Community Mapping & Local Priority Setting

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.

January 2023 V1.4

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.

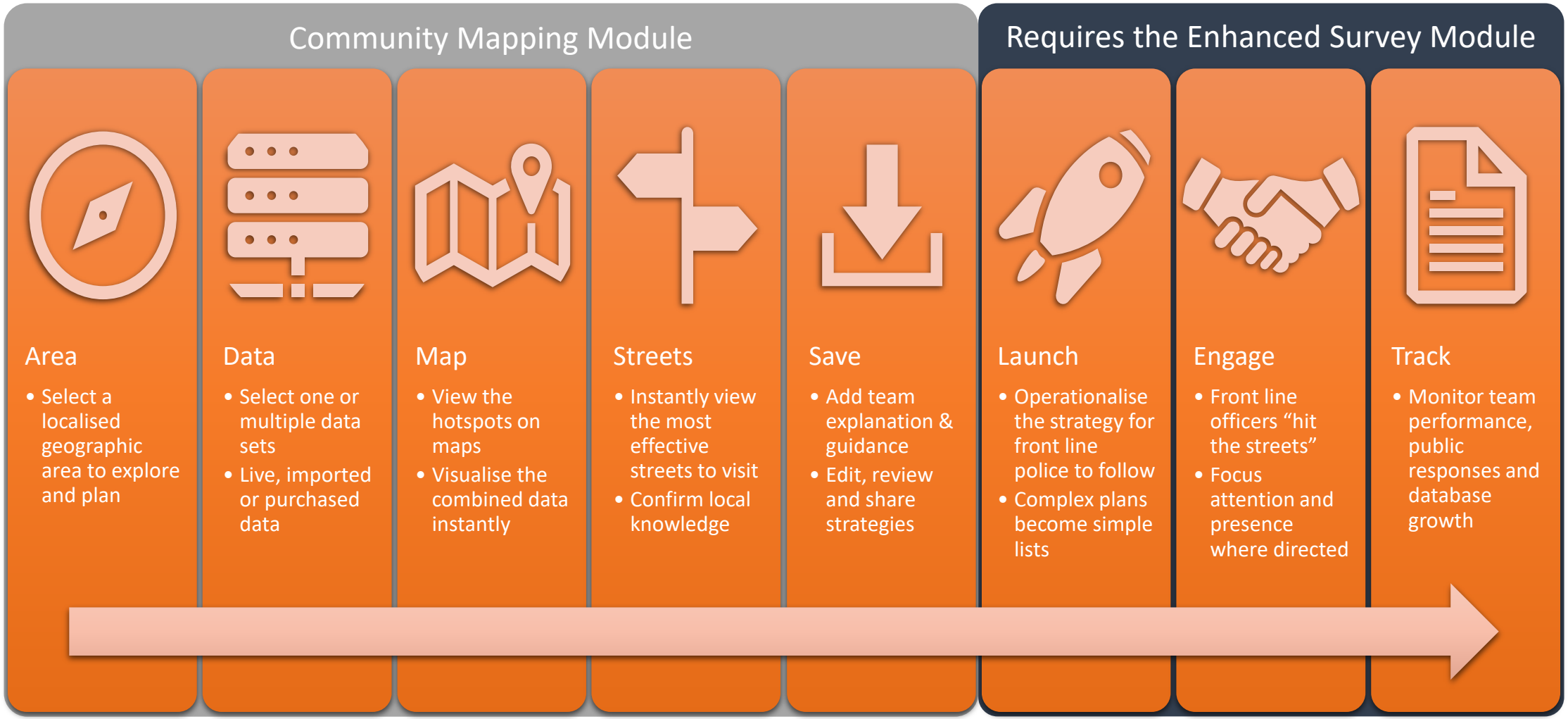
The Scope

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 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.

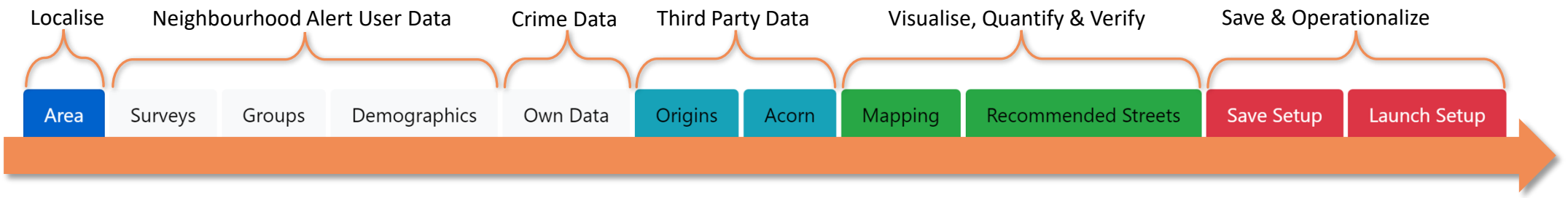
The Process


Community Mapping Module
Requires the Enhanced 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

