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DELIVERABLE 1.5

Report on results of DesignLab 2





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Report on results of DesignLab 2

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1 Introduction

DesignLab 2 on Community Policing was held in Salford on 25 September 2019. The Cutting Crime Impact (CCI) Consortium attended and participated in the DesignLab (see Agenda, Appendix A). The DesignLab was designed and facilitated by the team from the University of Salford. Working with LOBA, and with evaluative feedback from DSP, EFUS and DPTI, a detailed protocol for running a 3–4-hour DesignLab was developed and trialled, along with supporting materials, and results recording procedures (D1.3).

The aim of the DesignLab was to support problem framing around the requirements capture and contextual data related to the Prevention, Investigation and Mitigating (PIM) toolkit on Community Policing. The DesignLab sessions were designed to guide the Consortium through a structured innovation and concept generation process, including initial feasibility testing of toolkit ideas.

The purpose of the DesignLab was to ensure that development of the Community Policing PIM Toolkit was evidence-based, and end-user led, maximising acceptance and successful implementation. The method balances a concern for understanding current or past practices with a concern for envisioning alternative or future practices.

2 DesignLab within the CCI design development process

The DesignLab fulfils the function of analysis and synthesis of gathered requirements in a collaborative manner. In the overall process of CCI, the DesignLab falls within the "Define" phase and bridges the project work into the "Develop" phase, where the solutions that will form the toolkits are developed (see figure 1).

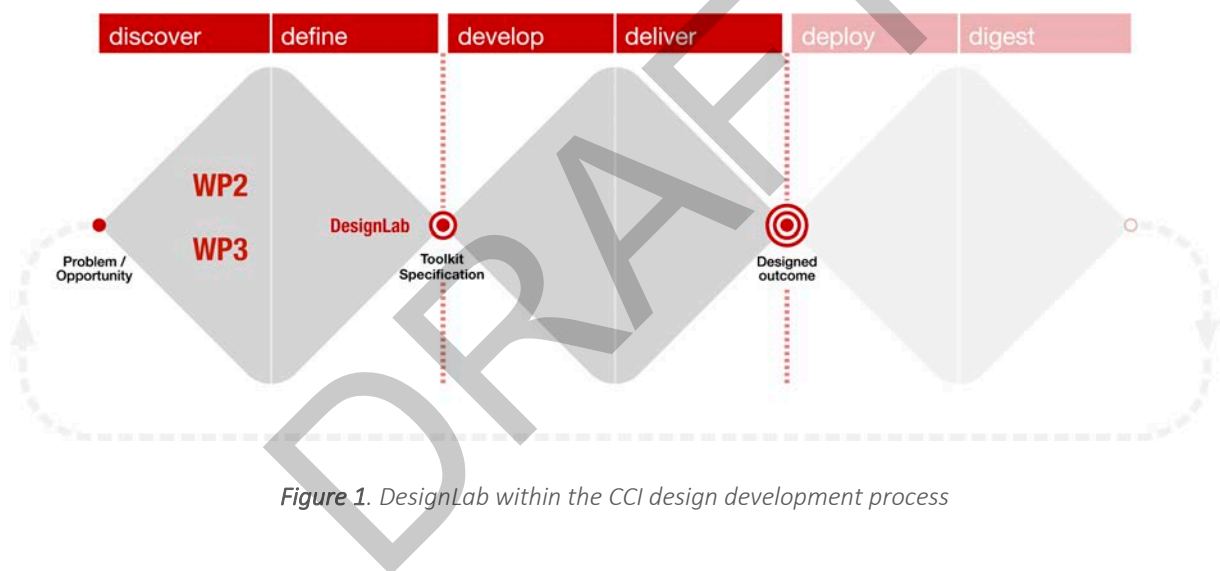


Figure 1. DesignLab within the CCI design development process

The DesignLabs resulted in a number of concepts that gave rise to "solution directions". These directions were then discussed between USAL and the LEA partner and developed into a Toolkit Specification. The Toolkit specification defined the purpose, users, content and function of the proposed toolkit.

CCI method: What is a DesignLab?

The CCI DesignLab is a three-hour workshop to generate ideas based on an understanding of the LEA context and issues / problems that was designed by USAL specifically for CCI.

Concentrating on a CCI focus area, each DesignLab helped generate ideas /solution concepts relevant to two LEAs—who acted as the ‘client’ in the design process.

Rules of engagement to support creativity are communicated to participants (e.g. responding “Yes, and...”, rather than “Yes, but...” when discussing each other’s ideas) and a warm-up activity used to demonstrate such principles and create the right mind-set.

The DesignLab is structured into five stages — each involving practical activities:

- **Stage one** – to enable DesignLab participants to understand the requirements capture research conducted by the LEA, the two LEA ‘clients’ give a short presentation of their context and issues/ problems—ending with 6 “Problem Statements” (In What Ways Might We...?)
- **Stage two** – explores the Problem Statements identified by the LEA clients using a technique called Abstract Laddering. This is a way of reconsidering the problem statements by broadening their focus (considering “why?”) or narrowing their focus (considering “how?”). The method was adapted from the Luma Institute.
- **Stage three** – supports design solution ideation. For each Problem Statement, participants are given a short amount of time to describe and/or sketch an idea that addresses the problem.
- **Stage four** – supports participants in concept design development, prototyping and design communication. Participants work in teams to develop two ideas chosen from the Ideation and Concept Generation session into design concepts or prototypes. These concepts are captured on Design Concept Sheets.
- **Stage five** – supports evaluation of the developed design concepts. Each concept is explained in a short presentation— ‘pitch’ —to all DesignLab participants. Following these pitches, participants vote for their first and second favourite ideas. The results of the voting are collated and fed back to the client LEAs to support decision-making on concepts to take forward for PIM Toolkit development.

Source: CCI D1.3 DesignLab Protocol

3 Results & Analysis DesignLab 2

The results of DesignLab 2 on Community Policing are presented for each stage of the DesignLab process described above. The ‘client’ LEAs were:

- Greater Manchester Police – GMP
- Polícia Municipal de Lisboa, Câmara Municipal de Lisboa – CML

The results and analysis outlined in this public document provide insight into the process for generating design concepts and directions. It should be noted that the results of the requirements capture work is presented in confidential reports—D5.2 and D5.3 LEA context and requirements. Confidentially enabled LEA partners to share within the CCI consortium details about problems / issues.

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4 LEA results – GMP

To enable DesignLab participants to understand the requirements capture research conducted by the LEA, the two LEA ‘clients’ gave a short presentation of their context and issues/ problems—ending with 6 “Problem Statements” (In What Ways Might We...?).

4.1 GMP presentation

A summary of the problem statements for GMP’s research on Community Policing is provided in the box below.

Summary: GMP context & requirements for Community Policing

GMP conducted in depth observation across different shifts and beats (geographical areas) in Greater Manchester, and identified six problem statements for the DesignLab, stated using the form “In what ways might we...(IWWMW)”:

- *In what ways might we...* enable continuity when roles in Neighbourhood Policing change?
- *In what ways might we...* provide PCSOs with access to and influence in more strategic problem-solving initiatives?
- *In what ways might we...* enable effective communication between different Neighbourhood Policing roles and teams?
- *In what ways might we...* enable mental health related incidents to be addressed effectively?
- *In what ways might we...* provide effective training and professional development to PCSOs and NBOs?”
- *In what ways might we...* help NPTs to assess and respond effectively to incidents involving vulnerable people?

Source: Full report available in D5.2 LEA context and requirements for GMP (confidential report)

4.2 Abstract Laddering – GMP

The Problem Statements identified by the LEA clients were explored in the DesignLab using a

technique called Abstract Laddering. This is a way of reconsidering the problem statements by broadening their focus (considering “why?”) or narrowing their focus (considering “how?”). The teams were allowed to generate further problem statements if they felt that this would help broaden their thinking or improve idea generation.

4.3 Idea generation

To support design solution ideation, participants were given a short amount of time to describe and/or sketch an idea that addresses each problem. USAL critically reviewed the ideas.

4.4 Design concepts

The design concepts produced by each team were presented to all DesignLab attendees. Design presentation sheets (A2 sized) were produced to communicate the overall concept; how it functioned; user interaction storyboard; and any technical features (see Appendix B). The concept was then verbally explained to DesignLab participants in the form of an 'elevator pitch' or short presentation. Presenters were allotted 2 minutes for their pitch, after which the audience were able to ask questions about the proposed design concept.

DesignLab 2 generated, developed and presented the following four Design Concepts relevant to GMP’s requirements and context.

Design pitch 1	
Team name	Echo
Problem statement	In what ways might we... ensure effective communication between different Neighbourhood Policing roles and teams?
Concept name	“WhatsOn”
Concept overview	“WhatsOn” is an online platform and app providing all relevant information about community policing for PCSOs, NBOs and key stakeholders. “WhatsOn” aims to reduce information gaps between Neighbourhood Policing Teams and between police and non-police stakeholders for issues concerning local communities and neighbourhood policing.

Design pitch 2	
Team name	Echo
Problem statement	In what ways might we... promote professional pride among PCSOs?
Concept name	We ❤️ PCSOs
Concept overview	“We ❤️ PCSOs” is a campaign aiming to improve PCSOs’ public image and visibility; increase awareness amongst citizens, key stakeholders and the police of the importance of PCSOs’ role; increase PCSOs’ confidence. This campaign would be run on social media, with dedicated Facebook, Twitter and Instagram pages to share stories, messages and videos about PCSOs. As part of this campaign, an Award Ceremony would be organised in order to celebrate PCSOs’ achievements and work.

Design pitch 3	
Team name	Foxtrot
Problem statement	In what ways might we... provide PCSOs with more access to and influence in strategic problem-solving initiatives?
Concept name	No Dead Ends
Concept overview	“No Dead Ends” is a web-based system to be used by PCSOs and NBOs accessible on PC or on smartphone. This web-based system aims to support police officers in dealing with dead ends. For each problematic topic or “dead-end”, for example “homelessness”, this system provides information, training and key contacts of external agencies. This system also connects PCSOs and police officers with a problem-solving team comprising problem-solving advisors who can provide support and advice on how to solve “dead-ends”.

Design pitch 4	
Team name	Foxtrot
Problem statement	In what ways might we...help Neighbourhood Policing Teams to address and respond effectively to incidents involving vulnerable people?
Concept name	SUPERmarket – a safer space for vulnerable people
Concept overview	“SUPERmarket – a safer space for vulnerable people” – is an initiative led by the voluntary sector. It aims to provide a safe space for vulnerable people where they can come together, socialise, and also discuss their issues with PCSOs, NBOs, social services and other service providers. This initiative aims to bring together vulnerable people and service providers, including Neighbourhood Policing Team, with the intent of matching vulnerable people with the right and most appropriate support services. This would help to reduce police officers’ workload that is caused by non-police matters.

