



CCI

CUTTING CRIME
IMPACT

Cutting — Crime Impact

www.cuttingcrimeimpact.eu



University of
Salford
MANCHESTER



Contact Us . info@cuttingcrimeimpact.eu



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 787100



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IMPACT

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DELIVERABLE 10.6

Creation and maintenance of project website

Deliverable Type
Website

Work Package
WP 10

Dissemination
Public

Month and Date of
31 December 2018

Leader
Loba

Authors
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Programme

H2020

Contract Number

787100

Duration

36 Months

Start

1 October 2018

CONTRIBUTORS

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REVISION HISTORY

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	13/12/2018	JOÃO GASPAR	PROOFREADING
1.0	17/12/2018	ALEXANDRE ALEMEIDA	REVISION

Partners

The University of Salford; DSP-Groep BV; Rijksuniversiteit Groningen; The National Police of The Netherlands; Greater Manchester Police; Politsei- ja Piirivalveamet; Câmara Municipal de Lisboa; Landeskriminalamt Niedersachsen; Departament d'Interior - Generalitat de Catalunya; DPT - Deutscher Præventionstag; Forum Europeen pour la Sécurité Urbaine; LOBA

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1. Executive Summary

This deliverable refers to the Cutting Crime Impact (CCI) project website. The website was planned to be online on end of December 2018, however due to the Christmas season we encountered some constraints in human resources therefore, the launch of the website was postponed to the first week of January 2019.

The CCI website will act as an institutional communication and dissemination channel of the project, comprising both institutional and promotional content about the project, including information about its scope, objectives, activities, key public results, resources, news, events, subscription to newsletter. In a later phase of the project it will also include the four PIM Toolkits that are going to be developed.

In summary, the website aims to be a straightforward tool with the most relevant information provided from CCI project.

This deliverable will detail the following:

- Setting of the website and URL
- Sitemap and individual interfaces
- Statistics and monitoring
- Design layouts

LOBA, as WP10 Leader, is responsible for designing, programming and updating the CCI website. This deliverable describes the first version of the CCI website which will go online on the first week of January 2019.

Partners

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2. Introduction to the CCI project

The aim of the Cutting Crime Impact (CCI) project is to support law enforcement agencies (LEAs) and relevant local and national authorities (i.e. security policymakers) in reducing the impact of crime and where possible preventing crime from occurring in the first place.

The CCI project focuses on crimes that impact negatively on citizens and their communities – such as violent assault, robbery, burglary and anti-social behaviour – and the feeling of insecurity that such problems can create.

The CCI project will develop bespoke support tools, resources and guidance materials (what we term "toolkits"). These will enable police forces and policymakers in the UK, the Netherlands, Germany, Estonia, Portugal and Spain to implement effective practice.

LEAs will gain valuable experience in requirements capture, problem framing, ideation, concept generation, solution design and prototyping that is transferable to other areas.

CCI also aims to encourage wider adoption of effective approaches to safety and security across Europe. CCI will develop an extended European Security Model that includes high-impact crime and citizens' feelings of insecurity.

The University of Salford in partnership with Law Enforcement Agencies (LEAs) and Security Policy makers from across Europe are delivering the CCI Project.

Cutting Crime Impact (CCI) is a 3-year project (starting 1 October 2018) funded by the European Commission's Horizon 2020 Programme. CCI will result in greater openness to innovation and design approaches amongst LEAs and security policymakers across Europe.

Partners

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3. Settings

The URL (Uniform Resource Locator) defined for the website was www.cuttingcrimeimpact.eu, which focuses on the name of the project as its main component.

The domain selected was .eu because of its relevance at the European level and in reference to the fact that it is a European funded project.

4. Official Website

The first version of the official website will be launched in first week of January 2019 (M3). The coordinator (University of Salford - USAL) and LOBA worked together to develop this website. The general structure and sitemap were collaboratively defined, USAL prepared the contents for the homepage and different interfaces and LOBA focused on creating an interactive and appealing design.

The website was developed using the most recent technologies as HTML51, CSS32, JavaScript3, PHP4 and MySQL database and is presented in a responsive model suitable for all devices.

The CCI website will be an ongoing task and its structure will dynamically evolve together with the project during the lifespan of 36-months, as considered appropriated.

