neighbourhood ALERT

Local Results Analysis

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

Bedfordshire

BedsALERT KEEPING YOU INFORMED

19,366 (1,05 million)
Recipients
Emails sent to registered members in the Bedfordshire area (1,650 interacted)

1,585 (108,690)
Respondents
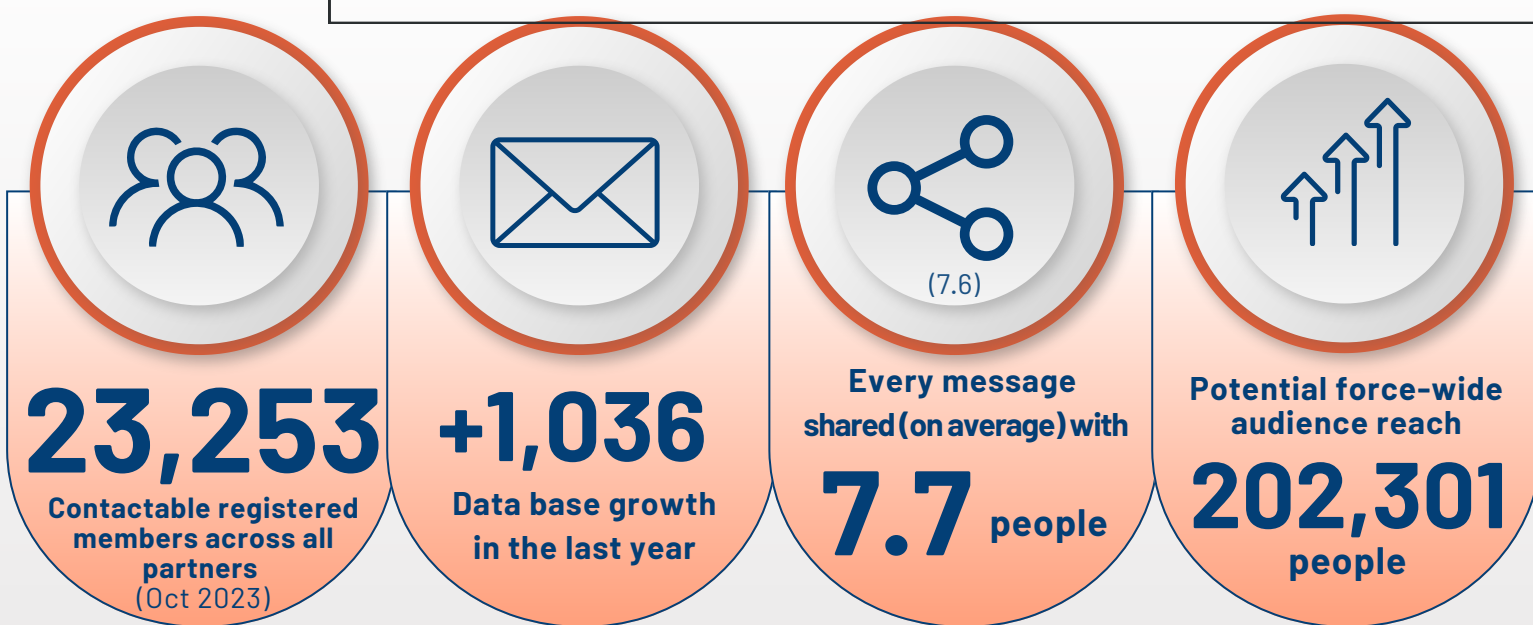Answered at least one question (all questions non compulsory)

8.2% (10.3%)
Response rate
Response rate for members in area

(Note: All figures shown in brackets represent the equivalent national figure).

Reach

Registered members, database size, message sharing and total potential reach in Bedfordshire

23,253
Contactable registered members across all partners
(Oct 2023)

+1,036
Data base growth in the last year

(7.6)
Every message shared (on average) with
7.7 people

Potential force-wide audience reach
202,301 people

I feel that my local police...

Have good local connections
35%
(52%)

Understand community issues
28%
(40%)

Take local concerns seriously
28%
(37%)

Are doing good job
22%
(34%)

Understand what matters to me
31%
(42%)

Want to know about my concerns, issues and opinions
36%
(49%)

Feedback

Percentage that agreed (or strongly agreed) that messages in the last year were...

