

# Targeted Engagement Module

An overview of the Humberside Police lead developments within Neighbourhood Alert to enable a better understanding of an area and quickly deploy unlimited, local engagement strategies based on multiple data sets combined with live community information.



April 2024 V1.5

# The Scope

## 1. Executive Summary

- 1.1 In order to provide our communities with a tailored service all officers need the ability to understand who they are, where they are and what they need.
- 1.2 Understanding cultural requirements go a long way to build trust within hard to reach communities. Yet it would be impossible to expect officers to know each and every one, therefore a technological solution is required.
- 1.3 Officers completing Community Impact Assessments need up to date and relevant information for the area that is being considered.



In January 2022 the Humberside Police Command Team identified the need to introduce a mapping tool which covers a number of areas that would enhance the service and make it more localised to the area. This fits with the organisation's "Plan on a page" direction to continually improve and serve their communities to make them safer and stronger.

Objective: Develop a mapping and planning tool which would enhance our service by:

- Enabling all officers and staff to see what matters to communities
- Giving access to community information, including cultural sensitivities
- Overlaying Crime and ASB information with community concerns and CCTV coverage to enhance problem solving solutions.
- "Launching" the identified priority streets/households to a simple map and list for tasking evidence based, strategic engagement

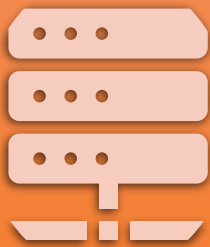
# The Process

Requires the Priority Survey Module



## Area

- Select a localised geographic area to explore and plan



## Data

- Select one or multiple data sets
- Live, imported or purchased data



## Map

- View the hotspots on maps
- Visualise the combined data instantly



## Streets

- Instantly view the most effective streets to visit
- Confirm local knowledge



## Save

- Add team explanation & guidance
- Edit, review and share strategies



## Launch

- Operationalise the strategy for front line police to follow
- Complex plans become simple lists



## Engage

- Front line officers "hit the streets"
- Focus attention and presence where directed



