

Intensive Support Package

Effective Community Engagement: Increased Legitimacy

Over the past 10 years we have worked with 24 police forces to help them integrate and operationalise their version of Neighbourhood Alert (Alert). To do this successfully and consistently can be a challenge for force communications teams and project leads as they often have so many other jobs to cover.

A decade of evidence shows that overcoming I.T., organisational and comprehension obstacles that hinder operational police in their adoption of, yet another system, is vital. This new package is designed to accelerate and re-invigorate the adoption of the Alert community engagement tools across Neighbourhood and Community policing teams, with a month of intensive support.

With the backing of a senior officer, you will see more of your staff making the most out of the system and more of the community signed up to receive messages. Policing team structures will be established, and a baseline public survey conducted to measure success. Community group set-up will be realigned to reflect your current focus and strategy.

An emphasis on establishing both an active and representative connection with active citizens will provide a return on your investment in both increased value and demonstrable strides towards HMIC legitimacy targets



Image: PCSO training session in progress, Grimsby, March 2018

Intensive Support Package defined:

Training and contact days:

- Six initial on-site group training sessions on Rapport
- Assurance that your officers can use the system and feel comfortable with common questions faced during the process of registering a member of the public
- Ensure that each officer understands and can use each method of sending messages and dealing with replies
- Identify and resolve any internal I.T. issues
- Spend a day out in the field with officers, make sure they use the system appropriately and in accordance with your corporate guidelines
- Identify appropriate users to take on “colleague support” and local group administration
- Report training attendance and participation per session



Image: Engagement promotion activity, Joint venture Lincolnshire / Humberside, March 2018

“Humberside Police opted for an intensive series of training sessions provided by VISAV for our community officers. These sessions provided a practical approach to training that our own trainers would not have been able to provide due to the wide range of technical and practical questions raised.

VISAV ensured that each PC and PCSO left the session feeling confident that they could log in, access data and send a message. In the first week since the site launched, our key community groups saw a significant increase in membership (see insert) and our database increased by OVER 2000 members.”

Chief Inspector Jenny Bristow:
Communities Command North East
Lincolnshire, Humberside Police

Best practice

- Link all appropriate Alert user accounts to designated social media accounts, removing the need for double keying*
- Set up the groups tailored to the needs of the area you police
- Set up the police beat team structure within the system to work effectively and efficiently

Force website integration

- Liaise with force Web Masters to provide localised Alert feeds directly to force website ward/beat pages*. Increase web traffic and local interest in each page: <https://www.humberside.police.uk/teams/dale>
- Provide a sign up widget for addition to the force website*

Making the best of data overlays

- Most forces have Mosaic or Acorn data licenses, we will show you how to engage with representative communities and hard to reach groups using the built-in tools*

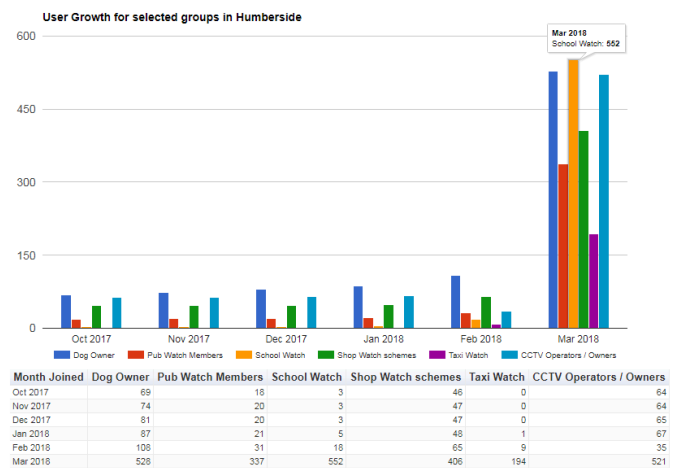
On-site attendance during promotion days.

- Provide assistance with effective approach to the public
- Support in answering common questions
- IT equipment evaluation and practical demonstrations

Follow up support and analysis

- Close observation of all messages sent during care period & provision of individual feedback and guidance for each user
- Daily growth reports identifying success and growth gaps
- Press release support highlighting growth success stories
- Analysis of Community Group growth
- Pre and Post evaluation of impact (* = Where required)

Impact Example on Humberside Community Groups



Graph: Highlighting the increase in key group membership in Humberside

Cost

One-month intensive action: £4,999+vat

Additional training days may be available if required at a cost of £400 per day. Travel and accommodation costs may be required where distance to training exceeds 50 miles.