



Leicestershire
Police

Protecting our communities

Neighbourhood Link

March 2022



The Journey

- Leicestershire Police upgraded and fully relaunched Neighbourhood Link in May 2020.
- Growth in that time of registered users has gone from 11,000 to 47,506 users – 11% of residential population.
- The total survey responses completed (Your Views Survey) to date is 40,342.
- We can identify the signup and survey completions by breaking them down to Demographic Groupings (Mosaic) and in the case of surveys by Demographic Groupings and Origin defined categorisation (ethnicity/religion) to better understand the representation of the people being engaged. We use this as a guide.
- We also utilise the translation tool kit to allow messaging to go out in various languages
- Registration to the platform and survey completion can be done through all our media channels (force web site, social media and hand held officer devices through door to door engagement).

Power Bi Performance Dashboard


- We utilise the information provided through the Neighbourhood Link System and performance manage the data through Power Bi.

This provides:

- Community priorities across the force, Neighbourhood Policing Area and beats.
- Demographic data utilising Mosaic and Origin of the representation of our communities signed up.
- Performance data on the effectiveness of our officers in utilising the platform through signups and surveys

Priority Survey Responses

File Chat in Teams Get insights Subscribe Reset to default Bookmarks



Neighbourhood Link

Neighbourhood Link NPA ...

Title

Priorities - Survey Responses

Sign Ups & Mosaic

Admins 2021

Origins

Mosaic Survey Maps

Origins Survey Maps

ASB

Road Safety

Drug Taking

Drug Dealing

NL Confidence

Leicestershire Public Perce...

Leicestershire Police - Publ...

Priorities

ASB - General 10981	RoadSafety 8345	DrugDealing 5997
DrugTaking 5949	NuisanceMotorbikes 3984	HouseBurglary 3619
DogFouling 5273	HighwaysObst... 3293	AlcoholCo... 2610
NoiseDisturbance 4800	FraudCount 2189	Criminal... 2259
VehicleCrime 4095	AnimalTheft 1093	Farmi... 861
	Violent... 847	Cycle... 847
	Hate... 776	Drin... 776
	KnifeCr... 776	Wildlif... 776

Survey Responses by Mosaic Group

PublicSectorGroup	Count of PublicSectorGroup
A Country Living	787
B Prestige Positions	1908
C City Prosperity	29
D Domestic Success	1710
E Suburban Stability	2682
F Senior Security	1685
G Rural Reality	882
H Aspiring Homemakers	2773
I Urban Cohesion	1649
J Rental Hubs	844
K Modest Traditions	1286
L Transient Renters	1192
M Family Basics	1953
N Vintage Value	564
O Municipal Tenants	707
Total	20651

Survey Responses by Origins Group

Origins	Count of Origins
England	16221
N/A	14276
Hindu Indian	2038
Scotland	1287
Wales	1062
Ireland	986
Pakistani	697
Other Muslim	421
Sikh	418
Polish	351
German	219
Italian And Maltese	201
Bangladeshi	138
French And Walloon	138
Hispanic	123
North African	122
Flemish And Dutch	119
Romanian	116
Portugese	99
Scandinavian	99
Czech And Slovak	80
Unclassified	80
Black South African	77
Total	40342

Survey Responses by NPA

Central Leicester	2421
Chamwood	5271
East Leicester	4525
Harborough And Wigston	4180
Hinckley And Blaby	8097
Melton And Rutland	3544
North West Leicestershire	4974
Postcode not matched to neighbourhood	16
South Leicester	3093
West Leicester	4221
Total	40342

Neighbourhood

Central Leicester	Harborough And Wigston
Chamwood	Hinckley And Blaby
East Leicester	Melton And Rutland

Survey Responses by Date

Date Answered

05/06/2020 - 20/03/2022

Year, Month

All

Financial Year


2020-2021

2021-2022

Beat

- Abbey (nw02)
- Anstey (nl58)
- Ashby (nn46)
- Aylestone (ns52)
- Bardon Hill (nn45)
- Beaumont Leys (nw03)
- Belgrave North (ne10)
- Belgrave South (ne09)

leics.police.uk



Leicestershire Police
Protecting our communities

4

Sign ups and Mosaic

Neighbourhood Link NPA Dashboards | Data updated 21/03/22

File Chat in Teams Get insights Subscribe

Reset to default Bookmarks View

Sign Ups by Mosaic Group

Mosaic label	Households	Registered
A Country Living	27128	1708
B Prestige Positions	27443	3870
C City Prosperity	578	56
D Domestic Success	27684	3717
E Suburban Stability	42043	4571
F Senior Security	37600	2771
G Rural Reality	24483	1869
H Aspiring Homemakers	55455	5362
I Urban Cohesion	27229	2176
J Rental Hubs	30204	1385
K Modest Traditions	23178	2151
L Transient Renters	31638	2016
M Family Basics	31574	3271
N Vintage Value	21442	887
O Municipal Tenants	13977	1002
Total	421656	36812

