



# IMPACT REPORT

2019\20

*CREATING SAFER, CONNECTED  
AND ACTIVE COMMUNITIES*

Welcome to the first Neighbourhood Watch Network Impact Report. We are delighted to be presenting the achievements of our fantastic Coordinators, volunteers, members, staff and supporters.

The Neighbourhood Watch (NW) movement helps people connect with their neighbours to build stronger communities, with a particular focus on preventing crime.

The Covid-19 pandemic has highlighted the importance of this work and we are immensely proud that Neighbourhood Watch volunteers have been in the vanguard of efforts to support vulnerable people in their communities. We are pleased that the contributions of our volunteers have been reflected in increased media coverage of our work, enabling our messages to be heard more widely.

We have taken the opportunity to refresh our strategy to clearly articulate and achieve our ambition that by 2025 Neighbourhood Watch should be:

**The authoritative voice on community-based crime prevention.** Everyone will be able to access the advice and support they need, either directly or via other organisations of which they are members or supporters.

**The most popular gateway for citizens to engage in their locality.** We will provide the first step for people to connect with their neighbours for mutual support and offer simple ways for them to build on that first step with other parts of the voluntary and community sector.

**A recognised contributor to community health and wellbeing,** especially through reduced loneliness and isolation and greater community cohesion.



**John Hayward-Cripps**  
CEO



**Ian Bretman**  
Chair

OUR VISION IS A SOCIETY WHERE NEIGHBOURS COME TOGETHER TO CREATE SAFER, STRONGER AND ACTIVE COMMUNITIES.

OUR MISSION IS TO SUPPORT AND ENABLE INDIVIDUALS AND COMMUNITIES TO BE CONNECTED, ACTIVE AND SAFE, WHICH INCREASES WELLBEING AND MINIMISES CRIME.

Neighbourhood Watch is a grassroots, place-based movement that harnesses the collective power within communities, helping to build relationships and connectivity between neighbours and creating opportunities for people to participate in building safer neighbourhoods.

**Our values** reflect how we and our partners work together to support, inspire and enable individuals and communities to build on their capabilities and skills, and use their compassion to positively impact on the safety, security and well-being of their neighbours.

### Community focused

**We bring people together.**

Every community has within it unique skills and assets. Our work helps people build on and maximise them to reach their community's full potential.

We focus on supporting place-based, people-powered solutions to local community concerns.

**Moulton Leys in Northants** saw a 30% reduction in reported crime after the first year of working together as a Neighbourhood Watch area and this trend has continued.



**"We cannot underestimate the significance we all play in supporting the principles of community safety and looking out for one another."**

Angus Macpherson, Wiltshire and Swindon Police and Crime Commissioner

### Proactive

**We are active within communities and we are relevant in today's world.**

A proactive and resilient community is less likely to be affected by crime and better able to deal with concerns and crises.

Centrally, we develop and test initiatives and share effective local practice through our Inspiration database.

Our network of local volunteers provide the first step for neighbours to connect and provide mutual support.

**Cumbria NW** supported local, rural groups to work together to respond to a flooding crisis. By providing food and shelter and supporting the clean-up operation they built a strong and resilient community. This enabled them to act quickly during the Covid-19 crisis.



## Inclusive

### We are welcoming to all people.

Our central team actively works in collaboration with groups that are under-represented within Neighbourhood Watch, including young people and Black, Asian and Minority Ethnic (BAME) communities, to identify how local NW groups can work in a variety of ways to meet different needs.

**Northants NW** engaged with the Bangladeshi, Somali and South Indian communities in crime hotspots, attending community centres to share crime prevention information in close liaison with the community leaders.



Esther McVey, MP for Tatton, promoting NW initiative on behalf of Mobberley NW who received Royal recognition from the Lord-Lieutenant on behalf of the Queen

**We are only as good as the willingness of our members and the community to be vigilant and to act if they have suspicions.**

Coordinator

## Trusted

### We are dependable, caring, respectable, approachable, and supportive.

With nearly 40 years' experience and a brand that is recognised by **96% of the UK**, Neighbourhood Watch is highly trusted by communities and partners to provide accurate, effective crime prevention advice.

