

Appendix A – ‘In The Know’

The ‘In The Know’ community messaging system was originally launched in April 2016 as a joint Surrey and Sussex Police initiative to replace the previous Active Citizen Service (ACS).

Prior to this, the ACS system was still in use but was being used differently across the across the county. Some boroughs were still active but others were not using the system at all and there was an inconsistency in approach.

ACS was an internal system which was only supposed to have a shelf life of four years and by 2016 it was starting to fail with difficulties in fixing IT problems and was deemed to be no longer fit for purpose.

From April to July 2016, the Force project transitioned pre-existing contacts from ACS to ‘In The Know’. ACS had between 11,000 to 13,000 records or contacts on its database however some had incorrect or no email addresses or were duplicate contacts. This number was subsequently whittled down to around 8,000 contacts but didn’t take into account those people that had moved on, passed away or didn’t want to receive emails etc.

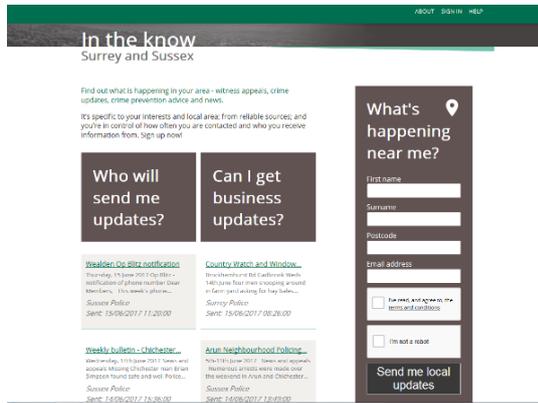
In total, around 4,000 contacts were transitioned from ACS which was effectively turned off in October 2016.

The training programme for using ‘In The Know’ was started last summer. Initially key individuals who were using the previous ACS system were identified and trained up. At the start of the New Year, the ‘In The Know’ system was rolled out to the Safer Neighbourhood Teams (SNTs) who were then part of a training schedule.

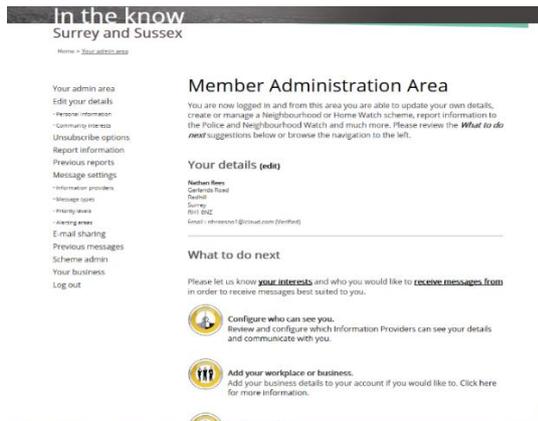
By the Force’s own admission, they were a little behind on where they wanted to be with the schedule however the final areas to receive the training were Runnymede and Spelthorne at the end of April/beginning of May. All boroughs are now fully trained up and there are now currently 114 registered administrators across the Force.

Some areas have more trained administrators than others and not all are yet actively sending messages. However, in Waverley, Tandridge, Spelthorne, Runnymede, Reigate and Banstead and Elmbridge - 75% of their SNTs are now trained to use the system. Reigate and Banstead and Waverley are two of the highest performing areas in terms of number of messages sent. However ‘In The Know’ is not designed to necessarily be about volume – it is supposed to be targeted so those registered should only receive updates relevant to them.

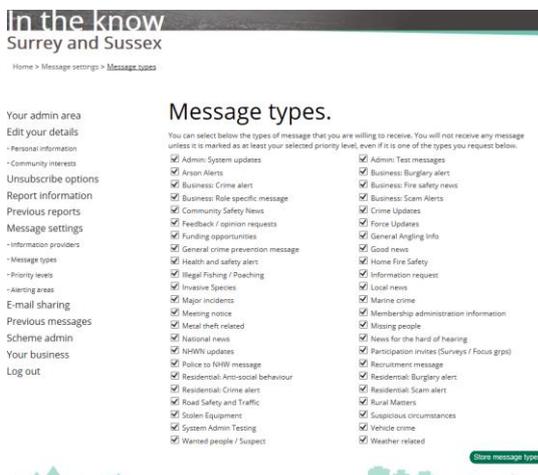
The model is based around local and targeted content – for example, if there had been an antique theft, that message may be targeted at antique dealers or those who have expressed an interest in antiques.



In The Know is designed to be simple for the public to register on. The front page of the website <https://www.intheknow.community> has an easy access registration form which requires only first and last name, post code and email address in order to register an account and start receiving updates.



Once registration is complete, the user is taken through to the Member Administration Area where further personal details and interests can be filled in which help determine the sort of messages you want to receive and who you want to receive them from.



The Message Settings option gives a large list of interests to choose from which will help tailor messages received. It also gives you options to set priority levels and areas where you want to receive messages about (as well as your own local area you may want to set up alerts for where a relative lives for example).

Once this information has been provided – the user will then start receiving e-mail updates (and text updates where appropriate or desired) from their local SNT administrators - for example:

In the know Surrey and Sussex

Good News

This is a message sent via In The Know - Surrey and Sussex. This information has been sent on behalf of Surrey Police



(Please do not reply or forward this email directly; please use the Reply, Share buttons at the bottom of this message)

Message sent by

Maureen Langley (Surrey Police, PCSO, Reigate & Banstead)

Good Evening

Just to give you all an update with good news. Police have seized a possible stolen moped which had been causing numerous problems on the Tadworth Estate this afternoon.

Op Wolf!

We have had Special patrols in the area with positive results.

A vehicle was seized in Banstead.

Drugs were seized in the area.

Lady Neville Park has seen local Officers foot patrol the area speaking to numerous youths/children in the park. The atmosphere has been very positive.

We will continue to foot patrol the area as much as we can.

We thank all residents who phone/email with information so that we can act upon.

Many thanks

Mo Langley

Please use the buttons below or click these links to [Reply to](#), [Rate](#) or [Forward](#) this message. Do not reply or forward using your standard email functions.



As of May 31, over 7,500 contacts/users are now on the 'In The Know' system across the county in the following areas:

Elmbridge – 574
Epsom and Ewell – 318
Guildford – 631
Mole Valley – 857
Reigate and Banstead – 970
Runnymede – 278
Spelthorne – 629
Surrey Heath – 892
Tandridge – 843
Waverley – 825
Woking – 755

The aspiration is to hit 10,000 users by the end of the year. Since its creation - 541 different messages were sent over the last year which has generated 223,236 emails sent to Surrey residents.

The 'In The Know' project has been led by Jay Butcher from the Surrey Police Corporate Communications Team and he and the Force have made concerted efforts to publicise the scheme to residents to encourage people to sign up.

There has also been a considerable effort to train up all the administrators and encourage regular use by the SNTs. This has had mixed success so far – some areas have prolific administrators who have sent out a large number of messages while other areas need to catch up.

- In February this year, the Force sent out tens of thousands of 'In The Know' leaflets which went out to all homes in boroughs that still receive their council tax information in the post (example below sent to residents in Tandridge)



- A campaign on Facebook including boosted posts which targets Facebook users in areas where sign-up for 'In The Know' had been low.

- The Force has been promoting 'In The Know' and handing out leaflets at events where they have a presence such the Surrey County Show.
- PCC promotion – the PCC has included a slide in the presentation he delivers to local residents associations, community groups etc.

This page is intentionally left blank