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Knowing Me, Knowing You

**Getting to know Neighbourhood Watch and how to
connect with local schemes**

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Neighbourhood Watch as a movement

- Over **2.3M** household supporters
- Over **90K** street coordinators, **60K** active volunteers
- Over **1.4M** supporters on the Neighbourhood Watch Alert database
- **50%** of membership is under 50 years
- **1.3M** visits our website last year – 4 x more Young People



5-Year Strategy (2020 – 2025)

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- **The authoritative voice on community-based crime prevention -**
77% responders agree NW is effective at preventing crime (2024: 65% 2023: 64%; 2022: 57%)
- **The most popular gateway for citizens to engage in their locality -**
71% agree that that NW provides the first step for neighbours to connect (2024 - 65%; 2023 - 57%; 2022 - 50%)
- **A recognised contributor to community health & wellbeing**
82% responders agree NW contributes to community health and wellbeing (2024 - 71%; 2023 - 66%; 2022 - 62%)
- 81% responders agree Neighbourhood Watch supports vulnerable people in the community
- 82% agree Neighbourhood Watch strengthens community spirit





Our Strategy 2026-2030

Flourishing communities, where neighbours look out for each other

Our Vision

A society where neighbours come together to create safer, stronger, and more active communities.

Our Mission

To support and enable individuals and communities to be connected, active, and safe, which minimises crime and increases wellbeing.

Our Future

As we look to the future we are committed to a Britain where neighbours look out for each other. Where being neighbourly means that people of all ages and backgrounds come together to create safer, stronger, more inclusive communities. Where loneliness and isolation give way to trust and togetherness.

Neighbourhood brings us together. It unites us. Connecting us to where we live and the people we live with. Our street, our village, our town, our estate, our city, our country, our planet – these are our neighbourhoods, our communities.

In our modern age, when so many of our connections are rushed and made through phones and computers, it can be easy to forget the value of making time for simple, personal connections with the people around us.

Good neighbours can help strangers become friends, turn streets into communities and build places that are safer and better for all of us.

Helping more people in more places to make that a reality is the mission of Neighbourhood Watch and we invite everyone to join us.

Our Values

- **Friendly:** Welcoming and bringing people together
- **Trusted:** Reliable and respected
- **Active:** Energetic and practical

Our Goals

Safer, connected and active communities

- **Goal One:** Bring Neighbours Together
- **Goal Two:** Show Our Impact
- **Goal Three:** Be Trusted and Innovative

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Goal One

Bring
Neighbours
Together

We will inspire
more people
to build safer,
friendly
communities
that people
feel a part of

What we will do...

1. Launch a “Flexible-Volunteering” Programme (that speaks to people of all ages and backgrounds)

By the end of Year 1, the programme will be launched with a central bank of flexible-volunteering tasks/opportunities published on a new section of the website or revitalised “knowledge hub.”

2. Re-launch the “Communi-Tea Space” initiative

By the end of Year 1, promotional materials will be developed and local NW groups, volunteers and members supported so that they can run the events – with at least 50 new social media posts from neighbours sharing stories about their Communi-Tea events.

3. Develop a Buddy Scheme for local coordinators

By the end of Year 2, a pilot buddy scheme will be established with 20% of new coordinators paired with experienced mentors (increasing to 50% in Year 3 and 70% at the end of Year 5).

4. Build a wider range of community partnerships to work with the Police to enhance safety and community cohesion

By the end of Year 1 a plan will be approved by the Board, identifying at least five potential new partners (e.g. fire/ambulance services, Local Authorities, housing groups). Success will be a 50% increase in the number of partnership engagements in Year 3-5.

5. Work with national, umbrella and local organisations to facilitate partnerships at local level.

By the end of Year 1 we will have developed a ‘how to’ guide and framework for local and national working with other community groups including Food Banks, Warm Spaces, Community Hubs, and other groups. Success will be 200 local partnerships in Year 3-5.

6. Expand the Community Safety Charter

By the end of Year 1 we will relaunch the Community Safety Charter with additional sponsorship and automated online training for local business and organisations. Success will be a 20% increase in the number of organisations signed up to the Charter year on year.

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Goal Two

Show Our Impact

We will clearly demonstrate the real difference Neighbourhood Watch makes, through powerful stories and evidence



What we will do...

