

# Case Study Executive Summary

## Merseyside Police County Lines & Project Medusa

Autumn 2023

**SOLV**  
find • inform • engage



### Challenge



Merseyside Police wanted to encourage community intelligence and County Lines awareness. They also wished to show Project Medusa's strong presence in other force areas.

Learn more:

- County Lines:  
<https://www.merseyside.police.uk/advice/advice-and-information/cl/county-lines/>

### Solution



Merseyside Police launched SOLV broadcasts during and after key County Lines operations, targeting specific postcodes. The broadcasts, which disseminated information and promoted reporting, directed the public to the Crimestoppers reporting website.

One of the broadcasts:



### Impact



The broadcasts reached nearly a third of a million people and over 246 people clicked for more information.



*“SOLV allows us to inform, reassure and engage with the public at the right place, at the right time. We have reached a significant number people throughout Merseyside and afar, with important messages about enforcement activity and how they can get in touch with any information.”*

**DI Gary Stratton**

**Project Medusa, Merseyside Police**



**330K+**

views



**240+**

clicks



**£1,950**

cost