



Leicestershire  
**Police**

Protecting our communities

# Neighbourhood Link

(Leicestershire's Neighbourhood Alert)

**Chief Inspector Michael Fletcher**



# Thank you!



December 2019 –business case to upgrade our Neighbourhood Alert platform, branded **Neighbourhood Link**, business needs including:

- Quality assessment of engagement events needs to be improved.
- Better use of Mosaic and other research methods to identify who, where and why we engage.
- Better feedback to the public with the results of engagement activity
- Every beat should have a KIN list at beat level
- Developing the community 'reach' dataset within performance data
- Improved understanding of our success at engaging with the community will enable us to identify areas where the community voice may not yet sufficiently influence our priorities
- Improve Public Confidence

## Organisational Governance

### Comms & Engagement meeting – terms of reference

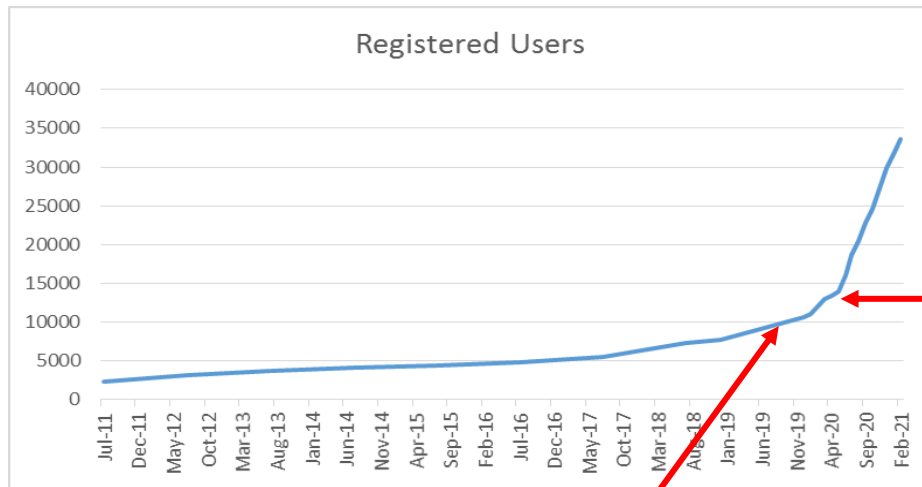
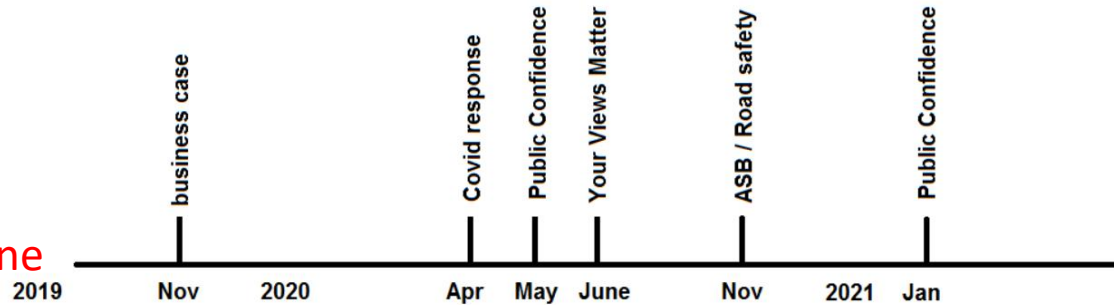
- To set the direction for Community Consultation, with an aim of increasing public confidence via high quality, consistent communication methods and priority setting that takes into consideration local views
- To review and share best practice for communications at NPA level, including use of social media, Neighbourhood Link, community meetings and other tactics
- To advise and evaluate delivery of consultation at an NPA and beat level to ensure community consultation is representative of the communities and is effective
- To input to, and help evaluate, Force-level communications campaigns
- To develop and evaluate the use of proactive communications plans within force threat management
- To agree regular and dynamic delivery plans for communications and engagement activity within neighbourhoods

## Key Features

- Partnership approach between Neighbourhood Policing and Corporate Communications team (Follow the advice of the experts)
- Marketing
- Train staff to communicate effectively
- Governance
- Performance management
- Think about timing, think about questions

# Neighbourhood Link

Survey Timeline



Business case approved

“Your views matter”

Pushed our 'Neighbourhood Link' product via Force Social Media accounts to increase registered members.