Simple Tabs

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

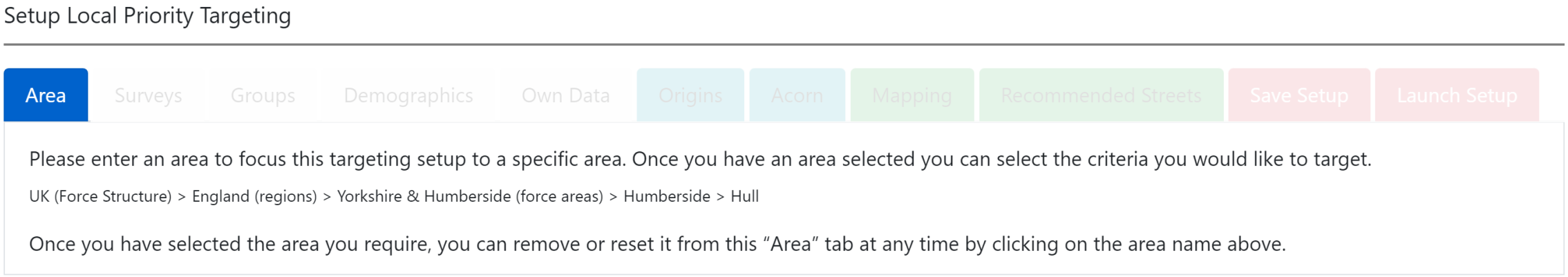
The simple tab structure enables you to access and turn on multiple data sets, immediately visualise the results in map and street form and change your selections at any point.



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.



Information Sources

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

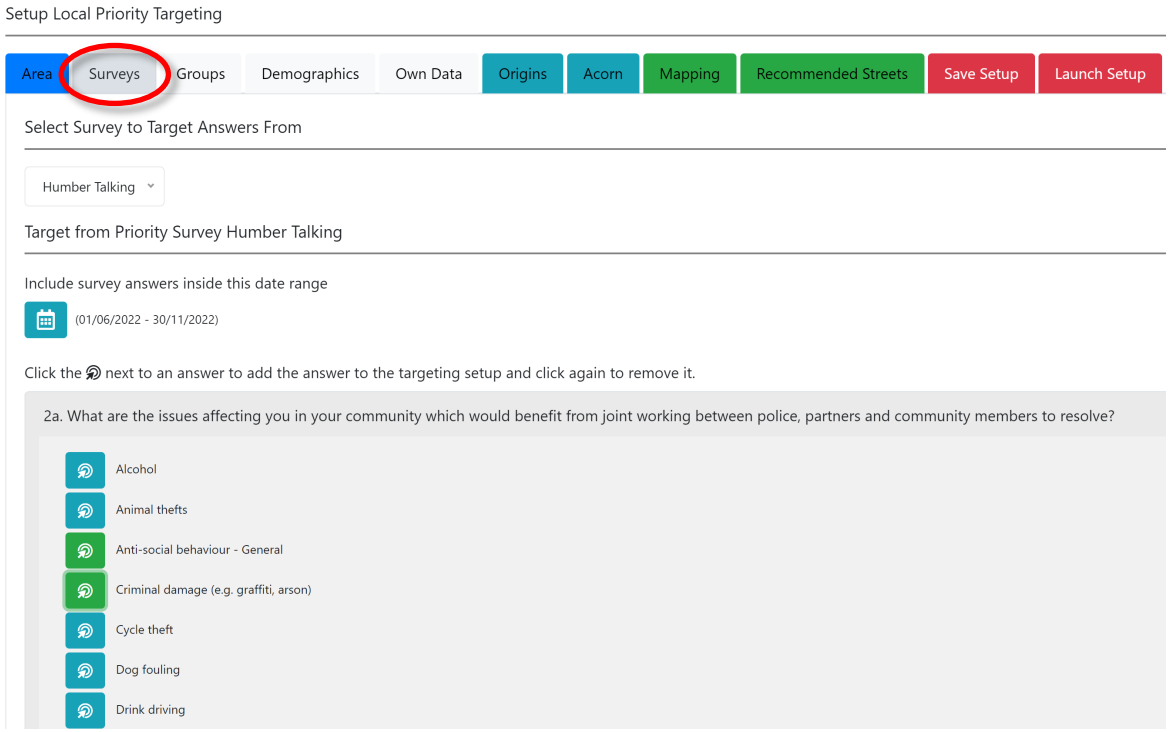
- Recent Burglaries
- Hate Crime Locations
- Power BI Analysis
- Incident Locations

