

Cambridgeshire Police

Case Study

Background

Following the success of a two day mobile phone, “theft and safety awareness campaign”, using Bluetooth at an Academy school in Peterborough. A second mobile phone, “theft prevention campaign” was undertaken at another large city school. This was a two day event in conjunction with the Safer Schools scheme. The campaign was to run alongside the Community Safety Staff to increase the “smart-water” marking of mobile phones and promoting the “Immobilise scheme”.

Aim

To raise awareness of mobile phone security among students and to support the safer schools campaign to reduce the number of mobile phone thefts on school premises.

Delivery

Bluetooth pods provided by Astracasting were placed in the main foyer of the school where Community Safety Staff were marking mobile phones and promoting the Immobilise scheme. The Astracasting pods were placed in situ and sent out a Bluetooth message to students throughout the 2 day campaign.

Results

Over the two day event 167 messages were accepted by the students with only 22 messages being declined. The messages were delivered via the Astracasting pod as a part of the campaign to raise awareness of mobile phone security. A survey of students was also undertaken at the school to ascertain how they felt about Bluetooth messaging by the Police.

Katy Harris, Community Safety Officer



Northamptonshire Police Testimonial

Northamptonshire Police have just purchased two Bluetooth kits and I understand our force is looking to buy at least one further additional 'pod'. Although in the early stages of using the kit the initial response we have had is that it's a fantastic piece of kit that can enable us to reach particularly 10-25 year olds who prominently are the age group who have Bluetooth enabled mobile phones. This kit could potentially hit hundreds or even thousands of people in a short space of time, particularly if you use near supermarkets, nightclubs or even football clubs.

The kit is fairly easy to use. It's simply a case of creating your promotion, downloading it onto the memory stick and inserting it into the 'pod' (the transmitter) that sends the message to the phone (100 metre radius). I believe it can send up to 21 messages every 40 seconds although we have not fully tested it.

Rob and the team are fantastic to work with. They have always been flexible and amenable to colleagues within Northamptonshire. Astracasting is full of ideas and free thinking which helps with the message creation. Astracasting have helped us with our message creation. We will have around 15 generic messages that we will keep using around the County when needs be. I'd be happy to assist any force by sharing ideas or using our images and tweaking the content to suit your force.

Paul Golley , Crime Prevention Officer



Sheffield City Council Testimonial

I found Astracasting to be very supportive and accommodating. The availability of help over the phone was useful as I defiantly needed the talk through service. I am not a very technical person but I found it easy to set up with the help of Liam. The pod is easy to set up and transport. We ran the Blue tooth messages as part of our Alcohol Awareness campaign. We put the pod in central areas of the town and set it to broadcast on Friday and Saturday nights over the Christmas period. We have no doubt that the people who received the message passed it onto their friends.

Steph Hodson, Communications Officer



Sefton Council Case Study

Aim

To raise awareness of the Sound Waves events and associated website www.moveitsefton.co.uk which provides information on positive activities for children and young people.

Delivery

A portable Bluetooth pod provided by Astracasting to partners in the Safer Stronger Communities team was loaned by the Leisure Services' Positive Futures and Sport & Recreation team and taken around the Southport area on evenings running up to the Sound Waves events to support posters and flyers which were distributed at high traffic locations for the target market.

Results

Over an initial two week period 1,101 messages were sent to raise the awareness of the events and website with 98 messages being accepted overall. As a result of the campaign, for the duration of the month a number of flyers detailing the Move It website have been returned by the target audience (aged 13-19) requesting further information about Sound Waves, similar activities in their area and to be registered on the website. When stating where they heard about the website, 63% of recipients noted that they had received a Bluetooth message about Sound Waves.

Jennifer Caine, Marketing Development Officer



Northamptonshire Police Testimonial

Northamptonshire Police recently purchased two Bluetooth messaging pods with supporting software and computers. We were able to negotiate an excellent deal regarding the creation of our messages which kept our revenue costs to a minimum. The devices are now very much in use as a generic part of our daily business and the response from officers and multi-agency partners has been very good, in fact the local CDRP partners have all submitted growth bids to purchase 4 more pods to utilise on their own specific areas.

The equipment itself is very user friendly and easy to use.

I would be happy to field any calls from potential customers should you wish to pass on my details.

DENNIS MURRAY, Sergeant 1107, Operation Tiger



Cambridgeshire Police

Testimonial

I am writing on behalf of Cambridgeshire Constabulary's Northern Division Community Safety Unit to thank everyone at Astracasting for their work in establishing our Bluetooth communication project. We have been working with your team for the last ten months and have experienced excellent service and assistance throughout. From assisting us with the initial purchase of the Bluetooth equipment, visiting us in person in order to deliver a training session and designing highly professional and effective messages for us, the level of support we have received from your team has been outstanding.

We would particularly like to highlight the excellent communication that we have received from your team to ensure that we were satisfied with the products and services and to continually offer their guidance and help throughout our project. The regular contact has been crucial in assisting our team, who are inexperienced with this equipment, to deliver the project.

In June 2008 we completed our three month pilot and submitted an evaluation to our Force Executive Board (FEB). Following the presentation the FEB authorised the pilot project to continue and additional funds were granted in order to purchase a message library package from Astracasting. Your team were kind enough to offer us the opportunity to receive the message library as we required it, rather than as a block piece of work, as our staff were committed on other projects and were not able to produce all the message briefs required. This was really helpful to us as we have been able to request messages from your design service as we have needed them; this has been particularly useful in the festive season. Astracasting have been so flexible and have catered to our needs and demands for which we cannot thank you all enough.

Katy Harris, Community Safety Officer

