

Greater Manchester Police Operation AVRO

April 2022



**GREATER MANCHESTER
POLICE**

Challenge



Greater Manchester Police wanted to raise awareness of Operation AVRO, GMP's monthly crime-fighting operation.

Learn more:

- Greater Manchester Police: <https://gmp.police.uk>
- Operation AVRO: <https://www.gmp.police.uk/avro>

Solution



SOLV worked with GMP to develop a targeted public awareness campaign. The broadcasts appealed to the public in Rochdale. People were given the opportunity to learn more, via a running blog of police activity. The broadcast encouraged sharing of information.

The broadcast:



Impact



GMP targeted 8 postcodes over a 24-hour period. The broadcast reached over a quarter of a million people and over 200 people clicked for more information.



“The SOLV technology enabled us to reach a significant number of people within our community. This allowed us to share details of the enforcement activity and offer public reassurance that we were out tackling crime and anti-social behaviour in their area.”

DCI Claire McGuire, Programme Challenger, Greater Manchester Police



270K+

views



200+

clicks



£1,100

cost