



# NATIONAL COMMUNITY ENGAGEMENT CONFERENCE

7th November 2023



Engage communities • Build trust & confidence • Promote active citizenship





# Agenda

Time	Subject	Presenter
08:30	Registration, refreshments and networking	
09:00	Welcome and housekeeping	<b>Chris Davis</b> , Managing Director, VISAV
09:10 - 09:15	'You Said - We Did'	<b>Jonathan Evison</b> , Police and Crime Commissioner for Humberside
09:15 - 09:35	'The Survey Said...'	<b>Mike Douglas</b> , Product Director, VISAV
09:35 - 09:50	Community Engagement from an Office of the Police and Crime Commissioner (OPCC) perspective – My Community Alert	<b>Dave Hudson</b> MCIPR, Communications and Engagement Manager, Office of the Police and Crime Commissioner for Humberside
09:50 - 10:05	'Humber Talking' - community mapping and priority targeting	Superintendent <b>Doug Blackwood</b> , Humberside Police
10:05 - 10:30	Panel discussion and Q&A	<b>Jacqui Hames</b> , Host
10:30 - 10:55	<b>Refreshments and networking</b>	
10:55 - 11:15	National Police Chiefs' Council (NPCC) perspective on the future of neighbourhood policing	Assistant Chief Constable <b>Michelle Shooter</b> , Derbyshire Constabulary
11:15 - 11:30	Clear, Hold, Build and what it means for effective community engagement	Detective Superintendent <b>Andy Farrell</b> , West Yorkshire Police
11:30 - 11:50	How to take a stepped approach to effective community engagement	<b>Richard M James</b> Mst (Cantab). FRSA, Managing Director, Intensive Engagement
11:50 - 12:05	Understanding diverse communities and identifying gaps	Professor <b>Richard Webber</b> , Originator, Webber Phillips
12:05 - 12:30	Panel discussion and Q&A	<b>Jacqui Hames</b> , Host
12:30 - 13:30	<b>Lunch and networking</b>	
13:30 - 13:55	Engaging communities - a local solution to measuring local engagement and public confidence	Superintendent <b>Ed Hancox</b> , Head of Prevention, West Mercia Police
13:55 - 14:10	The active citizen perspective of effective community engagement	<b>John Hayward-Cripps</b> , CEO, Neighbourhood Watch Network
14:10 - 14:30	Panel discussion and Q&A	<b>Jacqui Hames</b> , Host
14:30 - 14:45	<b>Refreshments</b>	
14:45 - 15:40	What's in your existing toolkit?	<b>Mike Douglas</b> , Product Director, VISAV
15:40 - 16:00	Special thanks and closing remarks	Chief Constable <b>Paul Anderson</b> , Humberside Police
16:00	Close	



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As the Chief Constable of Humberside Police, it is my role to ensure that force priorities align to deliver what the public expect from the police in our local area. The ultimate function of the police service is to keep the public safe and the public, quite rightly, expect visible policing in their communities. This visibility comes in many forms as our society modernises.

Policing, at its heart should engage with local communities in a bespoke way and on a personal level to ensure that we are aware of issues affecting them. Tools and innovation used to enhance this engagement are now more important than ever.

Policing would not be able to deliver for communities without great relationships with our partners, it is imperative we have a joined-up approach to long term problem solving. Neighbourhood policing sets the bar for this work and generates sources of best practice repeatedly, this is something we should be proud of.

It is also important that we are accountable to our communities and able to measure own performance in Neighbourhood Policing, not only quantitatively but qualitatively. It is for this reason that I have championed Humberside Police in assisting to lead on the development of the Neighbourhood Policing Performance Framework, to standardise this across UK Policing.

I'm delighted to welcome you to Humberside, I hope you find this conference both engaging and useful in your future work.

**Paul Anderson**  
**Chief Constable**



As Police and Crime Commissioner, my role is to be the elected public representative on policing and community safety matters. To carry out my job effectively I need to be able to capture the views of our communities, know their priorities and concerns, understand what is working and what is not, so I can effectively hold the Chief Constable to account for the performance of the force, based on legitimacy and confidence.