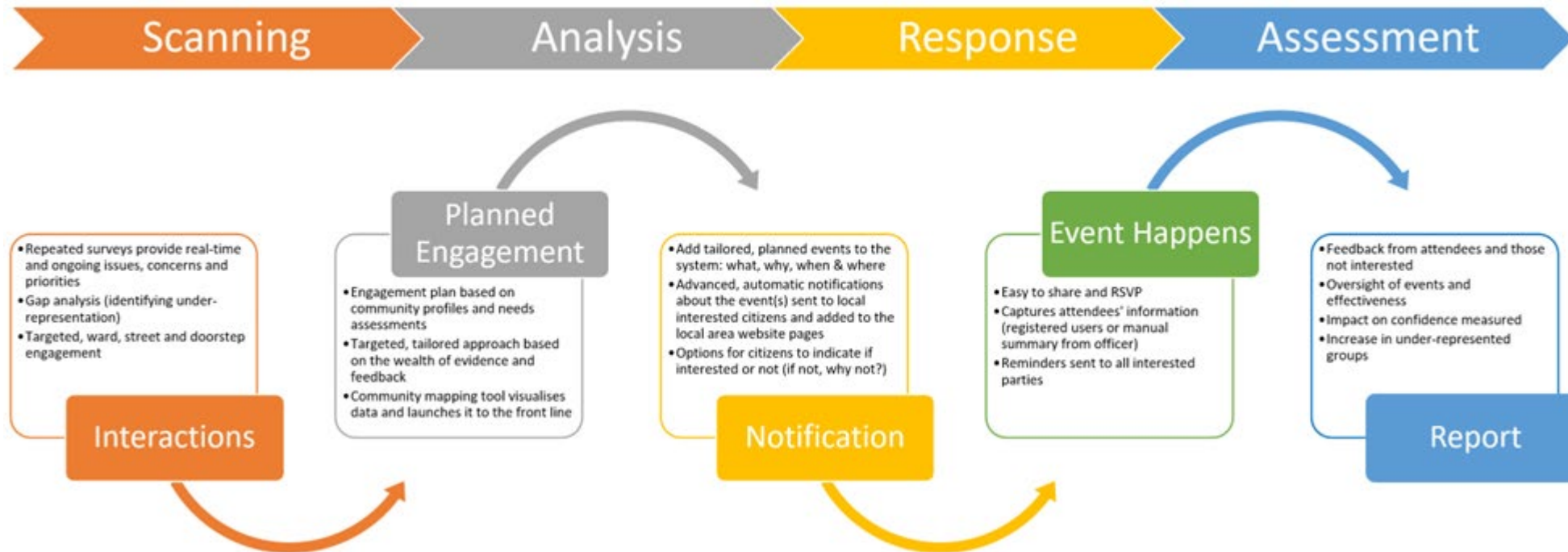
## Track

- Monitor team performance, public responses and database growth



# SARA

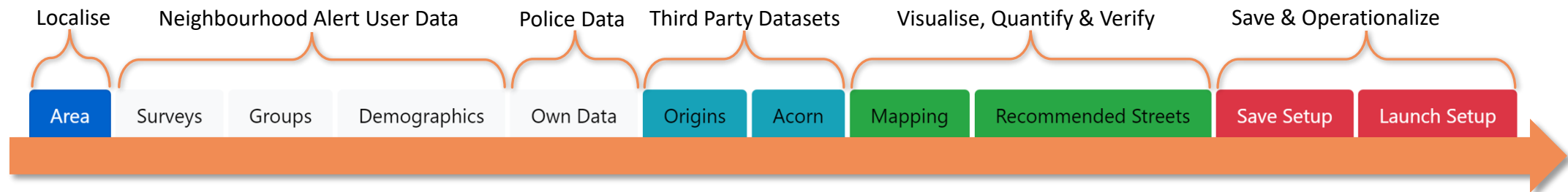
The Engagement tracker module facilitates a modern approach to understanding communities in the scanning process, targeted, representative analysis, focused responses and accurate assessment in-line with the SARA principles and problem-solving approach.



# Simple Tabs

The process is designed to be simple to understand, flexible and speedy to use.

The simple tab structure enables you to access and turn on multiple data sets, immediately visualise the results in map and street form and change your selections at any point.





# Area

Select any area to focus on and explore. From a hyper-local ward to a division, BCU, sector or any area already uploaded to your Alert system.

The starting point on the simple tab structure enables any area to be found and focused on. This localises the results to keep the targeting relevant and accurate.

## Setup Local Priority Targeting

Area Surveys Groups Demographics Own Data Origins Acorn Mapping Recommended Streets Save Setup Launch Setup

Please enter an area to focus this targeting setup to a specific area. Once you have an area selected you can select the criteria you would like to target.

UK (Force Structure) > England (regions) > Yorkshire & Humberside (force areas) > Humberside > Hull

Once you have selected the area you require, you can remove or reset it from this "Area" tab at any time by clicking on the area name above.



# Information Sources

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## Survey Responses

Local Issues & Priorities

Confidence In The Police

Fear Of Crime

Legitimacy Views

## Groups

CCTV Owner

KIN

IAG Member

NW Coordinator

Religious Leader

Community Contact

## Demographics (self-declared)

Age Groups

Sexuality

Disability

Ethnicity

## Own Data

Recent Burglaries

Hate Crime Locations

Power BI Analysis

Incident Locations

## External Data

Origins: Ethnicity & Religious gaps

Acorn: socio-economic gaps



# Survey Targeting

- Select existing users by how they responded to your priority survey
- Locate clusters of responses / hotspots based on issues raised
- Drill down to street level and identify specific houses
- Find areas of low or high confidence in the police
- Raise visibility in areas of self-declared need and issues raised
- Filter responses by date range to identify recent or long-standing issues

## Setup Local Priority Targeting

Area **Surveys** Groups Demographics Own Data Origins Acorn Mapping Recommended Streets Save Setup Launch Setup

Select Survey to Target Answers From

Humber Talking ▾

Target from Priority Survey Humber Talking

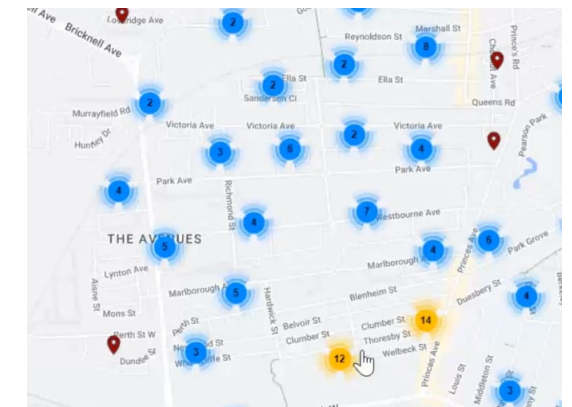
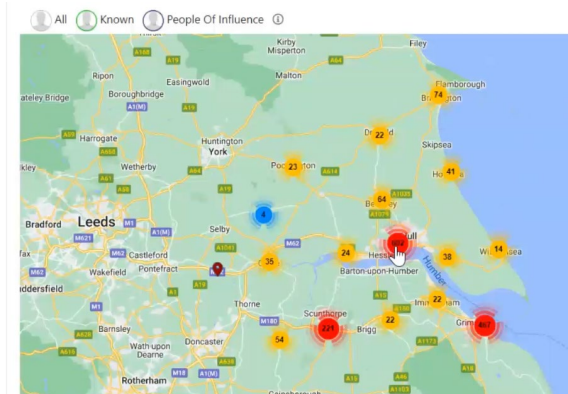
Include survey answers inside this date range

(01/06/2022 - 30/11/2022)

Click the next to an answer to add the answer to the targeting setup and click again to remove it.

