



Leicestershire
County Council



Night Time Economy Bluetooth Pilot Hinckley

Pilot of a proximity marketing campaign



Produced by:

Research and Information Team, Chief Executive's Department
Leicestershire County Council • County Hall • Glenfield • Leicestershire • LE3 8RA

This report was produced by the Research and Information Team at Leicestershire County Council.
For more information please contact:

Rosie Sutton
Research & Information Team
Leicestershire County Council
County Hall
Glenfield
LE3 8RA
T: 0116 305 7262
E: rgsutton@leics.gov.uk

Alternatively, please visit Leicestershire Research and Statistics Online: www.lsr-online.org

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Executive Summary

- Bluetooth messages were transmitted between 19.00 and 05.00 on Thursdays, Fridays and Saturdays during August 2008.
- Three message scripts were rotated during transmission times.
- Several technical problems regarding the functionality of Bluetooth boxes were encountered during the pilot and were recorded accordingly.
- Findings showed message downloads to be highest on Thursday and Saturday nights.
- Successful message transmissions peaked on Saturday nights between 22.00 and 23.59.
- Messages were successfully transmitted to 18% of Bluetooth devices detected during the pilot.
- Message downloads were thought to correspond with busy periods and the times when people are moving between venues for the evening.
- It was noted that peak download times occur in the hours directly prior to the time when patterns of alcohol-related violence against the person offences are recorded at their highest. Hence the campaign is effectively targeting people likely to be in the area when these type of offences occur.
- Fewer messages are downloaded from 00.00 onwards, when people are likely to have left the area or be in a greater state of inebriation.
- Findings implicated that the technology does have a use in the Night Time Economy. There is an apparent correlation between busy periods and number of downloads.
- Field research would be needed to assess the actual impact of message content on people's attitudes and behaviours therefore success of the current campaign cannot be measured in an absolute sense.
- Various recommendations were made for future trials of the technology and related research.

1. Introduction

1.1 Background

Leicestershire Drug and Alcohol Action Team (DAAT), Leicestershire County Council, Hinckley and Bosworth Community Safety Partnership, North West Leicestershire Partnership in Safer Communities and Leicestershire Police have been working in collaboration to pilot a proximity marketing campaign in Leicestershire. The pilot is intended to feed into respective districts Community Safety Plans/Strategies.

Within Hinckley the pilot forms part of a number of tactical options contained within the 2007—2010 Community Safety plan to:

- Tackle the negative impact that violent and alcohol fuelled crime is or may be having on the Night Time Economy in Hinckley Town Centre.
- Promote responsible drinking in the Borough and especially with those people providing and using the Night Time Economy in Hinckley Town Centre.
- Improve people's perceptions of safety and well-being whilst attending Hinckley Town Centre during the evenings and especially at weekends.

The pilot also links in with two key headline activities outlined in "Sensible Measures" the Leicestershire Alcohol Harm Reduction Strategy to:

"Develop consistent information and advice (disseminated in creative ways) aimed at a broad range of people (i.e. young people, black and minority ethnic populations, new arrivals, homeless, travellers), in order to ensure wide range of awareness raising and prevention messages"

"Reduce further incidents of public place/ licensed premises based alcohol related rowdy, inconsiderate and violent behaviour by creating interventions such as Night Time Economy strategies across the districts"

The Bluetooth Pilot had the clear aim of disseminating messages in a creative way to young people using the night time economy in order to reduce alcohol related anti social behaviour and violence as part of a strategic approach to managing the night time economy.

Proximity Marketing allows you to send multimedia content to mobile phones easily and with no per message cost. Bluetooth Marketing has been used successfully in the private sector for a number of years however there is a scarcity of similar campaigns in the public sector. Trials of the technology have recently taken place in Salford and Merseyside aimed at deploying crime prevention messages. Most recently the Home Office adopted a successful Bluetooth campaign in central London alongside an advertising billboard campaign targeting binge drinking. Nevertheless the technology has not been widely used in the context of reducing alcohol related crime in the evenings. Given that younger age groups are more likely to be users of the night-time economy and are more likely to own a mobile phone or a Bluetooth enabled device, proximity marketing is particularly relevant for this population.

An analysis of violent crime within Hinckley Town Centre highlighted the need to tackle alcohol fuelled violent crime in hotspot areas. The evidence base showed that users of the night time economy in this area, especially those aged under 30, are more likely to drink to excess (binge) be involved in anti-social behaviour and be a victim or a perpetrator of violence in this context¹. Given the higher population density in town centres and the number of visitors both during the day and night it is expected that these areas would provide a suitable and 'captive audience' for a Bluetooth messaging campaign aimed at reducing harm caused by alcohol misuse. This project pilots Bluetooth technology to warn revellers in Hinckley Town Centre against drinking too much and causing trouble for other people enjoying a night out.

The Bluetooth project was a component of Hinckley and Bosworth Community Safety Partnership's Lock 'em Inn campaign. Other components included a number of radio adverts promoting the Lock em'

¹ Using proximity marketing (Bluetooth) in Community Safety—Hinckley Town Centre and Coalville Pilot Project (January 2008)

Inn campaign and a series of posters and leaflets were distributed in pubs and shops. The Lock em' Inn campaign formed part of the Safer Summer Campaign that aimed to reduce drink-related anti-social behaviour, enhance feelings of safety through more visible policing, and provide crime prevention advice.

1.2 Aims and Objectives

The aim of this report is to provide the DAAT and Hinckley and Bosworth Community Safety Partnership with an analysis of the take up of Bluetooth alcohol-related crime reduction messages within Hinckley Town Centre, with a focus on Regent Street, one of the main areas of NTE activity. The report will also examine crime trends and alcohol-related crime trends during the popular night time economy hours.

The findings of this report will indicate the receptiveness of users of the night-time economy in Hinckley Town Centre to the Bluetooth messages. The findings within the report will help the DAAT and the partnership to evaluate the marketing potential of Bluetooth in the context of reducing alcohol related crime.

1.3 Considerations

Technology

The Bluetooth units have several shortcomings which may affect the transmission of messages and the server's ability to effectively record information. Where possible action has been taken to maximise units' potential.

