



Leicestershire Constabulary

South Area
Community Safety Bureau
Wigston Local Policing Unit
Bull Head Street
Wigston, Leicester
LE18 1WX

Tel: 0116 222 2222
Fax: 0116 248 5464

Rob McCutcheon
Astracasting Limited, Units 8 and 9,
Mid Cornwall Business Centre, St Austell Bay Business Park,
Par Moor Road, St Austell,
St Austell, Cornwall, PL25 3RF

13 September 2010

Following successful trials across Leicestershire of Bluetooth close proximity messaging services during 2008, which involved Leicestershire Constabulary and the county council, a decision was made to purchase twenty mobile Bluetooth devices. I was the project lead in both the trial of the equipment and the procurement of the solution.

Following a procurement process a company called Astracasting Limited from Cornwall was selected, based upon their excellent reputation amongst the UK national police service as a quality supplier. I evaluated their service and product during the trials and was happy to commit my force budget to this company.

In the 18 month period since we purchased the Astracasting equipment, our corporate communications team have used it in partnership for a huge range of media and marketing purposes, along with useful and emergency public information broadcasts in key locations. Astracasting have supported us with enthusiasm and a willingness to go the extra mile in customer care and support.

The council are also their customers and have ten units and Astracasting are working on a project to bring the police and the council together so that we can utilise all thirty more effectively as a co-operative, especially now when efficiency is key.

I believe that this equipment can effectively and efficiently allow the communication of key messages to individuals if deployed effectively, as proven with an average of 10% acceptance rates to the broadcasts sent out to date.

The project that is still ongoing has shown that our money was well spent on this equipment and that is one of the cutting edge communication opportunities in fighting crime and disorder whilst developing consultation and engagement opportunities.

I have found Astracasting a very helpful and supportive company with the desire to ensure that they continue to provide support throughout; I have no hesitation in supporting such Bluetooth devices to any police force or government sector agency that needs to communicate effectively with mobile phone users, in the UK or overseas.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Martyn Ball', with a stylized, cursive script.

Martyn Ball

Chief Inspector