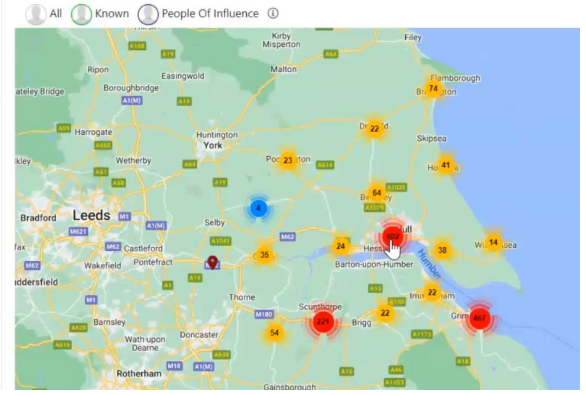
External Data

- Origins: Ethnicity & Religious gaps
- Acorn: socio-economic gaps

Survey Targeting

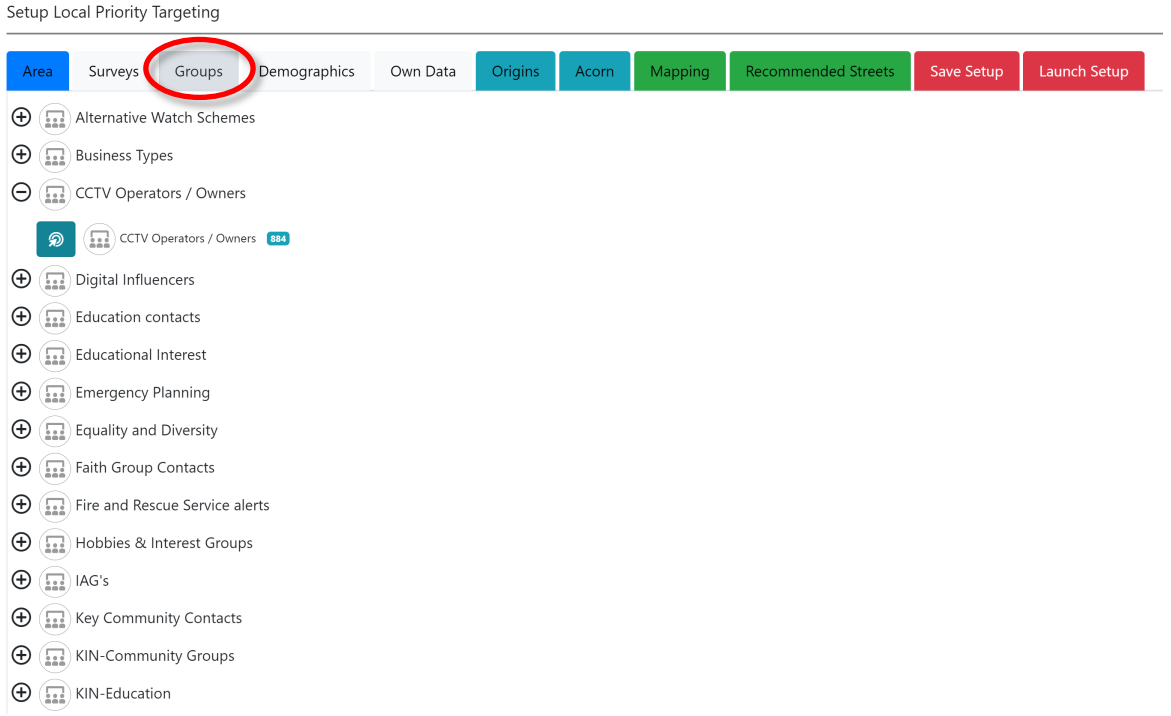
- Select existing users by how they responded to your priority survey
- Locate clusters of responses / hotspots based on issues raised
- Drill down to street level and identify specific houses
- Find areas of low or high confidence in the police
- Raise visibility in areas of self declared need and issues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

