

IMPACT REPORT 2021 - 2022

MORE THAN YOU THINK



CELEBRATING
40 YEARS
TOGETHER

ourwatch.org.uk



Our April 2021 - June 2022 IMPACT REPORT builds on the great results highlighted in the first two reports and continues to showcase the fantastic work of our volunteers over this, our 40th Anniversary Year.

Neighbourhood Watch started in the UK 40 years ago with a few local neighbours getting together to watch out for each other, prevent crime and improve their community. **Today we are the largest crime prevention and community improvement movement in the UK and cover 2.3 million household members.**

We celebrated our 40th Anniversary with a range of new resources and activities, including a 40th Anniversary logo, a national Crime and Community Conference, **Volunteer Recognition Awards**, a broadcasting day, **'40 Years, 40 Actions'** to improve your neighbourhood; and the launch of a **lottery**.

We are making good progress on our **2025 strategy** with the introduction of the **Knowledge Hub** supporting volunteers, and increased work with our **sponsors**. We have also been developing a new and attractive offer to encourage more **young people** to become involved in our work.

The Covid-19 pandemic highlighted the importance of neighbourhood and community connections in tackling loneliness and isolation as well as our vital work in crime prevention. These will continue to be to the fore as the country copes with the cost-of-living crisis and other challenges.

This report shows how the efforts that we have made to raise awareness of our charity, and to make local groups more accessible to all communities, has provided strong foundations to build on as we rise to these challenges.

With thanks



John Hayward-Cripps
JOHN HAYWARD-CRIPPS
CEO



Ian Bretman
IAN BRETMAN
CHAIR

“ Neighbourhood Watch is a bridge between the community and the police. The gateway is us - the Coordinators. ”

Dana, Coordinator In Surrey

WE RECOGNISED, CELEBRATED AND SUPPORTED OUR VOLUNTEERS

45 GRANTS

were distributed through our **COMMUNITY GRANTS FUND** to communities across England and Wales. The average grant was **£196** and made a difference to community wellbeing, crime prevention and recruiting new members

1,616

ACTIVE VOLUNTEERS JOINED OUR NEW BESPOKE **KNOWLEDGE HUB** WHICH OFFERS SUPPORT, ADVICE, AND TRAINING OPPORTUNITIES



3,255

OF WHOM VOLUNTEERS RECEIVED **VOLUNTEER RECOGNITION AWARDS**

43 OF WHICH WERE RECOGNISED FOR VOLUNTEERING FOR **40 YEARS**

46

COMMUNITIES THAT CARE VOLUNTEERS RECEIVED SUPPORT AND RESOURCES TO HELP THEM PROTECT THEIR NEIGHBOURS AGAINST THE RISK OF FRAUD

As part of our 40th Anniversary we launched a **SPECIAL-EDITION 40TH ANNIVERSARY LOGO**, and **'OUR JOURNEY'**, an interactive timeline highlighting our incredible journey through our past, present and future ambitions, viewed by over 1,500 people

OUR **DIVERSITY, EQUALITY, AND INCLUSION STATEMENT** SET OUR INTENTION TO BECOME A MORE INCLUSIVE, DIVERSE NETWORK AND OUR COMMITMENT TO REMOVE BARRIERS TO INCLUSION FOR PEOPLE FROM ALL BACKGROUNDS



91%

OF FEEDBACK RESPONSES FROM THE 130 PEOPLE WHO ATTENDED OUR CRIME AND COMMUNITY CONFERENCE RATED IT AS GOOD OR EXCELLENT AND FOUND THE CONTENT EXTREMELY OR VERY RELEVANT TO THEIR ROLE

7,834 HOURS OF TRAINING AND SUPPORT WERE PROVIDED TO **OUR VOLUNTEERS**

750,000 SUPPORTERS WERE SENT OUR **NEWSLETTER** EVERY MONTH

1,000

people signed up to our new **COMMUNITY SAFETY CHARTER** pledging to **TACKLE CRIMES IN PUBLIC SPACES**



