

My Community Alert and Humber Talking

Police and Crime Commissioner Perspective

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Our perspective ...

Police and Crime Plan:

Aim 2 – To build public confidence in the agencies involved in creating safer communities

... and more specifically the key deliverable:

“Effective communication and engagement with communities and the public”



Our original involvement ...

- Force already developing My Community Alert
 - PCC focus is on innovation
 - Provided funding to enable development of Humber Talking (and move away from old ways of consulting the public)
 - Force have driven new approach (and new ideas) in conjunction with Visav
 - PCC has a licence for its own use
- ... so what do we use it for?



Some of our current use ...

- **Covid-19:** PCC blogs to reach the public (over 25k people)
“very informative” / “system is fantastic” / “messages in general are excellent”
- **Force Oversight:** we gain assurance around force-usage via one-to-one meetings with Chief Officers
- **Precept Survey** and promoting **PCC public meetings**
- **Victim Services:** we messaged registered users about victims of crime, then surveyed 1,000 of them for views to help us commission the right services
- **Successful Bids:** we use information for external bids, here’s an example ...



Home Office Safer Streets

- Joint bid (Police, PCC, Ongo Housing, North Lincs Council, CJ Board) for Westcliff Estate in Scunthorpe
- Successful £650k funding
- Project ongoing with promising initial results



... where did My Community Alert and Humber Talking feature?



Public view ...

Some stats (from MCA):

50,726 people in Scunthorpe (at that time)

4,909 households in Brumby Ward

675 registered MCA users (13.8%)

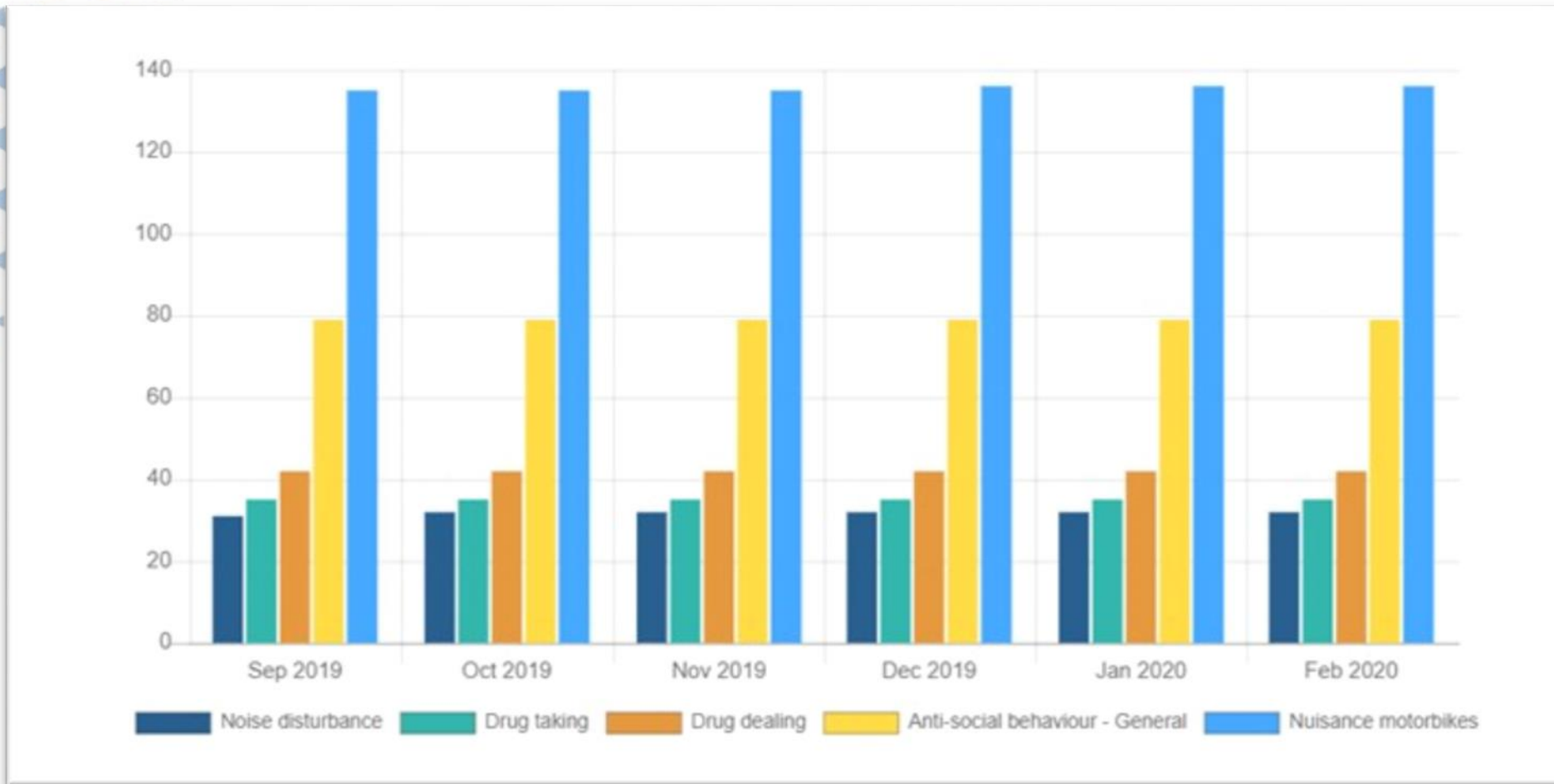
467 users had completed a Humber Talking survey (69.2%)