1. Develop a comprehensive Communications and Storytelling Strategy

By the end of Year 1, a new strategy will be implemented that includes a plan for social media activity. Success will be a 20% increase in positive media stories over the next year, and a 50% increase in the number of uplifting stories showcasing neighbours looking out for each other shared on social media by members, volunteers or partners.

2. Invest in and deploy a digital infrastructure for impact storytelling

By the end of Year 2, a revamped website (with working maps, better search function and a dedicated “Story Hub” will be live). Coupled with a revitalised “Knowledge Hub” (below). Success will be a 30% increase in website traffic/knowledge hub use and a year-on-year increase in the numbers of stories submitted.

3. Establish a “Culture of Storytelling” and provide training for volunteers and members

By the end of Year 2, the organisation will have expanded online training to include modules on video storytelling (including YouTube tutorials), with 25% of active local coordinators having completed the training. Success will be a 20% year-on-year increase in the number of high-quality video stories and a measurable rise in community engagement on these posts.

4. Implement a targeted, data-driven approach to collecting impact evidence

By the end of Year 1, a clear framework for collecting both quantitative and qualitative data will be established. We will work with the Home Office and academics to provide better metrics gathered from a wider range of stakeholders.

5. Expand our Community Grants Programme to £15,000 per year

By the end of Year 2 the annual Community Grants Fund will be £15,000 per year for local groups. This will include a clear feedback and impact loop for the funded projects.

6. Develop our Policy Campaigning role

By the end of Year 1 we will have worked with members and supporters and agreed a crime prevention or community safety policy campaign that we can support as a movement. We will develop other campaigns in Years 3 and 5.

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Goal Three

Be Trusted and Innovative

We will be recognised as a reliable and forward-thinking organisation, tackling today's crimes with fresh ideas to build safer, better neighbourhoods



What we will do...

1. Relaunch a user-friendly and accessible “Knowledge Hub”

By the end of Year 1, the knowledge hub will feature a new search function and a ‘how-to’ guide. Success will be increased usage and reduction in user queries. There will be year-on-year increase in the number of people accessing the knowledge hub and reporting user-satisfaction.

2. Partner with police and community movements to create a strategic training programme as part of strengthened Neighbourhood Policing

By the end of Year 2, a formal partnership with at least one police force will be established, with Neighbourhood Watch training integrated into the induction programme for all new recruits. Success will be a formal survey that shows a 50% increase in police officers’ positive perception of the organisation.

3. Expand Neighbourhood Watch’s programmes on preventing modern, on-line enabled crimes (including fraud, scams, and theft)

By the end of Year 2, an extended “Cyberhood Watch” programme will be launched, with increased funding and connections established with two national cybercrime organisations. Success will be measured by 400 Cyberhood Watch Ambassadors, an increase in community reports of cybercrime, and a dedicated social media campaign.

4. Expand the annual awards programme to champion community successes (local and national), Neighbourhood Watch volunteers, and Police Neighbourhood Officers

By the end of Year 2, the annual awards ceremony will be held with nominations from at least 30% of local Associations. Success will be a 20% increase in positive media stories and social media engagement.

5. Deliver widespread Bystander Approach training

By Year 2 we will have gained sponsorship for a two-year Bystander Training Programme across England and Wales with in-person and online events.

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What makes us distinctive?

'Watch, Connect & Act'

We will seek the resources necessary to support work in local areas as well as for national programmes, focusing on increasing coverage and inclusivity, particularly in higher crime areas. Neighbourhood Watch Network should be as large as it needs to be, while always being committed to our grass-roots focus.

Neighbourhood Watch

We provide vital information and resources that help all people (whoever you are) avoid becoming victims of crime, sharing intelligence on actual and potential criminal activity and anti-social behaviour.

Neighbourhood Connect

We deliver initiatives that help people of all ages and backgrounds connect with their neighbours, reducing loneliness and isolation while fostering powerful mutual support.

Neighbourhood Act

We empower everyone to get involved in practical activities that directly improve their local area, making a tangible difference to where they live.

