

NEIGHBOURHOOD ALERT PEER REVIEW SERVICE



VALUE AND OUTCOMES

Improve Trust and Legitimacy

- Evidences fairness, respect, and responsiveness to community concerns.
- Uses verified engagement and sentiment data to show real-world impact.
- Strengthens PCC and public accountability.

Enhance Productivity and Efficiency

- Identifies duplication and gaps in system use across departments.
- Aligns digital engagement with transformation and performance objectives.
- Demonstrates measurable ROI from the existing Alert licence.

Data-Led Decision Making

- Delivers interactive dashboards combining community sentiment, officer engagement, and hotspot data.
- Enables real-time tracking of problem solving, reassurance, and impact.
- Supports clear reporting to HMICFRS, PCCs, and the Home Office.

Workforce Insight and Development

- Captures staff and officer feedback to build ownership and capability.
- Aligns training and recognition frameworks to digital engagement success.
- Promotes consistency and compliance across the organisation.

National Learning and Benchmarking

- Access to cross-force comparisons from 35+ forces using Neighbourhood Alert.
- Builds evidence and good practice aligned to College of Policing evaluation findings.
- Contributes to a shared national understanding of effective engagement.

NEIGHBOURHOOD ALERT

PEER REVIEW SERVICE

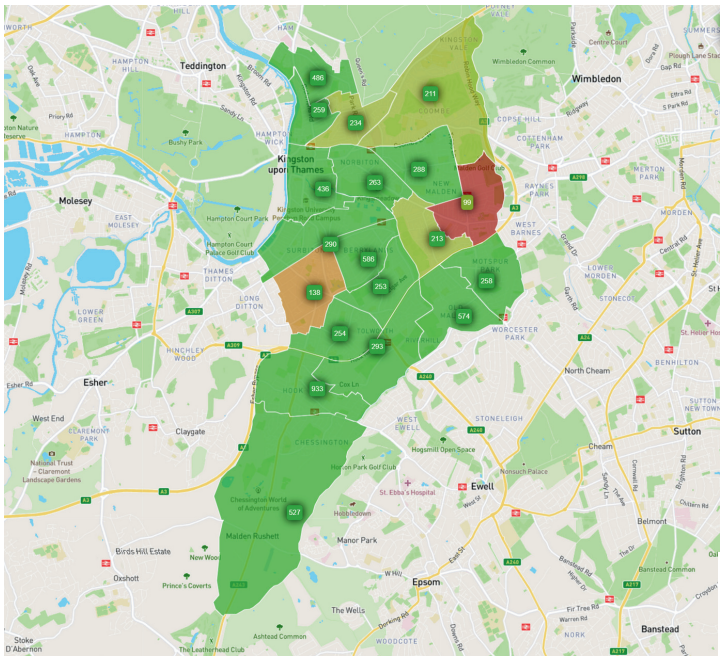
Independent insight to maximise performance, trust, and community impact.
Delivered by director-level experts from VISAV Ltd, creators of the UK’s largest police-partnered community engagement platform, alongside subject matter police associates.

Why Peer Review?
Neighbourhood Alert is already transforming how forces engage with the public. But are you making the most of it?
Our Peer Review Service provides senior leaders with an independent, data-driven assessment of how the platform is used across departments, identifying **opportunities to strengthen productivity, confidence and compliance** with national policing frameworks.

Strategic Value for Senior Leaders

Aligns with:	Our Approach:
• HMICFRS PEEL Inspection themes: Treating the public fairly, preventing and deterring crime and ASB, and reducing vulnerability. • Neighbourhood Policing Guarantee: Visibility, accessibility, and community involvement, measured and evidenced through data. • Clear, Hold, Build and Hotspot Policing: Tracks public confidence before, during, and after interventions. • NPCC Digital and People Strategies: Demonstrates efficiency, inclusivity, and digital maturity across frontline teams.	1. Diagnostic Review – Desk-based analysis of Alert usage, public data, and strategic documents. 2. In-Force Engagement – Interviews, workshops, and shadowing across roles and departments. Assess technical opportunities and challenges. 3. Benchmarking and Best Practice – Comparison with national peers and top-performing forces. 4. Action Plan and Presentation – Practical roadmap linking outcomes to force priorities.