2a. What are the issues affecting you in your community which would benefit from joint working between police, partners and community members to resolve?

- Alcohol
- Animal thefts
- Anti-social behaviour - General
- Criminal damage (e.g. graffiti, arson)
- Cycle theft
- Dog fouling
- Drink driving







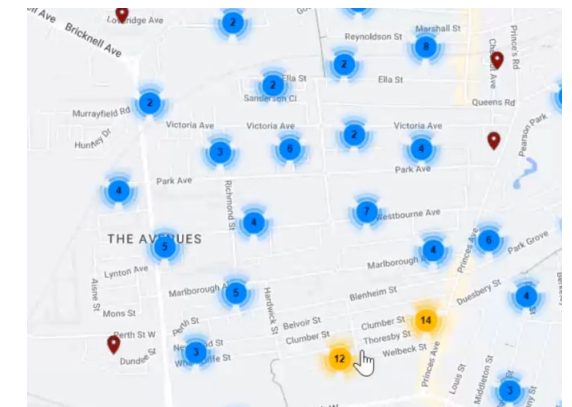
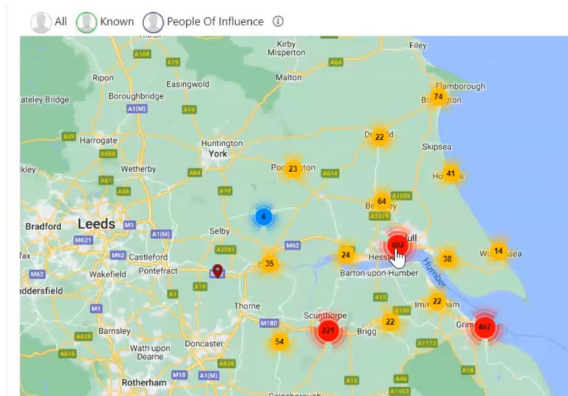
# Target By Group

- Select existing users by the groups they are part of
- Identify CCTV owners for footage enquiries
- Keep an accurate record of KINs and IAGs
- Groups can be updated instantly by responses given to questions in regular or automated, regular surveys\*
- Each force has their own custom groups as well as access to several national groups

Setup Local Priority Targeting

Area Surveys **Groups** Demographics Own Data Origins Acorn Mapping Recommended Streets Save Setup Launch Setup