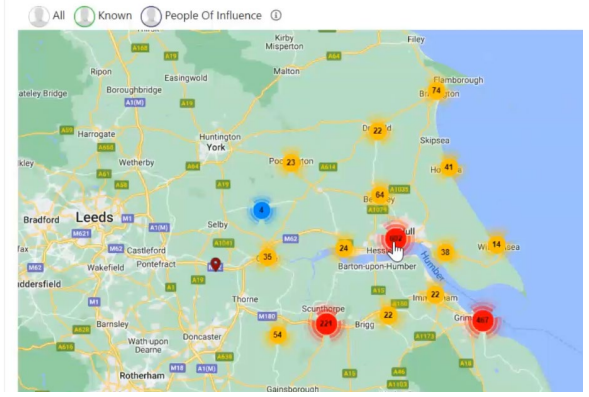




Target By Group

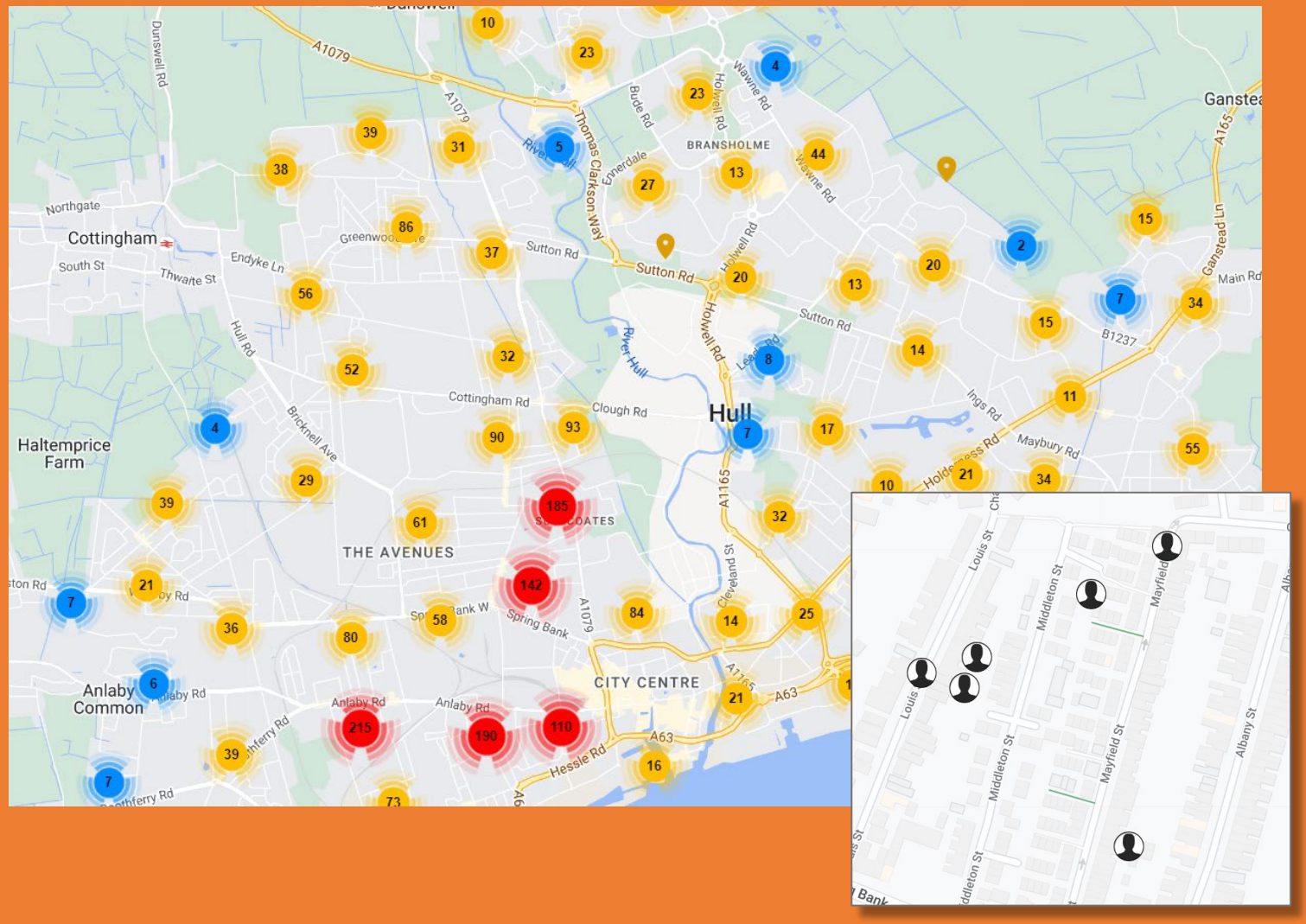
- Select existing users by the groups they are part of
- Identify CCTV owners for footage enquiries
- Keep an accurate record of KINs and IAGs
- Groups can be updated instantly by responses given to questions in regular or automated, regular surveys*
- Each force has their own custom groups as well as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



