

## CACI geodemographics systems help police in Avon and Somerset understand communities and reduce crime



A market analysis tool and consumer classification systems supplied by information solutions experts CACI enable Avon and Somerset Constabulary to understand local socio-economic groups and target communication and resources for two burglary reduction schemes more effectively.

### Situation

Avon and Somerset Constabulary in the UK provides a police service for a wide range of communities from inner city to rural areas. Officers work closely with local people, involving them in making their community a better place to live and work.

To reduce the number of burglaries, the constabulary seeks the public's participation in their own safety through two schemes: Neighbourhood Watch involves communication at group level through bulletins, watch-out messages and talks from crime prevention offices, while Bobby Van aims to make people less prone to burglary by increasing home security and providing specific advice.

### Meeting the challenge

To effectively target communication and resources for the two schemes, the constabulary needed to understand which socio-economic groups are most susceptible to burglary.

CACI's market analysis tool, InSite and its consumer classification systems, ACORN and PeopleUK, helped the constabulary understand community needs within its geographic area. InSite relies on regularly updated NAVTEQ maps – whose data quality and accuracy is well known – to pinpoint resources effectively.

Information **CACI**  
Solutions



### THE CHALLENGE

- Increase public participation in anti-burglary schemes such as Neighbourhood Watch
- Target communication for maximum impact
- Reduce burglary rates and make high-risk areas less susceptible.

### THE SOLUTION

- CACI's InSite market analysis tool to understand the needs of communities in the constabulary's geography
- CACI's market-leading consumer classification systems ACORN and PeopleUK to ascertain the unique characteristics of each community.

### THE BENEFITS

- Distinguished who among the groups most at risk of burglary participated in Neighbourhood Watch
- Highlighted the need to encourage them
- Shown the constabulary where to target resources such as the Bobby Van more effectively.

Crime Reduction and  
Community Safety



## How the systems worked

The constabulary imported postcode points for its Neighbourhood Watch coordinators into InSite and profiled them to see how effectively the scheme attracts vulnerable groups. The resulting social make-up was then compared with those ACORN types at greater risk of being burgled.

Avon and Somerset Constabulary also imported its beat areas into the system to understand incident rates with each area and the resident ACORN types, so it could identify potential crime hot spots.

## The results

The analysis revealed that most Neighbourhood Watch scheme participants didn't match the ACORN profile of those most at risk from burglaries. It therefore highlighted the need to implement communication programmes to encourage high-risk groups to become involved.

The profile developed for groups most at risk from burglaries has enabled the constabulary to target resources, such as the Bobby Van, more effectively and build better relationships with the community through increased awareness of their needs.

In future, the constabulary will use CACI's analysis tools to fight other types of crime.

## About CACI

CACI was founded in 1975 in the UK, and now generates over £41m in revenue, employing more than 300 people. Headquartered in London, CACI Ltd is a wholly owned subsidiary of CACI International Incorporated. CACI Inc. is a publicly listed company on the NYSE with a market capital of US \$2bn and employs 9,000 people worldwide.

It offers an unrivalled range of marketing solutions and information systems, to a number of businesses from all industry sectors.  
[www.caci.co.uk](http://www.caci.co.uk)

## About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 2,800 employees located in 167 offices in 28 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit [www.navteq.com](http://www.navteq.com).

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## PRODUCT PROFILE

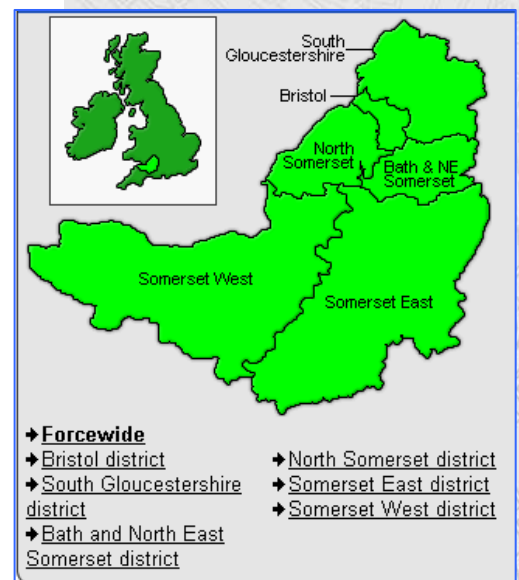
CACI's InSite: an advanced tool for analysing, reporting and mapping clients' data.

ACORN: geodemographic postcode classification of the entire UK population used for:

- Customer acquisition
- Customer understanding
- Data enhancement
- Area analysis

*"InSite and ACORN deliver the knowledge our force needs to understand the communities we serve and to target our communications to the individual needs of each neighbourhood."*

**Jennifer Norman**  
Avon and Somerset  
Constabulary



## NAVTEQ CONTACTS

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