



Delivering a Priority Survey

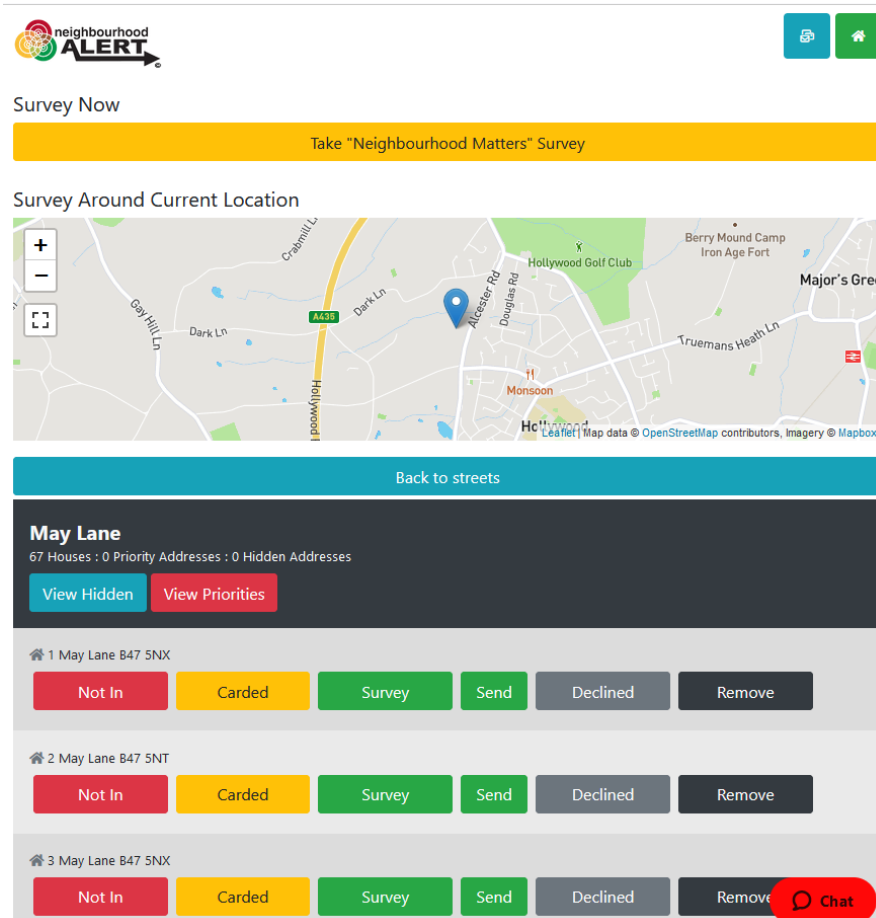
An online training session for Police force administrators

Duration: 30 minutes

AGENDA

- ★ Attendee details
- ★ Where to access the priority survey
 - Accessing the households list / priority addresses, choose local priority targeting
 - Interaction options
 - Effectively and efficiently delivering the priority survey
- ★ View local survey results
- ★ Sending messages based on issues raised
 - Explanation of “Issues Raised” groups, and how they are automatically updated
- ★ Conclusion
 - Questions
 - Additional Assistance

