



Update for Corporate Performance Delivery and Scrutiny Board

25th October 2016

North Yorkshire Community Messaging

1. Report Purposes

The purpose of this report is to provide an update on the North Yorkshire Community Messaging (NYCM) as requested by Chief Constable Jones following the recent Corporate Performance and Scrutiny Board held on 27th September 2016.

2. Performance Summary

The following figures and charts refer to period 18/04-30/09/2016

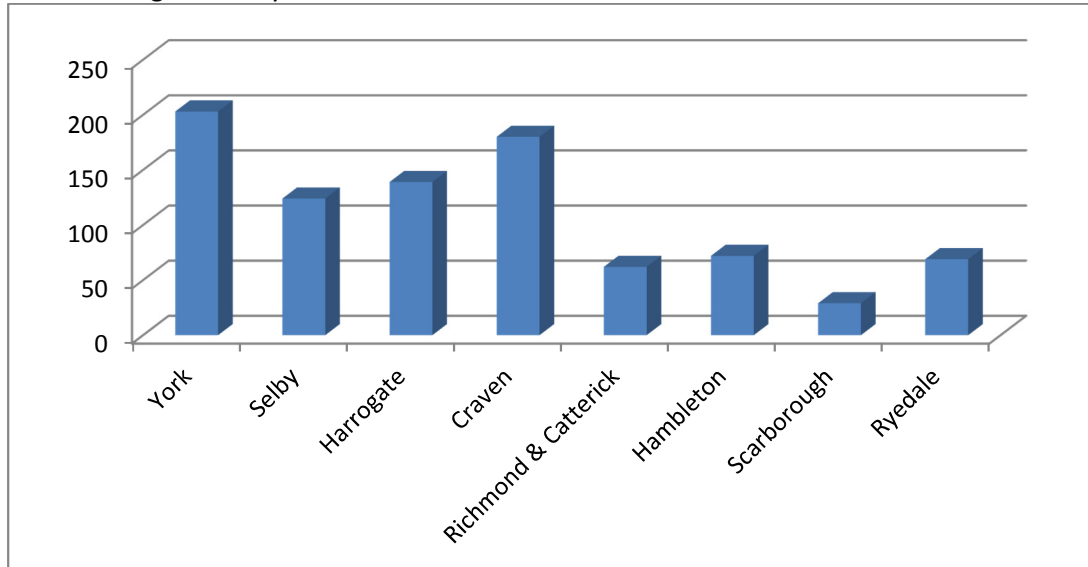
NYCM was launched on 18th April 2016. At the time of the launch 13229 Ringmaster contacts were imported into the system. The current public registration figure stands at 3413, which adds up to a total of 16642 members of the public registered to receive messages.

The NYCM App was launched on 19/09/16 and since then there has been a total of 894 downloads (this figure is included in the total number of registrants). A total of 959 messages have been sent by NYP users since the launch of NYCM.

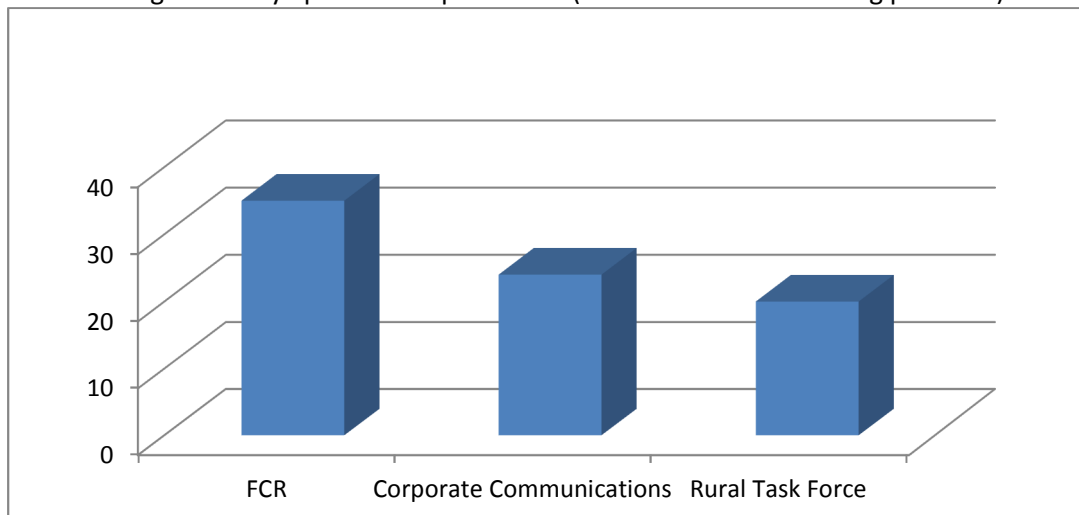
There have been a total of 14 training days delivered and there are currently 538 registered users within NYP. This figure does include individuals who have self-trained on area, utilising the User Guide.

