NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 56

Date: 16th June 2020

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 Practitioners' Group. If you feel you should not be on this list, please reply to feedback@neighbourhoodalert.co.uk and I will remove you.

View an archive of previous updates here

Welcome to the latest Dev Board update bulletin. This week I will be telling you about an exciting new partnership that has added 600,000+ new recipients of Alerts to our UK audience, as well as the results of our annual ISO audit, an update on V4 progress and a new free dashboard to help you find your admins whose accounts are not set up properly.

Keep up the great work you are doing and please contact me directly if we can do more to assist you

Mike

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What is an API?

Believe it or not, I am not "that" technical, especially compared to the whizz-kids we have in our team and the old wizard himself: Jon, but, I find myself banging on lately about our all new Application Programming Interface or API. In simple terms, an API is just a way that you can connect to your Alert database from internal systems in a secure way.

We agree which "end points" you want to be able to access, things like "first name", "community group membership" or "mobile number" etc. As we know it's you connecting to us, you can instantly access live data or even trigger the Alert system to do things like send surveys or add or remove users.

You can also send us data which we check and return data to you, so for example you could send us the "Caller ID" from an incoming call to your contact centre and we could send back the name, address, contact details and any other agreed information before your call handler answers the phone! Several forces send us a postcode or a lat/long and we return the latest Alerts to be sent out to people around that area.

We have more and more partners using the API now and if we ever get together again, I will be sure to feature some great examples in future presentations and conferences.

600,000 New Alert Recipients!

Via our API mentioned above, we can deliver a list of Alerts that are relevant to any specific area. Once you indicate that a message is suitable to be pushed out into the public domain, we do everything we can to propagate it as far as possible. You will be aware that we create a web page version of "shared" alerts, enable users to post them on to their own social media and we provide RSS feeds that are used by hundreds of agencies.
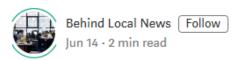
To further expand our huge network of distribution, we are nurturing agreements with some media agencies, app providers and household names to assist in distributing Alerts to their own audiences. Although our RSS feeds have been used in this manner for a while, the new API is game changing. The first big agency to pick up on this is probably the biggest partner we could hope for. "InYourArea" is part of the Trinity Mirror Group and have a distribution list of over ten million subscribed users and I believe have one of the most credible and legitimate local news offerings available.

InYourArea (IYA) delivers hyper-local, postcode-based news stories and content to their readers, much of this is journalist related news and they only deliver content from verified sources.

You can view a release from IYA regarding the partnership here as well as a complimentary release featured on BehindLocalNews (also a Trinity Mirror Group platform) here.

Neighbourhood alerts bring rogue trader warnings, police updates and more direct to hyperlocal app users

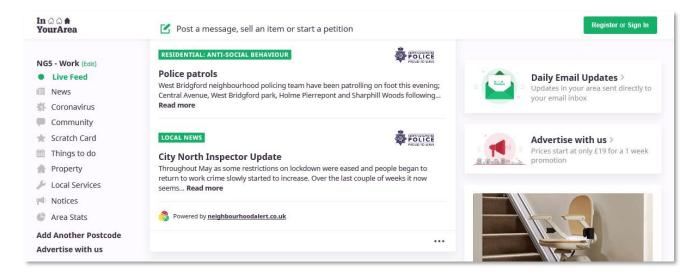**Behind Local News** [Follow]
Jun 14 · 2 min read

Please do take a moment to read these releases. I wanted to draw your attention particularly to the paragraph that reads "*Alerts by police officers, PCSOs, fire services, councils and national bodies such as Neighbourhood Alert and Action Fraud are now appearing to many of InYourArea's **600,000 daily users**.*"

The alerts appear in a specific "Powered by Neighbourhood Alert" section and all click-throughs are directly to your site and the actual message. If any of this huge new audience want to reply to an alert. then they have to register by following a newly updated process. We have been careful to ensure that the use and promotion of the alerts by any third party is clearly displayed as a service to highlight the existing channel and no "benefit by association" with your logo is implied. The same feeds often include the local police Facebook posts in the same manner.
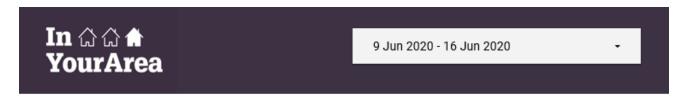

The impact of this is huge, it means that those Alerts which are marked to share, will now be distributed to this additional audience based on the local area the alert is sent to.

