NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 21

Date: 13th December 2017

RE: Email Templates and Neighbourhood Reports

FAO: James Armstrong

Email: James.Armstrong@sussex.pnn.police.uk

Note: You are receiving this email circular because you are listed as a key contact involved with your organisation's Neighbourhood Alert system, including senior administrators and members of the practitioner's Group. If you feel you should not be on this list, please contact support@neighbourhoodalert.co.uk and I will remove you.

Dear James,

I made a commitment at this year's Development Board to keep Dev Board and key administrators more updated via these notifications. These will now be shorter but potentially more frequent. I will endeavour not to waffle or teach you to "suck eggs" because I know you are incredibly busy but I will include some tips and ideas that may be helpful. Items on these bulletins will be quite important, may have implications regarding your system and will count as a formal notification of change (if applicable). Please take a moment to read them and let me know if they are useful or not or could be improved.

Email Template Change

As you should be aware, we have been debating and refining the original October 2015 proposal to update the email templates for some time. Well the templates are being applied this week, they look fantastic, are mobile optimised and so far, the reaction has been fabulous.

Change Notification

Notification was given at this years Dev Board that we are changing the templates over this week and a global message was sent to the 413,665 email recipients on Saturday 9 December to prepare them for the change in email appearance. Incidentally, we have used our correct company name (VISAV Limited) and logo on the "System Administrator" I.P. Banner, (as per the top of this email) as

leading up to GDPR changes we need to declare our identity more clearly and VISAV is the Global Data Controller, "Neighbourhood Alert" isn't. I doubt you will receive questions regarding that complexity but I mention it in case you do.

- Message sent: https://www.neighbourhoodalert.co.uk/da/201258
- The format was explained in more detail within the public facing area of the Help Centre here
- A more detailed diagram was also provided to those that wanted to see it here

Member Response

The response to the notification from all areas was very positive, we received 273 replies and 419 Ratings, all of which have been responded to and closed. The overall rating of the message was 5.6/6 (amazing). I will be producing a short clip of some of the text in the responses to help promote registration.

We aim to do a national survey early in the New year to gather feedback regarding the new email layout and identify any further issues. We will report in full regarding this survey and actions taken.

Template Update Progress

Around half of the message templates have been updated now (Wednesday night) and the remaining ones will be completed before anyone is allowed to leave on Friday.

Site and Information Provider Logos

As the notification diagram explains, the header of the email contains a site logo and a logo for your organisation. If you need either of these modifying in any way, please (ideally) send a replacement image (270pixels X 80 pixels) to me and we will replace it on the template. Remember, the Site logo will reflect the website that each end-user joined which may not be your site, it could be a national site etc.

Message Types and Priority

The templates contain the message type icons and the colour of the message priority. The reaction to this has so far been very positive but it is more important than ever to ensure that your Admins select a suitable Message Type and priority when sending a message. Message priorities are more relevant to how urgent a message is, i.e. how quickly a response is required. You dictate in your organisation how priorities are used but please avoid Priority one as it over-rides all the users settings. Message Type Icons can be viewed here

Issue with images

As the templates have been launched and actual messages have been sent on them, we have identified a couple of issues this week which have caused images on some email clients not be displayed correctly. Managing images and delivering them to thousands of people to be displayed on hundreds of different devices and email clients (software) is a complex process and to get it right we need your Admins to be aware what to do with images or to use the simple Rapport system (which sorts the issues out automatically).

Ideally you should physically resize images before uploading (to less than 601 pixels wide). Where images have been left large and you add HTML in-line styling to resize them, (usually using the "properties" feature in the editor), this looks like the image is the correct size. However, not all email clients (especially Outlook) recognise the in-line styling so when some (around 3%) recipients view the email, it is distorted. It is also not a good idea to cut and paste your website HTML into an Alert as email clients flag this up as dodgy plus it looks horrible when most users receive it.

The fix

We have today added further code to the email system which will resize your large images in more email clients, including Outlook (Yay!).

This fixes a short-term problem, but outlook is updated regularly, and we cannot constantly be aware of image in-line styling issues across hundreds of email clients.

Please help

- **Option 1**: The best answer is to ensure that before you (or your Admins) post any images (using the main Alert admin), they have been resized to a maximum of 600 pixels wide. This is very simple to do and can be done in any artwork program including the free one that comes as standard with most PCs: Paint. This is one of many quick videos that explains how to do it:
  https://www.youtube.com/watch?v=13azw-goeeA
- **Option 2**: The really quick way to send a message with an image that is auto-resized for you is to use Rapport. The Rapport system takes your large image and makes a small version (280 pixels) which is used in the email. The large image is also automatically sent as an attachment so will not mess up the layout of the email and recipients can click on it and view it in its full resolution glory if they choose to.

Key message:

Please ask your admins to resize images before sending or use Rapport to send messages that contain images.

Neighbourhood Reports

The Neighbourhood Reports are now being sent out to all Administrators that have been marked to receive them. These reports are designed to assist Neighbourhood Inspectors to understand the current coverage, satisfaction and comms issues in their areas, assess the activity of their local officers and see a valuable coverage and ethnicity breakdown (provided by our friends at Origins).

An example report including hover-over explanations about all the stats can be viewed here

The reports are based on weeks of consultation with various Police forces, are totally unique, took a year to develop but have only been properly set up for distribution in three or four force areas ☹

Please take a moment to either set up your Inspectors and authorise the reports yourselves or **send me a list of the Inspectors names** and we will set them up for you.

Anyone can be set up to receive a report, you do not have to grant any other permissions, they do not need to be able to send messages etc, just make sure they have the correct areas selected and

the "Send Admin the Neighbourhood Report monthly" box in the Administrator Management section is ticked.
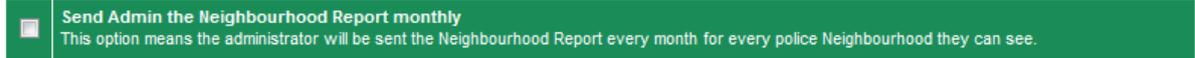
Key message:

Please set up your key admins (Inspectors?).to receive the Neighbourhood Reports or send me a list of their names

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That is it from me, I have just covered two topics and I hope you have found this information useful? I will be sending an update regarding the presentations from the Conference and some news on other developments soon.

Best regards

Mike Douglas

Product Director: Neighbourhood Alert

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