Useful
73%
(79%)

Relevant
58%
(69%)

Timely
55%
(64%)

Message quantity

82.8% About right
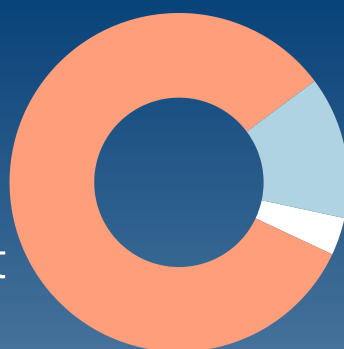
13.6% Too few

3.6% Too many

Impact

Evaluating the effect of the messages received over the last 12 months

I feel more INFORMED and better at identifying scams and fraud

My trust that the police understanding my concerns has increased since joining the system

24% (top result)
17%
(19%)

83% (top result)
61%
(72%)

37% (top result)
28%
(30%)

29% (top result)
11%
(19%)

58% (top result)
45%
(48%)

Messages prompted me to take action

Information helped prevented me from becoming a victim

Found messages to be beneficial

Likert Scale Question Rankings

Chart data labels:
- Derbys, N.Wales, Leics, N. Yorks, W. Mercia, 3.6
- North Yorkshire, 3.5
- N. Yorks & Leics, 3.4
- North Yorkshire, 3.4
- N. & S. Wales & N. Yorks, 3.5
- S. Wales & N. Yorks, 3.6
- W. Mercia, N. Wales, N. Yorks & Scotland, 4
- N. Wales, N. Yorks & Scotland, 3.9
- N. Wales, N. Yorks & Scotland, 4.1
- N. Wales, N. Yorks & Scotland, 3.9

Green line values: 3.6, 3.5, 3.4, 3.4, 3.5, 3.6, 4, 3.9, 4.1, 3.9
Red line values: 3.31, 3.21, 3.11, 3.30, 3.34, 3.72, 3.72, 3.93, 3.75
Blue line values: 3, 2.9, 2.9, 2.9, 3.1, 3.1, 3.6, 3.6, 3.8, 3.6

Y-axis: 2.5, 2.7, 2.9, 3.1, 3.3, 3.5, 3.7, 3.9, 4.1

Neutral "Neither agree nor disagree" Response Level

X-axis:
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

Legend: Bedfordshire — UK Average (Alert Force Areas) — Max Outlier (Force name)

Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow Bedfordshire police on social media
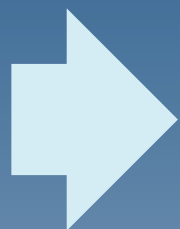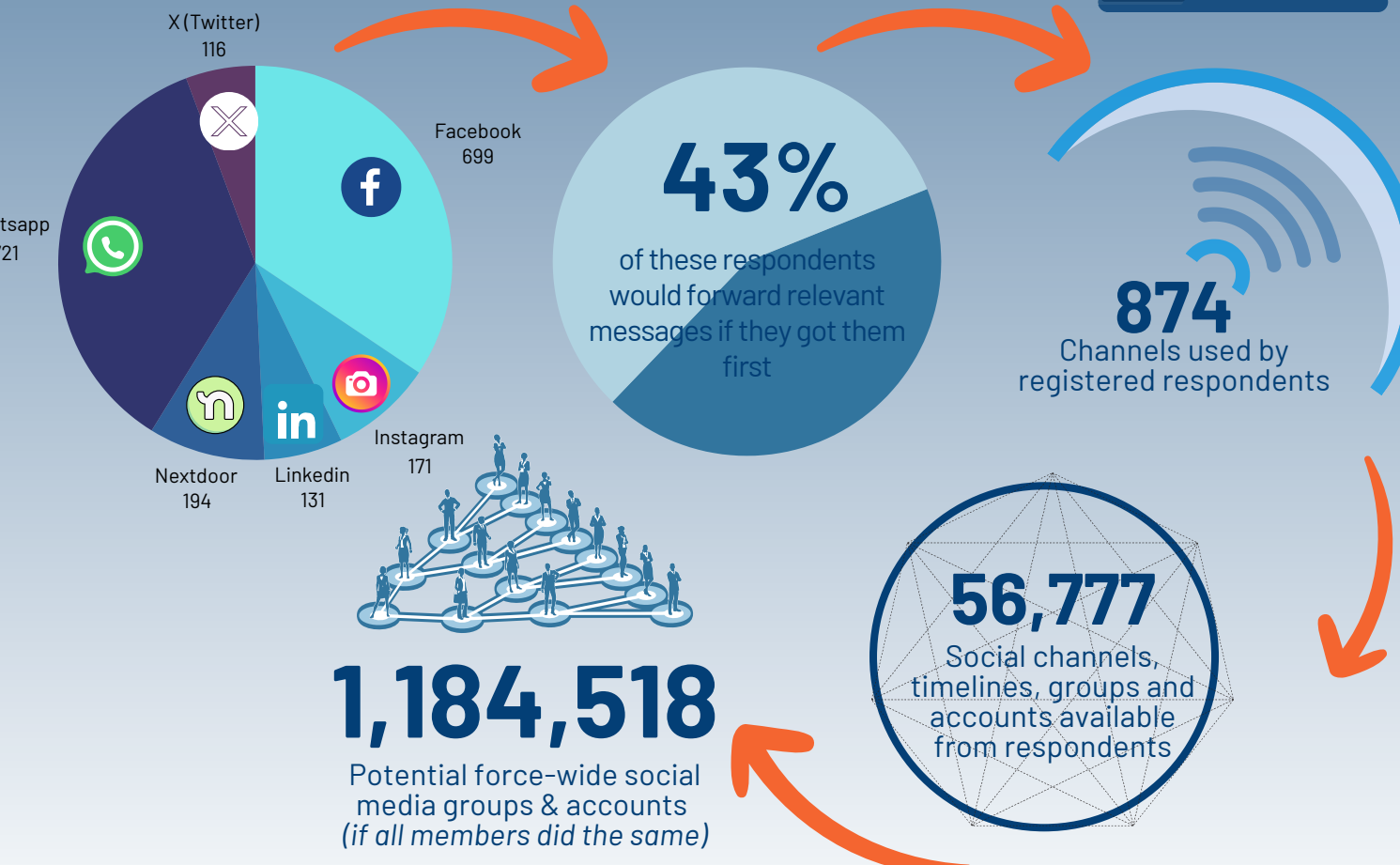(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)

68% (63%)

BedsALERT
KEEPING YOU INFORMED

% that trust Bedfordshire Alert
88% (91%)

Facebook is the next most trusted channel
27% (31%)

A Social Media Springboard

Pie chart:
- X (Twitter) 116
- Facebook 699
- Whatsapp 721
- Nextdoor 194
- Linkedin 131
- Instagram 171

43%
of these respondents would forward relevant messages if they got them first

874
Channels used by registered respondents

56,777
Social channels, timelines, groups and accounts available from respondents

1,184,518
Potential force-wide social media groups & accounts
(if all members did the same)

Appetite for local, relevant information
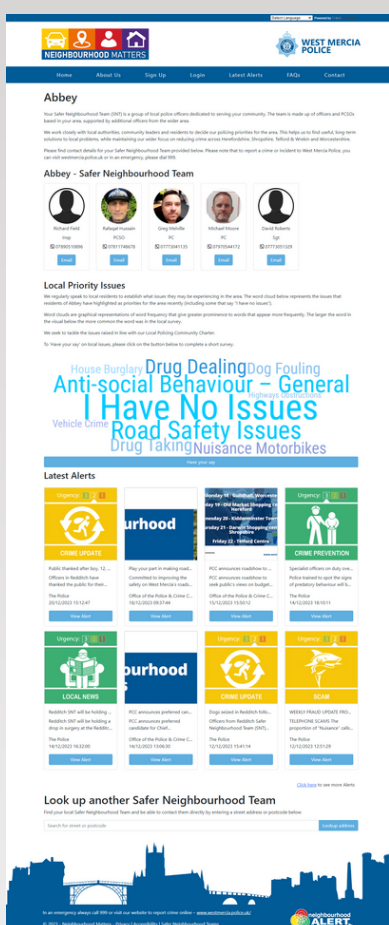
Top key information members want to see on Local Pages:

- Local NPT members and contact information
- What police messages have been sent to my area
- Summary of what people in my area are saying are the main concerns in the area

57% (57%)
678 respondents in your area said a local area page would be useful to them