



Strategic Policing and Crime Board

Date of meeting: 20th November 2018

Police and Crime Plan Priority: *Strengthening Communities and Growing the Local Economy II*

Title: *Engagement*

Presented by: *ACC Sarah Boycott*

Purpose of paper

1. The purpose of the report is to provide members of the Strategic Policing and Crime Board with information and an overview of progress against the Police and Crime Plan priorities in the section Strengthening Communities and Growing the Local Economy. The report will focus on how the force engages with the public. This report is for discussion.

Next Generation Local Policing (NGLP) and National Neighbourhood Policing Guidelines

1. The Policing Vision of 2025 describes how the link between the police and the public will continue to form the bedrock of British Policing. The Next Generation Local Policing (NGLP) project defined the ambition and service proposition of Neighbourhood Policing Units (NPU) with a strong focus on engaging with communities. Leadership teams, together with Police Officers and PCSOs focused on six clear objectives;
 1. Prevent harm at the earliest opportunity
 2. Reduce demand through early intervention and preventative problem solving
 3. Prevent reoffending through effective Offender management
 4. Activate citizens and mobilise communities to build community resilience
 5. Increase delivery with partners, especially around early intervention
 6. Increase public confidence in us by understanding and responding to their needs

2. In March 2018 the College of Policing published its Modernising Neighbourhood Policing Guidelines in 2018. The table below demonstrates how the NGLP objectives relate to the College of Policing (CoP) guidance.

NPCC Principles	WMP2020 NGLP ambition
Engaging communities	<ol style="list-style-type: none"> 1. Activate citizens and mobilise communities to build community resilience. 2. Increase public confidence via targeted approaches to understand public need which informs WMP response and builds trust and legitimacy.
Solving problems	<ol style="list-style-type: none"> 1. Prevent harm at earliest opportunity. 2. Employ early intervention and preventative problem solving techniques to reduce demand. 3. Increase delivery with partners to reduce harm through early intervention.
Targeting activity	<ol style="list-style-type: none"> 1. Prevent harm at earliest opportunity.
Promoting the right culture	
Building analytical capability	<ol style="list-style-type: none"> 1. Prevent harm at earliest opportunity. 2. Employ early intervention and preventative problem solving techniques to reduce demand. 3. Increase delivery with partners to reduce harm through early intervention.
Developing officers, staff and volunteers	
Developing and sharing learning	

3. As part of the implementation of the College of Policing Neighbourhood policing guidelines, a pre implementation assessment was carried out in the summer of 2018 within West Midlands Police (WMP), using a range of focus groups across NPU's and structured interviews across force departments.
4. The engagement strand of this work was assessed as 'Green' with clear evidence in terms of delivering a targeted and visible presence in neighbourhoods. The dedicated neighbourhood policing model was recognised and the six strands of NGLP were clear. OP Wholestone findings (detailed later in the paper) were highlighted as providing

insight into the successes of what good and targeted activity and engagement looks like to embed key behaviours within teams.

5. Other positive areas of delivery identified included the forces use of Location Profiles and Intervention and Prevention plans as well as utilisation of the geo-fencing function on mobility devices sending push notifications to resources entering specific patrol areas.
6. The variety of mechanisms used to regularly contact communities was also highlighted, from face to face engagement, to providing an online presence through the utilisation of social media platforms including Twitter, Facebook and WMNOW.
7. Areas for development were also identified in relation to how neighbourhood teams target specific communities in the right places. Whilst daily visibility was evident, there was a lack of understanding from supervisors as to how we engage with emerging communities. Greater use of MOSAIC and ORIGINS data within WMNOW is now supporting the teams in targeting hard to reach minority communities to embed fairness in policing principles and procedural justice, together with embedding the learning from Mutual I Learn.
8. The Active Citizen agenda was highlighted as requiring further work to embed and mobilise across the Force. Evidence of inconsistent recruitment and sustainability was seen. This has resulted in awareness raising inputs to staff, partners and IAG's to increase the number of active citizens within communities and increase the number of Active Citizen Fund bids received.
9. The Force has recently recruited a dedicated team to increase volunteering opportunities throughout the Force as well as campaigns aimed at increasing numbers of Special Constables, Police Cadets, Volunteers and optimising opportunities to activate citizens in communities such as through Street Watches, all supporting the neighbourhood policing offer.

Community Engagement

10. Neighbourhood Policing Teams across the force are using a combination of new and traditional techniques to engage local communities.
11. Meetings between Police, partner agencies and local communities take place across every Local Authority area to determine local priorities and troubleshoot emerging issues which are affecting crime and community safety. Known as PACT (Police & Communities Together) or Neighbourhood Tasking, these meetings rely on face to face engagement in a traditional meeting setting. Neighbourhood teams also use more modern techniques to engage communities and partners, for example a World Cafe, which bring large groups of people together to discuss local priorities, issues and concerns in a more conversational style. World Cafes ensure there is consistent dialogue and feedback between the police and the communities WMP serve. Through techniques such as Participatory Budgeting, Neighbourhood Police Officers and PCSOs

encourage our communities to give their voice to decisions about where and how to spend funds for active citizenship and community projects.