As can be seen in the charts, detailed overleaf there are certain Districts and Departments that show an encouraging use of NYCM. There is however a clear opportunity for managers in other areas to drive its use on behalf of the organisation.

Total messages sent by District:



Total messages sent by Specialist Departments (included in initial training provided):



3. Training and Development

The NYCM system is a simple 5 step sending process. It is designed in such a way that informal training can be carried out on area, with the help of knowledgeable colleagues and the User Guide available on the NYCM subsite.

Training has been provided free of charge by Unified Messaging Services (UMS) as and when requested. The nearest competitor in the tender process cost £400 a day. Initial training was targeted at Neighbourhood Policing Teams (NPT) and a select group of specialist departments. Following on from the initial roll out, further training has been provided to give specialist departments a chance to utilise the systems vast capability.

UMS's flexibility and enthusiasm to support NYP throughout the implementation process is commendable. They have dealt with support calls from NYP staff on a regular basis, swiftly resolved any technical issues and enthusiastically worked on any development points highlighted.

A new sending platform is due to be launched shortly, which will simplify the alert sending process further and add to the group alert functionality. In addition, UMS have provided an online user guide which will be included in the new sending platform. These improvements have no added cost for NYP.

The launch of the NYCM App has been an added capability which has been provided by UMS free of charge. Its functionality was tested by officers and staff throughout the organisation prior to its launch. The App lets you receive push notifications straight to your phone or tablet. It also takes advantage of geolocation technology, a functionality which will be of vast benefit to witness appeals. It also allows the public to send back photographs and video footage, a facility which has been commended by our Emergency Planning Department. Although this function was tested in the development phase, it has not been tested in a live environment. This capacity will be verified alongside our Emergency Planning Department in the near future.

UMS have repeatedly praised NYP for using NYCM to its full capacity. No other police force has opened up its use to all departments that may benefit from its capabilities, also allowing volunteer organisations such as Neighbourhood Watch and Rural Watch to utilise its capacity for their objectives.

4. Examples of good practice

Neighbourhood Policing Teams in particular have been making innovative use Community Messaging. Some examples are outlined below:

- Regular alerts to their communities, highlighting crime and crime prevention, using the geo fencing to make the information location specific and timely to those areas affected.
- Missing from Home alerts are frequently sent out to the general public, making use of the systems Facebook and Twitter links.
- Dot-peen property marking locations and times are advertised; those members of the public that attend are then further signed up to NYCM if they have not already done so.
- Crime prevention Operations such as “Joypad” and “Liberate” are advertised in advance, again using these as platforms to advertise NYCM.
- Operation “Woodchip” & “Woollen”, rural business and farm security initiative, run in conjunction with York Community Safety Hub, promotion of and advertised through NYCM.
- Leyburn and the Dales NPT have made use of Neighbourhood Support Volunteers, tasking them to visit hotels and B&B’s in their area and utilising the NYCM sign up form, to put together a Hotel Watch scheme.
- The Rural Task Force have been present at Multi Agency Days, in conjunction with Ryedale Community Safety Partnership, promoting the use of NYCM in rural locations.

5. Specialist Department use

Other departments within North Yorkshire Police are beginning to consider innovative uses for Community Messaging:

- Serious Crime Team (SCT), Major Crime Team (MCT) and Major Collision Investigation Team (MCIT) have received an input on the capabilities of the system – specifically the geo-fencing abilities for witness appeals.
- Detective Supt Steven Thomas is very keen to utilise NYCM’s capabilities in delivering a force wide

fraud prevention initiative.

- Insp Barf (Roads Policing) envisages that NYCM will be vital in the promotion of Operation “Spartan” and the public’s ability to report antisocial driving and dangerous incidents on the roads back to us.
- Firearms Support Units (FSU) and Resource Management Unit (RMU) are considering utilising the systems capability to provide emergency group call out and overtime availability.

6. Partnership & Collaboration

North Yorkshire Trading Standards – currently making use of the system on a 2 month trial basis.

British Red Cross – initial presentation given by UMS and internal consultations ongoing.

Local Authorities - Selby District Council have signed a contract with UMS and the implementation process will commence in November 2016.

In relation to the remaining local authorities initial presentations have been given by UMS and consultations are ongoing.

Northumbria Police – visited NYP and met with Insp Taylor and A/Sgt Lewis to examine how NYP was using the system. UMS have been successful in winning the tender with Northumbria.

North Yorkshire Local Resilience Forum / Strategic Group– UMS will be presenting at the November meeting, specifically to highlight the capacity of their flood alert system. Cleveland Emergency Planning Department currently use the system provided by UMS. Cork City Council have benefited from the company’s unique flood alert system, which facilitates a direct link from the Met Office to the potential flood victim.

7. Development Points

Marketing – Initial communications plan could have been more efficient. The roll out of the App has been more effective, with regular Facebook and Twitter feeds and media releases scheduled around the launch and the progress of download figures.