Hardware limitations are listed below along with any actions that have been taken to control for them.

Table 1.1: Hardware limitations

Limitations	Action
Servers have difficulty transmitting through walls	Servers strategically placed to maximise transmission area
Servers unable to transmit effectively in adverse weather conditions i.e. rain	Weather being monitored throughout the duration of the project
Download time can slow receipt of message	Download time of all messages minimised to 1-2 seconds depending on device.
Servers not compatible with Blackberries or some mobile devices	No Action
Boxes are not surge protected which can affect the recording of statistics relating to message download	Boxes to be fitted with surge protectors in future trials
Boxes lose signal strength when placed on or next to the ground	Boxes placed in locations aimed at maximising their signal strength

Data

Data uploaded from the Bluetooth servers should be interpreted with an element of caution. The limitations of the hardware along with other extraneous factors mean that not all messages will have been transmitted in an equal capacity throughout the duration of the pilot. This may have affected the uptake of messages recorded by the server at different times as Bluetooth devices in the area will not have had as equal a probability of receiving the messages. Moreover it is not possible to determine how many people were in the area at the time that Bluetooth messages were deployed. Information recorded only establishes the number of active Bluetooth devices detected and the number of successful message downloads.

As a consequence of the above mentioned factors, it is not possible to establish a cause and effect relationship between violent crime patterns, alcohol-related crime patterns and the uptake of Bluetooth messages, or draw inferences.

Data limitations also mean that it is not possible to compare the success of different message scripts as message content may not be known to the recipient prior to download. Consequently the content of the message would have no bearing on whether the message is downloaded or not.

1.4 Message Scripts and Deployment

Bluetooth messages followed three designated scripts along the theme of getting home safely. Brief synopses of the story boards for each message script are depicted in appendix I. Themes were:

“Special offer” - aimed at preventing alcohol-fuelled crime/ anti-social behaviour.

“Belong” - promoting a safe night out.

“Personal Touch” - aimed at preventing alcohol-fuelled crime/anti-social behaviour.

Messages were transmitted between 19.00 and 05.00 on Thursdays, Fridays and Saturdays during August 2008. Messages were rotated so that each message was transmitted on each of the days.

Bluetooth Box Locations

The maps to the right depict the locations of the four Bluetooth boxes surrounding the Hinckley Town Centre pilot area. All of the boxes were located along Regent Street. Two boxes were located in a jewellers shop, one was located in a sports bar, and one was located in the Leicester Mercury Offices. The exact locations are as follows:

- Leicester Mercury Offices — server box located in the first floor office overlooking the Baron of Hinckley pub.
- Branigans Sports Bar — server box located in the first floor.
- Jan and Tom Wightman Jewellers Shop (server box 1) - server box located in first floor office pointing towards Bar Vis a Vis.
- Jan and Tom Wightman Jewellers Shop (server box 2) - server box located in first floor office pointing down George Street.

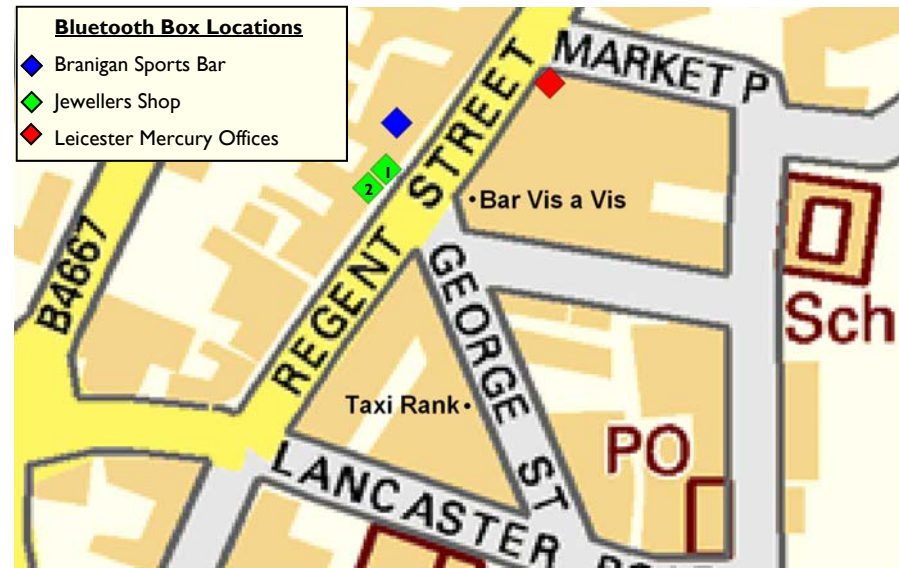
The Regent Street area was chosen as a good location for the Bluetooth server boxes as it is popular amongst users of the night-time economy.

Promotion

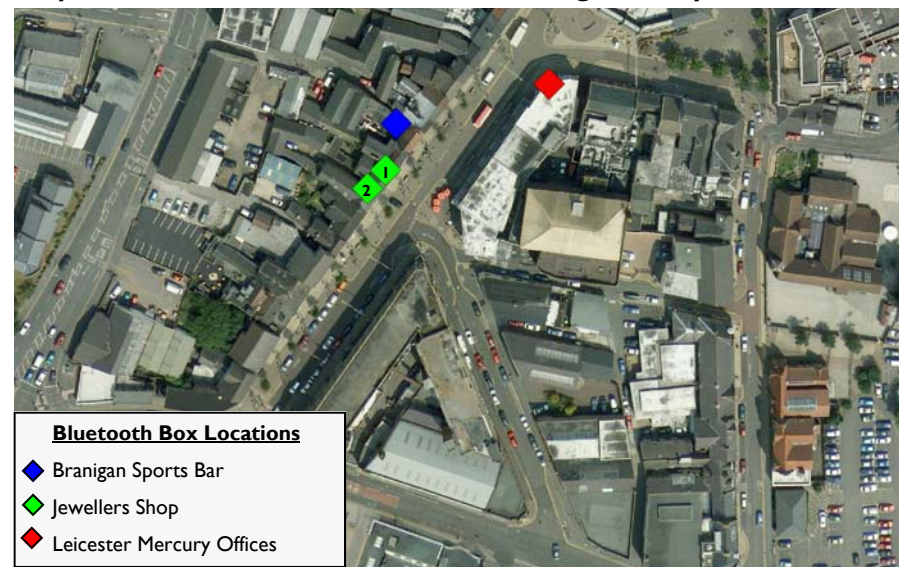
Bluetooth messages were deployed throughout the week to promote the campaign, providing details to recipients of when the campaign would be running.