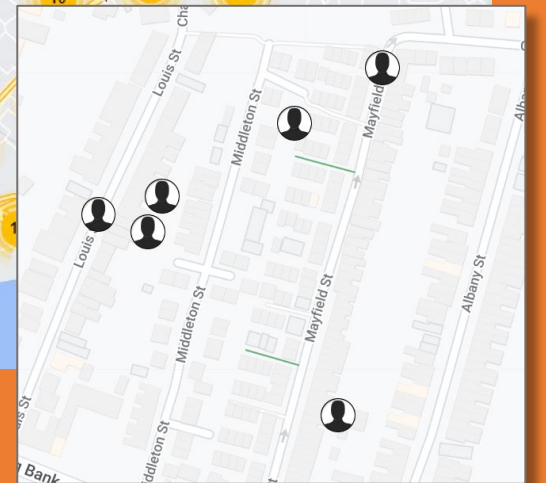
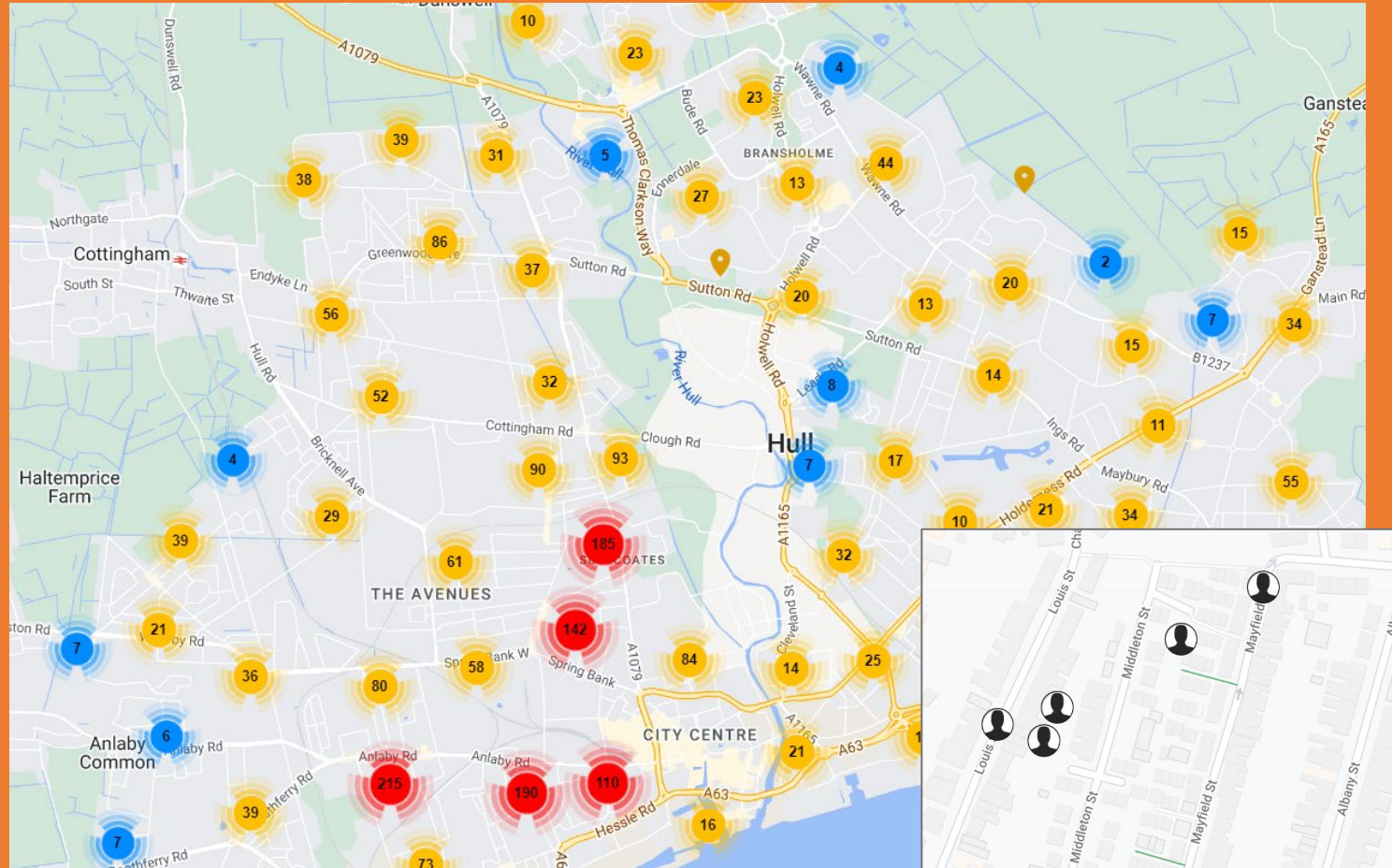
- + Alternative Watch Schemes
- + Business Types
- CCTV Operators / Owners
- + CCTV Operators / Owners 884
- + Digital Influencers
- + Education contacts
- + Educational Interest
- + Emergency Planning
- + Equality and Diversity
- + Faith Group Contacts
- + Fire and Rescue Service alerts
- + Hobbies & Interest Groups
- + IAG's
- + Key Community Contacts
- + KIN-Community Groups
- + KIN-Education





# Map

- Instantly visualise the various data-sets on interactive maps, see if it matches expectations, identify hot-spots etc.
- Zoom in to street and house level.
- Registered members are shown as icons including their profile pictures (if uploaded)





# Recommended Streets

Area Surveys Groups Demographics Own Data **Origins** Acom Mapping **Recommended Streets** Save Setup Launch Setup

This interactive report is designed to assist you to identify the most efficient streets to target based on your selection and incorporates the latest interactions (if possible). Street names refer to sections of streets/roads that are within each postcode area (may not include the whole street).

Search:

Street Name	Postcode	# Matching Households	# Total Households	% Matched
<a href="#">Wadhurst Close</a> <small>(View on map)</small>	HU7 6BL	2	14	14.29%
<a href="#">Ulverston Road</a> <small>(View on map)</small>	HU4 7HL	5	36	13.89%
<a href="#">Hammersmith Close</a> <small>(View on map)</small>	HU8 0AJ	2	19	10.53%
<a href="#">Waldegrave Avenue</a> <small>(View on map)</small>	HU8 9BD	2	30	6.67%
<a href="#">Birnam Court</a> <small>(View on map)</small>	HU6 7WA	1	16	6.25%
<a href="#">Mollison Road</a> <small>(View on map)</small>	HU4 7HB	2	33	6.06%
<a href="#">Bushey Park</a> <small>(View on map)</small>	HU7 3JF	2	47	4.26%
<a href="#">Pioneer Way</a> <small>(View on map)</small>	HU7 3LH	1	26	3.85%
<a href="#">Brantingham Walk</a>	HU5 5QS	2	59	3.39%