Since my office started using My Community Alert, we have been able to reach tens of thousands of subscribers at the click of a button. I have a statutory duty to consult on progress towards the aims of my Police and Crime Plan, setting the annual policing budget and Council Tax Precept, and understanding where I can make investments of funding to cut crime and improve community safety. My Community Alert has enabled us to carry out positive public engagement, working with our partners to address current challenges to keep people safe.

There is still more we can do and more people we could reach, especially minority communities. I hope this conference will inspire us all to take our engagement to new levels and give a stronger voice to the public we serve.

**Jonathan Evison**  
**Police and Crime Commissioner**





# Meet the Speakers



**Chris Davis, Managing Director, VISAV**

Although comparatively new to the VISAV team, Chris brings over 20 years’ experience in senior management roles across a range of sectors. Having successfully overseen the migration of over 70 partners to the current version of the Alert system, Chris became Managing Director in May 2022. Chris loves a spreadsheet and is ultimately responsible for dotting the i’s and crossing the t’s to ensure VISAV continues to be a market leader in its field. He relishes the daily interactions with partners to ensure they receive the service VISAV prides itself on and enjoys refereeing the occasionally passionate internal meetings that contribute to VISAV’s successes.



**Jonathan Evison, Police and Crime Commissioner for Humberside**

Jonathan Evison was elected as the Police and Crime Commissioner (PCC) for the Humberside Police force area in 2021. He serves a three-year term of office, the next election is in 2024. Previously, Jonathan served as a ward councillor on North Lincolnshire Council for eleven years, Chair of the Humberside Police and Crime Panel for six years and had other roles within the Council including Ambassador for Steel and Heavy Industry, Vice Chair of Planning, scrutiny chairs and Mayor for two years. In addition, Jonathan served his community as a Town Councillor in Barton on Humber for eighteen years.



**Mike Douglas, Product Director, VISAV**

With thirty years of experience directing communication companies, including two decades as the co-founder of VISAV Limited, Mike has not only seen the evolution of digital communication but been a leader in it. For the past fifteen years, his focus has been on collaboration and co-design with the police, the public sector and the Neighbourhood Watch Network to develop communication and digital solutions for the benefit of communities. With a flair for innovation and a creative mind, Mike never takes no as an answer, and if it’s deemed as a good idea, he’ll make sure it happens. He is a committed Neighbourhood Watch Coordinator and is driven by a passion to ensure effective community participation in policing and crime prevention is realised to its full potential in every neighbourhood.



**Dave Hudson MCIPR, Communications and Engagement Manager, Office of the Police and Crime Commissioner for Humberside**

Dave Hudson has been the lead for Communications and Engagement in the Humberside PCC Office for eleven years, supporting three different PCCs. After introducing My Community Alert to the office in 2018, they saw a dramatic increase to participation levels in consultations and have used the Alert system for a variety of engagement purposes.



**Superintendent Doug Blackwood, Humberside Police**

Doug is a Superintendent in Humberside Police and has responsibility for the Community Safety Unit. He is a practicing PIP 3 Major Crime SIO and is the staff officer for the National Residential Burglary portfolio. Doug is a career detective who has worked across all areas of major crime at all ranks and has an interest in using technology to be ahead of rather than responding to issues. The identification and understanding of our communities are fundamental to this approach.





### **Assistant Chief Constable Michelle Shooter, Derbyshire Constabulary**

As Assistant Chief Constable for Derbyshire, Michelle's portfolio includes responsibility for Local Policing and whilst Michelle has strong operational experience in a number of disciplines (Firearms, CBRN, Public Order, Multi-Agency Gold Command), Neighbourhood Policing is something that has always been incredibly important to her. It is these experiences which prompted Michelle to apply for the role of NPCC Neighbourhood Policing Portfolio Lead, aiming to further improve the recognition of Neighbourhood Policing as a key specialism within the service, by working to develop national guidance, and enhancing professional development opportunities. Michelle believes that determined, visible and accountable Neighbourhood Policing is an essential bedrock within the service.