4.5 Post DesignLab review — Identification of potential Concept Direction(s)

All the ideas from DesignLab 2 and the results of the 'Abstraction Laddering' exercise were analysed by USAL, resulting in the identification of one to four Concept Directions for each LEA. The Concepts Directions were reviewed by the LEA and one selected to develop, prototype and demonstrate. The results are presented for GMP and then CML.

4.6 Concept Directions – GMP

Five Concept Directions were identified for GMP. In a review meeting to discuss the Concept Directions, USAL and GMP critically reviewed the proposals (see box below). After the meeting, GMP discussed the Concept Directions with its senior managers—and one was approved for development, prototyping and demonstration. This was Concept 1: PCSO / NBO role handover. The Concept Direction selected met GMP priorities.

Concept directions: GMP Community Policing Tool

Concept 1

Title: PCSO / NBO role handover

Concept 2

Title: PCSO / NBO training model

Concept 3

Title: Transfer / referral of mental health-related incidents to those better placed to deal with them

Concept 4

Title: PCSO / NBO training model

Concept 4

Title: Mapping vulnerability

Source: Concept Directions GMP – internal report, USAL

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5 LEA Results – CML

5.1 CML Presentation

A summary of problem statements for CML’s research on Community Policing is provided in the box below.

Summary: CML context & requirements for Community Policing

CML identified six problem statements for the DesignLab, stated using the form “In what ways might we...(IWWMW)”:

- *In what ways might we...* resign the best profile of the community policing officers to be selected to a designated area?
- *In what ways might we...* reduce bureaucracy in community policing teams work?
- *In what ways might we...* encourage residents to attend public meetings on community security problems?
- *In what ways might we...* motivate social partners to participate in the security partnerships over time?
- *In what ways might we...* persuade local decision makers to promote and support community policing projects?
- *In what ways might we...* encourage decision makers from the police organisation to support community policing projects?

Source: Full report available in D5.3 LEA context and requirements for CML (confidential report)

5.2 Abstract Laddering – CML

The results of Abstract Laddering were summarised on sheets during the DesignLab, and critically reviewed outside the DesignLab by USAL.

5.3 Idea generation – CML

To support design solution ideation, participants were given a short amount of time to describe and/or sketch an idea that addresses each problem. USAL critically reviewed the ideas:

5.4 Design concepts – CML

DesignLab 2 generated and developed the following four Design Concepts relevant to CML’s requirements and context (see appendix B):

Design pitch 5	
Team name	Hotel
Problem statement	In what ways might we... encourage residents to attend public meetings on community security problems? In what ways might we... support community engagement?
Concept name	Know your community festival
Concept overview	A community festival to bring different stakeholders together in a social setting (with food, drink, team sport, etc.) to get to know each other.

Design pitch 6	
Team name	Golf
Problem statement	In what ways might we... motivate social partners to participate in the security partnerships over time?
Concept name	“The Magic Bus”
Concept overview	The “Magic Bus” is an integrated communication approach to promote awareness and public participation on security issues in a designated neighbourhood. The Magic bus was assumed to be a real bus that drove around the neighbourhood but was actually a virtual bus. First, the “magic bus” starts with a marketing campaign targeting residents about its goals and ‘travel’ dates. Second, the magic bus ‘travels’ through the neighbourhood, to gather selected stakeholders along the way (for example, representatives from residents, social organisations, schools, housing services, local politicians, police), to jointly discuss during the ride, their different perspectives on neighbourhood problems and potential solutions. The purpose being to build together a safer and more cohesive neighbourhood.

Design pitch 7	
Team name	Golf
Problem statement	In what ways might we... design the best profile of the community policing officers to be selected to a designated area?
Concept name	The Walky-Talky Profile (WTP)
Concept overview	A two-step approach of profiling a new community policing team to a designated neighbourhood. First, through an exploratory walk in the neighbourhood (“Walky”) and interaction with residents, information would be collected regarding the desired profile of the community policing officers to work in that neighbourhood. Second, a public meeting with different stakeholders (for example, residents, social partners, community policing officers already working in the field) would be held (“Talky”). The meeting would collect stakeholder opinions to complete the profile of the future community policing officers, with insights coming from community and police perspectives. The “WTP” approach could also be used in the training of the new community policing officers as an outdoor activity to improve police knowledge of neighbourhood problems and community resources.

Design pitch 8	
Team name	Hotel
Problem statement	In what ways might we... reduce bureaucracy in community policing teams work? In what ways might we... support partnership working?
Concept name	SPoT: Social Partnership on Trello
Concept overview	SPoT uses CCI’s management software programme—Trello—to manage actions, identifying new actions, those in progress and those completed. The Trello platform helps security partnerships to communicate with other stakeholders about neighbourhood problems, quickly respond to problems and keep track of progress.

5.5 Concept Directions – CML

DesignLab 2 on community policing produced four ideas for solutions to the problem statements identified by the CML. After reviewing the results, USAL identified three Concept Directions. The Concept Directions were reviewed by CML, and the decision taken to focus on a strategic engagement process for community policing. The Concept Direction 1 was chosen because it supported CML in gaining senior management buy-in—which was recognised as a key need and requirement.

Concept directions: CML Community Policing Tool

Concept 1

Title: Strategic engagement process for community policing

Background

Senior management buy-in need to support community policing over the longer term.

Problem statement

In What Ways Might We... create an engagement tool with senior officers and social partners?

Concept 2

Title: Improved communication and tracking of neighbourhood problems

Background

It is unclear who and what informs coordination and development of community policing or if systems and processes can be or are tracked, evaluated and if this is communicated to senior officers.

Problem statement

In What Ways Might We... better understand requirements and improve communication and tracking of neighbourhood problems / issues?

Concept 3

Title: Community Policing Roll-out Process (handbook)

Background

Community policing in Lisbon is currently delivered in seven areas out of the total Lisbon policing area. There is a need to enable the time/cost efficient roll-out of community policing to other community areas.

Problem statement

In What Ways Might We... develop a handbook and process for community policing in Lisbon?

Source: Concept Directions CML – internal report, USAL

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6 Next steps and reflections

The Concept Directions—one for GMP and one for CML—were developed into a Toolkit Specification that outlined the LEA tool (see Deliverables D5.6 and D5.7). Roberta Signoria, GMP, reflected on her experience of the process (presented in CCI Newsletter 3):

Reflection: GMP on CCI design process

Dr Roberta Signori's (GMP) personal view on the CCI DesignLab:

“For professional designers, a DesignLab might be a stroll in the park. But for non-designers — not to mention, police officers and staff — that is not the case. The amount of pre-conceptions, ingrained habits, knowledge, and thinking that you need to challenge in order to engage in a DesignLab is extensive.

The CCI DesignLab held in Salford in September 2019 — my first DesignLab after joining CCI — was without a doubt a baptism of fire. The sessions, which were spread across two days, were intense and strictly timed - with CCI partners acting as part of a giant machine working at full speed to transform their way of thinking about policing problems. We came out of the DesignLab mentally exhausted, overwhelmed but also excited because we had something new in our hands, which meant that the work (and fun) had only just started. I recall going home the night after the first day of the DesignLab, and realising I completely lost my ability to speak English, and the ability to master my mother tongue as well. I was that exhausted.

The CCI consortium is a multi-disciplinary team which supports six LEAs, including Greater Manchester Police (GMP), in developing toolkits in four key policing areas. Following the principles of the design approach, LEAs undertake ‘Requirements capture’, a process of research for understanding user needs, the context, and potential areas of conflict. In this process, DesignLabs play a pivotal role. A DesignLab brings together all CCI partners, promoting synergies between LEA partners and non-LEA stakeholders, with the aim to engage them in a creative idea development process. During the DesignLab held at the University of Salford in September 2019 the LEAs shared the findings of their requirements capture research with the other CCI Partners. By working in several multidisciplinary sub-teams, we took part in a series of sessions spread over two days. These sessions

enabled LEAs to reframe the problems identified during their research, creatively challenge assumptions, and generate new insights, ideas and solutions.

At the time, I could not think of anything more different to GMP's approach to the development of toolkits than a DesignLab. I joined GMP, one of the LEA partners of CCI, in April 2019, as a researcher working full-time on the CCI project. Since then I have seen several toolkits, operations, products being designed, implemented and evaluated within GMP. In a time of stringent cuts to public funding, evidence-based practices in policing have become fundamental, to ensure that resources are assigned to projects, operations and toolkits which actually work. Effectiveness in terms of costs and impact is fundamental. A board of senior managers based in the Head Quarters are responsible for filtering ideas and ensuring that limited GMP resources only go to ideas, products and tools with an Evidence Based success mark. A success mark usually requires the collection of hard /quantitative measures of the impact of a toolkit, the preferred one being a reduction in the number of crimes.

Everything is decided at a central level, at GMP headquarters, by a selected group of uniformed and non-uniformed senior staff members. The process of developing a toolkit is usually quite linear: senior managers know the big agenda, they know the figures, and therefore assume they know the problem. They resort to their experience, their data and knowledge to analyse that problem and come up with a solution. That solution, which could be an operation, a tool, a new app, is usually trialled with the intent of collecting some (quantitative) evidence of impact. If the toolkit manages to get that evidence-based success mark at the end of the trial, then it is rolled out force wide, meaning that every district, every police station, and every team will be asked to adopt it. It is a linear top-down approach and it does not always run smoothly, especially at the implementation stage, when police officers perceive "yet another task" falling on their head from GMP headquarters, and the only thing they know is that they've got to get on with it.

The design approach to innovation has a completely different way of designing toolkits, a bottom-up approach with an additional dimension. First, you start by understanding user needs and identifying potential areas of conflict and problems. Then you analyse this data with the intent of abstracting the original problem, redefining it to foster new perspectives and thinking about the original problem. This dimension of abstraction helps to generate new insight, concepts and options.

During the DesignLab sessions in Salford, LEAs and non-LEA partners were supported in abstracting and reframing the problems, and to creatively explore ideas and potential solutions arising from their requirements to capture research.

