

NEIGHBOURHOOD WATCH *Insights Report 2024*



We ran the annual Insights Survey between 15th April 2024 - 3rd May 2024. We received 25,657 responses:

- 7.2% were volunteers - represented in yellow in charts
- 44.2% were members - represented in teal
- 48.5% were non-members - represented in black

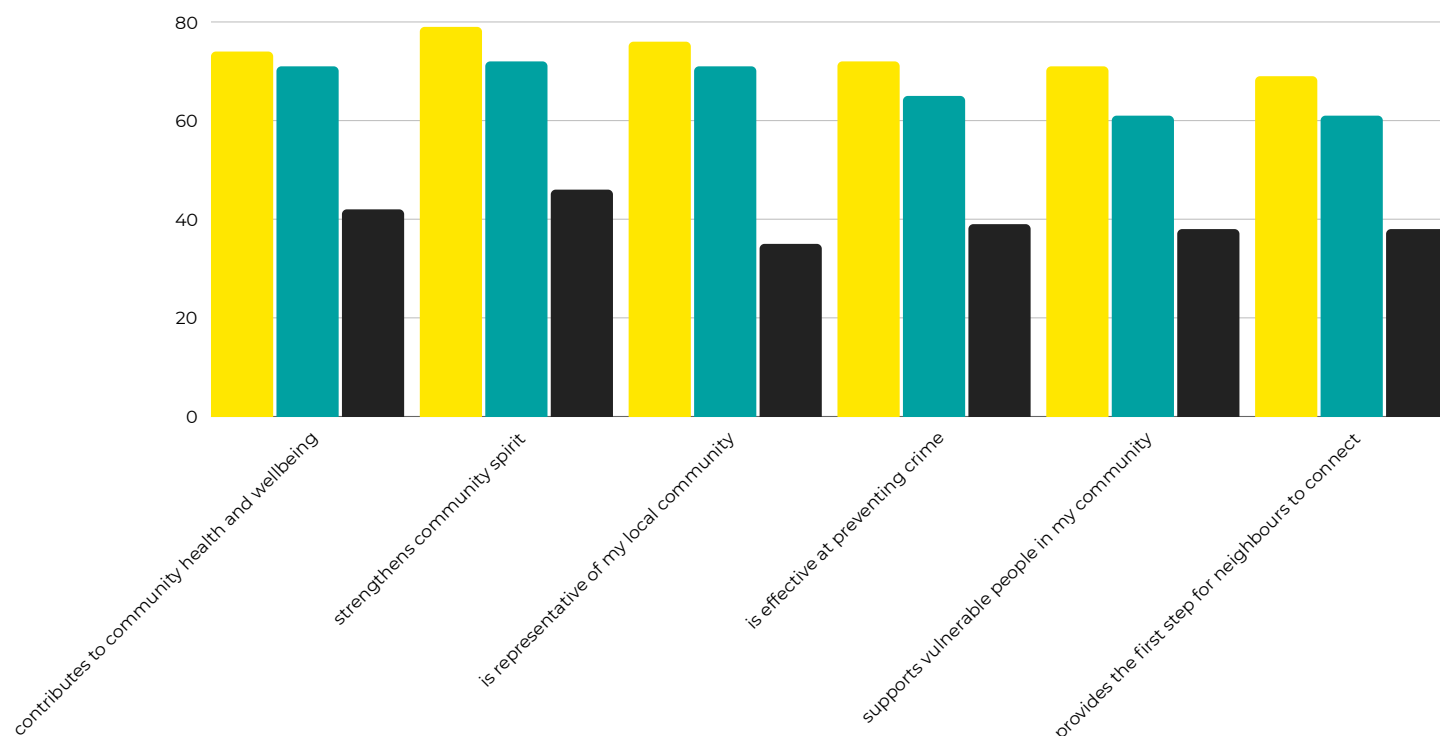


THE DIFFERENCE WE MAKE

We asked all respondents their views on the difference Neighbourhood Watch makes around crime and community. The percentage that agree or strongly agree with following statements are:

- contributes to community health and wellbeing - 71% (2023: 66%; 2022: 62%)
- strengthens community spirit - 71% (2023: 65%; 2022: 56%)
- is representative of my local community - 68% (2023: 64%; 2022: 57%)
- is effective at preventing crime - 65% (2023: 60%; 2022: 58%)
- supports vulnerable people in my community - 68% (2023: 58%; 2022: 49%)
- provides the first step for neighbours to connect with each other and get involved with other local community groups - 62% (2023: 57%; 2022: 50%)

The difference we make by membership type that agree or strongly agree with below statements are:



