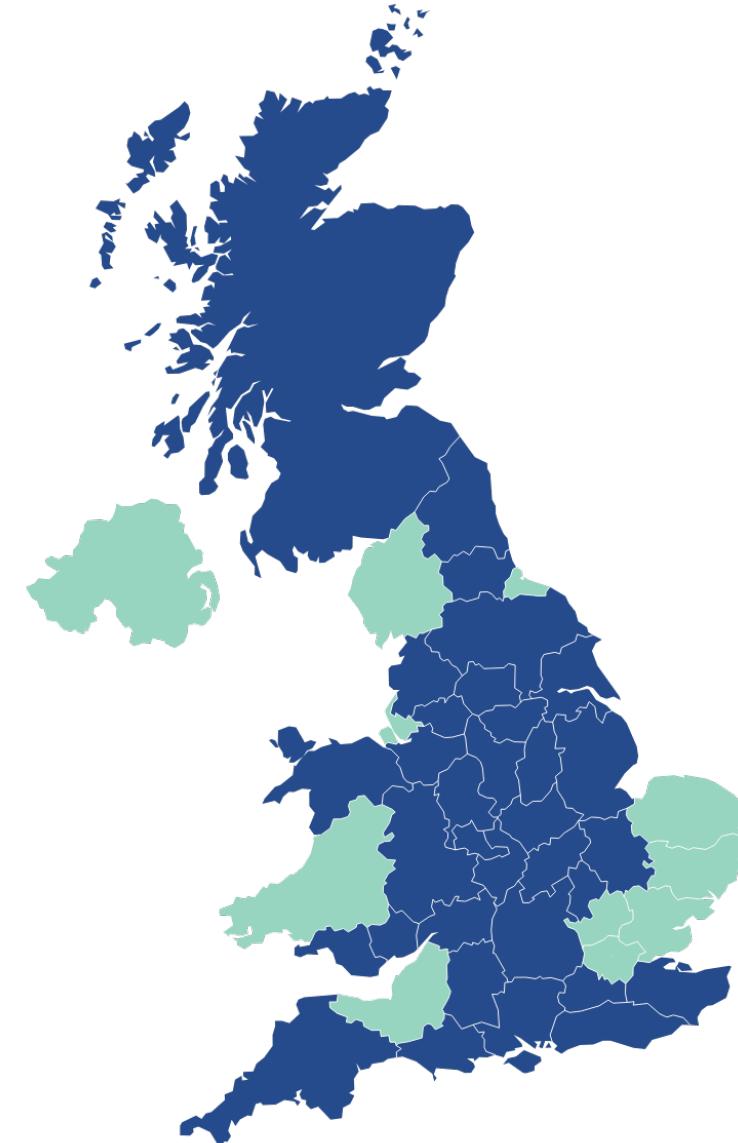




# National Survey Initial Results

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A summary of the results of the national  
Neighbourhood Alert annual member survey  
October 2023





## Survey Respondents

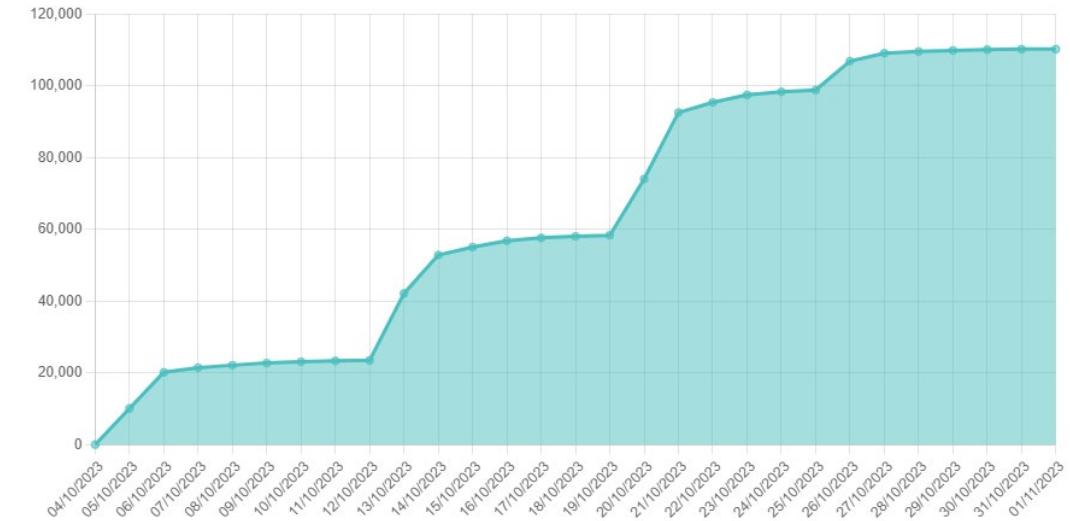
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108,690

Total respondents: 110,203 (108,690 answered at least one question)

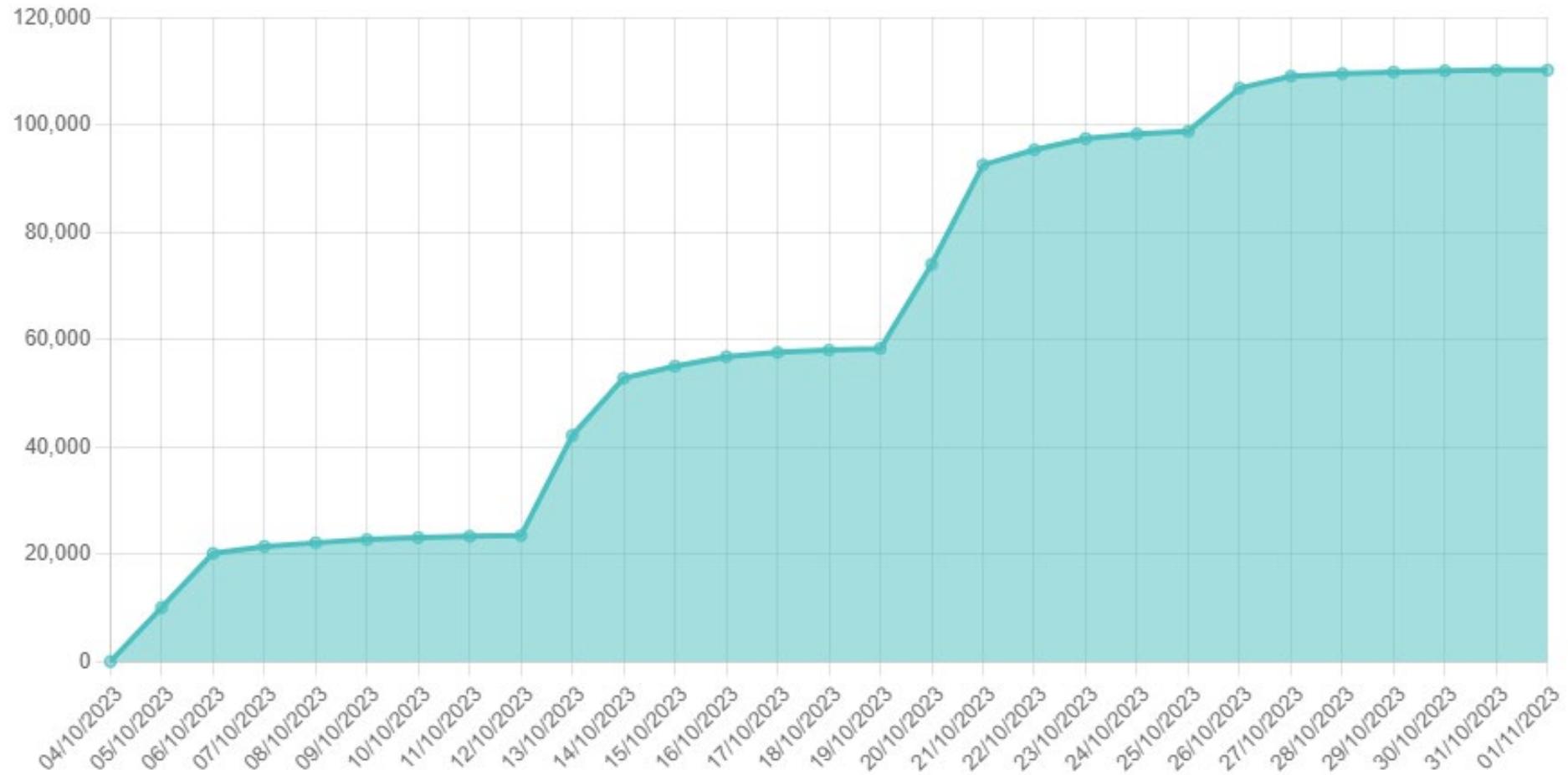
# Results Summary

- Date of survey 4<sup>th</sup> October to 31<sup>st</sup> October 2023
- Members only survey (no sharing or anonymous options provided)
- The initial email request was sent on 5<sup>th</sup> October to 1,057,062 recipients (email only). Using the exclude facilities of the “Community View” email CRM follow-up emails were sent by email to those members who had not started the survey or made comments about it. The following graph shows the completion rates per day, including the impact of the chase emails.
- The table shows the schedule of follow-up emails, the recipient list size and the response rates.



Email	Date	Reach	Read Recipients	No. Replies	No. Ratings	Average Rating	% found useful
1	05-Oct	1057062	494270	159	109	4.55	91.74
2	13-Oct	1032688	467641	192	99	4.66	93.94
3	20-Oct	997820	444635	317	66	4.06	84.85
4	26-Oct	957504	387830	82	12	4	83.33

# The power of a CRM integrated survey tool





# Analysis Notes: Likert Scale

- The Likert Scale is a rating scale that helps to gauge the attitudes or opinions of respondents. Named after the American social psychologist, *Rensis Likert*, this bipolar scale gives 5 or 7 different options ranging from one extreme to another for the respondents to choose from.
- Special thanks to Kate Pearce Strategy and Business Planning Manager, West Mercia Police for researching the optimum way to reflect the response views with her analysts and suggesting this solution.
- We have used a five-point scale for all appropriate questions: Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree & Strongly Disagree.
- This scale enables viewpoints from the whole range of answers to be reflected in a simple comparison index rather than simply highlighting the total number that “Agree”. E.G. you may have a large number (e.g. 40%) that Strongly Agree or Agree but an equally high number that Disagree, just stating that 40% agree would not reflect the polarised views.





# Your neighbourhood Your views

To what extent do you agree or disagree with the following statements

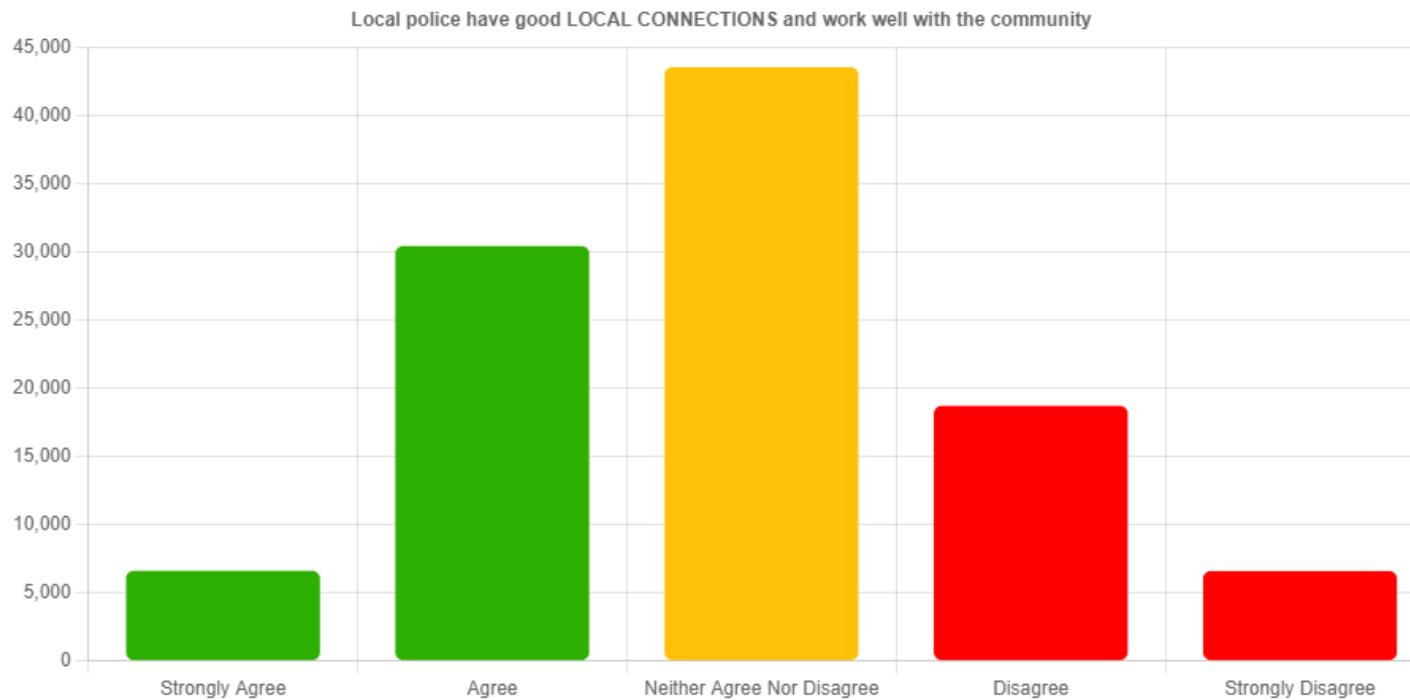
	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree
Local police have good LOCAL CONNECTIONS and work well with the community	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
The police in this area UNDERSTAND THE ISSUES that affect this community?	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
The police in this area take local CONCERNS SERIOUSLY?	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>





Local police have good LOCAL CONNECTIONS and work well with the community

6608	Strongly Agree
30428	Agree
43540	Neither Agree Nor Disagree
18705	Disagree
6591	Strongly Disagree

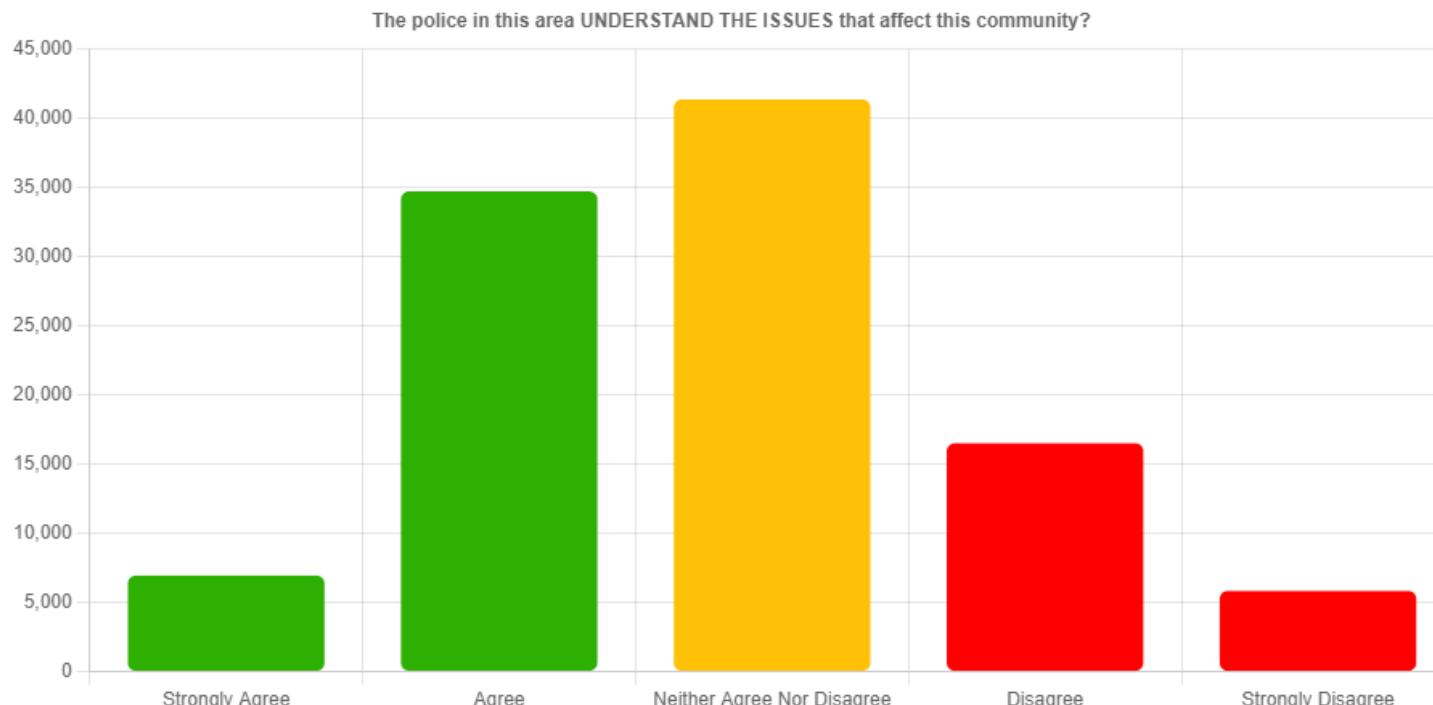


Question 1



**The police in this area UNDERSTAND THE ISSUES that affect this community**

6937	Strongly Agree
34699	Agree
41333	Neither Agree Nor Disagree
16497	Disagree
5829	Strongly Disagree



Question 2



## The police in this area take local CONCERNS SERIOUSLY

7390 Strongly Agree

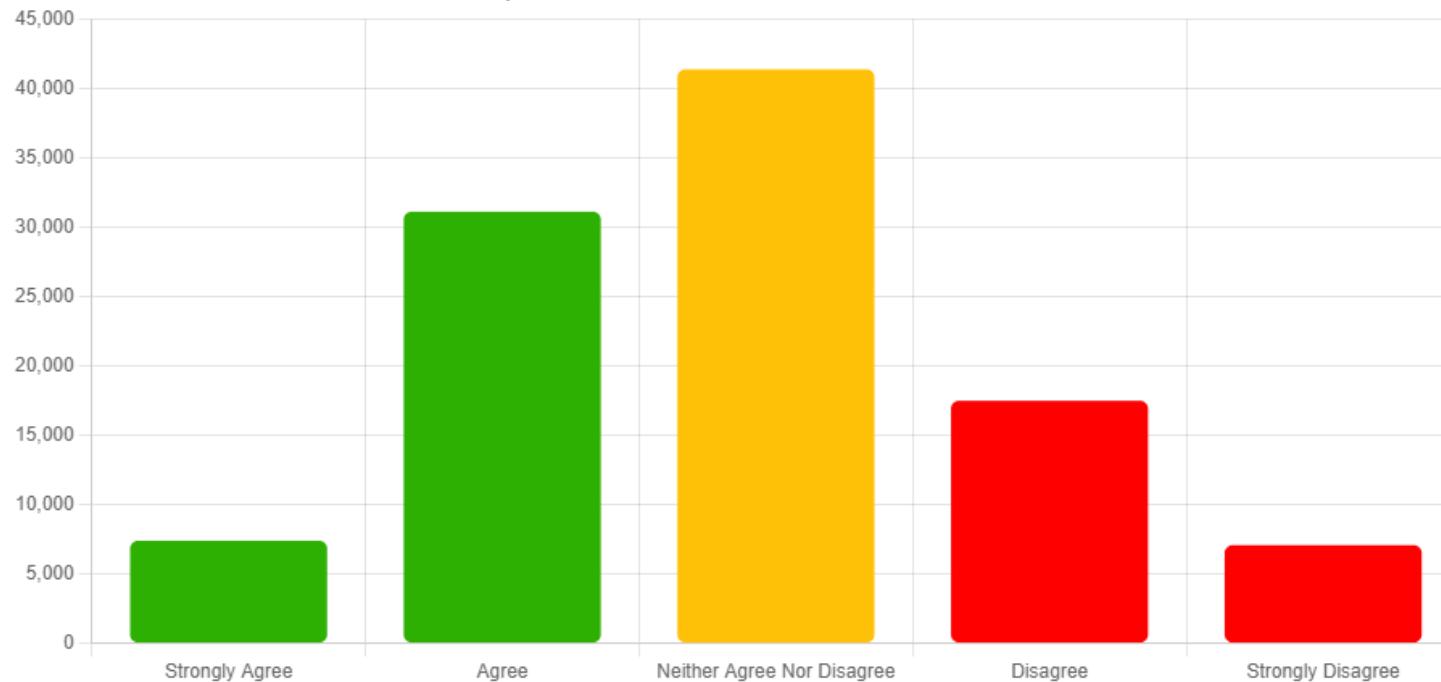
31110 Agree

41374 Neither Agree Nor Disagree

17482 Disagree

7074 Strongly Disagree

The police in this area take local CONCERNS SERIOUSLY?