WE ARE HELPING
MORE PEOPLE
FEEL SAFE AND
CONNECTED

WE CO-DEVELOPED
AIRBNB HOST AND
GUEST GUIDES
OUTLINING HOW HOSTS
CAN KEEP THEIR
PROPERTY SECURE
AND GUESTS CAN KEEP
THEMSELVES SAFE AND
ACT WITH RESPECT
FOR NEIGHBOURS

We received over
30,000
responses to our annual
**Crime and Community and
our Insights surveys**,
giving us valuable insight
into local views and
experience of crime



WE PROVIDED EXPERT CRIME
PREVENTION ADVICE ON TV AND RADIO
23 TIMES, INCLUDING A LENGTHY
FEATURE ON **BBC CRIMEWATCH**
AND ON **BBC MORNING LIVE**

4,000
PEOPLE
PARTICIPATED
IN OUR
WEBINARS

3,000
**DELIVEROO
RIDERS**
TOOK PART IN OUR JOINT
COMMUNITY SAFETY
AND CRIME TRAINING
PROGRAMME

We joined up with a
team of charities to
celebrate the
**MONTH OF
COMMUNITY**
with a whopping
20 MILLION PEOPLE
joining in 2022

50%
OF OUR SUPPORTERS
ARE YOUNGER THAN
54 YEARS OLD
40%
OF OUR **WEBSITE**
VISITORS ARE YOUNGER
THAN 35 YEARS OLD

53 CYBERHOOD
WATCH
AMBASSADORS
SUPPORTED THEIR
COMMUNITIES
TO PREVENT
FRAUD THROUGH
PRESENTATIONS
AT EVENTS

2 MILLION
PEOPLE TOOK
PART IN
**NEIGHBOURHOOD
WATCH WEEK**
IN 2022



OUR JOINT **NEIGHBOUR OF THE
YEAR AWARDS 2021** WITH CO-OP
INSURANCE SAW 800 NOMINATIONS
AND 846 PIECES OF MEDIA COVERAGE
WITH 100% POSITIVE SENTIMENT



A Neighbourhood Watch
girlguiding challenge badge
was designed in Cheshire



WE CO-DEVELOPED **3 ISSUES** OF THE **LOOKOUT MAGAZINE** WITH STUDENT
WRITERS. THE ARTICLES RAISED STUDENTS' AWARENESS OF TOPICS SUCH AS
DRINK SPIKING, KEEPING SAFE ON A NIGHT OUT, CYBERSECURITY, SUPPORTING
FRIENDS WITH DOMESTIC ABUSE, HARASSMENT, AND MENTAL HEALTH

1.6 MILLION
PEOPLE VISITED
OUR **WEBSITE**
AND 111,000
RESOURCES WERE
DOWNLOADED

OUR **CAMPAIGNS**
ON BURGLARY,
ANTISOCIAL BEHAVIOUR,
SCAMS, CYBERCRIME,
CAR CRIME AND DOG
THEFT REACHED
3 MILLION
PEOPLE ON SOCIAL MEDIA

WE APPEARED
IN THE MEDIA
MORE THAN 133
TIMES WITH A **100%**
POSITIVE SENTIMENT,
INCLUDING
THE TELEGRAPH
AND **THE TIMES**

WHERE OUR INCOME CAME FROM

We received £527,061 from grants, sponsorship and donations.

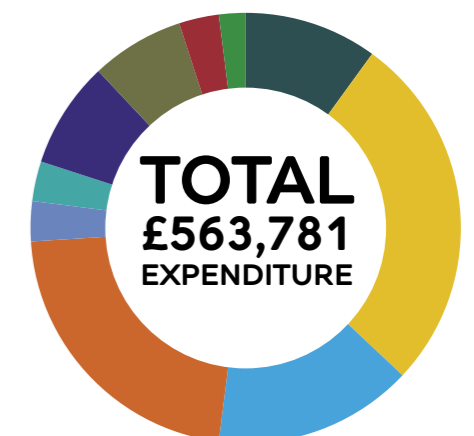
GRANT FROM THE HOME OFFICE	53%
SPONSORSHIP	34%
DONATIONS	5%
INCOME FROM PARTNERS	8%

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
the growth of our charity.