Surveys by Mosaic Group

PublicSectorGroup	Count of PublicSectorGroup
A Country Living	787
B Prestige Positions	1908
C City Prosperity	29
D Domestic Success	1710
E Suburban Stability	2682
F Senior Security	1685
G Rural Reality	882
H Aspiring Homemakers	2773
I Urban Cohesion	1649
J Rental Hubs	844
K Modest Traditions	1286
L Transient Renters	1192
M Family Basics	1953
N Vintage Value	564
O Municipal Tenants	707
Total	20651

Users and Registrations

Neighbourhood	Households	Current Week Total Users	Previous Week Total Users	Percentage
Central Leicester	14140	2065	2062	15%
Charnwood	70138	7911	7873	11%
East Leicester	53734	4606	4596	9%
Harborough And Wigston	59364	5965	5951	10%
Hinckley And Blaby	86041	9498	9459	11%
Melton And Rutland	38417	5388	5368	14%
North West Leicestershire	40270	4572	4562	11%
South Leicester	24901	2907	2906	12%
West Leicester	36270	4594	4589	13%
Total	423275	47506	47366	11%

Neighbourhood	Current Week Registrations	Previous Week Registrations
Central Leicester	3	3
Charnwood	39	24
East Leicester	19	8
Harborough And Wigston	14	12
Hinckley And Blaby	61	69
Melton And Rutland	20	31
North West Leicestershire	10	29
South Leicester	3	3
West Leicester	5	24
Total	174	203

Date Updated: 14th March 2022

Financial Year
 2020-2021
 2021-2022

Neighbourhood

Central Leicester	Hinckley And Blaby
Charnwood	Melton And Rutland
East Leicester	North West Leicestershire
Harborough And Wigston	South Leicester

Beat

- Abbey (nw02)
- Anstey (nl58)
- Ashby (nn46)
- Aylestone (ns52)
- Bardon Hill (nn45)
- Beaumont Leys (nw03)
- Belgrave North (ne10)
- Belgrave South (ne09)
- Birstall (nl60)
- Blaby, Whetstone, Glen Parva And Cosby (nh21)
- Bosworth, Ratby, Groby, Markfield And Stanton (nh29)
- Braunstone Park And Rowley Fields (nw05)
- Broughton Astley And Walton (na39)
- Burbage (nh28)
- Charnwood East (nl61)

Registrations

Name	Current Surveys Completed	Previous Surveys Completed	Users Registered	Difference
Aarifah Lala	0	0	0	
Abbie Noonan	0	0	0	
Abigail Whitmore	0	0	1	
Adam Atkinson	0	0	0	
Adam Baldwin	21	21	25	
Adam Woolman	0	0	0	
Adrian Coleman	0	0	0	
Aimee Carney	0	0	-4	
Ajay Odedra	25	25	-7	
Akshay Pema	0	0	0	
Alan Furniss	0	0	0	
Alex Horder	0	0	0	
Alex Riley	0	0	0	
Ali Cochrane	7	7	4	
Ali Haq	6	6	3	
Allan Charles	0	0	0	
Amarjit Singh Sanghera	0	0	5	
Amric Gandwan	0	0	0	

Administrators

Surveys

Admin Data 2021

Neighbourhood Link NPA Dashboards | Data updated 21/03/22

File Chat in Teams Get insights Subscribe

Name	2021 Surveys Completed	2021 Users Registered
Amarjit Singh Sanghera	124	74
Ben Widdowson	1	1
Boo Boyall-Love	30	8
Chloe Oliver	0	16
Diane Stewart	192	108
Dylan Lang	27	8
Hannah Nethercot	1	0
Hayley Stokes	0	6
Lisa Wileman	69	90
Lynette Steadman	222	99
Michael Cawley	4	0
Nikki Salmon	38	21
Rachael Thomas	171	153
Richard Williams	22	5
Sam Donington	209	82
Spencer Clayton	128	111
Taylor Clayton	128	116
Vince Preston	39	24
Will Leggate	0	5
Zahid Ahmed	76	48
Total	1481	975