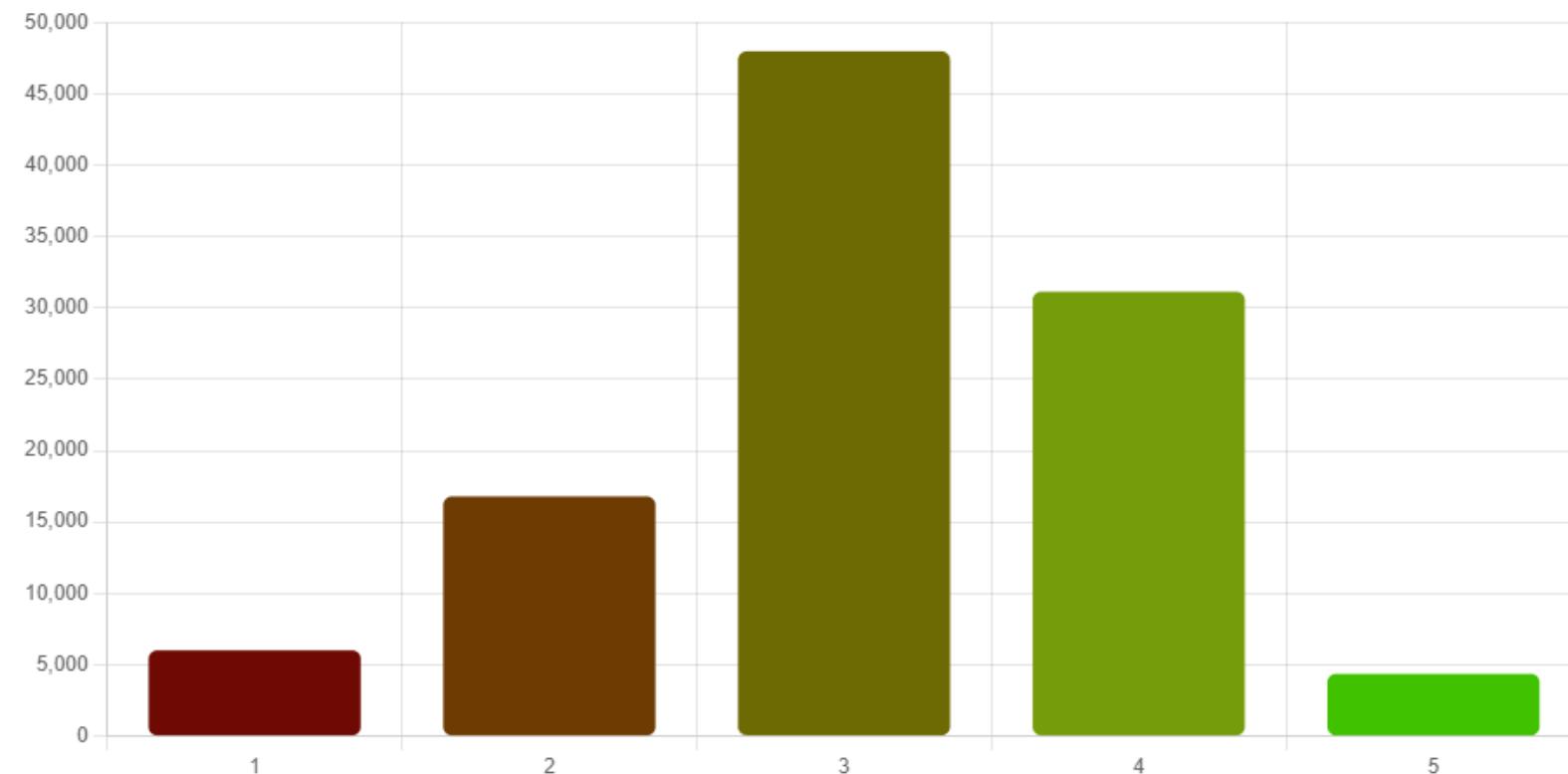




### How good a job do you think the police IN YOUR AREA are doing?

- 1 (Very poor)
- 2 (Poor)
- 3 (Fair)
- 4 (Good)
- 5 (Excellent)

6010	1
16793	2
47974	3
31131	4
4365	5
AVG	3.10



Question 4



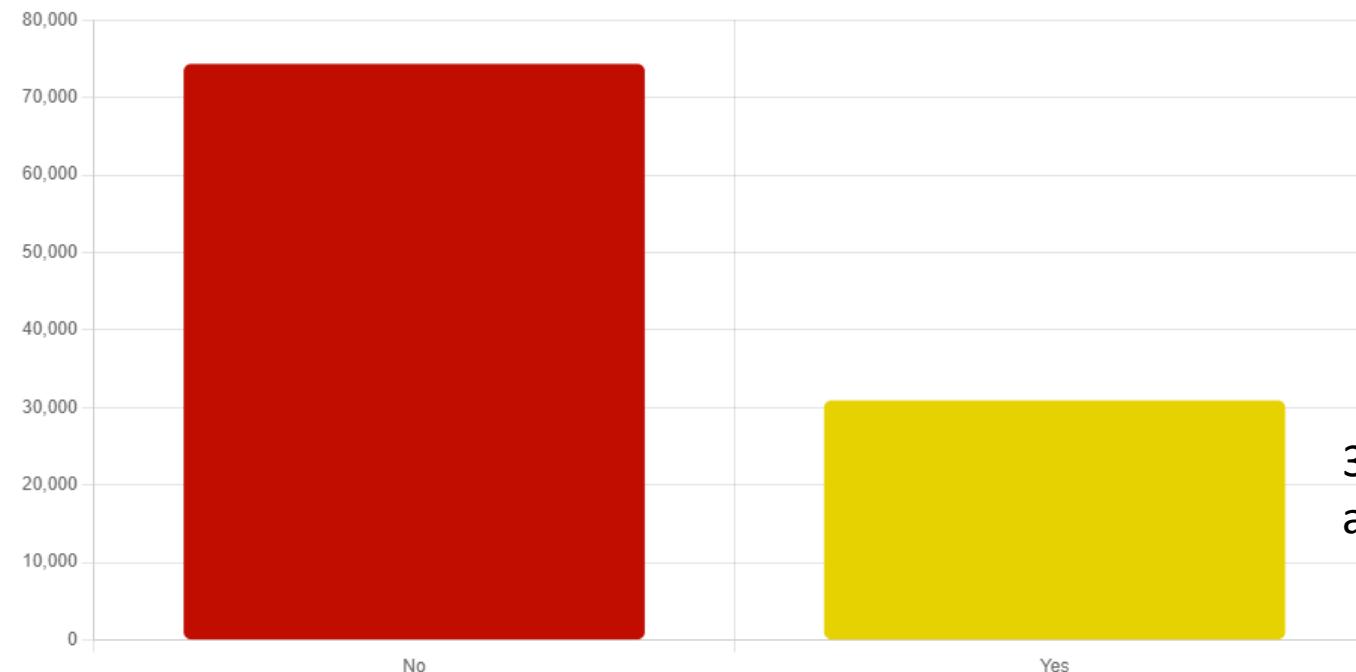
74325 No  
30913 Yes

### Do you manage CCTV around your registered address and/or have a doorbell camera installed at your property?

(Answering Yes will add you to the national CCTV register. Your details are never shared outside the system but local police will be able to contact you if they need CCTV coverage around your location. You can come off this register at any time and you are not making a commitment to provide footage or maintain your system).

Yes (register me as a CCTV contact)

No



30,913 CCTV camera owners  
added / reconfirmed their status



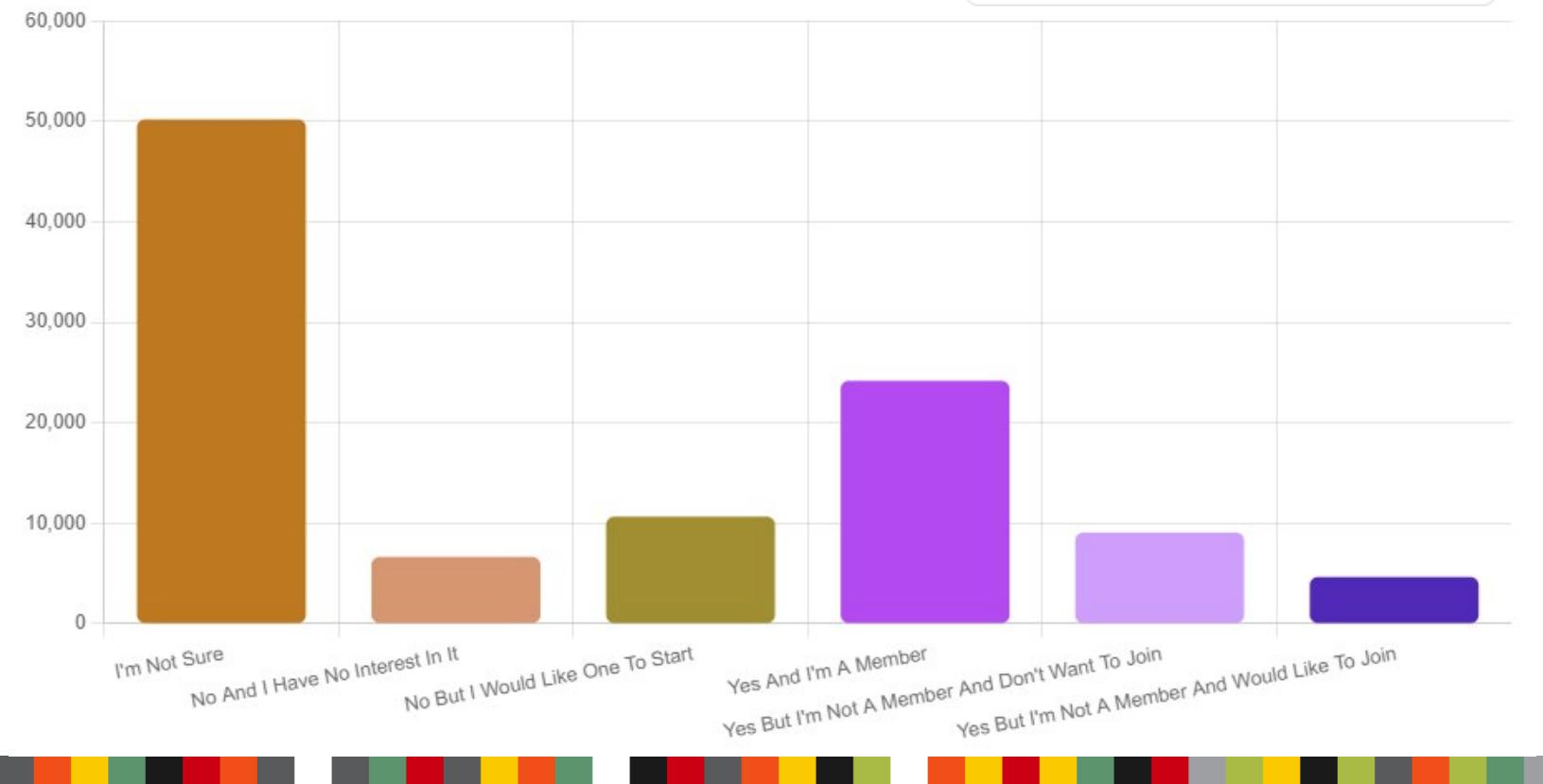
# Neighbourhood Watch In Your Area (Optional)

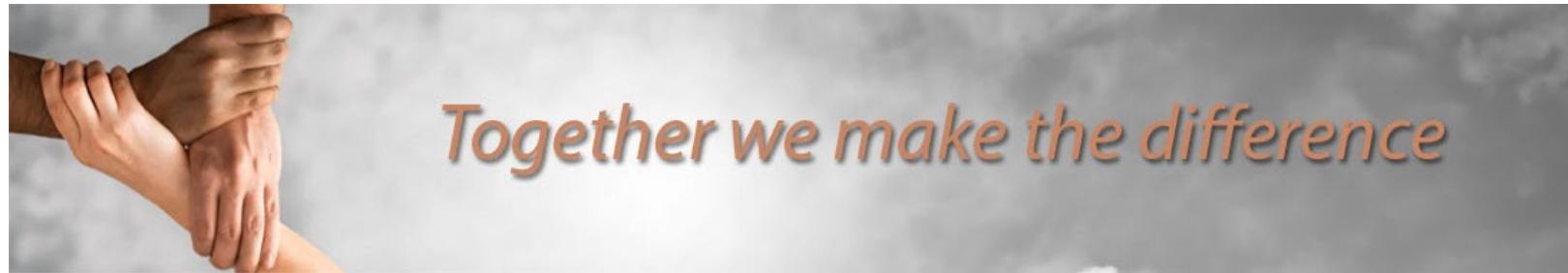


Is your neighbourhood within a Neighbourhood Watch area?

- YES and I'm a member
- Yes but I'm not a member and would LIKE TO JOIN
- Yes but I'm not a member and DON'T WANT TO JOIN
- No but I would like one to START
- No and I have NO INTEREST in it
- I'm NOT SURE

50199	I'm Not Sure
6670	No And I Have No Interest In It
10675	No But I Would Like One To Start
24189	Yes And I'm A Member
9096	Yes But I'm Not A Member And Don't Want To Join
4665	Yes But I'm Not A Member And Would Like To Join





The following questions are regarding your overall experience with the system and the messages you receive from the organisations involved, particularly the police.

**Being a member of this system makes me feel...**

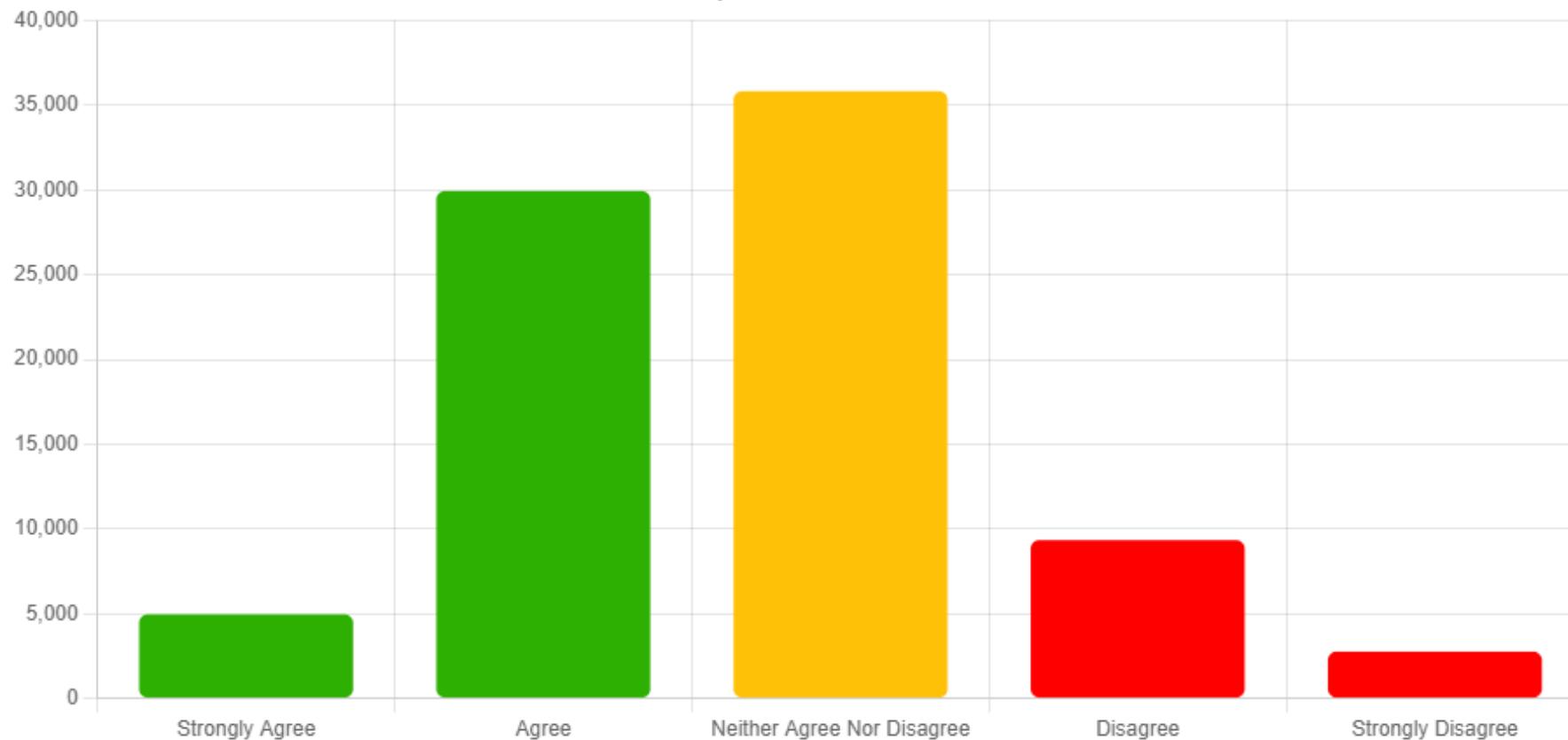
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
REASSURED that the police understand what matters to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
that the police WANT TO KNOW about my concerns, issues and opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more INFORMED and better at identifying scams, fraud, and potential criminal activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