RAISING FUNDS AND GROWING THE CHARITY	10%
SERVICES FOR MEMBERS AND SUPPORTERS	27%
CRIME PREVENTION	15%
VOLUNTEER PROGRAMME	22%
COMMUNITY WORK WITH YOUNG PEOPLE	3%
DIVERSITY AND INCLUSION	3%
REINVIGORATING PERCEPTION OF NW	8%
COMMUNITY HEALTH AND WELLBEING	7%
WORKING WITH THE POLICE	3%
DEVELOPING WORK IN AREAS OF HIGH CRIME AND DEPRIVATION	2%



BEATING CRIME. TOGETHER.

We are proud to be the household name in community-based crime prevention. We support the Government's Beating Crime Plan, which focuses on addressing and reducing neighbourhood crime, including burglary, theft, antisocial behaviour, drug dealing, and car crime.

ANTISOCIAL BEHAVIOUR (ASB)

CAMBRIDGE NEIGHBOURHOOD WATCH partnered with the Safer Streets team to tear down a semi-derelict wall that residents had identified as a hub for street drinking and ASB, leaving residents feeling intimidated. **As a result, street drinkers no longer congregate there.**

“ Taking down the wall has been the best thing. Everyone feels happier using the ATM and in the shops a lot more. ” Resident in Cambridge

HEDLEY RISE NEIGHBOURHOOD WATCH in Luton funded and distributed over 100 video doorbells. **This resulted in over 300 video reports of ASB being sent to the local police and residents feeling safer.**

In UPPER GRAIGWEN, PONTYPRIDD, Street Watch patrols were set up, and CCTV was installed around the estate to address ASB, which had become a major problem at night. **Crime reduced from about 65 crimes a year in 1999 to just three and there is a new community feel to the area.**



OUR MEMBERS
ARE LESS
LIKELY TO THINK
THAT CRIME
HAS INCREASED
THAN
NON-MEMBERS
(38% VS 47%)

DRUG DEALING

FOUR NEIGHBOURHOOD WATCH GROUPS IN PETERBOROUGH united to provide regular reports about drug dealing in the area, **enabling the police to apply to a magistrate to close two addresses under the Misuse of Drugs Act.**

CHOSEN WAY, BURLEIGH CROFT NEIGHBOURHOOD WATCH IN GLOUCESTER supported residents to install video doorbells. They also erected dog patrol and CCTV signs as a visual deterrent. **These measures led to no more cars damaged, and far fewer reports of ASB and drug dealing. People now feel safer, have more pride in their area, and are more trusting and neighbourly.**

FARMFIELD ROAD NEIGHBOURHOOD WATCH, KENT, recorded dates and times of drug dealing in a vulnerable person's house that they believed had been cocooned. **The police used this information to build intelligence profiles, deploy undercover officers, stop the activity and arrest the offenders. As a result, residents are now working directly with the police to improve women's safety in the area.**

BURGLARY, THEFT and CAR CRIME

Following a burglary, LADYWELL CLOSE AND NEWARK COURT NEIGHBOURHOOD WATCH, GLOUCESTER, collated CCTV and video doorbell footage from all their Coordinators. **This gave a timeline of the incident and showed the route that was taken by the offender and contributed to a successful conviction.**

SEATON VALE NEIGHBOURHOOD WATCH, NORTHUMBERLAND, collated the date, time, and location of shed and car break-ins. **They shared CCTV footage to identify the culprits, leading to at least one arrest and almost no further crimes.**

Following an increase in car crime, SURREY HEATH NEIGHBOURHOOD WATCH organised leaflet drops, individual and group meetings. **This resulted in 12 new Neighbourhood Watch groups being set up, with around 150 members.**

Quick responding members alerted the police to offences of burglary and violence against women and girls as they happened, enabling arrests at the scene in Keyham, Hedley Rise and the West Midlands.



OXFORD NEIGHBOURHOOD WATCH led an evidence-based bike theft awareness project with Oxford University to help cyclists in socially deprived areas. **They distributed 35,000 safety leaflets to cyclists and ran an event to provide free bike marking and demonstrate bike locks and safe locking techniques.**

COMMUNITY BASED CRIMES

Community-based crime today includes violence against women and girls, rural crime, scams, fraud and more. As crime and community needs have changed, we have adapted - but the essence of what we do remains the same, thanks to our dedicated volunteers who commit to making a difference in their community.