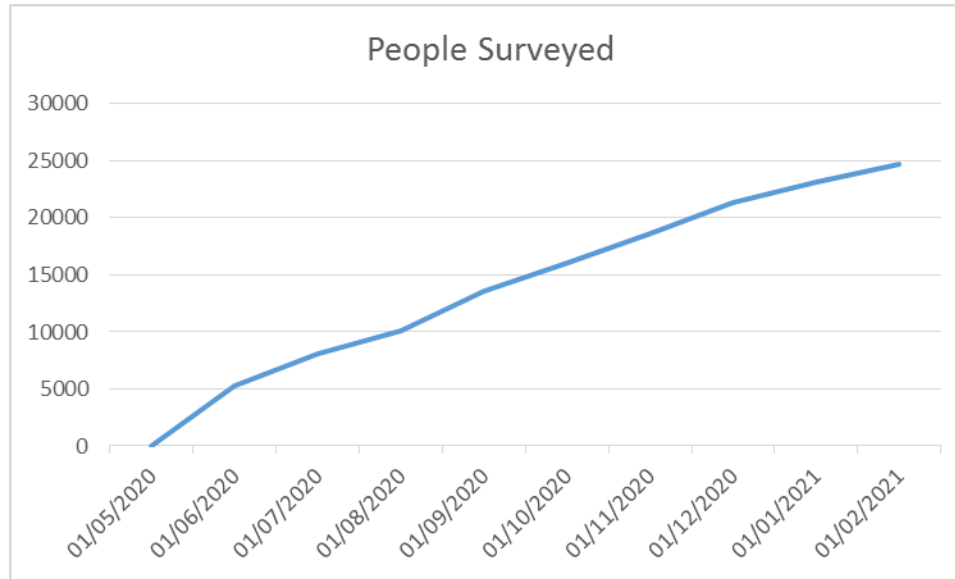
Survey:

3 Stage Approach

- Response volume
- Analysis & response
- Proportionality

Initial focus was to get sufficient replies in order to form initial views on local priorities and start communicating back

- We identified beats where coverage was low
- Used directorate performance meetings to highlight this area to focus attention and drive improvement
- Survey analysis used to identify numbers of 'votes' per issue area, overlaid with other consultation for the NPAs to then identify what their priorities were
- 17283 different people raised 40496 issues.
- ASB (6943), Road Safety (5780) & Drugs were the top 3 responses. ASB is now a local priority on 62 of our 66 beats, 40 have drugs and 37 road safety



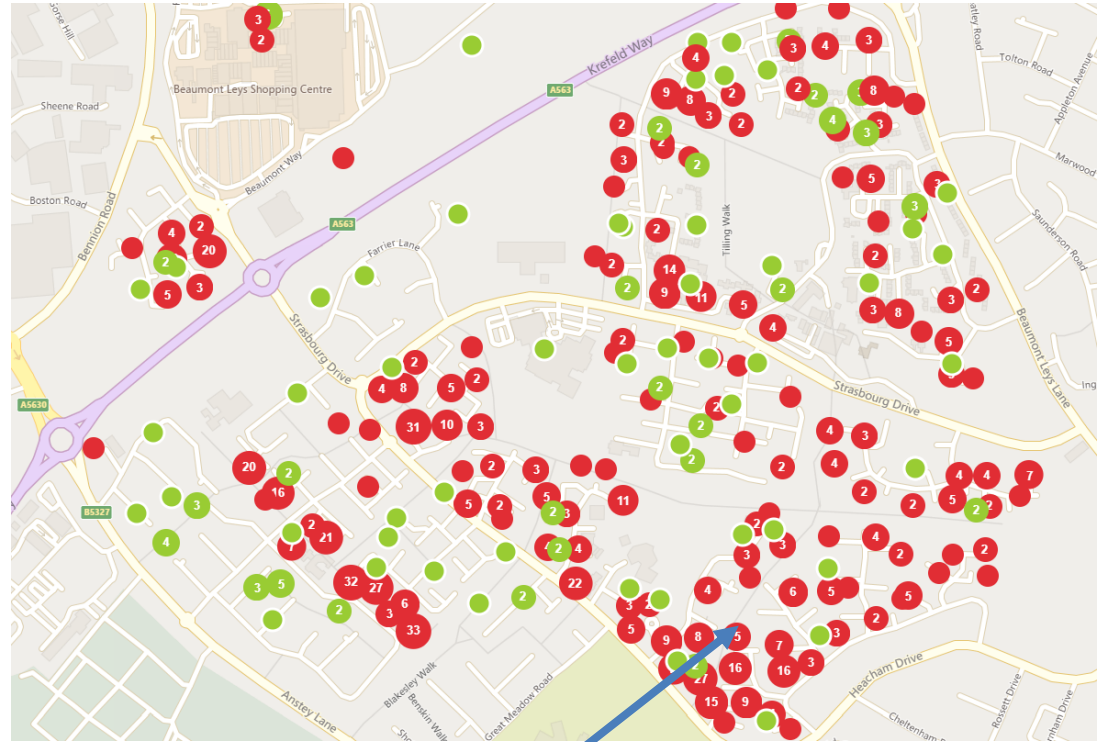
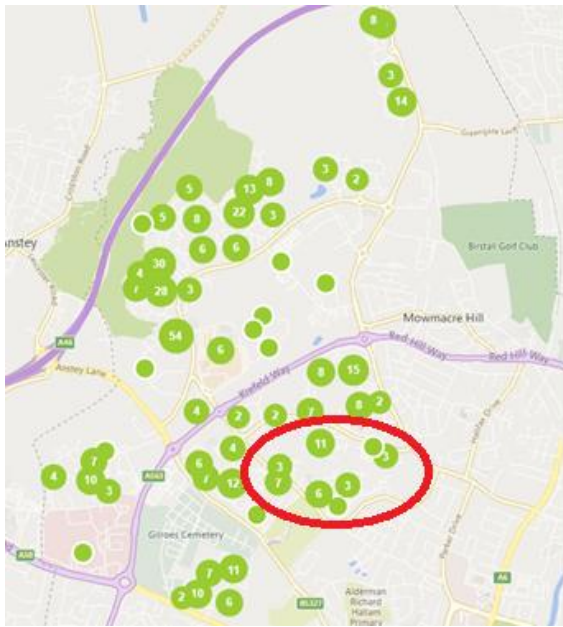
As at 27/02/21

