves equally successful there. We will also look to provide basic equipment and training so that officers can become self-sufficient and produce the material themselves.

Facebook Q&A sessions

- We are continuing to use Facebook across our Basic Command Units (BCUs) to hold regular Question & Answer sessions, feedback to people on local policing priorities and actions, address people's questions and get their views on what we are doing. As an example, Morecambe has been holding these regularly during the period in question – the last meeting reached nearly 6000 people and generated around 40 comments and questions in an hour.
- Over the next three months we will also look to increase our use of twitter to engage on local priorities including the use of the new twitter polls on the local accounts.

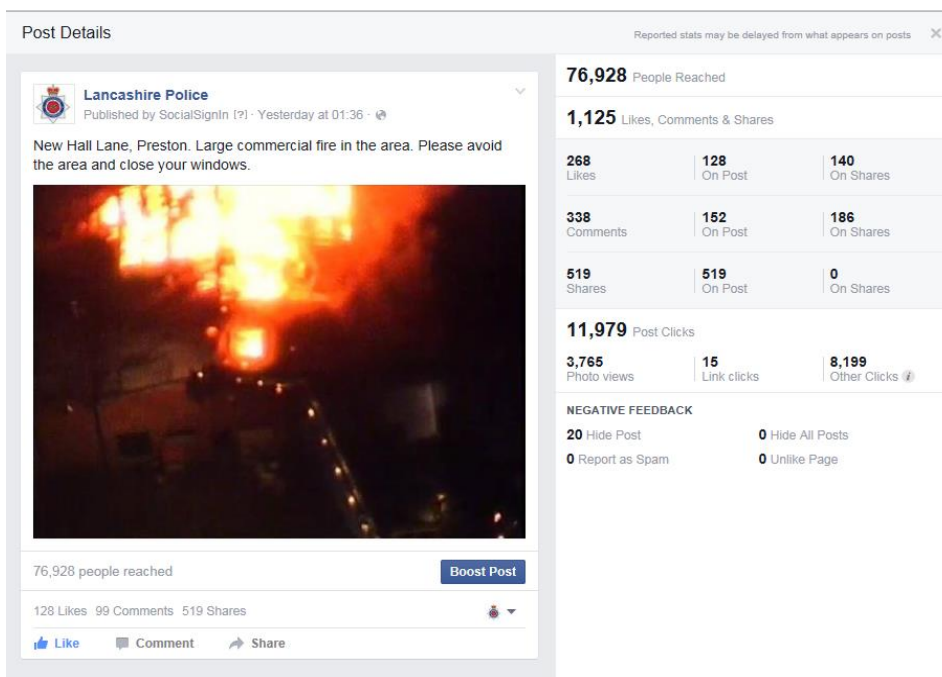
Move towards 24/7 monitoring of all the Constabulary's social accounts

- During the scrutiny period we have given extensive training to 11 team leaders in Contact Management to allow them to monitor our main social media accounts out of normal hours and tweet/post messages (particularly warn and inform type messages around roads, collisions, weather, significant incidents and also material to promote the shift to digital channels).
- This is currently being successfully trialled on the Lancs Police Facebook and twitter accounts with a move to including the main local accounts envisaged in the near future.
- It is already improving our engagement, ensuring people get timely replies and more real time access to important information.

- Examples from November 2015 already include:



- 125,000 people reached with high levels of engagement and positive responses to post about recent closure of M6 in rush hour due to a lorry fire.



Campaigns

- We continue to use both our local and corporate accounts to support locally targeted and national campaigns.
- As a recent example the social media activity around our Child Sexual Exploitation (CSE) Awareness week had a total reach of 4.7 million people, with 2,100 clicking on links and 1,700 retweets/shares.
- Over the next 3-6 months we will look to further increase our video content to support campaigns through social media.

Operational Policing benefits

- The use of our channels is continuing to deliver excellent results for operational policing including tracing missing people and arresting offenders. Examples from the scrutiny period include:
- Arrest after an appeal on Preston's Facebook page on 7/10 in relation to a knife point robbery;
- Three youths identified themselves following the attacks on the alpacas in Haslingden after huge social media coverage. Our You Tube video of the CCTV from the incident generated 47,000 views.
- A 21-year-old man was arrested after an evofit of an offender who exposed himself was circulated on the Fleetwood page.
- A woman handed herself in in relation to a theft from a Co-op in Hyndburn hours after the CCTV appeal was issued on Facebook;
- a man was identified in connection with thefts from properties in Leyland.