Neighbourhood

Central Leicester	Hinckley And Blaby
Charnwood	Melton And Rutland
East Leicester	North West Leicestershire
Harborough And Wigston	South Leicester

Beat

- Aylestone (ns52)
- Clarendon Park (ns68)
- Eyres Monsell (ns51)
- Freeman (ns50)
- Knighton (ns49)

Demographic Survey Data

Neighbourhood



South Leicester



Beat

- Aylestone (ns52)
- Clarendon Park (ns68)
- Eyres Monsell (ns51)
- Freeman (ns50)
- Knighton (ns49)

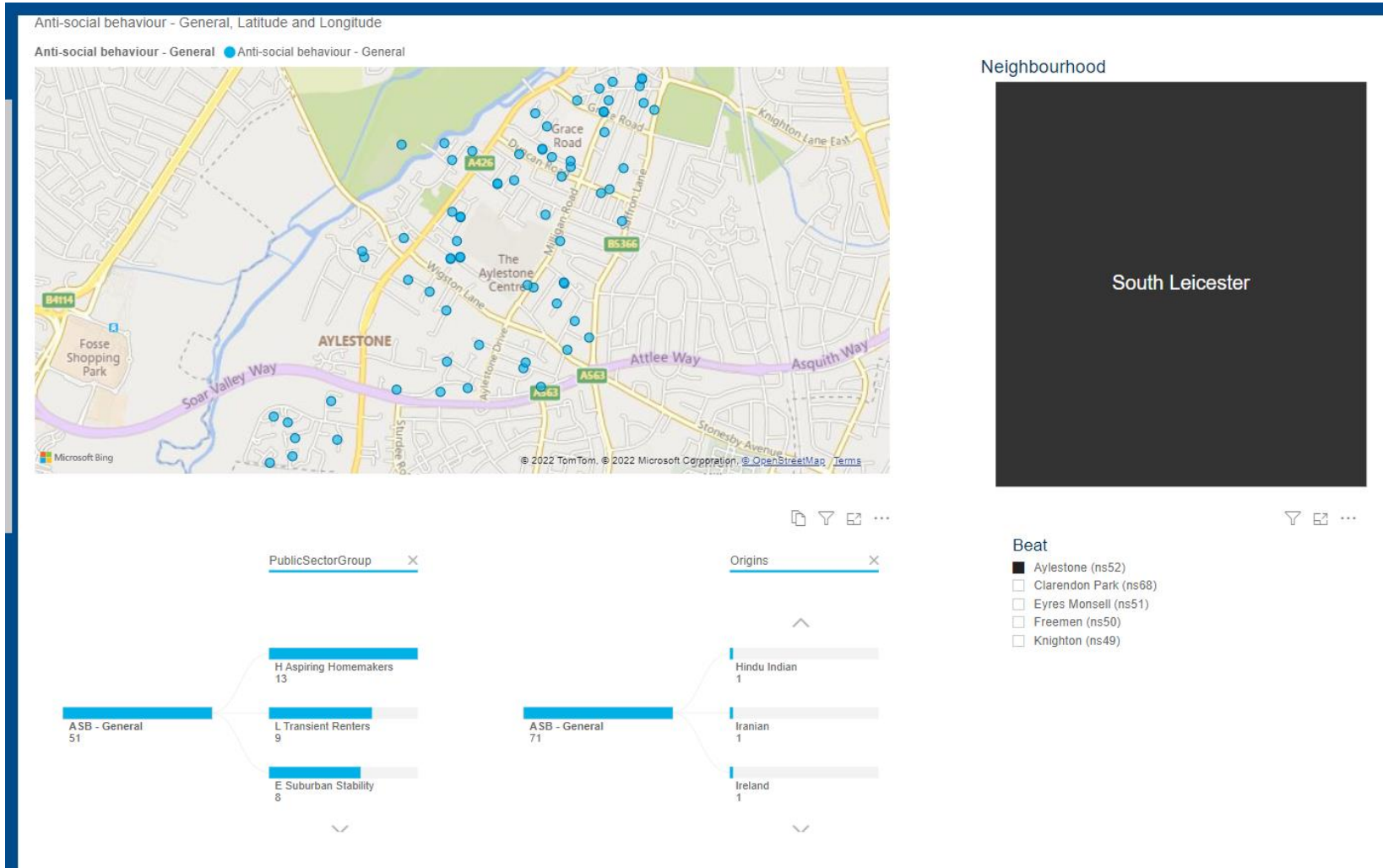
Sign Ups and Registrations by Origins

Origins SubGroup Name	Households	Registrations
Bangladeshi	8	1
Black Caribbean	0	1
Cantonese	12	2
Czech And Slovak	24	3
England	3548	464
Flemish And Dutch	10	2
French And Walloon	24	6
German	26	6
Ghanaian	7	1
Greek And Greek Cypriot	8	6
Hindu Indian	59	17
Hispanic	12	6
Hungarian	7	2
Iranian	10	2
Ireland	243	36
Italian And Maltese	25	6
Jewish	4	1
Mandarin	4	2
Nigerian	18	1
Other East Asian	1	1
Other Muslim	8	5
Pakistani	32	5
Polish	76	11
Portugese	11	3
Romanian	20	3
Russian And Ukrainian	12	3
Scandinavian	4	3
Scotland	289	34
Sikh	38	5
Unclassified	3	4
Vietnamese	1	1
Wales	222	30
Total	4766	673

Survey Responses by Origins

Origins	Count of Origins
Bangladeshi	1
Black Caribbean	1
Czech And Slovak	1
England	260
French And Walloon	4
German	3
Greek And Greek Cypriot	2
Hindu Indian	10
Hispanic	2
Hungarian	1
Iranian	2
Ireland	14
Italian And Maltese	4
Japanese	1
Jewish	1
Mandarin	1
N/A	425
Other East Asian	1
Other Muslim	1
Pakistani	1
Polish	3
Portugese	1
Romanian	2
Russian And Ukrainian	1
Scandinavian	1
Scotland	16
Sikh	4
Unclassified	2
Wales	12
Total	778

Identified Priority - ASB



Wider Use of Surveys

We do not only utilise the Your Views Survey in Neighbourhood Link. We also have themed and problem Management Surveys. These are also performance managed through Power Bi to identify representation through Origins and Mosaic.

Themed Surveys that we have launched via Neighbourhood Alert include:

- Confidence Survey
- COVID Survey
- Hate Crime Survey

We also complete Problem Management Surveys which include:

- ASB Survey
- Road Safety Survey

Confidence Survey

Select results date range to display

Overall results

Leicestershire Police understands the issues that concern my local community?

Leicestershire Police are dealing with the issues that concern my local community?

I feel that Leicestershire Police keep me informed about the things that matter to me?

For the next question, please would you consider the area within a 15 minute walk of your home. How safe do you feel in your local area?

Taking everything into account, how good a job do you feel Leicestershire Police are doing in your local area?

