

# LOCAL RESULTS ANALYSIS

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

## DERBYSHIRE

**3,484**  
Respondents (104,321)

**17.8%**  
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**  
**97.3%**  
(95.9%)

**Important**  
**90.9%**  
(90.5%)

**Easy to understand**  
**98.1%**  
(96.8%)

**Relevant to what I want**  
**87.9%**  
(88.1%)

**Relevant to my area**  
**80.6%**  
(88.4%)

**Timely**  
**88.9%**  
(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**  
**78.8%**  
(77.3%)

**The Alert system is secure**  
**81.6%**  
(80%)

### IMPACT

Evaluating the effect of the messages over 12 months

**65.2%**  
(64.4%)  
Have changed their behaviour

**65.2%**  
(61.7%)  
My confidence in the police has increased

**82.1%**  
(79.2%)  
Find it easier to spot a scam

### REACH

Total average reach of a message sent in Derbyshire

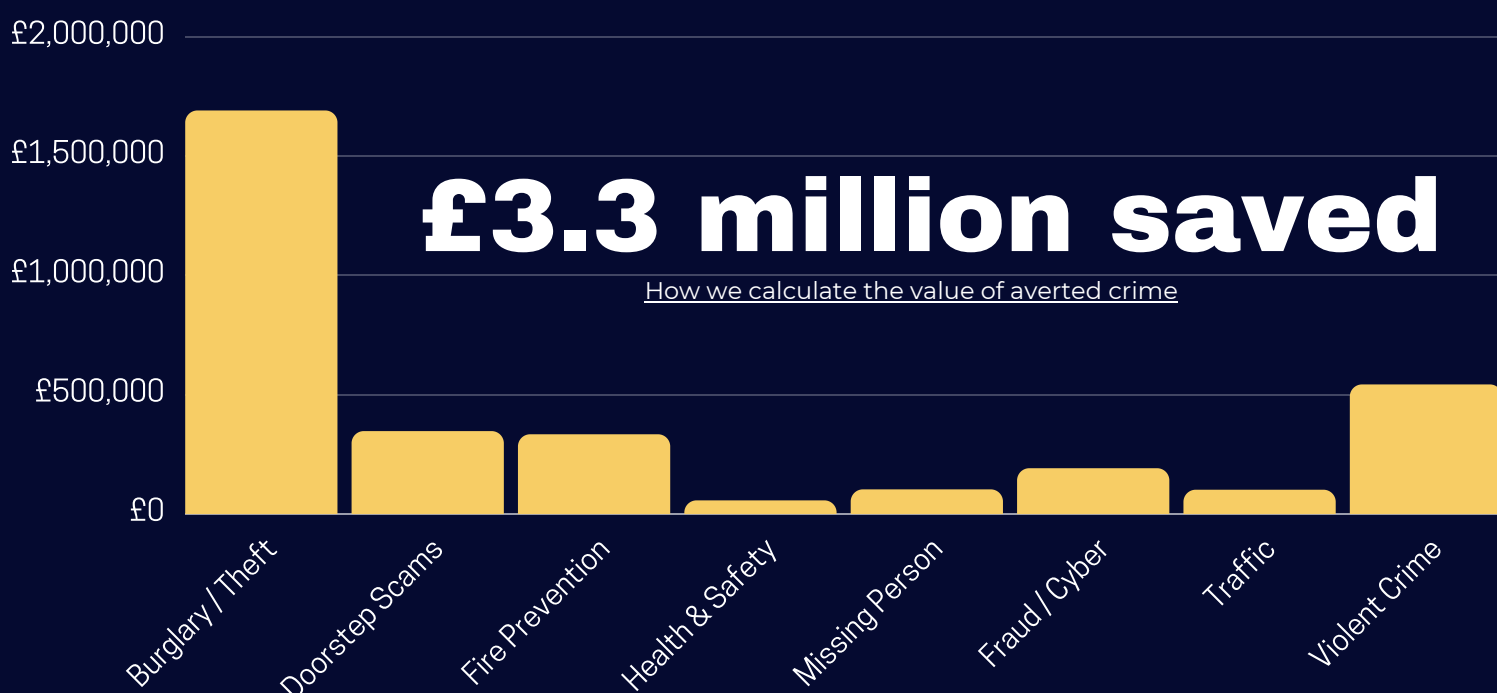
MARCH 2020  
**19,532**  
MEMBERS

**18.23**  
AVERAGE SHARES

**356,068**  
POTENTIAL REACH

### THE VALUE OF AVERTED CRIME

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



# COMMENTS FROM RESPONDENTS

March 2020

Doorstep scam in local area - was able to warn elderly relatives in good time and show the source of information to be reputable - not scaremongering.

Deborah, Derbyshire

Flooding of the Derwent locally meant messages helped to identify areas affected and roads that were blocked.

Lynn, Matlock

I was very interested and responded to the recent notice about speeding initiatives in Derbyshire as we live on a very busy road and we feel the speed limit here should be lower.

Thomas, Ilkeston

A number of burglaries took place in my area but thanks to you we became far more security conscious. As an example the lock on our garden gate was replaced with a more substantial lock.

Ian, Derby

After reading a message about walk in burglaries in my area I lock my doors even if I am in.

Sheila, Worksop

House burglary prompted us to invest in CCTV system as a deterrent and for evidence gathering.

Mike, Bakewell

I am a NHW coordinator and I use the service to share alerts with my street and village. We (my alert group) have experienced scams and notified 101 and this has resulted in an alert being created with 24 hrs...this service works!

Jane, Chesterfield

Able to contact the landlord without delay regarding a failed fire alarm.

Susan, Ripley

A Phone scam was highlighted and 2 days later I was called by what I believed to be the same scam.

David, Buxton

Able to explain to my elderly mother about possible fraud calls she received and explain what to do etc

Kate, Buxton

Alerts about burglaries and robberies makes me more personally aware of my personal and home security.

Tish, Chesterfield

Awareness of online scams  
Awareness of latest doorstep cold callers.  
Advice for home security.

Peter, Glossop

As a garage we are more aware of what vehicles are being targeted because of the emails so we can put in extra measures to keep our customers vehicles safe if we need to. We can also be vigilant for any suspicious vehicles / persons in our area.

John, Smalley

Because I had read things about this sort of crime I quickly realised what it was .

Eileen, Derby

Burglary in my village & doorstep sellers have caused me to step up security

Heather, Boylestone

Great to get information for lots of different problems in our area I can pass on to other organisations and neighbours.

Alwyn, Ripley

Good to know in advance where the trouble spots are locally in traffic especially with our present weather conditions

Christine, Ilkeston

It is good to know when burglary gangs are active in the area so that the community can be warned and property made secure.

Chris, Buxton

1,351

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