- Instantly turn the selected data into a list of the streets most likely to return households that match your strategy
- An almost instant, evidence based, targeted engagement list
- Sort by postcode, priority households and % matched
- Provides a local knowledge verification that the right streets are being targeted



# Save your list

- Save your list for later modification.
- Add guidance to describe the data you have used and why

Area Surveys Groups Demographics Own Data **Origins** Acorn Mapping Recommended Streets Save Setup Launch Setup

Save this targeting setup

Low Confidence (Jun-Dec 2022)

Describe this targeting setup

People who have answered the Humber Talking survey between June 2021 and end of November 2022 with a really low score.  
Mention recent Safer Streets activity in area

Retake the priority survey.

Save

Save as New Targeting Setup



# Configure



- Your guidance is propagated to Rapport as advice for officers using the target lists
- Select which Neighbourhood Teams this list is shared with
- Allocate which survey to deliver to these doors/streets
- Decide if every house on each recommended street is listed for contact or only the exact matches. (e.g. Cocooning or Area Hi-Visibility)
- Launch your priority list to front line officer devices as simple maps and street lists on Rapport

Area Surveys Groups Demographics Own Data Origins Acorn Mapping Recommended Streets Save Setup Launch Setup

Save this targeting setup

Low Confidence (Jun-Dec 2022)

Describe this targeting setup

People who have answered the Humber Talking survey between June 2021 and end of November 2022 with a really low score.  
Mention recent Safer Streets activity in area  
Retake the priority survey.

Share this list with others

Select teams to share with

Select Survey to deliver at the door

Humber Talking

Only show priority addresses in the street address list

Save

Save as New Targeting Setup



# Launch your targets to Rapport



Launch your saved list to make it available for selected teams to view and work from within Rapport

neighbourhood ALERT

Survey Now

Take "Humber Talking" Survey

Survey Around Current Location

Change location

Default Priority Address Setup

Streets	Results	Information	Key Contacts
Ferensway HU2 (136 Households, 0.06 miles)	0 Priority addresses (0.0%)		Select
Park Street HU2 (63 Households, 0.06 miles)	0 Priority addresses (0.0%)		Select
Bloomsbury Court HU3 (8 Households, 0.09 miles)	0 Priority addresses (0.0%)		Select
Clarendon Street HU3 (93 Households, 0.1 miles)	1 Priority address (1.0%)		Select
Canning Street HU2 (1 Households, 0.11 miles)	0 Priority addresses (0.0%)		Select
Portland Street HU2 (2 Households, 0.12 miles)	0 Priority addresses (0.0%)		Select
Colonial Street HU2 (2 Households, 0.12 miles)	0 Priority addresses (0.0%)		Select
Londesborough Street HU3 (80 Households, 0.14 miles)	0 Priority addresses (0.0%)		Select
Wilberforce Street HU3 (2 Households, 0.14 miles)	0 Priority addresses (0.0%)		Select
Park Street HU3 (63 Households, 0.14 miles)	0 Priority addresses (0.0%)		Select
Alexandra Street HU3 (80 Households, 0.15 miles)	3 Priority addresses (3.7%)		Select
Spring Street HU2 (81 Households, 0.16 miles)	1 Priority address (1.2%)		Select
Portland Place HU2 (1 Households, 0.17 miles)	0 Priority addresses (0.0%)		Select
Ferensway HU1 (136 Households, 0.17 miles)	0 Priority addresses (0.0%)		Select
Pearson Street HU2 (1 Households, 0.18 miles)	0 Priority addresses (0.0%)		Select
Anlaby Road HU3 (913 Households, 0.18 miles)	5 Priority addresses (0.5%)		Select



neighbourhood ALERT

Survey Now

Take "Humber Talking" Survey

Survey Around Current Location

Change location

Low Confidence (Jun-Dec 2022)

My Lists

- Delapole Area Tasking
- Low Confidence (Jun-Dec 2022)
- Low Confidence Polish and drugs issues