Some of the LEAs partners I talked with felt uncomfortable, if not frustrated, with the DesignLab sessions, and with the whole requirement capture process in general. To begin with, they struggled to buy-in to the whole “we don’t know what we don’t know” approach. Some of the LEAs partners involved in the DesignLab started their career as police officers, served many years in the districts, and went through each step of the whole police promotion process. They had to prove countless times that, yes, they know their stuff. And that they have their priorities straight. Spending months on requirements capture research, “exploring” a problem they knew inside out, was simply perceived by some of them as a waste of time.

When LEA partners joined the DesignLab, they had to give away control over their narratives about the problems they had identified, and that made them feel uncomfortable. This probably happens to everybody, not just to police officers. I am not an officer and I am not senior, but after spending 4 months out in the districts of Greater Manchester talking to police officers, partners and citizens about issues surrounding Community Policing I started to become pretty sure of what I knew, I had my own narratives on the matter and I was confident that they were solid. During the DesignLab sessions, I felt vaguely uncomfortable when I was asked to put those narratives on the table and invite other people (not as expert as me on that matter) to reframe them. And that was me, after only 4 months “in the field”, with an open researcher mind and fresh eyes. Never mind a senior officer with two decades of experience under their belt.

For some LEA partners, the rules of interaction were challenging as well. Many of them are used to a military style interaction, according to which hierarchy always prevails. Countless times I heard police officers and senior managers address their line managers using the word “boss”, rather than their actual names. In a DesignLab situation, there is no hierarchical structure; no participant’s contribution is weighted on the basis of their rank, academic qualifications, or years of experience. The purpose of interaction is to encourage positive and constructive critique, it is to challenge and rethink the way we define problems and their solutions. During the DesignLab, some LEA partners were trying to re-enforce that hierarchical structure they were so used to in the interaction with other CCI partners. Again, LEA partners had to deconstruct their experience and mind-set in order to effectively engage with the whole process.

Another thing we should consider is that thinking creatively does not come easy, and that is not necessarily due to a lack of creativity per se. LEAs are faced with complex problems and sometimes the awareness of such complexity can be overwhelming. In a recent email conversation about the DesignLab in Salford, a LEA

partner told me that the fact that he did not have detailed, exhaustive information about the other LEAs involved and the context in which they operate, actually helped him to release creativity and engage in the sessions with fresh eyes. LEAs were told to be “quick and dirty” when researching and presenting the issues they wanted to address, as opposed to providing a surgical analysis of the problem in the way they were probably used to in their police job. An excessive amount of information tends to frame thinking within overly rigid boundaries, which rarely works in favour of creativity.

So, yes, for all these reasons the DesignLab was hard. Yet, during the sessions, you looked around the tables where the CCI partners were working their socks off and you did not see long faces; nobody was banging their head against the wall or burning their police badges or showing any other symptoms of an imminent breakdown. In fact, conversations were buzzing; the participants were engaging with enthusiasm and they were actually enjoying themselves. That’s because, despite the challenges, the DesignLab offered to them a unique opportunity, which was like a breath of fresh air.

The police are a fast-paced environment; when you have a problem, you need to find a quick and effective solution, and you don’t have the luxury of time. You have citizens, the media, politicians, and regulatory bodies breathing down your neck — each of them with their own demands, interests and priorities, and the police have to address them. All of this against a backdrop of very stretched resources. Imagine the opportunity the CCI project and particularly the DesignLabs gave to LEAs partners: a dedicated space to clear your mind, a multi-disciplinary team, the support of expert designers, funding, and time. Jackpot! During the DesignLab in Salford, once LEA partners managed to overcome the initial frustration and the challenges of having to deconstruct their mind-set, they started to realise that this was an opportunity like no other. And that is when the fun started.”

Source: Dr. Roberta Signori, CCI Researcher, Greater Manchester Police (GMP) (CCI Newsletter 3)

7 Appendices

A. DesignLab Agenda

AGENDA FOR CCI DESIGNLAB 2 – WEDNESDAY 25 SEPTEMBER 2019

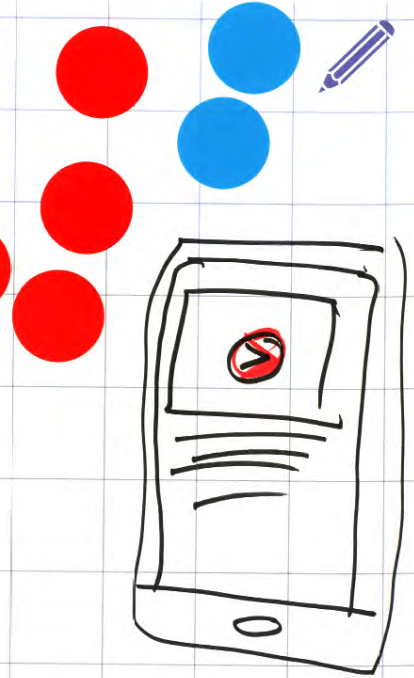
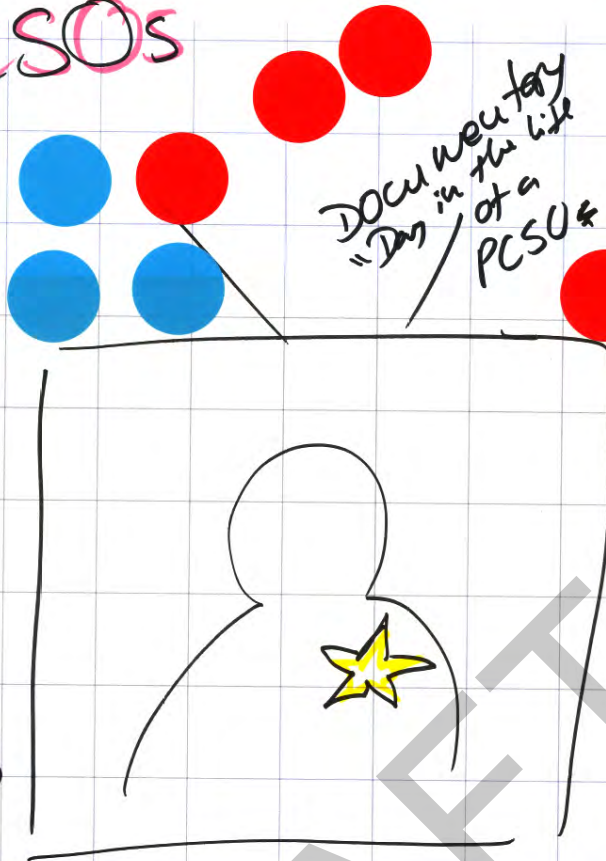
09:00	<i>WELCOME</i>
09:05	<i>LEA PRESENTATION X 2 – FOUR TEAMS, WITH TWO TEAMS ASSIGNED TO EACH LEA</i>
09:35	<i>ABSTRACTION LADDERING</i>
10:05	<i>DESIGN CONCEPT IDEAS</i>
11:05	<i>COFFEE BREAK</i>
11:20	<i>DESIGN CONCEPT DEVELOPMENT & COMMUNICATION</i>
12:20	<i>TEAM PRESENTATIONS</i>
13:20	<i>VOTING</i>
13:45	<i>DESIGNLAB CLOSE</i>

B. Design Concept sheets



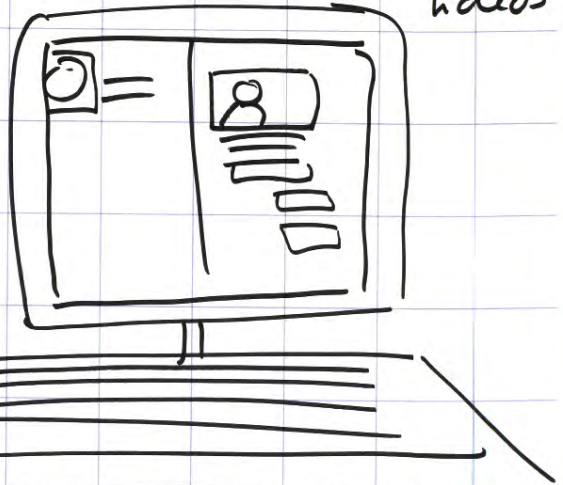
WE ♥ PCSOs

AWARD CEREMONY



FACEBOOK PAGE

- Sharing stories / pictures / videos



CAMPAIGN OBJECTIVES:

- improving PCSOs IMAGE & VISIBILITY AMONGST THEIR COMMUNITY BUT ALSO OUTSIDE
- improving the awareness amongst citizens & key stakeholders about the role of a PCSO

- improve the confidence of the PCSOs





Design concept name?

WE ♥ PCSOs

What is it?

CAMPAIGN

Who is it for?

PCSOs; GENERAL
PUBLIC & POLICE
COMMUNITY

What does it do?

IMPROVES THE PCSOs
IMAGE & VISIBILITY

+

CREATES AWARENESS
FROM THE PUBLIC

How is it used?

THROUGH SOCIAL MEDIA,
TV, (MEDIA); PUBLIC
SPACES; WITHIN THE
ORGANISATION

What change will it create?

INCREASE THE PCSOs
CONFIDENCE

+

APRECIATION FROM THE
COLLEAGUES & PUBLIC

+

MAKE THE CAREER MORE
APPEALING

+

TOUR AWARENESS

What is needed to enable the concept?

MONEY + MARKETING
EXPERT + DESIGNER
+ GOVERNMENT COLLABO-
RATION + WILLINGNESS
FROM PCSOs TO COLLA-
BORATE





IMPROVE THE
PCS IMAGE

IMPROVE
PCSOs
VISIBILITY

INVOLVES
COMMUNITY

MORE
AWARENESS
AMONGST
THE PUBLIC

IMPROVES
ACCEPTANCE
AS A POLICE
CAREER

CONNECTS
ORGANISATIONS
TO PCSOs

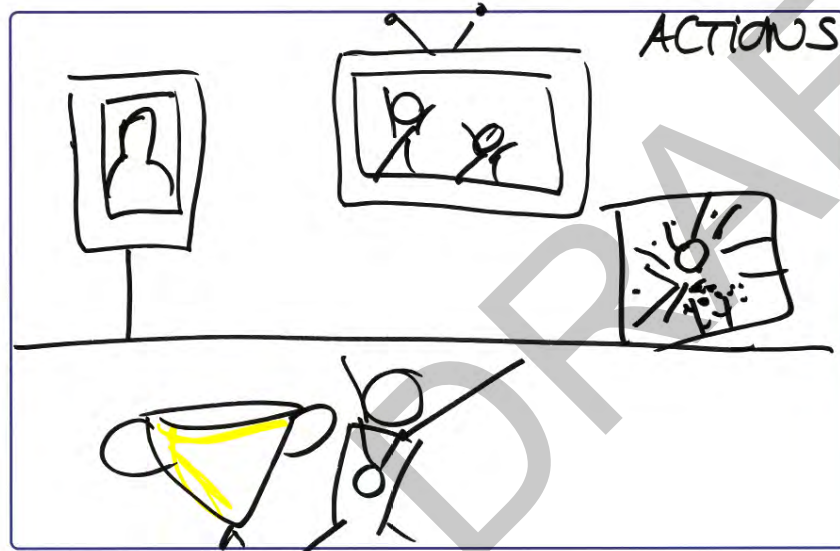
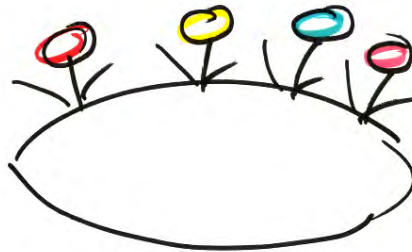
DRAFT





- COLLECTING EXPERIENCES
- DEFINE MESSAGES
- DESIGN POSTERS, VIDEO
- CREATE SOCIAL MEDIA
- IDENTIFY OBJECTIVES & TARGETS

COMMUNICATION PLAN



ACTIONS

- GOING LIVE!

