



# 2020/21 IMPACT REPORT

**CREATING SAFER, CONNECTED & ACTIVE COMMUNITIES**

Neighbourhood Watch Network is a charity registered in England & Wales, CIO no: 1173349 [ourwatch.org.uk](https://ourwatch.org.uk)

# WELCOME

Welcome to the second Neighbourhood Watch Impact Report.

Our first report last year was well received by supporters and stakeholders alike and provided a great opportunity for us to showcase the work of Neighbourhood Watch volunteers across England and Wales.

This year's report builds on that picture, demonstrating how our movement has responded to the unprecedented challenges of the Covid-19 pandemic and paying tribute to the dedication and effort of our volunteers, trustees, and central staff team.

While the past year has brought much hardship and sadness, we have also seen a surge in neighbourliness and community spirit, and we will do everything we can to help sustain this into the future. Neighbourhood Watch groups and volunteers have been at the heart of the response, helping neighbours to connect and support each other, as well as maintaining our traditional role of helping to prevent crime and keep people safe.

This has been particularly important in the reporting and sharing of information on scams, which sadly have become much more prevalent during the pandemic.

The ambitious 5-year strategy we embarked on last year is progressing well, with our new Volunteer Development Programme underway, and a stronger focus on working in areas of high need and with people who are vulnerable or isolated.

With the pandemic restrictions tentatively easing, Neighbourhood Watch will remain at the forefront of strengthening communities, with our volunteers becoming more visible once again as they resume face-to-face community activities.

## With thanks



“ Our mission is to support and enable individuals and communities to be connected, active and safe, which increases wellbeing and minimises crime. ”

# 2020 A YEAR OF CHANGE

Covid-19 has had a devastating impact on many people's lives, from all cultures, ages, and backgrounds.

Over the past year we have taken a long hard look in the mirror to understand how we can better support communities in need across England and Wales - and reach everyone no matter their age, culture, background, or ethnicity. We have initiated our 5-year strategy with a goal to reach more young people, more people in high crime areas and increase the diversity of our supporter base.

The past year, while difficult, put us in a position to look towards to our future, and focus on diversity and inclusion. Our staff, trustees and volunteers have embraced the challenges and opportunities that have arisen during the pandemic and have delivered impactful and effective new ways of working to support their communities.

With the increased use of virtual technology to maintain engagement, our events have been held online, enabling more people to attend and cutting our running costs. We added these savings to the launch of our Community Grant Programme pilot, which so far has distributed over £5,000 to local Neighbourhood Watch groups for projects. More on this on page 10.

The move online has enabled us to more closely connect our trustees with volunteers in the community by running quarterly online meetings and setting up more joint working groups, including: Rural Crime; People, Culture and Ethics; Digital Development; Volunteer Support Programme; and Alert System Multi-Scheme Administrators. This has ensured our volunteers and members are fully involved in the delivery of our ambitious strategy.

This year we have also been able to develop a broader range of partnerships with organisations, companies, and agencies that we have not previously engaged with, as well as strengthen relationships with our existing partners across a wide range of issues.



**OVER  
£5,000**

**DISTRIBUTED**  
for local projects including  
new Coordinator induction packs,  
litter picks, a little library and a  
neighbour recognition scheme.



# HIGHLIGHTS

## WHERE OUR INCOME CAME FROM

We received £470,304 from grants, sponsorship and donations.

GRANT FROM THE HOME OFFICE	60%
SPONSORSHIP	24%
GRANTS FROM OTHERS	12%
DONATIONS	2%
INCOME FROM PARTNERS	2%
OTHER INCOME	1%



The difference between our income and our expenditure reflects money spent from our reserves.

## WHERE WE SPENT OUR MONEY

For every pound spent, 88p was spent on charitable activities. The remaining 12p was spent on raising funds and investing in growth of our charity.

RAISING FUNDS AND GROWING THE CHARITY	12%
SERVICES FOR MEMBERS AND SUPPORTERS	24%
CRIME PREVENTION	17%
VOLUNTEER PROGRAMME	13%
COMMUNITY WORK WITH YOUNG PEOPLE	12%
DIVERSITY AND INCLUSION	7%
REINVIGORATING PERCEPTION OF NW	5%
COMMUNITY HEALTH AND WELLBEING	4%
WORKING WITH THE POLICE	3%
DEVELOPING WORK IN AREAS OF HIGH CRIME AND DEPRIVATION	2%



We were FEATURED in over

# 100

MEDIA ARTICLES,

2 episodes of BBC 1'S FRONTLINE FIGHTBACK series, BBC NEWS, radio interview for Radio Sheffield and a feature on THE ONE SHOW