Streets	Results	Information	Key Contacts
Walker Street HU3 (84 Households, 0.28 miles)	1 Priority address (1.1%)		Select
Beverley Road HU2 (1130 Households, 0.29 miles)	1 Priority address (0.0%)		Select
Goodwin Parade HU3 (84 Households, 0.33 miles)	1 Priority address (1.1%)		Select
Peel Street HU3 (88 Households, 0.38 miles)	1 Priority address (1.1%)		Select
Porter Street HU1 (337 Households, 0.43 miles)	1 Priority address (0.3%)		Select
Mayfield Street HU3 (89 Households, 0.46 miles)	1 Priority address (1.1%)		Select
Caroline Place HU2 (14 Households, 0.52 miles)	1 Priority address (7.1%)		Select
Coltman Street HU3 (234 Households, 0.53 miles)	1 Priority address (0.4%)		Select
Louis Street HU3 (84 Households, 0.55 miles)	1 Priority address (1.1%)		Select
Spring Bank West HU5 (498 Households, 0.6 miles)	1 Priority address (0.2%)		Select
Cholmley Street HU3 (79 Households, 0.61 miles)	1 Priority address (1.3%)		Select
Sunny Bank HU3 (78 Households, 0.63 miles)	1 Priority address (1.3%)		Select
Spring Bank West HU3 (496 Households, 0.64 miles)	1 Priority address (0.2%)		Select



neighbourhood ALERT

Survey Now

Take "Humber Talking" Survey

Survey Around Current Location

Change location

Low Confidence (Jun-Dec 2022)

Streets

People who have assessed the Humber Talking survey between June 2021 and end of November 2022 with a really low score. Reassure them and make the priority survey.

Streets	Results	Information	Key Contacts
Great Thornton Street HU3 (337 Households, 0.23 miles)	1 Priority address (0.3%)		Select
Beverley Road HU3 (1130 Households, 0.26 miles)	1 Priority address (0.0%)		Select
Walker Street HU3 (84 Households, 0.28 miles)	1 Priority address (1.1%)		Select
Beverley Road HU2 (1130 Households, 0.29 miles)	1 Priority address (0.0%)		Select
Goodwin Parade HU3 (84 Households, 0.33 miles)	1 Priority address (1.1%)		Select
Peel Street HU3 (88 Households, 0.38 miles)	1 Priority address (1.1%)		Select
Porter Street HU1 (337 Households, 0.43 miles)	1 Priority address (0.3%)		Select
Mayfield Street HU3 (89 Households, 0.46 miles)	1 Priority address (1.1%)		Select
Caroline Place HU2 (14 Households, 0.52 miles)	1 Priority address (7.1%)		Select
Coltman Street HU3 (234 Households, 0.53 miles)	1 Priority address (0.4%)		Select
Louis Street HU3 (84 Households, 0.55 miles)	1 Priority address (1.1%)		Select
Spring Bank West HU5 (498 Households, 0.6 miles)	1 Priority address (0.2%)		Select
Cholmley Street HU3 (79 Households, 0.61 miles)	1 Priority address (1.3%)		Select
Sunny Bank HU3 (78 Households, 0.63 miles)	1 Priority address (1.3%)		Select
Spring Bank West HU3 (496 Households, 0.64 miles)	1 Priority address (0.2%)		Select

Different streets are presented based on the specific Priority List selected



# Interactive, live street list



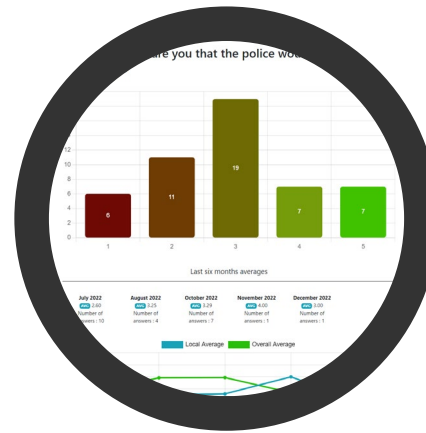
The screenshot shows the 'neighbourhood ALERT' interface. At the top, there's a 'Survey Now' button and a 'Survey Around Current Location' map. Below the map is a 'Change location' section with a dropdown menu set to 'Low Confidence (Jun-Dec 2022)'. The main content is a list of streets with their respective household counts and distances. Each entry includes a 'Priority address' and a 'Select' button. The list is ordered by the most efficient locations to visit.

Street	Households	Distance (miles)	Priority address
Great Thornton Street HU3	137	0.23	0.02%
Beverley Road HU3	1130	0.26	0.02%
Walker Street HU3	84	0.28	0.17%
Beverley Road HU2	1130	0.29	0.02%
Goodwin Parade HU3	84	0.33	0.19%
Peel Street HU3	88	0.38	0.14%
Porter Street HU1	137	0.43	0.02%
Mayfield Street HU3	89	0.46	0.12%
Caroline Place HU2	14	0.52	0.14%
Coltman Street HU3	224	0.53	0.04%
Louis Street HU3	84	0.55	0.19%
Spring Bank West HU5	496	0.6	0.02%
Cholmley Street HU3	79	0.61	0.12%
Sunny Bank HU3	78	0.63	0.12%
Spring Bank West HU3	496	0.64	0.02%