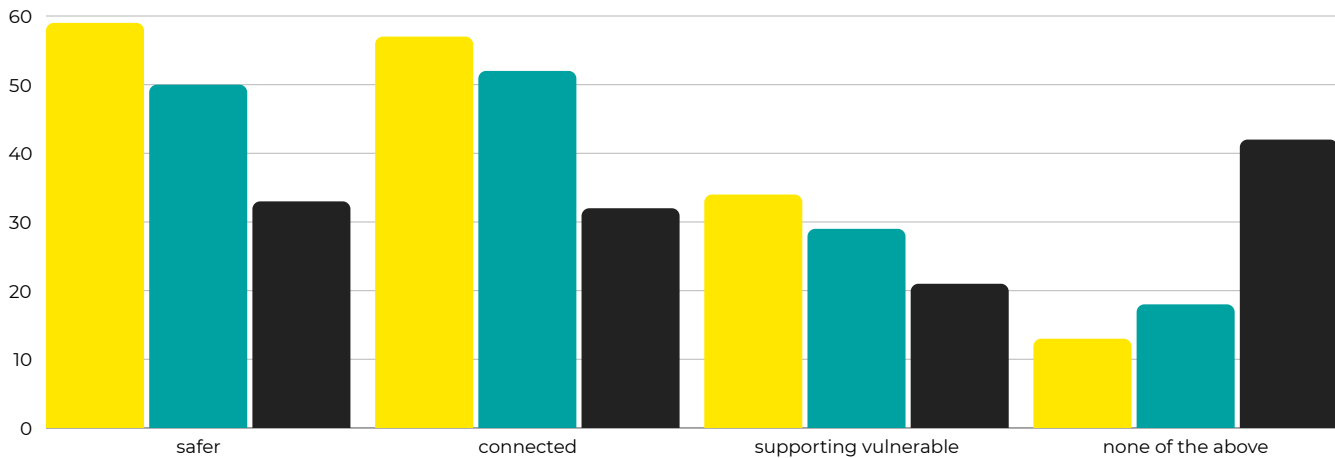
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FEELINGS OF SAFETY, CONNECTION AND SUPPORT

We asked all participants when they see a visible presence of Neighbourhood Watch (e.g. street signs, window stickers or group activity), does it make them feel that the community is... (select all that apply)

- safer - 42%
- connected - 42%
- supporting vulnerable, isolated or lonely people within the community - 26%
- none of the above - 29%

The below graph shows responses by membership type:



VOLUNTEER EXPERIENCE AT NEIGHBOURHOOD WATCH

We asked all participants "What do you enjoy most about being a volunteer with Neighbourhood Watch?"

The word cloud below demonstrates some of the positive feelings from our volunteers:



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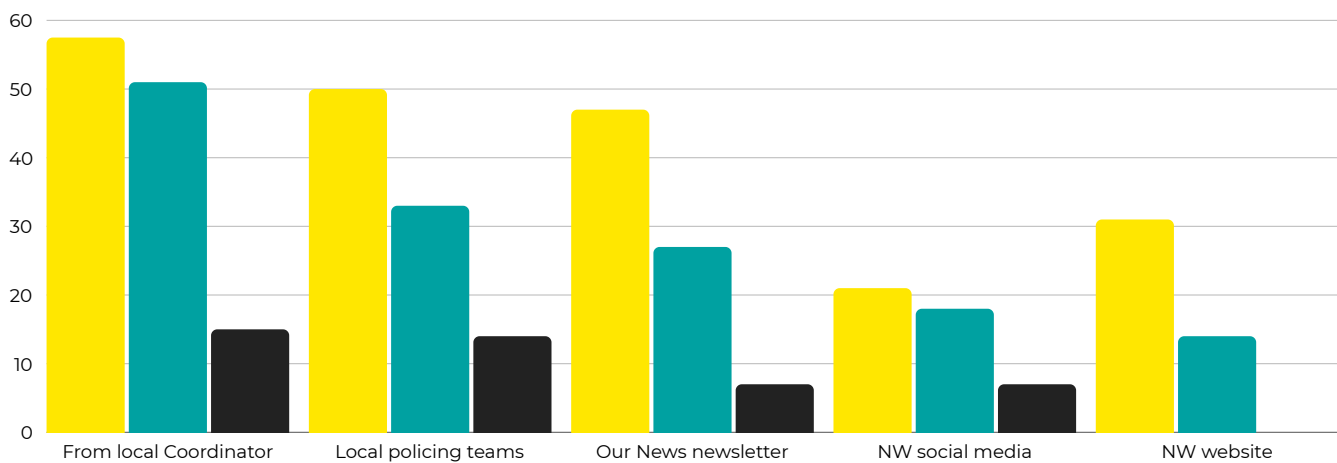
RECEIVING COMMUNICATIONS FROM NEIGHBOURHOOD WATCH

We asked all participants how they receive communications from Neighbourhood Watch (including from Coordinators and from the umbrella charity Neighbourhood Watch Network), and how easy they found it to communicate with the charity.

