



NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 57

Date: 1st July 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](#)

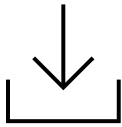
Welcome to the latest Dev Board update bulletin. It's been another busy couple of weeks in the business! This update will be focusing on some interesting referral statistics as well as an update relating to our survey template and Twitter account.

Mike

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CSV Survey Download:



A limited number of administrators have access to a CSV download of user data, after discussions with Data Analysts, particularly in Leicestershire we have increased the fields that this CSV includes. Downloading data is a sensitive issue due to GDPR restrictions but can be done at any time for analytical purposes.

The survey CSV download now includes Origins and Mosaic codes (where applicable) and neighbourhood and ward name. We have also added the source of the survey (Facebook, Alert, Rapport etc) to help identify the impact of your various promotion activity.

Analytics:



You may not be aware just how many Alert recipients receive Alerts by email and then share them onto their own channels, particularly Facebook. We have been looking at Analytics to plot the growth of this additional message propagation:

The Alerts sent in June were viewed online an additional **150,253** times. 82,000 of these web views came from Facebook, Google, Twitter and since the 17th June, in Your Area (see graph below).

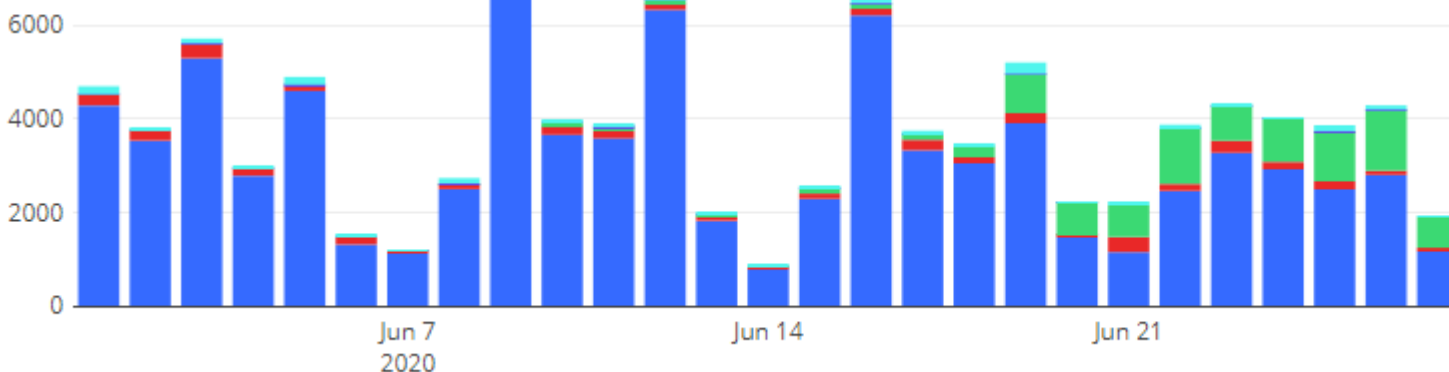
It is great to see that our new relationship with InYourArea is already delivering some great results, as described later, despite only going live a couple of weeks ago.

Of the 82,000 referrals from the social media channels, 83% were new users i.e. they had never viewed an Alert as a web view from the same device previously.

Fig 1: Source of web Alert message views in June 2020

Referrals grouped by site


Number of referrals to viewing Alerts across all Alert websites. Dates based on the day that each Alert was sent, not the date viewed.
Excludes "Other".



Most Propagated Message of The Month

Congratulations to **Louise Ross from Bedfordshire Police** for sending the Alert that received the most web-views in June with 4,717 additional views, and that message was sent before InYourArea was made live! You can view Louise's message [here](#).

Fig2: Screenshot of the source of additional Alert message views from different sources



Web traffic

| Site displayed on | Google | Other | Twitter | Facebook | InYourArea |
|-----------------------------------|----------|---------------------------|----------|-------------|-------------|
| bedfordnhw.ourwatch.org.uk | 0 | 11 | 0 | 0 | 0 |
| neighbourhoodalert.co.uk | 0 | 2 | 0 | 0 | 0 |
| www.bedsalert.co.uk | 0 | 90 | 0 | 1 | 0 |
| www.bedsfirealert.co.uk | 0 | 12 | 0 | 0 | 0 |
| www.centralbedsnhw.co.uk | 0 | 4 | 0 | 0 | 0 |
| www.neighbourhoodalert.co.uk | 4 | 1051 | 3 | 3531 | 0 |
| www.neighbourhoodwatchluton.co.uk | 0 | 4 | 0 | 0 | 0 |
| www.ruralalert.co.uk | 0 | 4 | 0 | 0 | 0 |
| Totals : | 4 | 1178 | 3 | 3532 | 0 |
| | | Total website hits | | | 4717 |

These stats highlight the power of Alert as a social media springboard. It is clearly an effective approach to encourage your Neighbourhood Teams to target the recruitment of social media influencers for registration and to ask recipients to share messages on their own channels where appropriate.

