



Victim Insights Platform Briefing - June 2025

1. Collaborative Initiative between WMP and OPCC

WMP, in collaboration with the OPCC, aims to transform its approach to victim feedback and community interactions, making feedback data more accessible and actionable for staff, and embedding a customer experience culture that prioritises the victim's voice.

West Midlands Police will implement a modern, scalable feedback platform to capture the voices of victims and witnesses across multiple channels—including web, SMS, email, IVR, and social media. This omnichannel approach will ensure accessibility and inclusivity, allowing us to gather timely, relevant insights from all those we serve.

We will design and manage customisable surveys internally, using automation and system integration to ensure the right questions reach the right people at the right time. Advanced analytics, including sentiment and topic analysis, will help us identify trends and areas for improvement. Real-time alerts and notifications will ensure urgent feedback is acted on quickly.

The platform will integrate with our existing systems, provide intuitive dashboards for real-time monitoring, and scale with our evolving needs.

Alongside this, the OPCC will be procuring services to measure public confidence, safety perceptions, and police effectiveness to shape strategy and meet diverse community needs across the West Midlands.

2. Why do we want to do this?

West Midlands Police are committed to placing victims at the heart of its service delivery. To achieve this, we are implementing a comprehensive approach to gathering and utilising victim feedback, ensuring that our services are responsive, effective, and continuously improving.

2.1 Listening to Victims

We will collect timely and actionable insights directly from victims to gain a deeper understanding of their experiences. Using modern technology, victims will have the option to share their feedback in a way that suits them, including through audio recordings. This information will help us identify what's working well and where we need to improve, forming a strong foundation for service development.

2.2 Building Trust and Confidence

By actively listening and responding to victim feedback, we aim to demonstrate that their voices are both heard and valued. This approach is essential to building public trust and encouraging ongoing engagement with West Midlands Police.

2.3 Driving Service Improvement

The insights gathered will enable us to identify specific areas requiring attention. This targeted approach allows for more efficient and focused service development, ensuring that resources are directed where they are most needed.

2.4 Supporting Staff Development

Victim feedback will also play a key role in staff development. Survey results will inform training programmes, support professional growth, and highlight areas of excellence that deserve recognition, thereby fostering a culture of continuous improvement. Positive feedback will be shared with officers in real time, while areas for development will be addressed constructively through their supervisor.

2.5 Shaping Strategy through Real-Time Community Insight

Real-time feedback from victims will inform both policy and operational decision-making. This ensures that our strategies reflect the lived experiences of the communities we serve and are responsive to their evolving needs and priorities. The platform and surveys will also support the

Police Race Action Plan, enabling open, accessible communication with black communities. This initiative aims to build trust, tackle race disparities, and support greater diversity within WMP.

2.6 Identifying Long-Term Challenges

Beyond immediate improvements, we will analyse recurring themes and structural issues within victim experiences. This analysis will guide long-term strategic planning and drive systemic change across the organisation.

2.7 Meeting Oversight Requirements

Finally, robust evidence of victim satisfaction and engagement will support compliance with oversight and inspection requirements, including those set out by HMICFRS. This transparency reinforces our accountability and commitment to high standards. In essence, this initiative operationally supports continuous improvement, accountability, and community engagement - key pillars for modern policing.

3. The Journey we propose to take

The intention is a three-phased approach to developing a comprehensive insight platform aimed at enhancing feedback collection, analysis, and response. The timescales for procurement, onboarding and implementation will be from May-25 to

Phase 1: Platform Development and automation (Oct-25 – Feb-26)

This phase focuses on procuring and implementing the centralised platform to consolidate feedback from various sources, including surveys and social media. By integrating multi-channel input mechanisms, the organisation can capture a broad range of stakeholder perspectives in one accessible location. Automated tools will be integrated to perform sentiment analysis and trend detection. These tools will help transform raw data into meaningful insights, ensuring that staff can access and act on feedback efficiently.

Phase 2: Reporting and Governance (Mar-26)

Regular reporting mechanisms will be introduced to monitor insights and track actions taken in response. Governance structures will be established to ensure accountability and alignment with organisational objectives.

Phase 3: Continuous Improvement (Mar-26 onwards)

The final phase focuses on embedding a culture of continuous improvement. Insights will guide service enhancements, while transparent communication with the public will build trust and demonstrate responsiveness. Feedback will also inform tailored development plans for officers to improve the service provided to victims.