**Merton NW** worked in partnership with police cadets to knock on the doors of 1,600 homes most affected by high burglary to offer crime prevention advice and sign up to awareness programmes and set up 8 new watches.

**"The residents trusted the cadets and Neighbourhood Watch and took action to make their homes safer."**

Neighbourhood Watch Liaison,  
Merton Council



**"The burglary response scheme has been a great success and demonstrates how Neighbourhood Watch is actively helping to make communities safer and more resilient to crime."**

Robin Sutton,  
Chair of **Cambridgeshire Association**

Coordinator



**"Neighbourhood Watch has obviously made a tremendous contribution towards policing and we have had great support in terms of information and physical support from all our volunteers as well."**

Garry Forsyth, Chief Constable  
of Bedfordshire Police

## Collaborative

### We work as a team nationally and locally to develop the strong relationships that are at the heart of community development.

Our resources include adaptable toolkits and initiatives developed with local expertise and the support of expert partners.

We work collaboratively with communities and partners to find the best solutions to address local crime and community issues.

**Leicestershire NW** worked with a Youth Worker and Police Community Support Officer (PCSO), using our **Serious Violence Toolkit**, to address **knife crime with young people**.

**"It was lovely to see barriers between police and young people being broken down."**

Volunteer



**Niles Chohan**  
Neighbour of the  
Year 2019

## Neighbourly

### We aspire to be good neighbours.

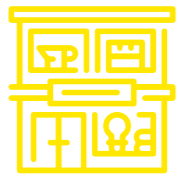
Watching out for your neighbours and being neighbourly is at the core of Neighbourhood Watch.

From supporting vulnerable people during Covid-19 to caring for your neighbour's homes when they're away, being neighbourly helps build stronger communities, reducing isolation and increasing resilience.

**Walthamstow NW** campaigned to turn a disused lay-by, which had increased drug dealing, fly tipping and mugging, into a beautiful pocket park safe haven.

**"Now instead of an eyesore dumping ground, we have an attractive wild flower park constantly in use by the neighbours. All this positive activity has the added effect of deterring criminal activity."**

Coordinator



REPRESENTING OVER  
**2.3 MILLION**  
HOUSEHOLDS



OVER  
**90,000**  
volunteers

help prevent crime and  
build communities

**PROMOTED** our  
crime prevention and community  
resilience messages with over

- **130,000 supporters** each month through our online channels
- **600,000 supporters** through our bi-monthly **national newsletter** and regular updates

**52%** of our members usually  
**ACT ON OUR  
CRIME PREVENTION  
ADVICE\***



**93P IN EVERY £1**

we spent went directly  
towards preventing crime  
and building community  
resilience, the rest went towards  
developing the charity

**CREATED A  
NEW WEBSITE**

sharing key crime  
prevention advice and  
toolkits, which averages  
**100,000 VISITORS**  
per month



**EMPLOYED ONE  
STRATEGIC  
COORDINATOR**

funded by the  
Devon and Cornwall  
PCC, to strengthen  
Neighbourhood  
Watch across the two  
counties

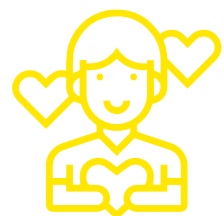


**SHARED 45**

best practice case  
studies, tackling crime  
and community issues,



that have been replicated by our  
volunteers within their own areas



Members are  
**18% MORE LIKELY**

to be satisfied with their  
personal safety than  
non-members\*

\* Neighbourhood Watch Crime Survey, 2020  
(33,000 responses from members and non-members)

**RECRUITED  
17 CYBERHOOD  
WATCH AMBASSADORS**

who have been trained to distribute  
simple, effective cyber protection  
messages and work with communities to  
find solutions to local cybercrime issues

**REACHED** approximately



**15 MILLION**

people by promoting key  
crime prevention messages  
through more than

**200 media appearances**

**DEVELOPED  
8 VOLUNTEER  
TOOLKITS**



covering topics ranging from  
scams to serious violence.

