**Tap-it Presentation Summary**

Whether it’s during an encounter with a stranger at a bar or whilst walking home alone at night, Tap-it makes it easier than ever to alert loved ones to a worrying situation.

The innovative App also uses GPS technology to pinpoint your exact location should you run into a troubled situation. It also contains features which allows users to tell their friends and family that they have arrived safely at a destination.

The application, designed as the perfect personal safety companion, is pre-programmed with four messages that can be instantly sent to a preselected group of contacts at the touch of a button. The messages are:

* Check in – to let friends and family know that you have arrived at your destination safely.
* Collect me – to send a ‘come and get me’ message to a network of friends.
* Interrupt me – tap to let friends call back for a reason to excuse yourself.
* Safe locations – tap to find out the nearest safe havens if you are feeling vulnerable and want to go somewhere for help.

By selecting the ‘collect me’ or ‘interrupt me’ message Tap-it also sends a follow up message to a nominated member of your network 24 hours later to let them know you’re ok. The application also contains details of local services and helplines where users can get advice and guidance on a range of subjects such as domestic violence and personal safety.

Tap-it is designed by Xantura and is available to download for free from Android and Apple stores. To download simply search for ‘Tap-it safety app’ in the app store.

**Key points to consider**

* Once a user downloads the app, they then invite their circle of friends who will also need to download the app
* Messages sent from the app do not leave a digital footprint on the phone, making it safe to use in whatever the circumstances
* Boroughs can send safety messages to registered users that live in that borough and for a small minority of users that find themselves in a risky or violent relationship, the app can be used to signpost to services
* There are 6 boroughs closely involved in the campaign – Hackney, Tower Hamlets, Newham, Southwark, Croydon and Ealing. There is a desire for a co-ordinated and consistent approach to marketing.
* Xantura have a dashboard showing the data they capture, including app downloads, so this should allow for quite accurate tracking of the impact marketing is having in different areas
* **The app is to be marketed as a women’s safety app, after an archetyping workshop with representatives from London Councils, Xantura and Southwark (lead borough)determined females aged between 18 and 45 would be the best target audience**