### **Detective Superintendent Andy Farrell, West Yorkshire Police**

Andy is a PIP 3 Senior investigating officer and has worked for West Yorkshire Police for 21 years. He is currently seconded to the NPCC Serious and Organised Crime (SOC) Portfolio Office. He is the Programme Lead for delivering the SOC Local Strategy within a local policing space and leads on the ambitious delivery of Clear, Hold and Build (CHB) across all forces in England and Wales by the end of March 2024. CHB is a place-based approach to the totality of SOC threat and galvanises partnership working focused on sustainability through collaboration, structure, and governance. Andy is passionate about the community response to SOC and how it manifests within communities, through effective engagement, so that resilience can be built to make communities a hostile place for those groups and individuals intent on causing serious harm.



### **Richard M James Mst (Cantab). FRSA, Managing Director, Intensive Engagement**

Richard James enjoyed a highly successful career as a senior UK police officer operating at all levels from constable to chief superintendent across three police force areas. In 2016 Richard founded Intensive Engagement - an association of experts and practitioners who focus on building stronger communities in challenging and complex places. Richard is a Fellow of the Royal Society of Arts, has a master's degree in criminology and is a registered subject matter expert for the European Commission. He presents on his research and findings at national and international events and writes for national publications. He is a recognised and forthright advocate of effective purposeful and evidence-based community engagement across numerous policy areas.



### **Professor Richard Webber, Originator, Webber Phillips**

Professor Richard James Webber is the originator of the geodemographic classifications systems Acorn and Mosaic. He has been a visiting professor at University College London, King's College London, and Newcastle University. In 2014 he founded Webber Phillips with Sir Trevor Phillips OBE, broadcaster, writer and former Chair of the Equality and Human Rights Commission. Webber Phillips supports organisations by providing insightful and timely data, showing the ethnic, linguistic and cultural composition of their own employees, customers, and service users. The proprietary Origins technology delivers understanding of different groups' behaviours and preferences far more efficiently, unobtrusively, and accurately than self-identification as well as providing context and enabling benchmarking.



# Meet the Speakers



## Jacqui Hames, Host

Jacqui Hames is one of Britain’s best-known real-life detectives, having served in the Metropolitan police for 30 years, she also co-presented Crimewatch on the BBC for 16 years, making appeals to the public to solve crime. Since retirement she’s continued to work in the media as a presenter and expert, also as a campaigner for victims of crime and recently qualified as a psychotherapist where she works in private practice.



## Superintendent Edward Hancox, Head of Prevention, West Mercia Police

Ed has 23 years service in neighbourhood policing, patrol and problem-oriented functions, and is responsible for the introduction of Neighbourhood Matters into the force in 2021. As well as the wider prevention portfolio, Ed is responsible for problem solving, partnerships, citizens in policing and confidence across West Mercia, and is passionate about public health approaches to policing particularly in relation to reducing serious violence. He cares greatly about his colleagues and was previously the lead officer for wellbeing across the force. Ed has been fundamental in the co-design of the ‘Engagement Tracker’ which was born from identifying a solution to deliver and manage the new NPCC and College of Policing Neighbourhood Policing Performance framework.



## John Hayward-Cripps, CEO, Neighbourhood Watch Network

John was appointed CEO of Neighbourhood Watch Network in January 2018 with a remit to build on the fantastic history and achievements of Neighbourhood Watch and help the movement move forward to work in areas of high crime, gain a more diverse membership and strengthen communities by embracing modern technology while keeping true to the foundations of Neighbourhood Watch. John has significant experience in the charity sector having worked for Victim Support for nine years in various roles including Locality Director and interim CEO and prior to this was the Children’s Team Manager at the Children’s Country Holiday Fund. John also has experience in the private sector working for two years as an Associate Consultant for EY in their Government and Public Sector Consultancy wing supporting local authorities social care departments in organisational change.