Traditional media were also placed in the area to encourage people to turn the Bluetooth function on on their phones. Traditional promotional media consisted of beer mats, posters and banners. Banners were placed on the railings outside Bar Vis Vis, outside Brannigans Sports Bar and outside the Baron of Hinckley pub. Posters were distributed inside pubs on Regent Street.

Map 1.1: Bluetooth Box locations surrounding Hinckley Centre



Map 1.2: Bluetooth Box locations surrounding Hinckley Centre

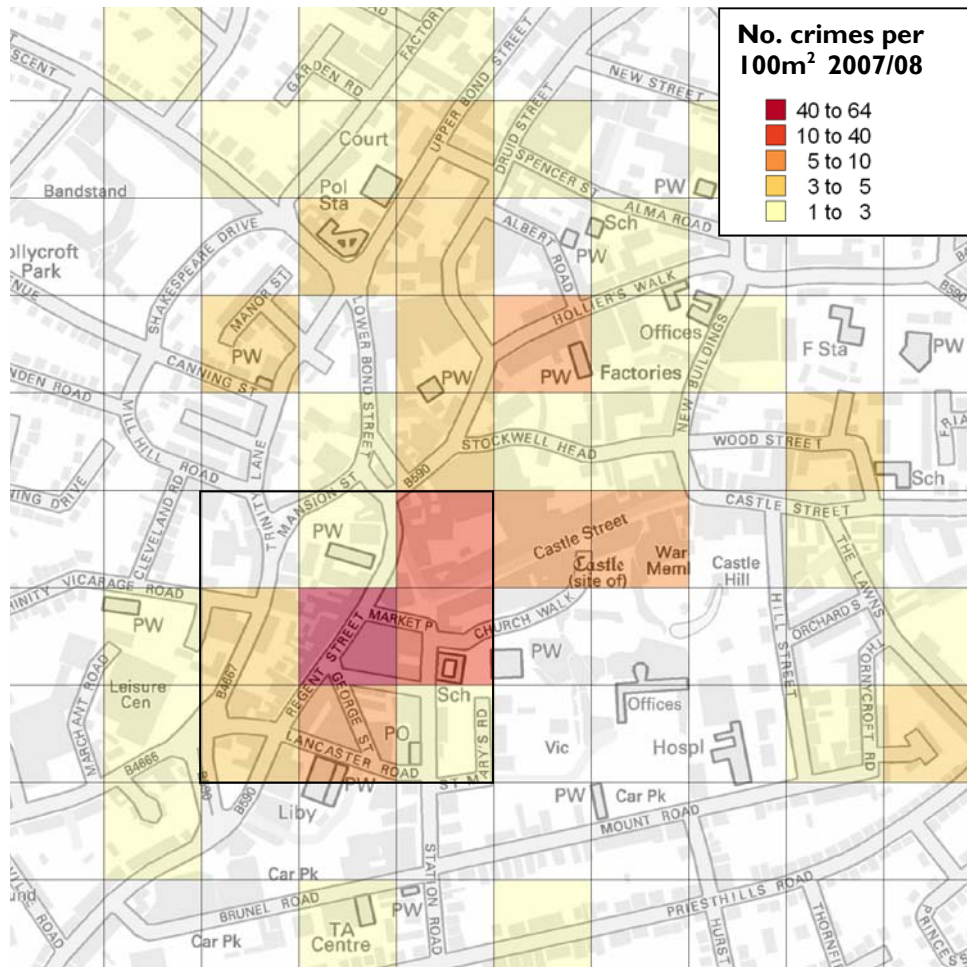


2. Crime

2.1 All Crime

According to Leicestershire Constabulary's CIS, in 2007/08 there were 6,808 crimes in Hinckley and Bosworth borough as a whole which approximates to 65.6 crimes per 1000 population. This is lower than the crime rate in Leicestershire (68.3 crimes per 1000 population) and the national crime rate (92.1 crimes per 1000 population). In terms of total recorded crime in Hinckley Centre total crimes equated to 1,253 crimes during 2007/08 (i.e. 18% of all crime in Hinckley and Bosworth).

Map 2.1: Alcohol related crime in Hinckley Centre



2.2 Alcohol-related crime

Leicestershire Constabulary's CIS system denotes a flag indicating whether an offender was under the influence of alcohol when they committed an offence. Data is recorded within a 100m² radius of where the offence was committed and an offender can be flagged by either the victim, offender or the arresting Police Officer. The measure is relatively subjective and should therefore be interpreted with an element of caution. According to the flag system approximately 7% of all recorded crimes within Hinckley and Bosworth in 2007/08 were recorded as being committed under the influence of alcohol. Unsurprisingly this proportion nearly triples to 19% if we look at the proportion of alcohol-related offences committed in Hinckley Centre alone, indicating that a far higher proportion of alcohol-related crime occurs in the town centre.

