



CONFIDENCE IN COMMUNICATION
TRUST IN ENGAGEMENT

WHAT IS OWL?



Powerful communications platform

Contact & Watch Management

Online Police Surgeries

Real-time Online Surveys

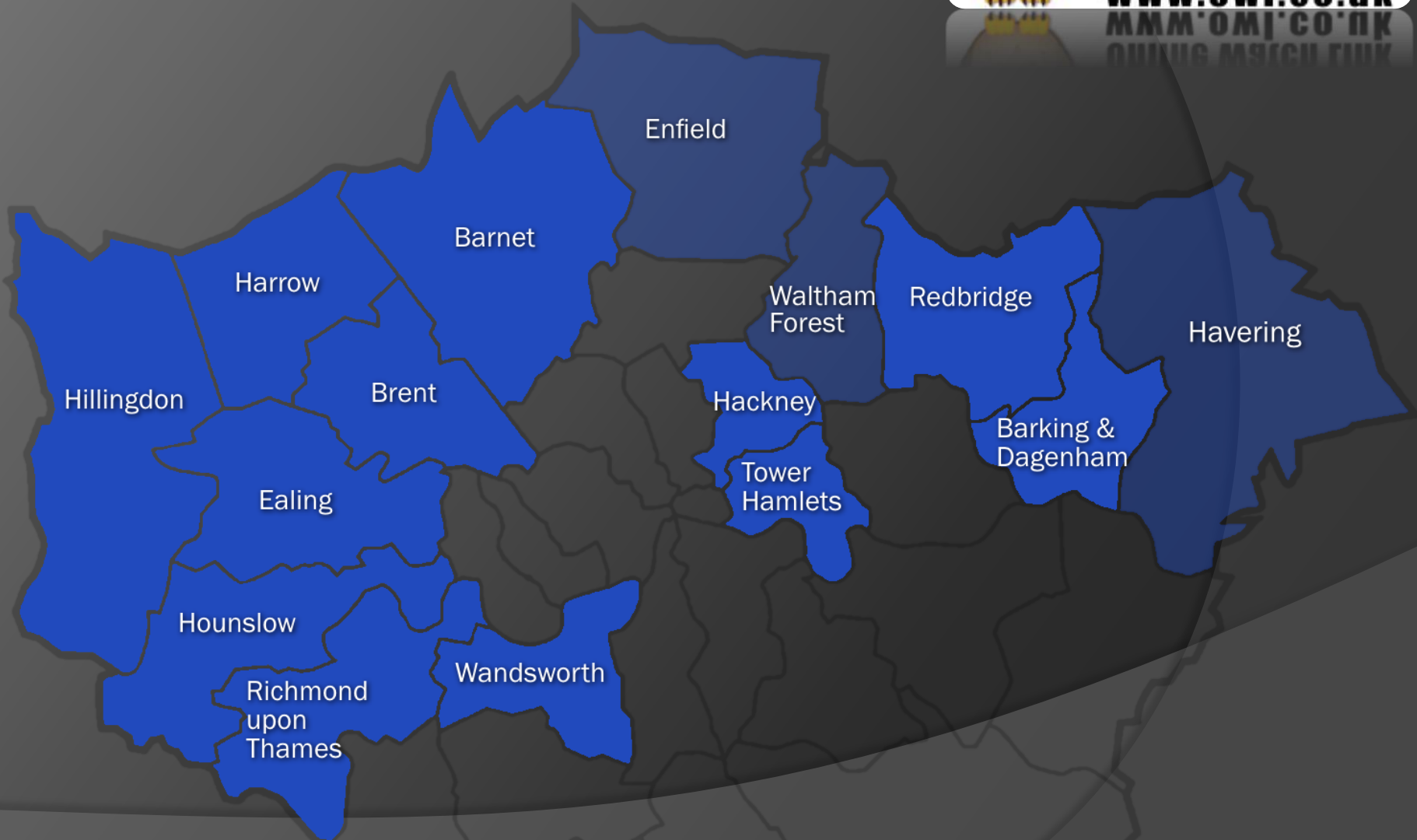
Engage directly & rapidly with the public

WHERE IS OWL USED?