4955	Strongly Agree
29933	Agree
35823	Neither Agree Nor Disagree
9337	Disagree
2758	Strongly Disagree

REASSURED that the police understand what matters to me



Question 5



6170 Strongly Agree

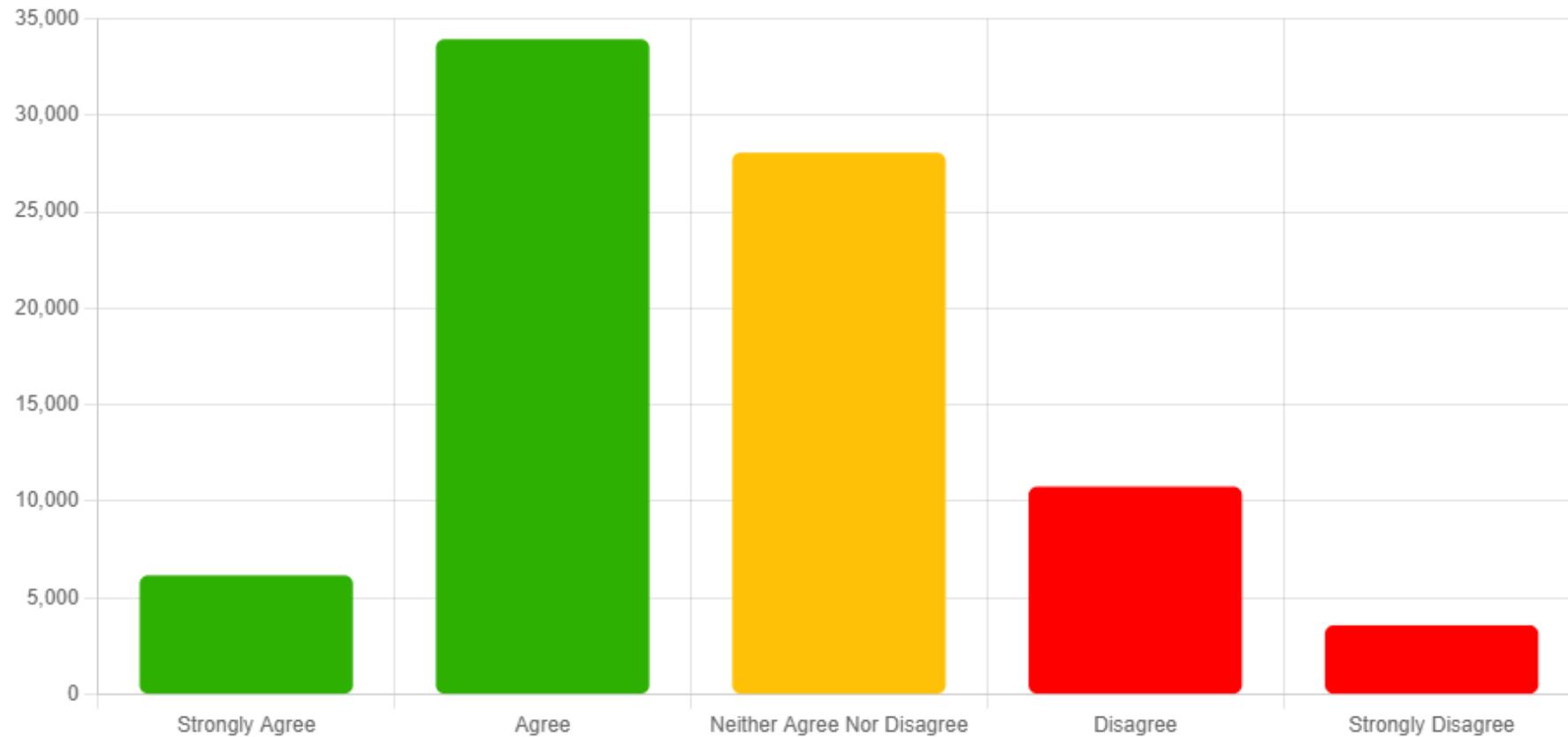
33933 Agree

28060 Neither Agree Nor Disagree

10765 Disagree

3584 Strongly Disagree

that the police WANT TO KNOW about my concerns, issues and opinions



Question 6



14280 Strongly Agree

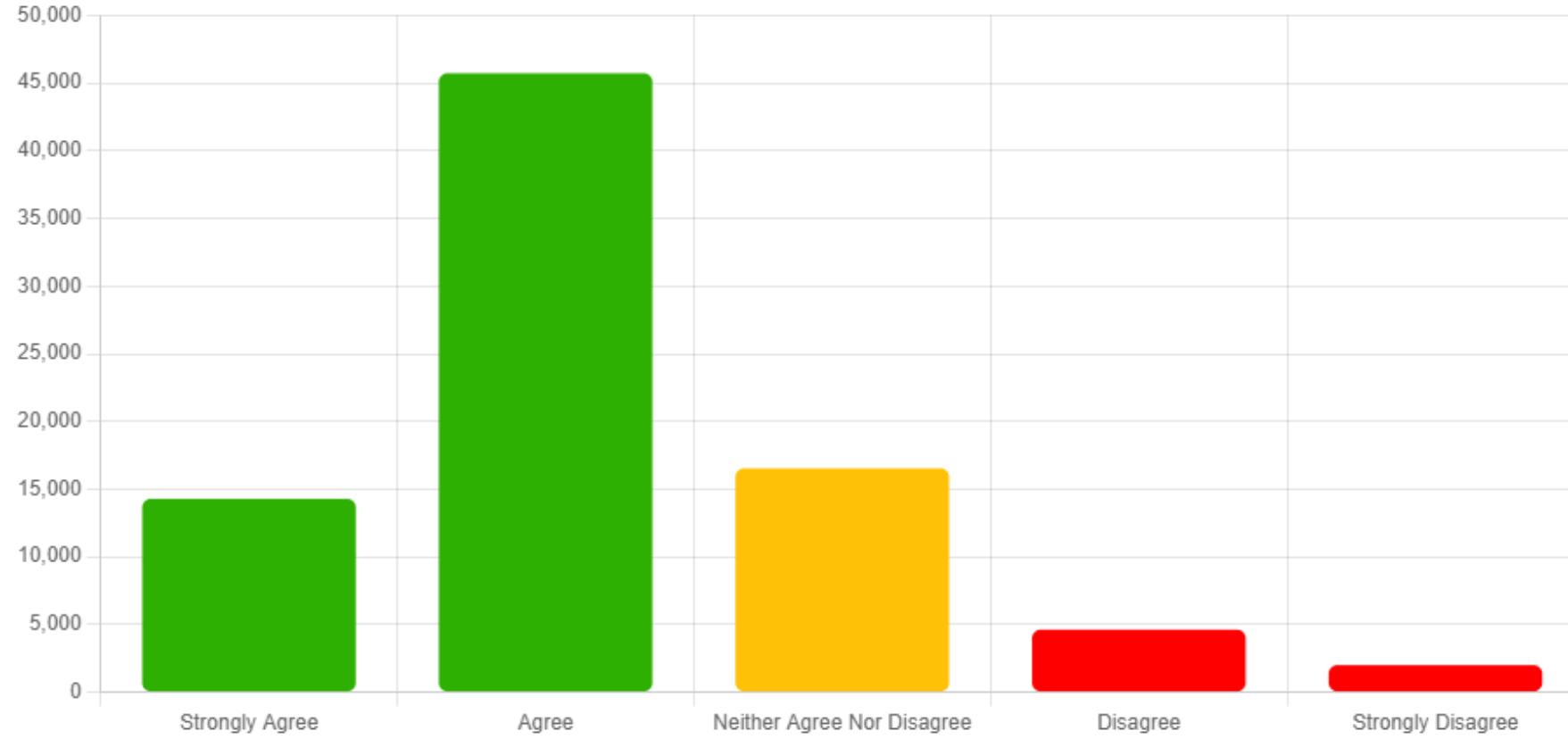
45724 Agree

16536 Neither Agree Nor Disagree

4617 Disagree

2001 Strongly Disagree

I feel more INFORMED and better at identifying scams, fraud, and potential criminal activities.



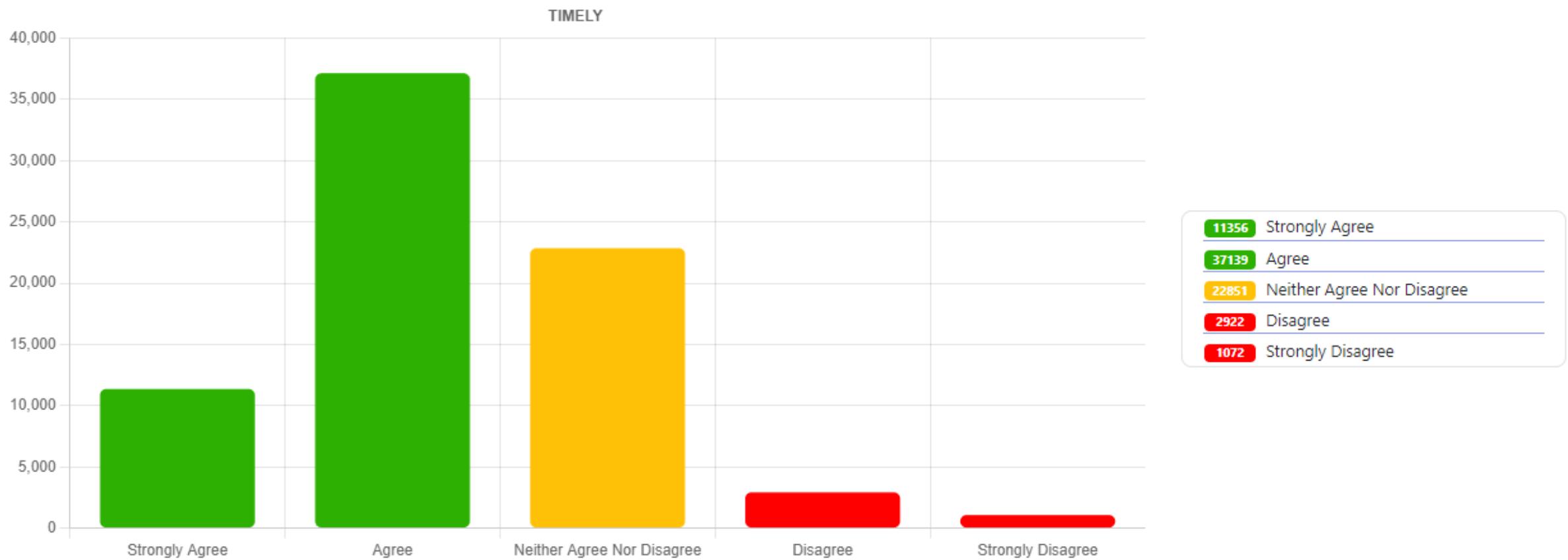
Question 7



In general, I find the messages I receive via the Alert system to be:

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
USEFUL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RELEVANT to what I would like to know about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TIMELY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following questions are regarding your overall experience with the system and the messages you receive from the organisations involved, particularly the police.

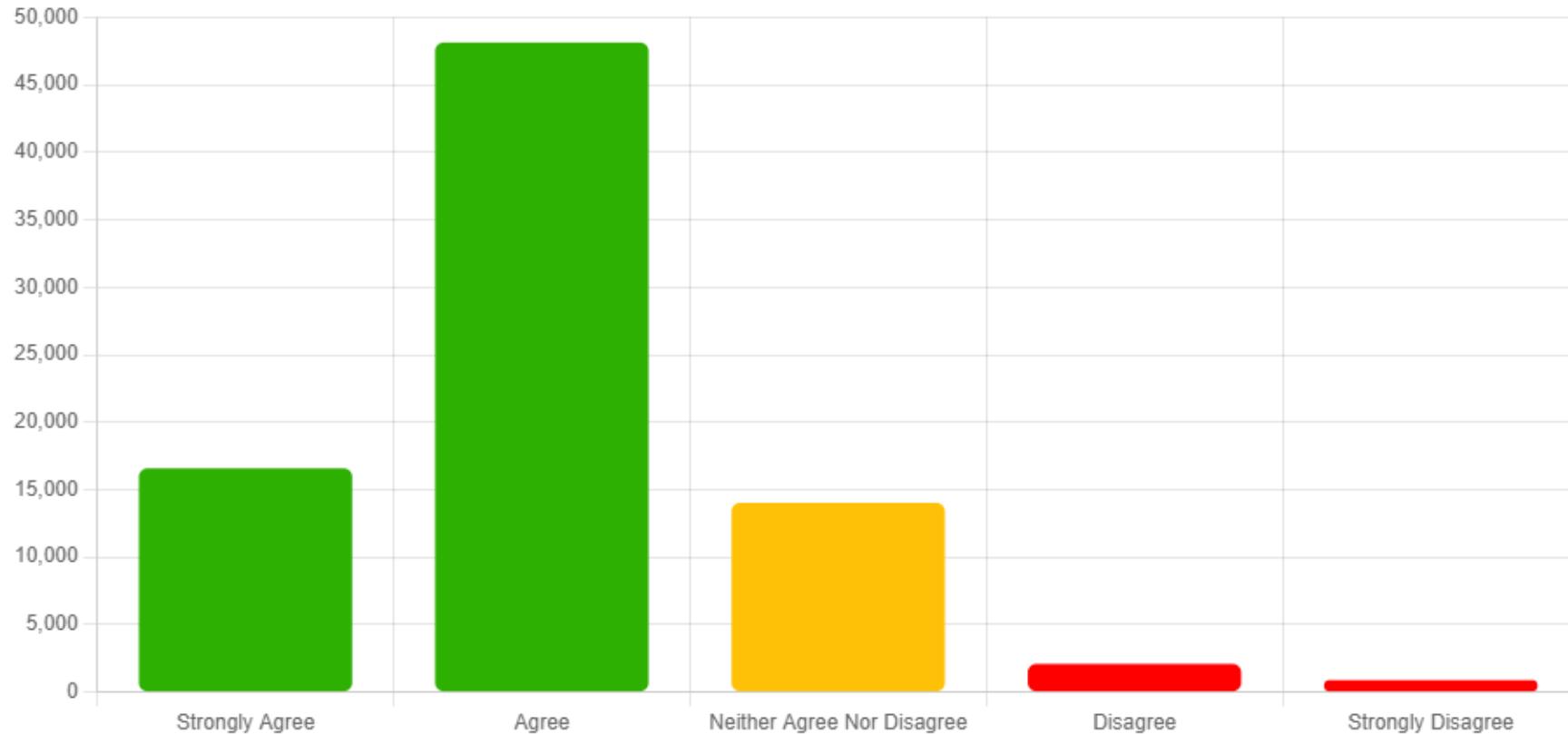


Question 8

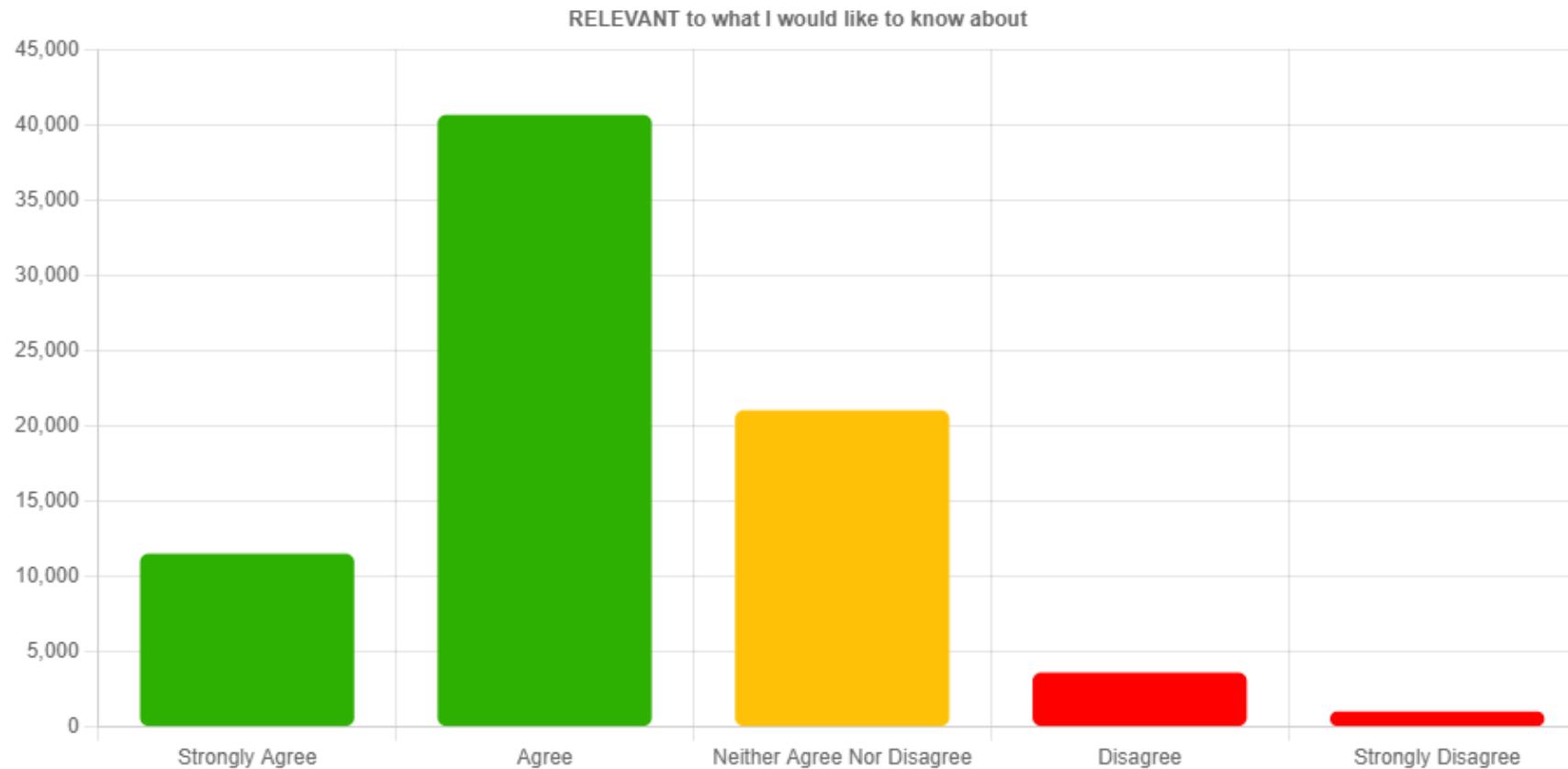


*Together we make the difference*

### USEFUL



- 16580 Strongly Agree
- 48131 Agree
- 14023 Neither Agree Nor Disagree
- 2089 Disagree
- 885 Strongly Disagree



- 11512 Strongly Agree
- 40666 Agree
- 21039 Neither Agree Nor Disagree
- 3612 Disagree
- 1022 Strongly Disagree

# Overall (Alert) Force Area Summary

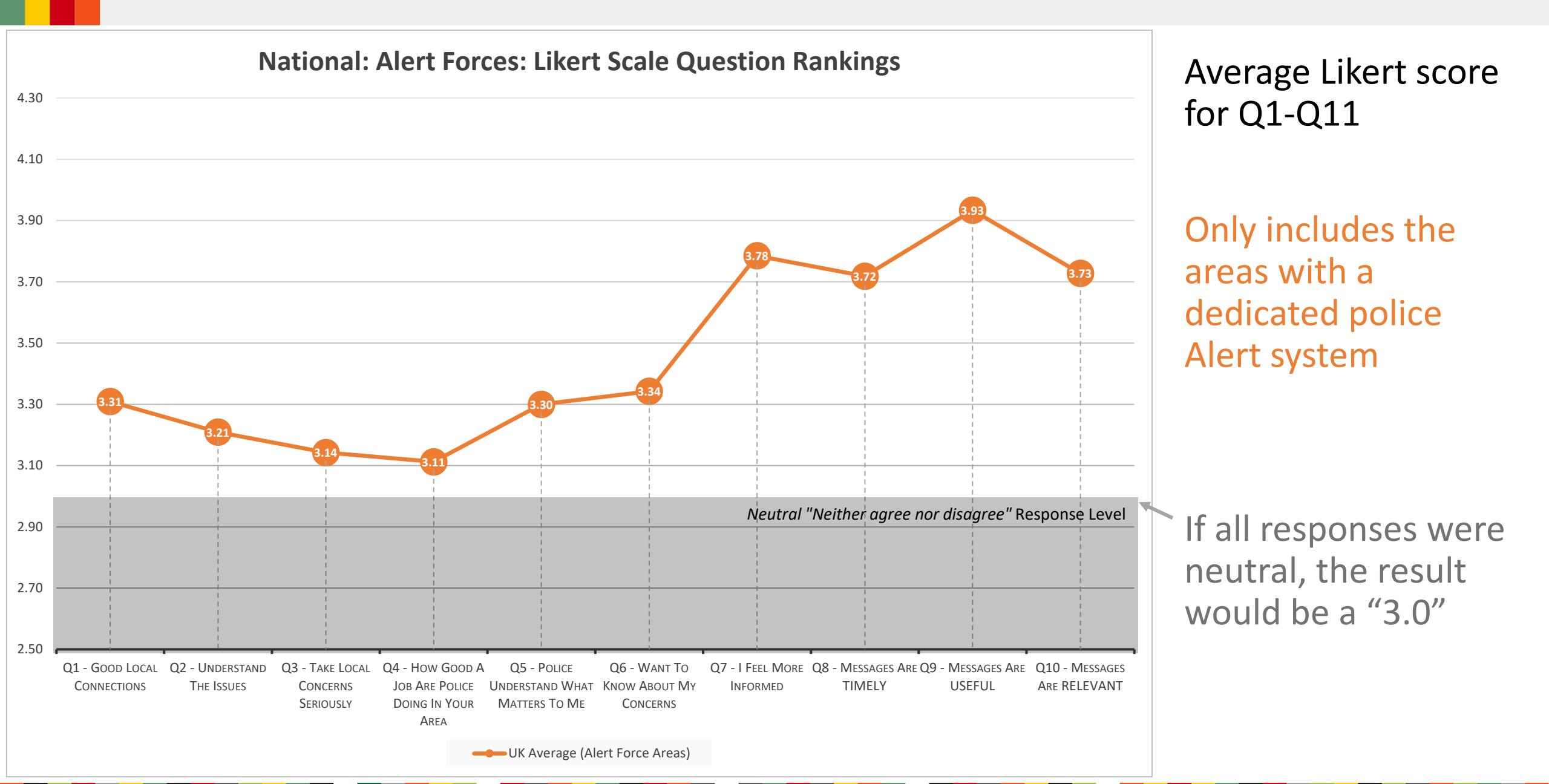
The results for questions 1 to 10 are all indexed with the Likert Scale.