PERSONAL SAFETY

Following a sexual assault on a schoolchild, COMPTON PLACE ROAD NEIGHBOURHOOD WATCH in EASTBOURNE worked with partners to make a park safer. **They re-invigorated the Neighbourhood Panel and involved a local school in discussions to instate more park lighting. Two cafes in the park did a fantastic job improving community cohesion. Schools are now using the park more, and a May Day parade was re-instated.**

LUTON NEIGHBOURHOOD WATCH purchased and distributed scream alarms to support lone women, health workers, late-night public transport users, and disabled people to protect themselves from violence. **Recipients reported feeling safer and had more confidence when out and about.**

TOLLARD ROYAL NEIGHBOURHOOD WATCH in WILTSHIRE established a network of key contacts, including Estate Keepers, that relay information and enable help for those in need in their rural area. **They set up a Whatsapp group that acts as a fourth emergency service, with stringent rules about only posting if people need immediate help or they are experiencing or witnessing a live crime.**

Following the tragic shooting in Keyham In Plymouth, support for the community was channelled through KEYHAM NEIGHBOURHOOD WATCH. This included welfare checks, counselling and the 'Feeling Safe' campaign, raising funds to purchase and distribute over 600 personal alarms to vulnerable people. **Keyham has since experienced a reduction in crime not reflected in surrounding areas.**



RURAL CRIME

CUMBRIA NEIGHBOURHOOD WATCH ASSOCIATION developed an initiative with the Cumbria Federation of Young Farmers' Club to create a unique training package to identify practical actions to prevent rural crime. **The aim is for the training to become a module for young farmers across the UK.**

FRAUD

AYLESBURY VALE NEIGHBOURHOOD WATCH in CHEDDINGTON, has been involved in our COMMUNITIES THAT CARE project for the past 3 years, **arranging events and leaflet drops for vulnerable residents to help them protect themselves against fraud.**

“ Our COMMUNITIES THAT CARE work is so successful that scams are stopped in their tracks. ”

Carol Lister, Cheddington

WORKING WITH PARTNERS

SUPPORTING AIRBNB TO CREATE SAFER NEIGHBOURHOODS

Neighbourhood Watch produced guides for AirBnb hosts and guests on safety and neighbourliness and gave expert advice to 197 hosts who attended a community safety webinar.

TACKLING CRIMES IN PUBLIC SPACES

Over 1,000 schools, colleges, libraries, Neighbourhood Watch Coordinators, members, and others signed up to our **new Community Safety Charter to unite on tackling crimes in public spaces such as harassment, ASB, intimidation, and hostility towards others.**

ENABLING DELIVEROO RIDERS TO SUPPORT THEIR COMMUNITY

Our **partnership with Deliveroo** saw over 3,000 riders participate in **bespoke training on how to spot and report the signs of domestic abuse, human trafficking and other crimes they may witness or experience during their deliveries.**

OUR MEMBERS ARE MORE LIKELY THAN NON-MEMBERS TO BE SATISFIED OR VERY SATISFIED WITH THEIR PERSONAL SAFETY (73% VS 66%)



UNITING COMMUNITIES

We were founded in 1982 to reduce crime and unite communities - a need that is as relevant today as ever. The past 40 years have seen the introduction of the internet, eight different prime ministers, a Covid pandemic, and the welcoming of a new King. Throughout all this change, we have remained constant - connecting and building resilient communities to adapt to an ever-changing society.

KINGS HEATH NEIGHBOURHOOD WATCH in BIRMINGHAM organised an art and poetry competition at a local primary school. **They involved children in caring for their environment, clocked up 1,275 hours of litter picking, and lobbied landlords, Councillors, and other parties about local issues.**

BLACKBIRD LEYS COMMUNITY NEIGHBOURHOOD WATCH FACEBOOK GROUP in OXFORD united over 3,600 people of all ages through discussion on an array of issues. The group promoted activities and crime prevention across a socially deprived community with relatively poor relations with the police. **Members listened to the voices on the estate, some of whom found it easier to express themselves on social media.**