- METRO STATION ADD
- FACEBOOK PAGE
- DOCUMENTARY (Share stories) (Day in the life)

- AWARD CEREMONY

- PROMOTE IT
- GATHER CANDIDATES
- COLLECTING VOTES (Citizens + public)

- University of Salford (to evaluate feedback collection)

EVALUATION



Calvine



Andrew





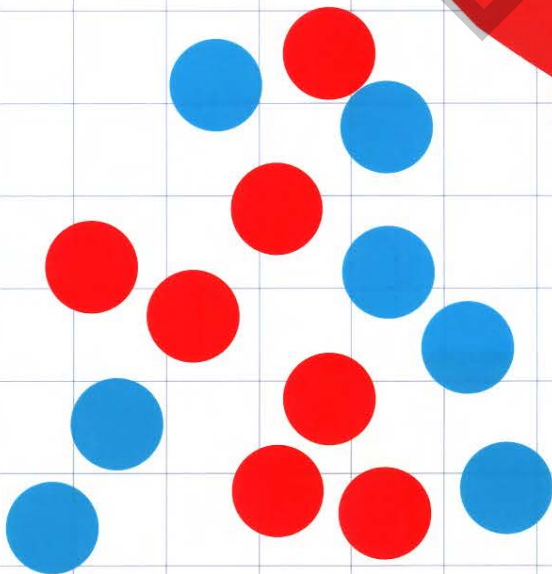
NO DEAD ENDS!

4

3

1

2



WEB-BASED SYSTEM
ON YOUR PHONE
Solve some problems
deal with dead ends!





Design concept name?

NO DEAD ENDS

What is it?

WEB-BASED
BROWSER to deal
with problems -
particularly difficult
problems

Who is it for?

- PCSOs
- police officers
- NBOs
- partners
- communities.

What does it do?

- Ending dead ends by
- training police officers
to understand + take
problems
 - Enabling them to
access support through
routine activities - like
briefing
 - Helping them to access
external agencies, as well
close a case - temporarily.

How is it used?

What change will it create?

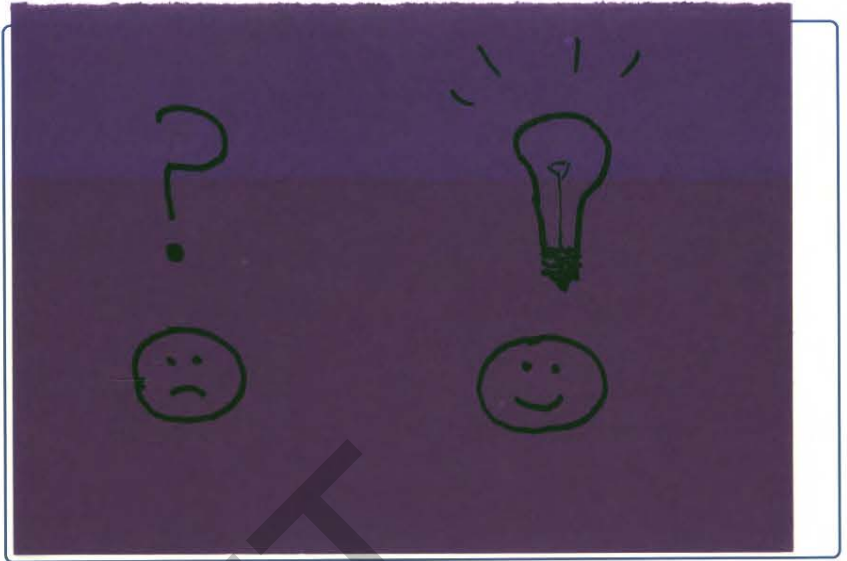
What is needed to enable the concept?



①

PROBLEM-ANALYSIS
TRAINING FOR
POLICE OFFICERS.

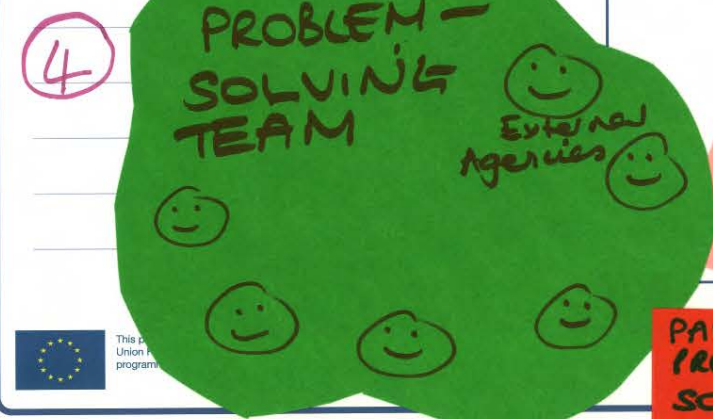
- TRAINING
1. IDENTIFY
 2. SOLVE
 3. PASS ON
 4. DEAL WITH NON-SOLVING.



② POLICE BRIEFING
PROBLEM RAISED.
ACTIONS AGREED



③ CONTACT
problem-solving
advisor



Dear problem-solving advisor,
I have a problem that a really can't solve!
....

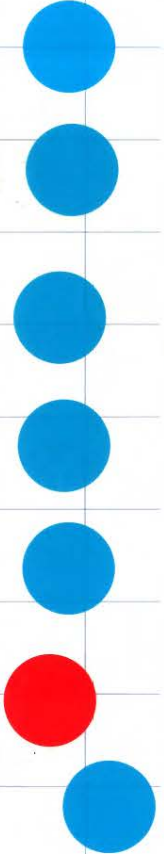
Worried of
west Manchester.

PAUSED
PROBLEM-SOLVING





PUTTING THE SUPER
IN TO SUPERMARKET
— a safe space for vulnerable
people



DRAFT





Design concept name?

SUPERmarket - a safe space for vulnerable people.

What is it?

INITIATIVE led by voluntary sector

Who is it for?

- Vulnerable
- older people
 - socially isolated
 - mental ill health
 - learning disabilities

What does it do?

- safe space within a social context
- from voluntary sector a person to provide support
 - mid, help to aged ideally community-based
- PCSO to visit (when possible)
- safety partnership

How is it used?

- vulnerable person visits
- socially prescribe a certain number of vulnerable people "tea at saistrings"

What change will it create?

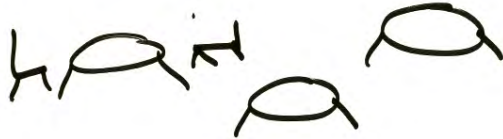
- support for vulnerable people
- reduction in demand for police services
- sense of community.

What is needed to enable the concept?

- partnership working
 - Citizens Advice.
- checks on volunteers



SUPERMARKET
Safe space.



BUY A BAG OF
FOOD FOR A
VULNERABLE PERSON

- BEST BUY, DATE - donate
your food!

SPONSOR FOOD
DELIVERY TO A
VULNERABLE
PERSON.

WHO ~~SHOULD~~
SHOULD ATTEND?

SOCIAL PRESCRIBING

A. DOCTOR "20 places"

B. CITIZENS ADVICE

"win-win"!