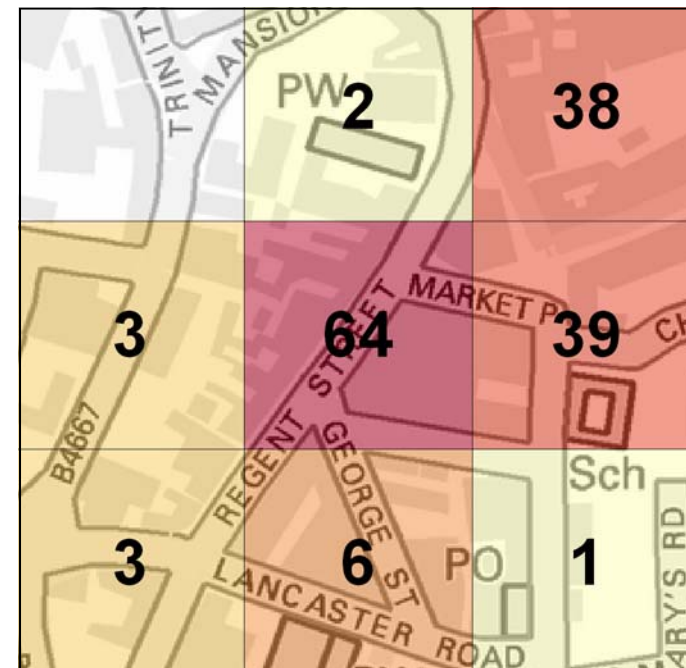


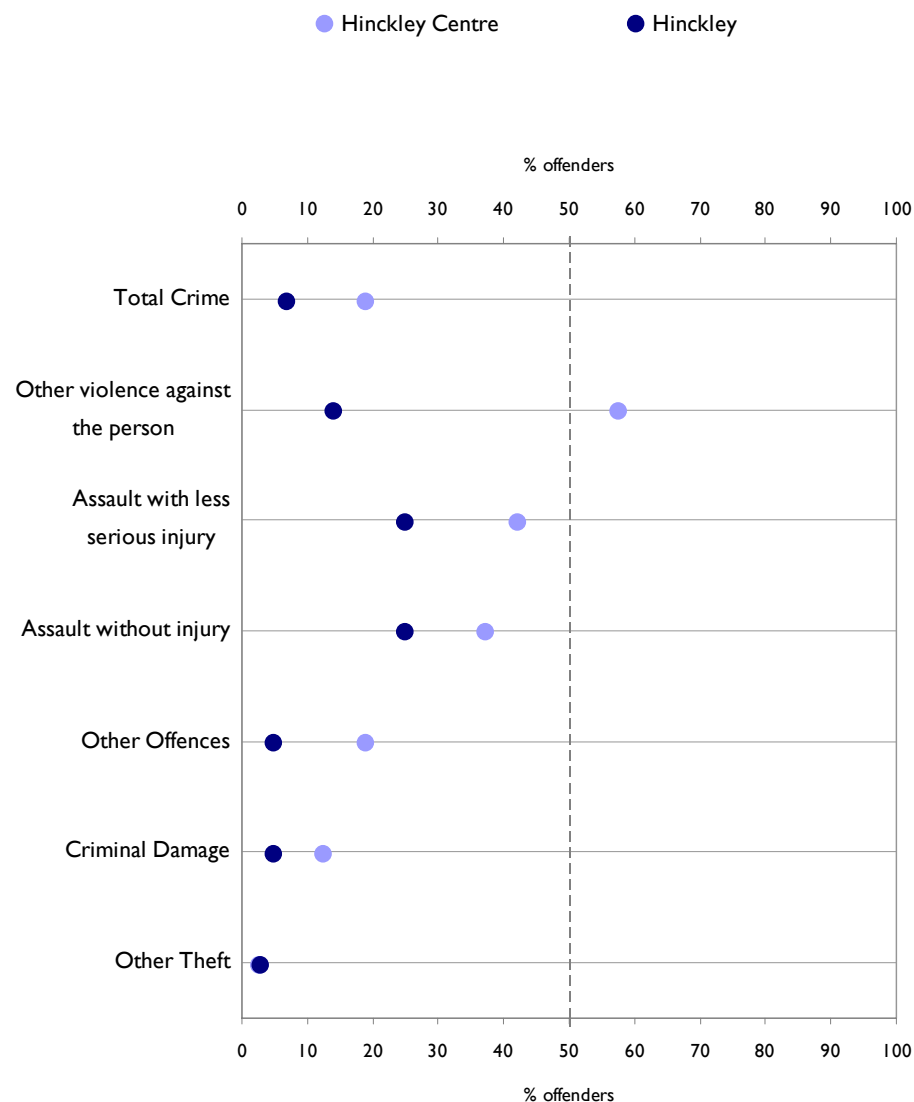
Table 2.1 Proportion of all alcohol related-crime by crime type

Crime Type	% of all alcohol-related crime in Hinckley Centre
Other violence against the person	31.6%
Assault with less serious injury	27.5%
Criminal Damage	12.3%
Assault without injury	11.9%
Other Offences	9.4%
Other Theft	3.7%
Serious Violent	2.0%
Robbery	0.8%
Theft from vehicle	0.8%

Table 2.1 shows the proportion of alcohol-related crime that each crime type accounts for in Hinckley Centre. Violence against the person (VAP) offences (including other violence against the person, assault with less serious injury, assault without injury and serious violent crime) together contribute to nearly three quarters of all alcohol-related offences in Hinckley Centre. This affirms the perception that alcohol may give rise to aggressive and threatening behaviour within Hinckley Centre. Criminal damage and other offences also feature fairly prominently amongst crimes flagged as being alcohol-related.

Chart 2.1 shows the proportion of offences where alcohol was recorded as a factor by offence type, for all recorded offences within Hinckley Centre and Hinckley and Bosworth as a whole in 2007/08. There are a significantly higher proportion of alcohol-related offences in Hinckley Centre. Approximately 58% of 'other violence against the person' offences in Hinckley Centre are alcohol-related. When broken down further by Home Office codes the majority of these types of offences are recorded as harassment or fear of provocation or violence. Chart 2.1 shows there to clearly be a higher proportion of most types of alcohol-related offences in Hinckley Centre compared to Hinckley as a whole which is likely to be attributable to the night-time economy. Some crime types with very small numbers of recorded crime have been removed from the chart to avoid ambiguity.

Chart 2.1 Proportion of offences that are alcohol-related by offence type 2007/08, Hinckley Centre compared to Hinckley and Bosworth as a whole.



Note: In 2007/08 240 of 1253 offences in Hinckley Centre were recorded as alcohol related. Some crime types with a very small number of crimes have been removed from the above dot plot to avoid ambiguity.