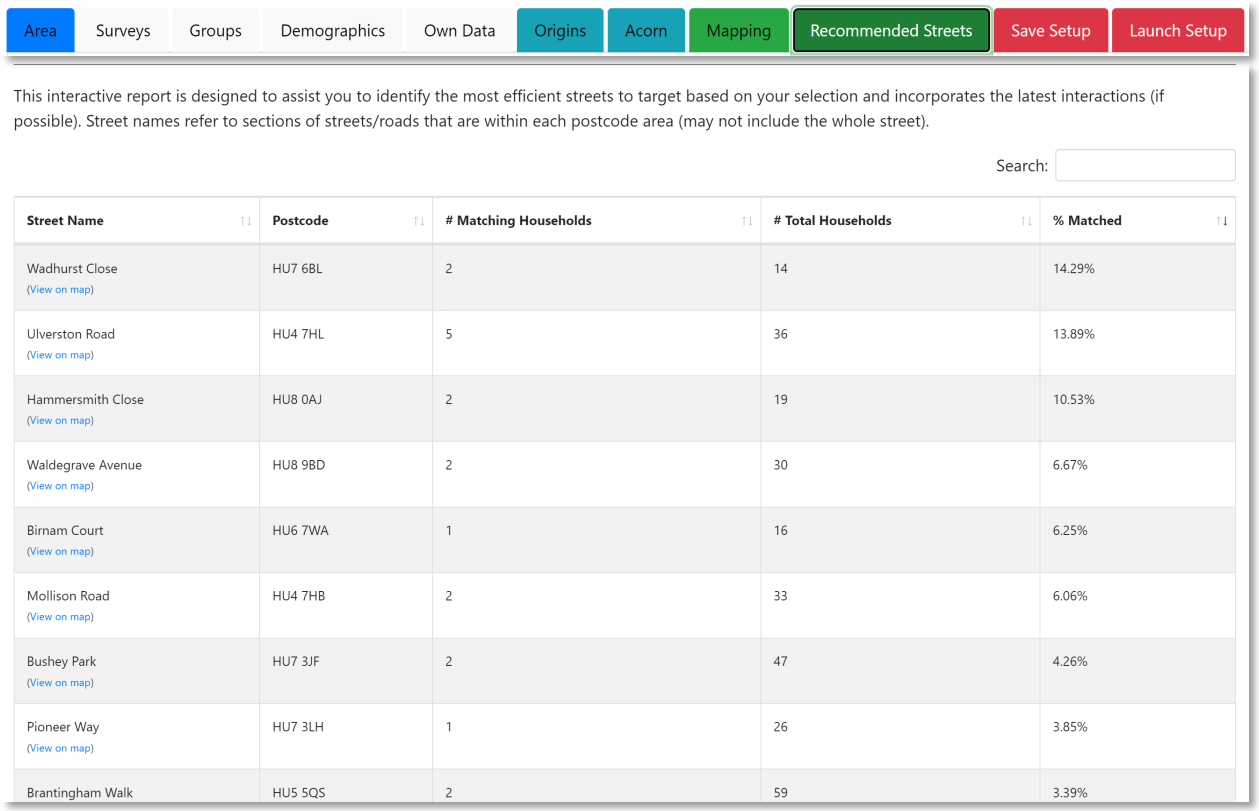


Map

- 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

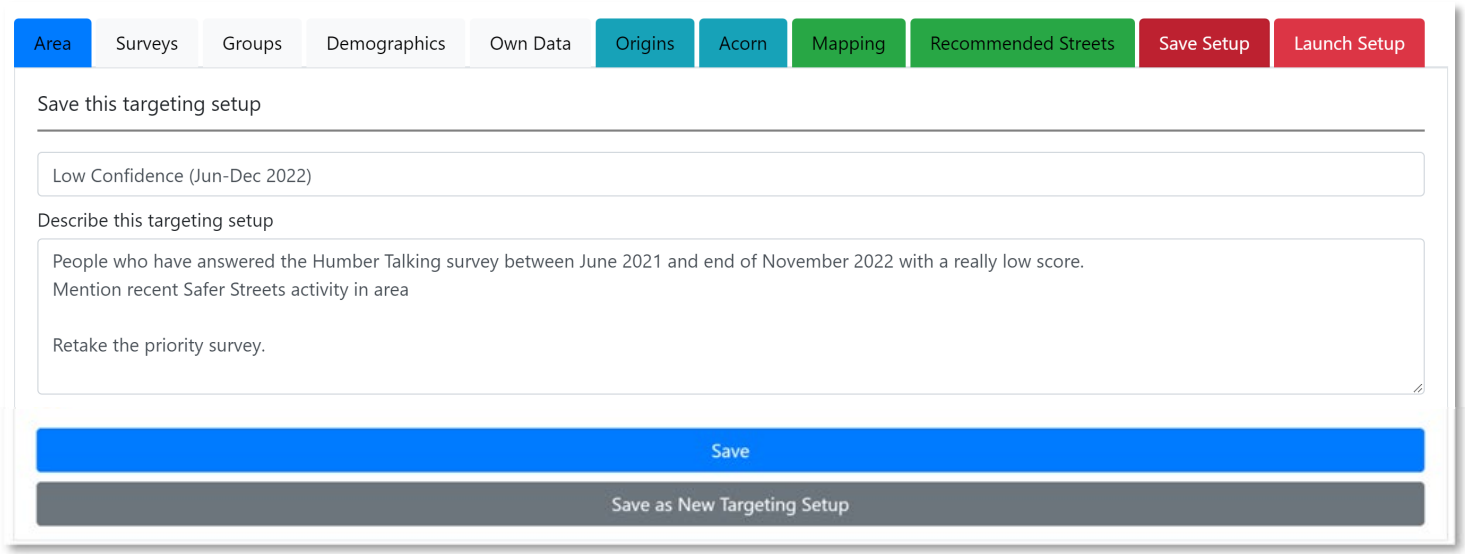


Street Name	Postcode	# Matching Households	# Total Households	% Matched
Wadhurst Close (View on map)	HU7 6BL	2	14	14.29%
Ulverston Road (View on map)	HU4 7HL	5	36	13.89%
Hammersmith Close (View on map)	HU8 0AJ	2	19	10.53%
Waldegrave Avenue (View on map)	HU8 9BD	2	30	6.67%
Birnam Court (View on map)	HU6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

