

# Neighbourhood Watch App

The App Office is an innovative technology company based in Nottingham. After the successful launch of the East Goscote Parish app, as featured in this month's national publication of The Clerk Magazine, our team have now developed the concept of a Neighbourhood Watch app, as an effective, more responsive and engaging way for the local community to combat crime.

Our app system is designed with many features and functions that can be adapted to the requirements of a Neighbourhood Watch app, saving thousands in development costs and providing an affordable solution, which can easily be managed via a web portal.

## Why a Neighbourhood Watch App?

It's a fact that more adults use mobile phones to access the internet than a PC / laptop and within five minutes of waking up, 34 percent of adults will check their smart phone and continue to check up to 50 times a day. The average person has 44 apps installed on their smart phone. Thus harnessing the power of mobile technology allows services to become more accessible, engaging and convenient for all.

The app will have interactive features that allow residents to access information 'on demand', engage with the wider community and receive instant crime alerts. Several local NHW schemes can easily be managed with one app.

## Key Benefits of the Neighbourhood Watch App

The app utilises the native features of a mobile phone, which is beyond the capability of any website. The app's ability to send instant push notifications, share photos and chat forum make it an indispensable tool to combat crime.

Push notifications are an amazing way to circulate vital crime alerts and information to the community. In addition, our new advanced push notification system can send targeted messages based on geo-location. You can also send instant push notifications to selected village locations based on a subscription service for effective messaging.

However the app goes beyond just a broadcast beacon, it can provide; vital information, reports, news, videos, feedback forms, crime prevention, details of local events, live newsfeed, integrate with social media and also accept donations which will enable residents to contribute with ease.

***“Better communications, will encourage greater engagement, giving the community the power to easily access and share information to combat crime using an app...”***

Another great feature is the call to action button, which allows residents to make instant calls to vital contacts.

You can advertise events so that residents can synchronise with their phone's calendar, so they will never miss that important neighbourhood meeting.

The app can also support and promote businesses with loyalty / coupon features. See the East Goscote Parish app for ideas and visit our website.











An app is a fantastic tool for making information more visibly accessible to help fight crime at the touch of a button.

The App Office can build the app within a month, and offer training and support to help you manage the app yourselves.



Powered by  
TheAppOffice.com

## Main Features of the App

-  **Notifications** – instant pop-up bulletin alerts
-  **Photo** – submit photos of issues & events
-  **Info** – crime news, prevention, meetings, reports etc
-  **Events** – promote meetings or events
-  **Chat Wall** – allow residents to communicate
-  **Messages** – holds a history of all notifications
-  **Call-to-action** – vital contacts configured as call buttons
-  **Newsfeed** – latest live local news & tweets
-  **Forms** – bookings, reporting, surveys etc
-  **Map** – show the latest crimes on a map
-  **Payments** – accept donations via card payments
-  **Share** – integrate Youtube, Facebook & Twitter
-  **Loyalty / Coupons** – promote small businesses

For more information on these features, visit our website.