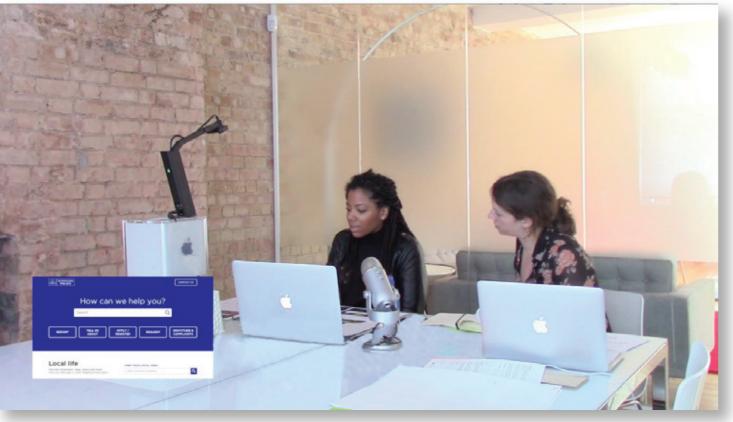


As a result of this 18 month programme, members of the public will now be able to connect with the Met via multiple digital channels - giving people access to police services in the channel of their choice, enhancing protection for vulnerable populations, improving standards and local policing. The new digital platform represents a step-change in the Met's offer to Londoners, and creates a world-leading example of digital being used to support community access to the police.





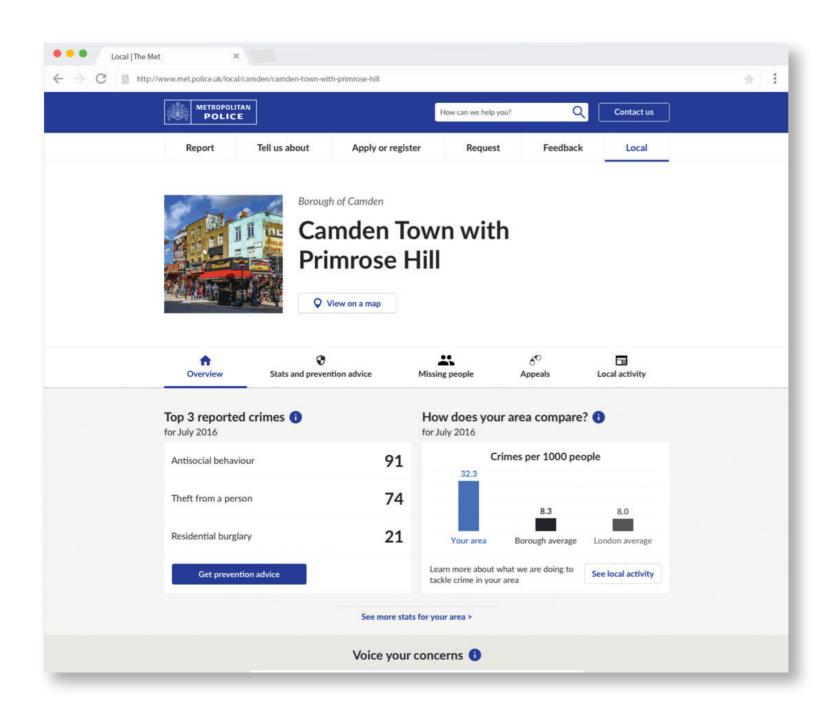
The new strategy, officially launched in February 2017, answers the communication needs of both the police and the public in the 21st century and has already delivered significant results in the four months since the beta version was released.

The new communications platform is designed to be action and service orientated. Using intuitive triage tools, the public can now interact with the Met in the way they prefer, particular to their situation. This communications shift expedites crime reporting and resolution, while increasing transparency, speed of response and community engagement. The strategy also includes the creation and maintenance of over 1,200 local area Facebook and Twitter accounts, constituting the largest government social media program in the world.

Features of the multi-pronged initiative that Globant has delivered include:

to use social media to report on local activities Report any crime online Web-based, scalable service platform Report Road Traffic Incidents (in conjunction with CDS) ("RTI") online Public METROPOLITAN POLICE Operations METROPOLITAN POLICE 12.83% ↓0.04% opinion compared to compared to Q Filters V last month same month **Publications and** last year ≣ disclosure log Recorded crime count Sharing our information Search results for: — Camden — London The Met is determined to lead the Cost of policing major events way in openness and transparency. We aim to help you find out more about how we undertake the policing of London as quickly and Filters V easily as possible. 26k London 1-10 of 23 results 22k Aug 2016 Please search through our publication scheme and disclosed Cost implications of FOI requests. If we don't have that London > policing Public Order Total stops and searches 11664 information readily available, you can 3 Year events 2010 - 2011 Camden make a request. 19 Jul 2012 Publication Sep 2016 Search from over 10,000 Reason for stop and search publications and FOI requests Share Cost of policing West Ham Crime type Rate (1) Count (1) Perform other interactions online (eg licences, forms) without having to attend a station Local area support sites (built around local social media)

Training of 1,200 local police officers



Since its beta launch, the project delivered a threefold spike in website traffic in its first week. Current site traffic is set to double total page-views per annum; initiating a channel shift towards digital between Londoners and the Met.

The Met has observed nearly instant adoption when it comes to road traffic collisions, reporting a shift of over 70% of communications to online reporting since the launch of the platform. The volume of online reports already forms a significant part of the overall demand compared to the phone or paper forms, with a noted reduction in calls regarding topics now handled by the online service. Clear signs of behavioral shift to digital policing interaction.