WE RECRUITED  
1 YOUNG TRUSTEE  
& 2 YOUNG PEOPLE CONSULTANTS, TO ENSURE OUR STRATEGY, POLICIES AND PROJECTS ARE REFLECTING AND INCLUDING YOUNG PEOPLE

WE NOW HAVE

# 53

CYBERHOOD WATCH AMBASSADORS supporting communities to better understand and protect against cyber risks, and to use technology with confidence

WE DELIVERED OVER

# 1,100

HOURS OF TRAINING TO OUR VOLUNTEERS VIA WORKSHOPS AND SEMINARS

# 1.3m

PEOPLE HAVE VISITED OUR WEBSITE

WE ESTABLISHED A PRESENCE ON INSTAGRAM TO INCREASE OUR REACH TO A YOUNGER AUDIENCE, AND A PRESENCE ON LINKEDIN TO ENHANCE OUR PROFESSIONAL NETWORK AND PARTNERSHIPS

# 7.5k

NEW FOLLOWERS ACROSS OUR SOCIAL MEDIA CHANNELS



We hosted the NEIGHBOUR OF THE YEAR 2020 and YOUNG NEIGHBOUR OF THE YEAR 2020 AWARDS in partnership with CO-OP INSURANCE with:  
700K social media engagements  
655 pieces of media coverage  
850 nominations – an increase of 125% from the previous year  
Had a full feature slot of BBC'S THE ONE SHOW  
Were featured in Daily Mail, The Times, Sky News, C5 News, ITV News

We partnered with film THE CROODS 2: A NEW AGE, CO-OP INSURANCE and the WILDLIFE TRUST to run a competition for children to design a Croods 2-inspired treehouse to be built in their local community.

THE CAMPAIGN REACHED

# 83k

PEOPLE ONLINE

OUR 'PROTECT YOUR PASSWORD' CAMPAIGN REACHED OVER

# 182k

PEOPLE ONLINE

with over 24K people spending on average 7 MINUTES engaged on our landing page

OVER

# 10k

MEMBERS

responded to our NEW MEMBER survey which helped us better understand the reasons why people joined

WE SEND OUR MONTHLY NEWSLETTER TO OVER

# 650k

SUPPORTERS

4 times AS MANY 18-24 YEAR OLDS VISITED OUR WEBSITE COMPARED TO THE PREVIOUS YEAR

OUR NATIONAL CRIME PREVENTION CAMPAIGN 'PROTECT YOUR CAR' REACHED OVER

# 295k

PEOPLE ONLINE

OUR NATIONAL CRIME PREVENTION CAMPAIGN 'SAFETY IN NEIGHBOURS' TACKLING BURGLARY ENGAGED WITH

# 53k

PEOPLE ONLINE

# CRIME PREVENTION

We work to prevent crime and reduce the fear of crime by helping people to protect themselves, their property and their communities

**CHESHIRE RESIDENTS IN HOOLE** evolved their WhatsApp Covid-19 support group into a **Neighbourhood Watch scheme**, which enabled residents to respond quickly to suspicious behaviour. This increased vigilance improved community resilience and wellbeing, and reduced opportunities for crime.

**“The sense of community we have, through Neighbourhood Watch, means that when there is any potential crime, we all come together”**

*Scheme Coordinator*



**SURREY HEATH NEIGHBOURHOOD WATCH** had 21 volunteers support their Neighbourhood Policing Team conduct anti-burglary rounds in hotspots over a 3-month period. They distributed letters from the local Inspector to houses left in darkness, reminding residents to leave lights on a timer when away from home. This contributed to an **85% decrease** in burglaries in these areas, was welcomed by the police and residents alike, and led to several new Neighbourhood Watch groups being set up.



FIND OUT MORE

**WEST YORKSHIRE NEIGHBOURHOOD WATCH VOLUNTEERS** supported the **Safer Streets** initiative by distributing around **1K bags** to residents with crime prevention advice and devices such as TV simulators and window/door sensor alarms.



**KENILWORTH WATCH** appeared on **Frontline Fightback** on **BBC1 & 2** to promote what they are doing to fight crime as a community. **1,260 homes** in and around Kenilworth are now part of **Kenilworth Watch**, keeping residents informed about crime in their area 24/7. It also operates a **CCTV register of 60 households**, helping to reduce the time the police spend investigating crime by identifying CCTV owners in the areas where crimes have occurred and collating CCTV footage to pass onto the police.