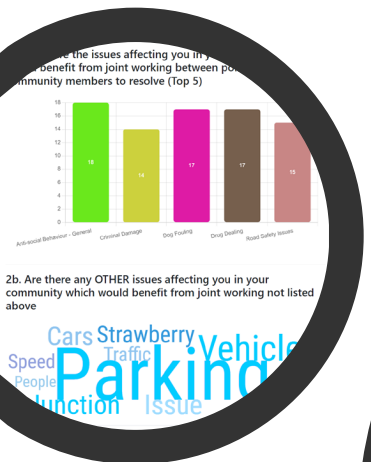
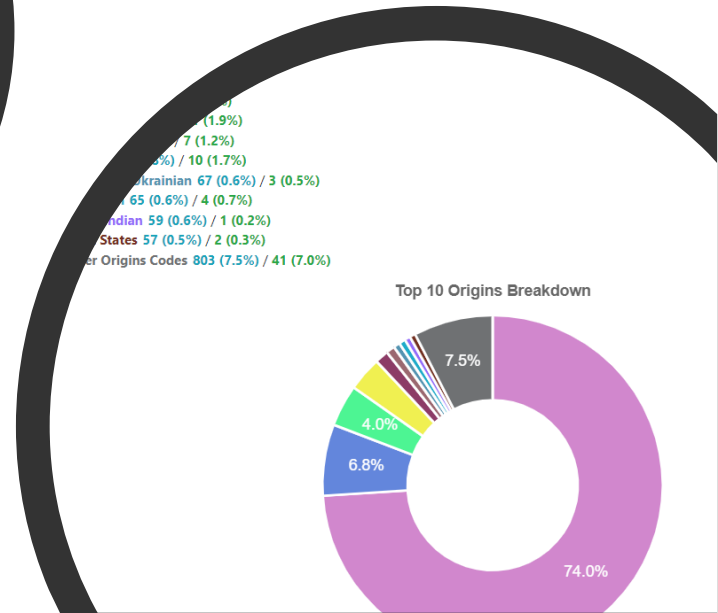
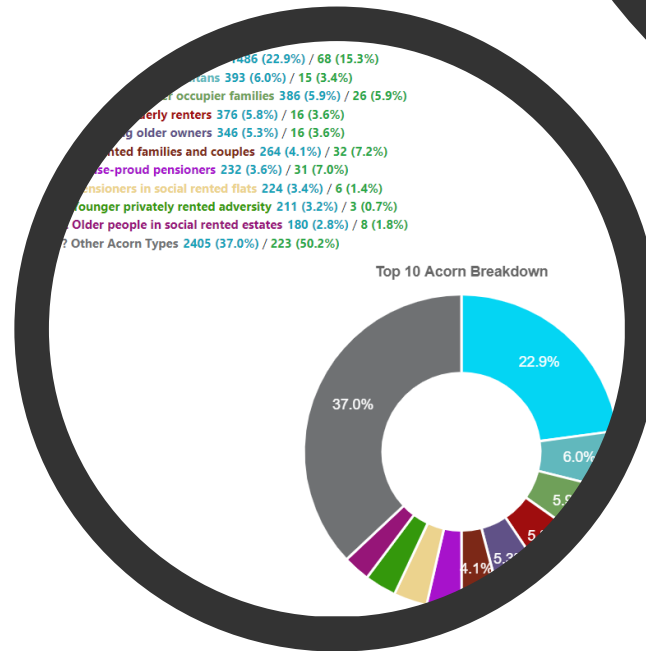
- The system tracks the current location of the officer
- Local (private) guidance is provided for officers for each priority list
- The streets are ordered by the most efficient locations to visit
- Street and house recommendations are based on live (current) data (always up to date)

# Instant Local Area Information

- The module seamlessly works with the enhanced survey module to provide instant access to:
- Local Priority **survey Results** (door to door and self-performed web surveys all in one place)
- Local **Acorn** and/or **Origins** information (if you have those modules)
- Instant access to **local key contacts** for the area (Coordinators, KINs, IAGs, CCTV and more)



CCTV Operators / Owners (Civilian) > CCTV Operators / Owners (Civilian)		👤	🔍
1	IAG's > Hull City IAG	👤	🔍
1	Key Community Contacts > Carer	👤	🔍
15	Key Community Contacts > Local authority worker	👤	🔍
1	Key Community Contacts > Youth worker	👤	🔍
1	KIN-Local Authority > Council Clerks	👤	🔍
	KIN-Local Authority > Local Authority Partner	👤	🔍
	KIN-Local Authority > Member of Parliament	👤	🔍
	KIN-Local Authority > Ward Councillors	👤	🔍
	Places of Worship > Church	👤	🔍
	Public Interest > NHW Confirmed Coordinators	👤	🔍



Information Key Contacts

St Andrews & Docklands

Registered: 5,645

Humber Talking

Survey Completions: 9

User Survey Completions: 32

Representation: 5,16%

Survey Rate: 12,56% (last 6 months)