The main features programmed for the CCI website are:

- RESPONSIVE - The website platform will suit different devices such as mobile, tablet and desktop versions.
- SOCIAL MEDIA SHARING - The website is prepared to share information with social media networks such as Facebook, LinkedIn, Twitter, Instagram and YouTube.
- NEWSLETTER SUBSCRIPTION - The website has available a submission form for newsletter subscription requesting the name, the email and the sector of the user.

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4.1. Sitemap and Interfaces

The Website is composed by the following structure (sitemap) and interfaces:

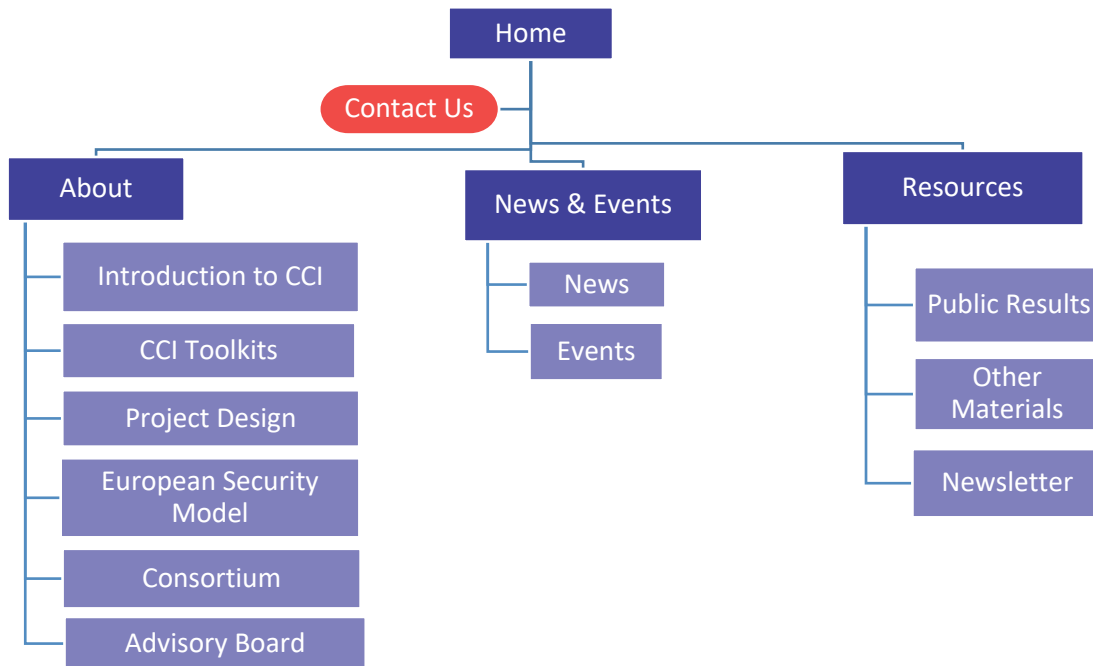


Figure 1: Sitemap

4.1.1. Home page

The Homepage is dynamic and fresh, it shows an interactive sequence of criminal situations, such as theft, breaking-in, assault, to which the CCI project aims to reduce its impact and prevent these from happening, through a set of activities, tools, resources and guidance materials. In a last screen it appears two law enforcement agents together with other relevant target groups i.e. policy makers and citizens, which represent the community that can make the CCI objectives a reality: cutting crime impact.

When the visitor navigates through the different scenes the part of a sentence appears, which together composes the main goal of CCI project:

“The CCI Project aims to cut crime...
 ... providing law enforcement agencies ...
 ... with the tools to prevent and mitigate crime ...

Partners

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... for a safe and secure Europe.



Figure 2: Homepage - Scenes

The Homepage provides access to the main menu “About”, “News & Events” & “Resources” and to the respective submenus as presented in the sitemap about, as well as the “Contact Us” form (Figure 1).

In addition, at the right bottom of the homepage when clicking at “+ info” a footer section opens with the access for subscribing to the newsletter, the social networks (Facebook, LinkedIn, YouTube and Twitter), the email, the European Union flag and the official disclaimer, the access to the privacy policy and cookies policy of the website, and LOBA’s logo.

