

POLICE:NOW

INFLUENCE FOR GENERATIONS

Embracing digital innovation

PC Ali Paul,
Metropolitan Police Service

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Increasing the cost effectiveness and efficiency of crime prevention advice: embracing digital innovation

Chinatown in London's West End is a vibrant and unique ward. It has a well-established local Chinese community and tourism to London by Chinese speaking people has been rising significantly over the last few years. At the same time, the number of Chinese victims of crime has been increasing, most notably from pickpocketing.

Up until now, our ability to reach the Chinese community with crime prevention advice has been limited to leaflets. These are typically in English, expensive to produce and time consuming to distribute. My aim has been to provide an official platform through which Chinese speaking people can access timely and reliable information about local policing in a language they understand. 'Weibo' - one of the biggest social media platforms in China with over 500 million monthly users - offers an opportunity to use the power of social media to increase engagement in both the local and transient Chinese community. This is more cost effective, less time consuming and accessible to anyone with the internet.

To build our reach, a QR code campaign has been planned around the West End to make residents and visitors to the area aware of local crime issues, provide prevention advice, build confidence and strengthen our partnerships with businesses in the West End who already use Weibo as a marketing platform. Any department wishing to distribute crime prevention advice to the Chinese community will now have an efficient and cost-effective way of doing so.