**HERTSWATCH** grew their membership by **3,485 households** despite the challenge of the lockdown restrictions.



**GREENWICH NEIGHBOURHOOD WATCH** raised awareness about measures to **reduce bicycle and parcel thefts** and saw a **24% reduction** in these crimes within a month of the campaign. Residents followed their advice and passed it onto the others. In addition, they delivered crime prevention online workshops to over 250 residents who agreed to take positive action to reduce the risks in their area and share the information.



FIND OUT MORE

**BLACKBIRD LEYS NEIGHBOURHOOD WATCH IN THAMES VALLEY** was recognised by the police as a bridge between themselves and the community - in an area that has a history of distrust in the police. They helped residents with deliveries, organised litter picking groups and **set up a Neighbourhood Watch facebook page with 2,2k members**. These activities facilitated communication between residents and led to reduced loneliness and isolation. In addition, residents now pass on information about everything from litter build-ups to drug dealing in confidence to the police. This intelligence contributed to three drugs raids at houses and one closure order.



**CYBERHOOD WATCH INITIATIVE IN PARTNERSHIP WITH AVAST**

We now have **53 Cyberhood Watch Ambassadors** supporting communities to understand and protect against cyber risks and use technology with confidence.

In the past year:

- **98 people** brought their case studies, concerns, and ideas to our **Cyber Community Forums** run in the **North-West** and **North-East** of **England**

- **Cyberhood Watch Ambassadors** delivered local training based on our 14 toolkits from **What is a VPN?** to **How to Protect Your Family Online**
- We built a strong relationship with the **National Cyber Security Centre**, ensuring our cyber content is consistent with government messaging
- We conducted two surveys on **Cybercrime** and **Using Technology During the Pandemic** and received over 19K member responses.



**PLYMOUTH, DEVON AND CORNWALL COMMUNITY WATCH ASSOCIATION** partnered for the **Stronger North Stonehouse** project funded by the Home Office Safer Streets Fund.

The ambitious project tackled burglary, antisocial behaviour, and drug crime, while also improving community wellbeing. They installed **state-of-the-art street lighting and new CCTV cameras**, and improved access to crime prevention training and home security advice. They rolled out a **Feel Safe Scheme** that provided free support for vulnerable or isolated people who would benefit from additional security measures to help them feel safer at home. Approved insured contractors installed spyholes, fixed safety chains to front doors, fitted door bolts and window locks free of charge.



**“The Neighbourhood Watch scheme has been great for vulnerable people in our area. It has made them realise that they are not alone as there are people around them who care and can help.”**

*Michelle Quintrell, Chair of Millbrook, Stoke and Stonehouse Neighbourhood Watch*

FIND OUT MORE

# COMMUNITIES PULLING TOGETHER

We provide the first step for connecting with neighbours for mutual support, and offer simple ways to support community development and link up with voluntary and community partners

## COMMUNITY CHAMPIONS

A new role of **Community Champions** is being piloted to build networks and support wellbeing within communities, helping to raise awareness of local issues, crime prevention advice and to reach a wider audience to enhance the existing volunteer structure. Over the year we trained **12 Community Champions** with a **further 87 volunteers signing up** in two pilot areas of Lewisham, South-East London and North Yorkshire.

## COVER WATCHES

In **Surrey** we increased our **social media reach** from 1,158 registered users to over 7,600. We have called these new social media groups **Cover Watches** as they cover a larger geographical area than a traditional scheme, whilst still encouraging schemes to act at a street level.

## COMMUNITIES THAT CARE

Our **Communities That Care fraud prevention programme** offers training and resources to enable volunteers to start conversations about fraud with those who are **most at risk within their communities** and offer direct advice and practical help to support residents to protect themselves.

During the year **273 new Communities That Care volunteers were recruited** - 50 in Suffolk, 100 across South East England, 80 in West Yorkshire, and 43 in North Wales, including Neighbourhood Watch members and new partner agencies, Suffolk Good Neighbour Network and Optivo Housing Association.



**IN HARROW**, we worked with the **local Council** to coordinate a **litter pick, supplying PPE, guidelines, risk assessments, bags and insurance**. We also worked with a supermarket and a fast-food outlet to tackle litter left by customers. Managers from both businesses joined a **residents WhatsApp group**, with one business also providing litter picking equipment to residents to help them to clear their own areas. As a result of businesses and residents actively working together, **residents enjoy walking in a clean street and crime has reduced**.

**IN THAMES VALLEY**, we built trusted relationships with the **Imams and Secretaries of the main Mosques** in their town, enabling them to regularly share crime prevention advice with up to **3K members of the Muslim community**. The Secretaries of the **three largest Mosques** have now become **Neighbourhood Watch Coordinators**, creating three large schemes with members from their mosques.