12. One of the greatest challenges is to ensure that WMP are reaching all sections of our local communities. The Force relies on Neighbourhood Policing Teams to engage and identify new and emerging communities. Their work is supported by intuitive technology which relies on mapping census data to identify new and emerging communities, so our teams can focus their patrols and engagement strategies into harder to reach areas.
13. As community networks grow, so does the Forces' understanding of local demographics. Teams are networked in through partner agencies and in particular third sector organisations who conduct similar enquiries to better understand local diversity and engagement.

Police Community Support Officers (PCSOs)

14. WMPs PCSO workforce are at the heart of the neighbourhood policing response and have been a part of WMP family since 2003. Some of the original cohort of 15 PCSOs from the 2003 pilot scheme still operate as part of the workforce today.
15. PCSOs are a valuable resource, who provide a primary focus on connecting and building resilient communities, engaging through a wide variety of platforms including social media, regular face to face meetings, WMNow and more traditional methods. WMP is committed to maintaining a strong cohort of PCSOs and is in the process of a second recruitment wave, which will see new PCSOs arrive in Neighbourhood Teams in early 2019.
16. The Force invests specialist training for PCSOs to deliver innovative engagement and support to the communities in which they work. This training is championed by a company called *Mutual Gain* who are recognised nationally as a lead organisation, which empowers communities to connect together, to promote greater participation and active citizenship in order to build social capacity. Mutual Gain teach PCSOs to use techniques such as World Cafes and Participatory Budgeting in order to engage residents and partner agencies and provide them with a voice as well as funding opportunities, through the Active Citizens fund, to support the things which matter most to them.
17. In order to reach as many PCSOs as possible, the training is delivered via a web based platform. Additional assistance has been provided to the diverse PCSO workforce where required to enhance completion and support their continuous professional development.
18. The force is committed to encouraging new training opportunities, including innovative techniques and the need to identify and adapt to new ways of working.
19. Throughout September and October 2018, every PCSO within WMP has been engaged through a series of conferences. They were conducted in the style of World Cafes and

Participatory Budgeting events, to further build on the skills our PCSOs are learning through the Mutual Gain community engagement training.

20. During the World Cafés, PCSOs have been asked to reflect on the positive aspects of their role, their career aspirations and most importantly, what they require from the organisation in order to continue to learn and develop. All PCSOs have attended and engaged in the events with overwhelming positivity. Feedback indicates a strong sense that WMPs PCSOs feel valued and listened to. The next step is to ensure the leadership team act upon any feedback provided as part of these events.
21. The conferences will be followed by a series of CPD opportunities, with bespoke training and learning for PCSOs. These inputs are already being developed and the first sessions will commence in November 2018. This emphasises the clear commitment of the Force to continue to nurture, train and develop our PCSOs as a critical element of the workforce, responsible for connecting with our communities.

Enhancing Engagement with Communities

22. The Force has continued to enhance its approach to engagement through a variety of methods. This has included understanding what works in the Op Wholestone trial of engagement methods, developing reach out to communities through WMNow and more effective conversations with our communities alongside improving representation of our diverse communities.
23. Work has continued to grow both formal and informal volunteering through the establishment of the Citizens in Policing Team and the newly formed Citizens in Policing Board chaired by ACC Boycott.

WMNOW

24. WMNow offers officers and staff a secure two way instant messaging system to enable and develop community engagement with members of the public who have registered on the system.
25. The system was introduced in 2017 as part of the WMP 2020 Active Citizens project and replaces the old 'VC Relay', which was previously used to send one way messages to the community.
26. WMNow is transforming the way in which the force exchanges information with local communities. It enables the public to sign up to the system and preference what they are interested in as well as the methods via which they would like to receive information. Whether it's crime alerts, neighbourhood events or meetings, the system can tailor communications specifically to their requirements. The information can also be used to create specific groups who can be contacted directly when asking for information, for example CCTV owners, dog walkers etc.
27. Currently over 53,000 people have signed up to use the system and the force has the highest number of monthly new registered users nationally to neighbourhood alert

systems. The true benefit of the system is its ability to facilitate two way communication, enabling local communities to be provided with information as well as enabling them to respond or offer additional information.

