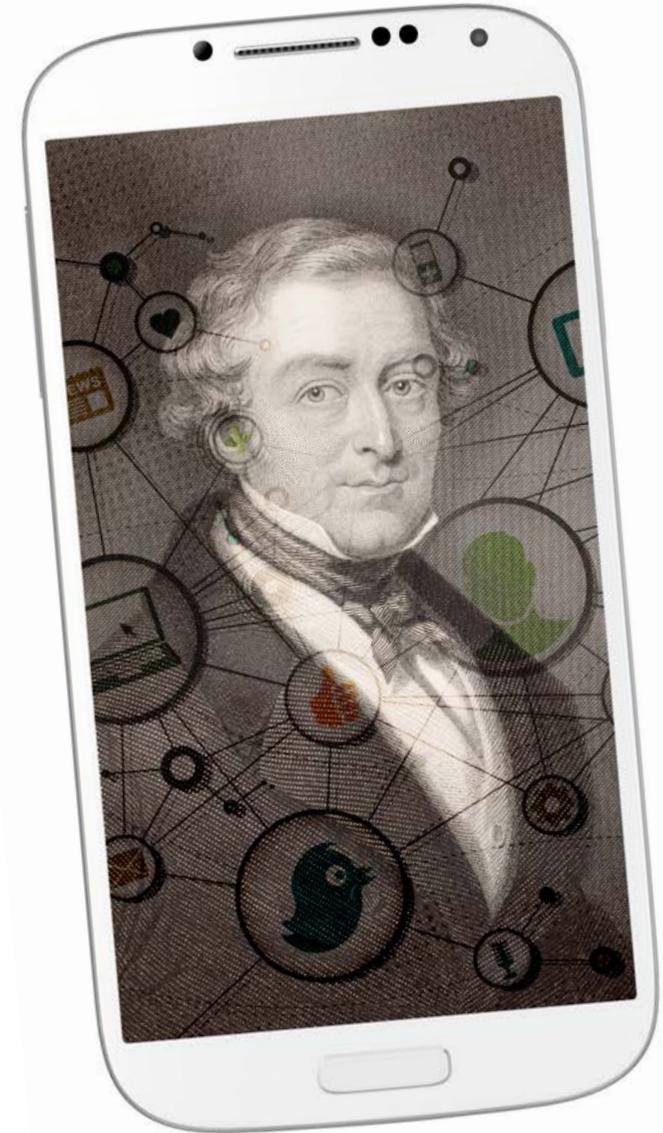


## In the spirit of 1829 Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'

Introduction

Peel's nine principles

Today's themes

Digital

Social

Mobile

Conclusion

---

# In the second of our *Actionable Insights* series, this short brief provides an understanding to PCCs and police leaders to help them bring citizens back to the centre of policing.

In 1829, Sir Robert Peel proposed 'Nine Principles' as the pledge upon which policing should be built. These principles are centred on relationship building, focusing on prevention over cure, encouraging public policing and demonstrating transparency.

Last year Police and Crime Commissioners (PCCs) were introduced in England and Wales, which marks the most significant policing 'shake-up' in fifty years, with elected individuals mandated to hold police forces to account and ensure that they are answerable to the communities they serve.

Innovation in technology is changing the way citizens interact with organisations, private and public – particularly the innovations of digital, social and mobile.

We believe Peelian principles are more relevant than ever today, especially when viewed through modern eyes. In this 'Actionable Insight' we re-examine Peel's nine principles through the lenses of digital, social and mobile – three of the most fundamental drivers for change in this generation.

We look at how these technologies combine with Peelian principles, empowering the police to fulfil their core mission in the light of service improvement, cost reduction, and the delivery of today's agenda, and empowering citizens to play a greater role in their own safety.