Updated Survey Template:

Our Enhanced survey clients will be aware that we have made some improvements to the survey process.

If a user clicks the “Go Ahead” option on the survey home screen, a slicker process will now match their details if they have an existing account, in which case a direct link to the survey will be emailed to them. If it is a new user and they “continue without registering”, they are now given the opportunity to register at the end of the survey.

Fig 3 Extra chance to register at the end of a survey

Stay In Touch

Your answers have been saved, we value your opinions but at the moment we will not be able to keep you in touch with any updates regarding these and other issues. Please consider registering for a free, secure account which will let us keep you in touch. You can unsubscribe at any time. To proceed, please complete the form below.


First name

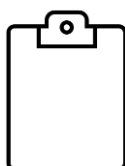
Surname

Postcode

Email address

I've read, and agree to, the [terms and conditions](#)

I'm not a robot 



New In Your Area Statistics:



The benefits of our new partnership with [InYourArea](#) continue to be demonstrated with a large spike in referrals to the main Neighbourhood Alert site.

There has been an average of 240 referrals per day over the past 10 days (see graph below). We have also identified an increase in registrations from the traffic directed to the Alerts from this latest partner.

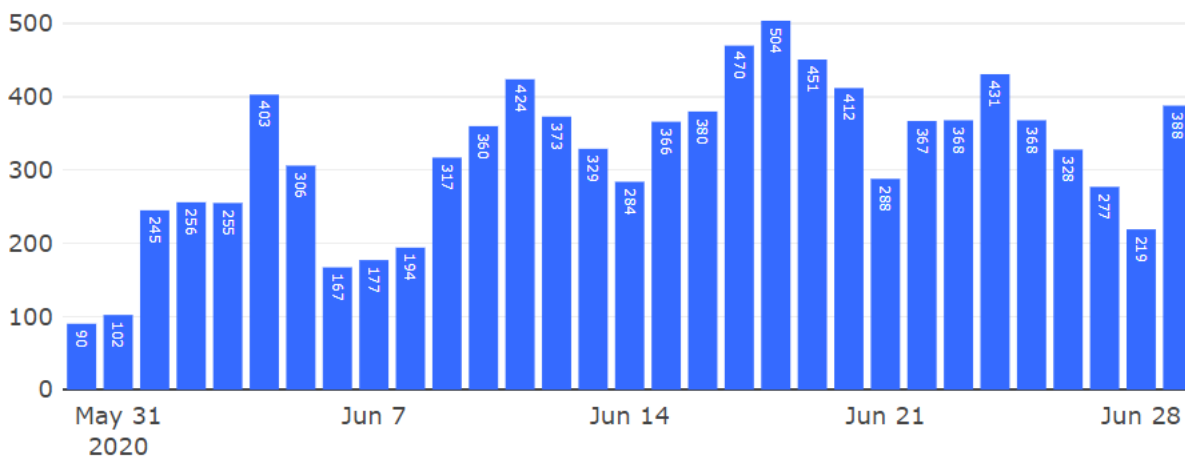
The point, as ever with *InYourArea* now propagating messages to a whole new audience is to remind your message senders to keep messages timely, relevant to an area or group and to respond to the occasional replies promptly.

New Registrations

I also want to take the opportunity to share with you the overall number of new Alert registrations over the past month, which has also shown a very positive increase. A total of **9,899 new user** registrations have been made in the 31 days to 29th June, representing an average of 319 new users per day! The total number of UK Alert users now stands at over 830,000.

Neighbourhood Alert: Number of registrations per day

Number of registrations per day for the last month (not including today)



Twitter Account Update:



After a frustrating few months Twitter have finally granted us a new developer account which will enable us to start sharing Alerts via the Twitter platform again. There is a significant amount of work to do to get this up and running within the new constraints so are looking to build the new process into V4 rather than retrospectively update V3. The new V4 infrastructure and interface enables us to integrate social media posting to Facebook, Twitter and several other channels and the system trials are incredibly exciting as we forge

ahead with the new system. If you have an urgent need to Tweet messages as you create Alerts in V3, please feedback via feedback@neighbourhoodalert.co.uk and let us know.

Police Approval of Neighbourhood Watch Coordinators:

Thank you to Carole Woodall from Derbyshire Constabulary for requesting a change to the wording for the process of approving Neighbourhood Watch coordinators. Carole has requested that the term “police approved” be changed to “police confirmed” within the Alert system to eradicate any potential confusion with official police vetting etc. We will make this wording change over the next couple of weeks, I just wanted to notify you of the pending change first.

Derbyshire have introduced an internal process so all front line officers are aware of the implications and parameters regarding confirming a Coordinator and I am sure Carole.Woodall.5192@Derbyshire.PNN.Police.UK will be happy to share this best practice with you if it is of interest.

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

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