28. At the heart of Active Citizens, is the development of new ways of connecting and engaging with the public whilst enhancing visibility. WmNow enables online communication to be established. It will also supports engagement with harder to reach communities, which in turn will have a positive impact on community confidence and trust.
29. Training is regularly carried out across NPUs to identify what works and understand the feedback from satisfaction ratings, where users can 'rate' the messages they have received. These are currently at the highest they've ever been since the system launched with an average message rating of 5.44 out of a possible 6.
30. Performance information (see Appendix A for examples) including number of sign-up and representation of diverse communities is reviewed through the Local Policing Governance Board and NPU Commanders are held to account through Quarterly Performance Review meetings for increasing reach to communities and to ensure representation. Statistics showing the usage by NPUs and individual teams are also provided to NPU Commanders as part of the Activating Citizens in Communities sub-group to Citizens in Policing Board feedback.
31. Through Local Police Tasking meetings, NPUs are provided with information to help inform and direct where future effort should be placed to increase registration to WmNow. A pilot has recently been launched in the Tyburn neighbourhood, which was identified as one of the lowest wards for signups. The pilot will implement the learning from Operation Wholestone, and also support staff with the skills and confidence to utilise the system.
32. Chief Superintendent Bell leads a working group to develop and propagate better use of WmNow. The work of the group forms part of the Activating Citizens in Communities sub-group and its delivery aims are outlined below:

<p>WmNOW plays a crucial role in how we increase the confidence of those we serve. By creating connections we can deliver timely and relevant information that can reach out and influence 1000's of people.</p> <p>This will be achieved by:</p>	
<p>1. Increase the numbers of WmNOW signups, with a focus on:</p>	<p>Representative of the local population Vulnerable communities Locations that generate high crime and demand.</p>
<p>2. Increase the quantity and quality of messages, with a focus on</p>	<p>Relevance - timely, personal and actionable information Confidence - that NHT officers and supervisors use the full range of tools within the WmNOW</p>

Op Wholestone

33. Operation Wholestone was a rigorous test conducted over 14 weeks (March-July 2018) specifically designed to test ‘what works’ in neighbourhood policing engagement. The scale of this test of neighbourhood engagement is unprecedented in policing.
34. The test was designed and launched to understand the impact of investment in neighbourhood policing in terms of public legitimacy, confidence, and social capital. The overall plan followed robust methodology for testing causal relationships between applying engagement tactics and achieving a series of outputs and outcomes:

Method

35. A working group, including practitioners and leading academics aimed to define and then test three types of engagement tactics versus business as usual engagement activity :
 1. Knocking on residents’ doors;
 2. Street engagements in public spaces;
 3. Social media engagements.
36. All PCSOs were trained through face-to-face seminars as well as exposure to an online course about the theory, importance and practical application of procedural justice¹, police legitimacy and the way in which the test would operate on a day to day basis. Nominated NPU leads were responsible for coordinating the allocation and daily delivery of the agreed engagement tactics at a local level.
37. The engagement tactics were delivered by PCSOs in pre-specified geographical ‘hotspots’ of crime and anti-social behaviour. A weekly list of approximately 120 hotspots were delivered to all NPUs in the Force, with maps, addresses, and the type of engagement tactic each hotspot should experience. Each hotspot was to receive only one engagement type. Altogether, 2,124 hotspots covering the entire WMP area were randomly assigned to one of the four arms of the experiment: three treatment groups (knocking on doors; street engagements, and social media) and one control (no treatment) group.

¹ importance of generating and listening to public voice, showing dignity and respect, being authentic and caring, importance of neutral and unbiased decision making

Results - Output and Outcomes

38. Overall, Operation Wholestone generated 2,074 WMNow sign-ups. Compared to control (no treatment) conditions, this is a nine-fold increase.
39. Of the engagement interventions, the data revealed that door-to-door engagements are the most effective in signing up residents to WMNow. The average number of WMNow sign-ups through these engagements is dramatically higher than of any other kind of engagement and, importantly, compared to control conditions.
40. As part of the Operation Wholestone experiment, WMP commissioned the survey company ORS to conduct a public attitudes survey of residents living in the areas involved in the study (a total of 1057). The aim was to explore whether the activities conducted under Operation Wholestone had a general effect on the people living in the areas targeted. Key findings include:
 1. Research suggests that people often fail to notice extra police activity in their neighbourhoods. Findings from the survey tend to support this. Only those in the 'knocking on doors'² condition were more likely to report recent knowledge of this type of police activity.
 2. Analysis suggests that overall trust and confidence increased in the street engagement condition.³
 3. None of the engagement activities seem to have had an effect on respondents' self-assessed propensities to cooperate with police.

Conclusion

41. Results from the public survey suggest that the impact of Operation Wholestone and enhanced engagement activities on public trust and legitimacy was marginal.
42. The most robust findings relate to the effect of street engagement on overall trust and confidence, and this should count as a positive finding – it seems that greeting and talking to local people in the street may generate an overall more positive view of the police among local residents. The experiment seems to have had little effect on other views of the police.

Next Steps

43. The findings from this rigorous test will be addressed and progressed in the following way;
 - Findings are being shared and cascaded across all neighbourhood policing teams

² As stated in the survey, awareness of "Officers knocking on doors and talking about issues relevant to your neighbourhood".

