



## Case Study For Staffordshire Police



# Profile

Staffordshire Police provides a policing service to the people of Staffordshire and Stoke-on-Trent.

The force area includes one of the largest shire counties in England, covering more than 2,600 square kilometres or 1,000 square miles. It has a population of more than 1,000,000 and a rich diversity of communities, all with their own specific policing needs.

This section is where you can find out more about our history, our senior officers, our plans for the future and how well we're performing.

# Situation

Staffordshire Police have been using our Bluetooth hardware for 18 months to help them communicate a wide variety of messages to the general public more effectively.

Originally they contacted us in September 2008, as they wanted to use the system at major events and shopping centres to send public safety messages. Warnings about keeping belongings safely locked away and out of sight were sent to shoppers at Stoke-on-Trent's Potteries Shopping Centre, for example.

The system was also used to send the forces new non-emergency phone number and wallpapers to mobile phones at Stoke City's Britannia Stadium and city centre shoppers.

Following a successful trial, the force purchased 16 boxes to use across the county. Word spread quickly and the service is now being used by the Lincolnshire, Lancashire, Kent, Somerset and Metropolitan forces.

Communications Manager David Bailey said: "The versatility of the system has enabled us to improve communication with the public, and in some cases fight crime.

"We use the Bluetooth broadcaster to enhance our work to engage with local communities. We have used it alongside other activity such as when we project messages and information on the side of buildings or when we are using our mobile police station in the community.

“We often use the product to support our award winning ‘Operation Nemesis’ campaign which tackles the supply of drugs in the force. Thousands of people now have the Crimestoppers phone number 0800 111 555 stored in their mobile phones thanks to Bluetooth.

“The reaction of the public is fantastic when we use the product, and often people will approach our officers to talk about the message we have sent them. We have some exciting new ideas on how we will use the broadcasters to inform communities about how we and the local council are working to tackle the issues that matter to them.