

LOCAL RESULTS ANALYSIS

A summary of the local results of the national Neighbourhood Alert annual member survey March 2020

CLEVELAND



924

Respondents (104,321)

13.8%

Response rate (17.6%)

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



Feedback

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

Informative
93.0%
(95.9%)

Important
83.6%
(90.5%)

Easy to understand
95.4%
(96.8%)

Relevant to what I want
81.0%
(88.1%)

Relevant to my area
82.6%
(88.4%)

Timely
82.2%
(87.1%)

DATA SECURITY

Percentage of respondents within the area that said they felt that...

75%
Don't trust social media such as Facebook, Twitter, Nextdoor and WhatsApp



My data is safe
79.3%
(77.3%)

The Alert system is secure
80.2%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

66.5%
(64.4%)
Have changed their behaviour

53.5%
(61.7%)
My confidence in the police has increased

77.6%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Cleveland

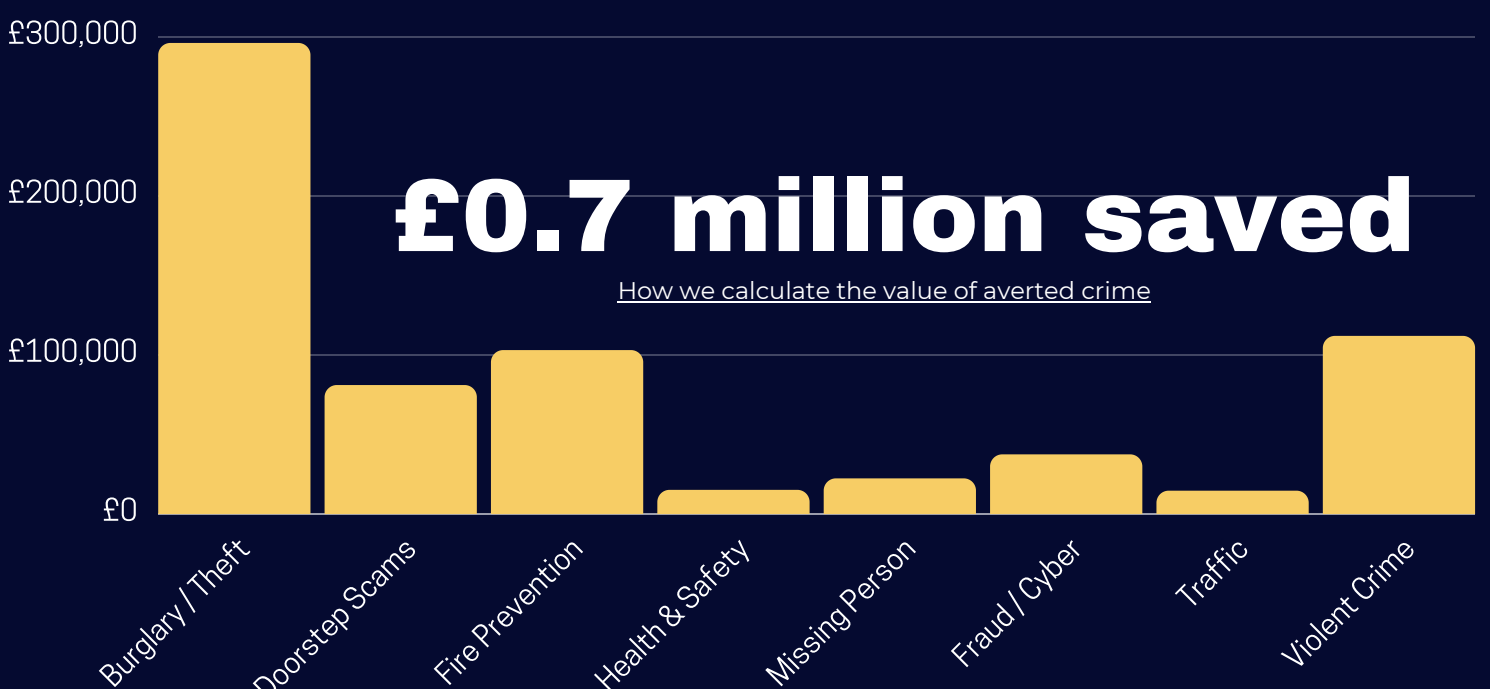
MARCH 2020
6,710
MEMBERS

18.23
AVERAGE SHARES

122,323
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

Total value of prevented crime in Cleveland as a result of awareness raised and action taken by message recipients, over 12 months



£0.7 million saved

How we calculate the value of averted crime

COMMENTS FROM RESPONDENTS

March 2020

A man called and told me I needed work doing on my roof and he was in the area that day. I read an Alert that there were a few people doing this in my area so I told him I would check with my son first.

Helena, Middlesbrough

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CLEVELAND RESPONDENTS STATED: "THE INFORMATION CONTAINED WITHIN THE MESSAGES HAS HELPED PREVENT ME FROM BECOMING A VICTIM OF CRIME"

As secretary of our local residents association I am able to share information with local residents & also share it with our local facebook groups warning residents of scams etc.

Anne, Hartlepool

Awareness of what is happening in the local area feels safer.

Alison, Redcar

Have learnt lots more re scam phone calls and how the people behind these can appear so convincing and yet do so much harm.

Andy, Stockton-on-Tees

I have improved my exterior dawn/dusk lighting.

Martin, Saltburn-by-the-sea

I have passed on the information to my elderly father and mother about staying safe online and from spam phone calls.

Sandra, Hartlepool

I live in a lovely crime free area but the last 12 months crime has gone mad burglaries theft missing people young people suicide drugs. I am much more vigilant about what goes on in my area through the messages.

Lorraine, Stockton-on-Tees

My area was blighted by burglaries due to drug misuse. This has now improved as dealers know they are being watched.

Thomas, Hartlepool

Received a phone call which I believe was a scam attempt but because of your message about scams I was alert to the potential and quickly terminated the call.

Thomas, Middlesbrough

Reports of daytime burglaries in my very local area. Able to share with neighbours and we all took extra care locking garages and back doors.

Angela, Stockton-on-Tees

Someone attempting to repair roof tiles. Someone offering to update condition of driveway when there was obviously no need.

Leslie, Stockton-on-Tees

Someone came to the door selling items on behalf of a charity. I asked for ID but none was forthcoming so I sent him away and alerted my neighbours.

Eileen, Hartlepool

We reviewed our home security and had dusk until dawn lights fitted on our dark isolated drive.

Julie, Middlesbrough