This table only includes areas with a dedicated Neighbourhood Alert Police system.

The top and bottom 10% are colour coded for each question.

Force name	Q1 - Good Local Connections	Q2 - Understand The Issues	Q3 - Take Local Concerns Seriously	Q4 - How Good A Job Are Police Doing In Your Area	Q5 - Police Understand What Matters To Me	Q6 - Want To Know About My Concerns	Q7 - I Feel More Informed	Q8 - Messages Are TIMELY	Q9 - Messages Are USEFUL	Q10 - Messages Are RELEVANT
Bedfordshire	3	2.9	2.9	2.9	3.1	3.1	3.6	3.6	3.8	3.6
Cambridgeshire	3.2	3.1	3	3	3.2	3.3	3.8	3.7	3.9	3.7
Cheshire	3.5	3.3	3.3	3.3	3.3	3.4	3.8	3.7	3.9	3.7
Derbyshire	3.6	3.4	3.3	3.3	3.4	3.5	3.9	3.8	4	3.8
Devon & Cornwall	3.3	3.2	3.1	3.1	3.3	3.3	3.9	3.8	4	3.7
Dorset	3.3	3.2	3.1	3.1	3.3	3.3	3.8	3.7	3.9	3.7
Durham	3.4	3.3	3.2	3.2	3.3	3.3	3.7	3.5	3.8	3.6
Gloucestershire	3.4	3.2	3.2	3.2	3.3	3.3	3.9	3.8	4	3.9
Gogledd Cymru - North Wales	3.6	3.4	3.3	3.3	3.4	3.5	4.0	3.9	4.1	3.9
Greater Manchester	3.1	3.1	3	2.9	3.2	3.3	3.7	3.7	3.9	3.7
Gwent	3	3	2.9	2.8	3.1	3.2	3.3	3.5	3.6	3.5
Hampshire	3.2	3.1	3	3.1	3.2	3.2	3.8	3.7	4	3.7
Humberside	3.5	3.3	3.2	3.2	3.4	3.5	3.8	3.8	4.1	3.8
Kent	3.2	3.1	3	3	3.2	3.3	3.9	3.8	4	3.8
Lancashire	3.4	3.3	3.2	3.2	3.4	3.5	3.8	3.8	4	3.8
Leicestershire	3.6	3.4	3.4	3.3	3.4	3.5	3.8	3.7	3.9	3.7
Lincolnshire	3.1	3.1	3	3	3.2	3.2	3.7	3.7	3.9	3.7
North Yorkshire	3.7	3.5	3.4	3.4	3.5	3.6	4.1	4.0	4.2	4
Northamptonshire	3.3	3.2	3.2	3.2	3.3	3.4	3.8	3.7	3.9	3.7
Northumbria	3.2	3.2	3.1	3	3.3	3.3	3.7	3.7	3.9	3.7
Nottinghamshire	3.2	3.1	3.1	3	3.2	3.2	3.7	3.7	4	3.8
Scotland	3.4	3.3	3.2	3.2	3.4	3.3	4.0	4.0	4.2	3.9
South Wales	3.3	3.3	3.3	3.2	3.4	3.5	3.6	3.4	3.7	3.5
South Yorkshire	3.1	3.1	3	3	3.2	3.3	3.7	3.6	3.9	3.7
Staffordshire	3.3	3.2	3.1	3.1	3.3	3.3	3.8	3.8	4.1	3.9
Surrey	3.4	3.2	3.2	3.1	3.1	3.3	4.0	3.7	4	3.8
Sussex	3.1	3	3	3	3.1	3.1	3.8	3.7	3.9	3.7
Thames Valley	3.2	3.1	3	3.1	3.2	3.3	3.8	3.7	3.9	3.7
Warwickshire	3.5	3.3	3.2	3.2	3.4	3.4	3.8	3.8	4	3.8
West Mercia	3.6	3.4	3.3	3.2	3.4	3.5	4.0	3.8	4	3.8
West Midlands	3.2	3.1	3	2.9	3.2	3.3	3.7	3.7	3.9	3.7
West Yorkshire	3.2	3.1	3	2.9	3.2	3.2	3.7	3.7	3.9	3.7
Wiltshire	3.3	3.2	3.2	3.2	3.3	3.4	3.8	3.7	3.9	3.7

## National: Alert Forces: Likert Scale Question Rankings



# Overall Force Area Summary: All Force Areas

The results for questions 1 to 10 are all indexed with the Likert Scale.

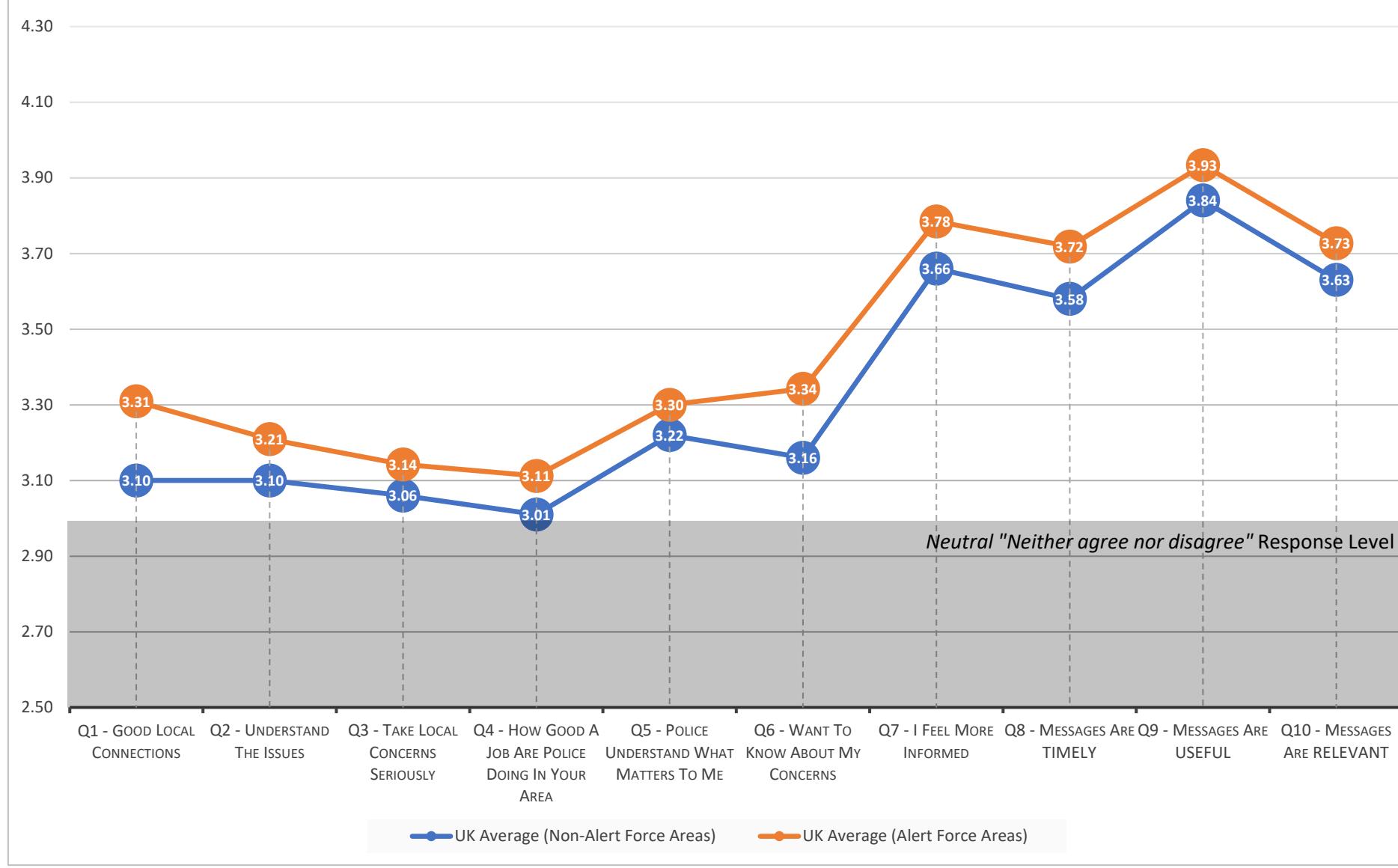
This table includes all Force Areas.

The top and bottom 10% are colour coded for each question.

Force name	Q1 - Good Local Connections	Q2 - Understand The Issues	Q3 - Take Local Concerns Seriously	Q4 - How Good A Job Are Police Doing In Your Area	Q5 - Police Understand What Matters To Me	Q6 - Want To Know About My Concerns	Q7 - I Feel More Informed	Q8 - Messages Are TIMELY	Q9 - Messages Are USEFUL	Q10 - Messages Are RELEVANT
Avon & Somerset	3.2	3.1	3.1	3	3.2	3.1	3.8	3.6	3.8	3.6
Bedfordshire	3	2.9	2.9	2.9	3.1	3.1	3.6	3.6	3.8	3.6
Cambridgeshire	3.1	3.1	3	3	3.3	3.3	3.8	3.7	3.9	3.7
Cheshire	3.5	3.3	3.3	3.3	3.4	3.4	3.8	3.7	3.9	3.8
Cleveland	2.9	3	2.8	2.8	3.1	3	3.5	3.5	3.8	3.6
Cumbria	3.2	3.2	3.2	3.2	3.2	3.3	3.7	3.6	3.8	3.6
Derbyshire	3.6	3.4	3.3	3.3	3.4	3.5	3.9	3.8	4	3.8
Devon & Cornwall	3.3	3.3	3.2	3.2	3.3	3.3	3.8	3.8	4	3.7
Dorset	3.3	3.2	3.1	3.1	3.3	3.3	3.8	3.7	3.9	3.7
Durham	3.4	3.3	3.2	3.1	3.3	3.3	3.6	3.5	3.8	3.6
Dyfed-Powys	3.1	3.1	3.1	3.1	3.2	3.1	3.6	3.6	3.8	3.6
Essex	2.9	3	2.9	2.8	3.1	3	3.7	3.6	3.8	3.6
Gloucestershire	3.4	3.2	3.2	3.2	3.3	3.3	3.9	3.8	4	3.8
Gogledd Cymru - North Wales	3.6	3.4	3.3	3.3	3.5	3.5	4.0	3.9	4.1	3.9
Greater Manchester	3.1	3.1	3	2.9	3.2	3.3	3.7	3.7	3.9	3.7
Gwent	3	3	2.9	2.8	3.1	3.2	3.4	3.5	3.7	3.5
Hampshire	3.2	3.1	3.1	3.1	3.2	3.3	3.8	3.7	4	3.7
Hertfordshire	3.2	3.1	3.1	3.1	3.4	3.3	3.7	3.7	4	3.8
Humberside	3.5	3.3	3.2	3.2	3.4	3.4	3.9	3.8	4	3.8
Kent	3.2	3.1	3.1	3	3.3	3.4	3.9	3.8	4	3.8
Lancashire	3.4	3.3	3.2	3.2	3.4	3.5	3.8	3.8	4	3.8
Leicestershire	3.6	3.4	3.4	3.3	3.4	3.5	3.8	3.7	3.9	3.7
Lincolnshire	3.1	3.1	3	3	3.2	3.2	3.7	3.7	3.9	3.7
Merseyside	3.1	3.1	3.1	3.1	3.4	3.3	3.7	3.6	3.9	3.7
Metropolitan & London	3.1	3.1	3	2.9	3.2	3.2	3.7	3.5	3.8	3.6
Norfolk	3.3	3.2	3.2	3.1	3.2	3.2	3.6	3.5	3.8	3.6
North Yorkshire	3.6	3.5	3.4	3.4	3.5	3.6	4.0	3.9	4.1	3.9
Northamptonshire	3.3	3.2	3.2	3.1	3.3	3.4	3.7	3.7	3.9	3.7
Northumbria	3.2	3.2	3.1	3	3.3	3.4	3.7	3.7	3.9	3.7
Nottinghamshire	3.2	3.1	3.1	3	3.2	3.2	3.7	3.7	3.9	3.7
Scotland	3.4	3.3	3.2	3.2	3.4	3.3	4.0	3.9	4.1	3.9
South Wales	3.4	3.4	3.3	3.3	3.5	3.6	3.7	3.5	3.8	3.6
South Yorkshire	3.1	3.1	3	3	3.2	3.3	3.7	3.6	3.9	3.6
Staffordshire	3.3	3.2	3.1	3.1	3.3	3.3	3.8	3.8	4	3.8
Suffolk	3	3.1	3.1	3	3.2	3.1	3.6	3.6	3.9	3.6
Surrey	3.3	3.2	3.1	3.1	3.3	3.3	3.9	3.7	3.9	3.8
Sussex	3.1	3	3	3	3.1	3.1	3.8	3.7	3.9	3.7
Thames Valley	3.2	3.1	3	3.1	3.2	3.3	3.8	3.7	3.9	3.7
Warwickshire	3.5	3.3	3.3	3.2	3.4	3.4	3.8	3.8	4	3.8
West Mercia	3.6	3.4	3.3	3.2	3.4	3.5	4.0	3.8	4	3.8
West Midlands	3.2	3.1	3	2.9	3.2	3.3	3.7	3.7	3.9	3.7
West Yorkshire	3.2	3.1	3	3	3.2	3.2	3.7	3.7	3.9	3.7
Wiltshire	3.3	3.2	3.2	3.2	3.3	3.3	3.7	3.6	3.9	3.6



## Average Scores, Alert & Non-Alert Forces: Likert Scale Question Rankings

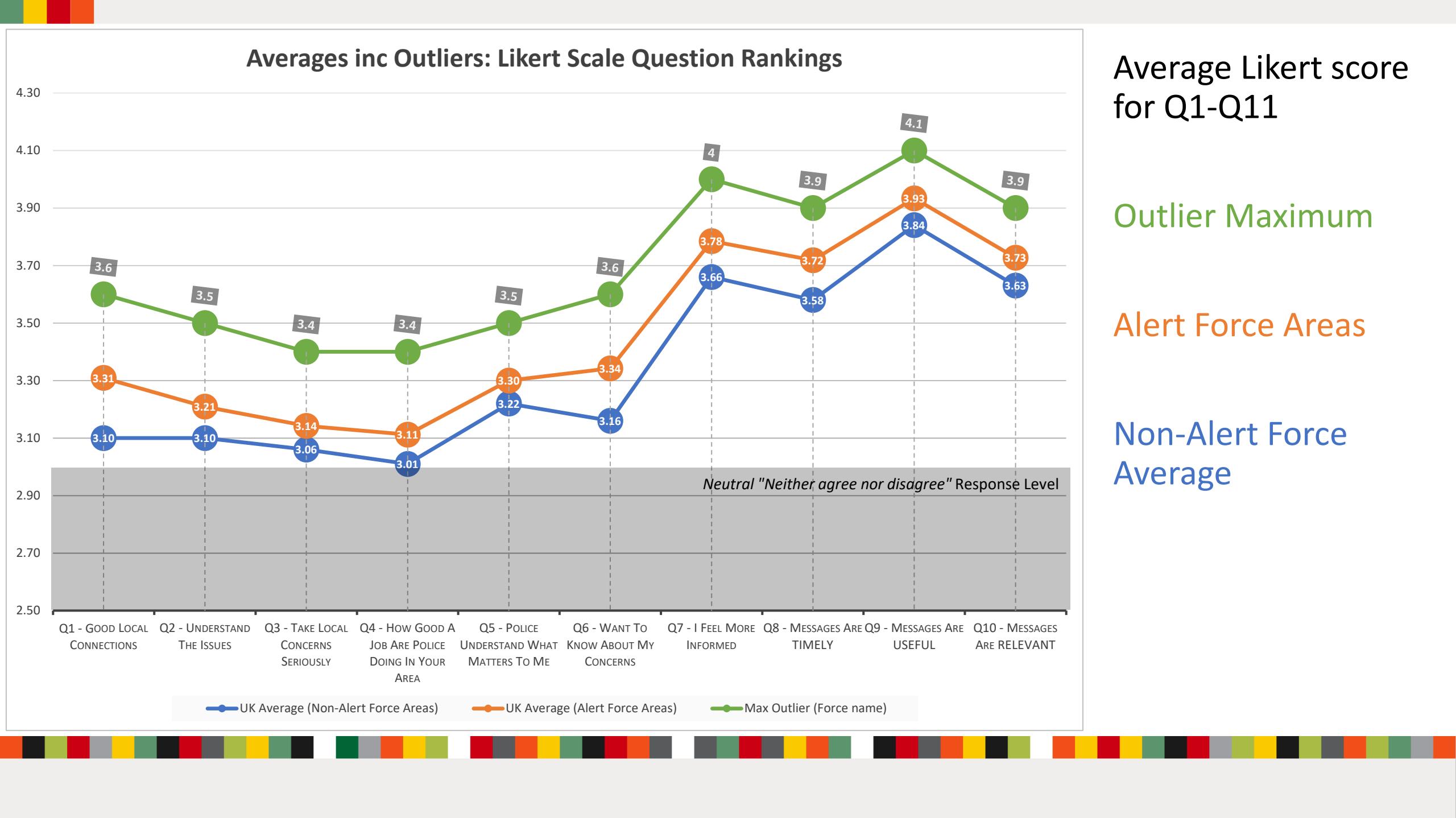


Average Likert score for Q1-Q11

Dedicated Police System Areas

Areas with only national partner service (Action Fraud, SGN, Get Safe Online, Neighbourhood Watch)

## Averages inc Outliers: Likert Scale Question Rankings



Average Likert score for Q1-Q11

Outlier Maximum

Alert Force Areas

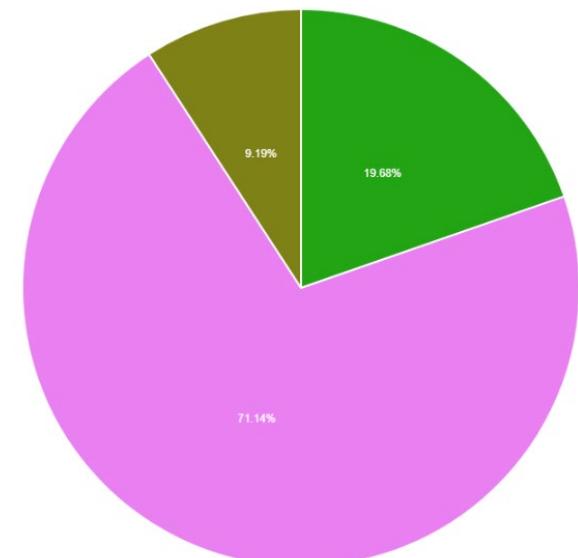
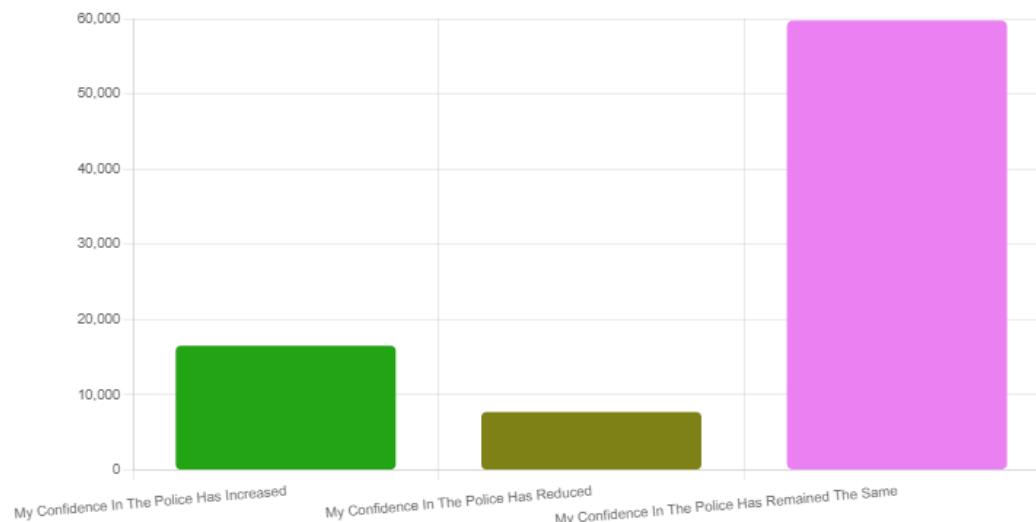
Non-Alert Force Average



The following questions are regarding your overall experience with the system and the messages you receive from the organisations involved, particularly the police.