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'

Introduction

Peel's nine principles

Today's themes

Digital

Social

Mobile

Conclusion

# Peel's nine principles:

1. The basic mission for which the police exist is to prevent crime and disorder.
2. The ability of the police to perform their duties is dependent upon public approval of police actions.
3. Police must secure the willing co-operation of the public in voluntary observance of the law to be able to secure and maintain the respect of the public.
4. The degree of co-operation of the public that can be secured diminishes proportionately to the necessity of the use of physical force.
5. Police seek and preserve public favour not by catering to public opinion but by constantly demonstrating absolute impartial service to the law.
6. Police use physical force to the extent necessary to secure observance of the law or to restore order only when the exercise of persuasion, advice and warning is found to be insufficient.
7. Police, at all times, should maintain a relationship with the public that gives reality to the historic tradition that the police are the public and the public are the police; the police being only members of the public who are paid to give full-time attention to duties which are incumbent on every citizen in the interests of community welfare and existence.
8. Police should always direct their action strictly towards their functions and never appear to usurp the powers of the judiciary.
9. The test of police efficiency is the absence of crime and disorder, not the visible evidence of police action in dealing with it.



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'

Introduction

Peel's nine principles

Today's themes

Digital

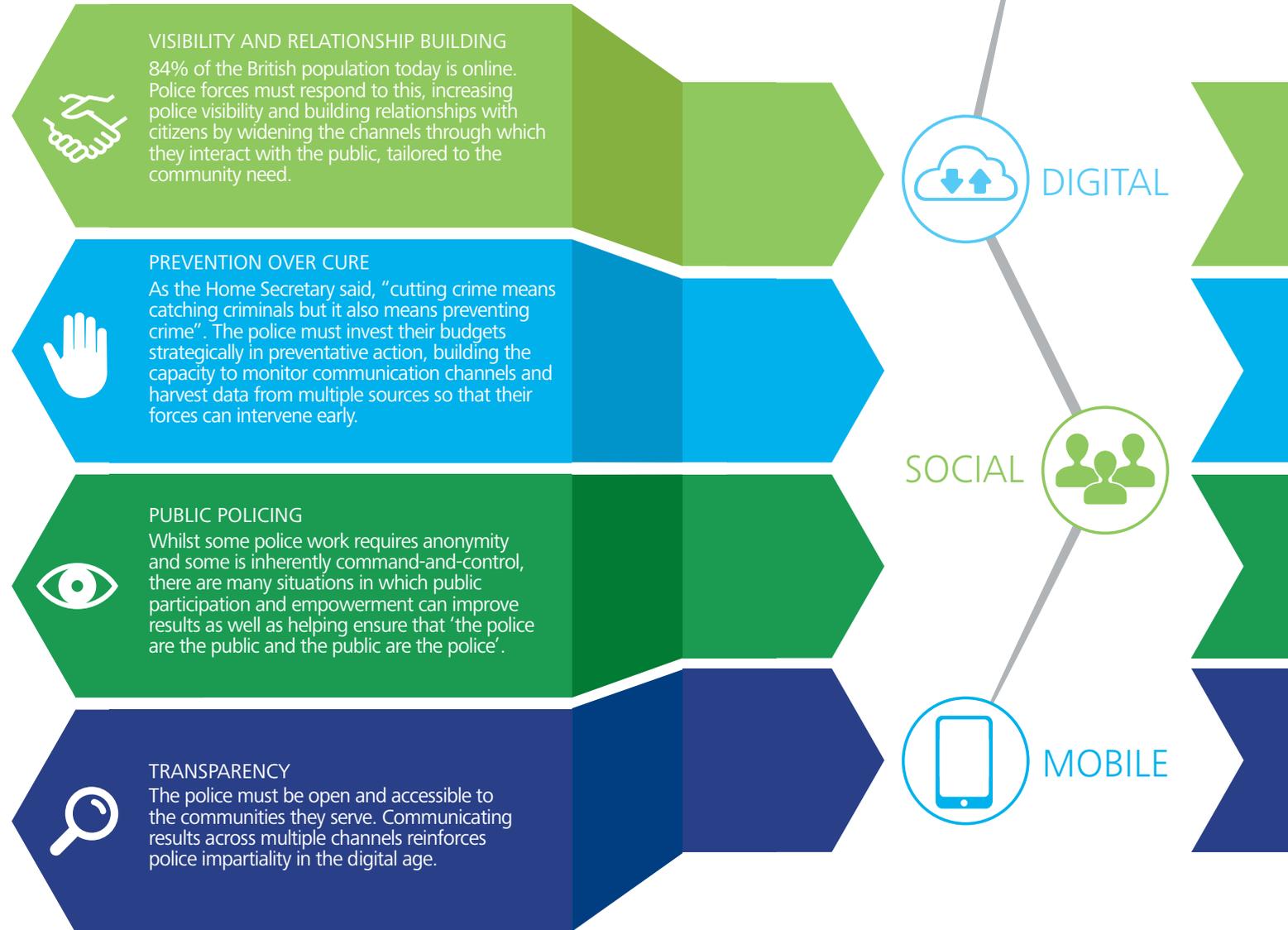
Social

Mobile

Conclusion

# TODAY'S THEMES

The four modern day themes outlined below trace their lineage to the Peelian principles established 184 years ago. Acting pre-emptively alongside supportive citizens reduces the financial cost of policing. Maintaining open and accessible forces garners trust from those being served.



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'

Introduction

Peel's nine principles

Today's themes

Digital

Social

Mobile

Conclusion

# DIGITAL

The best organisations serve customers seamlessly, as the cases dealt with and processes undertaken are underpinned by effective technology, minimising the need for human intervention and paper. Digitising policing processes would remove bottlenecks – saving time and money – and create the foundation for high quality analysis. Behaviour and other patterns could be spotted earlier, allowing for a quicker response.