Local Live Results For Humber Talking

[Calendar] [24/01/2022 - 08/12/2022] [Location] (St Andrews & Docklands)

Completion Timeline [24/01/2022 - 08/12/2022]

Cars Strawberry Vehicle  
Speed Traffic  
People Parking  
Function Issue

2b. Are there any OTHER issues affecting you in your community which would benefit from joint working not listed above

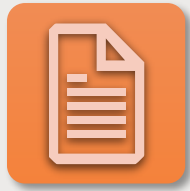




# Engage

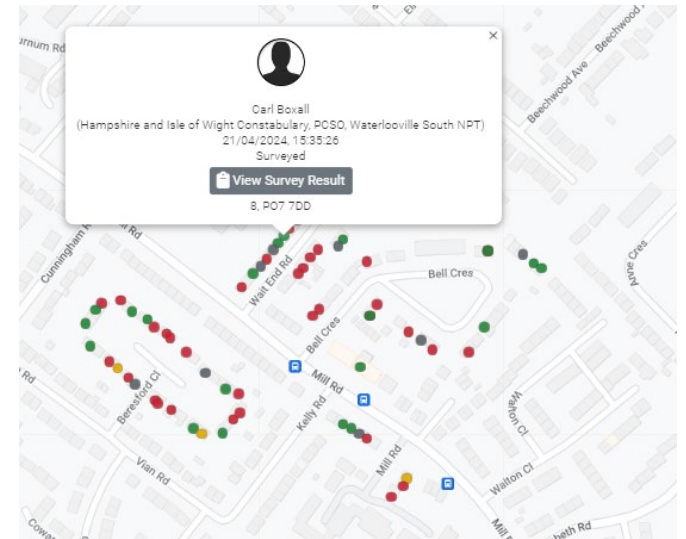
- Targeted door-to-door engagement
- Click a street and see the household lists
- The list can be set to show only exact matches to the strategy or all houses in the area
- Previously completed and recently declined houses are not shown (save time and reputational damage)
- All actions are tracked and placed in simple reports





# Monitor Results

A huge range of reports enable you to monitor all aspects of team performance, area coverage, public response, ethnic representation and remaining streets.



## Existing Local Priority Targeting Setups

### Your Targeting Setups

Setup Name	Launched	Activity	Description	Created By	Created Date	
Delapole Area Tasking	✓	2		You	14/09/2022	...
Drug concerns. Polish. Russian and Ukranian	✓	0		You	11/09/2022	...
Low Confidence (Jun-Dec 2022)	✓	10	People who have answered the Humber Talking survey between June 2021 and end of	You	05/12/2022	...
Low Confidence Polish and drugs issues	✓	0	These are areas of low confidence, also includes any household that may be Polis	You		
Low Confidence with Alcohol issues	✓	0		You		
Russian Ukranian	✓	0		You	14/09/2022	...

- Show admin interaction report
- Show interactions by street report
- Show recommended street report
- Load this targeting setup
- Merge this targeting setup
- Delete this targeting setup

	First Name	Surname	Not In	Carded	Surveyed	Sent Survey	Declined	Removed	Total Interactions
	Ian	Mitchell	0	108	5	0	0	0	113
	Carl	Boxall	45	6	20	0	8	0	66
	Jamie	Brown	11	1	1	6	1	0	20
	James	Clatworthy	5	2	4	1	4	1	17
	Alex	Wright	2	11	1	0	1	0	15
	Syan	Headley	7	0	1	0	2	0	11

Origin	Adults in Area	Registered Users	Change in period
English	71252	3209	↑ 100
Welsh	5303	238	↑ 9
Irish	4103	181	↑ 6
Scottish	6080	269	↑ 4
French Or Walloon	655	26	↑ 1
Northern Irish	316	12	↑ 1
Unclassified And Other	138	9	↑ 1
Russian Or Ukrainian	137	6	↑ 1
Scandinavian	249	6	↑ 1
Black South African	133	6	↑ 1
Black Caribbean	105	4	↑ 1
Hungarian	106	4	↑ 1
Iranian	42	1	↑ 1
Turkish	85	1	↑ 1



# Further Details



Mike Douglas

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**VISAV Limited**

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☎ 0115 8384636 (DDI)

☎ 07771 557788 (Mobile)

W [www.NeighbourhoodAlert.co.uk](http://www.NeighbourhoodAlert.co.uk)

/// [police.broad.tigers](https://www.police.broad.tigers)

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Company No: 04511143 | Data Protection Registration: Z8862537

**Schedule a meeting with me:** <https://calendly.com/visavmike>

**Schedule an instant meeting with our technical support team:** <https://calendly.com/visavsupport>