**Has your confidence that the police listen and understand your concerns changed since you have been a member of this messaging system?**

- My confidence in the police has INCREASED
- My confidence in the police has remained the SAME
- My confidence in the police has REDUCED



16535

My Confidence In The Police Has Increased

59785

My Confidence In The Police Has Remained The Same

7719

My Confidence In The Police Has Reduced

20% increase in confidence

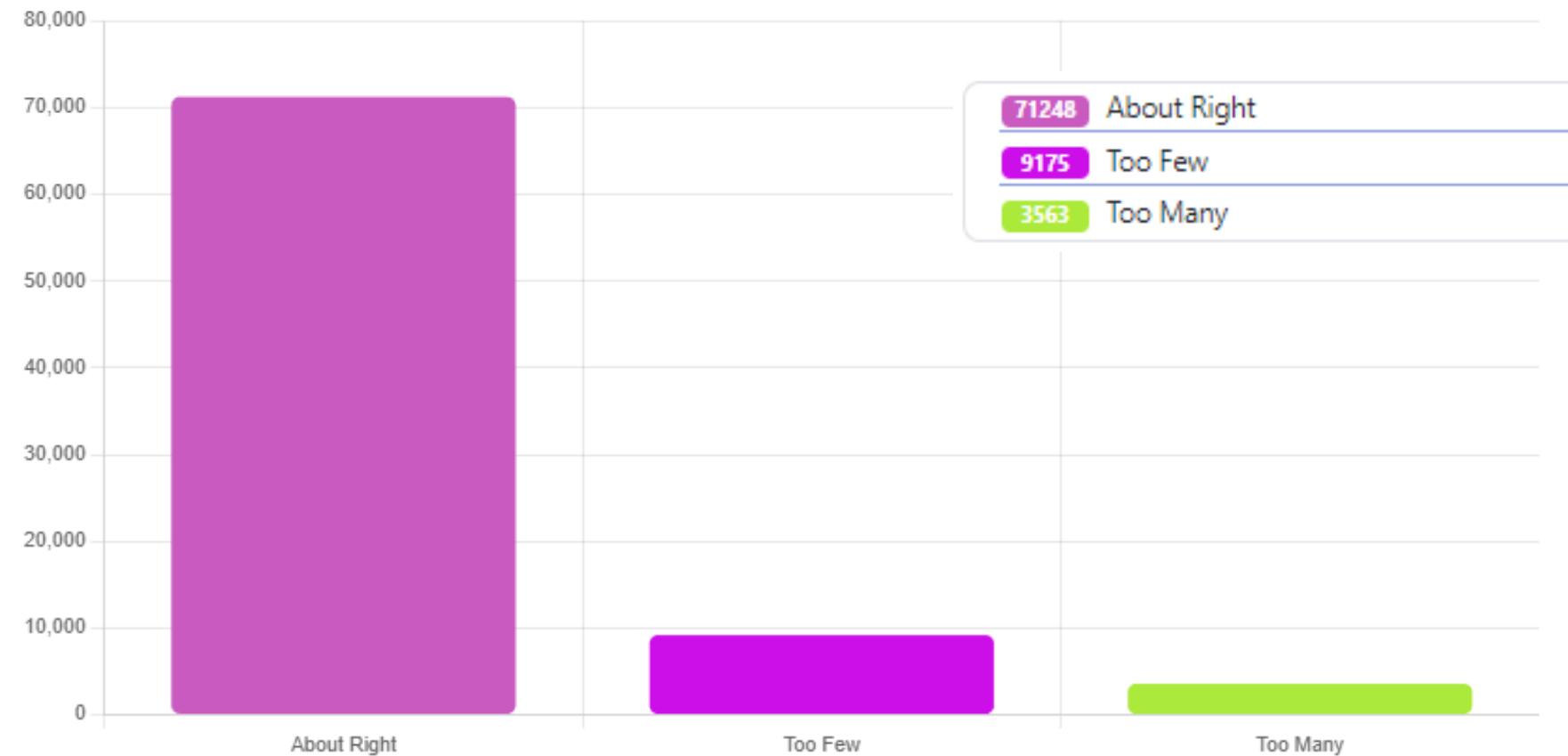
71% remained the same

9% reduction

# Message Quantity

Is the QUANTITY of the messages you receive:

- Too few
- About right
- Too many

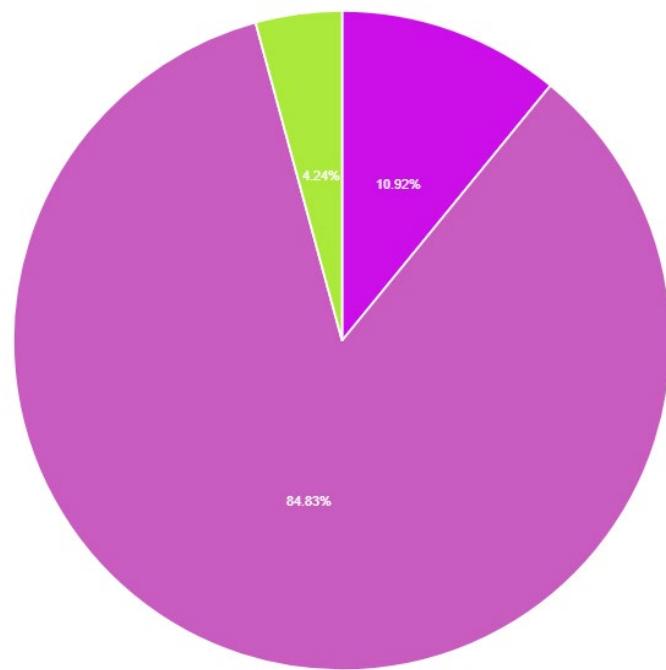


# Message Quantity

Top 10% of the “Too Few” and “Too Many” highlighted in red

85% of members say message quantity is “About Right”

11% “Too Few”  
4% “Too Many”



	Too Few	About Right	Too Many	Total	Right %	Too Few %	Too Many %
Bedfordshire	160	977	43	1180	82.8	13.6	3.6
Cambridgeshire	135	1435	97	1667	86.1	8.1	5.8
Cheshire	210	1677	82	1969	85.2	10.7	4.2
Derbyshire	204	2499	179	2882	86.7	7.1	6.2
Devon & Cornwall	238	2717	131	3086	88.0	7.7	4.2
Dorset	112	1461	147	1720	84.9	6.5	8.5
Durham	146	695	20	861	80.7	17.0	2.3
Gloucestershire	167	1558	81	1806	86.3	9.2	4.5
Gogledd Cymru - North Wales	102	982	32	1116	88.0	9.1	2.9
Greater Manchester	303	1299	37	1639	79.3	18.5	2.3
Gwent	33	106	3	142	74.6	23.2	2.1
Hampshire	501	3549	101	4151	85.5	12.1	2.4
Humbershire	265	2607	109	2981	87.5	8.9	3.7
Kent	179	1578	83	1840	85.8	9.7	4.5
Lancashire	571	5603	218	6392	87.7	8.9	3.4
Leicestershire	257	2378	146	2781	85.5	9.2	5.2
Lincolnshire	116	1026	56	1198	85.6	9.7	4.7
North Yorkshire	173	2262	76	2511	90.1	6.9	3
Northamptonshire	206	2154	145	2505	86.0	8.2	5.8
Northumbria	258	1347	44	1649	81.7	15.6	2.7
Nottinghamshire	327	1971	35	2333	84.5	14.0	1.5
Scotland	146	2616	129	2891	90.5	5.1	4.5
South Wales	183	932	62	1177	79.2	15.5	5.3
South Yorkshire	575	2545	77	3197	79.6	18.0	2.4
Staffordshire	302	1920	43	2265	84.8	13.3	1.9
Surrey	74	1068	111	1253	85.2	5.9	8.9
Sussex	192	2034	179	2405	84.6	8.0	7.4
Thames Valley	790	5611	248	6649	84.4	11.9	3.7
Warwickshire	78	600	19	697	86.1	11.2	2.7
West Mercia	177	2567	320	3064	83.8	5.8	10.4
West Midlands	851	5811	259	6921	84.0	12.3	3.7
West Yorkshire	422	2152	66	2640	81.5	16.0	2.5
Wiltshire	143	1050	56	1249	84.1	11.4	4.5

In a few words, what sort of messages would you like to receive MORE OF from the police and other partners?

Please enter your answer here

information anti never alerts current village  
police trends safety regarding  
dealing cars  
better reports doing updates  
like messages scams received  
speeding around aware Anything  
informed burglaries relevant outcomes etc  
feel look many vehicles all just areas people neighbourhood  
want other done car criminal streets seen taken  
drug being officers public good town  
street concern action time sure details  
receive social criminals keep know driving going thefts  
presence things any success much theft traffic  
info think actually burglary live concerns  
problems within specific actions incidents see  
happening parking behaviour residents reported  
only some need policing  
activity issues Road crimes officer Warnings  
hear



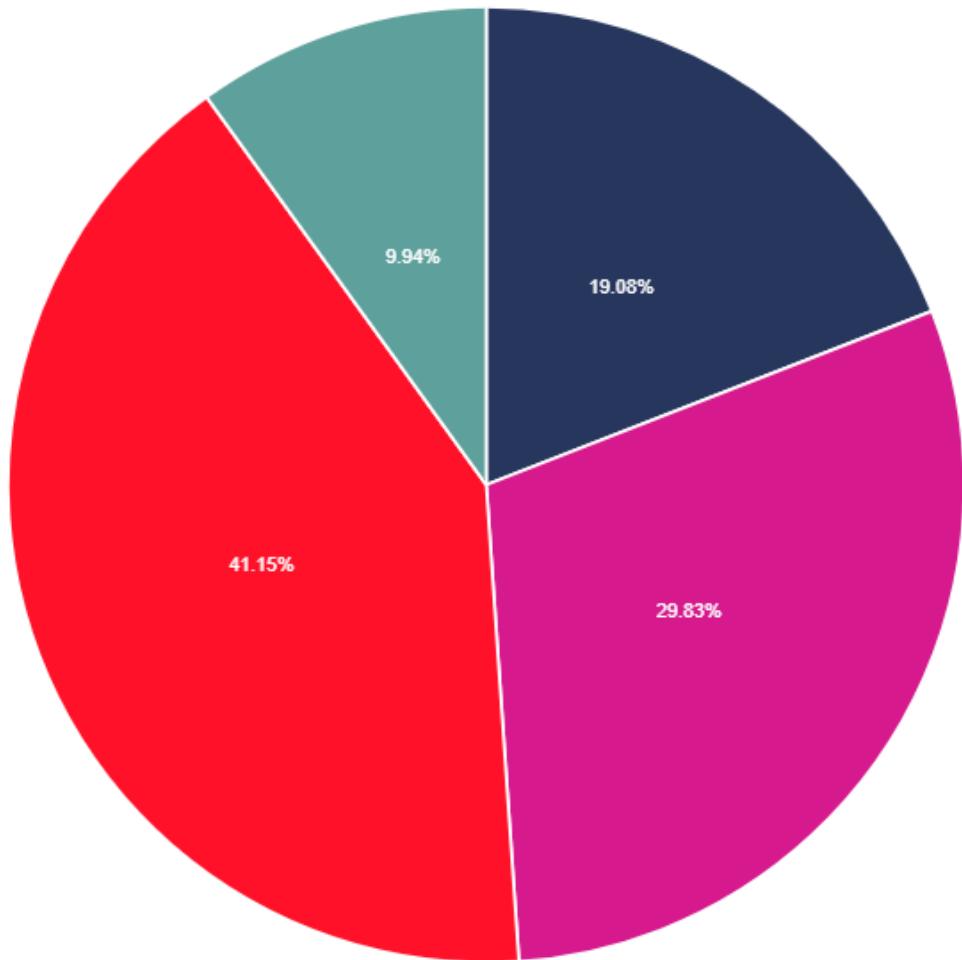
The following questions are regarding your overall experience with the system and the messages you receive from the organisations involved, particularly the police.

**Thinking about the messages you have received in the last 12 months (Please select the most relevant statement)**

- I have **taken action** to help prevent me from becoming a victim of crime (eg updated antivirus, fitted CCTV etc)
- The information contained within the messages has helped **prevent me from becoming a victim** of crime
- I find the messages interesting, however they have **not prompted me** to take any action
- The content of the messages is rarely relevant to me I have **not received** a message that has been of any use to me



Thinking about the messages you have received in the last 12 months (Please select the most relevant statement)



16313

I Have **taken Action** To Help Prevent Me From  
Becoming A Victim Of Crime

25505

The **Information Contained Within The**  
Messages Has Helped **prevent Me From**  
**Becoming A Victim Of Crime**

35185

I Find The Messages Interesting, However  
They Have **not Prompted Me To Take Any**  
**Action**

8498

The Content Of The Messages Is Rarely  
Relevant To Me I Have **not Received A**  
**Message That Has Been Of Any Use To Me**

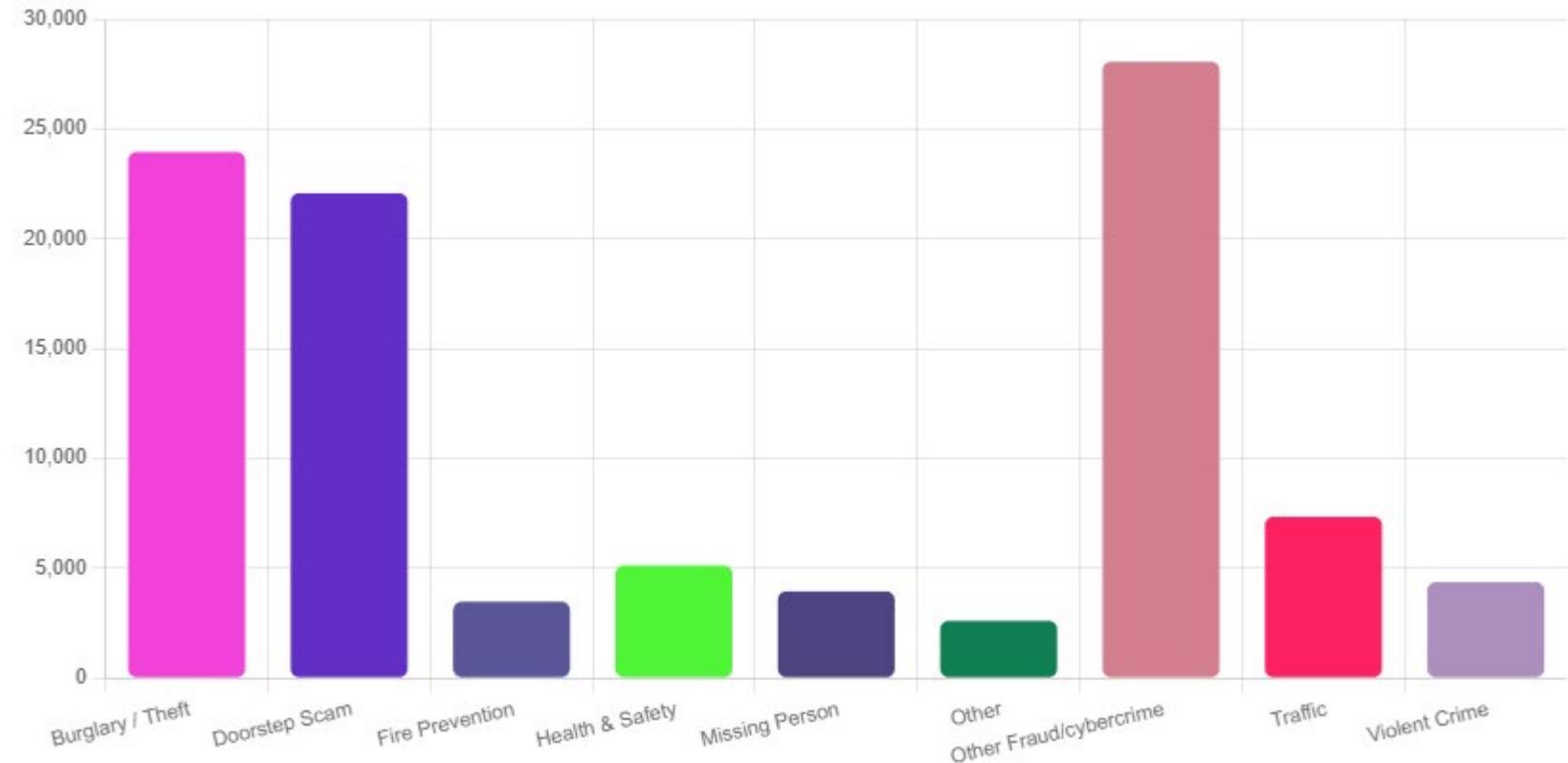




*Ooo, please tell us a little more..*

Your previous answer suggests that you may have an example of a message that has been really useful. These examples are really helpful in demonstrating that the effort spent to inform you about issues is worthwhile and does work. Please provide a little bit of information about a message you have found useful in the last year.

Thinking about a message that has helped you, please indicate which type of incident the message related to (select all that apply)



23963 Burglary / Theft

22084 Doorstep Scam

3483 Fire Prevention

5125 Health & Safety

3948 Missing Person

2604 Other

28077 Other Fraud/cybercrime

7348 Traffic

4369 Violent Crime



*Ooo, please tell us a little more..*

Your previous answer suggests that you may have an example of a message that has been really useful. These examples are really helpful in demonstrating that the effort spent to inform you about issues is worthwhile and does work. Please provide a little bit of information about a message you have found useful in the last year.

