



## Market Research 'Building a membership offer' Summary November 2019

To complement the work we are doing to provide a great service to current members, it's important that we work at national level to attract new members to Neighbourhood Watch to ensure growth, longevity and development for the charity.

To help us do this, a working group made up of 4 representative members and 2 staff members looked at the 'Core Member Offer'. In addition to speaking to current members at events and through evaluations, the group proposed we commission market research to better understand non-members.

The purpose being to help us to make informed decisions based on potential warm audiences, motivations, barriers and concerns around joining: an opportunity to explore the approaches that would most resonate with potential new members.

Market research was conducted by ICM Unlimited and consisted of a survey of 2,000 people fully representative of the population across England and Wales, and two profiled focus groups.

The research confirmed majority of non-members have heard of Neighbourhood Watch (95%) but don't know much about it (93%). After sharing Neighbourhood Watch's purpose, vision and mission 76% felt it was clear to them what the organisation stands for and 73% felt it was relevant to life today.

The main aspects of Neighbourhood Watch today which are appealing to non-members centre around preventing crime in their community (45%), being helpful to/looking out for their neighbours (45%) and being friendly to their neighbours (42%).

Non-members highlighted the top three barriers to involvement as not having enough spare time, feeling pressured to organise an event/group, and wanting to spend their time in other ways.

The top three things which would make non-members more interested in getting involved with Neighbourhood Watch were:

- if they knew who else was involved in their community,
- if someone in their community asked them to, or
- if it was clearer what would be expected of them.

The report found that those most likely to become involved in Neighbourhood Watch are those that are: knowledgeable about Neighbourhood Watch, 25- 34 year olds, city dwellers, black and minority ethnic groups.

It's important we approach these potential warm audiences with the approach and offer that appeals to them.

To do this best, we will:

- the Neighbourhood Watch Core Member Offer creates a sense that members are part of something bigger, while making a difference at local level. Signing up to a set of values and beliefs of what a good neighbour and citizen is, is an important aspect of being a member.
- address the key barrier of lack of time by 'chunking up' our pitch to become a member and demonstrating: - becoming a member as a first step is simple and quick, - ways to take part

with your family, and - being part of Neighbourhood Watch is good for your family and community.

- take new members on a journey, encouraging them to: be neighbourly, get involved in local Neighbourhood Watch activities, and ultimately, for those it best suits, volunteer as a coordinator or community champion.

Keep an eye on our communications going into the new year regarding this in practice – we want to bring all our members with us on this exciting journey of growth and futureproofing for the charity.

***“I’ve always wanted to be more connected with my neighbours but am not sure how to do it.”***  
RESPONDENT.

***“I like the idea of spreading positive involvement in protecting my community and improving the wellbeing of the local area.”*** RESPONDENT.

***“It is important for neighbours and communities to watch out for each other. It enables people to get to know each other in a positive way.”*** RESPONDENT.