2.3 Violent Crime

The following section examines alcohol-related violent crime. The majority of alcohol-related crimes committed in Hinckley and Bosworth and Hinckley Centre are violence against the person (VAP) offences. VAP offences fall under four categories: serious violent crime, assault with less serious injury, assault without injury and other violence against the person offences. All VAP offences in Hinckley and Bosworth are plotted in the chart below in three hour intervals by time of day and day of week for 2007/08. Offences are broken down by the total number of VAP offences against alcohol-related VAP offences. This enables us to gauge which time periods on average experience the highest numbers of VAP offences and what proportion are attributable to alcohol. In 2007/08 there were a total of 1087 VAP offences, of these 347 (32%) were alcohol-related.

The chart shows that from Monday to Thursday few VAP offences record alcohol as a factor, within this time span offences peak from late afternoon to early evening. This pattern changes dramatically over the weekend. During peak night time economy hours there is a steep rise in the number of offences and the majority of these are alcohol-related. Between 21.00 and 02.59 Friday and 21.00 and 02.59 Saturday there are a disproportionately high number of alcohol-related offences compared to week days. In 2007/08 nearly half of all alcohol-related VAP offences were recorded between these hours which approximates to 3 alcohol-related offences of this type per week.

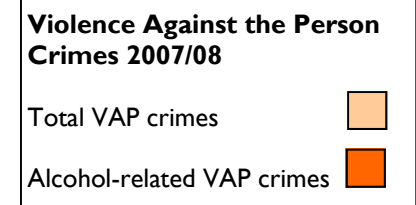


Chart 2.2 All violence against the person crimes in 2007/08 in Hinckley and Bosworth plotted by time of day and day of week

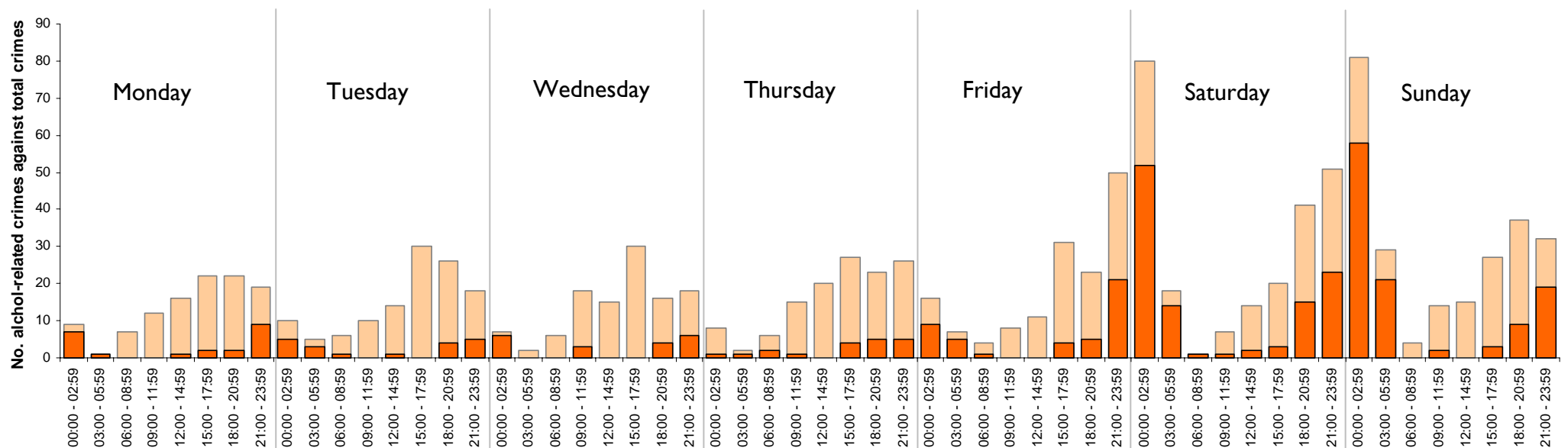


Chart 2.3 replicates Chart 2.2 except that it depicts the total number of VAP offences against alcohol-related violence against the person offences within Hinckley Centre as opposed to Hinckley and Bosworth as a whole. In 2007/08 there were a total of 321 VAP offences in Hinckley Centre. The majority of these offences were committed on the street (73%) or in a public house or club (15%).

The chart follows a similar pattern to Hinckley and Bosworth as a whole with a notably lower number of offences in the week compared to the weekends. Between 21:00 and 02:59 on Friday 58% of VAP offences in the town centre were recorded as alcohol-related, similar to Hinckley and Bosworth proportions as a whole (56%). However, on Saturday this proportion rose to 73% in Town Centres compared to 61% in the Borough as a whole. Charts 2.2 and 2.3 both clearly show VAP offences to be exacerbated by intoxication hence there is a clear need to introduce campaigns to encourage safe drinking and tackle alcohol-related anti-social behaviour and crime.