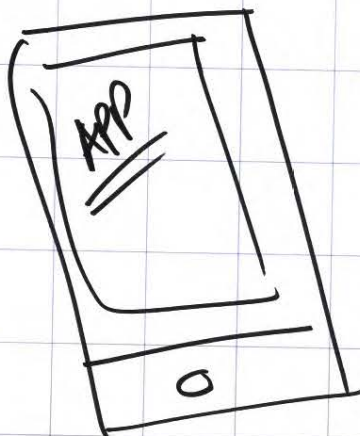
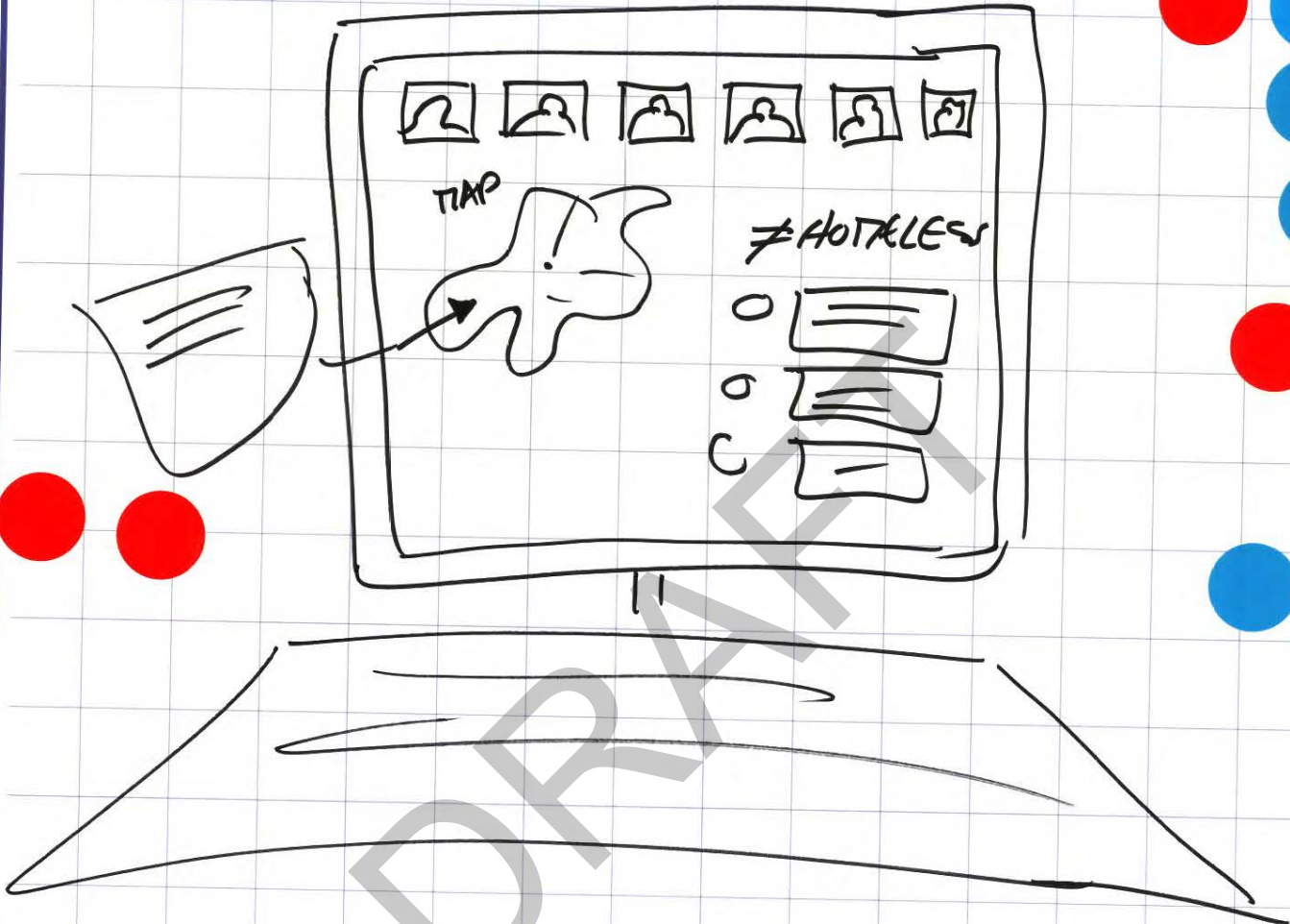
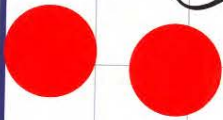
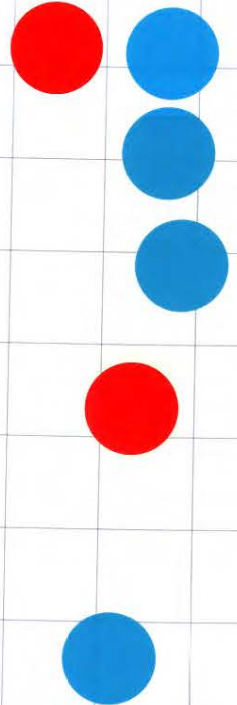








WHAT'S ON?



Online platform providing all relevant information about and for Community Police Officers. & PCSOs.

Design concept name?

What's ON?

What is it?

APP + PLATFORM
WITH MULTIPLE
INFORMATION

Who is it for?

PCSOs
&
KEY STAKEHOLDERS
&
NBOs & other Police

What does it do?

- CREATES CONTINUITY
- BRINGS THEM TOGETHER
- REPOSITORY
- COMMON UNDERSTANDING

How is it used?

- ONLINE + APP

What change will it create?

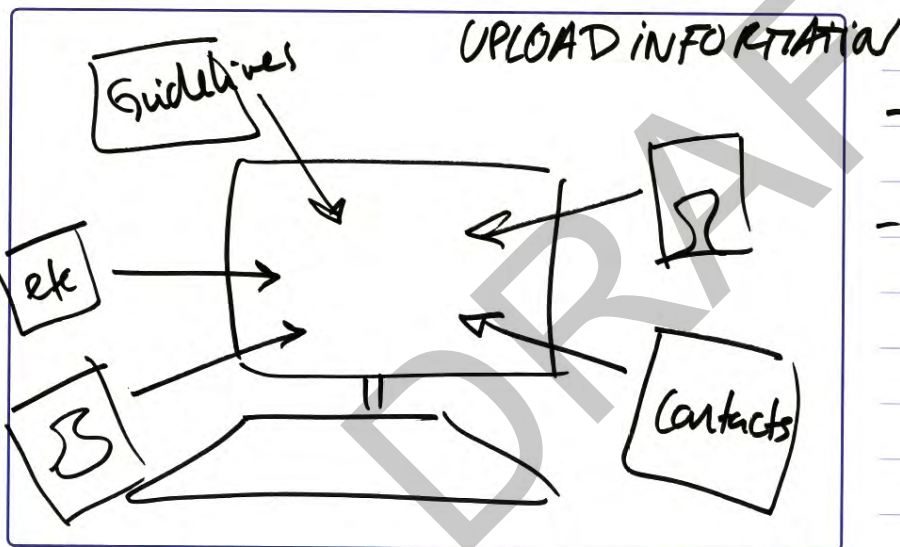
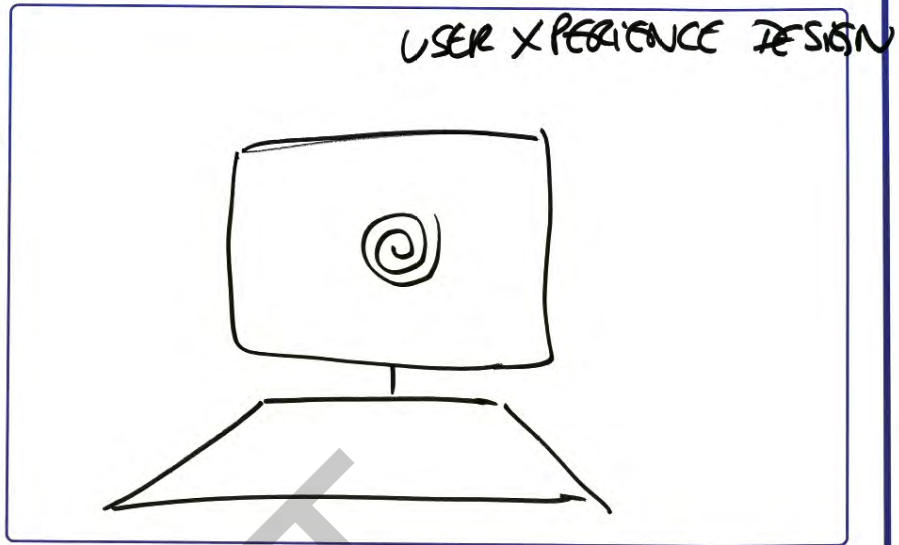
- REMOVES INFORMATION GAPS

What is needed to enable the concept?

IT expert + designer
+ better system +
willingness to share



- Define Features
- " Filters
- Crime Access (Private?)
- Who to involve?
- For internal use



- From PCOs & institutions
- Gather information

- Promote the usage
- Find incentive for using it (comparison)





ALL INFORMATION
IN ONE
PLACE!

ONLINE
+
LIVE

BRINGS
PCSOs & KEY
STAKEHOLDERS
TOGETHER

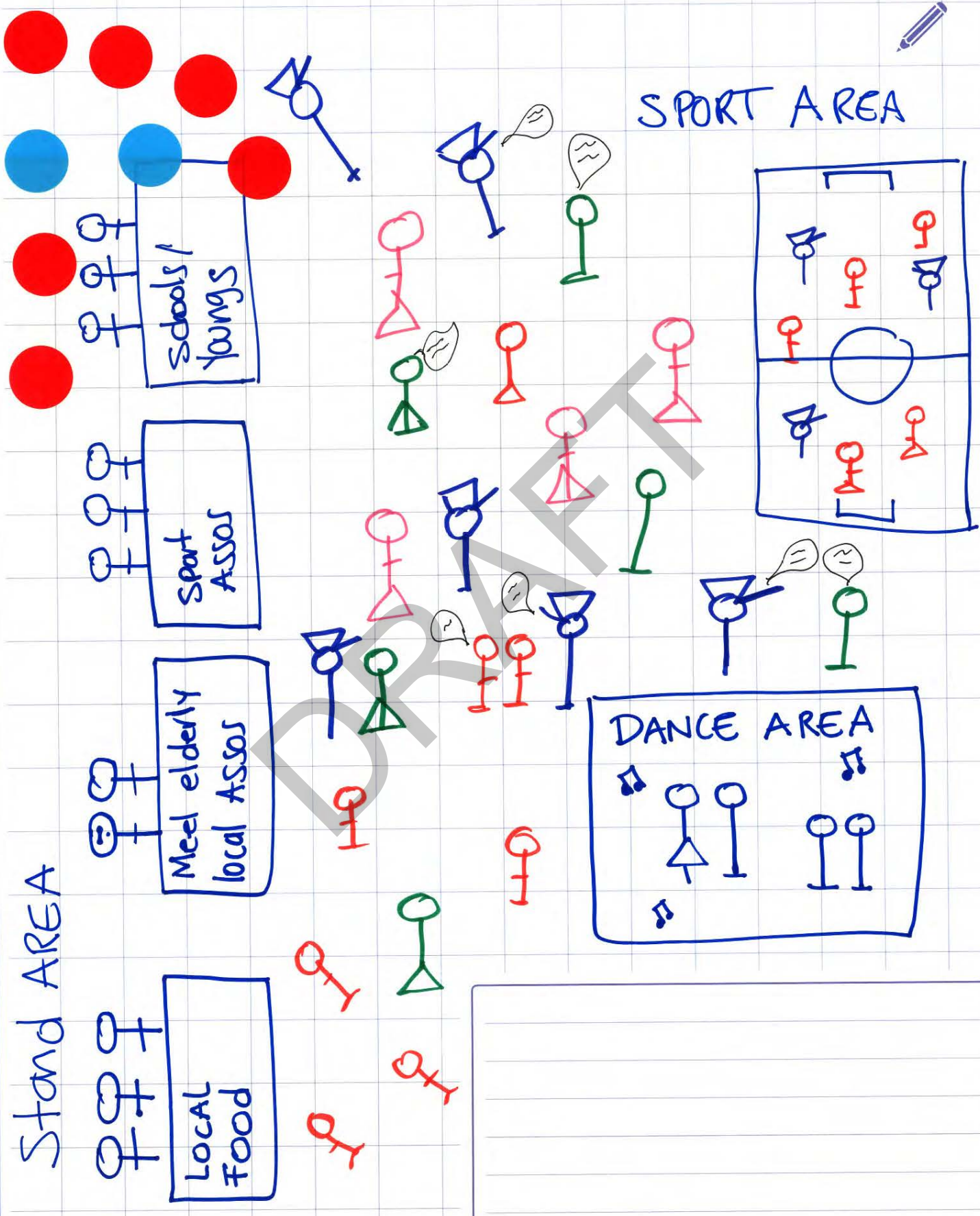
GEOGRAPHIC
SPECIFIC
INFO

FILTERED
INFORMATION



CONTACT LIST
FROM INSTITUTIONS
+
GUIDELINES ON
HOW / WHEN TO APPROACH
THEM





Stand AREA

Local
FOOD

Meet elderly
local ASSOS

Sport
ASSOS

SCHOOL'S /
Youngs

DANCE AREA

SPORT AREA



Design concept name?