³ "Officers talking to members of the public in the street around your neighbourhood"

- Investment will be made in enhancing skills and capacity of neighbourhood staff in respect of engagement as part of the continuous professional development plan.
- Stronger focus will be given to using the evidence from this trail to developing engagement approaches and tools that deliver positive engagement outputs and outcomes.
- Productivity reviews and conversations focused on level and quality of engagement will be encouraged.
- Introduction of an information portal that will routinely monitor and track level and quality of public engagement within neighbourhoods.

Citizens in Policing

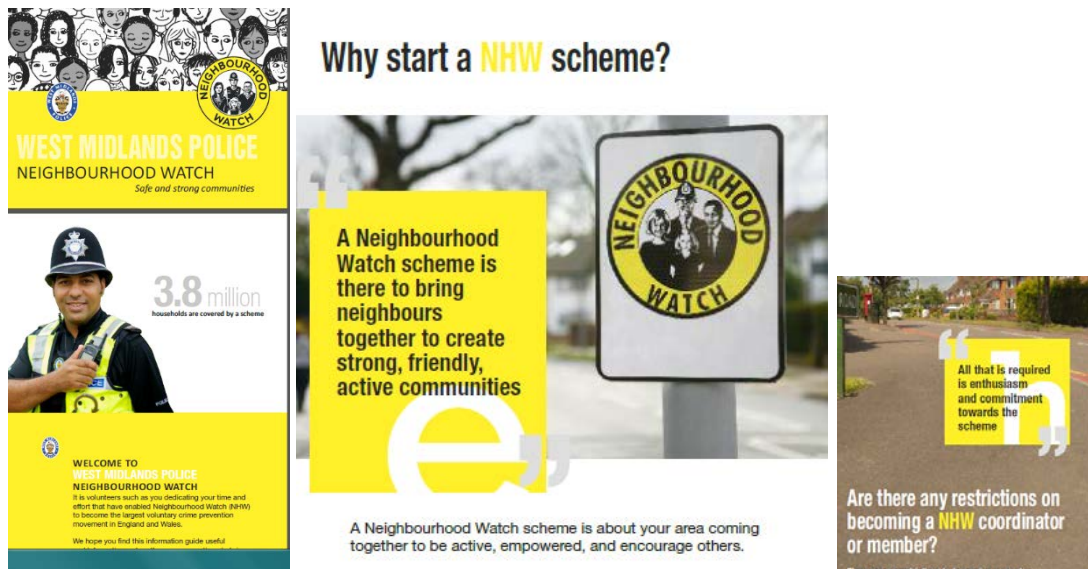
44. Citizens in Policing is the term used to describe the people who volunteer their time to support policing across the UK. There is a national infrastructure in place around Citizens in Policing, however, this report will focus specifically on WMPs approach.
45. There is a newly formed Citizens in Policing team, which is governed as part of the People & Organisational Development department, reporting to the Assistant Director, Business Partnering. The team is made up of one manager, two co-ordinators and an assistant. The assistant is a recurring student placement, which is part funded by Birmingham City University. The focus of the team is currently threefold:
1. Running the Force's cadet scheme;
 2. Establishing the infrastructure around volunteering and growing the Force's volunteering offer;
 3. Providing support to the effective operation of the Special Constabulary and recruitment of Special Constables.
46. The team work alongside the governance structure for Citizens in Policing, led by ACC Sarah Boycott. There are four sub-groups that report into the Force's Citizens in Policing Board - Cadets (chaired by Chief Supt Mike O'Hara), Volunteers (chaired by Kate Jeffries, Assistant Director, Information Management), Specials (chaired by Michelle Painter, Assistant Director, Forensics) and Activating Citizens in Communities (chaired by Chief Supt Danny Long).
47. The Force's ambitions are to establish a force wide approach to volunteers and volunteering which captures the public's desire to support WMP in a meaningful, focussed and impactful way; through volunteering and our cadet scheme, to build community relationships and engagement, supporting our active citizen agenda; and to support the Force's resilience and available resources through the effective use of Special Constables and volunteers.

48. There is also a keen emphasis on preparedness for the region's hosting of the City of Culture and Commonwealth Games in 2021 and 2022 respectively, which will both require an organisational response in relation to Citizens in Policing.
49. Current focus in relation to this work is around creating the infrastructure to recruit, reward and retain voluntary colleagues and the processes and systems to support the smooth operation and scaling of activity. This also includes the force approach to engagement and communication with these colleagues to develop their understanding and appreciation of WMP priorities and foster increasingly positive relationships.

