

Defining the Future of Police & Community Web Communications

Gloucestershire Constabulary (GC) wished to refresh their public facing website to achieve a greater degree of interaction with the community they serve. They wanted it to support the key principles of Community Policing built upon the foundation of being Citizen Focused.

Despite the implementation of professional looking website, containing a wealth of information, the public and Constabulary were failing to effectively engage across the web channel.



SUNGARD PUBLIC SECTOR

Client success story
Gloucestershire
Constabulary

Study delivery

GC turned to SunGard to perform the study, which was undertaken using proven consultancy methodologies. In addition a rapid and agile approach to requirements gathering was used in order to complete the study in a relatively short time. To maximise investment benefits it was vital to establish what the community wanted from their policing website and what services GC could practically offer.

The study was completed in seven weeks, during which 12 highly structured workshops were undertaken. Attendees included the adult public, senior school children, partners such as the County Council and the NPIA and over 50 individuals from GC itself (from the Assistant Chief Constable to PCs on the beat).

Workshop results were compiled and collated into an organised and prioritised set of site requirements. These were then studied and their impact on GC's operational model assessed. Study discoveries and their implications were finally presented to GC in the form of a detailed report and presentation.

What the public want

Discoveries made are being utilised to formulate the Constabulary's future web based community engagement strategy.

Some of the key themes arising from the workshops were:

- Swift access to a local community view of all policing activities
- An authoring style that was friendly and approachable, not too authoritarian
- The ability to voice their opinions on local policing priorities
- The ability to help by submitting and sharing intelligence



“ We knew we had to seriously up our game in relation to our website and therefore needed to fully understand what our customers wanted from it. The quality of the work carried out by SunGard to establish this was excellent. Based on this work we now have an excellent opportunity to develop web services that are focussed on what our community really wants. ”

Ivor Twydell, Assistant Chief Constable,
Gloucestershire Constabulary



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The supplier of technology-driven effectiveness and efficiency to public sector organisations

SunGard Public Sector Limited, Methuen Park, Bath Road, Chippenham, Wiltshire, SN14 0TW

Tel: +44 (0) 8456 041999 Fax: +44 (0) 8456 042999

Email: info.ukolutions@sungardps.com www.sungardps.co.uk