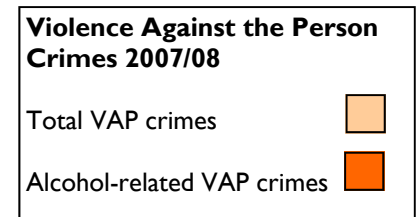
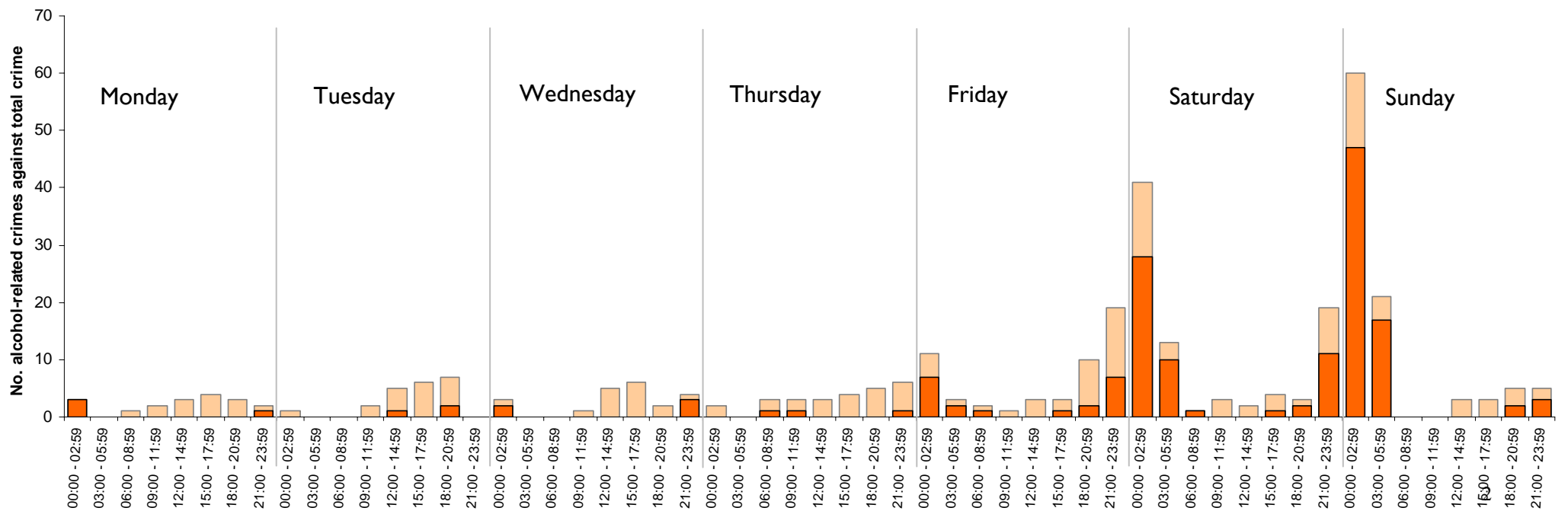


Chart 2.3 Alcohol related crime against total crime by time of day in Hinckley Town Centre



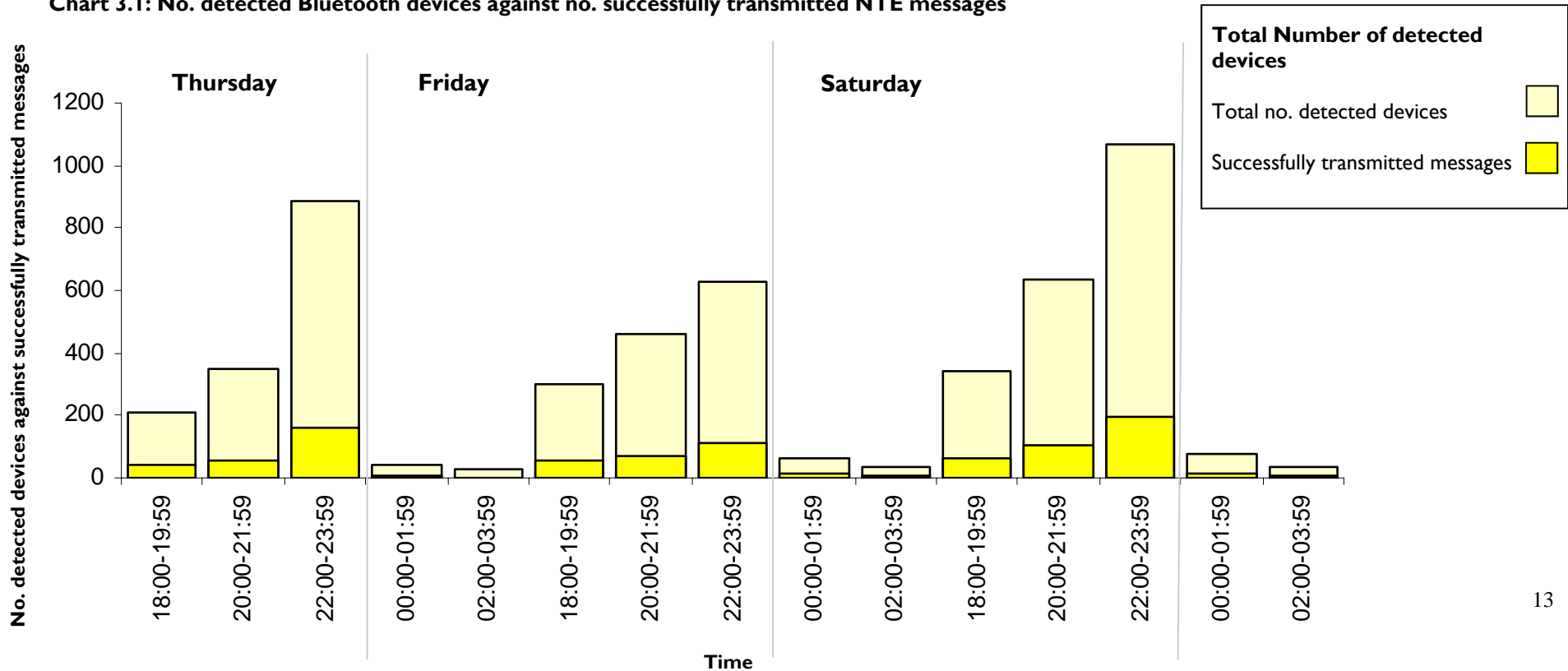
3. Bluetooth Analysis

3.1 Detected Devices

Chart 3.1 shows the number of successfully transmitted Night Time Economy (NTE) messages against the total number of detected Bluetooth devices in Hinckley Centre during the pilot (07/08/2008 and 31/08/2008). The chart depicts detected devices in two-hour bandings.

In total, and out of a possible 5,140 mobile devices which were contacted, 925 NTE Bluetooth messages were successfully transmitted to mobile phones within the pilot area. This is an overall uptake rate of 18% of the total devices contacted in Hinckley Centre. The total numbers of detected devices reach their highest between 22:00 and 23:59 on Saturday nights and this is reflected in the numbers of successful message downloads. Compared with both Thursday and Saturday nights, there are noticeably fewer devices detected and, as a result, messages successfully received, at this time on Friday nights. This is attributable to Thursday nights being much more popular amongst younger generations in Hinckley due to various promotions and club nights; reflecting an unsurprising correlation between the number of people in the area, the number of detected devices and the number of successful message downloads. This suggests that proximity marketing campaigns may be particularly apt for social environments such as pubs and clubs which often provide a social focus for large numbers of people.