## Chief Constable Paul Anderson, Humberside Police

Paul Anderson has been a police officer for 31 years, starting his career in Tilbury, Essex. He has experience across the ranks, from community and investigative posts, through to specialist operations. Paul is a graduate of London University Southbank with a master's degree. Paul became Chief Constable of Humberside Police in 2023 having previously served as the Deputy Chief Constable and Assistant Chief Constable (Local Policing). Married with two children; he is also a keen and active sportsman and coach, with an interest in staff engagement and wellbeing.



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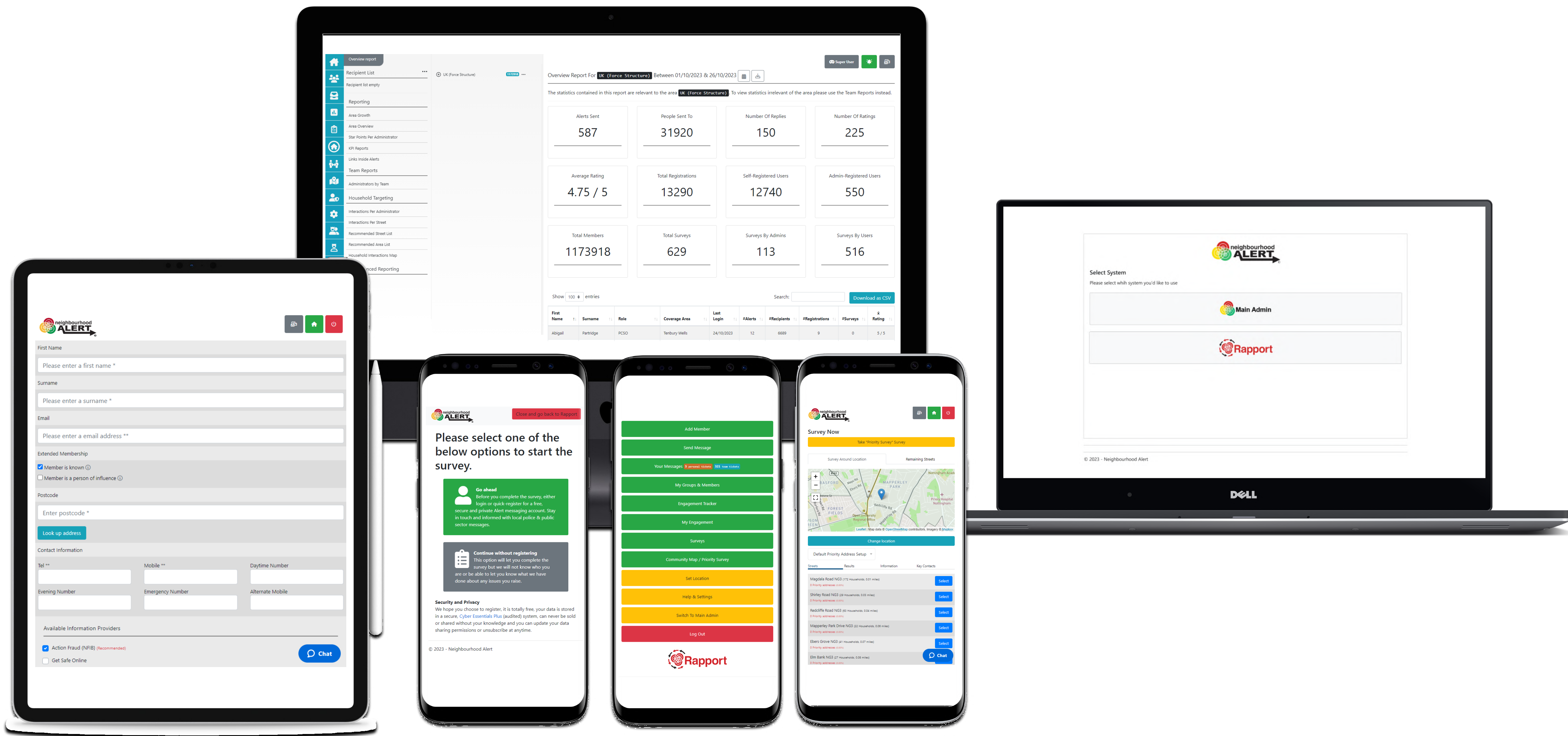
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Designed exclusively for community engagement, Neighbourhood Alert, often referred to as "Alert," is a specialised online CRM platform helping organisations including the police, fire & rescue services, police commissioners, local authorities, and Neighbourhood Watch engage with their local communities more effectively. It enables these organisations to send tailored messages to specific individuals or groups based on specific criteria. The system is equipped with advanced features for managing data, messaging, and facilitating community groups, and is regularly updated without any additional charges.

