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How do you go about reducing crime while delivering tax payer value across two of the UK's largest counties?

The Brief

We worked with Norfolk & Suffolk Police on the redesign of their digital platform, to achieve their joint Digital Strategy. They were receiving large volumes of 101 calls that could otherwise be answered via the websites. This was due to poor Information Architecture (IA) on the sites, making them difficult for users to navigate. The aim was to reduce internal costs and improve efficiency by streamlining functions, as well as to enhance customer self-service options. They also wanted to help reduce the crimes that were causing the most harm to their communities, reduce anti-social behavior to improve customer satisfaction and build confidence within the community.

The Solution

Built on Drupal CMS and designed to meet AA accessibility standards, the two new websites features a consistent look and feel. Both sites now integrate with Worldpay, allowing for online payment forums. We created a whole new IA using outputs from an internally run workshop, along with new designs that are more engaging and user friendly. The new designs show clear signposts to information, allowing people to better self-serve. Integration with Solr provides a comprehensive search function and updated content streams.

The Results

Other brilliant new functionality includes a 'traffic map' integrated from Inrix (which allows people to monitor and view traffic build ups in their area), and a 'Safer Neighbourhood' section, which gives users visibility of what is happening in their county, as well as information around their local police team, social media and other area-specific news.

The two new and attractive websites have received great feedback from both internal and external users, who have endorsed the sites as easy-to-use and engaging platforms.



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