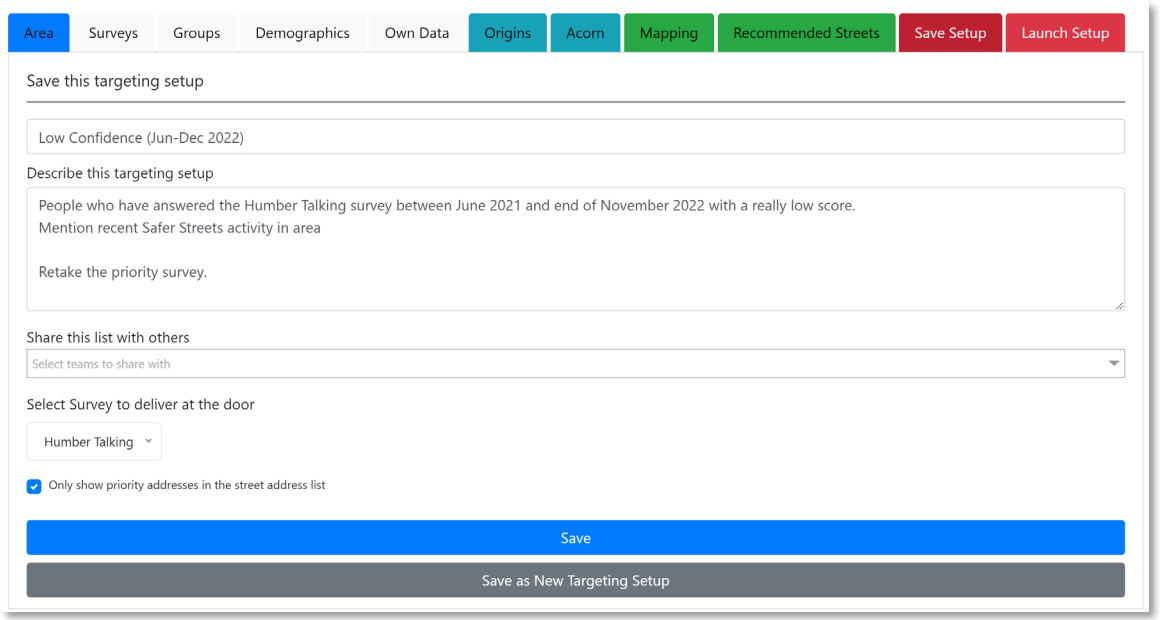


Additional Module required

- The following elements and integrations apply if you have the Alert “Enhanced Survey Module”

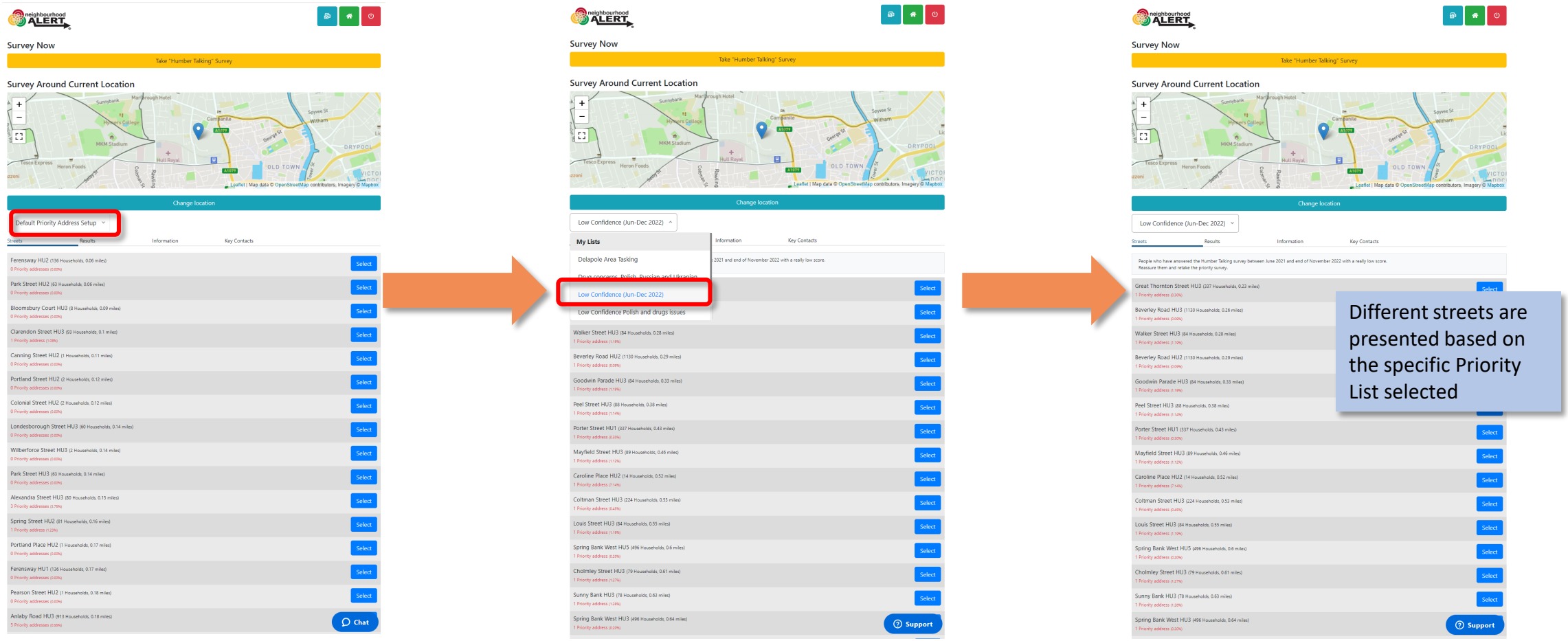
Enhanced Save

- Use the saved priority list to directly target engagement via street lists on Rapport
- 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. (eg, call backs to victims of crime)