Activating Citizens in Communities

50. The Activating Citizens in Communities sub-group aims to mobilise the capacity and capability of local communities to create additionality in support of WMP and community safety. The workstream, through developing new community volunteering, aims to build social capital in communities. Neighbourhood PCSOs and officers connect with existing community networks or encourage the formation of new groups to undertake activity in support of policing or establishing capable guardianship for areas such as through Street Watch schemes or Neighbourhood Watch.
51. Through the national Neighbourhood Watch Scheme, £8000 funding has been secured from the Home Office to increase Neighbourhood Watch schemes and engagement in harder to reach communities. As a result, a number of partnership and community projects are being undertaken such as:
 - Birmingham - Local authority cohesive communities lead is putting together an event promoting Neighbourhood Watch – this will allow hardest to reach communities to increase their knowledge.
 - Walsall - LGBT drop in sessions where the focus is twofold, better recording of hate crime but also promoting Neighbourhood Watch
 - Working with West Midlands Fire Service to reach out to Caribbean community by creating an outreach group
 - Engagement with the Somali community in Sparkbrook to reduce gun/gang crime by forming new Neighbourhood Watch schemes
 - Birmingham City Centre - supporting the newly formed Community Safety Partnership and volunteers with Neighbourhood Watch
 - Coventry – reaching out to young people and promoting Neighbourhood Watch via them to parents
 - Creation of a Force wide Neighbourhood Watch network/forum.

52. A Force wide Neighbourhood Watch association was created in September 2018 which includes all Engagement and Consultation Officers (ECOs) and the national watch scheme. The force is working with the national Neighbourhood Watch organisation with access to their database where good practice is shared. A revised guidance manual created by Corporate Communications has been circulated via ECOs to promote Neighbourhood Watch and share good practice with new and existing schemes across the force. The booklet provides a quick guide on what to expect when setting up a scheme and a link to the Force Neighbourhood Watch code of conduct.



53. Training has been provided to PCSOs and Police Officers on how to increase Neighbourhood Watch and WMNOW sign ups and further training will be incorporated into the program of Continuous Professional Development events. ECOs provide assistance with 'on the ground' promotion with communities in priority areas which have involved local radio stations such as Unity FM in Birmingham to reach out to over 15,000 members of the Muslim community. World Café events have been set up by the local neighbourhood teams with the local Neighbourhood Watch Co-ordinator to increase membership.

54. During the Neighbourhood Watch week, the mobile station was placed in areas of low engagement to promote Neighbourhood Watch and increase sign ups to WMNow. Areas to target were identified through the overlay of various data sources including:

- Lowest areas of Neighbourhood Watch
- Overall crime and SAC
- WMNOW sign ups
- Demographic/census data

55. The Active Citizens Fund has been used to create welcome packs and provide signage for streets, windows, torches and high visibility jackets etc.
56. All the work undertaken has led to a growth in Neighbourhood Watch, which is tracked through the Local Police Governance Board. See Appendix B for the latest information.
57. The Force has also been actively promoting Business Watch schemes alongside work with BID to reduce business crime in city/town centres and areas like Soho Rd.
58. The force has also launched a Canal Watch scheme which now has nearly 2000 people signed up.
59. Street Watch is a community-led initiative based on street patrols carried out by members of the public with no police powers. Groups are managed by a volunteer coordinator who keeps a volunteer list and provides advice, guidance and support in consultation with the local police. Volunteers patrol in pairs and register each patrol on a website. The neighbourhood policing team can look at the website before the patrols take place. If volunteers spot suspicious activity, they should report concerns to the police but not become involved.
60. In 2017, the Force reinvigorated Street Watch through further assistance to existing schemes and also sought to grow, with the aim to establish 50 schemes with 500 members across WMP. Membership has flourished from a handful of schemes to 25 active schemes with 396 members. Inputs to communities regularly take place to foster interest, for example, briefings are arranged with Birmingham University and Birmingham City University to introduce schemes.
61. During Knife Crime Awareness Week in September 2018, the force engaged Active Citizens to assist Neighbourhood Policing Teams in community weapons sweeps and engagement in neighbourhoods to raise awareness of the national campaign. Such a campaign in Quinton, Birmingham, saw six weapons recovered from just one community sweep of parkland.

Volunteers

62. There are currently 804 volunteers, the majority of which are based within the dogs unit, chaplaincy and museum. This year, the force has advertised for the volunteer role as Cadet Leader, and also opportunities in the Economic Crime Unit, NPU Community Engagement and Museum. Applicants have gone through the selection process and vetting is underway.
63. The Citizens in Policing Team are concentrating on creating the infrastructure and systems to effectively support the recruitment, retention and reward of volunteers, which

will support the Force's aim to increase volunteering opportunities. It is important that the Force are able to provide a volunteering offer which is consistent across all departments, transparent and attractive with a Diversity and Inclusion focus running through the selection, recruitment and on boarding processes. While this work is being prioritised, ad hoc volunteering opportunities are still being supported for example, the volunteers to support restorative justice in Birmingham.

