Service Definition Document
OWL Metro

Overview of OWL Metro

OWL is an online neighbourhood engagement & communications platform for the Police, local authorities and also Neighbourhood Watch. OWL provides rich contact & group management facilities to maximise the potential of Neighbourhood Watch, CCTV Watch, School Watch, Business Watch, Rural Watch, Shop Watch, general community messaging, KINs and dozens of other schemes covering every part of society. It's complimented by an optional highly rated mobile app, receiving 4.8 stars (out of 5) from the public in the App Store. OWL also sends alerts via email, SMS and phone too.

OWL has proven repeatedly to help communities feel safe, reduce crime and keep people informed of what's going on locally. It's a shared, secure platform for the public and local government agencies (e.g. police, trading standards, fire & rescue, etc) They use OWL to send the public the latest local alerts regarding crime, transport, health, civil emergencies, etc. OWL provides management tools for maintaining and expanding schemes and specialist groups.

Developed and maintained by a British company and hosted exclusively on dedicated, secure, servers within the UK, OWL is fully GDPR compliant and operates under the jurisdiction of UK and EU laws and courts.

OWL has won two national Government awards including one presented by the Prime Minister at 10 Downing Street for crime reduction and empowering communities. OWL is the only system of its kind to have national police approval through its accreditation from **Secured by Design** (part of MOPAC) and has been used successfully by many police forces and councils including half of London boroughs.

The **College of Policing** published a case study of OWL:
https://www.college.police.uk/article/engaging-communities-using-online-watch-link

We can provide strategies for growing, retaining and engaging with your audience.

Key facts where OWL is used:

- In some counties a third of all homes are registered on OWL giving the police better direct access to the public than social media provides. OWL permits very precise geographical targeting of messages which cannot be done using social media.
- Dozens of documented success stories where OWL has helped catch offenders, prevented a crime or found a missing child or vulnerable adult. (Document available on request)

- 54% reduction of overall crime in 3 years in a town in Herts after 80% of homes registered on OWL. Deputy Chief Constable said "OWL has helped to change the face of local policing".
- 45% reduction in burglary over 3 years in Gwent
- 32% reduction in burglary in Hertfordshire during same period
- 25% reduction in burglary in 12 months during pilot in Bradford South
- 27% reduction in rural crime in just 5 months in Gwent and a 66% reduction comparing June 2013 with June 2014. Ten-fold increase of information flow leading to arrests.
- 49% of people in a survey with 16,000 responses said they feel safer in their own home since registering on OWL. (Only 4% said less safe)
- 53% of people in same survey said they feel more confident in their police since registering
- The OWL mobile app has a public rating of 4.8 (out of 5) in the App Store, as of 6/5/22
- Type "owl" into Google and you'll find it on the first page. The brand is very memorable and easy to find online making it simple for your intended audience to find and register with.

Accessed securely via any web browser on desktop or mobile, OWL lets you create groups or watches for any purpose. They can be organised in a geographical hierarchical structure at district, ward, area and street levels.

Neighbourhood Watch groups across half of London devised a London-wide watch structure that they say is right for London. OWL can automatically set up this structure for other boroughs that wish to adopt it and take advantage of intelligent processing of registrations.

Residents and businesses can sign up via the OWL website, or your own administrators/officers can add new contacts themselves.

OWL is location based and uses built-in Royal Mail address data to ensure only valid addresses are used. No typing of addresses is required, selection is all point & click or through a postcode search. Locations of contacts / members are automatically mapped making it easy to visualise and spot streets or areas with insufficient coverage or require prioritising.

Built-in tools allow you to run reports and monitor usage and message delivery.

OWL Metro is a special licenced version of OWL to cater exclusively for metropolitan cities looking to buy a minimum of 12 licences. OWL Metro is accessible via a secure Internet connection and alerts can be sent to contacts via automated email, push notification*, phone call and SMS by selecting relevant groups and geographic targets such as streets, areas, wards or districts, or drawing a shape on a map.
*Push notifications require the optional mobile app.

