

# User Guidance

**Northumbria Connected is going to deliver the ability to directly target messaging to the community on the issues that they are concerned about rather than mass messaging.**

**The system gives us the ability to directly survey the public and then demonstrate engagement improves confidence.**

**For the purposes of the pilot, the system will only be used in the three areas of Byker, Ashington and Southwick only.**

## Sign-up

- The use of the system relies on members of the public signing up to participate.
- The engagement approach is at the discretion of the Neighbourhood Inspector / CET.
- Leaflets (hard copy and digital) have been provided and a target set of 15% sign up per population.
- **Byker;** needs to sign up 1830 people
- **Ashington;** needs to sign up 746 people
- **Southwick;** needs to sign up 1578 people

The numbers will be monitored at weekly project team meetings. Other teams (RPTs, CSIs etc.) will be provided with leaflets to encourage sign-up and support the pilot.

5 days after sign-up, the system will automatically send a survey out for completion.

# Survey

The survey will be sent out as follows:

- 1) Are there any local issues that you think Northumbria police and partners should be looking to tackle from the below;

Anti-social behaviour	Knife Crime	Drug taking
Alcohol misuse	Metal theft	Drug dealing
Burglary	Motorcycle disorder	Fraud
Criminal Damage	Neighbourhood disputes	Hate Crime
Cycle theft	Noise disturbance	Heritage Crime
Domestic Violence	Rural Crime	Vehicle Theft
Drink driving	Sexual Offences	Violence against women and girls
Violent Crime	Wildlife Crime	

- 2) Which is the one issue from the above affecting you the most?

**Repeats one of the above options**

- 3) How confident are you that Northumbria Police are listening to your concerns?

- Always**
- Often**
- Sometimes**
- Never**
- Don't know**

- 4) Is there anyone in your community that you would identify as vulnerable
- 5) How do you think Northumbria Police could improve Northumbria Connected area?

**Open question**

The results of the survey will inform NPTs of the messaging they will be responsible for during the pilot. Each week at the project team meeting, the survey results for each of the three areas

will be reviewed, and the themes for that week's messaging will be decided and disseminated to the relevant teams,

Limiting messaging to the top concerns identified by the public will enable us to prove the concept that responding to specific concerns will increase confidence.

# Messaging

- NPTs will only deliver messages agreed following discussion of survey results. They will not deliver messages outside of this scope during the pilot period.
- CETs will continue to deliver reassurance messages and appeals as they would normally, through the Northumbria connected system instead of the system currently used.
- Each week at the project team meeting, CET and NPT messages will be discussed to ensure we maintain a consistent approach.
- HRCT through the External Engagement Group may also use the systems for relevant messaging to the pilot areas on Force level activity

NPT messages will take the following format:

# Crime

**Message consistency – Northumbria Connected**

- Intro – What is the purpose of your message, who and what is it about- i.e. Over the last month there has been an increase on off road motorbike thefts in the area of Westgate Road at night
- 2nd paragraph – Who raised the concern about the issue – i.e. The community from Benwell
- 3rd paragraph – What have you done to address the issue – i.e. More officers have been put in the area from 2100-2300, there has been an operation ran achieving X,
- 4th paragraph – further details (if needed) and the call to action - i.e. call 101; report an incident online, report general intelligence. Highlight that this format is not for reporting of new crimes.

# Incident

## Message consistency – Northumbria Connected

- Intro – What is the purpose of your message, who and what is it about- i.e. Over the last month there has been an increase on off loud house parties in the area of Ashington Town Centre at night
- 2nd paragraph – Who raised the concern about the issue – i.e. The local business community in Ashington
- 3rd paragraph – What have you done to address the issue – i.e. Local NPT have delivers advice to 12 addresses in conjunction with local authority environmental officers
- 4th paragraph – further details (if needed) and the call to action - i.e. call 101; report an incident online, report general intelligence. Highlight that this format is not for reporting of new crimes

CET messaging will take the following format

# Reassurance

## Message consistency – Northumbria Connected

- Intro – What is the purpose of your message, who and what is it about- i.e. Since the start of April we are aware there has been in increase in anti-Semitic Hate Crime in the area of Roker in the form of graffiti
- 2nd paragraph – Who raised the concern about the issue – i.e. Local residents and members of the Jewish community have raised concerns
- 3rd paragraph – What have you done to address the issue – i.e. there have been increased patrols in the areas from Neighbourhood staff. Local Community Engagement Teams have been working closely with community leaders to deliver practical support and advice.
- 4th paragraph – further details (if needed) and the call to action - i.e. call 101; report an incident online, report general intelligence. Highlight that this format is not for reporting of new crimes

# Major incident

## /appeals/

# Public alerts

## Message consistency – Northumbria Connected

- Intro – What is the purpose of your message, who and what is it about- i.e. Someone has been missing in the area, there is a major road closures, there is a threat to public safety
- 2nd paragraph – Who raised the concern about the issue – i.e. Are police in attendance, has there been reporting online from social media
- 3rd paragraph – What have you done to address the issue – i.e. Are police tackling the issue, have specialist units been tasked to the area such as motor patrols
- 4th paragraph – further details (if needed) and the call to action - i.e. call 101; report an incident online, report general intelligence. Highlight that this format is not for reporting of new crimes.



# Messaging style

## Style & language

- Professional yet friendly.
- A relaxed conversational style showing the human side to policing:
- Do not speak too formally/use police speak.
- Check spelling and avoid using text speak.
- Keep on topic – don't send alerts about personal or non-policing issues.
- Consider images used, will this increase public confidence or alarm the public? Avoid using stereotypical imagery

## Standards & values

### Do not send:

- Anything offensive / slang words.
- Your opinions on politics, religion, gender, sexuality or any other topic which is likely to cause someone offence.
- Anything discriminatory or re-send anything that could be considered as supporting discriminatory attitudes.
- Anything libellous or defamatory.

## Legal guidance

- Don't message about any ongoing court case or active legal proceedings.
- Don't name victims or give out any information which may lead to their identification.
- Don't name anyone under the age of 18.
- Don't name/circulate CBO nominal through Community Messaging.
- Suspects can be named on media channels but only when they have been charged.

# Responding to messages

The system is a two way messaging tool, where members of the public have the option to reply. It is therefore important that responses are monitored to maintain public confidence.

The message originator should choose the option to allow responses to the team, and not just the individual.

Supervisors must check incoming messages on the first tour or duty of their set of shifts, and ensure responses have been provided where necessary.

# Project outcomes

The project will be under continuous review, monitored through weekly project meetings and regular SMT meetings. The proof of value will be decided in February 2022.