## VISIBILITY AND RELATIONSHIP BUILDING

Leading businesses build relationships and encourage loyalty by understanding their customer base and tailoring their contact to the individual. Modern technology would enable forces to collate citizen data and deliver tailored services through the channels preferred by the individual.

## PREVENTION OVER CURE

Digital technologies allow leading forces to identify behavioural patterns and enable pre-emptive policing. For example CCTV, YouTube and social media data can be collected and mined to equip officers with the richest information, allowing forces to target their resources more effectively. These capabilities can also be used to combat transnational crime. For example, technology and analytics are now being used to identify human traffickers and their victims.

## PUBLIC POLICING

Open police data can be used by people to build useful applications that help society. Police can endorse user-generated platforms as effective tools for investigative citizenry as well as sources for up-to-the-minute warnings about illicit or dangerous behaviour.

Digital technologies also enable co-policing to support collaborative detection and investigation, such as the Facewatch platform which helps shop-keepers and police collaborate on retail crime.

## TRANSPARENCY

Police forces are key to the Government's transparency agenda by committing to open data – publishing crime statistics and much more online. This helps citizens understand how the police work and make their own decisions. Digital also clarifies internal processes. For example, digital technologies for workflow and document management drive up compliance and transparency by making it easier to spot errors, bottlenecks and situations in which procedures have not been followed.



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'

Introduction

Peel's nine principles

Today's themes

Digital

Social

Mobile

Conclusion

# SOCIAL

Citizens spend 13 minutes of every hour online using digital social technologies. Popular platforms such as Twitter and Facebook are persistently popular as the channels through which the public communicate, express emotion and intent, share images and publish their whereabouts. To keep pace, police must both monitor and participate.

## VISIBILITY AND RELATIONSHIP BUILDING

Police can communicate with the public through their preferred social channels, building relationships through dialogue. Barclaycard US did just that, establishing an internal social platform for their 'Ring' cardholders that encouraged users to suggest and vote on changes to the card. Barclaycard incorporated more than 50 crowd-sourced ideas and customer retention increased by 25%.

