

Intensive Support Package

Effective Community Engagement: Increased Legitimacy

Over the past 10 years we have worked with over 30 police forces to help them integrate and operationalise their version of Neighbourhood Alert (Alert). To do this successfully and consistently can be a challenge for force communications teams and project leads as they often have so many other jobs to cover.

A decade of evidence shows that overcoming I.T., organisational and comprehension obstacles that hinder operational police in their adoption of yet another system, is vital. This new package is designed to accelerate and re-invigorate the adoption of the Alert community engagement tools across Neighbourhood and Community policing teams, with a month of intensive support.

With the backing of a senior officer, you will see more of your staff making the most out of the system and more of the community signed up to receive messages. Policing team structures will be established, and a baseline public survey conducted to measure success. Community group set-up will be realigned to reflect your current focus and strategy.

An emphasis on establishing both an active and representative connection with active citizens will provide a return on your investment in both increased value and demonstrable strides towards HMIC legitimacy targets



Image: PCSO training session in progress, Grimsby, March 2018

Intensive Support Package Defined:

Training and contact days:

- Five initial on-site group training days (usually 2-3 sessions per day) on Rapport allowing for force-wide training at multiple locations if required.
- Assurance that your officers can use the system and feel

comfortable with common questions faced during the process of registering a member of the public

- Ensure that each officer understands and can use each method of sending messages and dealing with replies
- Identify and resolve any internal I.T. issues
- Spend a day out in the field with officers, make sure they use the system appropriately and in accordance with your corporate guidelines
- Identify appropriate users to take on “colleague support” and local group administration
- Report training attendance and participation per session



Image: “Let’s Talk” internal launch event, Hampshire & Isle of Wight, February 2024.

“The benefits of face-to-face training in respect of Let’s Talk are evident at every level. At a leadership level it gives the opportunity to fully understand the functionality and how it can be used effectively and to consider how this fits into our current performance framework in terms of delivery. Having a demonstration which is interactive brings the system to life.

Having Mike to walk with officers (literally) and talk them through the human element of delivery is vital – not all officers are confident in engaging in this way and starting conversations on the doorstep. The speed at which their confidence grows is phenomenal, allowing cascade learning from the early adopters.”

**Acting Asst. Chief Constable Clare Jenkins,
Hampshire & Isle of Wight Constabulary
“Let’s Talk” force wide launch, February 2024**

Best practice:

- Link all appropriate Alert user accounts to designated social media accounts, removing the need for double keying*
- Set up the groups tailored to the needs of the area you police
- Set up the police beat team structure within the system to work effectively and efficiently

Force website integration:

- Liaise with force Web Masters to provide localised Alert feeds directly to force website ward/beat pages*. Increase web traffic and local interest in each page: <https://www.humberside.police.uk/teams/dale>
- Provide a sign-up widget for addition to the force website*

Making the best of data overlays:

- Using the Origins or Acorn data licenses, we will show you how to engage with representative communities and hard to reach groups using the built-in tools*

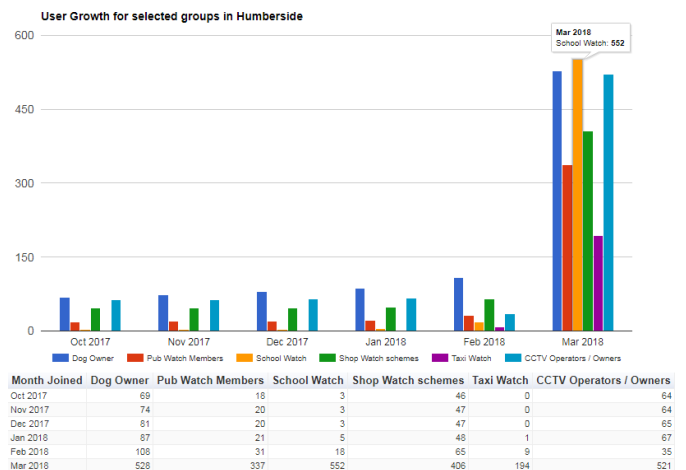
On-site attendance during promotion days:

- Provide assistance with effective approach to the public
- Support in answering common questions
- IT equipment evaluation and practical demonstrations

Follow up support and analysis:

- Close observation of all messages sent during care period & provision of individual feedback and guidance for each user
- Daily growth reports identifying success and growth gaps
- Press release support highlighting growth success stories
- Analysis of Community Group growth
- Pre and Post evaluation of impact (* = Where required)

Impact Example on Humberside Community Groups



Graph: Highlighting the increase in key group membership in Humberside

Cost

£8,000 +VAT

Additional training days are available if required, priced according to requirements. Accommodation costs will be charged at a maximum of £80 per night where distance to the training location exceeds 50 miles from NG5 2GA.