

**DEVELOPMENT BOARD  
UPDATE: 11  
RE: May 2016 Update**



FAO: Thomas Warner  
Organisation: Bedfordshire  
Fire & Rescue

Email: [Thomas.Warner@bedsfire.com](mailto:Thomas.Warner@bedsfire.com)

You are receiving this email circular because you are listed as a key contact involved with your organisations Neighbourhood Alert system including senior administrators and members of the Practitioners Group. If you feel you should not be on this list, please contact [support@neighbourhoodalert.co.uk](mailto:support@neighbourhoodalert.co.uk) and I will remove you.

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Dear Thomas,

If you are new to these emails then welcome to the Neighbourhood Alert Development Board update, if you are not then, sorry it has been a while since my last update email and for the length of this one. It has been a busy start to the year here at VISAV, we hit two new heights last month by delivering 4.7 Million messages on your behalf in April and registered the 400,000<sup>th</sup> user, it is also “all systems go” on development. This is an update email regarding a few imminent developments and an important calendar note for your diary:

### Recent sites

- The combined site for **Sussex and Surrey** including the new “Simple sign-up” process can now be viewed at <https://www.intheknow.community/>
- I am delighted to report (confidentially at this stage) that **Devon & Cornwall** police have signed up to join our team of proactive, superb forces 😊

### Upcoming/Recent Developments

#### Improved support

As you may know, we have adopted Zendesk support desk to assist us in supporting you and your administrators. This is a ticketing system which ensures no query or issue can be missed. It is a considerable investment but I hope demonstrates our commitment to providing first class support. It provides email support and an online chat facility across all of our sites, we can see who is logged in and which screen they are on so it aides a quicker support time. Please note, ALL questions, support issues, problems and suggestions should now be sent to us via [support@neighbourhoodalert.co.uk](mailto:support@neighbourhoodalert.co.uk), this way nothing is lost, it is assigned to the correct person and we can measure the response times that we provide.

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One quick note, if you would like access to see all the support tickets that we receive from anyone in your organisation, let us know and we can set up that access.

#### Text to Voice facility

This superb addition to the Rapport admin will enable your administrators to simply type, dictate or copy text over from an email into a new step within the Rapport message sending process. It converts the text into a quality automated voice, plays a preview and distributes this by telephone message. The optimise options are available with this option so you can use voice messages only where end users do not have a working email. As part of this upgrade we have replaced the voice message player on the standard admin with a non-flash HTML5 version which will be more compatible with force systems. Thanks to Bedfordshire Police for testing this development.

#### New Monthly KPI reports

This is a big one! After the last Dev Board, we have, as requested been working with Notts Police on creating some pretty in-depth monthly KPI reports that will provide you with automatic, key information at the start of each month. I must thank Richard Brown from Notts for his efforts and expertise in pulling this project together. The first of these reports, for April's data will arrive with you and your administrators by the end of this week! From next month they will arrive by the 2<sup>nd</sup> day of the month.

There are bound to be lots of questions regarding the reports so we have produced an online information page with lots of explanation title text (hover over each stat to see how it is derived) on this link: <https://neighbourhoodalert.co.uk/KpiReport> We also have a specific email address set up for handling queries relating to this report: [feedback@neighbourhoodalert.co.uk](mailto:feedback@neighbourhoodalert.co.uk). Each administrator will receive a bespoke report based on the area they are authorised to see. We have future development plans to enable you to call-off reports for specific areas but currently this is not possible. If you would like reports for other areas, please set up a dummy admin account for the area(s) you require and use your email address, this will ensure reports for that area are delivered to you.

I hope you like the reports and they provide you with the initial information you require, we have worked very hard to ensure that the stats are accurate and the information is of use. In future versions of the report you will see a breakdown of key stats for each sub area.

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### Segmentation Project

After a successful trial in Lancashire, you may be aware that the Home Office / NWH [Segmentation project](#) has been a fantastic success across the Alert network. Over 53,000 people responded and took the self-assessment survey in a month. You will now have thousands of users who are categorised into one of eight “Segments” in your database according to their vulnerability towards Serious and Organised Crime typical scams and fraud attempts. I have linked to a brief explanation regarding our next plans on this but we will be holding a specific

### Area Analysis “Local Engagement” tool

This new facility will enable you to add any data set to an interactive map which can be viewed instantly from your mobile devices. This currently works with MOSAIC data, your interest, KIN and Demographic groups and will soon work with survey results. If your technology allows (try from your mobile), you can watch a presentation from the following link: [Prezi link](#)

### Email Templates

You can now create email templates and assign them to a message type that will be presented within Rapport when creating a message. Please email [support@neighbourhoodalert.co.uk](mailto:support@neighbourhoodalert.co.uk) and let us know who should have this permission. We have been asked to make these templates appear on messages created using the full admin so, unless anyone objects, this will happen very soon.