Internal awareness of NYCM is also being driven by planned articles in the Organisational Learning Bulletin and State 6. The new version of the Victims of Crime leaflet scheduled for the end of October, will include information on NYCM.

User feedback – A/Sgt Heidi Lewis works closely with Simon Jones, Digital Engagement Officer for the PCC. Together they have agreed a formal complaints system which has also been disseminated to the Force Control Room who manage the NYP General Enquiries e mail account.

Survey Monkey – The Survey Monkey capability of the system will be used to seek feedback from registered users in order that further developments and opportunities for use of the system can be considered.

Voice alerts – Initial complaints from the public in relation to timing issues were swiftly addressed, through further communications to users and supervisors (further details in section 8 below).

Performance Reporting System – The method available to generate performance reports was inadequate and cumbersome. This development work has been highlighted to UMS, and the work is to be completed by WC 24/10/16 when their improvements will be presented to NYP following this, to ensure they meet our needs and expectations.

8. User Experience

NYP internal use – The response from users within NYP has been positive. Users have responded positively to the simple 5 step sending process, which is clearly set out and assisted by prompts to ensure all fields have been entered correctly. The mapping capability, which enables the sending of a message to a specific location, has been tailored to encompass not only postcode areas, but also NPT & local authority boundaries as well as specific wards. The initial implementation highlighted the request for message templates in relation to specific crimes and incidents, which has been facilitated, making the sending process even more efficient. The ability to link in with social media, negating the need to log into Facebook and Twitter remotely has also been highlighted as a benefit to users.

UMS's customer service has been excellent, dealing with NYP users queries over the phone or through screen shares on a regular basis.

Neighbourhood Watch (NHW) and Rural Watch – NYCM replaced Ringmaster, which was previously used as a means for NPTs to communicate with NHW and Rural Watch Co-ordinators. The Ringmaster system had no geo-mapping facility, hence messages were sent out to areas not affected by a particular crime; a blanket coverage approach, rather than sending a message to the right people at the right time. Initial feedback from NHW and Rural Watch Co-ordinators was that they were receiving fewer messages than expected, expressing concern that NYCM was not being used effectively. Discussions are ongoing with NHW and Rural Watch to ensure that NYCM meets their needs.

Members of the Public – A number of members of the public have praised the simple and quick registration process, the easy download of the App and change of channel preference. They have also appreciated the login facility to change an individual's personal settings. PCs and PCSOs who are promoting the system have commented on the enthusiasm from the public to sign up to NYCM.

There were initial complaints from the public in relation to the timings of voice alerts, which are received by a text to voice facility to a landline number. This matter was addressed by swapping their channel preference (for example, to e mail) and also by reiterating to NYP officers and staff through a Headline Message and briefing documents to be mindful of this issue; not to send messages before 08:30 hours or after 21:30 hours.

In order to identify further development opportunities and improvements the public will be asked for their feedback through the Survey monkey tool.

9. Next Steps

Insp Victoria Taylor and A/Sgt Heidi Lewis will continue to work with UMS and other stakeholders to develop and increase the use of NYCM within NYP as well as externally. Key areas include:

New Sending Platform Launch – UMS are close to finalising their work on the new sending platform which

will incorporate the requested improvements to performance reporting system. This function will provide NYP managers with the ability generate performance reports specific to their areas and staff. The sending process will be simplified even further and with the introduction of an online user guide, it is not envisaged that the changeover will cause users any complications.

The improvements will also allow for a Survey Monkey tool to be utilised, seeking feedback from the public. This will enable us to identify further development opportunities and resolve any further issues highlighted to us. It is anticipated that the launch of the new sending platform will allow this to take place in early November 2016.

Resource Management Unit (RMU) – NYCM has the facility to assist RMU with sending group alerts to officers, for example highlighting overtime available. A/Sgt Heidi Lewis, RMU and UMS are currently liaising with Louise Flight, Business Continuity Risk Manager and Vanessa Sharpe, Information Security Officer to ensure that such an implementation is compliant with police data regulations.

Partnership and Collaboration – UMS are in consultation with the Emergency Planning Department to present the systems benefits and capabilities at the Local Resilience Forum Strategic Group Meeting in November. UMS will also be approaching other emergency services to highlight to them the systems function as a group call out mechanism.

Increasing use by NYP as a Communication and Public Engagement Tool. The use of NYCM within NYP requires further improvement. This is despite regular internal communications and training days taking place. ACC Winward and Supt Richard Anderson will continue to drive this through the Operational Delivery Board. The performance reporting tool when developed should assist in this respect.

Engagement with Communities – NYP have recently purchased Experian Mosaic Data which is allowing the profiling of communities to take place. Pilot work has taken place in York North led by Inspector Pointon to engage with sections of the community on key issues using amongst other things Community Messaging. Similar work is being piloted in Selby by Inspector McNiff in respect of the Polish Community.

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Date created: 11th October 2016