"KNOW BETTER YOUR COMMUNITY" FESTIVAL

What is it?

A ~~neighbourhood~~ neighbourhood festival

Who is it for?

Residents
Associations
Local institutions
Police (community)
Private companies

What does it do?

Brings people together

How is it used?

AS a way to:

- Know each other
- Know better organisations that work in the community and with CP

What change will it create?

- Self clarity
- Trust in police
- increases the feeling of security

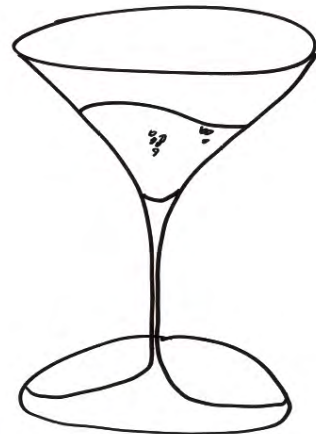
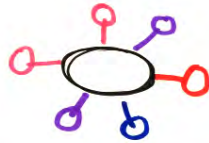
What is needed to enable the concept?

- Good communication between the organizer of the event
- Good communication, information to the residents
- An organization ~~committee~~ committee



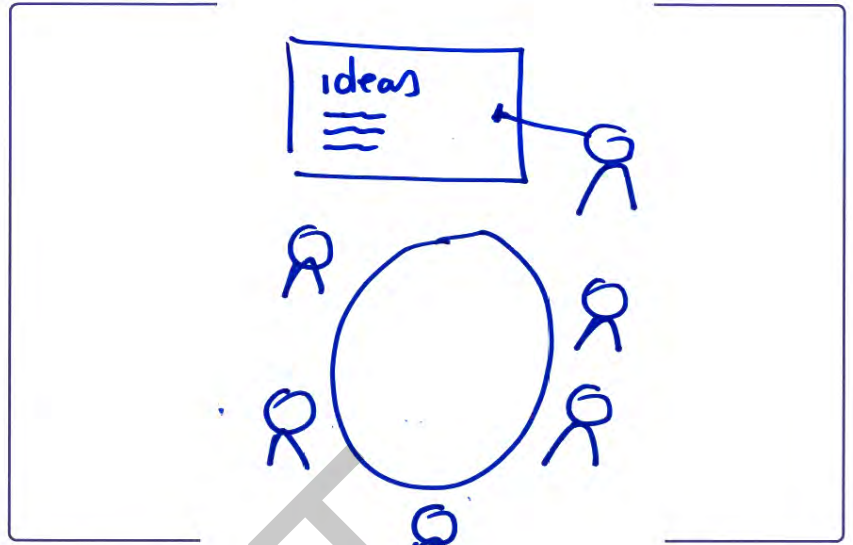
1 Organisation Committee

- Local Association
- Residents representatives
- CP



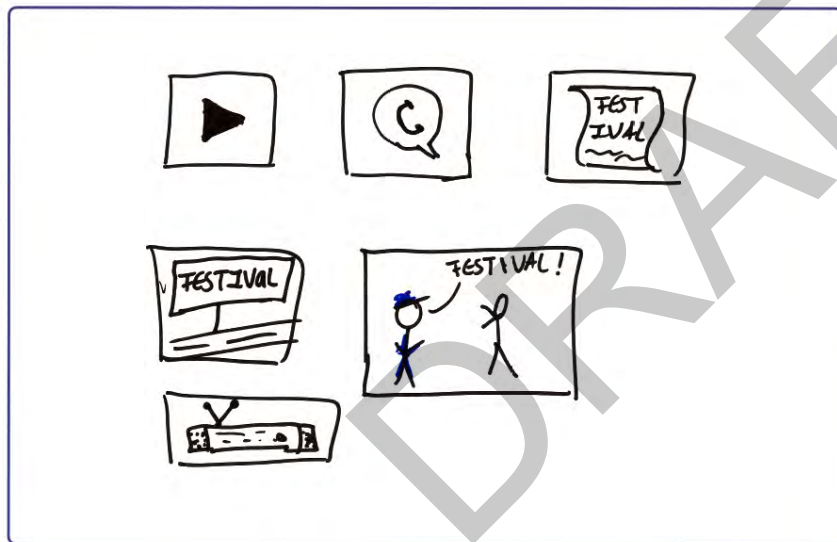


Organize a committee:
Associations, students, local
institutions, private companies,
Community Policing... to define
what activities will be
shared with residents,
which channel of communication



Select The communication
channels to inform and
normalize all citizens
to participate:

- social media,
- local radio
- billboards in key places
- flyers
- local newspapers



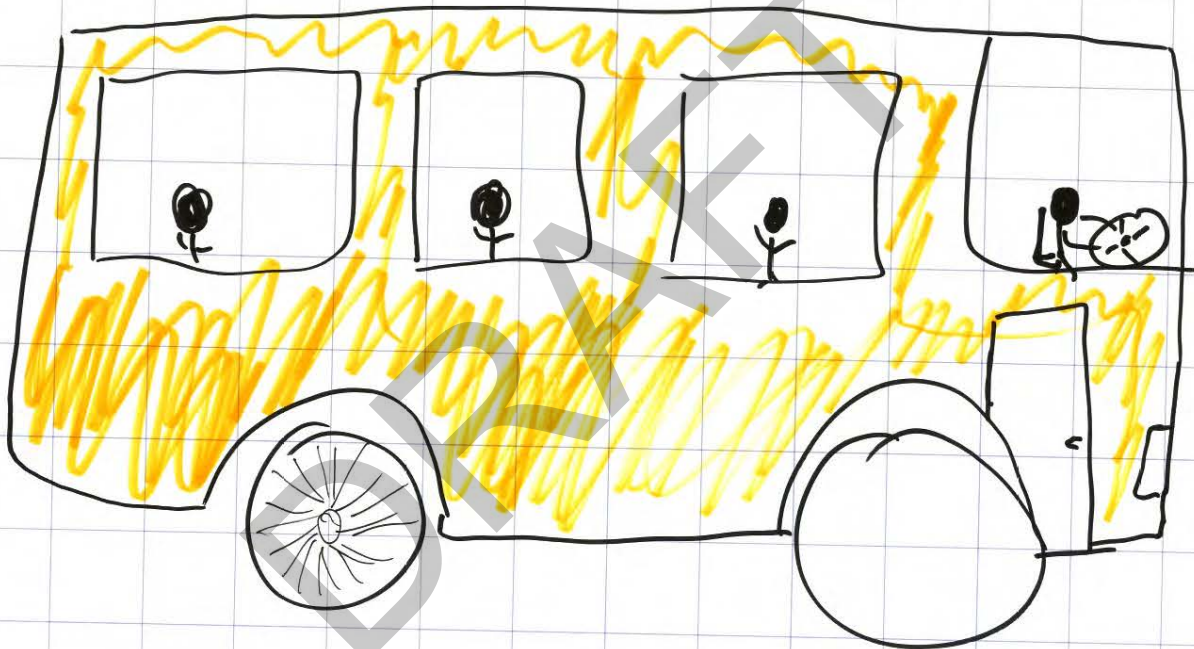
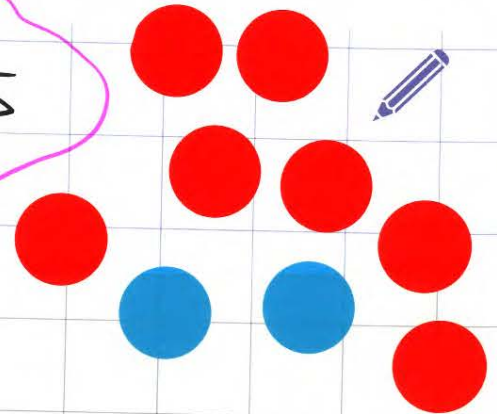
Implementation of
the event

Have Fun!

Discover each other!



The **MAGIC** Bus



Hop ON THE **MAGIC**
BUS TO SAFE
AND SECURE NEIGH-
BORHOODS



THE MAGIC BUS

What is it?

A COMPLETE INTEGRATED
MARKETING CONCEPT:
THE BUS (TO
SAFE NEIGHBORHOODS)

Who is it for?

- RESIDENTS 4X
- SOCIAL INSTITUTES
(SCHOOLS, HOUSING)
- POLITICIANS (LOCAL)
- POLICE CHIEFS

What does it do?

PICK UP 4X STAKEHOLDERS
ENTRENCHED IN THEIR
OWN 'WORLD' AND
BRING THEM TOGETHER
TO THE FINAL DESTINATION
SAFE NEIGHBORHOODS

How is it used?

APPLY SPECIFIC
APPROACH TO EACH
4X STAKE HOLDERS
ONE RIDE ON
DIFFERENT SEATS

What change will it create?

CREATING BETTER
SOLUTIONS FOR
SAFE AND
COHESIVE
NEIGHBORHOODS

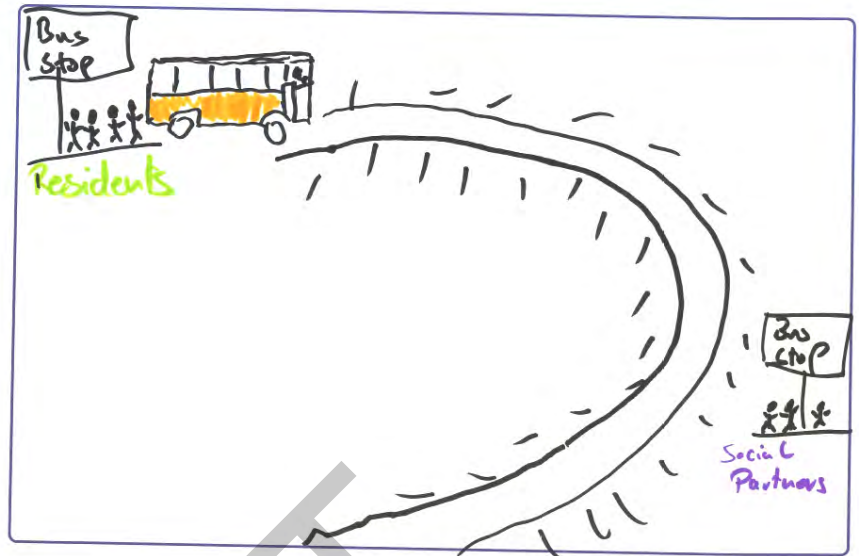
What is needed to enable the concept?

