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LONDON METROPOLITAN POLICE SERVICE AND ACCENTURE POLICE SOLUTIONS COMPLETE ANALYTICS PILOT PROGRAM TO FIGHT GANG CRIME

Client profile

Employing around 31,000 officers alongside 13,000 police staff and 2,600 Police Community Support Officers (PCSOs), the Metropolitan Police Service has a vision to make London the safest major city in the world. Covering an area of 620 square miles and a population of 7.2 million people, the London force is tasked with cutting crime and the fear of crime and upholding the law.

Business challenge

Just two years ago, London's deputy mayor for policing and crime, Stephen Greenhalgh, warned that the Metropolitan Police Service faced years of difficult cost-cutting as a result of the bleak economic situation¹. But he went on to assure Londoners that cost cutting constraints would be balanced by police solutions that heralded a new way of working. Essential to that modernization was a strategy to increase the adoption of digital technologies—with an aim to introduce the completion of 90 percent of police officer transactions on a mobile device

and release the equivalent of 900 extra officers on the beat in London².

Police resources are a valuable commodity. With a limited numbers of officers, the Metropolitan Police Service needs to target them efficiently—and preferably direct them toward the highest risk individuals³. According to Metropolitan Police Service figures, gangs were responsible for approximately 22 percent of serious violence, 17 percent of robberies, 50 percent of shooting incidents and 14 percent of rape in London in 2012⁴. As a result of this considerable influence on overall crime figures, in 2013 the Metropolitan Police Service and Accenture undertook a pilot program to develop an analytics solution to fight gang crime in London.

How Accenture helped

Conducted over a twenty-week period, the pilot merged and assessed data from various crime reporting and criminal intelligence systems used by the Metropolitan Police Service from the period 2009 to 2012. Predictive

analytics were then applied to generate risk scores on the likelihood of individuals linked to known gangs across all 32 London boroughs committing violent crimes in 2013. That data was then compared to actual known gang crime activity in 2013 to see how accurately it could be predicted. The project was delivered through Accenture Analytics, part of Accenture Digital.

High performance delivered

The analytics project is the first of its kind in the United Kingdom where digital capabilities, such as advanced analytics, were deployed to help answer the critical question of which individuals are more likely to commit a violent crime. Although the software can be applied to other crimes—such as burglary or domestic violence—by simply changing the algorithm⁵, the goal of this initial project was to prove to the Metropolitan Police Service that predictive analytics could bring an unprecedented level of insight and intelligence that could, once deployed, help reduce gang-related crimes in the city.



"The Metropolitan Police Service is keen to make smarter use of technology in the fight against crime, ensuring we are intelligence-led at all times," said Detective Superintendent Tim Champion, of the Metropolitan Police Service Trident Gang Crime Command. Both the Metropolitan Police Service Digital Policing team and Trident Gang Crime Command are now evaluating the pilot results to assess whether predictive analytics is a suitable means to help the force achieve its digital policing vision.

Overall, the project has enabled the Metropolitan Police Service to pilot new analytic technologies in the fight against crime. In this way, police investigations and operations are using police solutions that enable them to be intelligence-led and ease the journey to delivering public service for the future⁶.

Tried and tested

Accenture has worked with other police forces around the world to fight crime and improve public safety. Teaming with six Singapore Government agencies across law enforcement, transport and the environment, Accenture helped pilot a "safe city" solution that delivered meaningful insights in real-time, enabling a fast response and citizen accountability⁷.

In France, Accenture added a layer of analytics insights to standard CCTV footage at an annual street market in Lille which sees the population rise from 230,000 inhabitants to more than two and a half million people in one weekend. Using the Accenture video analytic service platform, local police officers were able to detect and assess far more

incidents, providing a better service to citizens and improving safety throughout the event.

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ABOUT DELIVERING PUBLIC SERVICE FOR THE FUTURE

What does it take to deliver public service for the future? Public service leaders must embrace four structural shifts—advancing toward personalized services, insight-driven operations, a public entrepreneurship mindset and a cross-agency commitment to mission productivity. By making these shifts, leaders can support flourishing societies, safe, secure nations and economic vitality for citizens in a digital world—delivering public service for the future.

ABOUT ACCENTURE

Accenture is a global management consulting, technology services and outsourcing company, with more than 305,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

- ¹ Source: "Met police facing 'tough' years ahead in budget crisis" Evening Standard, July 2014 <http://www.standard.co.uk/news/london/met-facing-tough-years-ahead-in-budget-crisis-7908596.html>
- ² <http://www.cio.co.uk/news/change-management/met-police-cio-reveals-digital-strategy-after-fierce-criticism/>
- ³ Source: BBC News October, 24 2014 <http://www.bbc.co.uk/news/technology-29824854>
- ⁴ Source: British Police Testing Software That Tries to Predict Future Crimes, ABC News, Oct 30, 2014
- ⁵ Source: British Police Testing Software That Tries to Predict Future Crimes, ABC News, Oct 30, 2014
- ⁶ Accenture Media Q&A
- ⁷ <http://www.accenture.com/us-en/Pages/success-singapore-government-safe-city-test-bed.aspx>



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- ¹ Source: "Met police facing 'tough' years ahead in budget crisis" Evening Standard, July 2014 <http://www.standard.co.uk/news/london/met-police-facing-tough-years-ahead-in-budget-crisis-7908596.html>
- ² <http://www.cio.co.uk/news/change-management/met-police-cio-reveals-digital-strategy-after-fierce-criticism/>
- ³ Source: BBC News October, 24 2014 <http://www.bbc.co.uk/news/technology-29824854>
- ⁴ Source: British Police Testing Software That Tries to Predict Future Crimes, ABC News, Oct 30, 2014
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