



Transforming Community Engagement

The 21st Century solution for

- Police
- PCCs
- Fire & Rescue Services
- Community Safety Partnerships
- Resilience Forums
- Local Authorities



Cut costs by pooling resources, sharing administration, empowering volunteers & working in partnership



Effortless **two-way messaging** by email, text, voice, web & social media accessible to the whole community



Survey & Improve satisfaction by working efficiently, monitoring performance and delivering a consistent, relevant message



Manage, engage, warn & inform by geographic location, current location, key individuals, watch schemes, interest, vulnerable group & demographic profile



Low cost organisation-wide licence provides access to a rapidly growing database of thousands of users & state of the art tools



Extensive **management information** provides an accurate picture of growth, ROI, database quality, feedback & satisfaction



The Neighbourhood Alert Network

is a "Secured by Design" accredited online database and two way communication system which enables domestic and business communities to engage with Police, Public sector and Neighbourhood Watch administrators.



Neighbourhood Alert is a **VISAV** product



Tel: 0115 9245517

NEIGHBOURHOOD ALERT

Neighbourhood Alert - Real time, two-way sharing of local information to help enhance the citizen's perception of a local area, the public sector services they use, and to improve quality of life.



visit www.neighbourhoodalert.co.uk for more information

Public Sector benefits

Neighbourhood Alerts provide instant, interactive engagement with your public, facilitating a genuine partnership approach to local issues, whilst saving money and clearly measuring ROI and the impact of your initiatives.

How does it work for you?

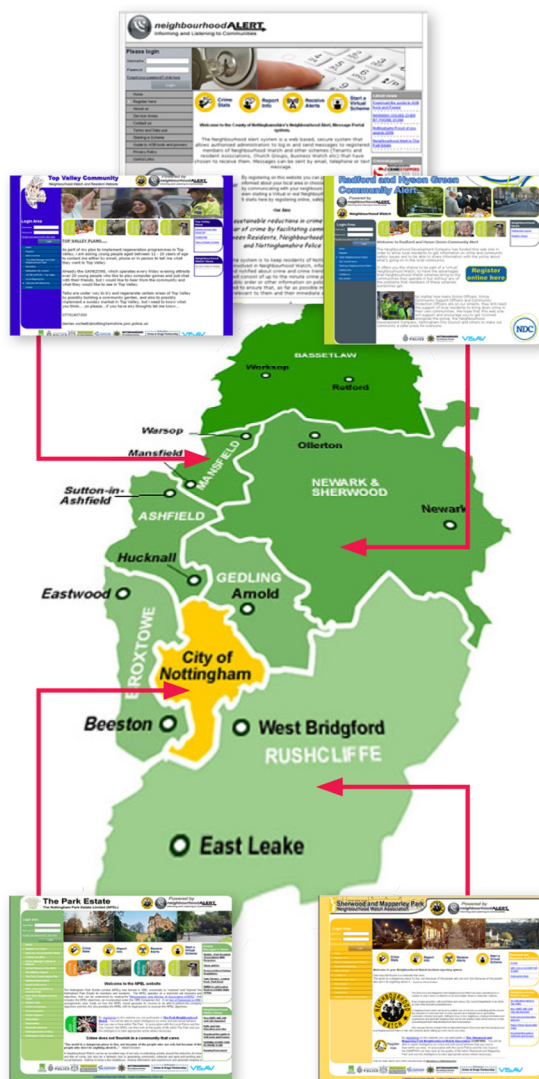
With intuitive, automated administration and management, through the use of locally branded portals you are able to send and receive instant messages with control and confidence.

Through drawing areas on an interactive map and selecting target audiences by demographics, the user can send messages easily.

Interactive mapping shows subscribers residence, providing reassurance that the target audience is being penetrated.

Text, voice e-mail and push notification messages can be sent through desk top computers or mobile devices.

Social Media sites are automatically fed and a reach report is produced showing the journey of the message versus cost.



Community benefits

Neighbourhood Alert provides an instant and interactive feed of relevant local information to a level specified by the citizen. By selecting the engagement method they prefer, they receive information about the local issues they care about.

How does it work for them?

Through simple registration on locally branded portals, the user can customise the types of messages they receive and how they wish to receive them.

The user can select text, voice, e-mail and push notification messages to receive information.

Messages can be sent back in to the public sector by users through their chosen engagement method.

For vulnerable members of society and hard to reach groups, face to face engagement and subsequent voice messages can be used to ensure the whole community is engaged.

1. Burglary hotspot area identified 2. Targeted distribution of messages through Neighbourhood Alert

Operational Police Staff

Message



Instant messages

Corporate Communications

Monitor



Instant messages



Measure your success

Messages sent out via an Automated E-mail and SMS campaign to 124 people, total cost £1.35. An instant report measuring ROI in Neighbourhood alerts shows 5 recipients re-tweeted to a further 941 people, Total exposure 1065 people, Total cost per person = £0.0013

Signed up to email/text Alerts
Signed up to voice Alerts