- MARKETING AND
COMMUNICATION EXPERTS
- MONEY
- START WITH RESIDENTS



~~Start~~

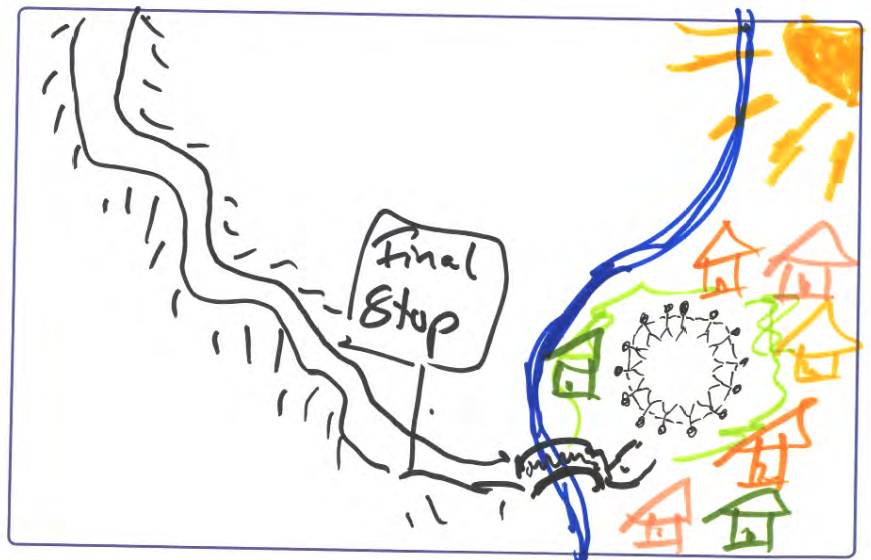
- Start with marketing campaign for residents
- Social Media platforms
- Flyer
- Informational Meetings in local settings
- Information stands in Public



The road looks rather dodgy here...
Community road repairs?

- Pick up relevant social partners on community level
- create awareness and incentives to pick up politicians and police leaders

- Create [unclear] by including different perspectives
- Finding consensus
- Find long-term solutions
- Bi-annually Voting for Award and labels

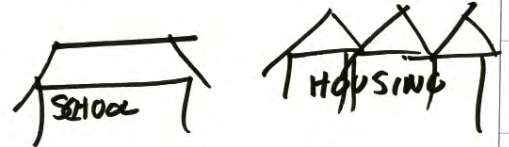




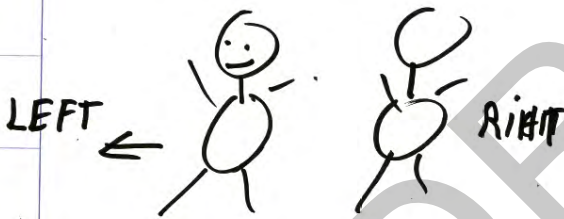
RESIDENTS



SOCIAL
PARTNERS



LOCAL
POLITICIANS



POLICE
CHIEF(S)



BUS + RIDE



AWARD
LABEL
PRIZE

WIN OR
LOSE
(ANNUAL)



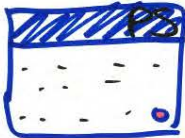
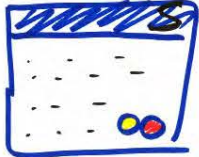
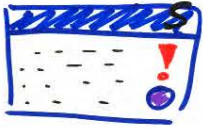
4X

VOTING

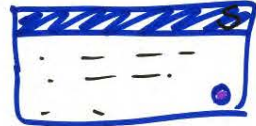
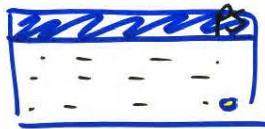




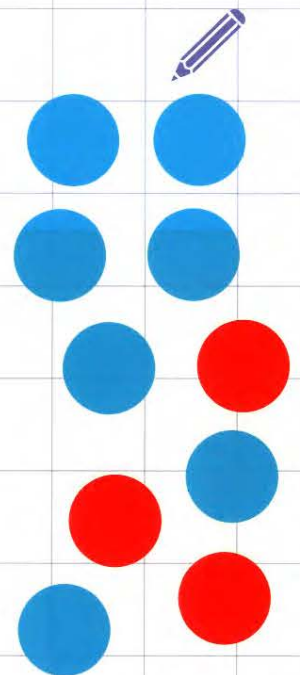
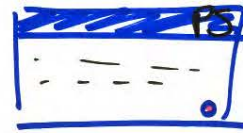
NEW



DOING



DONE



- Social (S)
- Public Space (PS)
- ...

Bush blocks traffic sign
priority: medium
description:
location
type of bush
DAN

Lights not working
priority: high
description:
location *
MOAN DAN

Not enough space to park bikes
priority: medium
description:
bikes are starting to block access
to the
Susan

TRELO LIKE WAY
OF KEEPING TRACK
AND COMMUNICATING
ABOUT ISSUES/PROBLEMS
IN THE NEIGHBOURHOOD

PLATFORM

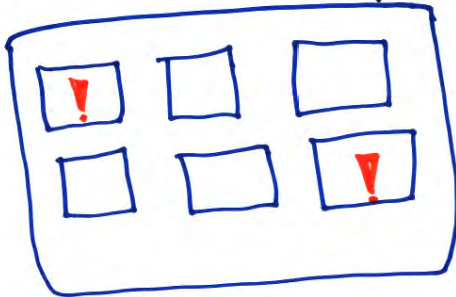


Design concept name?

SPOT : SOCIAL PARTNERONTREILLO

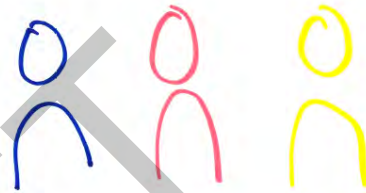
What is it?

A PLATFORM



Who is it for?

STAKEHOLDERS /
PARTNERS




What does it do?

FACILITATE COMMUNICATION



How is it used?

1.  → Partner/ stakeholder
 -  → community Poling Agent
- Identify an issue using Platform
-  Facilitator allocate Task

What change will it create?

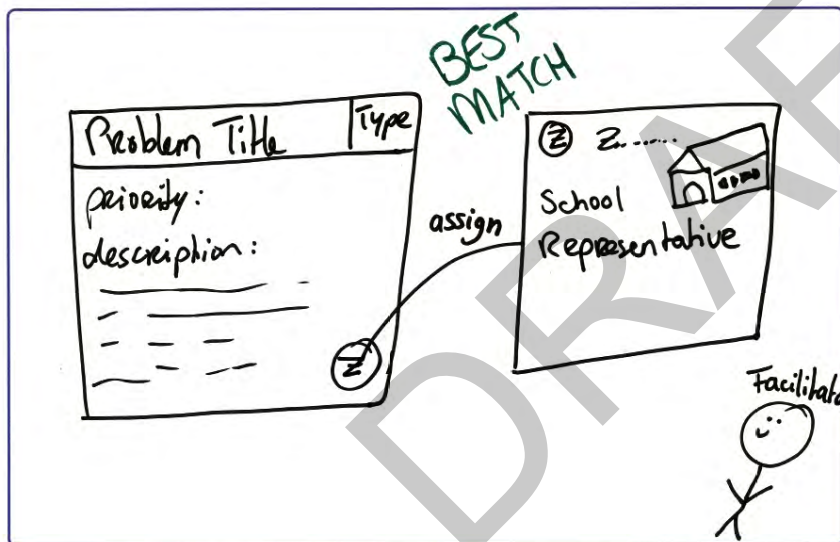
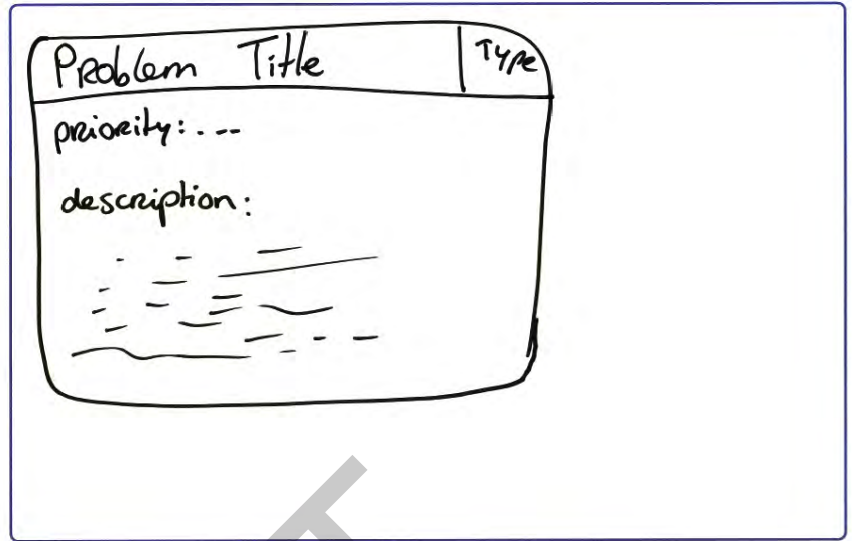
REDUCE BUREAUCRACY
+ FASTER RESPONSE



What is needed to enable the concept?