Covid Survey

Overall results

How good a job do you think Leicestershire police are doing in responding to Covid 19? Would you say it was excellent, good, fair, poor or very poor?

Leicestershire Police should prioritise dealing with the impact of coronavirus above other policing activity at the current time.

Please share with us any further comments or views about how Leicestershire Police has carried out its work during the coronavirus pandemic.

ASB Survey – Problem Management

Select results date range to display

Overall results

Is antisocial behaviour a problem in your area?

1) Is the concern linked to one or more of the following? (Select up to 3 that apply)

2) Is your concern about anti-social behaviour linked to something else?
Please tell us the nature of that concern.

3) Is it occurring on certain days of the week more than others?

4) Is it occurring at certain times?

5) Please show on the below map where this occurs:

6) Is there anything else you would like to add?

Hate Crime Survey

1. Have you been the victim of, or witness to, a hate incident or hate crime within the last 12 months?

2. If yes what was the motivation (tick all that apply)

3. If yes, where did this happen?

4. Did you report this?

5. If yes who to?

6. If you did not report it, why not?

7. Have you been a repeat victim/witness of hate crime within the past 12 months?

8. If yes what was the motivation (tick all that apply)

9. Where did this take place (tick all that apply)

10. Did you report this?

11. If yes who to (tick all that apply)?

12. If you did not report it, why not? (tick all that apply)?

13. If you were a victim/witness of hate crime in the future how would you report a hate incident or hate crime?

14. If you would report a hate crime in the future, what factors would influence this decision? (tick all that apply)

14. If you would report a hate crime in the future, what factors would influence this decision? (tick all that apply)

17. Before you finish, this section asks questions about your personal demographic information e.g. age, we ask these in all of our surveys in order to understand the views of the whole range of people. Are you happy to proceed with these questions?

18. What age were you on your last birthday?

19. Gender Identity - We ask about gender identity to make sure that our services meet the needs of all members of the community. People who are transgender experience that the body they were born into is different to their own sense of their gender. These questions allow for a transgender history and identity to be collected. Which of the following describes how you think of yourself?