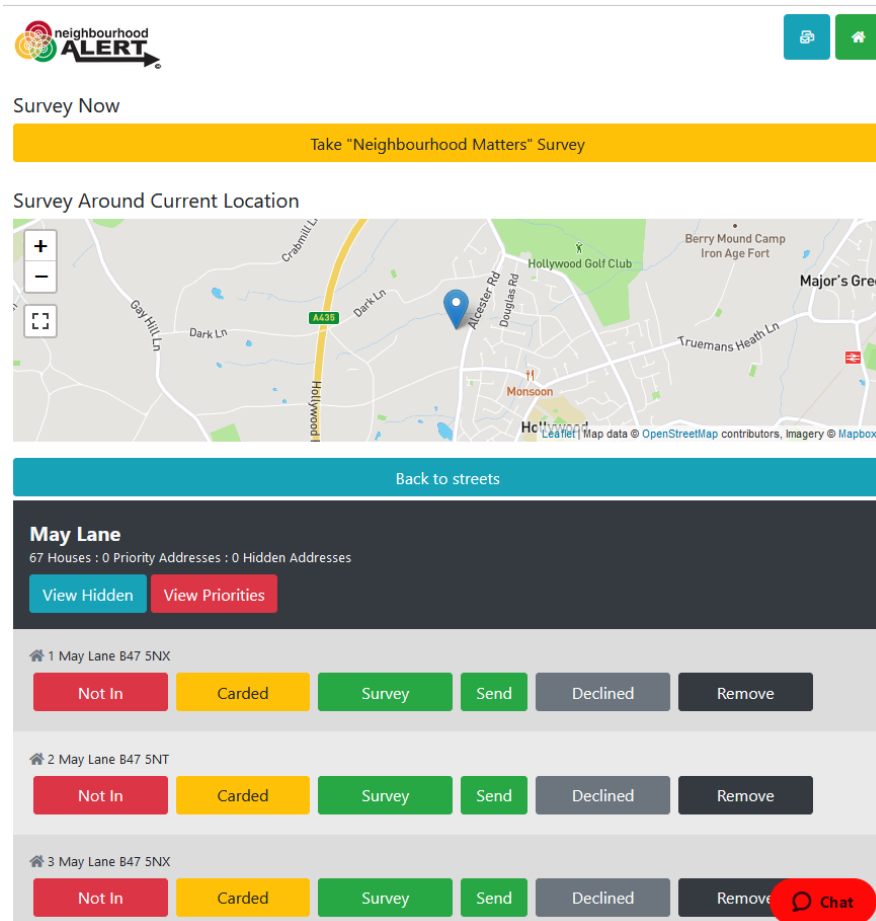
Street View



The screenshot shows the 'Street View' interface. At the top left is the 'neighbourhood ALERT' logo. Below it is a 'Survey Now' button with the text 'Take "Neighbourhood Matters" Survey'. Underneath is a map titled 'Survey Around Current Location' showing a street view of May Lane. Below the map is a 'Back to streets' button. The main content area shows a list of addresses for 'May Lane'. Each address entry includes a house number and postcode, and a set of action buttons: 'Not In', 'Carded', 'Survey', 'Send', 'Declined', and 'Remove'. The third address entry also has a 'Chat' button.

- This view lists the recommended addresses for you to call on.
- Existing registered addresses, recently visited and declined addresses are not listed.
- A few “priority” addresses may be shown with a red house icon, for various reasons, these are priorities (do not advise the citizen that their address is a priority). You can click the “View Priorities” button to filter the list to just show the priority addresses (if there are any).
- Knock on the door and record the interaction using the button options.

Street View: Interactions



The screenshot shows the Neighbourhood ALERT interface. At the top left is the logo. Below it is a 'Survey Now' button with the text 'Take "Neighbourhood Matters" Survey'. A map titled 'Survey Around Current Location' shows a street view of May Lane. Below the map is a 'Back to streets' button. The main section is titled 'May Lane' and shows '67 Houses : 0 Priority Addresses : 0 Hidden Addresses'. There are two buttons: 'View Hidden' and 'View Priorities'. Below this, three house entries are listed, each with a set of action buttons: 'Not In', 'Carded', 'Survey', 'Send', 'Declined', and 'Remove'. The third entry also has a 'Chat' button.


- If you click “Not in” the address is removed from everyones list until 6pm that evening
- If you post a card/flyer/collateral through the door, click “Carded” and this address will be removed for a week
- Surveyed, Send Survey and Declined households are removed for six months
- Remove, takes the address off the database permanently, use this for incorrect, non-household addresses (eg Electrical sub stations, phone boxes etc)


Perform the Survey



Close and go back to Rapport

Please select one of the below options to start the survey.

 **Go ahead**
Before you complete the survey, either login or quick-register for a free, secure and private Alert messaging account. Stay in touch and informed with local police & public sector messages.