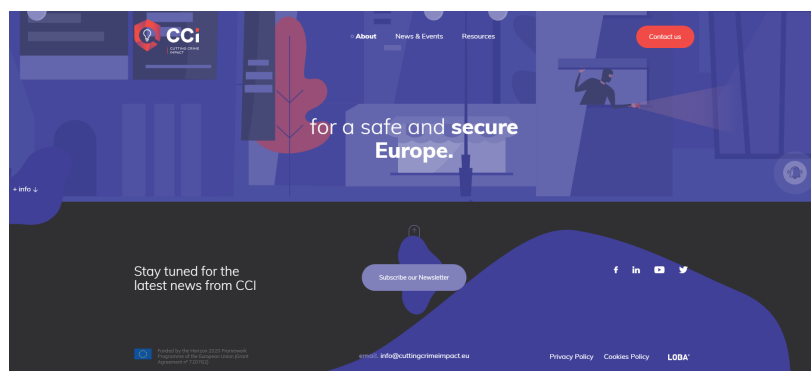


Figure 3: Home page + info

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At the bottom left of the homepage, when clicking at the “bell” symbol another section opens highlighting relevant events of the project.

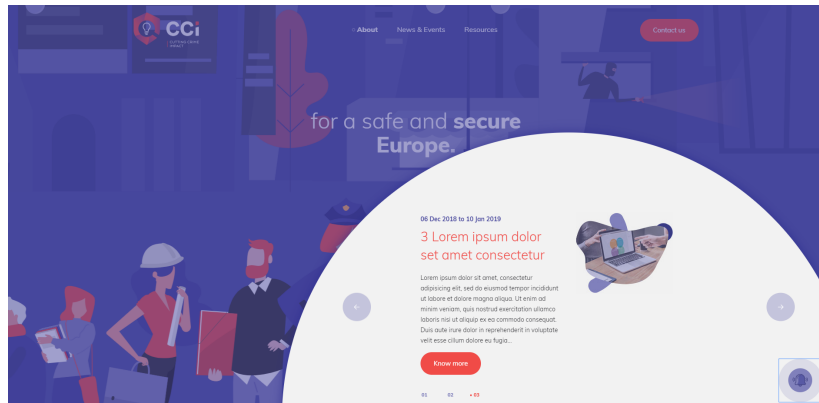


Figure 4: Homepage - Bell symbol

In a later phase of the project it will also include the four PIM Toolkits that are going to be developed.

4.1.2. About us interface

This section is composed by these sub menus which provide the following information on:

- **Introduction to CCI:** Provides the general scope and objectives of the project; and a quote from Russell Lincoln Ackoff, Redesigning the Future: A systems Approach to societal problems, 1974.
- **CCI Toolkits:** Provides information on the 4 toolkits to be developed within CCI, namely 1) predictive policing, 2) community policing, 3) crime prevention through urban design and planning (CP-UDP), 4) measuring and mitigating citizens' feelings of insecurity.
- **European Security Model:** Relevant information on European Security Model that includes high-impact crime and associated feelings of insecurity, and proposes a revised model that achieves this.
- **Project Design:** Provides information on the methodology to be implemented within CCI project.
- **Advisory Board:** Presents the members of the Advisory Board of CCI project, including a photo, name, area of expertise and short-bio.
- **Consortium:** Presents the partners composing the CCI consortium including logo, name of the organisation and short-profile.

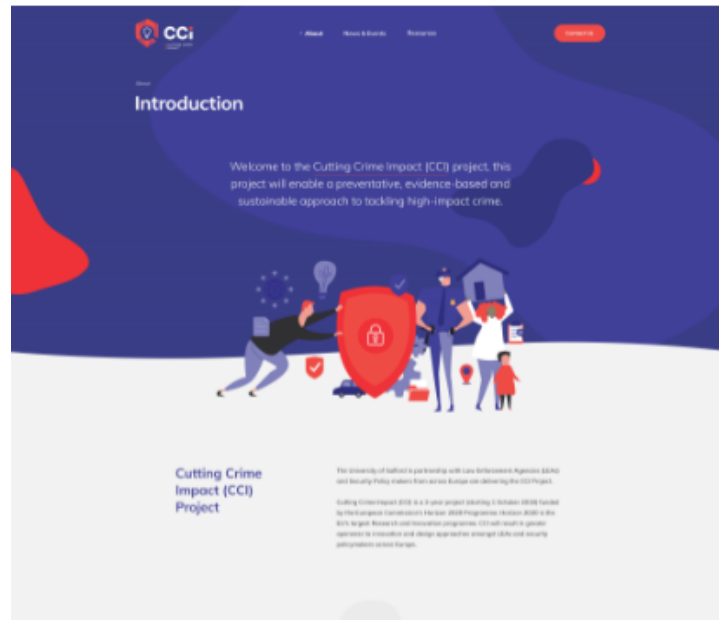
Partners

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Figure 5: About us – Introduction to CCI