**Please add a little detail regarding how a message was of use to you**

Please enter your answer here

Data available as an anonymised CSV download



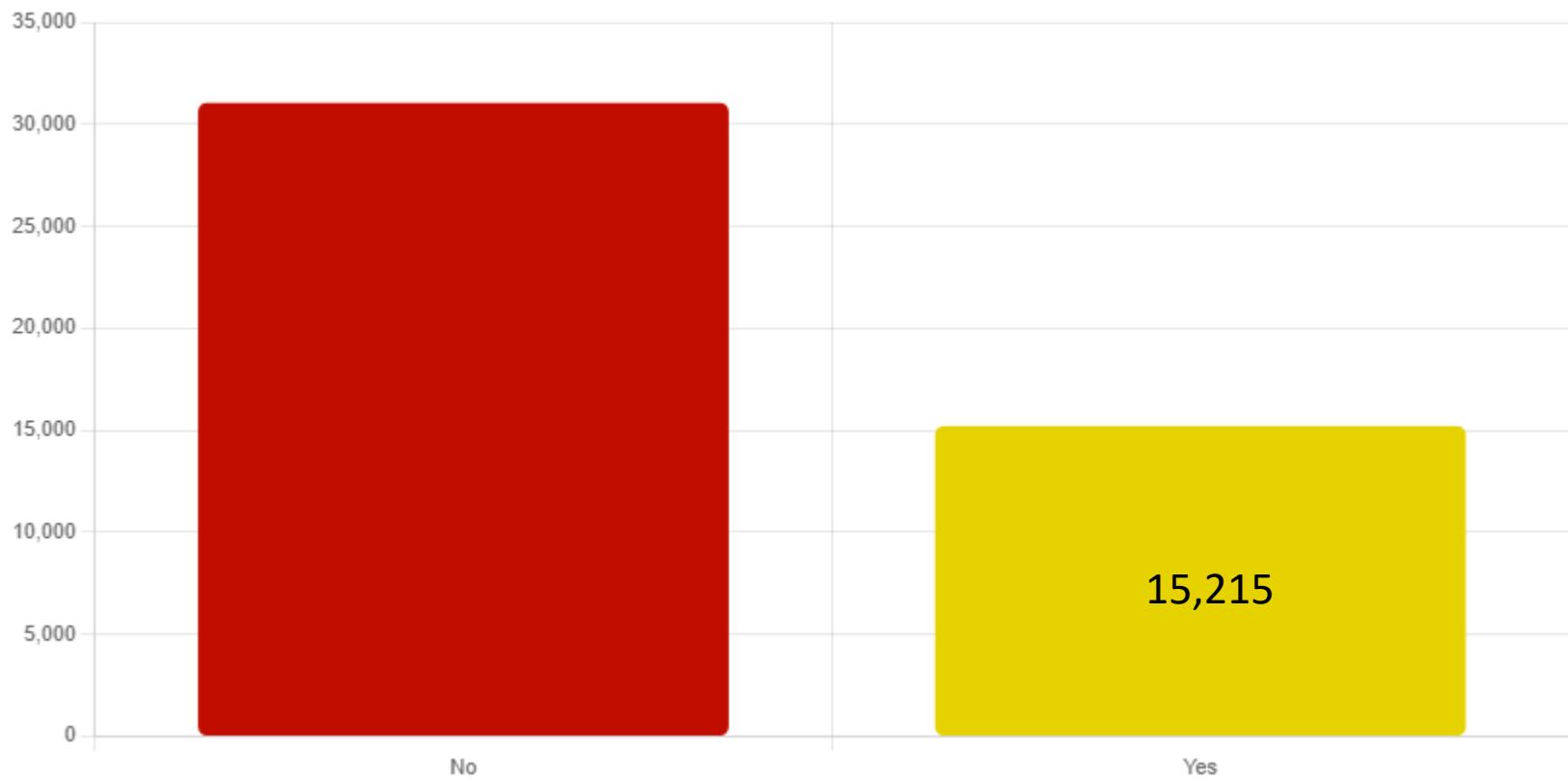
*Ooo, please tell us a little more..*

Your previous answer suggests that you may have an example of a message that has been really useful. These examples are really helpful in demonstrating that the effort spent to inform you about issues is worthwhile and does work. Please provide a little bit of information about a message you have found useful in the last year.

**Would it be OK if we contacted you to discuss your experience in more detail?**

Yes

No





## Your views about the current system

We need to know your views regarding the current Neighbourhood Alert system you are registered with, and if you are happy with the controls and security that the system offers.

### Your views regarding the control you have on who can see and communicate with you

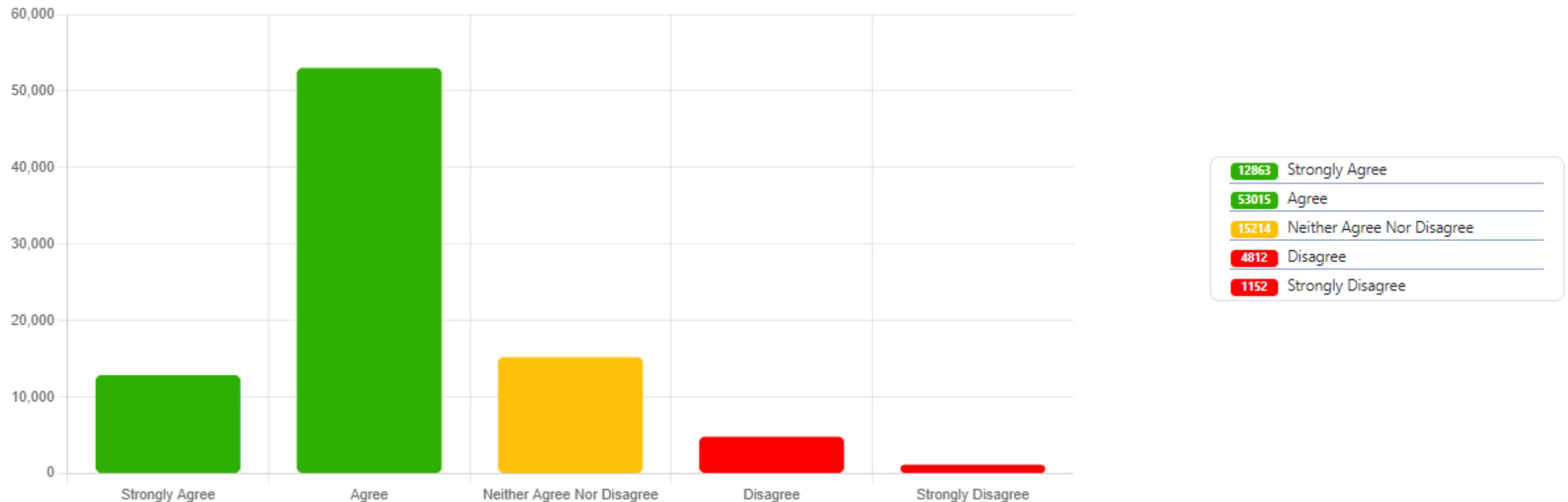
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I understand which organisation is sending me messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that I can use the bottom buttons to REPLY, RATE and SHARE messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand who can see my data and how to change my permissions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Your views about the current system

We need to know your views regarding the current Neighbourhood Alert system you are registered with, and if you are happy with the controls and security that the system offers.

### I understand which organisation is sending me messages

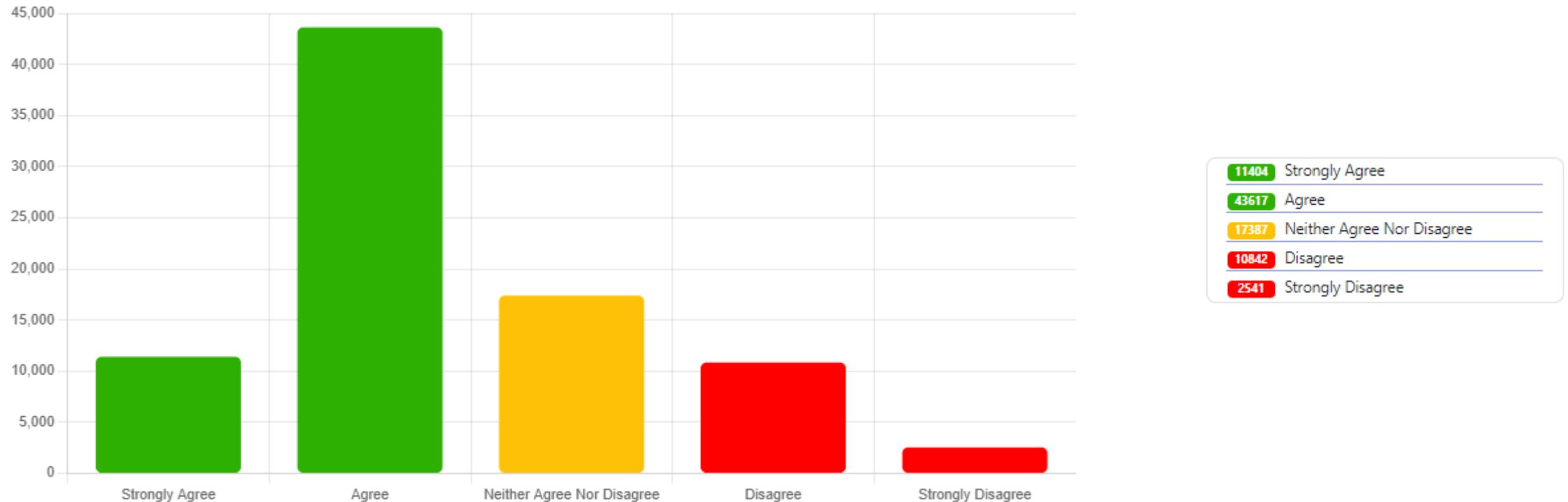




## Your views about the current system

We need to know your views regarding the current Neighbourhood Alert system you are registered with, and if you are happy with the controls and security that the system offers.

I know that I can use the bottom buttons to REPLY, RATE and SHARE messages

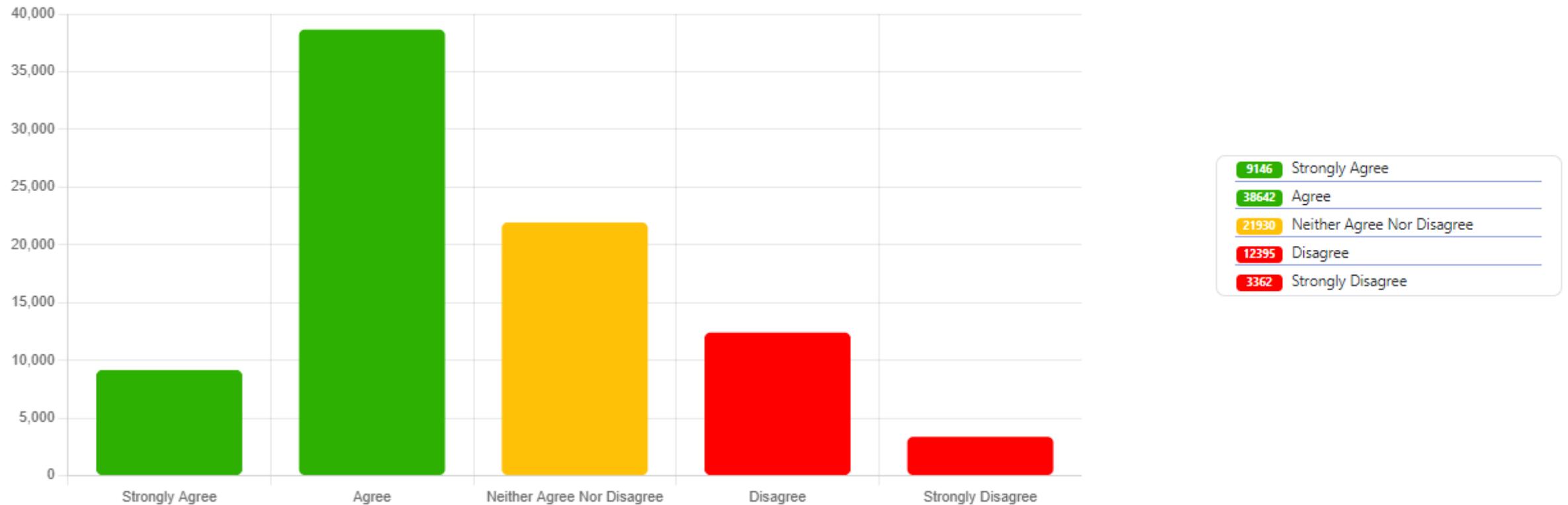




## Your views about the current system

We need to know your views regarding the current Neighbourhood Alert system you are registered with, and if you are happy with the controls and security that the system offers.

### I understand who can see my data and how to change my permissions





## *Your views about the current system*

We need to know your views regarding the current Neighbourhood Alert system you are registered with, and if you are happy with the controls and security that the system offers.

If you have any further comments relating to the system or the usefulness or impact of messages please add them here and we will be sure to include them in the feedback reports. (Please keep these concise)

Please enter your answer here

Data available as an anonymised CSV download



## It's good to share



**Do you often pass on information contained in Alert messages to anyone else (by word of mouth, social media, pigeon or any other method), and if so, to how many people?**

No-one

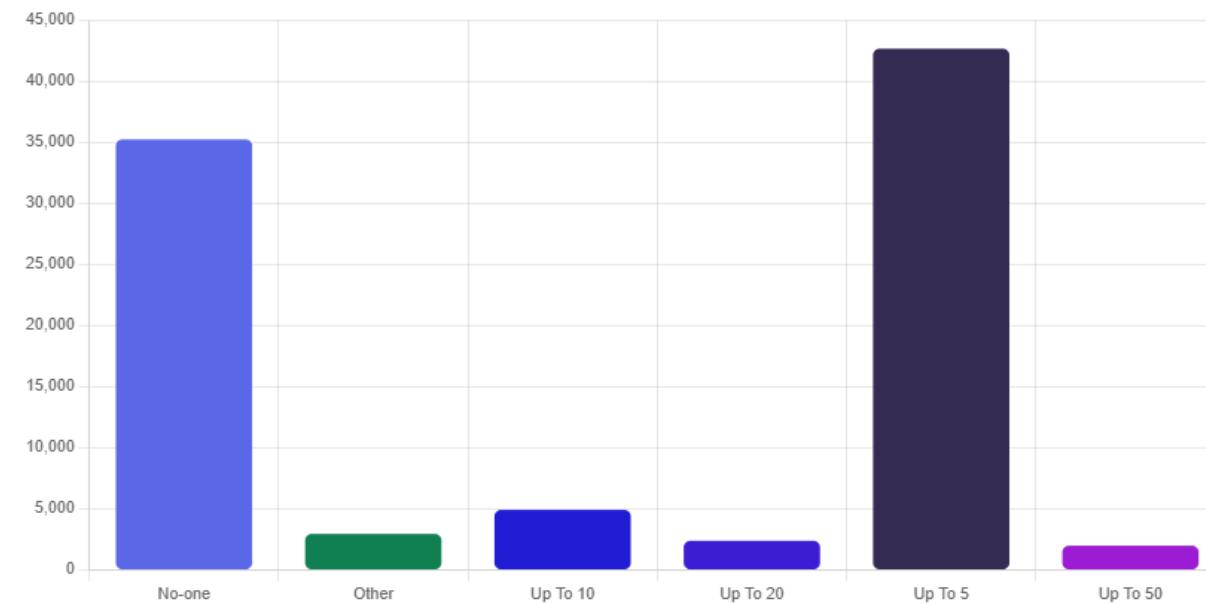
Up to 5

Up to 10

Up to 20

Up to 50

Other



Most messages sent by Alert can be shared on to your own social media channels and to your own email distribution lists held within the system. You do this by clicking the share button at the bottom of every Alert email.

We would like to know if you know about the share facility and if you do regularly forward messages by this and other methods to help get the information distributed.

670,677 Reach just from respondents

8,645,429 Reach from police system areas

**9,051,043** UK reach

Average **7.6** forwards per member



## Q14 Breakdown per active police system area

Do you often pass on information contained in Alert messages to anyone else (by word of mouth, social media, pigeon or any other method), and if so, to how many people?

Force Area	No one	Up to 5	Up to 10	Up to 20	Up to 50	Other	Average forwards per person	Total responses	Total "other" described forwards	Total reach via survey respondents	Total (estimated) force area reach
Bedfordshire	562	551	60	27	27	46	7.7	1273	5562	9758	172,320
Cambridgeshire	720	832	80	52	44	51	4.7	1779	1874	8434	106,875
Cheshire	829	980	134	66	33	70	5.0	2112	3265	10633	146,570
Derbyshire	1077	1597	170	62	64	70	5.4	3040	4965	16265	200,970
Devon & Cornwall	1261	1525	209	90	89	123	8.4	3297	14764	27536	308,272
Dorset	726	893	95	35	37	46	7.2	1832	6856	13228	149,751
Durham	395	420	65	19	14	37	3.8	950	524	3588	48,436
Gloucestershire	700	916	107	88	64	61	6.8	1936	4731	13219	142,639
Gogledd Cymru - North Wales	409	631	71	24	29	39	12.0	1203	9792	14428	175,980
Greater Manchester	794	713	91	63	38	66	8.5	1765	8942	15050	142,976
Gwent	66	66	10	3	7	6	4.3	158	0	672	5,644
Hampshire	1709	2103	238	138	95	132	13.3	4415	42431	58755	579,800
Humberside	1128	1676	157	73	55	91	5.2	3180	5353	16681	294,445
Kent	710	936	121	78	65	77	9.6	1987	10594	19154	173,160
Lancashire	2623	3534	333	123	92	181	8.6	6886	37043	59491	968,706
Leicestershire	1348	1354	148	54	50	80	3.5	3034	1300	10764	197,148
Lincolnshire	530	585	61	40	28	38	8.5	1282	6306	10894	165,376
North Yorkshire	900	1406	136	68	68	95	8.1	2673	11154	21674	143,656
Northamptonshire	1049	1277	140	63	59	101	8.8	2689	14061	23657	339,372
Northumbria	830	734	105	28	30	53	5.8	1780	4852	10276	82,182
Nottinghamshire	983	1201	142	46	51	82	4.9	2505	3479	12195	206,295
Scotland	973	1646	164	89	85	116	10.9	3073	20929	33649	361,075
South Wales	670	454	55	23	25	79	11.0	1306	10768	14392	185,603
South Yorkshire	1417	1599	205	78	60	99	4.5	3458	3805	15489	169,528
Staffordshire	845	1256	153	50	39	92	14.6	2435	26952	35560	635,730
Surrey	495	538	77	87	67	54	9.6	1318	5804	12644	423,820
Sussex	1070	1101	146	105	84	87	6.0	2593	5022	15634	254,292
Thames Valley	2801	3317	386	208	146	223	8.1	7081	32174	57698	339,056
Warwickshire	290	361	46	12	20	29	5.9	758	1672	4476	254,292
West Mercia	1283	1587	139	71	56	126	6.6	3262	10664	21500	296,674
West Midlands	2946	3625	404	141	134	196	6.6	7446	23684	49032	296,674
West Yorkshire	1136	1328	158	82	59	80	8.4	2843	13587	23835	339,056
Wiltshire	553	584	79	36	22	53	7.8	1327	5992	10416	339,056



Question 14

Q14 If “Other” please describe who you forward messages to regularly

Note: All anonymised free text responses are available as a CSV file per force area



## Example of the value extraction from 721 free text responses

Force name	Description Given	Number extracted
Bedfordshire	1000+ social media followers	1000
Bedfordshire	Close family 2 - 3.	2
Bedfordshire	social media over 200 followers	200
Bedfordshire	Have over 100 social media contacts	100
Bedfordshire	4000 +	4000
Bedfordshire	Over 50, but, again this is just a paper exercise and few, if any in this, generally regarded, lawless town, take any heed of "Neighbourhood Watch"!	50
Bedfordshire	Approx 90	90
Bedfordshire	I have over 120 staff which I pass information on to or publish in our group chat/team notice boards	120
Cambridgeshire	14,500	14
Cambridgeshire	180-210	180
Cambridgeshire	More than 50	50
Cambridgeshire	Sometimes onto local groups which have more than 50 members.	50
Cambridgeshire	Up to 8, but only once in a while.	8
Cambridgeshire	I can report to over 200 families	200
Cambridgeshire	I would say not "often", but occasionally, up to 5	5
Cambridgeshire	68	68
Cambridgeshire	I may pass occasional messages onto my Neighbourhood Watch group (I am a coordinator of around 20 people). I don't want to inundate them with messages though, so I would only pass on warnings about criminal activity in the local area, or sometimes about staying safe online. I don't think people have time to read too many messages that are not relevant to our local area.	20
Cambridgeshire	If relevant to work colleagues (whether work or personally related information) I share it across the firm - 109 users	109
Cambridgeshire	100's on facebook	100
Cambridgeshire	Village group so over 1000 plus people	1000
Cambridgeshire	Over 50	50
Cambridgeshire	About 20 - 35 persons	20
Cheshire	1 or 2	1
Cheshire	Over 250 people	250
Cheshire	400+	400



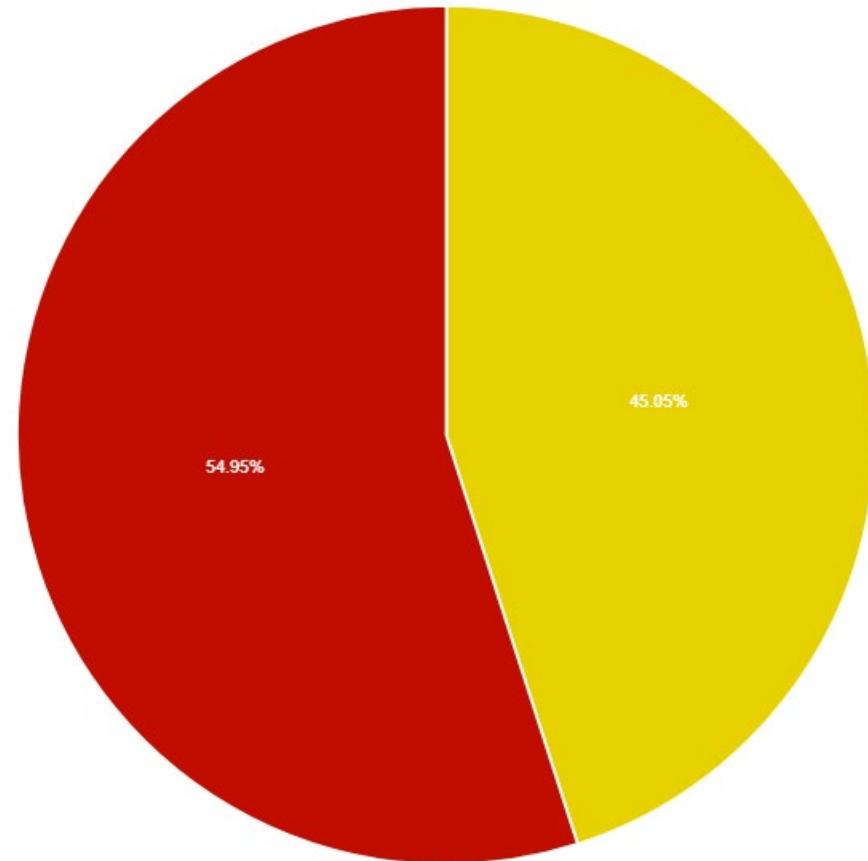
*It's good to share*



Would you be more likely to share relevant Alerts on your channels if you received them first before publication elsewhere?