 **Continue without registering**
This option will let you complete the survey but we will not know who you are or be able to let you know what we have done about any issues you raise.


Security and Privacy

We hope you choose to register, it is totally free, your data is stored in a secure, [Cyber Essentials Plus](#) (audited) system, can never be sold or shared without your knowledge and you can update your data sharing permissions or unsubscribe at anytime.

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- **Do not call it a “Survey”**, you are there for a “quick chat/conversation and are trying to find out about the area”
- **Set the timeframe**: eg: “It will only take five minutes, I only have five minutes actually as I have been tasked with doing the whole street!”
- **Initial try for registration**: “Would it be OK if we keep in touch with you afterwards, so we can update you regarding anything you mention today?”
- **3 key points**: It’s free, It’s confidential and you can un-subscribe at any time.
- Click either Green or Grey (non-register) Don’t press the point, they have a chance at the end to change their mind.

Go Ahead... (registration method)



NEIGHBOURHOOD MATTERS

Close and go back to Rapport

Enter your details

First Name

Surname


Email

Postcode

- Fill in the basic details and click “Next”
- This will check if they are already registered or not.
- If they are registered, it will tell you and send them an email to do the survey in their own time. Ask them to look out for the email and reassure them that the information they provide is important etc.

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Go Ahead... New Registration



NEIGHBOURHOOD MATTERS

[Close and go back to Rapport](#)

Your Details

Mobile Number

Landline Number

Who Can See Your Information

Select from the available providers below:

- Action Fraud (NFIB) (Recommended) [More info](#)
- Get Safe Online [More info](#)
- Neighbourhood Watch (Recommended) [More info](#)
- Police (Recommended) [More info](#)

I consent to share my data as defined above for the purposes of receiving information in accordance with the website [terms and conditions](#) and [privacy policy](#). I also understand that VISAV Ltd will have access to my information in order to manage the system and send important system updates to me.

[Create an account and proceed](#)

They must have **“Police”** ticked to receive any service
“Action Fraud” will warn them about scams and fraud attempts
“Neighbourhood Watch” will connect them with the local coordinator and enable trusted volunteers to help keep the database updated.

- If the person is not already registered, you will see this screen next.
- Ask for a mobile number, explain that this is only used if we need to let them know that their email has stopped working or if something is really urgent.
- Ask if they will agree to receive information from “Crime and Safety partners”.
- Point out:
 - This is NOT marketing information
 - No data will ever be sold or shared
 - They can turn any partner off at any time from any email

Ask a final time if they agree, tick the box and click create account. (Explain that they will receive an email to confirm)



Close and go back to Rapport

Neighbourhood Matters

West Mercia Police wants to know what matters to you.

1. What is good about the local area where you live?

2. What are the issues affecting you in your community which would benefit from joint working between police, partners and community members to resolve? (Tick all that apply)

- Alcohol
- Animal Thefts
- Anti-social behaviour – general
- Begging
- Criminal damage (e.g. graffiti, arson)
- Cycle theft
- Dog Fouling
- Drink driving
- Drug dealing
- Drug taking
- Farming Equipment thefts
- Fraud (e.g. bogus callers, courier fraud, cyber-crime)
- Hate Crime (a crime motivated by disability, racial, religious, sexual, or other prejudice)
- Highways obstructions
- House burglary
- I have no issues
- Knife Crime
- Nuisance motorbikes
- Personal theft
- Road Safety Issues
- Rural Crime
- Sexual offences (e.g. exposures, assaults, on-line)
- Shed Breaks
- Street Drinking
- Vehicle crime (theft from or theft of)
- Violent crime
- Wildlife Crime Issues

From the issues ticked which is your one top issue which is affecting you most.

3. Are there any OTHER issues affecting you in your community which would benefit from joint working not listed above?

Continue



The “Conversation”

- Start with “What’s good”, you are not there to solve every problem they can think of, this is a conversation about what they think about the area.