“PEOPLE LIVING IN  
NEIGHBOURHOOD  
WATCH AREAS REPORTED  
LOWER FEAR OF CRIME”\*

**EMPLOYED ONE  
COMMUNITY DEVELOPMENT  
COORDINATOR**

funded by the Home Office  
to develop new ways of  
working in high crime  
and underrepresented  
communities



RESPONDED TO OVER  
**3,000 QUERIES**

from our supporters ranging from  
**how to set up a group** to

**HOW TO FUNDRAISE**



## Highlights of the year

- Formed **a new corporate sponsorship** with **Avast** to address cyber security
- Ran 2nd **Neighbour of the Year Award** with Co-op Insurance
- Appeared on **front page of The Times**
- Supported **Co-op Insurance** with **Neighbourhood Crime Unlocked** report and **A Neighbourly Nation** report
- Developed the **Neighbourhood Watch Crime Survey** with support from University College London and University of Portsmouth
- Commissioned **Neighbourhood Watch Member Market Research** conducted by ICM Unlimited
- Welcomed **200 delegates** to our **Annual Summer Seminar events** across 3 locations in England & Wales focusing on training, impact, and innovation
- Delivered a NESTA-funded **Communities that Care project** to increase fraud resilience amongst older residents - now being replicated in **6 police force areas**
- Conducted **12 online workshops during lockdown** attended by 300 Coordinators - topics included **Domestic Abuse, Community Engagement and Diversity**
- Developed **Social Media Guidelines** which were adapted locally leading to richer two-way communication and faster intelligence to the Police improving crime prevention

# Crime prevention

## NORTH EAST

**Northumbria NW** has attracted 1,200 local social media followers who they share their crime prevention and scams awareness advice with.

## NORTH WEST

**Cumbria NW** provided 40 victims of domestic abuse with a video doorbell significantly increasing victims' feelings of safety and reassurance.

*"I now have peace of mind and that is priceless."*

Victim of Domestic Abuse

## WALES

**North Wales NW** worked with local schools and other agencies in response to numerous road traffic accidents that occurred on a local roundabout.

The children designed a banner which was placed on railings to encourage drivers to slow down. There have been no further road traffic accidents to date.



## WEST MIDLANDS

**West Midlands NW** trained 50 volunteers who conducted targeted patrols at times of, and in locations of, high car crime, reducing the incidence of car crime from one offence every 10 days to just one in 14 weeks.

## SOUTH WEST

**Dorset NW** offered over 3,000 community members with crime prevention advice and reduced-cost security products through a mobile shed.

**Devon and Cornwall NW** worked on the Shaun and Shirley sheep initiative to raise awareness about driving safely around livestock.

## YORKS/HUMBERSIDE

**Humberside NW** ran a Community Fun Day with 3,000 attendees, including partner organisations, to raise awareness on crimes and crime prevention.

## EAST MIDLANDS

**Leicestershire NW** ran interactive knife crime awareness sessions for young people aged 11-18.

**Thames Valley NW** recruited and trained over 100 volunteers who delivered fraud prevention advice and one to one support to 700 older residents. They felt more confident to share concerns with their Coordinators and report scams.

*"I've never felt so safe and secure since they've (NW) got involved."*

Older resident



## EAST ANGLIA

**Suffolk NW** worked collaboratively with the police and council to run neighbourhood antisocial behaviour awareness sessions in Ipswich. These sessions had a positive impact and residents said they felt safer as a result.

## LONDON

**Merton NW** gave presentations to 2.5K primary school children on the impacts of knife crime.

**Greenwich NW** delivered 15 community workshops which contributed to a 30% reduction in local residential burglaries 6 months leading up to lockdown.

*"We have had some very good results recently where we have acted upon the information and intelligence you have supplied to us and been able to bring the offenders to justice."*

Chief Inspector Mick Chattenton



2020 has been dominated by Covid-19 and its ripple effect. In the lead-up to and throughout the national lockdown imposed in March, Neighbourhood Watch has been the go-to organisation for many, and we saw enquiries, requests for support and our membership all grow significantly. Our role as a hyper-local but national charity was viewed as an integral part of communities' response, building on existing community networks or seeking to create the foundations.

In early 2020 when the crisis was clearly developing, we responded quickly by producing up-to-date communications for our members and a **dedicated area on our website** sharing official guidance, support for communities, case studies about positive local initiatives, and information about the latest scams cropping up around the crisis.

