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## Case Study: Heddlu Dyfed-Powys Police

Heddlu Dyfed-Powys Police (HDPP) employs nearly 1200 police officers and 700 police staff across four counties, making it the largest geographical police force area in England and Wales. The Force operates across 50 sites, spanning Llanfyllin in the north east to St. David's in the south west. They provide a service to the resident population of 500,000 combined with a significant number of summer tourists and a number of statutory and non-statutory partners. The population spread can present notable challenges in terms of accessibility and service delivery, particularly in providing a visible presence across the force and getting to emergency incidents quickly, yet safely.

The force is committed to the highest possible levels of service to customers, irrespective of where they live. Some sites are unmanned, but the vast majority have a permanent presence or are staffed by volunteers to ensure greater visibility of front line officers.

Since 1992 the force has been extremely proud to have held Charter Mark and it prides itself on policing an area with the lowest crime levels and amongst the highest detection rates in the whole of England and Wales. Paul Morris, Head of Corporate Services comments "We have long been committed to a customer focused ethos in relation to service delivery and have utilised Customer Service Excellence (CSE) as one of the means of supporting this. In 2008, the Force celebrated its 40th anniversary and we continue to develop our services to improve the confidence and satisfaction of our customers."

## The Journey

The force saw the move from Charter Mark to CSE as a natural progression and a means to further enhance levels of public satisfaction and confidence. The force wanted a partner that could offer a transparent service, Paul comments "we chose G4S after a significant degree of desktop research as they offered a simplistic approach with high levels of support."

From the outset the morale of the force was positive; Paul Morris led the application using Morphus™, the G4S online assessment tool. Paul utilised evidence from the force's customer satisfaction

measures which included user satisfaction surveys, public confidence surveys and partner funded citizen's panels. Paul also included the results from face to face consultations with customers and called on the knowledge and experience of his colleagues to compile a comprehensive application.

## The Outcome

In February 2009, after holding the Charter Mark award for 17 years, the force underwent its first CSE assessment with G4S assessor Mike Smith. Mike reviewed the application and conducted a comprehensive audit of the force against the five criteria of the Standard. The assessment was a success with Mike quoting "It is clear that the framework offered by the Standard is being used as a driver for continuous improvement and that individuals across the service are acquiring new skills in the area of customer engagement."

The force were thrilled to be awarded CSE, Paul commented "we were delighted to receive the accreditation and saw this as underpinning our wider commitment to ensuring that the public in our area are satisfied with the services that we deliver and are confident that we are efficient and effective in delivering those services."

Since holding CSE the force has noticed improvements in the way it operates, Paul stated "a notable improvement has been achieved through the implementation of our 'Professionalising Customer Services' Project which reviewed the opening times of our stations, centralised our command and control function and improved the look and corporate feel of our stations. The latter issue had been flagged as an area for development in a previous assessment and so acted as a means by which the improvement could be driven"

The force is also using the standard to help approach the major funding cuts that it and other public bodies will inevitably face, "CSE will be more important than ever, we will use it as a tool that we continue to implement to improve services, eliminate waste and enhance efficiency and effectiveness" states Paul. The organisation is also consolidating the improvements they have made in recent years and are now looking to further embed a culture of continuous improvement within the workforce to enhance delivery at the front line.