So we already had views of local population to hand,
which showed ...



QUESTION:

What are the issues affecting you in your community which would benefit from joint working between police, partners and community members to resolve?



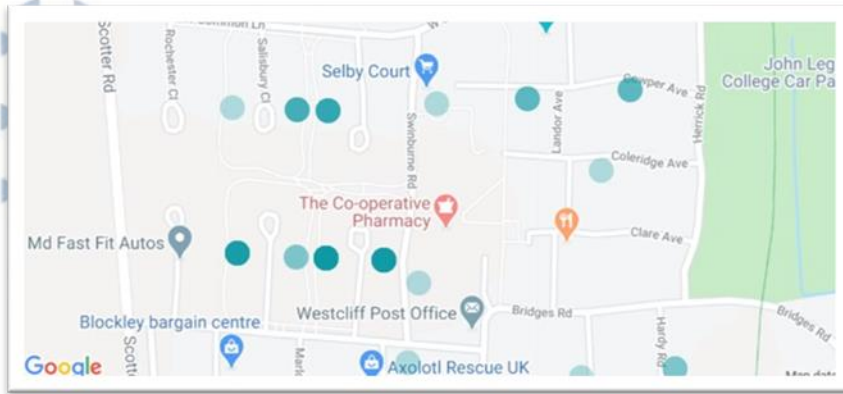
Same issues identified by Ongo Housing ... good confirmation



... and on a map

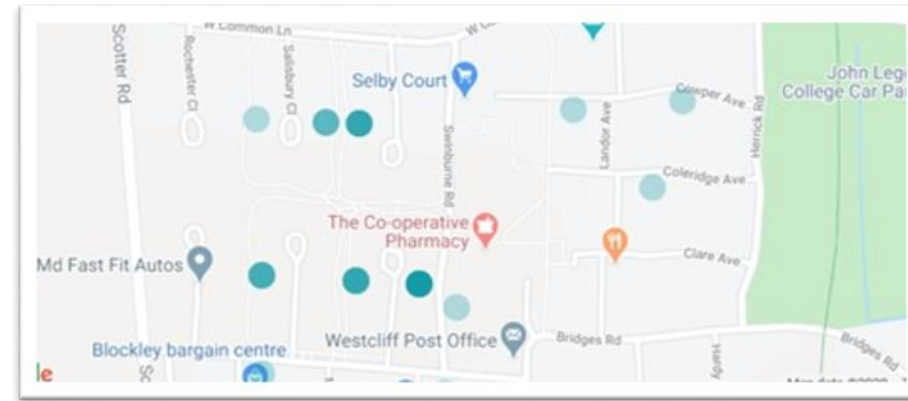
Nuisance Motorbikes

(locations as reported by residents – darker dot = stronger issue)