- 24711 individuals surveyed, 16648 of whom were by staff
- The remaining 8063 were initially surveyed via an online link
- In total due to people updating their views every 3 months, a total of 27238 responses have been received



## Proportionality

- Used MOSAIC population and Sign-up/Surveyed data to measure coverage overall then compared individual demographic groups to identify under-representation
- This showed some of our rural communities were under-represented and some of our poorest communities were also
- We set targets, e.g. to be within 70% of the proportionate number of members/surveys for each Mosaic Group
- The Origins data did not highlight any significant disparity of concern, although we did identify some under-representation in our Polish community.
- Through the governance of the Comms & Engagement meeting we provided NPAs with a tactical document each to show them the under-represented areas on their beats, in terms of overall membership, then MOSAIC groups and Origins groups



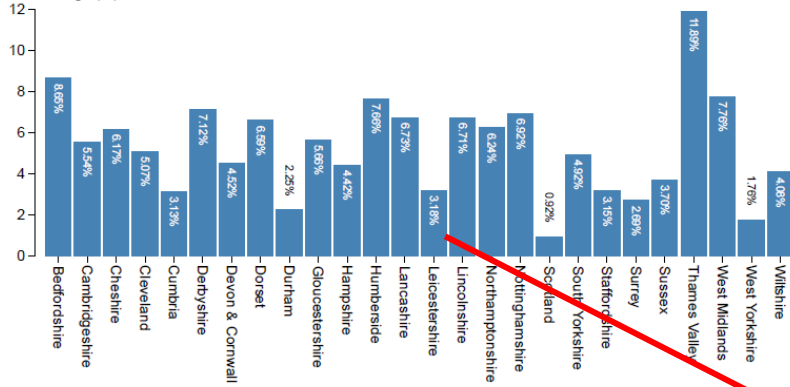
For example

Here we identified under-representation of the 'Municipal Tenants' Mosaic group and looked at where they lived in this part of Leicester. The green markers are registered members, the red are Municipal Tenants in the wider population.

## HOUSEHOLD COVERAGE BY LICENSED FORCE AREA

For all users across the Neighbourhood Alert network (1-29 February 2020)

Household Coverage (%)



Household Coverage (%) for all Licensed Force areas.