NWN is a charity registered in England & Wales, CIO no: 1173349
www.ourwatch.org.uk

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Neighbourhood Policing Guarantee

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- **Trust and confidence**
 - **Five pillars**
 - Police back on the beat
 - Community-Led Policing
 - Performance Standards and Professionalism
 - Addressing Antisocial Behaviour
 - Safer Town Centres
 - **Local Community Groups**
 - **Community Leaders**
 - **Local Problem Solving**
- Support police role



Engaging with Neighbourhood Watch Locally

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- **Two-way street**
- **NPCC agreed** 'Framework for Local Police / Neighbourhood Watch Engagement'
 - Expectations both ways
 - Locally tailored
- **Both use Neighbourhood Alert**
- **Shared messages/campaigns**
- **Share(d) priorities**
- **Use Neighbourhood Watch Network**
- Framework can be found on our website [HERE](#)



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Cumbria Neighbourhood Watch

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Greenwich Neighbourhood Watch - London

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GREENWICH NEIGHBOURHOOD WATCH NETWORK
ROYAL BOROUGH OF GREENWICH

TEA & TECH
LEARN HOW TO TELL IF IT'S A SCAM! KNOW
GREENWICH NEIGHBOURHOOD WATCH NETWORK
ROYAL BOROUGH OF GREENWICH

STAND TOGETHER
UNITE COMMUNITIES INCREASE WELLBEING
REDUCE CRIME TACKLE HATE
NURTURE CHANGE CARE FOR ENVIRONMENT
CELEBRATE SUCCESS

GREENWICH NEIGHBOURHOOD WATCH NETWORK
ROYAL BOROUGH OF GREENWICH

SELF DEFENCE
LIMITED AVAILABILITY FOR FREE SELF
DEFENCE CLASSES

MONDAY'S 7PM-8PM
07930 014330
www.greenwichnhwconnect.org/events
St Mary Magdalene School
PENINSULA COMMUNITY HUB



MAKING THIS A BETTER PLACE TO LIVE.
TOGETHER.

NEIGHBOURHOOD WATCH

Stay Safe From Scams

Join us for a relaxed session on how to stay safe around
scams whether it be online, in-person or over the phone.

Saturday 13th July 10.30-12.30
Saturday 20th July 10.30-12.30

C2K Community Centre
2 Penmon Road, SE2

Book via QR code or call 07930 016330

**Does Femilola really
need her roof repaired?**

Help Femilola and other neighbours
take a stand against doorstep crime

Advice for you to share:

- Display a NO COLD CALLING STICKER on your door
- Keep your front and back doors locked
- Seek advice from a trusted person about reputable traders
- Do not engage with cold callers at your door, ask them to leave, if they don't then call police on 101 or if you feel threatened call 999
- You are entitled to a 14 day cooling off period if you sign a contract or purchase something at your door
- Report ALL suspicious activity

Citizens Advice
0808 223 1133
Action Fraud
0300 123 2040
Local Trading Standards Team
Your Neighbourhood Watch
Coordinator

Rogue Traders
are in YOUR area
www.ourwatch.org.uk

We do more than
you think...

NEIGHBOURHOOD WATCH
1982 - 2022

UNITE COMMUNITIES
INCREASE WELLBEING
REDUCE CRIME
TACKLE HATE
NURTURE CHANGE
CARE FOR ENVIRONMENT
CELEBRATE SUCCESS

TOGETHER

VOLUNTEER

Scan here

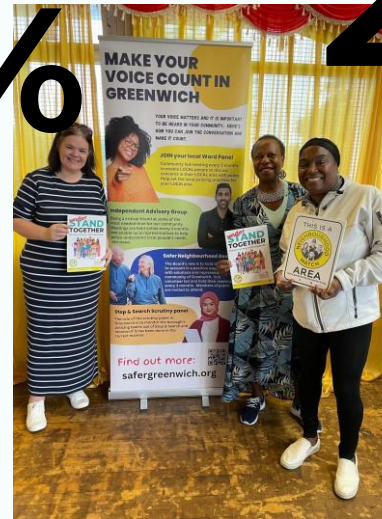
Greenwich Watch
@GreenwichNWatch
greenwichnhwnetwork@gmail.com

30% 27%

GREENWICH NEIGHBOURHOOD WATCH NETWORK
ROYAL BOROUGH OF GREENWICH

ART CLASSES
LIMITED AVAILABILITY FOR 8 WEEK COURSE
OF ART CLASSES - ALL AGES AND ABILITIES
WELCOME

SATURDAYS - 2PM - 3PM
07930 014330
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NEIGHBOURLY Friendly
We are YOU!
Supportive VOLUNTEERS
Proactive Connected

Greenwich Neighbourhood Watch Network
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Neighbourhood Watch in Devon and Cornwall

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Our projects

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- **Cyberhood Watch Ambassadors** – training local volunteers to support proactive approach to cyber-enabled crime
- **Bystander Intervention Training** – providing online and in-person workshops to members of the public, giving practical and safe intervention advice
- **Community Grants** – Enabling local schemes to run a crime prevention or community enriching project. Also providing free merchandise to Coordinators to build and revitalise their schemes
- **BT Project** – supporting remote communities to understand about the digital switchover and dispel myths surrounding it to prevent fraud from happening
- **Young People Changemaker Programme** – supporting young people to make a positive difference where they live.