- **Hertfordshire**
- **London** – 15 boroughs
 - West Area BCU
 - Hillingdon
 - Hounslow
 - Ealing
 - Central East BCU
 - Tower Hamlets
 - Hackney
 - East Area BCU
 - Redbridge
 - Barking & Dagenham
 - Havering
 - North West BCU
 - Barnet
 - Brent
 - Harrow
 - South West BCU
 - Richmond
 - Wandsworth
 - North Area BCU
 - Enfield
 - North East BCU
 - Waltham Forest

OWL IN LONDON



MAIN FEATURES



- Supports 87 types of scheme: NHW, Shop, Business, Taxi, etc
- Works on multiple levels for different types of users:
 - Police > Ward > Area > Street > Members
- Communicate with 1000's or specific individuals...
- By email, SMS, phone, web, fax, print. (Mobile App, Push, RSS)
- Blur borders between forces & boroughs - 360 degree vision
- Log incidents & observations in e-diary
- Search for witnesses, sightings & intel
- Survey 1000's of people
- Set policing priorities online
- Live Web Chat
- Multi-agency use

BENEFITS



- Makes people feel safer (46%)
- Builds stronger ties between police & communities
- Boosts watch membership (1 in 4, > 85%)
- Prevents & reduces crime (Burg: -32%, -45%, -25%)
- Empowers volunteer watch coordinators
- Greatly improves engagement
- Catches offenders (>trust → increases community intelligence)
- Greater public confidence in police (55%)
- Increases public perception of local police presence
- → Pandemics, floods, terrorism, civil emergencies

HOW SAFE IS MY DATA?



OWL is the **only** messaging system to have **national police approval**, accredited by “Secured by Design”, a subset of MOPAC



In addition:

- GCHQ CESG



OWL BY NUMBERS

In Hertfordshire...