**IN WYCOMBE**, we delivered 11 talks about crime prevention to a group of around 20 women from the Muslim community who regularly meet in the town centre. They have now formed their own Neighbourhood Watch group.

# COMMUNITY HEALTH & WELLBEING

We focus on improving community cohesion and reducing loneliness and isolation, which we know have a direct impact on community health and wellbeing

## GOVERNMENT COVID-19 MESSAGES

We supported the Government's Covid-19 messages throughout the year, sharing guidelines and advice to **support everyone through lockdowns** and transitioning back to school, work, and socialising. We also highlighted the NHS Every Mind Matters campaign to support mental wellbeing and reduce loneliness and isolation.

## NEIGHBOURHOOD WATCH WEEK 2020

Neighbourhood Watch Week ran from 7th – 13th June through our social media channels. The theme **#LetStayConnected** built on the surge in neighbourliness, as people looked out for the vulnerable and isolated in their communities and talked to their next-door neighbours, more than ever before. The Week saw **positive engagement across social media** with Police and Crime Commissioners sharing videos and messages of their support for Neighbourhood Watch.

• **14,236 landing page views** • **22,524 downloads of resources** • **18 local media articles**

## COMMUNITY ACTION RESPONSE

We were a key founding member of the Community Action Response group – a coalition of over **35 community-focused charities campaigning for neighbours**, community groups and individuals to do their bit to reduce the impact of social isolation, loneliness and localised inequality brought to light by the **Covid-19 crisis**.

## COMMUNITY GRANTS PROGRAMME

We launched our first ever **grant programme for local Neighbourhood Watch groups** to use for proactive project work. In four months, we distributed **over £5k for projects** including: **Seeds of Change** - Young People planting up window boxes for older residents, **Looking after our Neighbours** – creating 'help' cards for support and a thank you recognition scheme, a **Little Library**, and several brilliant **litter pick initiatives**.

The grants programme was so well received that we plan to continue it for two rounds per year going forward.



**IN RIPLEY** we worked with residents, including local children, to create a **Positivity Tree** as a focus of hope as their community emerged from lockdown. Residents decorated the tree with smiling faces, **positive messages and quotes**, and a rainbow scene was made by the children. This true community effort was well-received, with residents saying how it **“makes you proud”** and **“brightens my day”**.

**IN OXFORD** we set up a **Help the Homeless Information in the UK, with a Facebook group of 135 members**. The group has already had a direct impact supporting homeless people including a person who was terrified to be sleeping rough on a church bench in London with their mobile phone battery dying.

**IN LANCASHIRE** we posted **3,5K leaflets to residents** during the first lockdown, with important information for those who needed support and ran **weekly socially distanced events** to bring the community together. An example of this was organising an **Easter bunny parade** with inflatables and presented **over 600 Easter eggs to children** - bringing some much-needed cheer to the community.





**We want to say a big THANK YOU to our funders, partners, trustees, staff, and our own communities.**

Your support means we can keep on progressing and maximise our efforts to help support stronger, connected, and resilient communities. A special thank you goes to the Home Office, the Police, the National Lottery Community Fund, Co-op Insurance, ERA, Avast and Patlock, as well as all the organisations who support and work with Neighbourhood Watch groups locally.

We would particularly like to take this opportunity to thank new partners we have worked with over the last 12 months and those with whom we have strengthened our relationship.

- **Our Rural Crime Partnership members**, the National Farmers' Union, the Countryside Alliance, the Country Landowners and Business Association, the National Rural Crime Network, and Historic England, for helping us highlight crimes that affect the rural community
- **Our Fraud Prevention partners** UK Finance, National Trading Standards Scams Team, DCPCU, the National Cyber Security Centre and Avast for helping us continue to raise awareness of fraud and cybercrime prevention
- **The Metropolitan Police Service Crime Prevention, Inclusion and Engagement Team** for their support with crime prevention materials and helping us to strengthen our reach and impact in London
- **Crimestoppers** with whom we promoted a campaign on domestic abuse and supported work to raise awareness of the child exploitation involved in County lines

“ WE RESERVE OUR **BIGGEST THANKS** FOR OUR **INCREDIBLE VOLUNTEERS!**

Without you, none of our work would be possible and just like us, we know your communities are hugely proud of you. Thank you all so much for your time, dedication, and inspiration – especially for putting your communities first in the midst of the difficult past year that we have all had. You have made a real difference in your communities, sharing your skills, experience, and time to help make the places where you live or work as safe, welcoming, and vibrant as they can be. **THANK YOU!** ”