Special Constabulary

64. Over the last couple of years, the force has been on a journey to ensure all Special Constables remain committed, correctly trained and are signed off as having attained independent patrol status, thus improving the support provided to operational policing by enabling Special Constables to operate without the requirement to be double crewed with a Police Officer colleague. This alongside the success of Specials in the Police Officer recruitment process has meant a reduction in the number of Special Constables. Whilst the number is now at 132, the hours of support provided has continued to grow

Duty Statistics

WARNING: YOU HAVE NOT SET YOUR VIEWING PREFERENCES ABOVE.									
This report is updated on a daily basis and the update includes the previous months.									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Total Duty Hours	2,180	1,945	2,280	2,382	2,765	2,787	2,539	2,638	2,757
Total Duties	366	333	381	402	514	444	426	422	437
Average Hours Per Duty	6.0	5.8	6.0	5.9	5.4	6.3	6.0	6.3	6.3
Average Hours Per Officer	14.3	13.0	16.2	17.1	20.2	20.3	18.5	19.1	18.1
Average Duties Per Officer	2.4	2.2	2.7	2.9	3.8	3.2	3.1	3.1	2.9

Observations

Really positive outcomes in terms of hours for September, whilst officer numbers are still reducing, hours increasing, this seems counter intuitive, can we explain? My theory, a) by pushing engagement with duty sheet we are capturing more of Duty time, indicating we may have lost previous past performance or b) more are engaging with duty? Please discuss.

and demonstrates an impressive commitment as can be seen in the following table.

65. Special Constables work in a wide variety of force departments including Response, Force Support Unit, Central Motorway Patrol Group, the Airport, Neighbourhood Policing and a small number are also based in the Public Protection Unit and Counter Terrorism Policing. A dedicated team of Specials has been piloting the management of the policing of events at Wasps Rugby Club and also Birmingham Arena. The concept is now being expanded to include Edgbaston Cricket ground.

66. The concept of 'Blueline' Specials was introduced 3 years ago in collaboration with Coventry University with students choosing to spend their work placement year operating full time as a Special Constable. Some continued their commitment to the Special Constabulary on their return to the final year of studies but reduced their hours to the more normal obligation of 16 per month. The initial program saw eight students become Special Constables, some going on to join as Police Constables on completion of their degree.
67. In spring 2017, the force began work with universities across Birmingham, Wolverhampton and Coventry to expand the scheme. A number of challenges were faced in both attracting and recruiting to the scheme, leading to only 14 joining and currently going through training. Initial debrief of the approach has led to an understanding that alternative methods are required to ensure a more effective means of students becoming Special Constables and alternative options will be explored in the future.
68. The priority of effort over the next year is focused on recruiting to the Special Constabulary. Initial recruitment commenced earlier this year and a further campaign started in October. Assessors are being trained in readiness for the assessment process and initial training courses are due to take place in January, March, June and September next year. This will enable approximately 100 new Special Constables to join with the aspiration of increasing the Special Constabulary to between 500-600 by 2022.

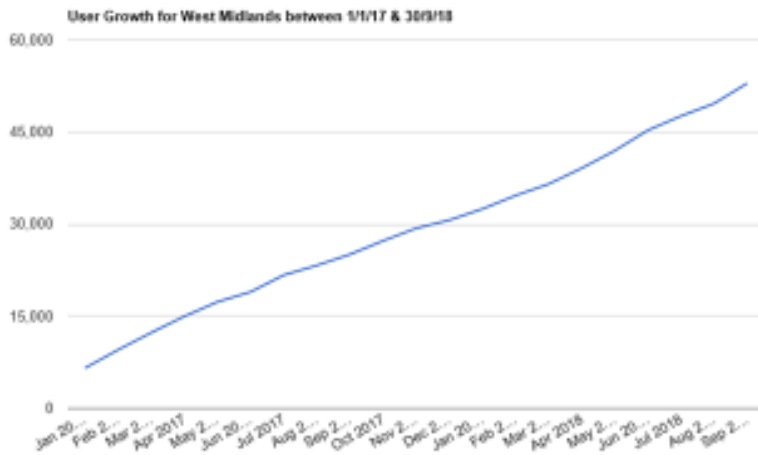
Author(s): ACC Sarah Boycott

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Appendix A

WMNOW

@ 3/10/18



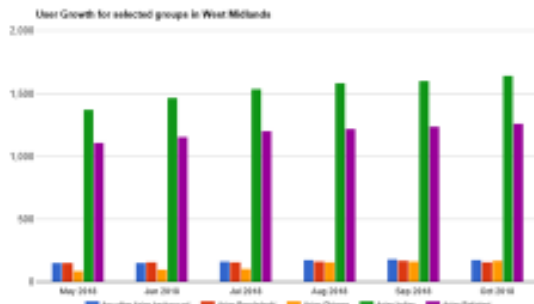
User Management Summary

Current Total Users: 53408
 Current Comms Issues: 362
 Current Incommunicado: 278

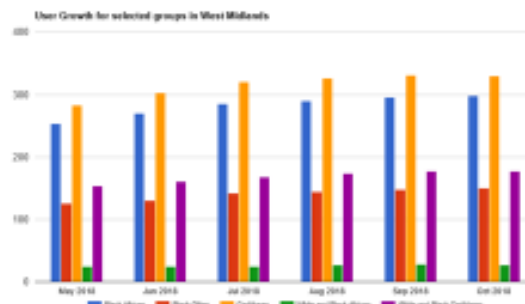
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WMNOW Signups – Black & Asian BME Groups