Yes

No



39697 Yes  
48422 No

45% of respondents would be more likely to Share relevant Alerts if they received them Before publication elsewhere.

88,119 answered this question  
39,697 respondents said yes



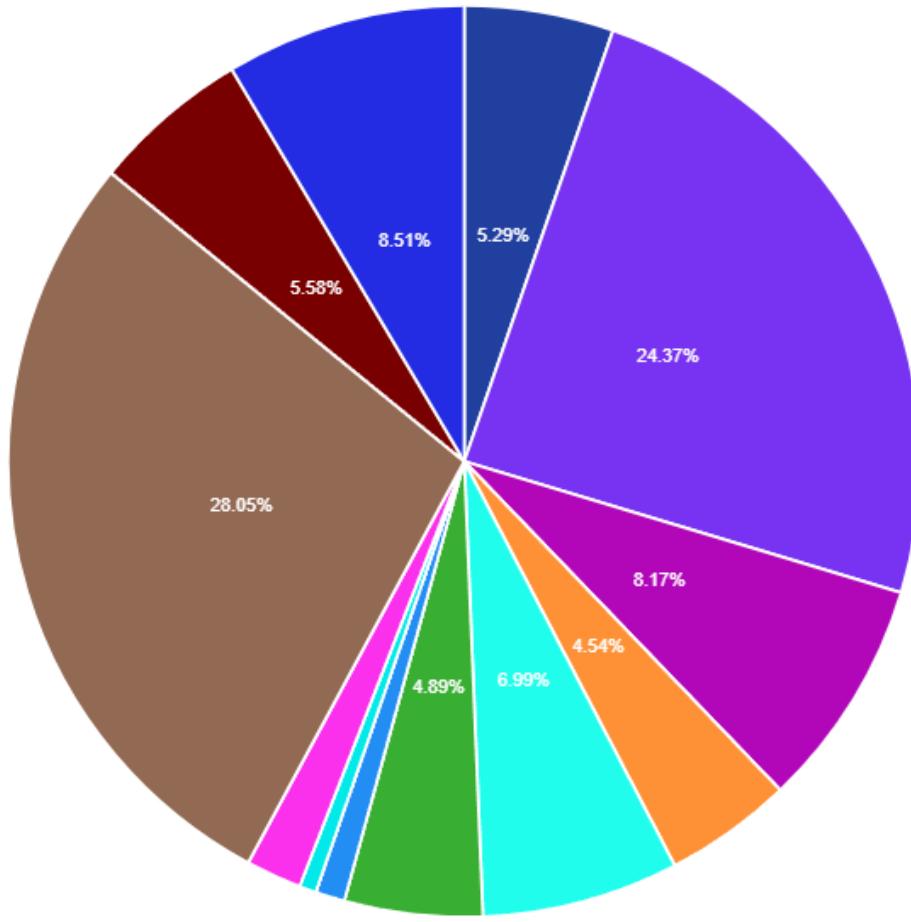


## **Please indicate which SOCIAL MEDIA channels you use regularly (at least once a week):**

<input type="checkbox"/> Facebook - Group Admin	<input type="checkbox"/> Facebook - User
<input type="checkbox"/> Instagram	<input type="checkbox"/> LinkedIn
<input type="checkbox"/> Nextdoor	<input type="checkbox"/> None
<input type="checkbox"/> Snapchat	<input type="checkbox"/> Telegram
<input type="checkbox"/> TikTok	<input type="checkbox"/> WhatsApp
<input type="checkbox"/> X (formerly Twitter)	<input type="checkbox"/> Youtube



Q15 Please indicate which SOCIAL MEDIA channels you use regularly (at least once a week)



- 28% WhatsApp
- 24% Facebook
- 8% YouTube
- 8% Instagram
- 7% Nextdoor
- 6% X (Twitter)
- 5% LinkedIn

9397	Facebook - Group Admin
43312	Facebook - User
14518	Instagram
8074	LinkedIn
12416	Nextdoor
8693	None
1847	Snapchat
1069	Telegram
3511	Tiktok
49865	Whatsapp
9915	X
15134	Youtube

# The POWER of Neighbourhood Alert over social media...

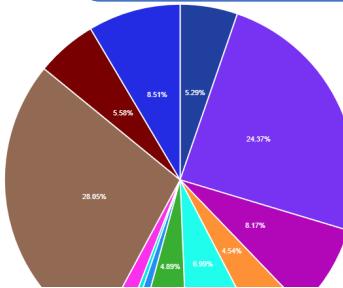
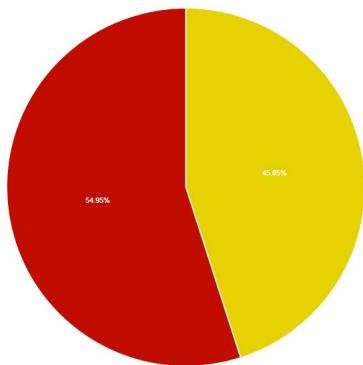
39,697 respondents would forward messages

147,497 use popular sharing channels

As of Chat GPTs last knowledge update in January 2022, the average number of Facebook friends or followers for a UK user was approximately 130 to 150 friends.

A.I. provides estimates of reach circa 2022

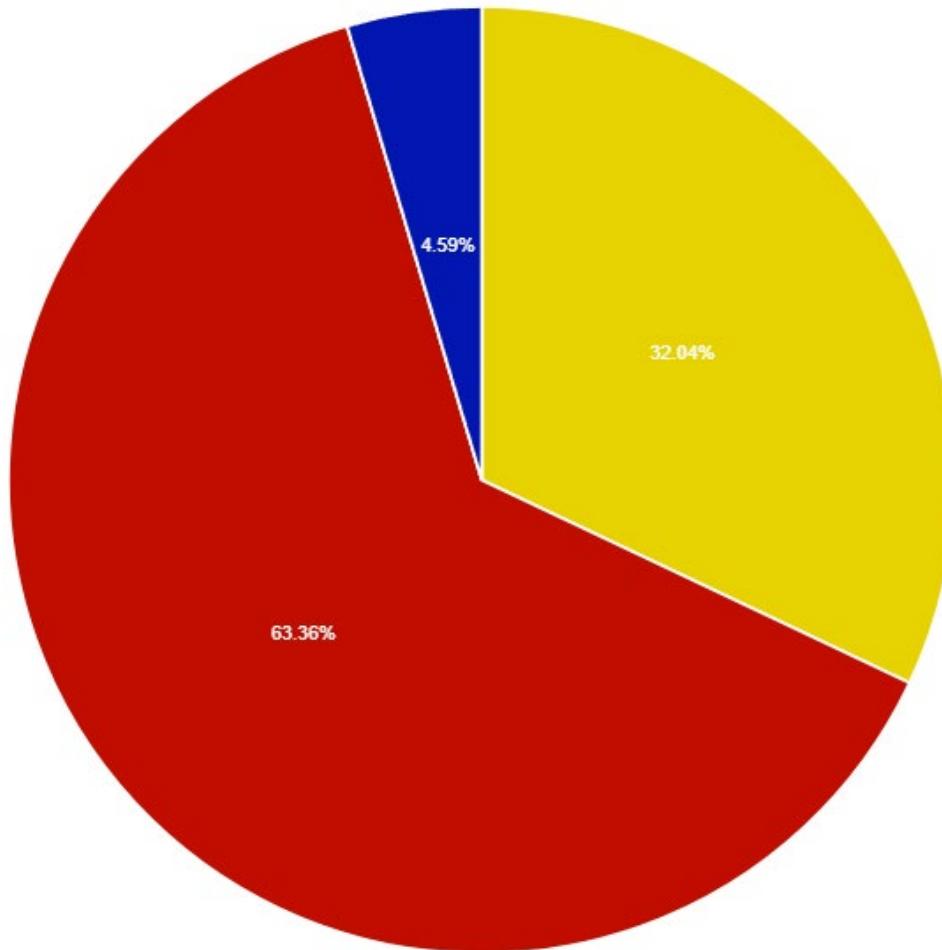
That's 45 Million people (most with notifications on)



9397	Facebook - Group Admin
43312	Facebook - User
14518	Instagram
8074	LinkedIn
12416	Nextdoor
8693	None
1847	Snapchat
1069	Telegram
3511	Tiktok
49865	WhatsApp
9915	X
15134	YouTube

Channel	Respondents	Est. reach	Reach if 45% forward
Facebook - Group Admin	9,397	8,000	33,829,200
Facebook - User	43,312	130	2,533,752
Instagram	14,518	100	653,310
LinkedIn	8,074	90	326,997
Nextdoor	12,416	180	1,005,696
WhatsApp	49,865	90	2,019,533
X (Twitter)	9,915	1,000	4,461,750
	<b>147,497</b>		<b>44,830,238</b>

## Do you currently follow your local police on social media



63% do not follow you

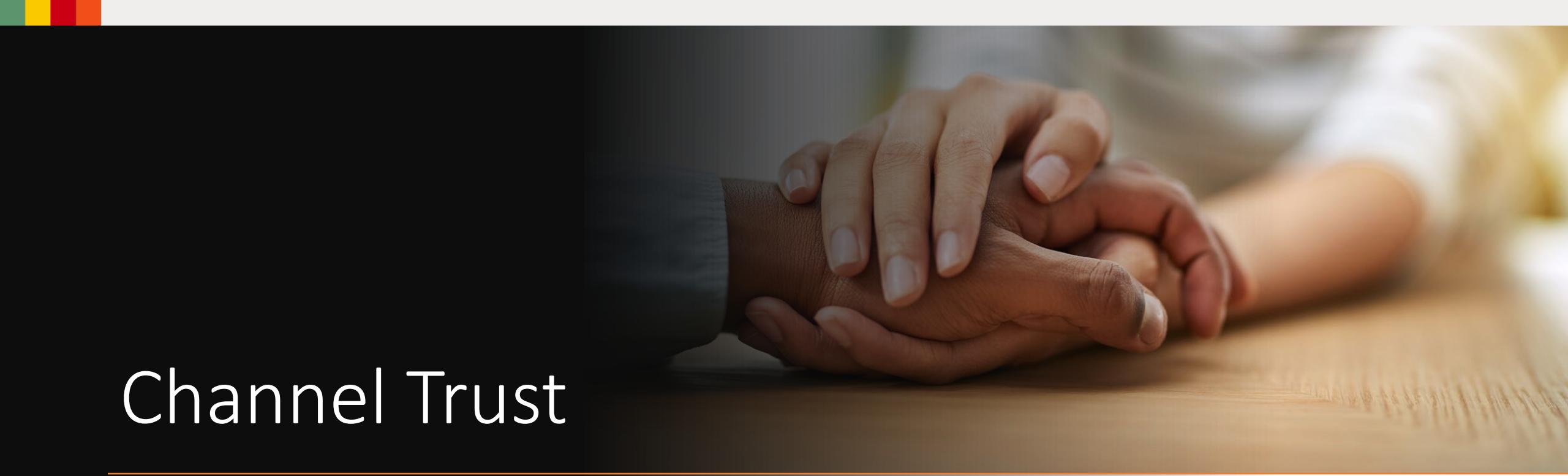
32% do

5% Don't know

28334	Yes
56025	No
4061	Don't Know

Channel	Respondents	Est. reach	Reach if 45% forward
Facebook - Group Admin	8,397	8,000	30,229,200
Facebook - User	16,012	130	936,702
Instagram	14,518	100	653,310
Linkedin	8,074	90	326,997
Nextdoor	12,416	180	1,005,696
Whatsapp	49,865	90	2,019,533
X (Twitter)	9,915	1,000	4,461,750
	119,197		<b>39,633,188</b>

Reducing the previous table by the respondents that follow local police (across FB & FB admins) still provides a social media reach of **39 Million**



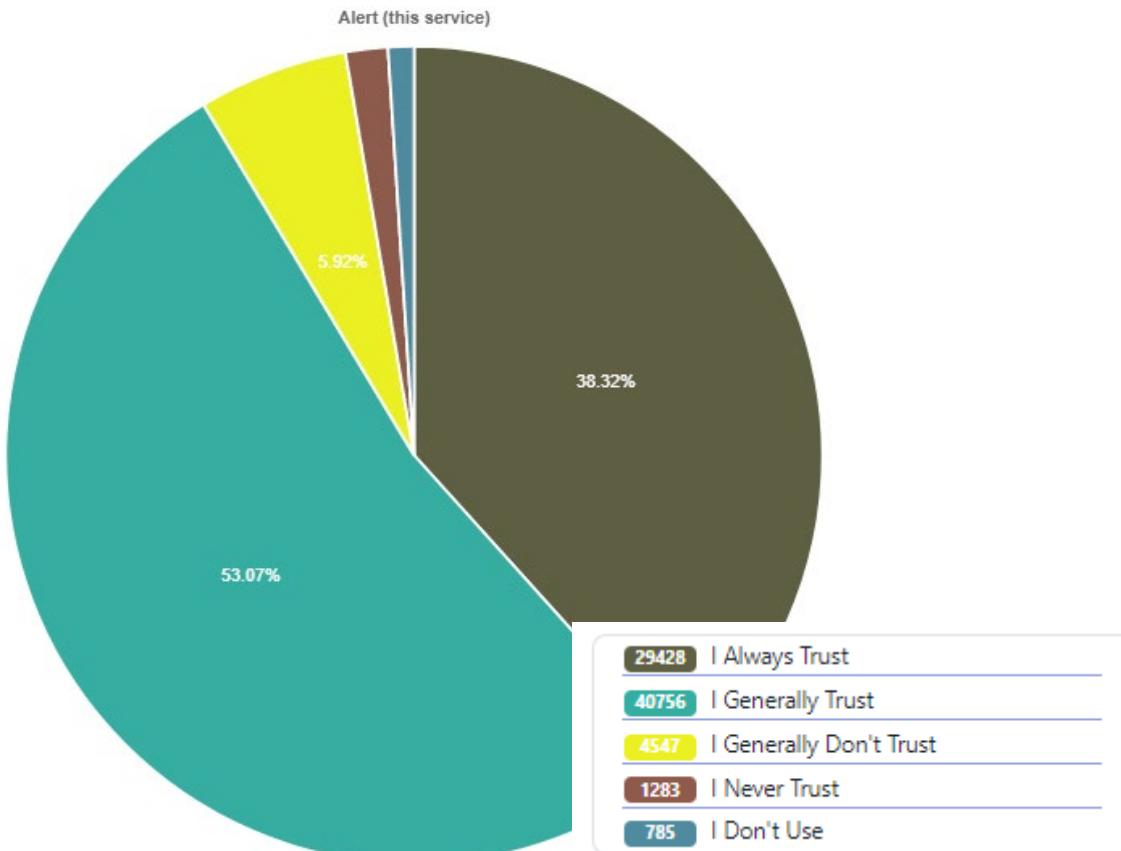
# Channel Trust

Which information sources do you trust? (Please indicate below how much you trust information you see/receive on the following channels)

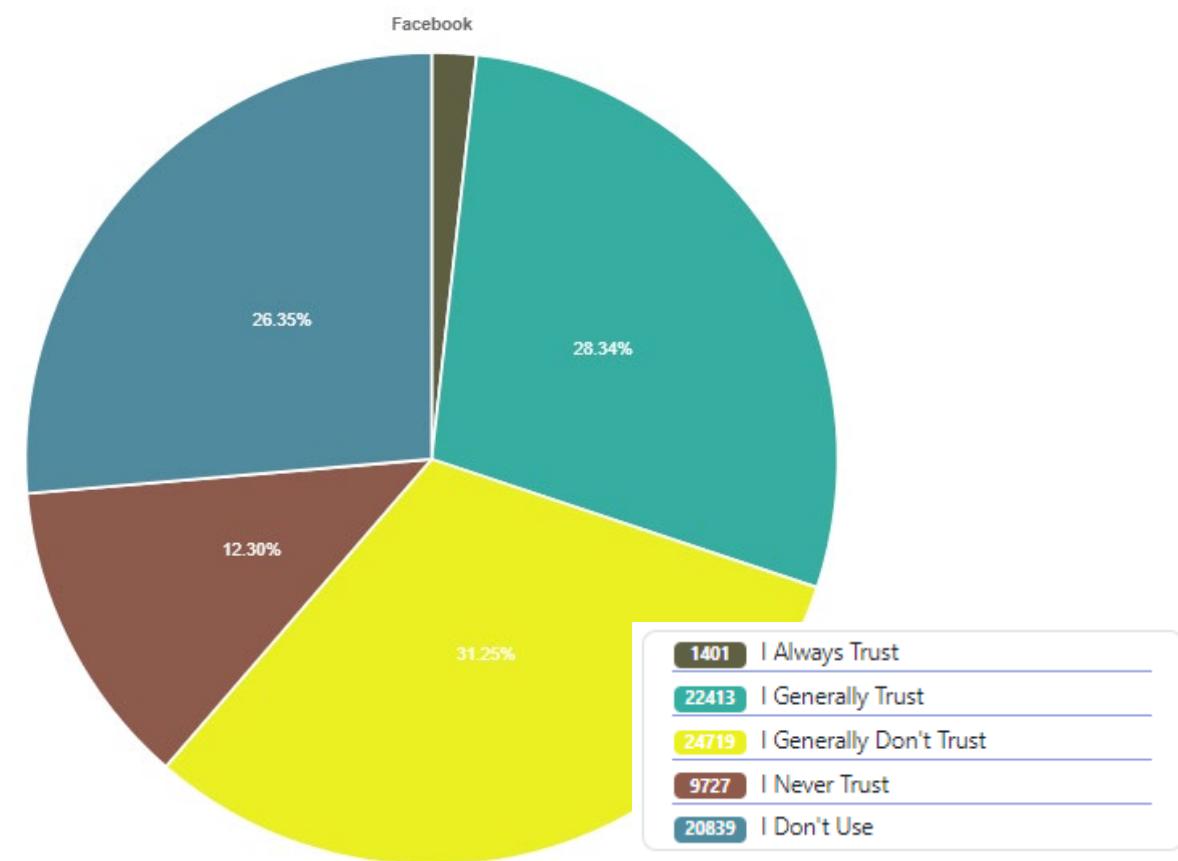
	I ALWAYS trust	I GENERALLY trust	I GENERALLY DON'T trust	I NEVER trust	I DONT USE
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
X (formerly Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Channel Trust

Which information sources do you trust?



