

# LOCAL RESULTS ANALYSIS

A summary of the local results of the national Neighbourhood Alert annual member survey March 2020

## GLOUCESTERSHIRE

**3,069**  
Respondents (104,321)

**23.0%**  
Response rate (17.6%)

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

**YOUR Community ALERTS** Gloucestershire

### Feedback

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

**Informative**  
**97.0%**  
(95.9%)

**Important**  
**91.8%**  
(90.5%)

**Easy to understand**  
**97.6%**  
(96.8%)

**Relevant to what I want**  
**91.2%**  
(88.1%)

**Relevant to my area**  
**91.4%**  
(88.4%)

**Timely**  
**88.8%**  
(87.1%)

### DATA SECURITY

Percentage of respondents within the area that said they felt that...

**75%**  
Don't trust social media such as Facebook, Twitter, Nextdoor and WhatsApp

**My data is safe**  
**75.2%**  
(77.3%)

**The Alert system is secure**  
**77.9%**  
(80%)

### IMPACT

Evaluating the effect of the messages over 12 months

**61.7%**  
(64.4%)  
Have changed their behaviour

**64.2%**  
(61.7%)  
My confidence in the police has increased

**76.4%**  
(79.2%)  
Find it easier to spot a scam

### REACH

Total average reach of a message sent in Gloucestershire

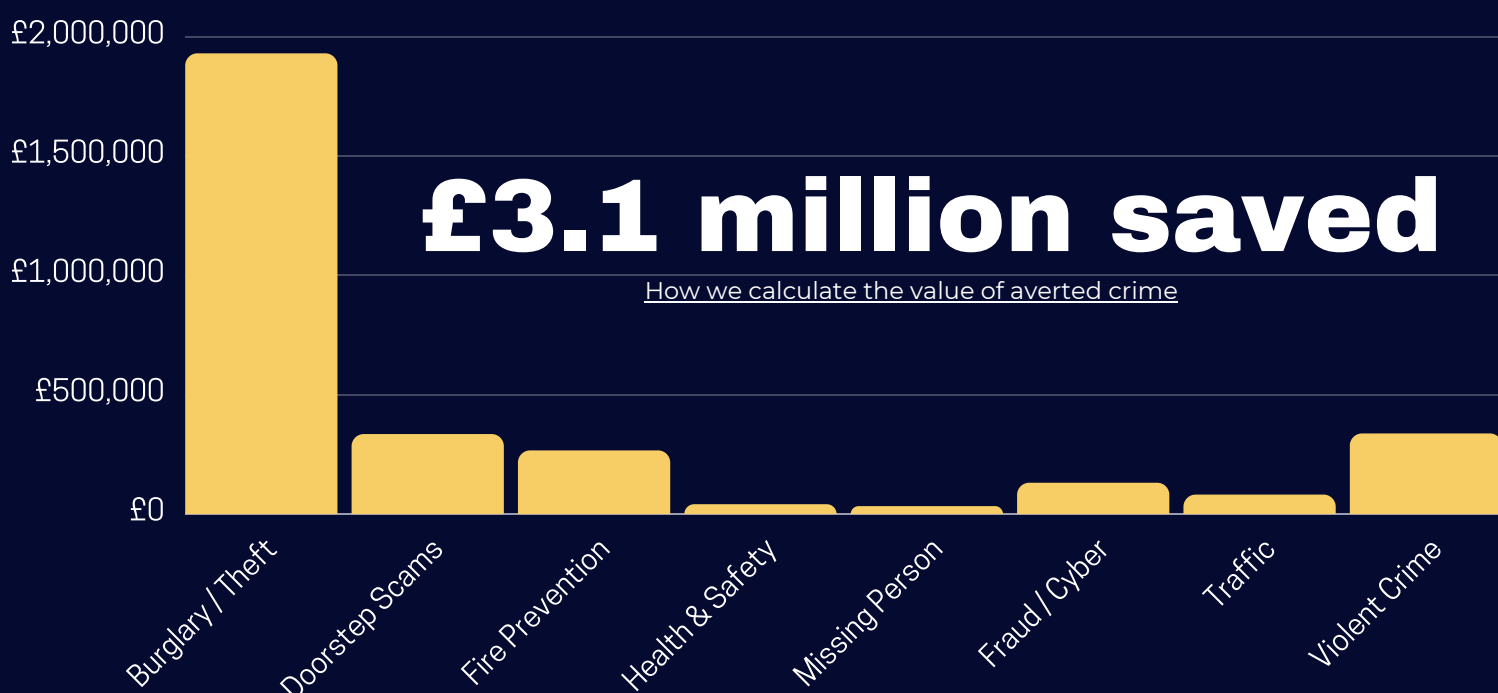
**13,361**  
MEMBERS

**18.23**  
AVERAGE SHARES

**243,571**  
POTENTIAL REACH

### THE VALUE OF AVERTED CRIME

Total value of prevented crime in Gloucestershire as a result of awareness raised and action taken by message recipients, over 12 months



# COMMENTS FROM RESPONDENTS

March 2020

After receiving an email about a gang operating in the area a vehicle with persons who fitted the description passed through our village. I contacted the police and received an almost immediate reply that action was being taken.

William, Cheltenham

1,041

GLOUCESTERSHIRE RESPONDENTS STATED: "THE INFORMATION CONTAINED WITHIN THE MESSAGES HAS HELPED PREVENT ME FROM BECOMING A VICTIM OF CRIME"

As Co-ordinator I have passed on messages and hopefully this has made the members and me think more about computer scams

Joan, Watton-under-edge

As a coordinator I have used several messages that I have received to warn my scheme members of possible activity in the local area that could affect them such as doorstep scams telephone and email scams (which have in the past seemed to have focused on a particular area). Also they serve to remind my and my members not to be complacent about home and self security - reminders to lock up bicycles sheds etc.

Phil, Gloucester

Following an alert about a nearby house being broken into and items stolen we made sure we locked our house and outbuildings every time we went out (even to a neighbour).

John, Longhope

Following shed break-ins locally I have purchased a CCTV camera.

Rebecca, Gloucester

Fortunately nothing specific has happened to us but this website keeps us aware of incidences that happen around and in this area and therefore prompts us to take any precautionary measures that may be needed.

Valerie, Longhope

Helped me be more aware of the scams around and how to keep myself safe

Judy, Sleaford

I am a self employed builder so the information about theft of tools and from vans in the area is a great help also the prompt updates on accidents congestion and road closures in the area is a great help. The other alerts I feel are also very essential as they keep aware. It is all too easy to relax and not think about the scams that are going on so you could get caught out very easily. The alerts help us to stay more alert.

Ron, Cirencester

I relay some alerts to neighbours who do not have internet. I also share information via a community Facebook page.

Samantha, Horncastle

I am the secretary of a residents association and have used messages received to offer advice and to help safeguard the residents some of whom are very elderly and vulnerable to deception.

Karen, Lechlade

I run a community project and am able to alert my older and younger community members to what is going on in their area.

Vanessa, Gloucester

I was able to warn elderly people in my area and my elderly relatives also forward the emails

Rebecca, Cheltenham

I was more aware of local burglaries taking place and able to ensure that my house was secure

Rod, Cheltenham