In CAMBRIDGESHIRE, A NEIGHBOURHOOD WATCH GROUP led a biodiversity project to clean up and make a local path safe. The area was plagued with drug dealing, dumping, and rough sleeping. **They transformed the path into a safe and welcoming space through collaboration, research, and clever planting.**
(image: below left)

PIPER'S COURT NEIGHBOURHOOD WATCH in CHESHIRE led activity with their community, including Chester Zoo, to address antisocial behaviour and drug dealing on a playing field. They encouraged reporting issues, revamped the children's play area, and ran activities for neighbours to meet. **This led to no more drug dealing and more residents actively participating in events. Group membership has increased, and residents are more likely to report any concerns they may have.** *(Image: below, centre)*



OUR MEMBERS ARE MORE LIKELY TO BE SATISFIED OR VERY SATISFIED WITH THEIR LOCAL AREA THAN NON-MEMBERS (92% VS 88%)



HALTON VILLAGE NEIGHBOURHOOD WATCH in BUCKINGHAMSHIRE united over 70 volunteers to improve their environment together. They used a Neighbourhood Watch Grant to purchase 30 litter pickers and hi-viz vests. **Monthly litter picks now take place, enabling friendships across all ages.**
(Image: top, left)

ROSEGROVE NEIGHBOURHOOD WATCH IN BURNLEY joined Community Rail Lancashire and Connecting East Lancashire to deliver an **Art on the Move** project. **Thought-provoking posters designed by local school children formed an eye-catching display at the railway station and sparked a conversation about sustainable travel.** *(Image: top, right)*

HEDLEY RISE NEIGHBOURHOOD WATCH in LUTON installed over 190 wildlife habitats (bird, bat, mice boxes etc.), planted over 6,000 bulbs, and revived a 3.4km walk around a local wood. **This increased the wildlife and residents using the area.**

Through fundraising and partnership working with the local rail company and council, KEYHAM NEIGHBOURHOOD WATCH in PLYMOUTH **improved access to transport, including wheelchair-accessible platforms and curbs, developed a new park with benches, and extended a football pitch.**

BROOKSHAW GLADE NEIGHBOURHOOD WATCH in SANDWELL worked with their council and councillors to tackle graffiti and overgrown hedges and clear up an alleyway on the estate. **This led to people volunteering for Street Watch patrols and Litter Watch groups, helping to create a positive community spirit where residents feel safe and proud of where they live.**

CEDAR AVE AND FRIENDS NEIGHBOURHOOD WATCH in SOUTHAMPTON replaced fences, installed alarms, shared safety videos, and gave practical advice. They also installed signs, shared news through social groups and printed flyers, **and arranged a 'get to know your neighbour' event. They continue to hold 3-4 similar events a year.**

During the pandemic, HAWTHORN NEIGHBOURHOOD WATCH in PONTYPRIDD, SOUTH WALES, formed the Hawthorn Covid19 Support Group. They worked with the local 'Back to Community Life' project with the NHS, Occupational Health, Dementia Support Specialists and Community Wellbeing Coordinators, helping isolated people return to community life. **They wrote and distributed a booklet to 650 houses, reduced fears, re-established community connections and boosted morale and wellbeing.**



We are proud to have made a positive impact on so many people and communities across England and Wales. As a registered charity, we can only do this with the funding and support we receive from others. **A massive thank you goes out to the Home Office and our valued corporate partners of Co-op Insurance, ERA, Avast, Deliveroo, Airbnb, Patlock and Locklatch for their ongoing support. Our heartfelt thanks also go out to those within communities that we work closely with such as the police, local authorities, other charities and local partners.**

A diverse set of national, regional, and local partnerships are vitally important to ensure we take a joint and holistic approach to supporting communities. **If you feel your values are aligned with ours and you would like to explore partnership opportunities, we would love to hear from you.**

But the key to our success lies with our incredible volunteers. Our volunteers are an integral part of every community – and as a grassroots charity, this is vital to our existence.

We want to say a massive thank you to every single one of our volunteers, whether you have been with us for 40 years or 1 day. **THANK YOU** for the time and energy you give through Neighbourhood Watch to make your community safer and a more vibrant place to live.

**MAKING THIS A BETTER PLACE TO LIVE.
TOGETHER.**