Neighbourhood Watch – Community Police Awards

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- Worked with Neighbourhood Watch to help a **community feel safer** or **improve community links**
- Supported a **Neighbourhood Watch group** or individual member in their activities – this could be participating in a local litter pick or event, delivering or supporting crime prevention meetings
- Helped **set up new Neighbourhood Watch schemes** or **helped grow or strengthen an existing one** – this could be helping to canvass for new members or helping residents to start one up in their area

If an officer's actions have helped bring neighbours together, reduced fear of crime, or strengthened community confidence, we want to hear about it.



Our Associations

- Associations are made up of community-led volunteers that support Neighbourhood Watch within force areas

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Support

Support members and Coordinators in their roles.

Support more visibility of Neighbourhood Watch

Support Coordinators to be confident in their role



Empower

Empower volunteers to do more in their community

Empower communities to take action to help reduce crime where they live



Partnerships

Help develop **partnerships** with:

Police
Council
Education
Businesses
Community Groups

Support Partner campaigns



Engagement

To be **visible** within the community and reflective of the residents

To **engage** with the public to help them take action to reduce opportunities for crime to happen

To **provide** crime prevention advice and to support community health



Problem Solve

To have a **problem solving** approach to community issues

To be part of a **wider** decision making approach with partners

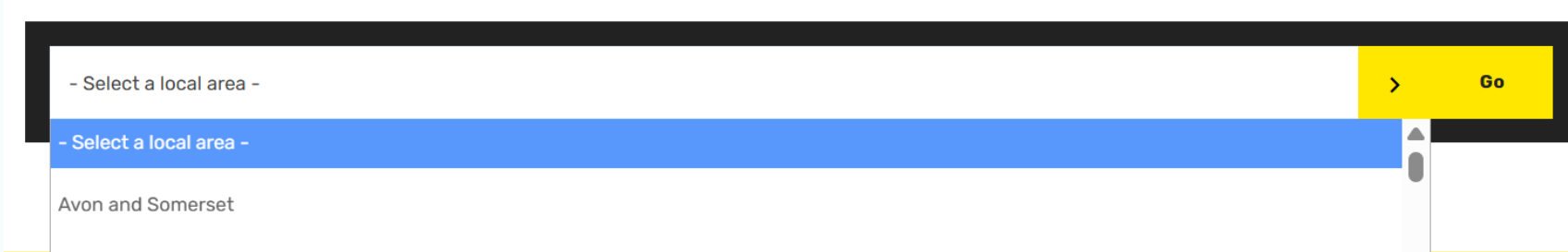
To **support** volunteers to help develop problem solving approaches in their own schemes



How to find your Force Area Association

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- Visit our website – **ourwatch.org.uk**
- Click on **Find your local NW** in the menu
- Scroll down to **Looking for your local Association?**
- Use the drop-down menu to find your force area



A screenshot of a web form with a black border. Inside, there is a white input field with the placeholder text '- Select a local area -'. Below this field is a blue dropdown menu, also with the placeholder text '- Select a local area -'. The dropdown menu is open, showing a list of options, with 'Avon and Somerset' visible at the bottom. To the right of the input field is a yellow button with a right-pointing arrow and the text 'Go'.

- You will then be able to get the contact details of the team



Contacts

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- Website: <https://www.ourwatch.org.uk>
- CEO email: john.haywardcripps@ourwatch.org.uk
- Head of Membership and Community Engagement: cheryl.spruce@ourwatch.org.uk
- ASB: [Say NO to ASB | Neighbourhood Watch Network \(ourwatch.org.uk\)](#)
- Community Safety Charter: [Community Safety Charter | Neighbourhood Watch Network \(ourwatch.org.uk\)](#)
- Impact Report: [2024-25 PDF](#) or look at our previous ones [HERE](#)



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How to find a Coordinator and scheme using V4