Month Joined	Any other Asian background	Asian Bangladeshi	Asian Chinese	Asian Indian	Asian Pakistani
May 2018	100	100	91	1,358	1,108
Jun 2018	100	100	90	1,487	1,151
Jul 2018	100	104	100	1,339	1,200
Aug 2018	137	104	100	1,580	1,250
Sep 2018	162	100	100	1,607	1,298
Oct 2018	181	104	176	1,662	1,281



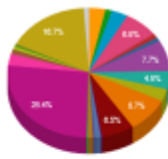
Month Joined	Black African	Black Other	Caribbean	White and Black African	White and Black Caribbean
May 2018	324	150	393	25	104
Jun 2018	370	150	393	25	100
Jul 2018	380	141	371	25	100
Aug 2018	380	140	378	27	174
Sep 2018	398	148	371	24	171
Oct 2018	398	150	380	27	171

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WMNOW Messages September 18

Message types sent for the 728 alerts sent



- (21) Business - Burglary alert
- (5) Business - Crime alert
- (24) Community Safety News
- (8) Crime Updates
- (6) Feedback / opinion requests
- (7) Fomo Updates
- (25) General crime prevention info...
- (32) Good news
- (22) Information request
- (8) Local news
- (47) Meeting notice
- (2) Membership administration of...
- (2) Participation notice (Summers...
- (2) Police to 1949 message
- (4) Recruitment message
- (2) Residential - Anti-social behaviour
- (182) Residential - Burglary alert
- (27) Residential - Crime alert
- (5) Residential - Storm alert
- (5) Road Safety and Traffic
- (5) Suspicious circumstances
- (127) Vehicle crime
- Other

EMAIL ALERTS

For your Association Site (wmnow.co.uk)

712 up -24
TOTAL EMAIL ALERTS
All alerts sent by wmnow.co.uk address

268 up -102
EMAIL REPLIES

317,908 up -74,072
TOTAL EMAILS SENT

4,889 up -830
EMAILS FORWARDED
Individual emails forwarded using the 'Forwarding link' in the [Share Message facility](#) within all Alert emails.

78.25% up 73.00%
PROJECTED EMAIL OPEN RATE
An estimate of the actual percentage of emails opened.

334 up -53
EMAILS RATED

TEXT AND VOICE ALERTS

For your Association Site (wmnow.co.uk)

	Total Alerts	Total Messages	Total Cost
Text Messages	14 <small>up -8</small>	97 <small>up -1,054</small>	£13.32 <small>up -34.19</small>
Voice Messages	3 <small>up -4</small>	303 <small>up -27</small>	£8.89 <small>up +1.50</small>

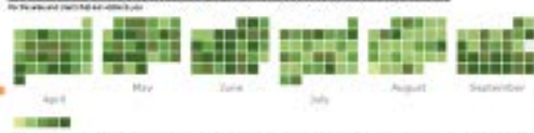


UNDER-REPRESENTED ETHNICITIES

Under-represented ethnicities are those with a lower registration rate than the target registration rate for your area.

Origin	Active in Area	Registered Users	Target Registration Rate	Actual Registration Rate	Registration Rate Delta
Ethiopian	31	6 <small>up</small>	6.00%	6.00% <small>up -0.00%</small>	0.00% <small>up -0.00%</small>
Not Found	6,941	2 <small>up</small>	8.22%	8.07% <small>up -0.15%</small>	0.15% <small>up -0.15%</small>
Other African	6,981	89 <small>up</small>	8.21%	8.13% <small>up -0.08%</small>	0.08% <small>up -0.08%</small>
Black Caribbean	15,885	130 <small>up</small>	8.47%	8.25% <small>up -0.22%</small>	0.22% <small>up -0.22%</small>
Japanese	830	10 <small>up</small>	8.64%	8.62% <small>up -0.02%</small>	0.02% <small>up -0.02%</small>
Black South Asian	8,808	84 <small>up</small>	8.30%	8.11% <small>up -0.19%</small>	0.19% <small>up -0.19%</small>
Dongri/Lebanese	29,454	411 <small>up</small>	1.30%	0.78% <small>up -0.52%</small>	0.52% <small>up -0.52%</small>
Nigerian	9,279	142 <small>up</small>	8.41%	8.27% <small>up -0.14%</small>	0.14% <small>up -0.14%</small>
Baltic States	5,785	82 <small>up</small>	8.30%	8.17% <small>up -0.13%</small>	0.13% <small>up -0.13%</small>
Ghanaian	3,342	64 <small>up</small>	8.17%	8.12% <small>up -0.05%</small>	0.05% <small>up -0.05%</small>
Hindu Bangladeshi	185	7 <small>up</small>	8.61%	8.64% <small>up +0.03%</small>	0.78% <small>up -0.78%</small>
Other Muslim	81,200	1,339 <small>up</small>	3.98%	2.83% <small>up -1.15%</small>	0.79% <small>up -0.79%</small>
Pakistani	26,881	481 <small>up</small>	5.18%	8.89% <small>up +3.71%</small>	0.72% <small>up -0.72%</small>
Czech And Slovak	7,815	109 <small>up</small>	8.31%	8.22% <small>up -0.09%</small>	0.72% <small>up -0.72%</small>
Russian	490,620	1,710 <small>up</small>	4.40%	3.24% <small>up -1.16%</small>	0.72% <small>up -0.72%</small>
Muslim Indian	2,674	46 <small>up</small>	8.12%	8.69% <small>up +0.57%</small>	0.72% <small>up -0.72%</small>
UKB	88,204	1,734 <small>up</small>	4.38%	3.27% <small>up -1.11%</small>	0.74% <small>up -0.74%</small>
Armenian	330	6 <small>up</small>	8.01%	8.61% <small>up +0.60%</small>	0.75% <small>up -0.75%</small>