Chart 3.1: No. detected Bluetooth devices against no. successfully transmitted NTE messages

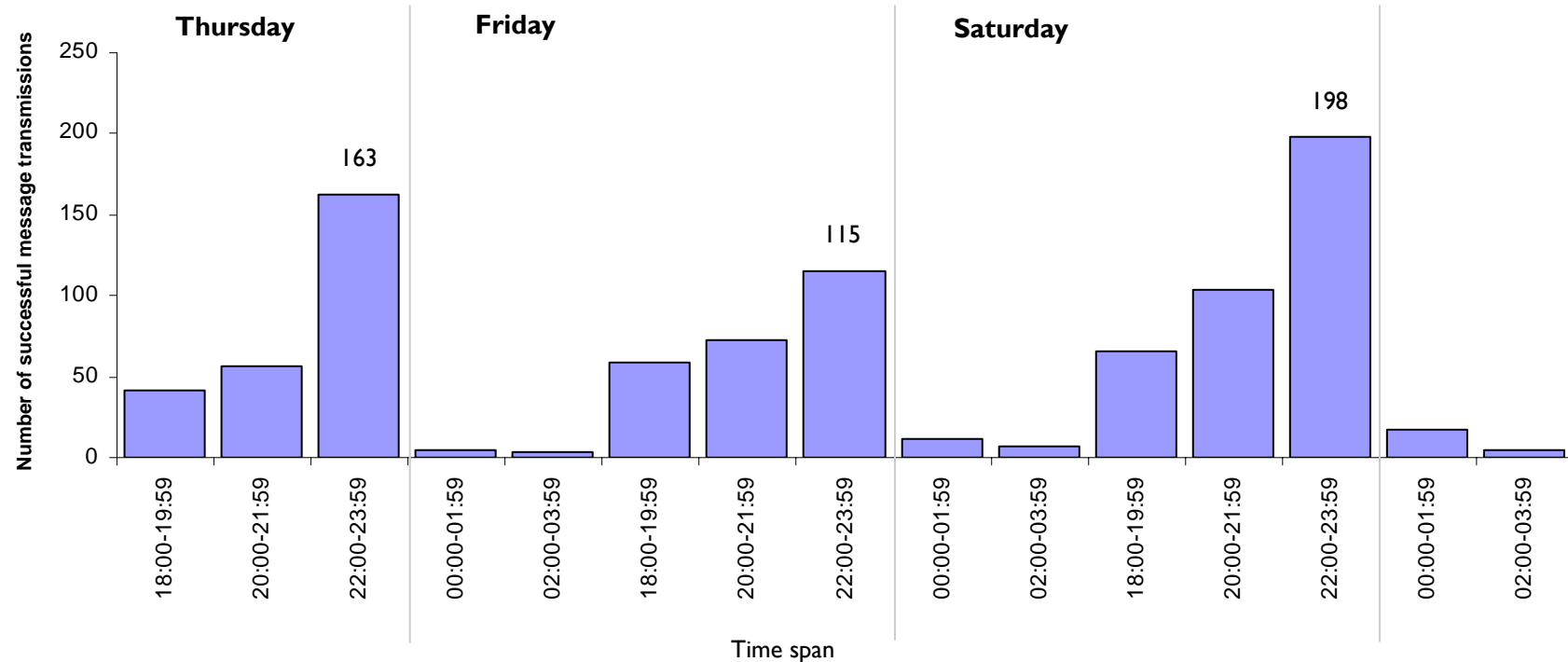


3.2 Successful Message Transmissions

Chart 3.2 depicts the number of successful Bluetooth message transmissions within Hinckley Centre during the pilot. Successful message downloads are highest later in the evening between 22.00 and 23.59. This is in line with the times when a large number of revellers are moving from bar to bar or congregating outside pubs and bars during the summer months hence they are much more likely to pick up Bluetooth transmissions from respective boxes. There is a sudden drop in message uptake from 00.00 onwards despite many bars and clubs in the area being open much later. This is likely to be attributable to people having settled in a bar/club for the evening, left the area or being in a greater state of inebriation and so less likely to download messages to their mobile.

Successful message transmissions peak between 22.00 and 23.59 on Saturday nights, unsurprisingly this also corresponds with the time when the highest number of Bluetooth devices are detected (see Chart 3.1). Over the course of the pilot there were a total of 198 successful message downloads during this time span which is approximately 50 per Saturday night. Interestingly the peak in message downloads between 22.00 and 23.59 is directly prior to the time span when the majority of alcohol-related violence against the person offences occur (see chart 2.3). This indicates that the campaign may have been effective in targeting groups most likely to be in the area when violence against the person offences occur. Therefore, transmitting Bluetooth messages in

Chart 3.2: Number of Bluetooth messages successfully transmitted during the pilot (07/08/2008 and 31/08/2008) by time of day and day of week



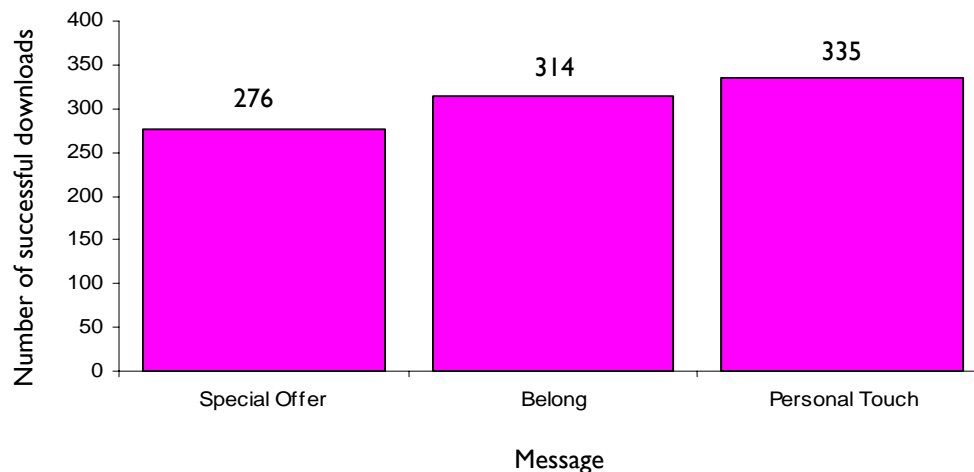
town centre areas around pubs and bars does seem an effective medium for such a campaign given the captive audience present. In contrast, and worthy of note, is the much lower number of alcohol-related violence against the person offences recorded on Thursday nights in comparison to Friday and Saturday nights (see chart 2.3). Perhaps a possible explanation for this being that Thursday nights attract a different clientele or because it is a week night revellers are more moderate with their drinking and so are less likely to engage in alcohol-fuelled offences.