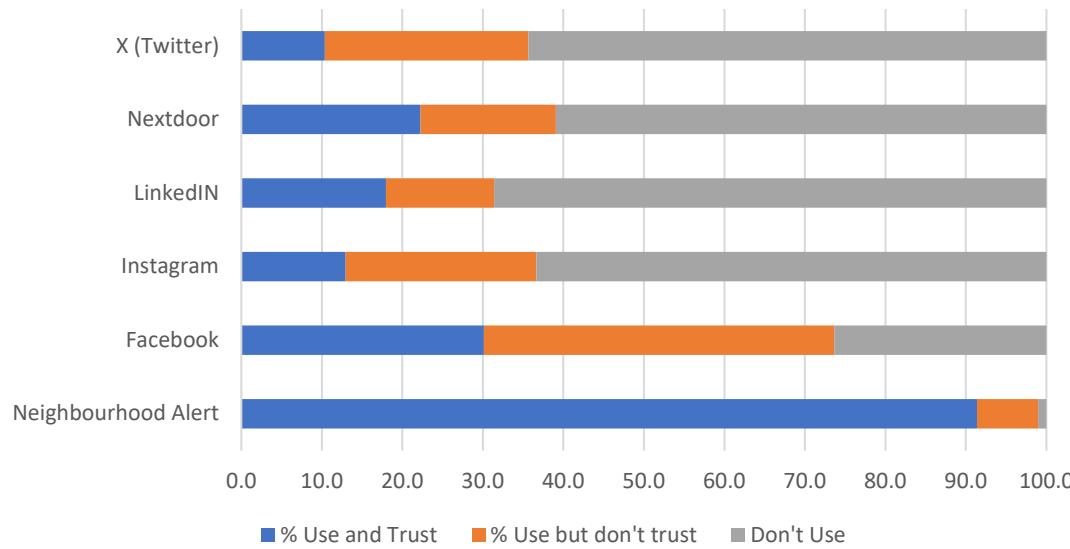
91% of respondents say they trust Alert



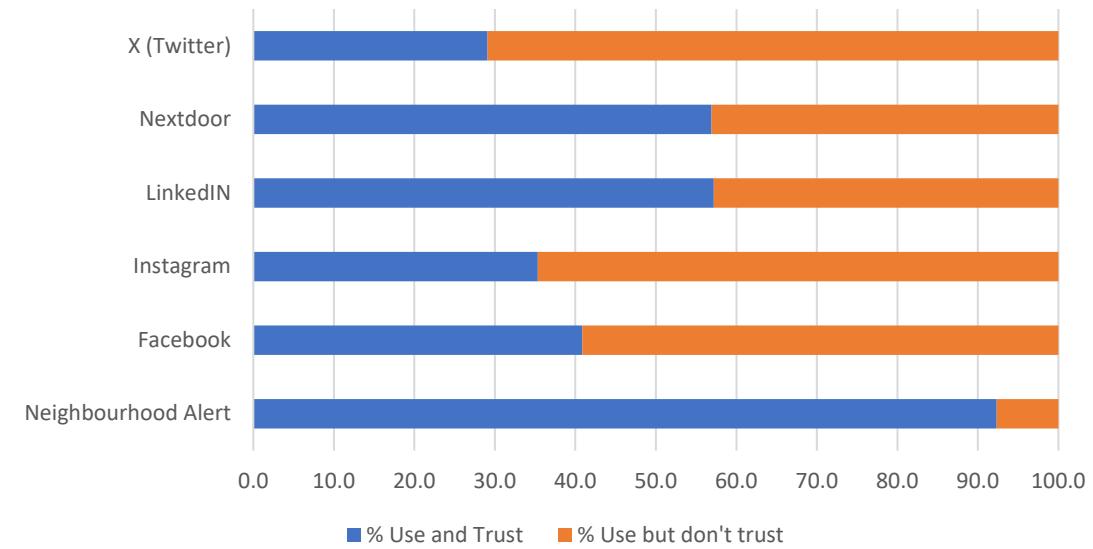
30% of respondents say they trust Facebook

# Channel Trust

Trust and avoidance of various channels



Channel trust of actual channel users



Comparing Alert user's use and/or trust of social media

Comparing trust levels of channels just by those that say they use them

Please feel free to add any further comments regarding police use of social media and which channels you trust regarding crime Safety and important information...



## Example of the 20243 free text entries (available as CSV download)

As I Don't use social media except WhatsApp, I Don't get alerts that way

I Don't trust the majority of social media

Some time ago there was a system in use by the Police that would call landline telephone numbers of residents who had registered with them and play a recorded message regarding anything that residents needed to be alerted to or find useful or informative. For a lot of people who Don't look at social media continuously or the elderly who Don't have or can't use computers or smart phones it was a good system.

Don't use any social media except facebook and then only rarely to view my daughters photos

I know it is not fashionable, but I Don't use social media for security, privacy and for time-saving reasons. Emails, text and telecoms are sufficient for me.

Since ID fraud I Don't use social media.

I Don't have the time to use social media, so this is no use to me. business people need short and relevant messages or they will not read them. WhatsApp messages could be useful as they are relevant to a group e.g farmers or shop keepers.

I want to see police in real life, providing the service the public employ them to do. I Don't want to know a pcso is in reeth for two hours on a Wednesday if I want a chat. I want you to answer my 101 call and respond when a group of teens are camping, destroying, shitting and doing drugs on my property. Digital awareness and engagement should be secondary imo. Get the basics right please.

I Don't share messages because most people I know are getting far too much stuff anyway.

Facebook is a useful tool but much of it cannot be relied on and it's open to abuse. The algorithms Don't always appear to enable relevant content to be shown.

You haven't mentioned email. i send round relevant material to those registered in my group via email. Our individual closes have whats app groupjs for their residents and I use this for my own group of owners. For shared messages, I always use email. i Don't trust social media and Don't use it at all, but I Don't actually have need of it - I can see that it has its uses though for scattered families, but not anything else. It has been spoiled by those who use it fraudulently and I personally would fibnd it far too intrusive and time consumiog.

I Don't use Facebook routinely as I am not a member but I do look at the "this is Broughton" pages on a regular basis

I Don't use social media so am unable to comment

I research so I Don't trust any info blindly but I have zero trust in media generally and check out what I see on social media

Social media's just there now to show us photos of recent arrests or pretty views or selfie opportunities. I'll be honest, I Don't look at it much now. Although I follow police, they don't show up in my news feed! Wombourne neighbourhood watch Facebook group I would never disclose my address. There is bullying in the group. More missing cats shared. Some things perhaps not relevant. There's probably the criminals in the Facebook group so I Don't want to comment now.

I Don't have any interaction with the police, except once a few years ago when the flats in my block were raided. I can't afford cctv or a ring door bell. I would love to have the latter. I do read the alerts, and if they were in an area of myself or friends/family I would definitely pass it on. So ty for the alerts

I Don't actually know if I get Alerts. I've just realised.

I Don't do Social Media

I do not use social media - I find it completely anti-social so Don't engage. I would prefer a website link on the Police website... It's always about somewhere else, self congratulatory in nature. I always share the missing person alerts. Nothing else relevant, they Don't know this place exists.

If the information is from the police on Facebook I trust it but if it's from the general public I Don't.

I Don't get alerts from police through social media and police posts Don't appear - only if I search, I follow too many people.

I Don't know how to follow police on social media. I Don't share on social media



The following two questions are about new and potential developments we are working on in conjunction with several police forces. We are only sharing limited information at this stage but it would be very helpful to know if you would embrace these features or not use them at all.

## Let the police know it's you calling them

We're considering a new system to help make police response to 101 and 999 calls more efficient. It involves using your caller ID to check if you have an account on Neighbourhood Alert, saving time and improving accuracy during calls. This would respect your data privacy and give you control over if and how your information is used. Your feedback on whether you'd support this innovation is valuable

**Would you OPT-IN to allow the police to use your caller ID or phone number to identify your household if you call them?**

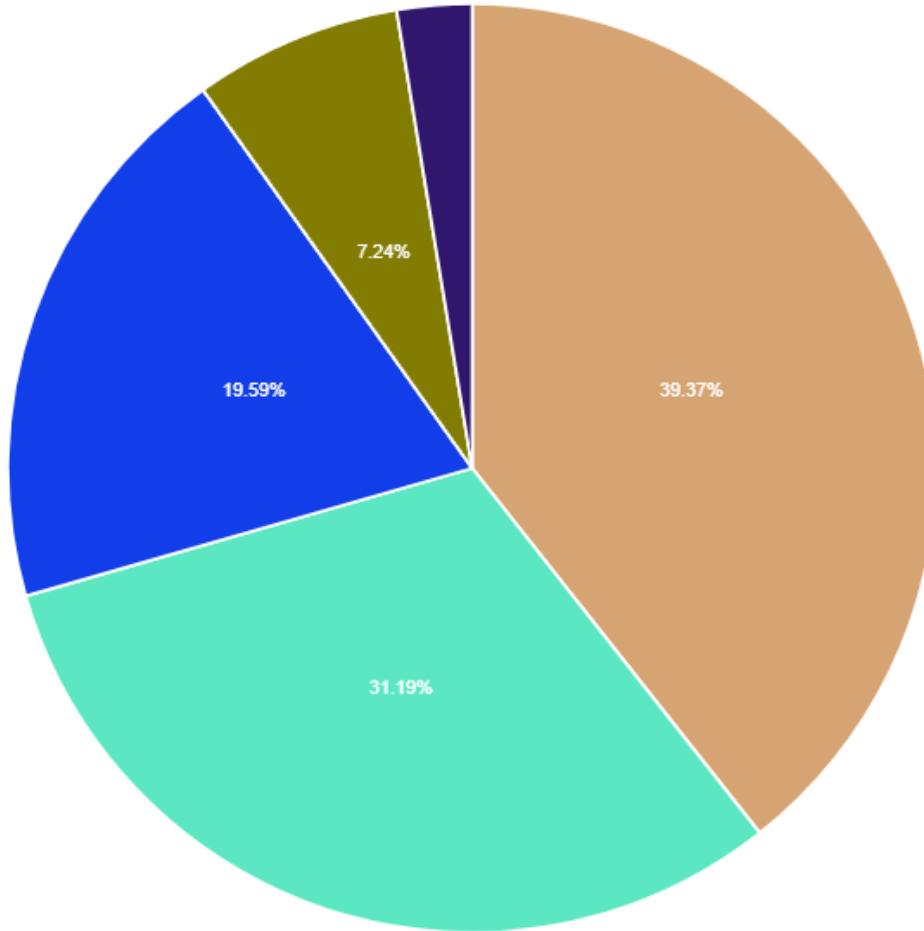
- Yes definitely
- Yes probably
- Maybe but I would need more convincing
- I don't think so
- Definitely not





The following two questions are about new and potential developments we are working on in conjunction with several police forces. We are only sharing limited information at this stage, but it would be very helpful to know if you would embrace these features or not use them at all.

## Would you OPT-IN to allow the police to use your caller ID or phone number to identify your household if you call them?



70% Opt-in  
20% Maybe  
10% No

33015	Yes Definitely
26156	Yes Probably
16431	Maybe But I Would Need More Convincing
6070	I Don't Think So
2184	Definitely Not

60k people, 2 calls a year, saving 3 mins on each  
Saves 6,000 hours (360k minutes)

**Could save 36,000 people 10 minutes off their 101-wait time?**



## Developing for the future

### Local Area Pages

We've created "local area pages" for a few police force areas. These pages can provide a wide range of ward based, locally relevant information are free to visit and automatically update from the existing data we hold.

eg: [Arlestone and College, West Mercia](#) (opens in a new tab)

#### Would a local page like this be of use to you?

- Yes I would find it very helpful
- I am not sure
- No, it is of no interest to me

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**Area Lookup.** Dynamic search integrates all postcodes, street names and areas to locate imported ward areas.

**Local area overview.** Search engine friendly local text about the area. Easy to update by any authorised admin.

#### Neighbourhood Team

Automatically populated from the Team settings within the admin area including who not to show.

#### Incoming channel team email

Module option enables registered users to contact the local team via a parsed, audited, time monitored ticketing system

**Local area priorities and updates** (Inspector prompted to keep this updated monthly)

**Issue Word Cloud:** Live, sanitised word cloud reflecting what the local community is currently saying about the area. Includes a prompt to "have your say" which encourages registration, participation and dynamically updates the cloud with provisions to prevent over-representation.

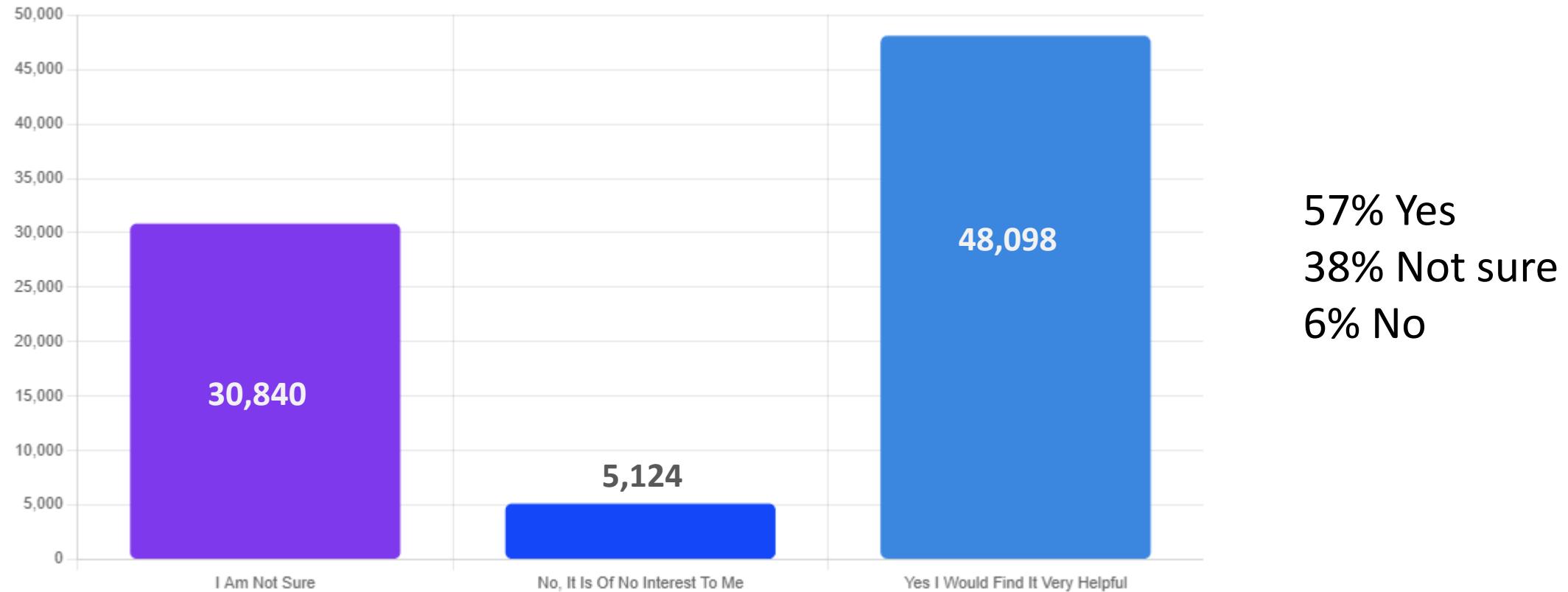
**Local Alerts:** Live, recent Neighbourhood Alert messages that have been sent out to residents in this particular ward area. Relevant messages that (hopefully) demonstrate the issues being addressed and also help with search engine relevance regarding very recent issues.

<https://www.neighbourhoodmatters.co.uk/Content/LocalArea/58908/Arlestone%20and%20College>



The following two questions are about new and potential developments we are working on in conjunction with several police forces. We are only sharing limited information at this stage, but it would be very helpful to know if you would embrace these features or not use them at all.

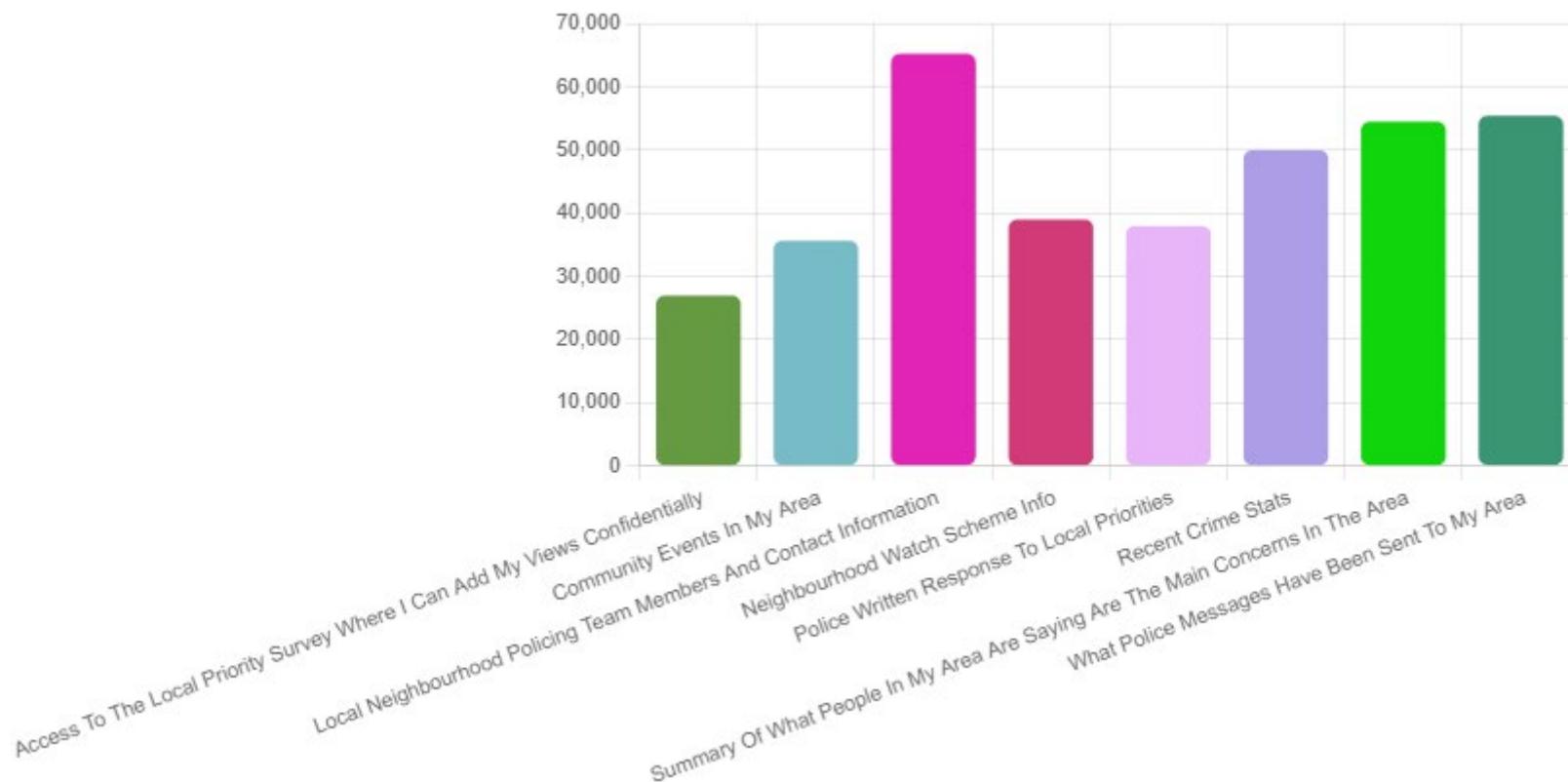
## Would a local page like this be of use to you?





The following two questions are about new and potential developments we are working on in conjunction with several police forces. We are only sharing limited information at this stage, but it would be very helpful to know if you would embrace these features or not use them at all.

## What specific information would you find valuable to have on these pages for your area?



**26975**

Access To The Local Priority Survey Where I Can Add My Views Confidentially

**35650** Community Events In My Area

**65259**

Local Neighbourhood Policing Team Members And Contact Information

**39012** Neighbourhood Watch Scheme Info

**37974**

Police Written Response To Local Priorities

**49990** Recent Crime Stats

**54501**

Summary Of What People In My Area Are Saying Are The Main Concerns In The Area

**55452**

What Police Messages Have Been Sent To My Area

# Further Information

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07771 557788 (Mobile)

[www.NeighbourhoodAlert.co.uk](http://www.NeighbourhoodAlert.co.uk)

[/// police.broad.tigers](http://///police.broad.tigers)

Schedule a meeting with me: <https://calendly.com/visavmike>

