

LOCAL RESULTS ANALYSIS

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

LEICESTERSHIRE

1,772
Respondents (104,321)

16.0%
Response rate (17.6%)

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



Feedback

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

Informative
95.4%
(95.9%)

Important
90.9%
(90.5%)

Easy to understand
96.5%
(96.8%)

Relevant to what I want
88.7%
(88.1%)

Relevant to my area
88.7%
(88.4%)

Timely
86.6%
(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
78.3%
(80%)

IMPACT

Evaluating the effect of the messages over 12 months

63.9%
(64.4%)
Have changed their behaviour

65.6%
(61.7%)
My confidence in the police has increased

80.5%
(79.2%)
Find it easier to spot a scam

REACH

Total average reach of a message sent in Leicestershire

11,049
MEMBERS

18.23
AVERAGE SHARES

201,423
POTENTIAL REACH

THE VALUE OF AVERTED CRIME

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

£1,000,000

£750,000

£500,000

£250,000

£0

£1.6 million saved

How we calculate the value of averted crime

Burglary/Theft

Doorstep Scams

Fire Prevention

Health & Safety

Missing Person

Fraud/Cyber

Traffic

Violent Crime

COMMENTS FROM RESPONDENTS

March 2020

I am the volunteer editor of a parish newsletter covering 6 villages. I use the messages to help me write articles for the readers. I consider myself pretty cyber savvy anyway but I know not all my readers are so this helps me communicate with them.

Helen, Atherstone

682

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

Advised elderly relative about scam

Timothy, Loughborough

Alerted me to cars and houses being broken into in a local area.

Brenda, Leicester

Allowed me to pass on information to local residents

Craig, Loughbrough

Although I had some previous knowledge myself I was made more aware and reminded me to pass on this information to my friends and relatives

Mr K, Oakham

Alerted about the day time burglary in my neighbourhood.

Bharat, Leicester

An increase in burglaries in the surrounding area encouraged me to install CCTV and a video doorbell

Mark, Syston

An alert was received and I added extra security and lights to my garden shed as a result.

Alan, Leicester

As a manager of a public library I forward the messages to staff or if appropriate I print out posters and display in the library

Teresa, Leicester

As chair of the Parish Meeting I re-transmit relevant messages to residents

John, Leicester

Car thefts were on the rise in the area so the messages were circulated on a neighbourhood watch WhatsApp group

Ronald, Leicester

Created awareness. We have installed dawn to dusk outside lights to ensure that our home security can record best images available.

Sally, Burton on the Wolds

Fitted CCTV in so doing it has helped with some neighbours problems.

Mark, Leicestershire

Good to know about local burglary in area car thefts and any preventative methods. In addition detailed information regarding road closures etc.

Richard, Whitwick nr. Coalville

I am a neighborhood watch coordinator and send these messages to the group we have around 150 people in our group.

Dahya, Leicester

I pass on any info received to members who don't have access to the Internet. Info. from our local Police would be very useful and relevant but at the moment they don't send any. However I know that locally officers are currently receiving training to be able to use this system which is great news!

Helen, Earl Shilton

Has given me information which I have passed on to vulnerable family members and friends to help keep them safe.

Ralph, Melton Mowbray