



A replacement was required for Comnet, the previous police messaging system, which was slow, awkward to use, and underutilised.

Using Police Direct™, a high volume, hi-tech public messaging service provided by HTK, Suffolk Constabulary achieved efficiency savings of 10% and cost savings of 60k per year by sending information efficiently to members of the public through email, SMS text messaging and recorded voice telephone messaging.

Composing messages

The previous Comnet system was very time consuming; for an efficient officer the process of composing, recording and sending a message would take an hour. Officers who could not do so had to locate an operator and provide them with a written text so that they could complete the process. Paper copies were then sent to the Community Safety Department for filing.

Police Direct™ simply requires an officer to send an automated notification, a five second process, to Suffolk Constabulary's central Police Direct™ team, where all aspects of message preparation and delivery are dealt with. Based on just 3 messages per Safer Neighbourhood Team each month, this generates a saving of at least **£2,565 per month or £30,780 per year.**

Related paperwork is also reduced, leading to time savings for the staff. At 15 minutes per message is equivalent to **£7,694 per year.**

Recording systems

Suffolk Police wanted to regularise the disparate recording systems used across the force, to record personal details in line with Data Protection Act requirements.

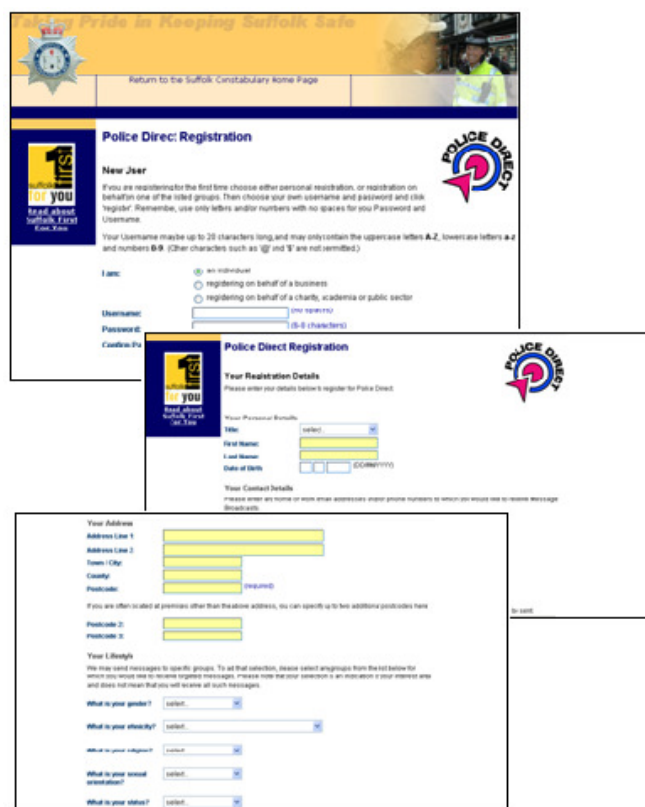
Police Direct™ has now helped to achieve this, providing time efficiencies of 10% for CSU staff in the West and South, whilst the East has reduced the number of staff by two, saving **£60,000 p.a.**

Savings from criminal results

A church burglar was arrested shortly after a member of the public received a Police Direct™ message broadcast containing a description of the suspect. He later admitted over 70 offences across the country. Had the burglar successfully committed just **10 more burglaries in Suffolk these activities would have cost £27,000**, assuming the burglar had not been arrested (Home Office Research Study figures).

Increased public confidence

When surveyed 98% of registrants said they feel as safe (45%) or safer (53%) as a result of receiving Police Direct™ messages. 99% stated they had an unchanged (41%) or improved (58%) opinion of Suffolk Constabulary, again as a result of Police Direct™ messaging. These benefits directly impact on Suffolk First for You priorities and HMIC performance measures, in particular public feelings of safety.



The image shows three overlapping screenshots of the Police Direct Registration website. The top screenshot is the 'Police Direct: Registration' page, which includes a 'New User' section with radio buttons for 'I'm an individual', 'registering on behalf of a business', and 'registering on behalf of a charity, academia or public sector'. It also has fields for 'Username' and 'Password'. The middle screenshot shows 'Your Registration Details' with fields for 'First Name', 'Last Name', and 'Date of Birth'. The bottom screenshot shows 'Your Contact Details' with fields for 'Address Line 1', 'Address Line 2', 'Town / City', 'County', 'Postcode', and 'Your E-Details' (Email, Mobile, etc.).



Current services for Suffolk Police

- Real time public alerts of criminal activity such as bogus callers.
- Local crime information to the public, witness appeals, and requests for intelligence.
- Warning of potential events including illegal raves or other legally organised events which impact on local people.
- Real time road closure information.
- Public reassurance, e.g. London & Glasgow bombs, Op Sumac.
- Update and cancellation messages providing results of previously circulated incidents.
- Safer Neighbourhood Team / Police Authority / local policing activity updates.
- Copy of all messages to police officers working in relevant areas.
- Receipt and forwarding of intelligence through 5x5x5 and / or crime updates.
- Partners receive updates for onward transmission, including the Anglian Ambulance Service, Suffolk Carers and West Suffolk Hospital Trust.
- Specialist information to specific interest groups including firearm dealers, banks, post offices, pubs, clubs, faith groups, Watch groups (Neighbourhood, Farm, Industrial etc).
- Eastern Regional Truckwatch and Operation Stack.



“Police Direct™ allows us to use the public as our eyes and ears to prevent crime from occurring, and also to try and detect crimes. We use the service in day to day policing, firstly as a way to identify crime trends, and secondly to send out messages to registered members of the public.”

Chief Inspector Adrian Dawson,
Head of Operations Communications

Free to the public

The Police Direct™ service is free to the Suffolk public, who register online to receive messages direct from Suffolk Constabulary. The speed at which Police Direct™ operates has brought local people safely into the initial police response to appropriate incidents.

Police Direct™ is available to all police forces through the PNN3 and Buying Solutions procurement frameworks.

Secure and fully auditable

Police Direct™ is powered by the HTK Horizon™ hosted service delivery platform. It maintains a full audit log of all activities, making it an ideal tool for tracking actions related to police incidents.

Police Direct™ can be managed through the Criminal Justice Extranet (CJX) if procured under the PNN3 framework, for increased operational security. The HTK Horizon™ platform is managed by a team of NPPV cleared professionals.

What next?

Call us now to take part in our **free** discovery workshop and trial on: +44 (0) 870 600 2311. Email: sales@htk.co.uk or complete the form at www.htk.co.uk and we'll take it from there.