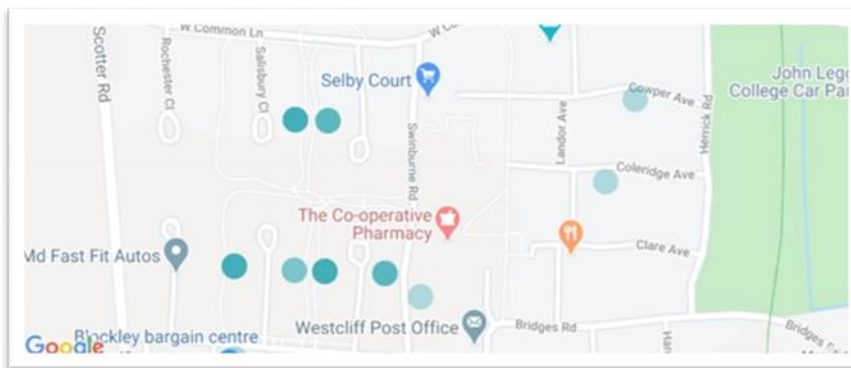
Anti-Social Behaviour

(locations as reported by residents – darker dot = stronger issue)



Drug Dealing

(locations as reported by residents – darker dot = stronger issue)



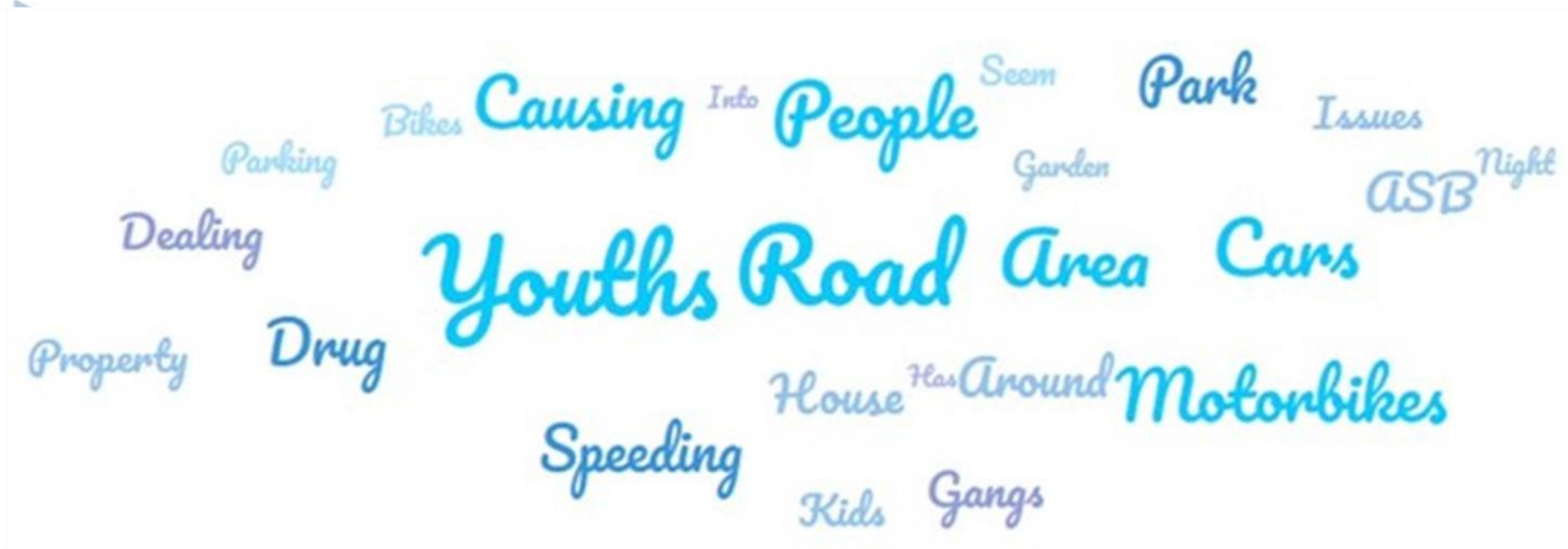
Issues on the estate are clearly identified by local people



Wordcloud ...

QUESTION:

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



This information has ...

- Helped form the joint bid
- Informed discussions with partners
- Involved local people
- Put money and resources where most needed
- Started to create a better and safer place



So that was just a quick overview

Any questions?

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