



Police

Leicestershire Federation

▶ **Client**
Leicestershire Police Federation

▶ **Project**
'Upbeat' newsletter

▶ **Background**
Leicestershire Police Federation is the staff association for Leicestershire police. The Federation already produced their own newsletter in-house, but wanted professional help with writing the copy, design and printing the newsletter.

▶ **Objective**
To improve communication between the Federation and its members.

▶ **Our role**
Word Association now helps with all stages of the newsletter production process and the result is a well read publication which keeps staff regularly in touch with the latest news. The Word Association team liaises with the Federation to generate ideas for articles, writes stories for the newsletter, interviews officers and Federation representatives where necessary, designs the newsletter layout and liaises with printers. A member of the team also attends the national Police Federation annual conference with the Leicestershire delegates and produces a post-conference newsletter which is circulated to members.

▶ **Results**
The new-look newsletter has been well-received by the membership, as well as by the national Police Federation. The Federation is now looking at other ways of improving communication and, following the success of the newsletter, is working closely with Word Association on a range of new projects.