### Message Type Icons

You will know that whenever you send a message, you select a “message type” which corresponds with the messages that users say they want to receive. The message type and priority setting that you use creates an image which we use when tweeting and displaying your propagated (shared) messages on various websites. You can see all of the current icon designs [here](#) (thank you for recent suggestions regarding improvements to these. You can see the icons in use on our Twitter feed [@alertmessages](#) and on our [Latest Alerts web feed](#)).

### RSS Feeds for your Alerts

Jon has done some great work on our RSS feeds so they work off our new API. These are now lightning fast and you can set up your own feeds to display pretty much any Alerts for any area that you need. This is ideal for displaying your own Alerts relevant to a Neighbourhood on your force website Neighbourhood pages.

See how to set them up on our [RSS page](#)

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See an example of localised Alert feeds in the “Cleveland Connected” section on this neighbourhood page on the [Cleveland Police website](#)

#### Public Facing App

We are delighted to advise that the Public Facing Alert app has now been thoroughly tested, is working really well, not draining batteries, popping up messages when you wander into cordoned areas etc etc. We are now applying the first local design to it for Thames Valley and will be processing it through the iOS App Store this month. We have a Practitioner Group meeting planned to show it to everyone and plan to offer it to other forces next month (included in your licence but push-message costs will apply).

#### Promoting your Twitter and Facebook accounts

You may realise that when a user rates a message, we take this opportunity to ask the user to follow our twitter account and like our Facebook page. TVP recently pointed out quite rightly, that we should also promote the accounts of the forces / Website owners. To do this we need to load in your Facebook/Twitter screen names and they will appear ahead of ours. These are the forces that are currently set up

#### Facebook

- Neighbourhood Link
- TVP
- Notts Watch
- NHW Scotland
- Cheshire Police
- Beds Fire
- ITK
- Keep in the Know Durham

#### Twitter

- Notts Alert
- CCM
- Lincs alert
- Derbys Alert
- TVP
- Cleveland Connected
- Perth & Kinross

If you would like yours adding, please email [support@neighbourhoodalert.co.uk](mailto:support@neighbourhoodalert.co.uk) and include your Facebook address and/or your @twitter screen name with a request to include these on your account. We do not need the accounts to be authorised in order for this to work and this will not affect any message tweeting or propagation etc

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## Social Sense

Social Sense is now working with Facebook and is growing steadily. We have been upgrading our monitoring and analysis facilities to ensure the massive amounts of data that it processes are well within tolerance. Josh is due to commence the next stage of developments requested by existing police clients and would be happy to provide any online demonstrations required.

## Community View

We have been working hard on the Survey tool within Alert. We can now provide unique and time saving facilities for conducting priority surveys, tagging issues to locations, surveying directly from Rapport on the front line and much more. Do contact me if you would like to know more.

## System Administrator Message

As national Joint-Data Controller, we have a DPA responsibility to periodically remind all 400,000+ members of the system about who can see their data and how to update their settings. I intend to send this message out in June. If you are about to import any data or engage with any new Information Providers, now would be a great time to do it.

## Next Dev Board Meeting **IMPORTANT DIARY DATE:**

**Development Board and digital engagement best practice seminar - 22<sup>nd</sup> September 2016, Ramada hotel, Nottingham**

### **UK Public Sector team, VISAV**

We are looking forward to our very latest annual seminar, where alongside the traditional development board activities reserved for our clients, we plan to facilitate some inspiring sessions that will share some of the very finest examples of best practice.

Initial plans are for public sector specialists to speak around their experiences with

- Social media monitoring and engagement
- Engaging the vulnerable, minority and hard to reach groups
- Successful partnership working - continuous and operational
- How the public sector gather intelligence efficiently and easily.
- Understand and analyse areas quickly and simply for all job roles

Both yourself and any colleagues you invite are very welcome to attend this **free event** and will be able to register for the streams that will help you the most....more details and your invite will follow in the coming weeks.

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### Next PG meetings

As mentioned above, in order to make more practical use of your time, we will be focusing the Practitioner Group online meetings around specific subjects and developments. This is an outline summary of the next few sessions. Please email [support@neighbourhoodalert.co.uk](mailto:support@neighbourhoodalert.co.uk) to confirm your attendance so we can plan the sessions better.

Wednesday 15<sup>th</sup> June: KPI Report review  
Wednesday 20<sup>th</sup> July Public Facing App  
Wednesday 17<sup>th</sup> August: HO Segmentation

You are all welcome to attend – please click the link below at 13.00 and you will see the number to dial into the meeting.  
<https://meet57018359.adobeconnect.com/a980151297/alert/?refresh-parent=true>

We have also recruited more staff to cope with our expansion: Andy Ward (ex Experian) has joined us in a Sales manager role to assist me with account management and free me up to do a better job managing development. And we have two new staff in other support roles: Charlie and Maxime (more on these next time).

I hope you managed to read some of these updates and they were of interest? We cannot do any of this without your support and feedback so thank you for everything you do and have helped us with. Please do not hesitate to contact me with any questions or ideas.

Best regards

**Mike Douglas**

*Director: Neighbourhood Alert Project*

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