The integrated survey function, enables the police to gain a better understanding of their communities by providing tools for precise targeting, making it easier to reach diverse and hard-to-reach populations. The system also offers mapping tools for local Inspectors to create plans for tackling community issues and identifying priority areas. Alert boasts over 1.2 million registered members and an estimated reach, thanks to social media sharing, of over 20 million people. All Alert data is hosted in the UK in Police Approved Secure Facilities and meets all cybersecurity and data protection standards.



Rapport provides a mobile-friendly, quick access version of the Alert system for use on hand-held devices live in the community. As well as the core functionality of sending messages, this enables an array of key information such as CCTV owners and scheme coordinators to be delivered to and from frontline officers in real time based on their geographic location.

For those forces using the targeted engagement and community mapping modules, Rapport plays a vital role in enabling officers to access priority target lists with the aim of engaging with hard-to-reach communities and encouraging them to join the system.



# Module Overview

Alert is a modular system allowing organisations a phased approach to building their bespoke system to better engage with and understand local communities, tailor their strategies, and address specific needs and priorities.

The system also integrates with external data sources to enrich its capabilities. Ethnicity and socio-demographic data can be used in conjunction with the AddressBase lookup to identify hard-to-reach communities and citizens at increased risk of being the victim of crime.



## Additional Modules

<div>Secure CRM &amp; Messaging Tool</div> <div>Two-way secure email system</div> <div>Two-way recorded voice messaging</div> <div>Two-way text (SMS) messaging</div> <div>Send by group, interest, demographic</div> <div>Import all existing force area KML data</div> <div>ROI, growth and engagement reports</div> <div>Rate, reply and share messages</div> <div>Social media integration included</div> <div>Secure, encrypted registration website</div> <div>Neighbourhood Watch integration</div>	<div>Basic Survey Tool</div> <div>Online surveys</div> <div>Email &amp; text</div> <div>Graphical reports</div> <div>CSV data exports</div> <div>Trickle feed surveys</div> <div>Chase uncompleted</div> <div>Direct link to surveys</div> <div>Quick registration on start</div> <div>Anonymous options</div> <div>Survey chaining</div> <div>Responses update group membership</div>	<div>Targeted Engagement Tool</div> <div>Automated location follow-up questions</div> <div>Targeted lists of unsurveyed / priority addresses</div> <div>Doorstep engagement coverage maps</div> <div>Live local results</div> <div>Survey schedules for repeat surveys</div> <div>Send “messages by issue” facility</div> <div>Star Point &amp; dashboard stats integration</div>	<div>Translation Service</div> <div>Auto deliver translated messages</div>	<div>Local Area Pages</div> <div>Easy access ward / beat information</div>
			<div>Statistic Package</div> <div>Range of live data dashboards</div>	<div>StreetWatch</div> <div>Manage every aspect of a StreetWatch program</div>
			<div>Star Points</div> <div>Gamification method for encouragement and measurement</div>	<div>Incoming Contact Channel</div> <div>Direct incoming email contact with local beat teams</div>

