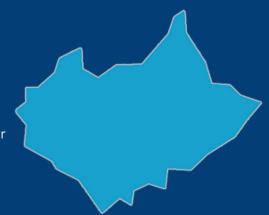


Local Results Analysis

A summary of the local results of the national Neighbourhood Alert annual member survey October 2023



LEICESTESHIRE Neighbourhood Link

47,019 (1,05 million) Recipients

area (3,754 interacted)

3,631 (108,690) Respondents

7.7% (10.3%) Response rate

(Note: All figures shown in brackets represent the equivalent national figure).

Reach

Registered members, database size, message sharing and total potential reach in Leicestershire



Contactable registered members across all partners . (Oct 2023)



+4,202

Data base growth in the last year



Every message shared (on average) with

3.5 people



Potential force-wide audience reach

people

Take local concerns

I feel that my local police...

Have good local connections







Are doing good job

Understand community issues



(40%)

Understand what matters to me



Want to know about my concerns, issues and opinions



seriously

Feedback

Percentage that agreed (or strongly agreed) that messages in the last year were...



Useful

Relevant



Timely

Message quantity

85.5% About right



9.2% Too few

5.2% Too many

Impact

Evaluating the effect of the messages received over the last 12 months



I feel more INFORMED and better at identifying scams and fraud

My trust that the police understanding my concerns has increased since joining the system



(19%)

(72%)

(30%)

23% (19%)

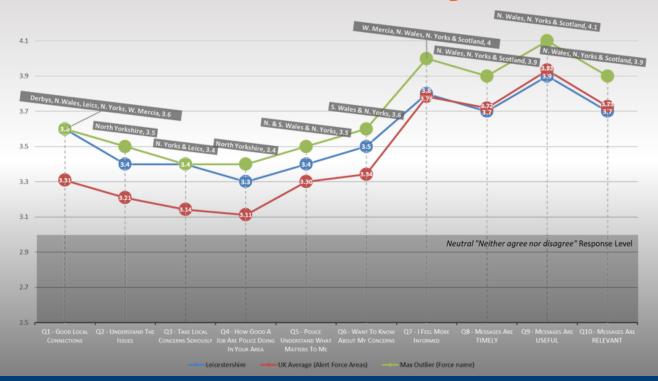
Messages prompted me to take action



Information helped prevented me from becoming a victim

Found messages to be beneficial

Likert Scale Question Rankings



Not Social Media

Comparison with social media reach and trust

Percentage of members in your area that do NOT follow Leicestershire police on social media

(inc. Facebook, Instagram, Nextdoor, X or WhatsApp)





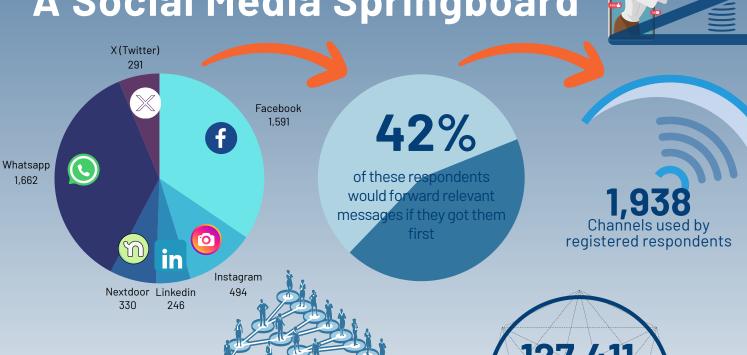
% that trust Leicestershire





Facebook is the next most trusted channel

A Social Media Springboard



Potential force-wide social media groups & accounts (if all members did the same)

127,411 Social channels, timelines, groups and accounts available from respondents

Appetite for local, relevant information



ok up another Safer Neighbourhood Team

Top key information members want to see on Local Pages:

Local NPT members and contact information

What police messages have been sent to my area

Summary of what people in my area are saying are the main concerns in the area



51% (57%)

1415 respondents in your area said a local area page would be useful to them