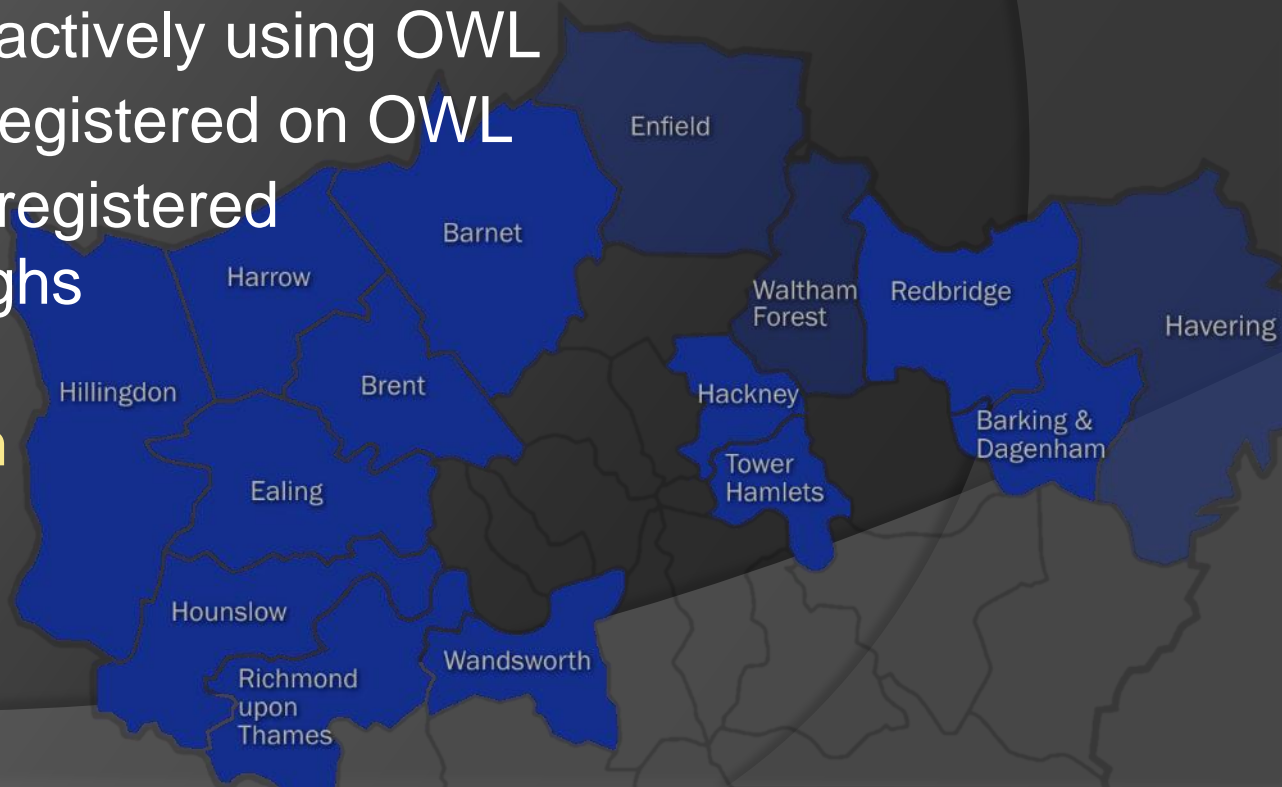


- 18 million emails / SMS / phone sent in last 12 months
- 4,247 incidents, issues and events
- 500 active police users
- **35% of all homes on OWL**

OWL BY NUMBERS

In London 2019...

- 6.2 million emails sent in 2019 via OWL
- 6,485 incidents, issues and events
- 376 Met officers actively using OWL
- 110,274 homes registered on OWL
- 8% of all homes registered across 12 boroughs
- **Covid-19:**
1M emails/month



SIGNIFICANT ALERTS

Sent by SNT Officers via OWL



- Terrorist attacks in 2017+19+20 – reassurance messages
- Coronavirus medical & lockdown advice / scam alerts
- Grenfell Tower updates – available shelter & directing help
- Moped enabled crime
- Knife crime awareness & weapon sweeps
- Door-to-door scammers
- Missing child alerts
- Keyless vehicle thefts

COMMUNITY IMPACT



Communities view the police differently when local officers engage with them via OWL, and they tell their friends & neighbours...

- *"We do have a local officer - he's called Mark Smith!"*
- *"He told us he tackled the graffiti problem, speeding and a drugs incident this week."*



COMMUNITY IMPACT



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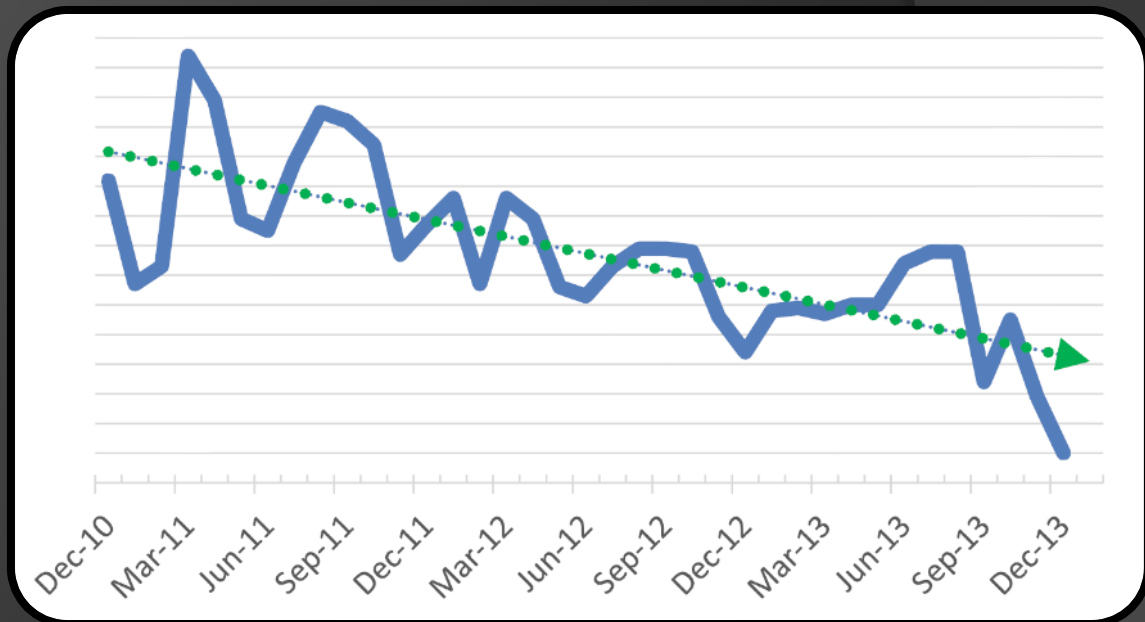
- *"I got the OWL message about a rogue trader and it prevented me becoming his next victim when he knocked at my door."*
- *"I replied to PC Smith's OWL message to identify the man in the photo he was looking for."*