The IYA feed went live last week to test the system and has instantly had an impact on the **growth of registrations** and the reach of alerts being read and reacted to. Alerts are currently feeding to the IYA web platform which received over 3 million users in the 30 days period to 11th June. The IYA team are also working to display alerts on the IYA app, with approximately 270,000 users in the same 30-day period.

Measuring impact: We will be incorporating the propagation figures into your standard Alert dashboard reports. This will take a little while to configure and I will let you know when the work has been completed. What I can advise is that the dashboard of views and click-throughs is showing a huge increase in alert reach, as this screen-grab for the last seven days highlights:

In YourArea

9 Jun 2020 - 16 Jun 2020

Users
39,146

Alert Card Views
71,958

Alert Card Clicks
5,383

	POSTER	ALERT ID	ALERT VIEWS ▾	Users
1.	Neighbourhood Watch Scotland	325165	1,101	752
2.	Derbyshire Constabulary	325828	678	472
3.	Devon and Cornwall Police	325404	586	390
4.	Leicestershire Police	325616	498	349
5.	Notts Police	325122	490	367
6.	Notts Police	325742	478	349
7.	Neighbourhood Watch Scotland	325088	476	328
8.	Neighbourhood Watch Scotland	325387	473	291
9.	Leicestershire Police	325090	462	344
10.	West Mids Police	325364	446	323
11.	Cheshire Constabulary	325681	444	319
12.	West Mids Police	325692	440	334
13.	West Mids Police	325596	435	305
14.	Derbyshire Constabulary	325362	434	273
15.	Leicestershire Police	325826	432	297
16.	West Yorkshire Police	325395	419	299
17.	Staffordshire Police	325079	411	248
18.	Neighbourhood Watch	325363	404	285

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Implications: Please pass on this good news to your administrators, it has not only changed the demographic of the typical audience overnight but has increased the need for alerts to be local, relevant, and timely. There has been no better opportunity to capitalise on the reach of alerts via email, social media, and established media channels.

V4 Update:

We have spent a lot of time during the past few weeks digesting all the feedback that has come from the end user testers and the Practitioner Group, some of it is absolutely inspiring. Taking this feedback into account, as well as our own vision for V4, we have made some **radical changes** to the layout of some of the pages within the system.

We have taken some inspiration from a couple of the globally successful systems that we already use within the business such as Zendesk and Outlook to revamp the overall layout of the screens, with the aim of making the system more user friendly and quicker to navigate. Changes to date include moving the main navigation bar to the left hand side of the screen, including a "detail" area on each page, and the addition of a 'breadcrumb' trail to enable users to quickly navigate back to previous screens. Jon has been uploading the changes to the test system on an ongoing basis to enable the Practitioner Group to carry on with testing and feedback.

System Admins With Broken Accounts:

Have you got administrators who cannot see any users? We have noticed some admin accounts within Alert who either do not have access to a geographical area or have not had an Information Provider ("the police" etc) assigned to their account. These admins will therefore still be able to login, but they will not be able to see any users.

It is a huge task to go through every admin and check they have the correct settings, so as we are here to help 😊 we have produced a dashboard for you which lists those admins that need the relevant areas and/or IP's adding as soon as possible.

https://dashboard.neighbourhoodalert.co.uk/embed/query/1063/visualization/1957?api_key=TouLLphYBFuLc7woMWtGjrSwS3cHnjsas8AZDyPQ

ISO Annual Audit:

We have passed our annual audit for both ISO 9001:2015 and ISO 14001:2015 which ensures our continued compliance to the externally audited UKAS standards. This demonstrates our ability to consistently provide products and services that meet customer, environmental and regulatory requirements and to demonstrate continuous improvement.

Certificates can be found here.

That's it for this week. As ever, please don't hesitate to get in touch if you have any queries.

Best regards
Mike Douglas
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