Other developments - Instagram



- We have launched our new Instagram account during the period which was set up at the start of September 2015.
- We are hoping Instagram will help us to reach more young people in our community and have conversations with them.
- We have used the channel to promote and share pictures and videos from our Constabulary Open Day, along with insights into our dogs and mounted sections and to support relevant campaigns, including Hate Crime Awareness Week, Modern Slavery Week and CSE Awareness Week.
- We have posted nearly 100 pictures and videos and our following is growing rapidly (651 as of 18 November, putting Lancs close to the top 10 forces using Instagram in England and Wales after approx. 10 weeks).

Periscope



- In common with some other forces we have started to use periscope to stream live content to our followers as another way of engaging and giving them interesting content to promote our key messages.
We started trialling this in a low risk environment at our Open Day at the start of October and are looking to develop its use further particularly around campaigns, court results, community reassurance.

In the Know

- In the Know (ITK) is our local messaging service based on the Neighbourhood Alerts system. As of the end of the scrutiny period (September 2015) the number of registered users was as follows:

	Registered users Feb 2015	Registered users Sept 2015	Percentage increase %
West Division	6269	7165	14.3
South Division	6490	7775	19.8
East Division	5908	8284	40.2
Total	18667	23224	24.4

- Around 400 officers have currently been trained and send c. 300 alerts every month
- We are also working pro-actively to develop the use of the system to evidence our engagement with local communities and also have conversations with, and get messages to, hard to reach groups.
- As examples, we are currently trialling a 'Contact an officer' survey in the South Shore Area of Blackpool in which neighbourhood officers are asking people to take part in a short survey as part of their day to day engagement with their community. The survey asks people for high level information about their experience of crime and anti-social behaviour and what they think of the job we do.
- The results are recorded on hand held Samsung devices through ITK and will be evaluated with a view to feeding back to local communities both through targeted local messages and our Facebook and twitter channels
- We also used the system to target people from our Black and Minority Ethnic (BME) and disabled communities ahead of the current police officer recruitment to offer them support if they wanted to apply. This resulted in over 25 positive inquiries which we would expect to result in applications.

October updates

High level numbers for October 2015 for information are as follows

	Oct-15
Facebook	205992
Twitter	129322
ITK	23655
Instagram	500
Total digital community	359469

Facebook likes and twitter followers increased by just under 8500 during the month