On-Boarding / Off-Boarding

We can set the service up and launch for a new borough within 2 to 6 weeks depending on requirements. If you have no quality data to import then this process can occur quickly as the only information we require can be obtained through a conversation.

We can import existing data successfully if postal addresses of contacts have previously been validated against the Royal Mail address database, although we do test your data against the database and will let you know what percentage of records are valid and can be imported.

When a customer leaves the service, data will be retained for up to 3 months thereafter or deleted sooner at the request of the customer. While the data is being retained the customer may request to be provided with a file (CSV or Excel) containing details of every contact that has been entered into the system by the customer. The service itself can be shut down within an hour of a customer's contract ending naturally or through other means of premature contract termination.

Pricing

Please see the separate pricing document. The licence includes a SLA with technical support. There are no setup charges or hidden costs. Messages sent by email and push notification are free and unlimited. Please consider the total cost of ownership when comparing products. For example, if another product charges 1p per push notification and you estimate 10 million will be sent per year it would increase your TCO by £100,000 per year. OWL's push notifications to mobile devices are **free** no matter if you send 1 or 100 million.

Please note that **no** pre-purchasing of SMS or phone credits is necessary, unlike other messaging systems. We will invoice you in arrears for any credit used. There is **no** minimum use of SMS to qualify for the best price.

Disaster Recovery

- A minimum of 3 different methods of database backup are made:
    1. The live database is duplicated in real time through synchronous mirroring to a separate secure database server.
    2. System and database backups are taken every 30 minutes to local storage.
    3. An encrypted database backup is sent off-site nightly to two geographically diverse datacentres.
- All components in the datacentre are fully redundant, there is no single point of failure. These are just some of the features which provide resilience.
- Multiple servers, firewalls and switches with failover and load balancing ensure that as many as half of all servers can go offline without our service going offline.
- Recovery would only be necessary if all servers of the same role are irrecoverable. Recovery can be made to available hardware or replacement hardware (we have an onsite contract with a major hardware provider) using backups taken from one or multiple devices and locations.

Service Management

The platform is fully managed by us and is hosted on multiple servers in our modern, secure data centre within the UK. Customers need only focus on using the application itself, we take care of the underlying infrastructure and technology including backups as OWL runs as a cloud service.

Service Constraints

Limitations of the OWL Metro version of OWL:
- There is a minimum purchase requirement of 12 licences and only for metropolitan cities
- The custom survey service is not free, but is available on-demand as a low-cost extra

- The number of types of scheme is limited to 12 of your own choice across all licences purchased. (Examples of types include Neighbourhood Watch, Community Messaging, Residents Assoc, Rural Watch, Business Watch, CCTV group, Shop Watch, etc. There is **no limit** to the number of groups/watches that can be created for each type of scheme.

Level of customisation permitted:
A public facing web page can be customised for your organisation. We will add your logos to the system at relevant locations. E.g. on home page, after logging in, in the heading of emails. The OWL branding could be removed on public facing pages for an additional fee, but we don't recommend this as you won't benefit from regional or national publicity when OWL is mentioned by the media/press or through social media.

Service Levels

Support Hours
The default service level agreement (SLA) given to all customers provides support from 9:30am to 5:30pm, Mon-Fri, excluding bank holidays. An emergency contact is provided outside of hours only for reporting a serious fault with the system.

Support by email and telephone is provided for 2 named contacts within each licenced borough.

Support is provided for technical issues relating to the use of or access to the service. We can advise on best practice as part of our support. Support does not cover requests for us to operate the system on the customer's behalf where the system already provides tools for customers to achieve their goals through the provided interface. Support does not include providing direct support to members of the public unless this is taken up as an optional extra and agreed in writing.

Performance

The system has provided and incredible record of 100% uptime during office hours for the last 10 years. Outside of office hours we have achieved 99.96% uptime. We do not guarantee this extremely high level of availability as part of the standard service, but our track record proves how capable we have been to achieve these levels each year.