ATTITUDE CHANGING



- Deprived town. Lowest confidence in police.
- SNT signed up over 80% of homes to OWL
- Big change in public attitude
- Response to many appeals via OWL
- Arrests
- **54% reduction of overall crime in 3 years.**



CATCHING SUSPECTS



Identity Sought

Published: 24 February 2012, 16:05



HERTFORDSHIRE

CONSTABULARY

Hertfordshire Neighbourhood Watch



Please spare a moment to view the attached image of a male Police would like to speak to.

The male pictured was involved in an incident in Co-Op, Carpenders Park on Wednesday (22nd feb) lunchtime. If you know the male or have any information on his whereabouts, please get in touch.

Reference C3/12/217 refers.

Crime Stoppers can be notified anonymously and free of charge on 0800555111.

Attached Files

Files accompanying this message are linked below. If you experience problems downloading or viewing a file please [visit this help page](#).

Co - Op, C3/12/217 103 KB

1684 downloads, last downloaded about 1 day ago

- Appeal sent to 3,000 homes and businesses to identify a shoplifter.
- Arrest made after someone saw the OWL message & got in touch with investigating officer.
- Successful IDs result from using OWL.

CATCHING SUSPECTS



- Tesco store burgled at 4am. 3 arrests made the same day after OWL appeal prompted tip-offs from watch members.
- Man wielding a machete in pub fight arrested after watch member identified him from CCTV image via OWL. Turns out he's a drug dealer – received 3 ½ years.
- Two incidents of sexual assault triggered an appeal on OWL. A watch member responded providing valuable information leading to an arrest.

BUSINESS CRIME



Supports 20+ different types of business watch schemes:

- Business, Pub, Shop, Hotel, Farm, Forecourt, Bank, Off-Licence, Café, Market Traders, Taxi, Fleet Vehicles, etc.

Businesses receive alerts regarding...

- Thefts of equipment / stock / machinery
- Burglaries on business premises
- Robberies
- Scams aimed at businesses
- Counterfeit goods & money
- Notification of business forum events

Messages are relevant to recipient's business.

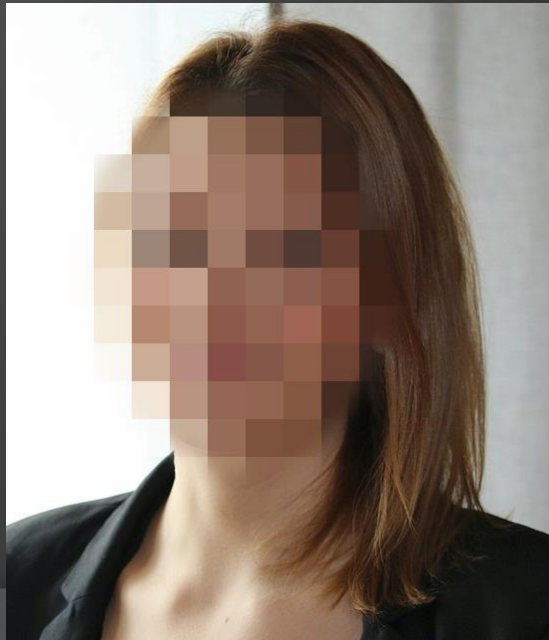
MISSING PEOPLE



Missing 11 year old boy in Stevenage found by watch member after seeing photo on OWL

