

Winning hearts and minds

Delivering a professional standard of police presentation to reassure the public, engage colleagues and save valuable public funds.



“Integrity have taken us forward 5 years in 8 weeks”

Simon Redman
Director of Finance, Kent Police

In 2004 Chief Constable Michael Fuller recognised the negative impact Kent Police's image (both its presentation and personality) was having on the public's perception of the force and the fear of crime in the county.

Integrity worked with Kent Police to implement a DDA compliant identity to reassure the public, motivate officers and support staff and project approachability and professionalism – internally and externally. Design solutions were developed and implemented across all applications, customer and non-customer facing, and inexpensive tools were put in place to enable officers and support staff to deploy and sustain the change themselves.

The rationale behind these design solutions and tools are not specific to Kent's police force, and can benefit other UK forces too in terms of both public perception and cost reduction. The package can easily be deployed at little cost to provide a consistent public experience of a county's police force, enhancing local policing and citizen focus without compromising force heritage.

Since 2005 we have met and corresponded with a number of forces – as well as ACPO, ACPOS and senior figures in the government – to discuss the business benefits that adopting this approach could bring to both tax payer and Police. The majority appreciated the potential benefits of such changes, and agreed that a force's individual personality would not be lost. Some have gone as far as to suggest it might answer some of the inefficiencies the government were trying to resolve through force mergers.

If you believe a positive, professional presentation of your county force is key to winning over the hearts and minds of your community, then please contact us.

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