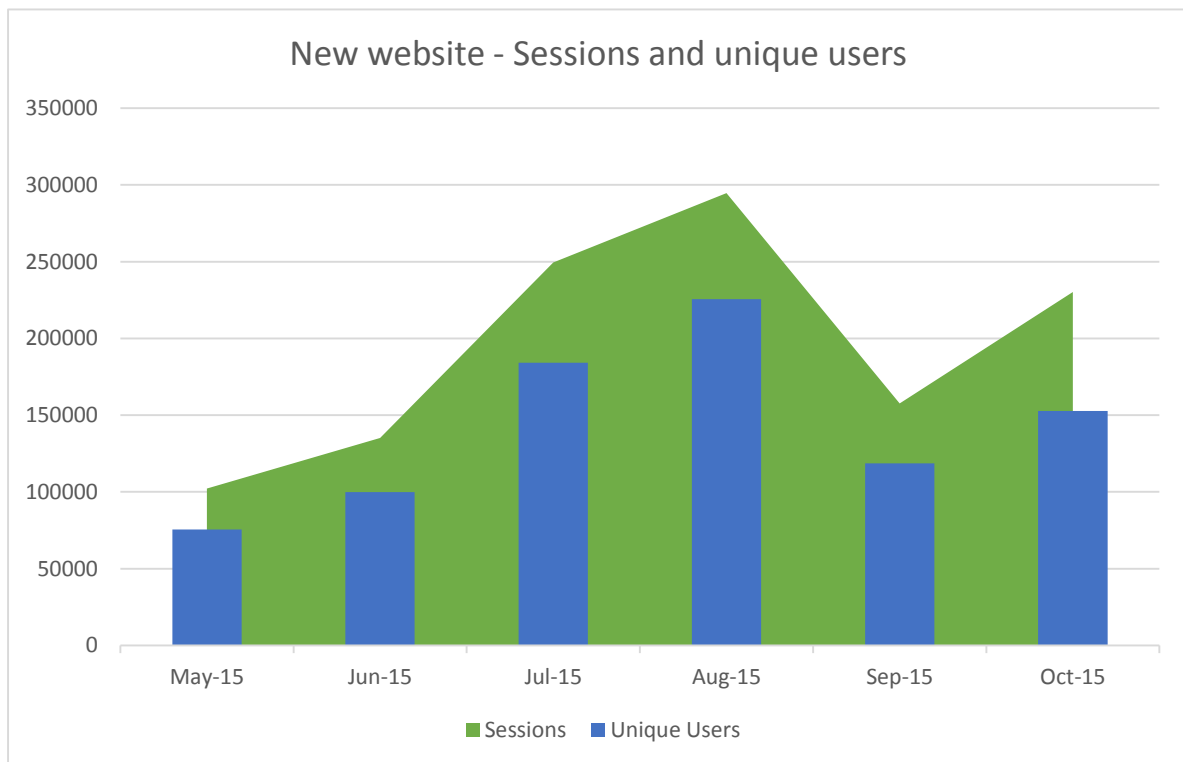
Developments

- Extend 24/7 monitoring by Contact Management
- Intensive training of officers on mobile devices to improve use of existing social media channels, engagement levels and governance
- Looking at further novel ways to engage with people and tell them what we are doing (extension of Copcasts, use of new media including Periscope and Facebook mentions etc.)
- Build our Instagram following and assess further channels as they emerge
- Carry out work to map all our followers to highlight geographic engagement levels
- Work with other forces to improve our use of demographic information in ITK and consider the development of a 'local engagement tool'.



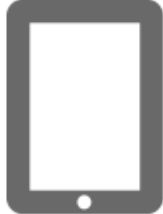




3.5 Lancashire Police Website progress to date:






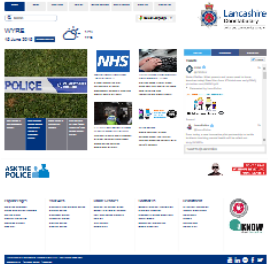
The new Lancashire Police website was launched in May 2015. In its first six months the new site has seen 1,169,461 sessions by 724,650 users who viewed 2,309,255 pages. This can be broken down month by month as follows:

NEW WEBSITE	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15
Sessions	102219	135177	249,500	294664	157659	230242
Unique Users	75482	99871	184160	225596	118561	152731
Page views	246440	277576	426329	468883	349665	540362
Desktop	30.75	26.52	17.86	16.88	25.81	46.22
Mobile	54.46	60.06	69.99	70.29	61.66	41.07
Tablet	14.79	13.42	12.15	12.83	12.54	12.71



As the following statistical data shows, the vast majority of users access our site through a mobile device; they come to us through social media, mostly Facebook and they mostly view our news pages.

			
61.76% used a mobile device	25.38% used a traditional computer	12.86% used a tablet	
			
56.74% came from Social Media	27.07% came from Organic Search	12.21% came direct to our site	3.97% were referred from another website

		
89.51% from Facebook	10.24% from Twitter	0.25% from everywhere else
		
News pages had 37.32% of the total views	Join us pages had 15.87% of the total views	11.14% of views were the homepage