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Figure 6: About us – CCI Toolkits



Figure 7: About us - European Security Model

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Figure 8: About us - Project Design

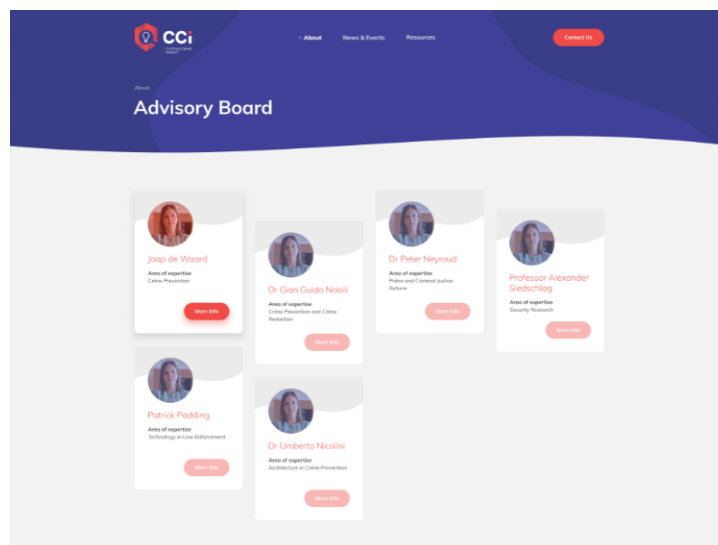


Figure 9: About us - Advisory Board

Partners

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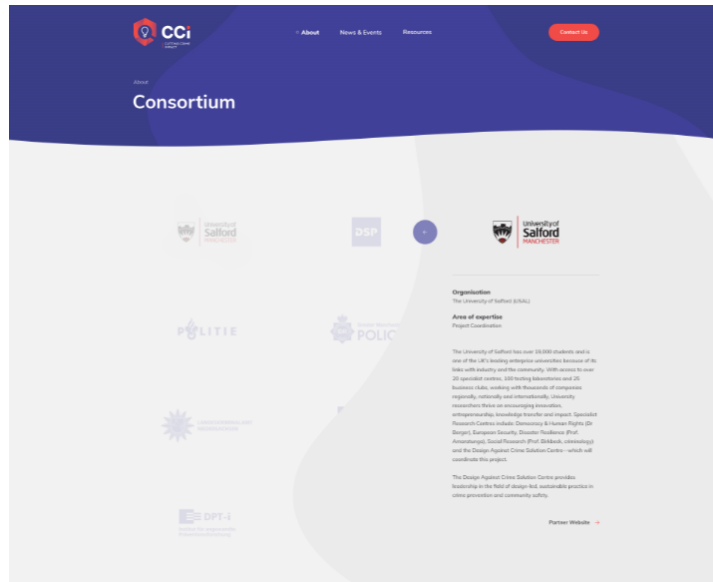


Figure 10: About us - Consortium

4.1.3. News interface

The news interface lists all the articles of the project. The news articles are listed in chronological order by the day the article was uploaded, showcasing its date and title. All articles have a detail page showcasing the article itself and providing access for newsletter subscription.