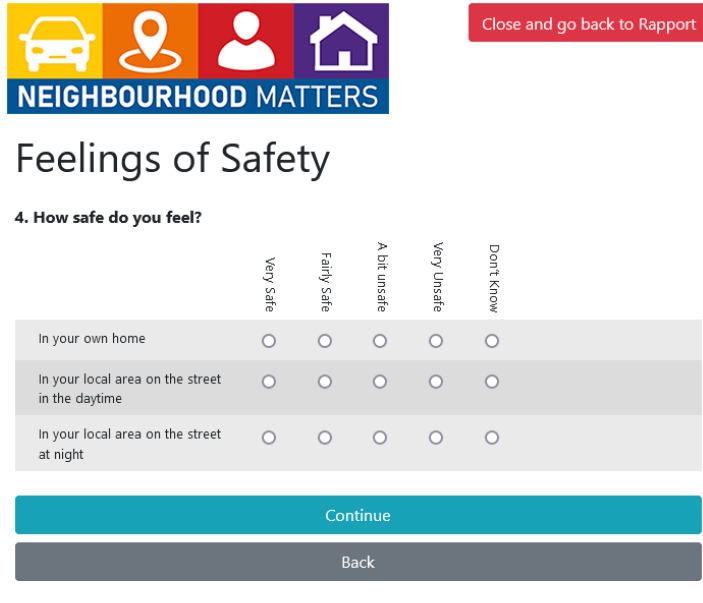
Q1: Just list a few key words, (Eg, shops, Transport, park), not sentences.

Q2: When safe to do so, pass the device to them, give them time to consider the choices.

- Do NOT influence (“Next door said...”)
- Ideally 3-5 options is fine, if they try to tick all/lots, ask which are their priority ones. “Which ones should be addressed first by Police, locals and partners?”
- There is an “I have no issues” option
- Type one or two words what the top issue is

Q3: Record any other issues that may be added to the list in the future.

Feelings of safety



Close and go back to Rapport

NEIGHBOURHOOD MATTERS

Feelings of Safety

4. How safe do you feel?

	Very Safe	Fairly Safe	A bit unsafe	Very Unsafe	Don't Know
In your own home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In your local area on the street in the daytime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In your local area on the street at night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue

Back

Q4: Here they can select how they feel for those different scenarios



Close and go back to Rapport

Confidence in West Mercia Police

5. How confident are you in West Mercia Police generally?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

6. To what extent do you agree or disagree with the following statements?

The local police.....

	Strongly Agree	Tend to Agree	Neither Agree or Disagree	Tend to Disagree	Strongly Disagree
Listen and understand the issues that affect my local community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are dealing with the things that matter to people in my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep me informed about the things that matter to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are visible in my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Complete Survey

Back

Confidence

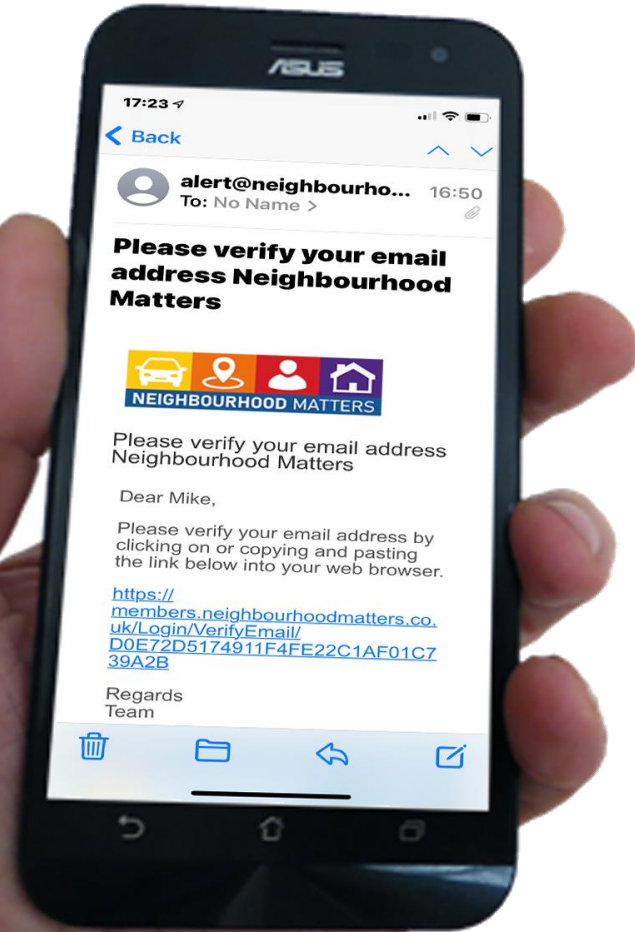
Q5: Be careful to project “objectivity”

