

Approved By: Greg Myddelton, Assistant Director Commissioning	Classification of Paper: Not Protectively Marked
Report to PCC	Report reference number PCC/ 0070/15
Date of Report 12 June 2015	Area of County/Stakeholders affected Countywide
Title of report PCC CSDF – Essex Community Messaging smart app.	
Report by Greg Myddelton	
Enquiries to Greg Myddelton (greg.myddelton@essex.pnn.police.uk)	

1. Purpose of report

- 1.1. To seek approval for the allocation of £3,750 in the form of a crime and disorder reduction grant from the CSDF to Essex Police, whose activities will contribute to the priorities set out in the Police and Crime Plan for Essex.

2. Recommendations

- 2.1. Approve the allocation of the CSDF grant to Essex Police to design and develop a smartphone app for the Essex Community Messaging (ECM) system.

3. Benefits of Proposal

- 3.1. The funding will be used to develop, publish and market the new ECM smart app. The app works by;
- Providing a free to download App from one of the well-known App stores to users
 - Allowing user to join as an App-only user or adding the app to an existing ECM account
 - ECM operators defining 'geo-fences' and 'time periods' to capture when certain messages will be received by ECM app enabled devices located within the area and time frame eg Chelmsford town centre during weekdays – message re security of purses etc ,same location at weekend from 8pm to 3am message re personal safety and responsible drinking etc

4. Background and proposal

- 4.1. The cost of developing a typical App of this scale is £20-30K, the developers (UMS) have heavily discounted this based on the value they hold Essex Police in as their first UK Policing partner and also drawing on the negotiated discounting matrix within the initial contract for ECM. From April 2016 it is intended to have the entire ECM budget within the Force base budget.
- 4.2. The up-take of ECM has been positive and provides a baseline for marketing the App enhancement for those existing members. In addition many people now own smart devices and the concept of the App is something that is commonly found and often expected in modern society. This will be the first operational app that Essex Police provides locally to communities in Essex.
- 4.3. The public's thirst for dynamic information on the move is massive and there are immediate opportunities to link the mobile app into Op Insight (Dwelling Burglary hotspots), key events such as the V festival and new innovative ideas around the hidden harm and vulnerability agendas.
- 4.4. Finally in the age of continued austerity, low cost high yield systems like ECM are becoming more of an essential part of the tools needed to deliver day to day policing in Essex. Providing accurate , timely and highly focused information to the public which encourages them to take remedial action or become our extended 'eyes and ears' makes complete sense and the public have a strong desire to get involved in local policing themselves, as social media and more latterly ECM has demonstrated time and time again.

5. Police and Crime Plan

- 5.1 Supports priorities in the Police and Crime Plan as follows;
 - Improving crime prevention
 - Ensuring local solutions meet local problems
 - Increasing efficiency in policing through collaborative working and innovation

6. Police Operational Implications

- 6.1 No operational impact

7. Financial Implications

- 7.1 The PCC would fund a £3,750 contribution to Essex Police

8. Legal Implications

- 8.1 The award of the grant is subject to the PCC's standard funding agreement.

9. Staffing and other resource implications

- 9.1 There are no staffing issues

10. Equality and Diversity implications

- 10.1 There are no equality and diversity implications

Report Approval

The report will be signed off by the Chief Executive and CFO and the PCC Solicitor where legal implications arise.

AD for Commissioning

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Decision

I agree the recommendations to this report

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PCC/Deputy PCC

I do not agree the recommendations to this report because

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PCC/Deputy PCC

Publication

Reasons for non-publication (state 'None' if applicable)

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Signed/Print name

Report for publication	YES	<input type="checkbox"/>
	NO	<input type="checkbox"/>

If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.