20. How would you describe your gender identity?

21. What is your ethnic group?

22. The Equality Act 2010 defines a person as having a disability if he or she 'has a physical or mental impairment, which has a substantial and long-term adverse effect on his or her ability to carry out normal day to day activities' Do you have a disability?

23. Would you mind telling me what disability you have?

24. The Equality Act 2010, affords protection from discrimination on grounds of sexual orientation, religion and belief. Answering the following questions will assist us in meeting our legal obligations. All responses will be completely confidential. How would you describe your religious belief?

25. Would you describe yourself in any of these ways?

Hate Crime Survey

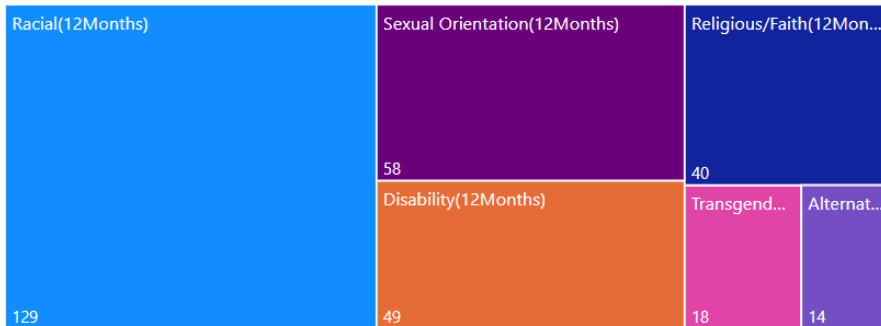
Victim Experiences in the last 12 Months

1. Have you been the victim of or witness to a hate incident or hate crime within the last 12 months?	Count
Yes	266
No	1453
Total	1719

Neighbourhood

Central Leicester	Harborough And Wigston	North West Leicestershire
Charnwood	Hinckley And Blaby	South Leicester
East Leicester	Melton And Rutland	West Leicester

Motivation?



Where did it occur?

At Work (12Months)	45
At the shops (12Months)	76
At home/near to home(12Months)	99
Online(12Months)	41
Where I socialise(12Months)	63

Was it reported?

4. Did you report this?	Count	%
Yes	90	34.75%
No	169	65.25%
Total	259	100.00%

Who did you report it to?

5. If yes who to?	Count	%
Community Organisation (LGBT Centre/Race Equality etc)	4	3.74%
Did not report	24	22.43%
Doctor/GP	1	0.93%
Local Authority/Council	2	1.87%
Police	74	69.16%
School/College/University	2	1.87%
Total	107	100.00%

Hate Crime Survey -Demographics

Demographics

Gender	Count
Female	779
Male	588
Prefer not to say	22
Prefer to self-describe	16
Total	1405

18. What age were you on your last birthday?	Count
13 to 15	6
16 to 24	147
25 to 34	248
35 to 44	281
45 to 54	260
55 to 64	213
65 to 74	194
75 or over	90
Prefer not to say	89
Total	1528

Disability	Count
Yes	223
No	1178
Total	1401

21. What is your ethnic group?	Count
Any other Asian background	15
Any other ethnic group	5
Any other multiple ethnic group	4
Any other White background	38
Arab	6
Asian Bangladeshi	6
Asian Chinese	7
Asian Indian	114
Asian Pakistani	17
Black (English/Welsh/Scottish/Northern Irish/British/Irish)	17
Black African	15
Black Other	5
Caribbean	4
Gypsy or Irish Traveller	2
Other	15
Prefer not to say	24
White (English/Welsh/Scottish/Northern Irish/British/Irish)	871
White and Asian	12
White and Black African	4
Total	1183

Sexual	Count
Bisexual	64
Heterosexual	1106
Lesbian or Gay	71
Prefer not to say	119
Total	1360

Religion/Faith	Count
Agnostic	58
Atheist	332
Buddhist	10
Christian (all denominations)	574
Hindu	78
Jain	2
Jehovah Witness	2
Jewish	2
Muslim	76
Pagan	13
Prefer not to say	128
Sikh	34
Spiritualist	14
Total	1323

Neighbourhood

Central Leicester	Harborough And Wigston	North West Leicestershire
Charnwood	Hinckley And Blaby	South Leicester
East Leicester	Melton And Rutland	West Leicester

Any Questions?

<https://youtu.be/TGeUFHD0Vd4>