## PREVENTION OVER CURE

Paying attention to social media usage allows forces to identify behavioural themes and segment citizens by interests, conversation topics or personal connections. Police can act on this information directly to mitigate the risk of crime, or raise public awareness to minimise the number of those affected by it.

## PUBLIC POLICING

Platforms such as Facebook could be embraced as portals through which citizens can hold the police to account. Police responses to public feedback and questions would be open, with support for one citizen serving as support to all. Such platforms would also be the perfect place for crime reporting and investigation – whether by the victim of crime or potential witnesses – as was seen with Reddit after the Boston Bomb. Citizens could interact directly with the investigating officer, allowing for an exchange of real-time information with easily-identifiable witnesses in digital form. Synchronising this data with effective digital technologies would then drive fast and effective police action.



MOBILE



DIGITAL



TODAY'S THEMES



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'

Introduction

Peel's nine principles

Today's themes

Digital

Social

Mobile

Conclusion

# MOBILE

60% of mobile phone owners in the UK have smartphones, enabling them to interact in many more times and places, as well as enabling wholly new ways of exchanging digital information. For example mobile allows police to geo-locate and communicate with citizens in real-time, whilst giving the citizen the power to combat crime directly.

## VISIBILITY AND RELATIONSHIP BUILDING

Mobile shifts policing from a one-way service delivery to a more collaborative, co-created model. GPS-enabled, mobile 'thinking' applications such as 'NYC311' deployed in New York provide new channels through which citizens report civil problems, enriching their interaction with the police.

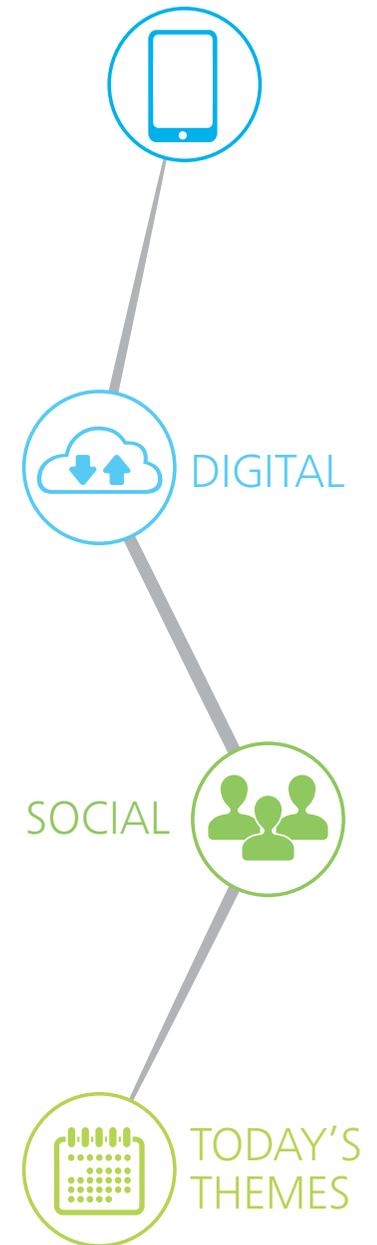
## PREVENTION OVER CURE

Coupling 'location' with existing police data converts every smartphone owner into a 'bobby on the beat' and every point on the map into a living space with historical and predictive perspectives. Analysing geospatial data from citizens' mobile devices helps police to better understand plausible causes of particular issues. For example, aggregated mobile phone data identifying a rapid build-up of crowds would be useful for public order policing. Public crime reporting happens at the touch of a button – as seen with Facewatch – giving police richer data quicker. This ensures a faster, more informed response that is ultimately more economical.

## PUBLIC POLICING

Applications of today enable forces to share geographically-relevant data with the public, assisting citizens to make informed decisions regarding where to live, eat, shop and relax.