Partners

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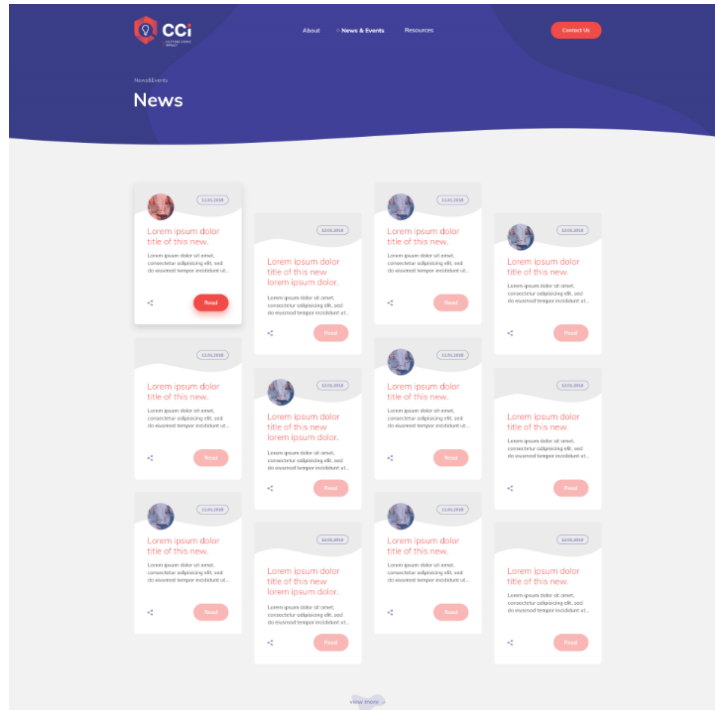


Figure 11: News

4.1.4. Events interface

The events interface lists all the events of the project as well as other events relevant to the project that might interest our visitors. The events are listed in chronological order by the day of the event, showcasing its date, place and title. All events have a detail page in which the event is further described. There is also access for newsletter subscription.

Partners

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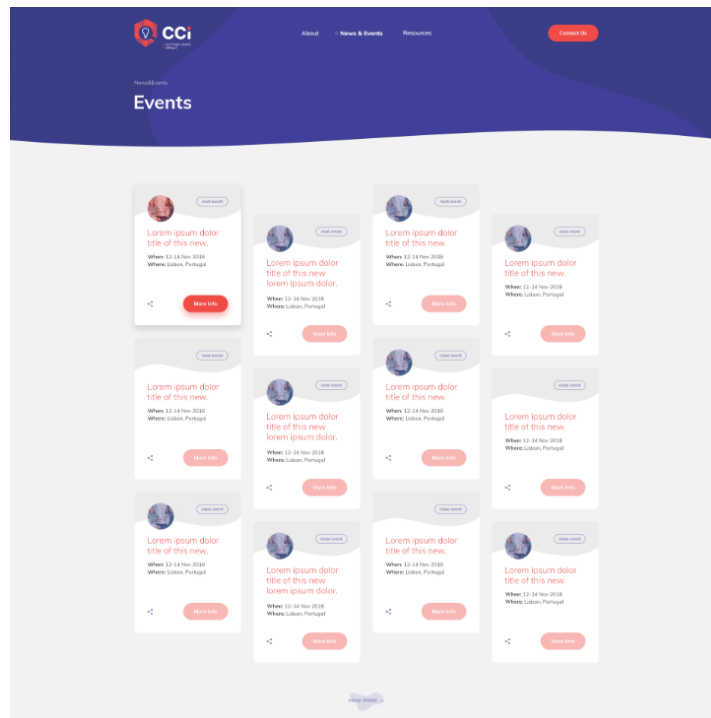


Figure 12: Events

4.1.5. Resources interface

The resources page will list all CCI’s public results, newsletters and other material of interest to our target groups. All results will have an individual page allowing download and sharing on social media. This section also includes a dedicated page to the project’s newsletters. All the newsletters will be listed and a detail page will be available, allowing sharing to the mailing list or on social media. There is also a download functionality for the pdf version. On this page there is also access to subscribe to the newsletter.

For now, no newsletters are listed as none has been sent so far.

Partners

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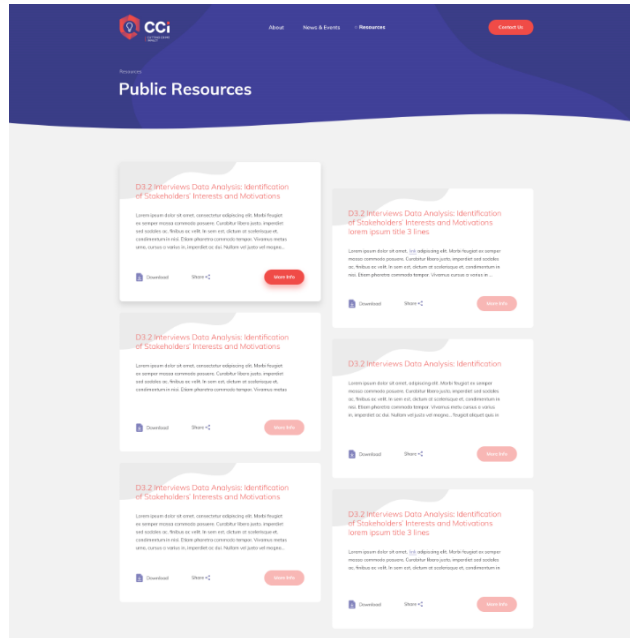