## Domestic abuse

As domestic abuse increased significantly during lockdown, we shared domestic abuse campaigns from partners including the Home Office and Women's Aid, and delivered workshops to our volunteers.

## Changing picture of crime

We coordinated local information on the changing picture of crime during lockdown and fed this to the Home Office to support improved planning.

### WEST MIDLANDS

Within 72 hours of national lockdown, Park Hall Area Neighbourhood Watch set up their own **Neighbourhood Watch Covid-19 Support Group**. They contacted all 3,000 households in the area, of which 1/3 of them were aged over 65, and set up a dedicated mobile number for residents to request support. 60 volunteers delivered prescriptions, groceries and other essentials, working with the local Co-op and pharmacy.

## Calling tree campaign

Over 2,000 people engaged with our **Calling Tree campaign**, which encouraged communities to ensure isolated and vulnerable people were not left behind in the rapid move to virtual social connections.

## Community action response

We collaborated with a number of volunteer partners as part of the **Community Action Response**, instigated by Eden Project Communities, and continue to work with them to collaborate on second wave planning, community resilience models and the integration of ad-hoc community volunteering.



Neighbourhood Watch supporters everywhere have been at the centre of coordinating a local volunteer response to the current situation, including:

## Hounslow

**Hounslow NW** in London raised over £27,000 from crowdfunding, enabling them to purchase 3D printers. To date they have produced and distributed around 4,000 PPE visors to frontline workers.

## Hull

**Hull NW** had in excess of 350 volunteers, overseen by 12 Coordinators, supporting neighbours with shopping, collecting prescriptions, and delivering donations of essentials to ICU wards. They also recruited a Telephone Support Volunteer to keep in touch with isolators.

**"The support and feedback we've received has been fantastic and at times like this, that level of support gives us more drive and determination to continue with what we're doing."**

Coordinator, Ponytpridd

**"Residents have said they are experiencing a community spirit which they feared had faded away a long time ago."**

Park Hall Area Neighbourhood Watch



## Cumbria

**Appleby Emergency Response Group** are members of NW in Cumbria. They set up a network of street wardens to help those self-isolating who do not have the support of loved ones to access shopping, medication, etc. The group received funding from Cumbria Community Foundation to help manage over 50 volunteers responding to over 120 requests for assistance each week.

## Pontypridd

Within a matter of hours of lockdown being announced a network of **Pontypridd volunteer Covid-19 groups** were set up, working alongside the local authority to support residents who do not fit into the local authority's vulnerable category for help but may still need practical help with isolation such as essential shopping, collecting prescriptions, providing a telephone 'buddy' or signposting to services.

**To read more inspirational stories about the work local Neighbourhood Watch groups have done in response to Covid-19, please visit our Covid-19 Community Response Stories on our website.**

# Thank you

A huge thank you to all our funders, partners, colleagues, trustees, staff, and our own communities. A special thank you to the Home Office, the Police, Co-op Insurance, ERA, Avast and Patlock, as well as all those companies and organisations who support and work with Neighbourhood Watch groups locally.

Most importantly, we could not achieve what we do each year without our amazing 90,000 (and counting) volunteers! Thank you so much for your time, dedication, and inspiration.

There is no one 'type' of volunteer at Neighbourhood Watch. Our volunteers just want to make a difference in their communities, and share their skills, experience and time to help ensure the places where they live, work or leisure are as safe, welcoming and vibrant as they can be.

Here some of our volunteers share their motivations for being part of Neighbourhood Watch:

**"It's wonderful to see community spirit in action through Neighbourhood Watch and to know we helped vulnerable people in the area."**

Daniel O'Loughlen, Coordinator



**"Becoming involved with Neighbourhood Watch became an ideal and natural way of getting to know people, with the bonus of encouraging a safer and more caring community."**

Nick King, Coordinator



**"I decided to set up a Neighbourhood Watch group because I noticed that my area would benefit from residents joining together and becoming more of a united force!"**

Sheldon Allen, Coordinator



**"I became a Coordinator because I became a victim of crime. At that point there were quite a few burglaries going on along the road so we decided to do something about it."**

Caron Mickle, Coordinator



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