In terms of VAP offences recorded in Hinckley Centre during the pilot, there were seven in total, three being alcohol-related. These offences consisted of three assault without injury offences, two assault with less serious injury offences, one other assault and homicide offences and one serious violent crime offence. Unfortunately due to extraneous factors it is not possible to analyse whether the Bluetooth NTE campaign will have directly had an impact on incidents occurring in the area given the small number of total offences. However on comparative dates and times in 2007 (Thursdays to Saturdays between 19.00 and 05.00) there were a total of thirteen VAP offences and three of these were recorded as being alcohol-related.

3.3 Downloads by Message Type

The chart below shows the number of successful message downloads by message type. Message content is unknown to recipients prior to download therefore it is not possible to gauge the success of different message campaigns in terms of individual marketing potential. However, the chart does show which messages were most successful in reaching the audience targeted. "Personal Touch" is seen as the message most frequently downloaded by persons present in the Hinckley Centre area during the campaign, accounting for 36% of message uptake. This message is scripted around the theme of preventing drunken anti-social behaviour. As messages were rotated by box (location of transmission) and by time slot, higher levels of uptake may only be attributable to chance and uncontrollable factors such as the weather, the number of people in the area and the number of operational Bluetooth devices at the time of transmission.

Chart 3.3: Number of downloads by message type



4 Conclusion

4.1 Conclusion and Recommendations

Marketing via the medium of mobile phones is becoming increasingly popular. However, little is known regarding the effectiveness of such campaigns and factors contributing to their success, particularly in relation to community safety and alcohol-harm reduction. The project in Hinckley Town Centre has made tentative steps toward piloting such a scheme in the context of community safety.

To effectively gauge the success of the Bluetooth technology the pilot would need to have been conducted in a much more controlled environment to allow the measurement of the impact of message content on behaviours and attitudes. Nevertheless, despite there being no baseline available to quantify the success of the campaign in an absolute sense, the project has proved invaluable in terms of lessons learnt about the technology and in identifying patterns in message uptake in Hinckley Town Centre. Overall around a fifth (18%) of Bluetooth devices detected in the area during the pilot successfully received one of the campaign messages. Moreover, it is expected that this could be enhanced in future trials given better understanding of the technology.

Analysis showed that message uptake and device detection is highest during times when pubs and bars reach their saturation and revellers begin to move between bars and clubs for the evening (between 22.00 and 23.59). Uptake is also greater on the more popular NTE nights in the area (Thursday and Saturday). This unsurprisingly suggests a possible correlation between the number of people in the area and the number of successfully transmitted messages. Hence Bluetooth technology may be apt for use in NTE environments which encourage large numbers of people to congregate in a relatively small area.

Analysis showed a sharp drop off in message uptake from 00.00 onwards indicating that revellers are more receptive to messages prior to this time banding (possibly attributable to a greater state of inebriation or having moved out of the area after this time). This is further substantiated by data

showing that aggregated patterns of alcohol-related violence against the person offences recorded in 2007/08 are also much higher following this time slot. For these reasons it is likely that it is between 22.00 and 23.59 that Bluetooth messages may have their greatest marketing potential in terms of tackling the negative impact of violent and alcohol-fuelled crime, promoting responsible drinking, and improving people's perceptions of safety and well-being in Hinckley Town Centre.

Recommendations

This report provides a first step to analysing the effectiveness of Bluetooth technology within the context of community safety as well as highlighting the various limitations involved in conducting analysis of such data in an uncontrolled setting.

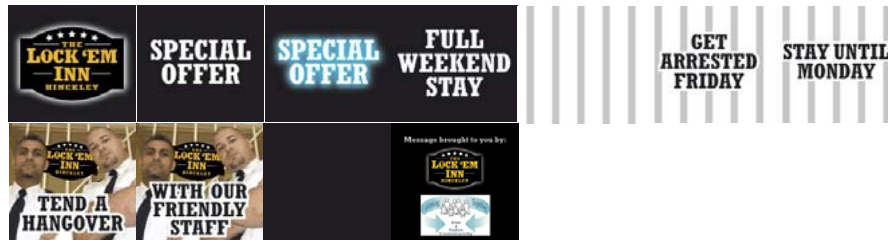
Specific recommendations for future usage of the technology in marketing to the NTE are:

- Consult Bars and Clubs well in advance of Bluetooth projects and be aware of rules, regulations, laws and restrictions that may prevent boxes being placed in particular venues (i.e. health and safety).
- Position Bluetooth Boxes in venues or locations which are popular with users of the NTE to maximise uptake.
- Be aware of technological and environmental limitations that may affect uptake (i.e. weather, events etc).
- Consider the most effective time period and days for deploying messages (e.g. opening and closing times of venues).
- Use traditional media to promote the campaign and enhance awareness.
- Use field research to assess the actual impact of message content on people's attitudes and behaviours.
- Ensure any research is conducted in a robust manner with suitable controls in place. Future trials may be more suited to conducting a post-trial survey using a representative sample of the local population.

Appendix I

Message Scripts

Special Offer



Belong



Personal Touch



Contact us for:

Information in this publication can be made available in large print, Braille or in tape format. Telephone 0116 305 7262 for further details.

If you would like any of this information in another language please ask an English-speaking person to telephone 0116 305 7262 for more details.



Research & Information Team
Policy, Research & Information Group
Chief Executives Department
Leicestershire County Council
County Hall, Glenfield, Leicestershire LE3 8RA

Further details available on the web:
www.leics.gov.uk/statistics

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