

UTTLESFORD DISTRICT NEIGHBOURHOOD WATCH

BULLETIN READERSHIP SURVEY – JUNE 2016

Summary Report

The Bulletin is circulated to 382 members across North and South Uttlesford. 83 people responded (22%), with 98% saying that they always opened the Bulletin. That's tremendous, but of course we don't know about those who didn't respond. Less encouraging is that nearly 60% do not pass on the Bulletin to anyone, and of the 40% who share the information with others, most pass it on to less than 3 people. However, there are some notable exceptions to this, with bulk cascading to an average of 30 extra people benefitting from the content of the Bulletin. There are also a few reports of the information being circulated with Facebook, Google Mail and websites.

We asked you to rate the content of the Bulletin, and all three sections; Introduction and NhW News, the Crime Reports and the Crime Prevention Advice, where rated between 4 and 5 (where 5 is high). However, there were some useful critical comments which we will take on board.

The Bulletin is split between North and South Uttlesford and almost everyone was happy with this breakdown across The District.

Finally, we invited you comment on any other issues. Most of these were complimentary, and a few suggested ways of improving the value of the Bulletin. If you want to see the actual results and read these comments they are shown below.

The Results

| Do you open and read? | | | Do you forward to others? | | | Value Ratings (out of 5) | | | Circulation | |
|---|-----------|-------|---|---|--|--|--|--|---|---------|
| Always | Sometimes | Never | No | Yes | If 'yes' how many? | Intro/News | Crime Reports | Prevention Advice | About right | Too big |
| | | | | OccOcc Occ | 1FB(20)1 2114(70) (50)1(12) 2(34)81 WS(40)9 (16)(40) (12)2(12) (12)1FB1 (65) | 53554343 43545555 44545555 53544435 53454353 45555454 44445344 24254455 34533444 52544555 | 54554553 43545555 45345555 55545453 54455454 45435555 44455245 55554454 54544444 55445555 | 34555553 43545555 45345555 54555144 54254454 35555554 45435545 55253455 55545533 55445545 | | |
| 81 | 2 | | 49 | 29 + (3occ) | 417 + 2FB + 1WS | | | | 80 | 1 |

Comments

I find this a very useful newsletter and that fact that it is e-mailed each week is excellent

I find the crime prevention advice particularly useful and have had positive feedback from members of my group.

I find the updates very informative and useful

I would rather have crime reports etc. specific to my area, and in more detail if that were possible. Otherwise, I think the weekly bulletin is very valuable.

Thank you, it's a great bulletin. Good to know what is going on locally and to get advice about the latest frauds and crime prevention. Thank you for taking the time to produce it and send it out.

The circulation of both North and South versions is one way of looking for trends in crime, (if you're interested that is). However, there are some occasions when there are some South stats are mixed in with the North so there is a need to cover that eventuality.

Would appreciate more crime prevention advice. Would also like some statistics on crime clear up rates

As previously stated at meetings, I feel that texts via ECM at the time would be more relevant. That way locals can keep an eye out for any current offenders/vehicles and report direct back to the police. The bulletins are normally well out of date and even if they were current, I believe a text is a better method of communicating current alerts

I really value the Bulletin particularly for crime reports. I would like it to be clearer that people are welcome to report to the Bulletin local issues/crime, and how to do this.

When there is a crime nearby I would like to know where it is. How can I find that out? I do think the report is worthwhile and indicates current trends of local crime, if any.

The crime prevention advice needs to be far more succinct, greatly reduced in size and simpler to read with headings rather than line after line of advice.

All useful information, originally thought the ECM would replace these bulletins but can see the purpose of more local news. Currently forward to neighbours who agreed to receiving e-mails when I originally circulated information about Neighbourhood Watch.

I have tried to get Email addresses for my patch but had no response.

Put score of 4 as there is always room for improvement!!

It may be useful to arrange some local talks or visits to the community.

I find it a useful informative email, well balanced in content and gives good detail of any crime patterns, things to be aware such as scams to be aware of.

I find it useful to see what specific criminal activity is taking place in the area, mainly as a reminder to protect our stuff.

It can be very frustrating to see week after week a long list of the same crime e.g. oil theft or car damage. I am sure a relatively few people are responsible. It would be great if there was also a report on successful prosecutions and perhaps even including how many Taken into Consideration, so as to give a balance of offsetting the crimes committed against the clear up rate.

Although I do not forward the bulletin I do pass on news about my neighbourhood to others. I think it is a useful bulletin. Thank you.

I mostly use the bulletins to populate the parish magazine which I edit. I do find the safety advice useful for filling spaces though need to be very careful as it is very repetitive from month to month.

I think the reports are a really useful tool and I know some people from our road of NW neighbours requested to receive it too. If I then see anything local to us/near our road and will contact all the neighbours in my cul-de-sac to make them aware and encourage them to be vigilant. My neighbours worry about Saffron Walden having no police station now and then never seeing a local policeman around the town, addressing their concerns would be great via the bulletin.

I find it informative. I have also realised that some people become the victims of crime when basic common sense would have avoided it in the first place.

As much info about crime is very welcome. It reminds us that even in this area we need to do as much as we can to prevent it. Thank you

It keeps everyone aware of crime spots and trends.

Monthly or quarterly summary stats would be of interest.

I gave the crime reports a '4' as there are sometimes inaccuracies or pieces of information missing (or at least the information has discrepancies with the Essex Police Facebook page), only occasionally though.

A better ID of location i.e. Rickling Green in Newport! Wimbish & Debden ward!

What about listing telephone numbers of scam calls and asking people to report them to NHW (the police don't want to know, saying it's not a crime if no actual fraud has been committed, i.e. if I realise it a scam and tell them where to go)?

I always read it, it has useful information.

Thank you and I very much appreciate all the information I receive.