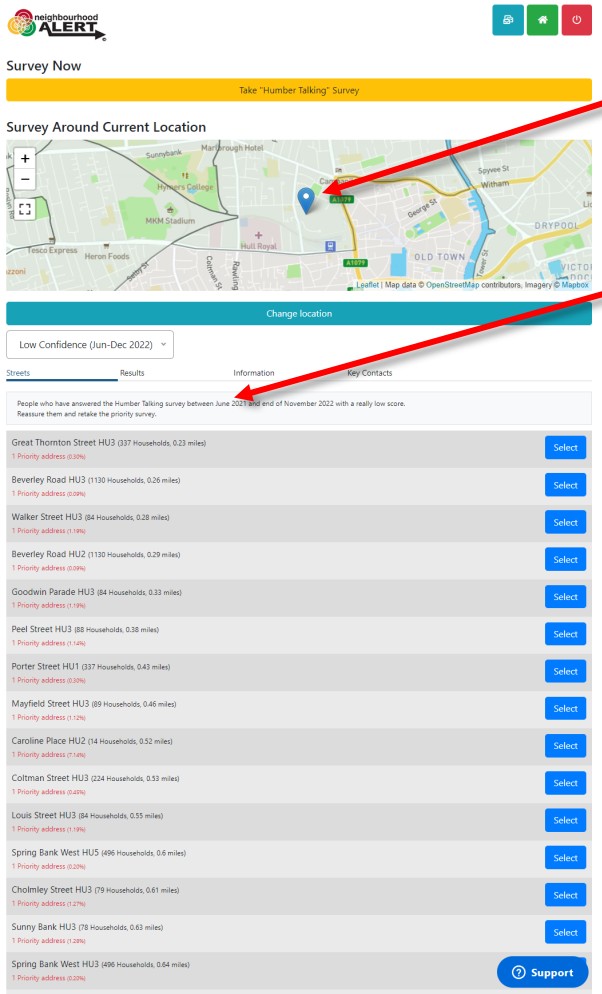


Launch your targets to Rapport

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



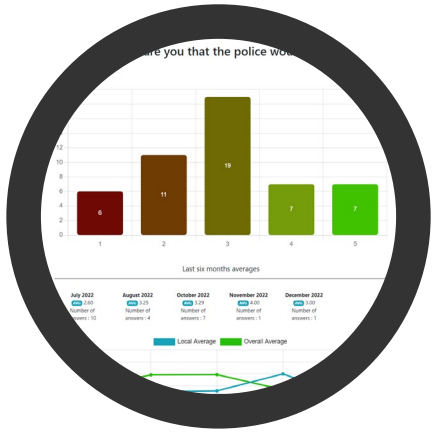
Interactive, live street list

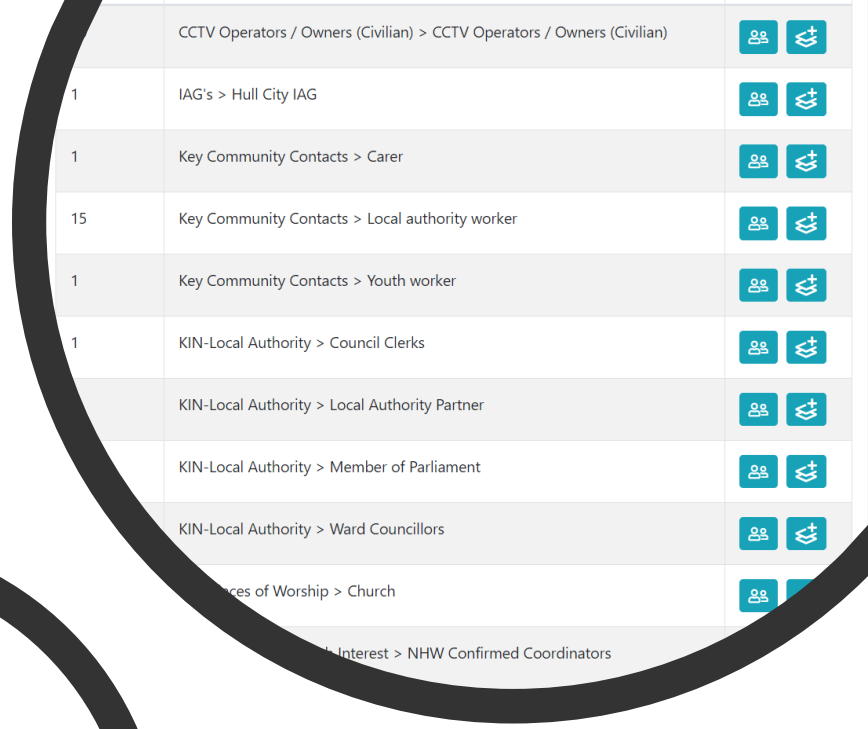


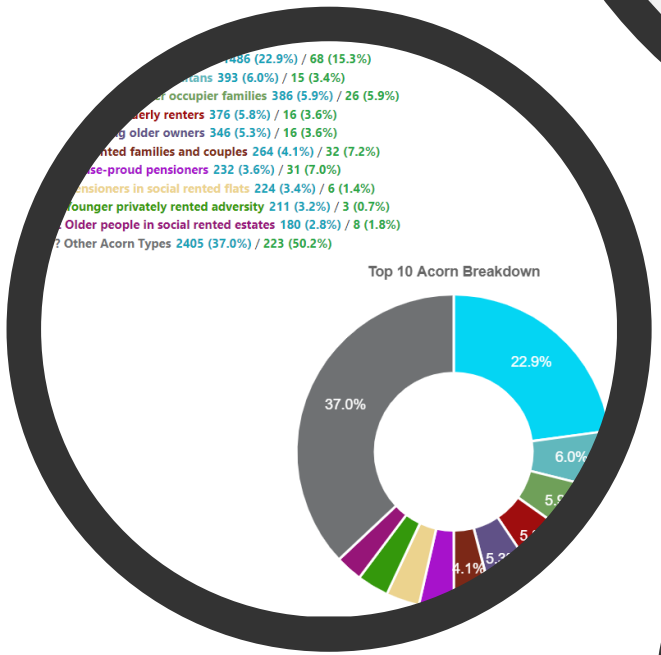
- The system tracks the current location of the officer
- Local (private) guidance is provided for officers for each priority list
- The streets are ordered by the most efficient locations to visit
- Street and house recommendations are based on live (current) data (always up to date)

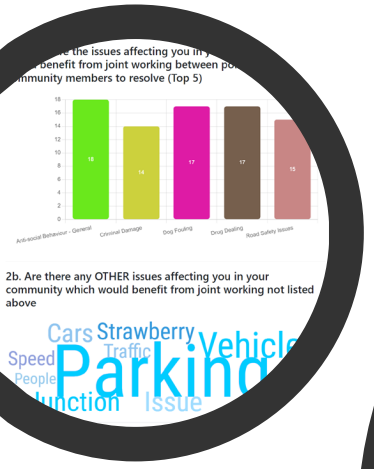
Instant Local Area Information

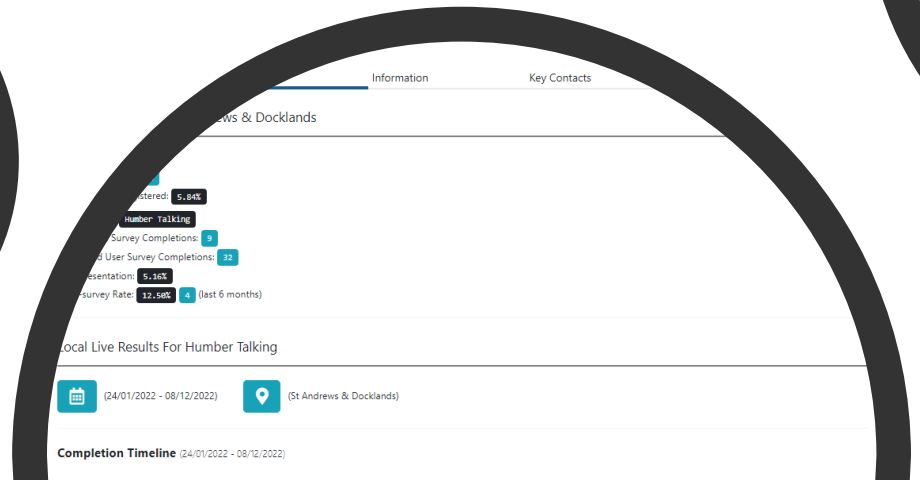
