



Overview

Business Challenge

Greater Manchester Police, one of the largest police forces in the United Kingdom, sought a solution that would help it survey 9,000 households in order to establish a community-based policing programme.

Why IBM

Aware that IBM SPSS technology has been used in survey research for more than 40 years, and in similar projects for other UK police forces, Greater Manchester Police decided to adopt an IBM SPSS analytical solution.

Solution

Using IBM® SPSS® Data Collection, Greater Manchester Police created survey questionnaires, and electronically scanned in the responses.

Greater Manchester Police make contact

Community-based policing addresses 'signal crime'

Formed in 1974, Greater Manchester Police (GMP) has a workforce of more than 7,000 police officers and 3,500 support staff. Serving some 2.5 million people covering an area of 500 square miles and 10 metropolitan boroughs, it is one of the largest police forces in the United Kingdom.

Consultation is a statutory function of GMP and is ongoing throughout the year. The Police Authority's Consultative Team (PACT) is responsible for drawing up consultation plans for each local area, and reporting on community concerns, safety, crime, and disorder. The police authority also organizes youth forums in a number of schools throughout greater Manchester, bringing together young people and local police officers, with the aim of improving communications and relations.

Identifying "signal crime"

As part of the National Reassurance Project working in the St. Mary's and Failsworth West Wards of Oldham Metropolitan Borough, GMP sent a survey to 9,000 households in order to establish a community-based policing program. The concept focused on identification of "signal crime."

Prior to implementing an IBM SPSS solution, GMP had been using a low-level paper system and Microsoft® Excel®. This method proved unfruitful due to Excel's limited analysis capabilities.

Keith Bentley, chief superintendent (retired) of Operations at Oldham Division, said, "The non-automated data input procedure proved too resource-hungry. We wanted a solution that would not only find answers to questions that basic database and spreadsheet packages would miss, but also make the data entry faster and more reliable."



Business Benefits:

- The cost and time spent on survey research was reduced
 - The survey identified 400 persons who were willing to work with the police to deliver problem-solving initiatives relating to youth offending and anti-social behavior
 - The programme became a model for other police forces to follow
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A re-assuring solution

Already aware that IBM SPSS technology has been used in survey research for more than 40 years, and in similar projects for other police forces in the United Kingdom, GMP decided to adopt the an IBM SPSS analytical solution.

By using this sophisticated software, GMP aimed to gather a wide range of public views on area policing that could be incorporated into the National Reassurance Project. The questionnaires were seamlessly created within the system, and the responses were scanned in electronically, eliminating the need for manual data entry.

Saving efficiently

Successful completion of the survey project brought forward 400 persons who were willing to work with the police force to deliver problem-solving initiatives in the relevant two wards — particularly relating to actions to stop youth offenses and anti-social behavior.

The IBM SPSS solution has enabled GMP to reduce cost and time spent on survey research and analysis, as well as become a model organization for other police forces to follow.



“The scanning process and capability to drill down into our public consultation survey data has become a bedrock on which the project can move forward...Our increased survey and analysis capability has also impressed several partners.”

— Keith Bentley, chief superintendent (retired), Oldham Division.

“Not only did we benefit from a massive reduction in person time for this project, saving approximately €20,000 (\$25,000) in two weeks, but these results are now being referenced by other Greater Manchester Police divisions as contributions to ‘efficiency savings’ required by government,” said Bentley.

“The scanning process and capability to drill down into our public consultation survey data has become a bedrock on which the project can move forward during the next 12 months. Our increased survey and analysis capability has also impressed several partners who have now fully bought into the National Reassurance Project in Oldham,” he added.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

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