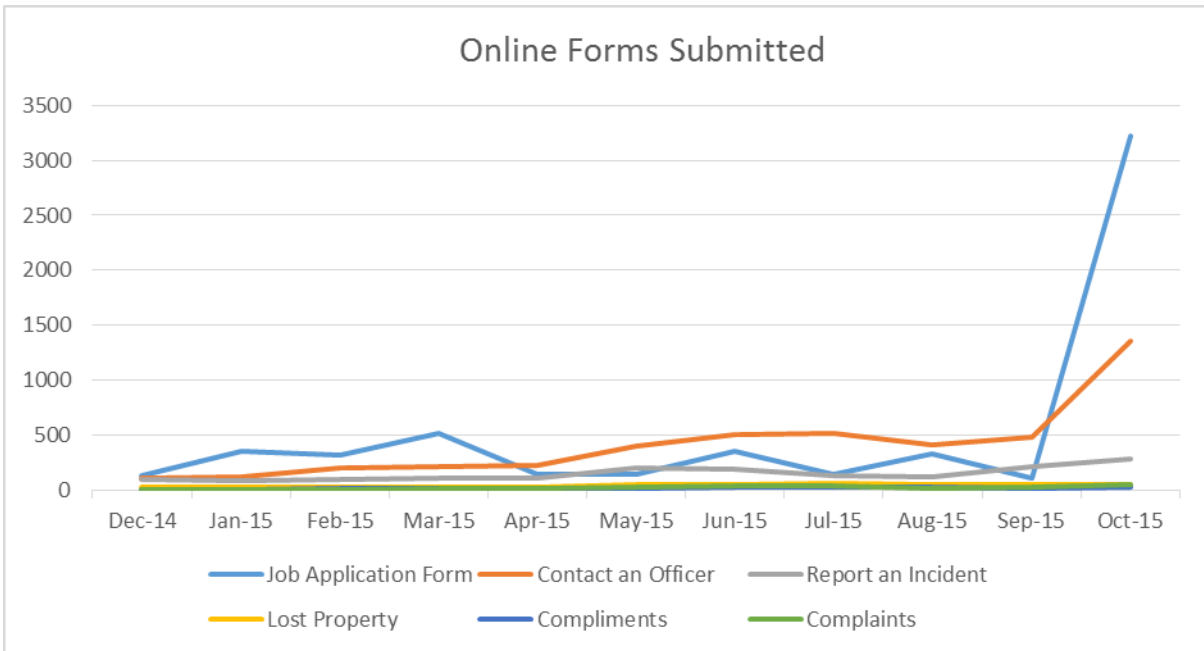
Online Reporting site

The below figures for the period 1 May – 31 show the number of forms submitted on our online reporting site.

- Contact an Officer 3,662
- Report a Crime or Incident 1,133
- Join us 4,403
- Lost Property 310
- Complaints 186
- Compliments 136



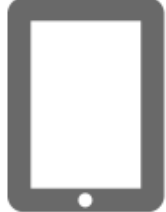
The site had a “soft launch” owing to the Constabulary wishing to iron out any technical difficulties before a full blown promotional campaign. Some changes to the forms are planned to make it easier for members of the public to use them and when that is done, online reporting will be more heavily promoted.

The site has enjoyed some success though, particularly during the recent Police Constable recruitment campaign which, for the first time ever in Lancashire, was done via online submission. As the blue line on the graph below illustrates there was a significant take up rate with nearly 3,000 people submitting applications online during the recruitment window.







3.6 Trusted2Know Youth website progress to date:

In the past six months, the Trust Ed website has seen 6,372 sessions by 5,900 users who viewed 10,386 pages. Unlike the main website, visitors chose to access the site using a traditional computer as the following analytics show:

		
19.51% used a mobile device	73.16% used a traditional computer	7.33% used a tablet

How did they get to our site?

			
0.73% came from Social Media	40.47% came from Organic Search	26.3% came direct to our site	32.5% were referred from another website

What pages did they want to look at?

The top 5 pages that were viewed

1. Homepage	3846 page views
2. Why do young people carry knives?	922 page views
3. Cadets	908 page views
4. Robbery	263 page views
5. Gangs and Knives	255 page views

A review of web content is planned and research is on-going with young people to ascertain their preferred channel to get information from us.

- 3.7 The Constabulary Community Engagement strategy will be presented to the Commissioner in March 2016.

4 Implications

- 4.1 There are no implications.

5 Links to Police & Crime Plan

- 5.1 Efficient engagement as a Constabulary is very important in raising confidence and promoting assurance to the public and overall contributes to Defending Front line policing.

6 Reasons why Restricted

- 6.1 N/A

7 Background Documents

- 7.1 N/A

8 Contact for Further Information

- 8.1 Elizabeth Riding, Media and Communications, Tel. 412658