



Merseyside Police

Digital Platform



1. PROJECT SUMMARY

This project seeks to create a digital platform for the advertising, communication and recruitment of Special Constables and volunteers into policing. It will provide a virtual tour of policing departments and opportunities for volunteering and will enable policing teams to advertise for specific roles. It will also create a space for Special Constables and volunteers to post their skills and possible contribution, enabling a matching of policing needs with volunteer skills. This pilot will test the use of digital engagement and recruitment on efficiency, experience and reach into diverse and skilled communities.

2. KEY DELIVERABLES

The pilot will design and implement a digital platform, including delivery of:

- a video providing a virtual tour of policing
- entirely online application and vetting process
- online interview process
- online provision of induction materials and introductory training
- tailored online advertising to specialist skills/geographies/communities
- new volunteer role profiles

3. PROJECT RESOURCING/TEAM/COSTINGS

Project Manager: Paul Court

Home Office Transformation Fund (£30,000)

- To procure a digital platform and associated services
- To produce a virtual tour of policing

Evaluation fund (£20,000)

The Institute for Public Safety, Crime and Justice will advise on design and development of the digital platform and recruitment process and undertake research and evaluation across the project.

4. TIMELINE

November 2017 – February 2018

- Stakeholder engagement to design the digital platform and journey for Special Constables and volunteers
- Project design, planning and procurement of the digital service provider
- Production of relevant policies and processes to support the new pathways
- Benchmarking data capture

February 2018 – April 2018

- Final design of new online pathways

- Design and build of the digital platform
- Implementation of associated policies and processes

May 2018

- Testing and scenario runs of the digital platform

June 2018 onwards

- Go live of digital platform

September 2018 – March 2019

- Data capture, including both qualitative and quantitative assessments of impact
- Production of evaluation report
- On-going evaluation measures in place

5. EVALUATION PLAN

The detail of the evaluation plan will be developed during the initial design and planning phases (November 2017 to February 2018).

The evaluation will assess the implementation of the platform and the impact on the whole journey from advertising of Special Constable and voluntary roles through recruitment, training and entry into the workforce. Measures will address efficiencies, improvement in experience and retention and wider impact on police cultures and performance.

6. PRODUCT

The pilot project will deliver:

- A digital platform which provides a new approach to advertising, recruitment and induction into the Special Constabulary or police support volunteer roles, which can be rolled out to other forces and nationally;
- A toolkit of policies, processes and guidance for the implementation of digital recruitment
- New role profiles and approaches to advertising for specific roles and skills
- An evaluation report of the implementation and impact of the platform.