Feb 2020 3.1%  
Feb 2021 8.2%



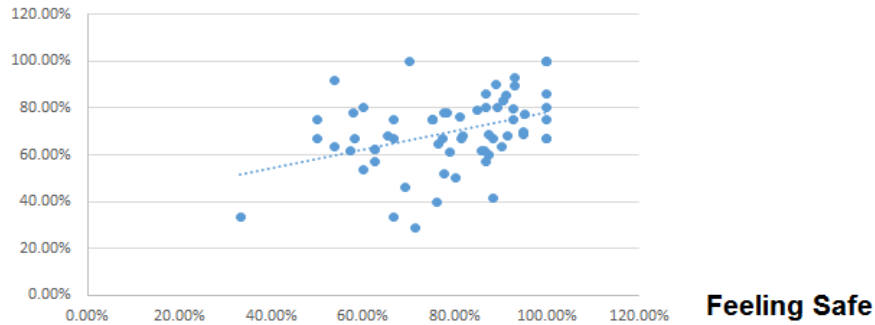
Household Coverage (%) for all Licensed Force areas.

## Public Confidence Surveys

- 2020: Similar findings to Crime Survey results overall
  - Impact of feeling safe clearly linked to overall confidence
  - People in higher crime areas thought police understood and were dealing with priority issues but fewer people feel safe resulting in lower overall confidence
  - Some rural areas where people feel really safe also had low confidence but here they thought police didn't understand or deal with local issues
- 
- 2021: Confidence has increased (both within the overall results, but also isolating those people who voted in both surveys, within that group also)
  - Now much more closely aligned to feeling safe
  - Allows us to also measure reported crime and feeling safe to better understand community mood and therefore how to improve people's feeling of security and wider public confidence
- 
- Local priorities and public confidence now in our control strategy as a force strategic priority

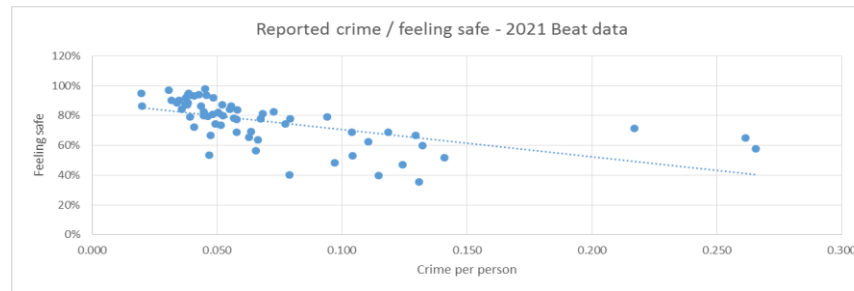
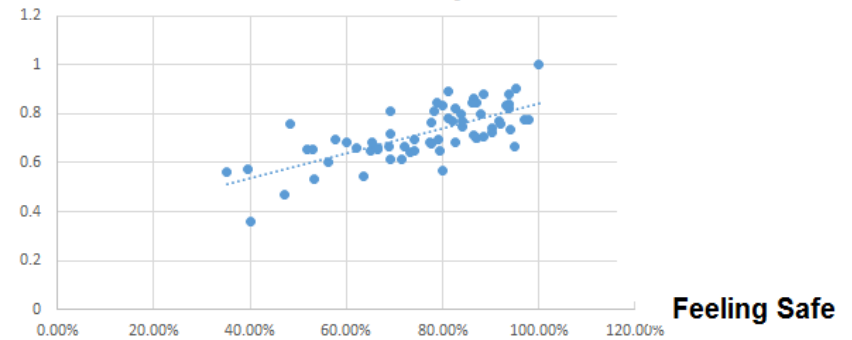
## Confidence

## 2020 Survey



## Confidence

## 2021 Survey



- Our improved communications have increased confidence, especially where this was linked more to local engagement/understanding
- The data is interesting for the outliers ... why do people feel less safe (or more safe) than they should given the actual reported crime? Why are they more or less confident in policing given how safe they feel?
- How can we target our communications activity to improve this?
- Now we have made some Comms improvements, we need to tackle the issues  
**YOU SAID, WE DID**

- To the police officer colleagues – involve your Comms teams, they are your experts.
- Ask the right questions. You can offend if you fail to cover areas that people see as important.
- Ensure top level support and a speaking/reporting space at a strategic board.
- Set clear expectations of managers and staff.
- This is engaging with the community – should not be a controversial sell to neighbourhood staff.
- Identify local super-users to support implementation.
- Ensure it works on your mobile data devices.
- Access to analytical capability (or DIY!).
- Ensure performance management to hold people to account.
- Ensure people are trained in Comms techniques and tactics ... a “You said we did” approach.