Figure 13: Resources - Public Results

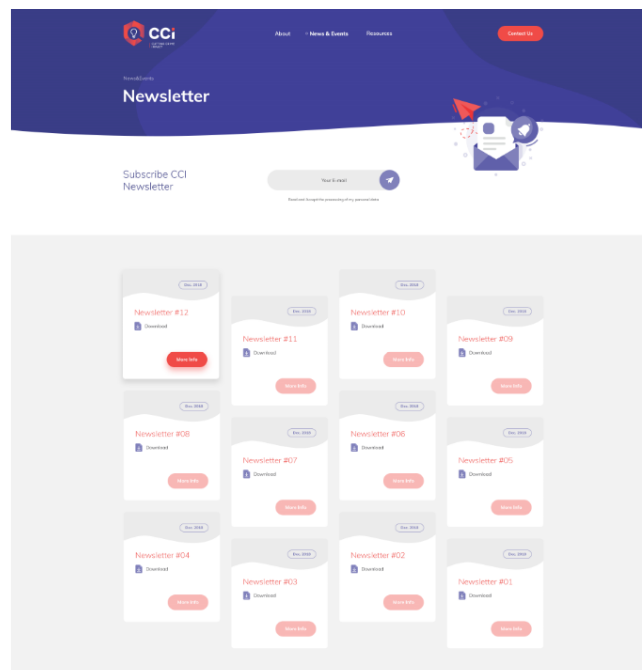


Figure 14: Resources - Newsletter

Partners

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4.1.6. Contact us

Finally, the CCI website has a contact page in case a visitor wants to send a message to the project. The emails are redirected to University of Salford as coordinator of the project and LOBA as dissemination and communication leader.

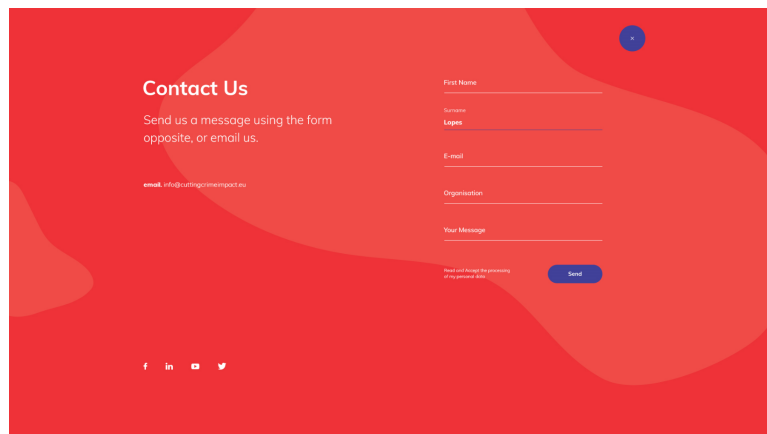


Figure 15: Contact us

5. Statistics and Monitoring

CCI website uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors
- Page views
- Bounce rate
- Session duration

The IPs of the partners will be requested in order to filter the visualisation coming from inside the consortium.

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6. Conclusion

The official website platform can be visualised at www.cuttingcrimeimpact.eu. Both the content and structure of the web portal will be updated, maintained and improved when needed. The progress of the project will be closely monitored and reflected in the project's website.

The link for the website will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, newsletter, social media, email signature, events, etc.

The objective will be to strategically use the different communication and dissemination actions/campaigns, reaching different type of audiences, to increase traffic towards CCI official website.

The use of Google analytics will help to monitor the performance and improve the communication and dissemination strategy.

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POLICE



Estonian Police and Border Guard Board



POLICIA
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LISBOA



LANDESKRIMINALAMT
NIEDERSACHSEN



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