## External Sources

<div>AddressBase</div> <div>OS Data FOC Database of all addresses</div>
<div>Origins</div> <div>Ethnicity /religion DB Postcode or household level</div>
<div>Acorn</div> <div>Socio-Economic profile tool</div>

### Engagement Tracker

Record all community engagement events and abstraction in one place, and invite the public to attend. Includes a full reporting suite

### Survey API

(Access Alert data, auto send 101 & Victim survey)



VISAV and Intensive Engagement (IE) have formed a partnership in a new and ground-breaking collaboration. It combines both organisations' proven track-records of success in engaging communities. The new approach provides immediate and powerful tools to create a step-change in purposeful and meaningful engagement. Police and partners can now work together more effectively, share information, and build new community networks at pace and scale. Placing the IE approach on the Neighbourhood Alert platform offers opportunities to support and embed effective practices, multiple community assets and increase participation of all communities in the co-design of solutions to problems that are most important to them.

### **This collaboration comes from the context of:**

- *Unprecedented Demand and Scrutiny:* Policing services and their leaders facing unprecedented demand and scrutiny.
- *Importance of Neighbourhood Policing:* Neighbourhood Policing is recognised as the cornerstone of the national police service. Multiple reviews indicate that the foundations of Neighbourhood Policing are deteriorating.
- *Need for a New Service Delivery Model:* A new service delivery model is required to establish legitimacy, reduce demand, and significantly increase stakeholder and community involvement.

### **Nationally recognised framework, delivering local priorities:**

- *Compliance with NHP Guidelines and HMICFRS Criteria:* The framework aligns with the UK College of Policing NHP guidelines and meets the criteria set by His Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS).
- *Leveraging Technology:* The framework goes beyond traditional approaches and explores how technology can play a fundamental role in enhancing policing.
- *Framework for the Future:* It's a forward-looking framework that addresses the evolving demands placed on policing services.

### **Call to Action**

- *Development and Implementation:* The VISAV/IE collaboration is being developed in selected locations throughout 2024/25, and those using the VISAV CRM system already have the capability to adopt this approach.
- *Opportunity to Participate:* If you are interested in participating in this initiative, please don't hesitate to get in touch with us.

If you want to know more or get involved - do get in touch:

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# Thank You

## Just to say a huge thank you!

The success of Neighbourhood Alert is down to so many people including colleagues who continue to give up their time to participate in the Alert Development Board. The Development Board membership consists of the Information Providers who have a licence for Alert, co-designing new features and feedback on user experience. Thank you to our Development Board members who have over the years made Alert what it is today.

However, without the amazing Multi-Scheme Administrators (MSAs) who volunteer to maintain the 1.2m database, it wouldn't be as accurate and effective as it is. It's difficult to quantify the collective worth to policing and the public sector if their role was monetised, but without doubt, it would be in the millions. For that we are extremely grateful for the continued commitment of Neighbourhood Watch Network (NWN) volunteers.

The trained and vetted MSAs are supported by Cheryl Spruce from the NWN who states that almost 90% of our MSAs have additional volunteer roles with Neighbourhood Watch and the wider community. Currently Cheryl is training an average of seven new MSAs a month with an additional five per month refreshing their training, covering topics such as groups, comms issues and unapproved schemes. MSAs are the first Neighbourhood Watch Volunteer that a new Coordinator sees in their area. They are the vital link to the force area associations and provide not only database support but support to volunteer Coordinators to get them up and running.

The MSAs below have gone above and beyond any expectations and we have asked them to share their experiences with us:

### **Robin Sutton (MSA Cambridgeshire)**

"I was seeking a way in which I could continue to develop my leadership and computing skills. Becoming an MSA for NWN has provided me with a highly rewarding and motivating role through which I can help support community safety and lead positive change beyond my NWN scheme. I have found that an MSA has an opportunity to develop an overview of communities within their area. They are well placed to lead problem solving and develop networks which contribute to crime reduction and improve wellbeing in their area. I believe that every MSA can shape the role according to their personal values, interests, and the specific needs and dynamics of their local community. If you are passionate about enabling individuals and communities to be connected, active and safe and feel inspired to make a positive change, as I am, the MSA role can be highly fulfilling and motivating."