- Avoid leaving them with a feeling of being compelled into giving a better answer. (leaves a feeling of resentment and mistrust)

- Pass the device to them
- Turn slightly away
- Smile and say “just be honest”

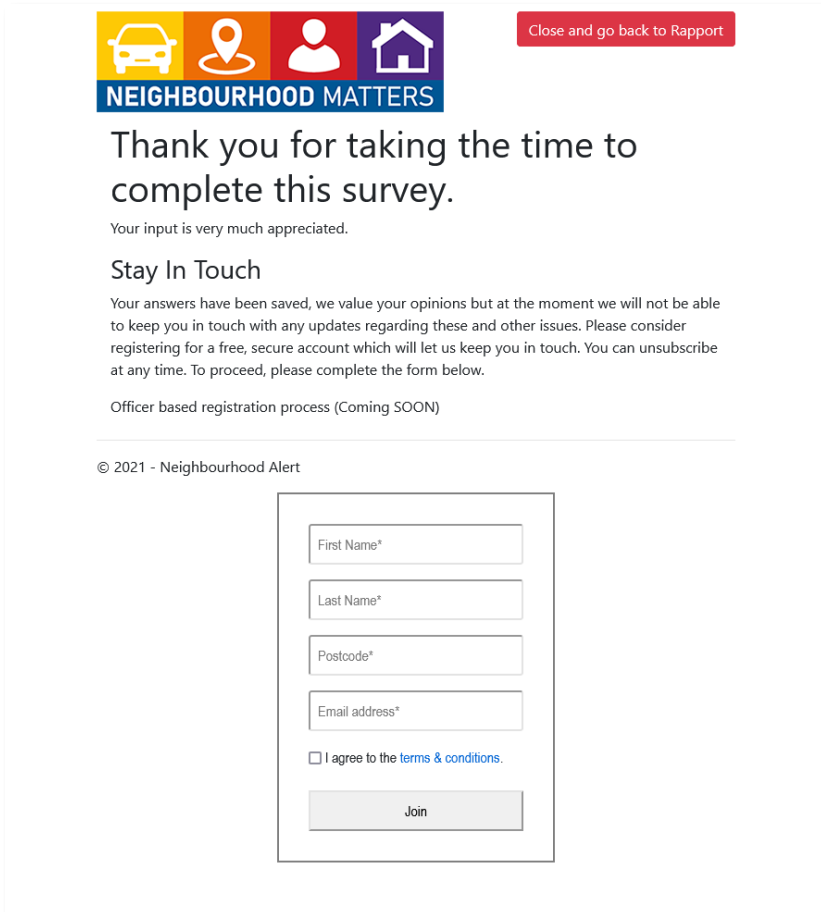
Q6: Point out it’s the last question

Important: Email Verification



- It is vital that they click the link in the email that has been sent to them. Otherwise the registration will be deleted.
- Ask: “Do you receive your emails on your mobile? Would you mind checking that you have received one from the Alert system?”
- Ask them to click the link. This will take them to a page to set up passwords etc, they can do that later, the important job is done.