Severity Definitions (as part of the SLA)
- 1.3.1   A Category **A** Fault Report reports a malfunction that renders the System inoperable as a whole or renders a major function of the System inoperable. The Supplier's target shall be to respond within 3 Support Hours and to correct the fault or provide a 'work around' within 16 Support Hours from notification.

- 1.3.2   A Category **B** Fault Report reports a malfunction that renders a function of the System inoperable not being within Category A. The Supplier's target shall be to respond within 3 Support Hours and to correct the fault within 24 Support Hours from notification or to be agreed with the PCC to be incorporated into a future release or sub release of the System.

- 1.3.3   A Category **C** Fault Report reports a malfunction not falling within categories A or B above and is deemed a minor fault. The Supplier's target shall be to respond within 8 Support Hours and the correction will be incorporated into a future release or sub release of the System.

- 1.3.4   A Category **D** Fault Report reports a malfunction that does not prevent use of any part of the System but is of a cosmetic nature. The Supplier's target shall be to respond within 16 Support Hours and to correct the malfunction in a future Release or Sub Release of the System.

Maintenance windows:
Because our servers can each be taken down without impacting the service, nearly all maintenance goes completely unnoticed. In the rare instances where we expect an interruption to service we ensure the work is done during the night when usage is at the lowest.

Financial Recompense

If the service fails to meet the agreed service levels, the customer has the right to terminate the contract and request a refund of no more than 50% of the remainder of the contract. The remainder is the number of days left the contract has to run.

Training

Group training is included at no extra cost for police/council officers and community coordinators. See the pricing document for options. We highly recommend training for key users and to obtain some best practice. A quick-start guide and a detailed illustrated user guide is available.

Ordering & Invoicing

We accept purchase orders and can provide an invoice within 1 business day. Invoices must be paid within 30 days by electronic bank payment.

Termination

At the end of the licence period, if it has not been renewed, access to the system will be withdrawn. Data inputted into the System by the customer will be retained for up to 3 months thereafter or deleted sooner at the request of the customer. While the data is being retained, the customer may request a data file (CSV or Excel) containing details of every contact that has been entered into the System by the customer. We will fulfil such a request without charge within 14 days.

Data Recovery

Data will be restored from our backups if we have declared a disaster recovery situation. This may occur in a worst case scenario if there has been a severe hardware problem following a major fault or we've experienced a fire or similar disaster. Data recovery will **not** be performed for other reasons such as a customer accidentally deleting data either maliciously or through lack of training.

Customer Responsibilities

Our customers are fully responsible for:
- adding, maintaining and removing contact details of their users/members/customers
- composing and sending messages / alerts.
- responding to enquiries coming from the pubic in relation to the service provided
- being the Data Controller for data they and their users have inputted
- ensuring they access OWL using a computer running anti-virus software with the latest updates

Technical Requirements

The service is web based and HTML standards compliant. The requirements to access the service are:
- a web browser of the following minimum versions: Internet Explorer 11, Edge, Chrome, Firefox, Safari or native browsers built into Android and IOS.

- Windows 7 or newer, MacOS, Linux, Android or IOS mobile phones and tablets.
- an Internet connection (Requirements are low with a minimum downstream speed of just 0.2Mbps)

Information Assurance

- OWL has Cyber Essentials accreditation
- OWL has been accredited with Secured by Design (national police approval)
- OWL has been CESG CHECK tested. (Penetration testing)
- An ISO27001 certificate is held by OWL's datacentre where the servers are hosted
- Our staff are police vetted, some with NPPV Level 3 + SC (inc MPS)
- We are registered with the ICO as a Data Processor and are GDPR compliant
- We are a 100% UK owned and UK situated business with UK hosting

Trials

Free trials are not available for the OWL Metro service due to its relatively low purchase price and the high costs for us to set up the system for new customers. We do offer cost-reduced options for customers wishing to pilot the full, unrestricted version of OWL across a district or county.

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