

LOCAL RESULTS ANALYSIS

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

HUMBERSIDE

3,876
Respondents (104,321)

17.0%
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
95.2%
(95.9%)

Important
92.2%
(90.5%)

Easy to understand
96.5%
(96.8%)

Relevant to what I want
90.1%
(88.1%)

Relevant to my area
89.9%
(88.4%)

Timely
86.9%
(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
78.9%
(77.3%)

The Alert system is secure
81.6%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

62.6%
(64.4%)
Have changed their behaviour

63.7%
(61.7%)
My confidence in the police has increased

74.3%
(79.2%)
Find it easier to spot a scam

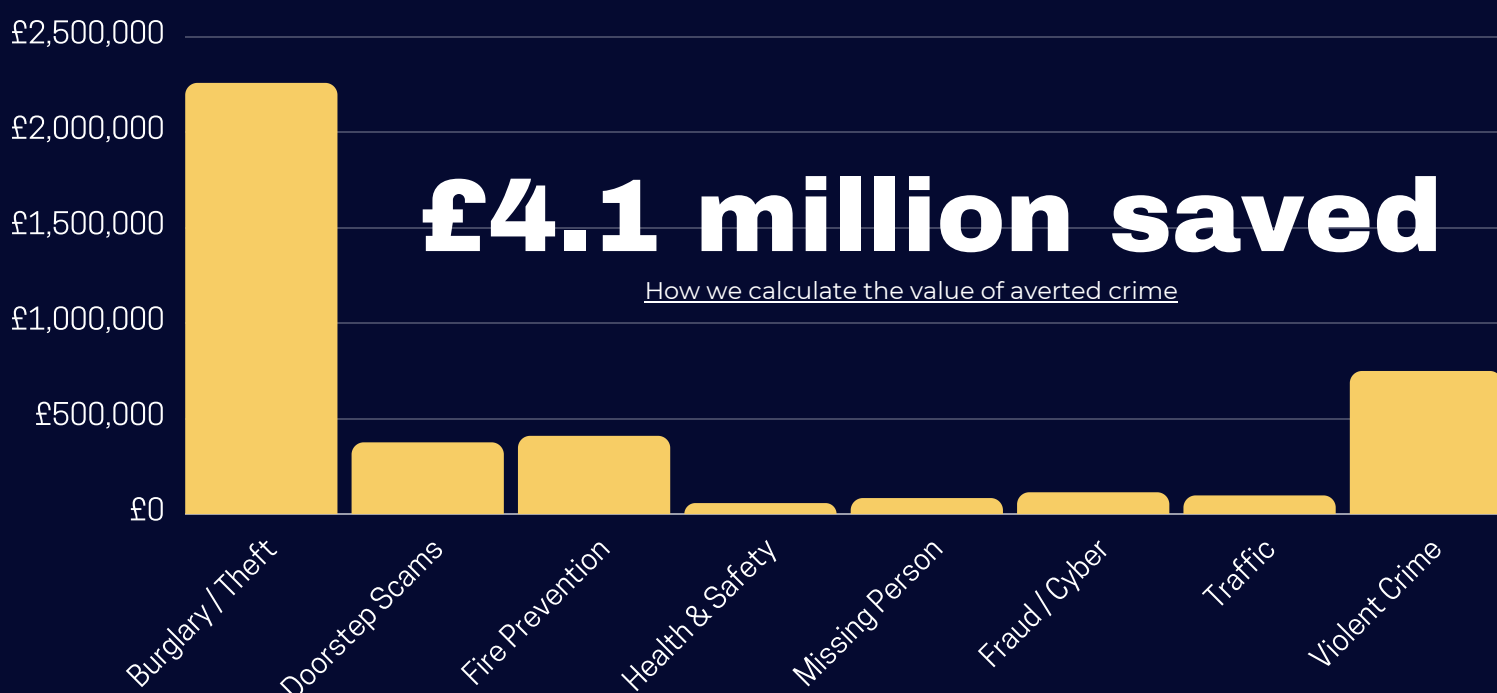
REACH

Total average reach of a message sent in Humberside

MARCH 2020
22,798 MEMBERS **18.23** AVERAGE SHARES **415,608** POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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



£4.1 million saved

How we calculate the value of averted crime

COMMENTS FROM RESPONDENTS

March 2020

A few notices on burglary in our surrounding area. The last one offered a visit from our local support officers. We had a visit and advised on what was good and where we could improve. Brilliant

Simon, Grimsby

1,224

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

A safety email from the Fire Service was timely and informative; several alerts from the police has made me check that my wife has not left anything in the car that is parked off road but at the front of the house.

Martin, Scunthorpe

A man who was wanted by police for a serious assault was highlighted on one of the alerts as being in the community I work in. As a community organisation we was able to share this verbally and through social media to keep people safe. Residents were helpful in directing the police to where he was hiding out.

Jacky, Goole

Able to choose another route to avoid accident. Changed locks outside house i.e shed greenhouse and side gates to prevent burglars/opportunists

Lynne, Withernsea

A warning came about young lads getting into houses near me through the back door in an afternoon it made me aware and I could inform my mum and neighbours .

Tina, Hull

Able to share missing persons appeals notified when there was unusual activity in my village

Trevor, Barrow-upon-Humber

Alerts helped me be more vigilant in relation to the security of our property.

Fionnuala, Grimsby

As a local business the alerts play an important role in keeping the staff informed of local incidents.

Scunthorpe

as a committee member of our housing association I can pass on to our members through our FB page any relevant information especially elderly residents

Patricia, Scunthorpe

Burglaries and car theft in the area was highlighted and people were reminded to leave nothing of value in the car and lock doors and windows too

Brian, Cleethorpes

Fitted more security to my house as a result of being informed about local burglary

Margaret, Patrington

Following an alert email saw and reported the suspected vehicle.

Chris, Driffield

Due to being informed of an increase in burglary/theft . Feel more secure/confident after having cctv installation done professionally

Rosemary, Doncaster

Garden sheds were being targeted in our neighbourhood .this info was very useful, plus the work on speeding and school leavers.

Graham, Grimsby

Following an alert relating to a spate of car thefts /car entry thefts we decided to start garaging our cars every night not being so casual about leaving items in view in the cars overnight and generally being a little bit more aware and proactive in our overall attitude to crime in general.

Linda, Scunthorpe

I appreciate hearing about anything that is happening in my neighbourhood to help me better prepare for any potential incident.

Wendy, Grimsby

Good warning about door to door sellers in area. And how burglars have been getting in.. meaning i'm more prepared.

Dinsdale, Grimsby