A different form of benefit to the transparency agenda of mobile technologies could be the increasingly rich data available from mobile devices used by police in the field. Devices that can capture information like photos and electronic signatures, and give direction to users about processes and procedures, drive up compliance and reduce error, driving the quality of information in an era of transparency.



## In the spirit of 1829

Harnessing digital, social and mobile technologies to fulfil 'Peelian Principles'



Introduction

Peel's nine principles

Today's themes

Digital

Social

Mobile

Conclusion

### Conclusion

The public has gone digital, as have the organisations with which they interact on a daily basis. The police must do so too to ensure that they do not fail their central mission – to protect those whom they serve. Strategic investments across today's modern lenses of digital, social and mobile will enable police forces to do more with less, empowering citizens to play a crucial role in their own safety. Service delivery is transformed through:

- Instantaneous data capture/crime reporting
- 'Co-policing' and cooperative investigation
- Open data increasing transparency and serving as the input for public-built tools that better society
- Deeper analysis on a wider range of public data set in the context of 'location'
- Harnessing social activity to identify associations
- 'Location'-based information sharing that informs citizens' real-time decision-making
- Expansion of communication channels through which the public can interact with the police

Such investments would contribute to the Government's transparency agenda whilst fulfilling

Sir Robert Peel's belief that policing should be citizen-centric. PCCs and police forces can build better relationships with the public through multi-channel interactions, supported by the clarity that comes with a collated view of each citizen and the trust garnered from open data and improved feedback and accountability initiatives.

The public has gone digital, as have the organisations with which they interact on a daily basis. The police must do so too to ensure that they do not fail their central mission – to protect those whom they serve.

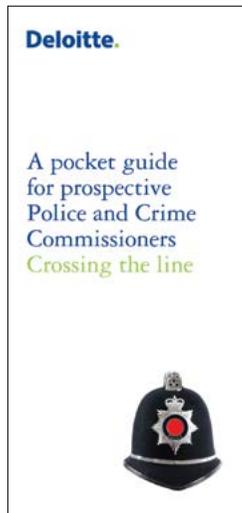


## Further information



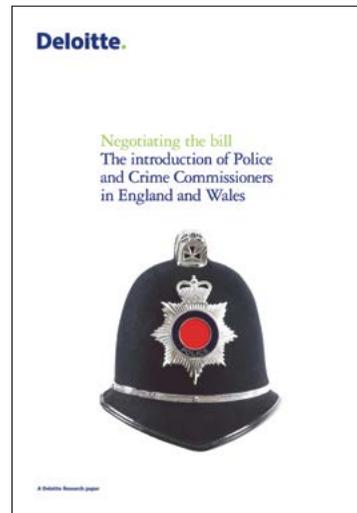
**Results by proxy:**  
How Police and Crime Commissioners  
can commission effective public services

April 2013



**Crossing the Line:**  
A pocket guide for prospective Police  
and Crime Commissioners

November 2012



**Negotiating the Bill:**  
The Introduction of PCCs in England & Wales

October 2011

## Contacts

**James Taylor**  
Partner  
020 7007 9721  
jmtaylor@deloitte.co.uk

**Lee Simpson**  
Senior Manager  
020 7303 3037  
leesimpson@deloitte.co.uk



Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.co.uk/about](http://www.deloitte.co.uk/about) for a detailed description of the legal structure of DTTL and its member firms.

Deloitte LLP is the United Kingdom member firm of DTTL.

This publication has been written in general terms and therefore cannot be relied on to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication. Deloitte LLP would be pleased to advise readers on how to apply the principles set out in this publication to their specific circumstances. Deloitte LLP accepts no duty of care or liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

© 2013 Deloitte LLP. All rights reserved.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 2 New Street Square, London EC4A 3BZ, United Kingdom. Tel: +44 (0) 20 7936 3000 Fax: +44 (0) 20 7583 1198.

Designed and produced by The Creative Studio at Deloitte, London. 28282A