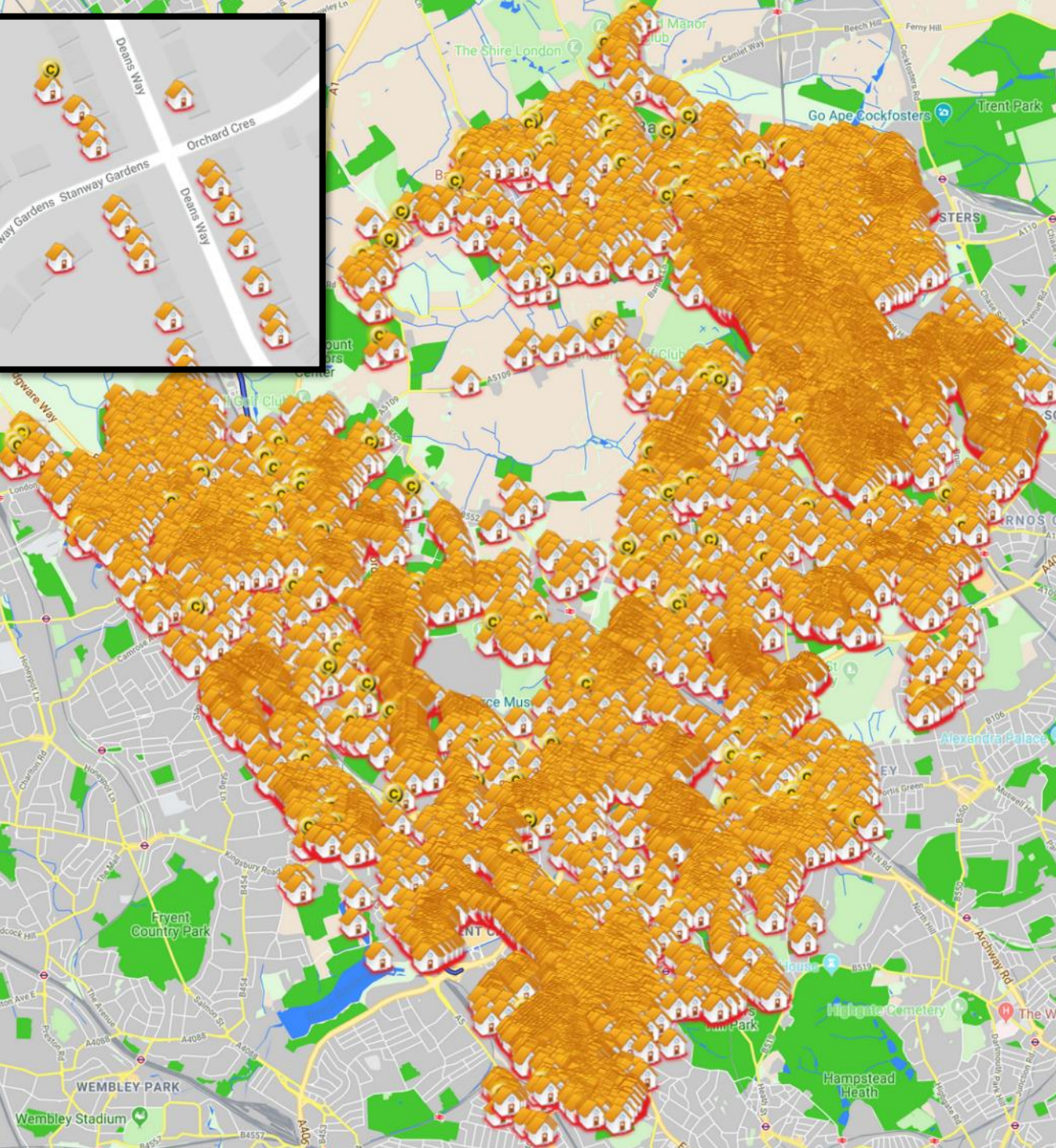


Missing woman - "Very high concern". Found in 2h by watch member



Missing child. OWL alert sent to 5,000 in area. Watch member found him within 1h



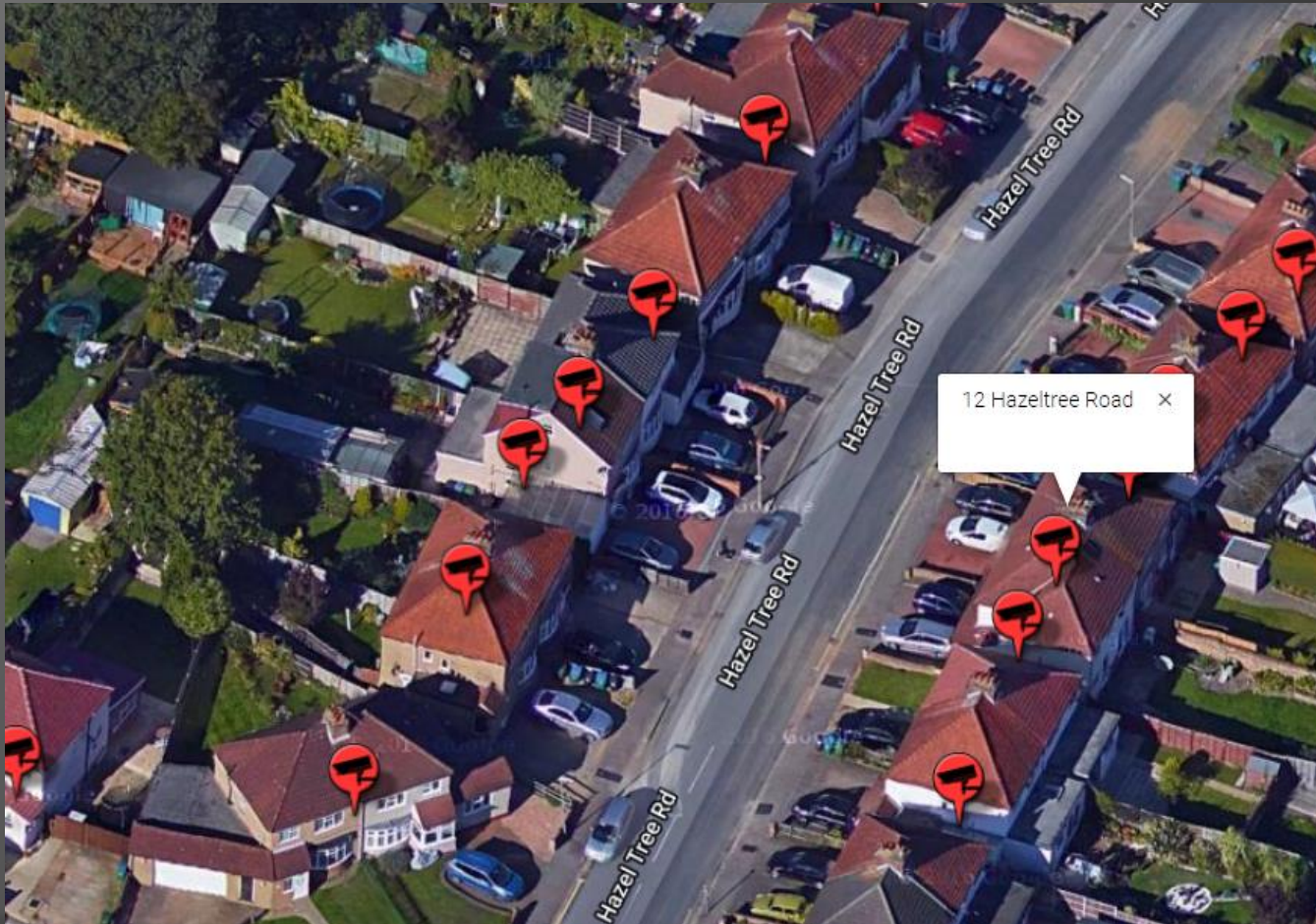


Barnet

23,240
addresses
registered on
OWL so far.

Launched
Feb 2018

CCTV GROUP



**OPERATING IN
SEVERAL
DISTRICTS**

Private CCTV
cameras mapped

Secure access to
police officers

Instantly find
CCTV near
location of
incident

Since receiving OWL messages:



- **55%** have increased confidence in the police (only 5% said they had less)
- **46%** now feel safer in their own home (only 4% said less safe)
- **66%** better understand how to protect selves online
- **87%** are more aware of scams and rogue traders
- **65%** are more vigilant (e.g. locking doors and windows, etc)
- **48%** have improved their home or work security
- **54%** are more willing to help their neighbours (2% said less)
- **62%** have increased confidence in NHW (4% said less)

RELIABILITY



- High security, purpose-built **UK** data centre
- Clustered firewalls & servers – full redundancy
- 100% uptime during office hours, 99.96% outside
- Government security tested (CESG)
- Backups every 30 mins & nightly encrypted off-site

