



# NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 29

Date: 3<sup>rd</sup> April 2018

**RE: GDPR reminder and a new "Intensive Care Package"**



FAO: Jenny Bristow

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*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 reply to this email and I will remove you.*

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## What is this one about?

This is a quick catch-up with a couple of things to mention. I need to check that you received and noticed Andrew's GDPR email and I am taking the opportunity to welcome our latest Police service to the Alert family and show off a bit about our new training package.

- 1) GDPR decisions to be made soon?
- 2) Welcome to Humberside Police and "Didn't they do well?"

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### 1) GDPR Decisions to be made

On the 28<sup>th</sup> March, our MD, Andrew Sawford sent a notification to all Dev Board members advising about the choices you are facing regarding updates required to the system due to GDPR. This is after some exhaustive research and several discussions with the ICO and consultation with the Dev Board GDPR working group. You can review our notification [here](#) and keep an eye on all updates over the next few weeks in the specific GDPR section of our Help Centre [here](#).

Basically, we have a load of fairly obvious tweaks and modifications to make to the registration processes, mainly involving removing any pre-ticked options and ensuring that we provide and audit

members opt in actions. We are cracking on with lots of hidden tweaks over the next two weeks and I will advise you when those have been done.

More importantly and certainly more relevant to you is the decision you need to make about whether you require your entire database to opt in again. Andrew has laid out three options for you to consider. In simple terms, we have established a default position whereby we are confident that each original database was obtained in a fair and lawful manner and does not need removing or re-starting. If you are not as confident and require an opt-in process then this can be accommodated by two methods, one managed by you and one as a fully managed service by us (at a cost). All this is explained in Andrew's notification [here](#). We are looking to get a response from each force lead by the 9th April 2018 please.

VISAV Managing Director: Andrew Sawford is leading the GDPR project. Andrew is away this week but can usually be contacted on the following: DDI 0115 8384 640, Mobile 07850 323878 or [andrew@visav.co.uk](mailto:andrew@visav.co.uk)

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## 2) Welcome to Humberside Police



We are delighted to formally announce that the latest Alert site went live in March 2018: [www.MyCommunityAlert.co.uk](http://www.MyCommunityAlert.co.uk)

This site for Humberside is one of our most advanced projects for several reasons, not only because we think it looks great.

The site is optimised to appear in search engines for several phrases and when people are looking for community or police messaging. Although the site features a few of the latest alerts

for the main areas we did not want to distract traffic from the local ward pages on the main police site, on the contrary, we all wanted to enhance the police.uk pages.

To enable this, every ward page such as <https://www.humberside.police.uk/teams/hainton-heneage> features integrated, local Alerts. These look great, encourage registration and enhance local search engine traffic directly to local pages. The local PCSOs and PCs are also encouraged to send local, quality messages knowing that they are directly updating their ward webpages.

### Impressive growth from day one

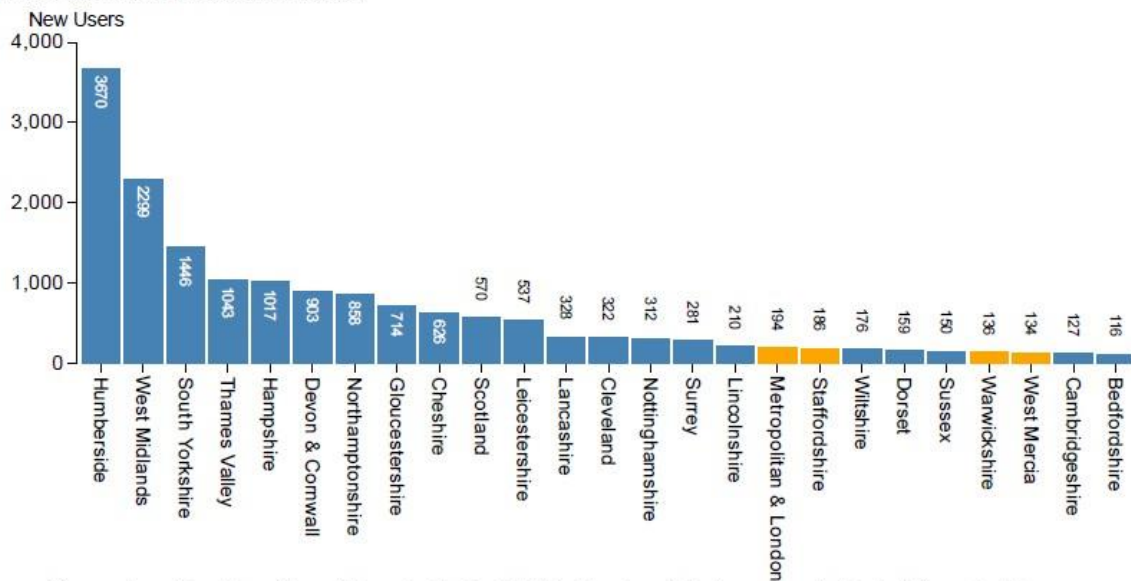
You will have noticed from this month's KPI reports that the Humberside growth rate is absolutely superb, even outstripping consistent performers West Mids!

## MONTHLY REGISTRATIONS BY AREA

For all users across the Neighbourhood Alert network (1-31 March 2018)

### KEY

- Police force with Alert license
- Police force area without Alert license



The number of newly registered Users for the top 25 Neighbourhood Alert areas, excluding bulk imported Users.

I am sure that this is due to a superb campaign and planned operation by Chief Inspector Jenny Bristrow and the winning spirit of the superb people from the Humberside area (like yours truly).

### New Intensive Care, training re-launch package

Thanks to lessons learned during the Humberside campaign, especially with regards to training front line officers with a real focus on checking understanding and monitoring uptake, we have launched a training package that you may find beneficial if you are looking to kick-start your community engagement.

You can view more information about the training package and download an information sheet from [this page](#).

### It works!


Finally, linked to the Intensive Care Training package above, this video was shot immediately after a training session when this PC sent his first message on the system and, as you will see from the short video, was pretty shocked by the results.


Please do not hesitate to contact me if you would like to chat through anything.

Best regards

**Mike Douglas**

*Founder, Owner and Product Director: Neighbourhood Alert*

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