USERS IN UNDER-REPRESENTED ETHNICITIES: REGISTRATIONS PER DAY



Heatmap of the number of users registered on each day over the past 6 months, who are from underrepresented ethnicities as of 1 September 2018, including sub-regional counts.

Origins Data

Underrepresented signups picked up again Sept 2018.

PREDOMINANT ETHNICITIES

Under-represented ethnicities are those with a lower registration rate than the target registration rate for your area.

Origin	Active in Area	Registered Users	Target Registration Rate	Actual Registration Rate	Registration Rate Delta
England	1,265,856	31,044 <small>up -1.1%</small>	56.92%	80.37% <small>up +23.45%</small>	1,070% <small>up -0.07%</small>
Wales	153,569	3,735 <small>up -0.1%</small>	8.78%	7.65% <small>up -1.13%</small>	1,039% <small>up -0.13%</small>
Ireland	136,573	3,125 <small>up -0.1%</small>	6.03%	5.99% <small>up -0.04%</small>	0,978% <small>up -0.04%</small>
Pakistani	106,820	1,717 <small>up -0.1%</small>	4.85%	3.24% <small>up -1.61%</small>	0,728% <small>up -0.72%</small>
Scotland	98,575	2,296 <small>up -0.1%</small>	4.38%	4.34% <small>up -0.04%</small>	0,996% <small>up -0.04%</small>
UKB	88,204	1,730 <small>up -0.1%</small>	4.34%	3.27% <small>up -1.07%</small>	0,754% <small>up -0.75%</small>
Other Muslim	81,200	1,339 <small>up -0.1%</small>	3.98%	2.53% <small>up -1.45%</small>	0,785% <small>up -0.78%</small>
Hindu Indian	68,258	1,418 <small>up -0.1%</small>	2.93%	2.68% <small>up -0.25%</small>	0,915% <small>up -0.25%</small>
Bangladeshi	29,454	411 <small>up -0.1%</small>	1.36%	0.78% <small>up -0.58%</small>	0,586% <small>up -0.58%</small>
Polish	26,891	481 <small>up -0.1%</small>	5.18%	0.85% <small>up -4.33%</small>	0,722% <small>up -0.72%</small>
German	14,203	333 <small>up -0.1%</small>	8.63%	0.63% <small>up -7.99%</small>	1,062% <small>up -0.72%</small>
Italian And Maltese	13,418	322 <small>up -0.1%</small>	0.59%	0.69% <small>up +0.10%</small>	1,025% <small>up -0.72%</small>
Black Caribbean	18,888	135 <small>up -0.1%</small>	0.47%	0.25% <small>up -0.22%</small>	0,340% <small>up -0.34%</small>
French And Maltese	9,948	264 <small>up -0.1%</small>	0.43%	0.58% <small>up +0.15%</small>	1,170% <small>up -0.72%</small>
Nigerian	9,279	143 <small>up -0.1%</small>	8.41%	0.27% <small>up -8.14%</small>	0,669% <small>up -0.72%</small>
North African	8,938	171 <small>up -0.1%</small>	0.39%	0.32% <small>up -0.07%</small>	0,918% <small>up -0.72%</small>
Hispanic	8,828	283 <small>up -0.1%</small>	0.38%	0.38% <small>up -0.00%</small>	0,983% <small>up -0.72%</small>

Appendix B

WMNOW – Neighbourhood Watch – West Midlands

Total registered users in area: 53399

Number of Coordinators: 1146

Number of deputies: 113

Number of members: 11142

Number of NHWN schemes: 653

Total users involved in Neighbourhood Watch in West Midlands: 12401 (23.22%)

**Number of households covered by Schemes declared by Scheme Administrators:
203256**

September 2018

Total registered users in area: 50365

Number of Coordinators: 1130

Number of deputies: 113

Number of members: 10796

Number of NHWN schemes: 649

Total users involved in Neighbourhood Watch in West Midlands: 12039 (23.9%)

**Number of households covered by Schemes declared by Scheme Administrators:
203068**

August 2018