- The module seamlessly works with the enhanced survey module to provide instant access to:
- Local Priority **survey Results** (door to door and self-performed web surveys all in one place)
- Local **Acorn** and/or **Origins** information (if you have those modules)
- Instant access to **local key contacts**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

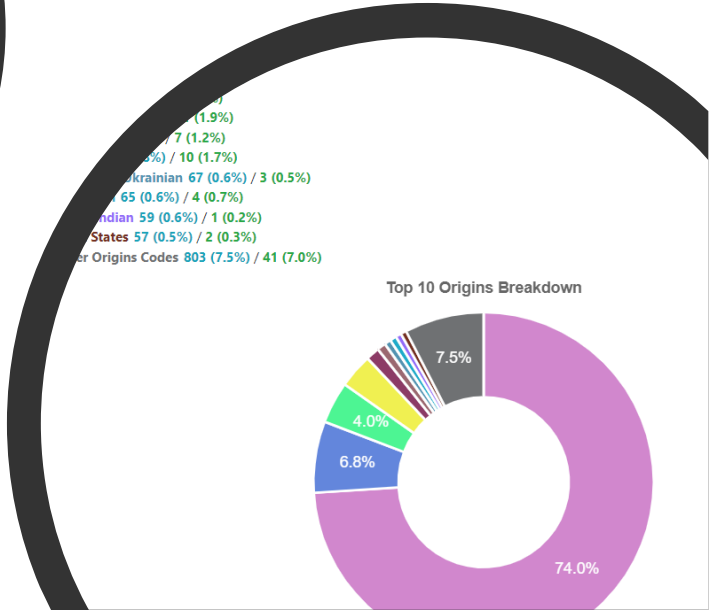












Engage

- 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 wide and growing range of reports enable you to monitor all aspects of team performance, area coverage, public response and renewed recommended 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

community VIEW Enhanced ©

Further Details

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