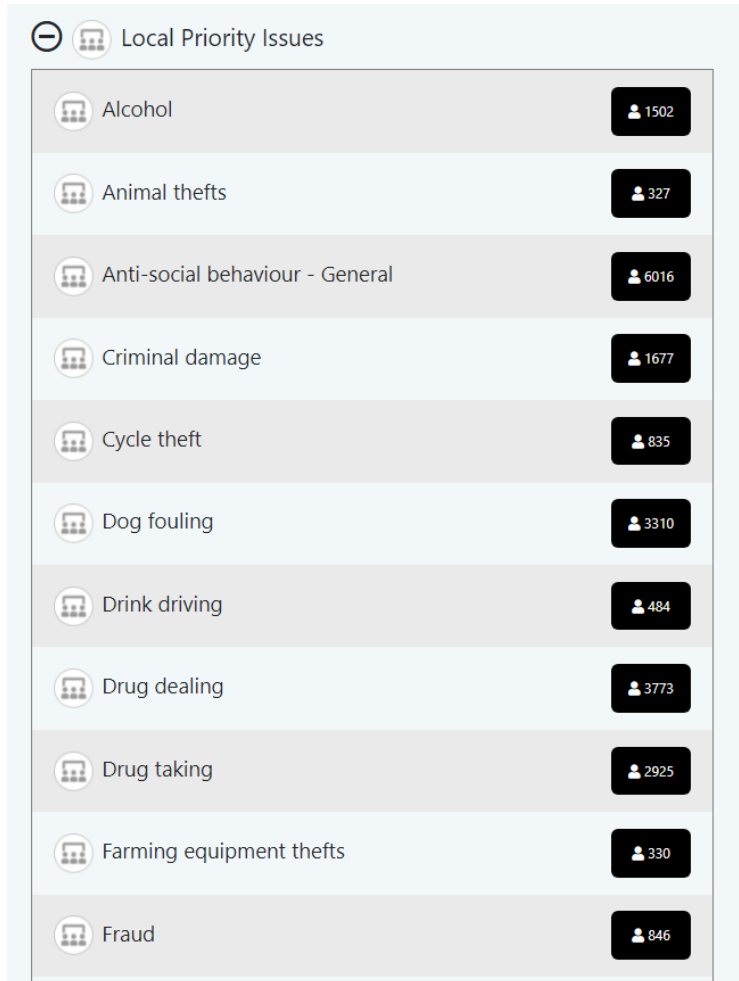
Final Tip: The second Chance



The screenshot shows a web form titled "NEIGHBOURHOOD MATTERS" with a navigation bar containing icons for a car, a location pin, a person, and a house. A red button in the top right corner says "Close and go back to Rapport". The main text reads: "Thank you for taking the time to complete this survey. Your input is very much appreciated." Below this is a section titled "Stay In Touch" with a paragraph explaining that answers have been saved and users can register for a free account to receive updates. A note states "Officer based registration process (Coming SOON)". At the bottom left, there is a copyright notice: "© 2021 - Neighbourhood Alert". The registration form itself includes fields for "First Name*", "Last Name*", "Postcode*", and "Email address*", a checkbox for "I agree to the terms & conditions.", and a "Join" button.

- If people have done the survey “Without registering”, at the end of the survey they have **another chance** to register.
- This will save their answers and mean they can receive updates about the issues raised.
- Don’t be afraid to ask again “You have raised some good points, It would be really helpful if we could keep in touch, could I add you to our Neighbourhood Matters communication system?”
- It’s free, its safe and you can come off anytime if its not for you.

Sending to priority groups



A screenshot of a web interface showing a list of 'Local Priority Issues'. Each issue is represented by a row with a house icon, the issue name, and a person icon with a number indicating the count of people who have reported it. The issues are: Alcohol (1502), Animal thefts (327), Anti-social behaviour - General (6016), Criminal damage (1677), Cycle theft (835), Dog fouling (3310), Drink driving (484), Drug dealing (3773), Drug taking (2925), Farming equipment thefts (330), and Fraud (846).

Issue	Count
Alcohol	1502
Animal thefts	327
Anti-social behaviour - General	6016
Criminal damage	1677
Cycle theft	835
Dog fouling	3310
Drink driving	484
Drug dealing	3773
Drug taking	2925
Farming equipment thefts	330
Fraud	846

- When a person has answered the survey not-anonymously, they will automatically be added to the priority groups that they have selected.
- You can then target these groups for any given area from: Rapport Home > Send Message > Send to people who raised priority issues