Delivering data-led community policing with interactive performance dashboards



PACKAGES

	Existing Alert Licence Holders	Enhanced Training	Essential Peer Review	Enhanced Peer Review
Associated costs	Free of charge: included within the licence fee	£10,000 per week on site	Starting from £1,500 per day	Starting from £2,000 per day
Online one-to-one and group training sessions				
24/7 recorded training suite				
Allocated account manager				
Basic monthly KPI report				
Ability to book direct meetings with company directors				
Organisational membership of the Development Board				
Complimentary delegate tickets for the annual national community engagement conference				
Face-to-face CPD training designed in line with the force procedures and communication strategy				
Desk-based review using national Alert data, public open data, in-force data and strategic plans to identify key areas for transformation.				
Workforce survey and analysis – pre and post transformation interventions				
In-person workforce workshops, focus groups or awareness sessions				
Bespoke analytics and implementation of enhanced KPI performance dashboards				

Powered by **Neighbourhood Alert**, the largest two-way community messaging platform for the police in the UK, a strategic asset for public engagement. It includes integrated survey tools that help police forces gauge public sentiment and assess the effectiveness of their outreach. The platform has been referenced in **HMICFRS PEEL inspections** and independently evaluated by **Crest Advisory** and the **College of Policing**, demonstrating its contribution to crime prevention, community participation, and public confidence.

20%

increase in perception of good police PERFORMANCE (especially with Black respondents) within a 12 month period*

49%

took ACTION based on Alert's content, PREVENTING them from becoming a victim of crime**

Scan the QR code to read the College of Policing evaluation:



Scan to explore which modules your force or organisation currently uses:



* The comparison between the same 47,301 respondents for the 2023 and 2024 National Neighbourhood Alert Survey.
** 2024 National Neighbourhood Alert survey based on 135,780 respondents.

MEET THE PEER REVIEW TEAM



Mike Douglas, Founder – With over 30 years of experience in communication companies, including the last 20 years as the co-founder of VISAV Limited, Mike has not only witnessed the evolution of digital technology but also been a leader in it. Mike's focus is on co-design and collaboration with the police and their partners, and he is renowned for never accepting “no” as an answer. Holding a PhD in the ‘art of the possible’, he is driven to ensure that effective community participation is realised to its full potential across every neighbourhood in the UK.



Kate Algate, Strategic Director – Kate's journey with Neighbourhood Alert began in 2010, when she was CEO of a national charity and was tasked by the Home Office with ‘modernising’ Neighbourhood Watch (NW). Kate recognised the opportunity and developed the scheme mapping tool and national database, which continues to grow and be used by the Neighbourhood Watch Network today. Kate joined the organisation in 2023, overseeing strategic planning, engaging with national stakeholders, and ensuring that VISAV is at the right table, at the right time, with the right people. She is currently studying for her MSt in Criminology and Police Leadership at Cambridge University and is a member of the Society of Evidence-Based Policing.



Clare Jenkins, Associate – Clare has 30 years’ policing experience, retiring as a Chief Superintendent from Hampshire and Isle of Wight Constabulary in 2025. She was the Neighbourhood Policing and Serious Violence lead responsible for delivering a business model ensuring dedicated community policing to allow best practice and innovation in local problem solving within communities. She has vast experience in working with other criminal justice organisations in identifying solutions to stakeholders' concerns that meet both regulatory requirements and improve public confidence. Clare is now a consultant working as an advisor and practitioner to the wider family of policing organisations in improving the delivery of public services.



Andy Carter, Associate – Andy Carter is a recently retired Chief Superintendent and Borough Commander from the Metropolitan Police, now based in Cranbrook, Kent. He combines thirty-plus years of frontline policing and senior strategic command with a clear focus on multi-agency collaboration, public protection and evidence-led operational improvement. He now runs a sole trader consultancy delivering executive advisory services across public safety, regulatory enforcement and digital policing products.

PLEASE GET IN TOUCH

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