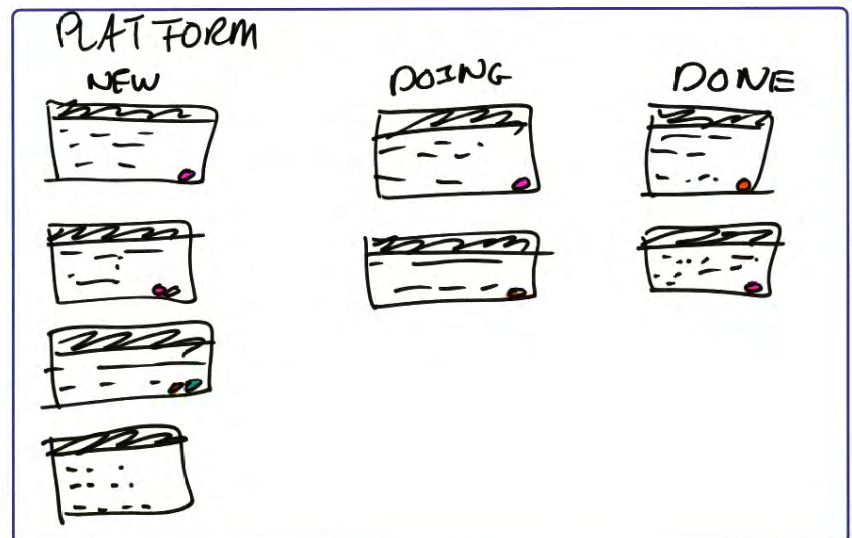
DEDICATED FACILITATOR
+ MOTIVATED PARTNERS

Stakeholders / Partners / C.P. agents inform about issues through the platform



Facilitator selects with color / emote should provide an answer and informs the crimes that he selects

Facilitator publishes the issue on the platform for that everyone can see and asks if any actor has any contribution. He establishes a time to solve the problem since actors has X days to provide answer



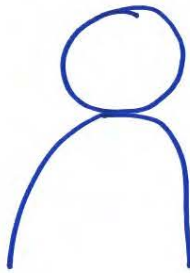
USER FRIENDLY
PLATFOM



STAKEHOLDERS /
PARTNES / CP
AWARE ON ITS
USE



WELL INFORMED FACILITATOR



TICKETS

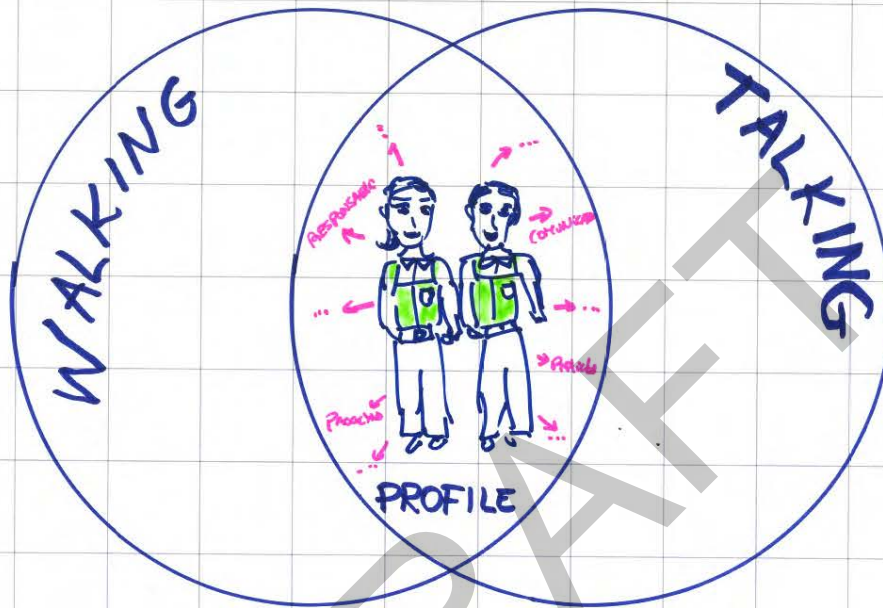
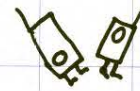


DRAFT





THE WALKY-TALKY PROFILE



Profiling based on experience
gained by walking and talk



Design concept name?

The WALKY-TALKY Profile



What is it?

- meeting for police officers to collect information their ^{own} experiences
- walk through neighbourhood investigate problems
- Out door activity with police officers
- survey with police officers and with residents → at last we can collect results

What is it for?

for community police officers partners residents

What does it do?

Collect information what is important features

How is it used?

1. walking tour with groups
2. planning session (all together)

MAYBE WE CAN USE A SIMILAR "WALK AND TALKING" APPROACH FOR TRAINING THE NEW OFFICER!

What change will it create?

- more completed ~~profile~~ profile
- different insights (the police perspective)

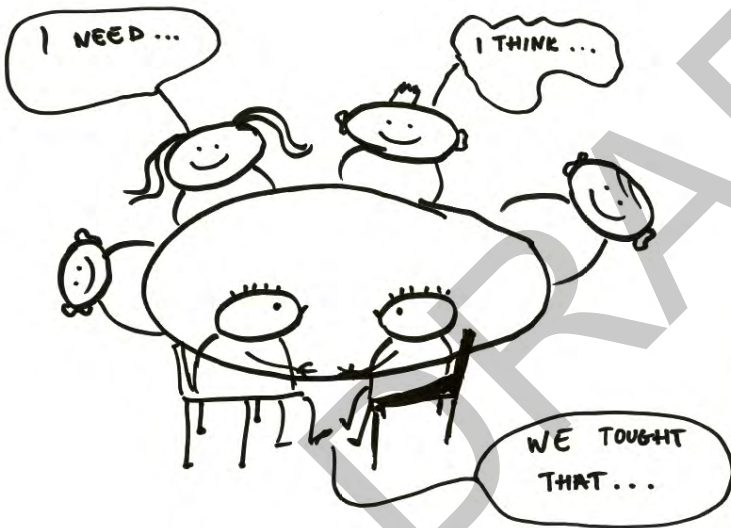
What

We need police officers who want to share information and are willing to participate to be motivated.



Explanatory walk
with

- current community policing team
- residents
- security team

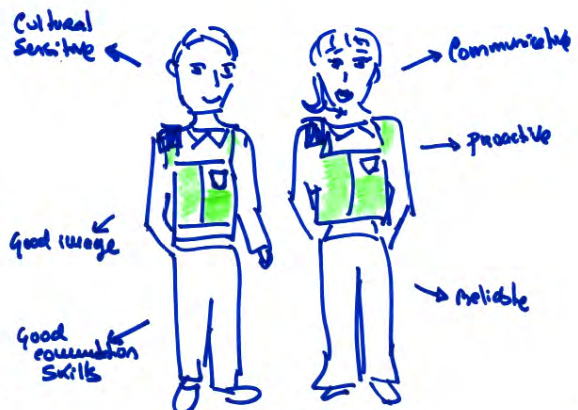


Meeting with
different explanatory
groups

AND RESULTS

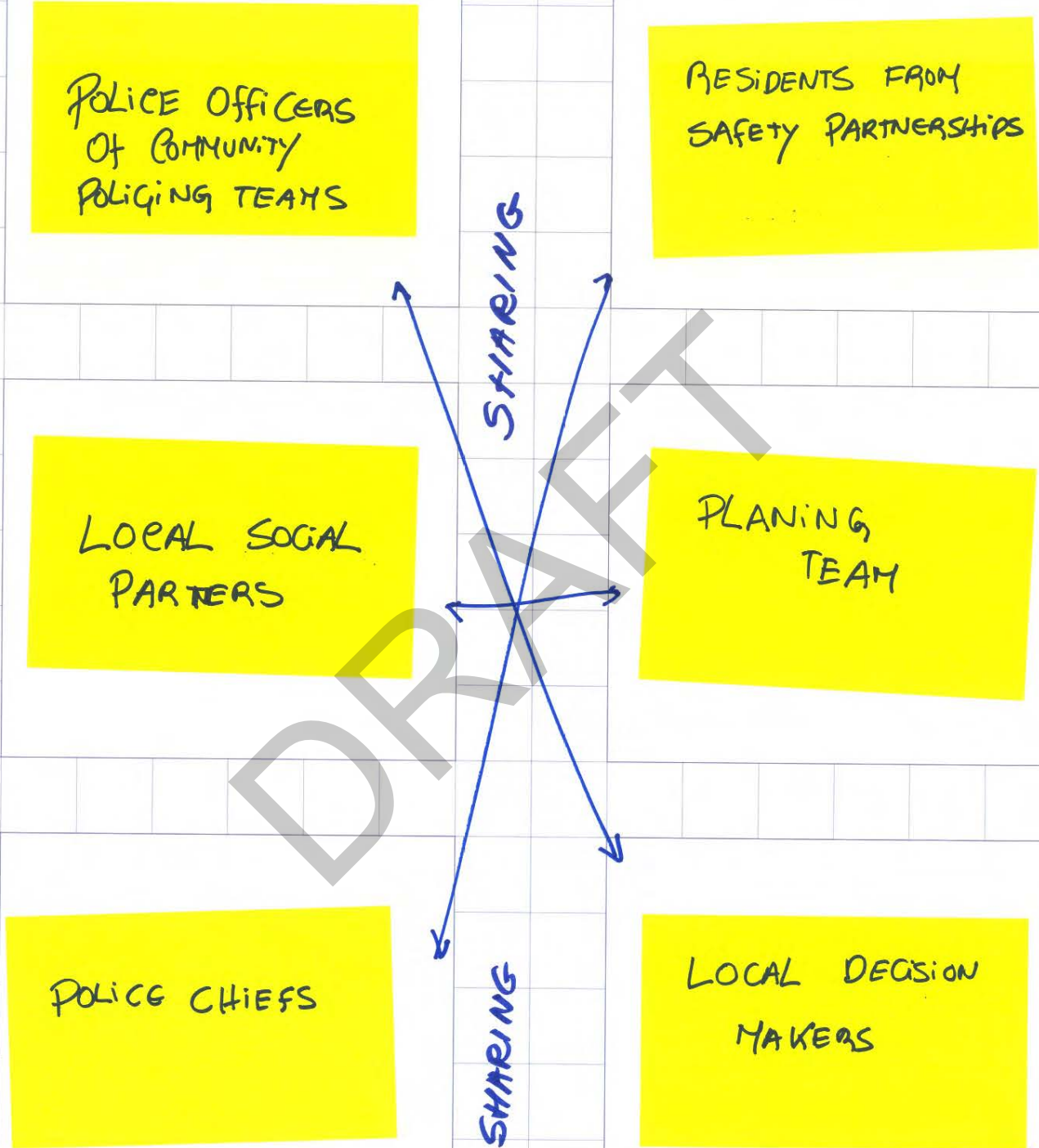


COMMUNITY POLICING
TEAM
PROFILE





EXPERIENCE BASED PROFILING





CCI

CUTTING CRIME
IMPACT

DRAFT



University of
Salford
MANCHESTER



university of
 groningen



Greater Manchester
POLICE



Estonian Police and Border Guard Board



LANDESKRIMINALAMT
NIEDERSACHSEN



Generalitat de Catalunya
Departament
d'Interior



Institut für angewandte
Präventionsforschung



LOBA © CUSTOMER
EXPERIENCE
DESIGN