### **Mike Dyson (MSA South Yorkshire)**

"I've been coordinating a scheme for nearly 40 years, starting with 60 houses in 1985 and growing to over 400 by 2022. I've been an MSA for just over a year, aiming to support South Yorkshire's (SY) new and existing schemes. Initially, there were two of us in SY, and the workload was daunting. Unfortunately, one MSA retired, but we've recently gained another. My goal is to streamline scheme coordination and support expansion. I have a background in community involvement, having worked as a youth worker and in the SY Fire and Rescue Service for 31 years. My aim is to reignite community spirit using NWN as a valuable tool. Community spirit is priceless but doesn't require much investment."



**David Hansford (MSA Sussex)**

“I have been a member since the late nineties and an MSA for about five years. Being an MSA enables me to keep Sussex NWN running smoothly and assist in keeping our records up to date as well as keeping our members informed of current events.”

**Jackie Saunt (MSA Leicestershire)**

“I first became involved with Neighbourhood Watch in 2010 and have been an MSA for about 5 years. I enjoy being an MSA as I find it rewarding to try to keep on top of the number of users that have either not activated their account and those that have an issue with their email address. I have a system that once a user registers, I will resend two further emails and if they have then still not activated their account, then I will delete them off the database.”

**Reg Banks (West Midlands)**

“I gave up all gainful employment in 2017 and saw a need for NWN in our area thinking it would match the skills I’d acquired over 45 years of work. Within 18 months there was talk of forming an Association in the West Midlands which led into learning about the MSA role and the chance to provide that support for all coordinators which is what I do almost every day. Ultimately the motivation for me is to give everyone the opportunity to join their local NWN, reduce crime and the fear of being a victim of crime.”

**Nick King (MSA Thames Valley)**

“20 years ago my family and I moved to a newbuild property in Northamptonshire and my immediate instinct was to sign-up to NWN and since then, I have been involved with NWN across three police force areas: Northamptonshire, Suffolk and Milton Keynes (Thames Valley) as well as being a consultant at national level. I've been an MSA for over 10 years. This is a privilege and invaluable! It allows me access to secure and protected data and gives me the knowledge and tools to support NWN members and scheme leaders: often problem-solving issues and concerns they may have.”

**Derek Pratt (MSA Sussex)**

“I have been involved with NWN for around 18 years and I first became an MSA when Sussex Police moved over to Alert in 2016. I am also an MSA for Sussex Community Search Team when VISAV generously gave us free access and a website last year, when our previous systems needed to be replaced. Having spent much of my career in insurance technical issues and management I appreciate the value of good data, good systems and good planning, and how to spot when things aren’t on track. It is very satisfying to know that almost every user in Sussex is contactable, only a small number is not receiving messages due to resolvable issues, every co-ordinator and deputy is on Alert and every scheme is properly mapped.”

**Colin Cartwright (MSA Warwickshire)**

“In 2014, I found inspiration to embark on my journey as a NWN volunteer after relocating to an area with a dormant scheme, having previously lived in a community with an active one. The realisation of the remarkable impact a vigilant community can have in reducing crime fuelled my passion for community safety. This venture led me to further volunteer with the Association, actively participating in the organisation of community engagement events aimed at promoting crime prevention and enhancing community safety. As an MSA for the last three years, I take immense pride in my role, which involves maintaining an up-to-date database, fostering connections with new members and schemes, providing invaluable support to existing members, and sharing critical information within our community network. My dedication to the cause of community safety remains unwavering, and the journey continues to be one of immense fulfilment.”



## Meet the Team



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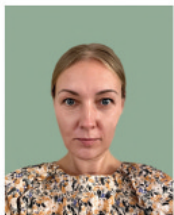
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