The top 5 methods of receiving communications were:

- From their local Coordinator - 52%
- From local Policing teams - 36%
- From the national Our News digital newsletter - 30%
- From the Neighbourhood Watch Network social media channels - 19%
- From the Neighbourhood Watch Network website - 17%

The below graph shows responses by membership type:



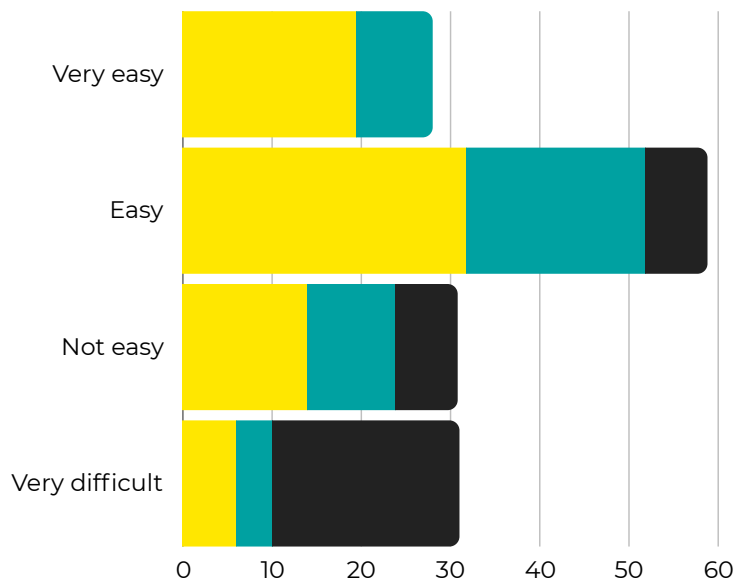
RECEIVING COMMUNICATIONS FROM NEIGHBOURHOOD WATCH

We also asked all participants how easy have they found it to contact Neighbourhood Watch with any queries they may have had.

The overall responses were:

- Very easy - 10%
- Easy - 22%
- Not easy - 10%
- Very difficult - 4%
- Not applicable - 53%

The graph shows responses by membership type:



SATISFACTION WITH COMMUNICATIONS FROM NEIGHBOURHOOD WATCH

Volunteers:

- 47% receive our monthly digital newsletter, and of those, 82% find it very useful or sometimes useful
- 30% receive our volunteer newsletter, and of those, 70% find it very useful or sometimes useful
- 31% visit our website, and of those, 59% find it very useful or sometimes useful
- 24% visit our Knowledge Hub, and of those, 47% find it very useful or sometimes useful
- 21% visit our social media channels, and of those, 36% find it very useful or sometimes useful
- 35% receive local crime information from their Coordinator, and of those, 71% find it very useful or sometimes useful
- 23% receive community event info from their Coordinator, and of those, 65% find it very useful or sometimes useful
- 50% receive information from local policing teams, and of those, 73% find it very useful or sometimes useful

Members:

- 27% receive our monthly digital newsletter, and of those, 80% find it very useful or sometimes useful
- 14% visit our website, and of those, 44% find it very useful or sometimes useful
- 18% visit our social media channels, and of those, 33% find it very useful or sometimes useful
- 31% receive local crime information and crime prevention advice from their Coordinator, and of those, 74% find it very useful or sometimes useful
- 20% receive community event info from their Coordinator, and of those, 50% find it very useful or sometimes useful
- 33% receive information from local policing teams, and of those, 77% find it very useful or sometimes useful

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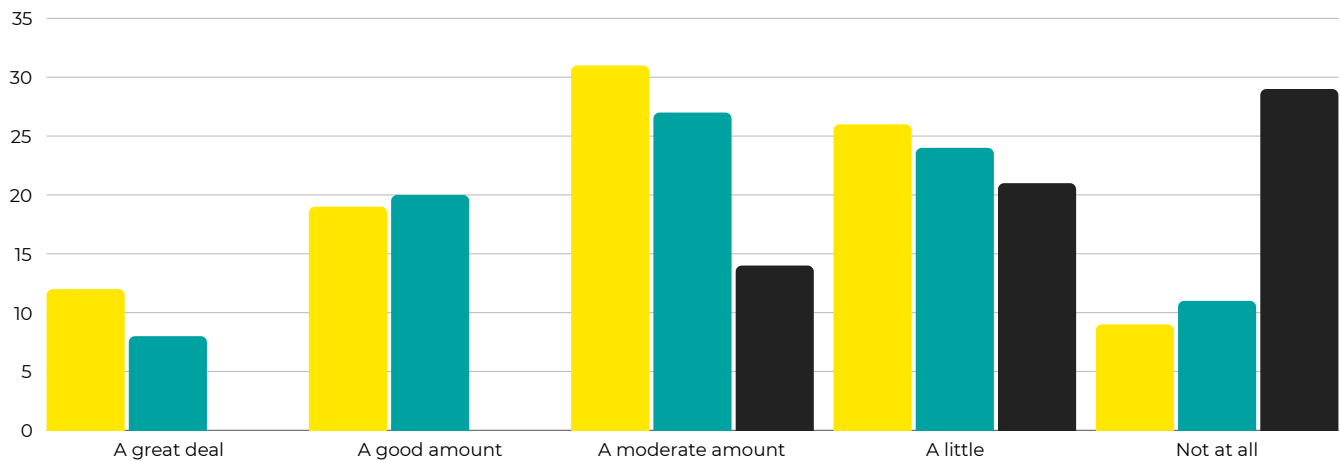
NEIGHBOURHOOD WATCH IN LOCAL COMMUNITIES

We asked all participants how much do they feel that their Neighbourhood Watch group is valued within their community.

The overall responses were:

- A great deal - 9%
- A good amount - 20%
- A moderate amount - 27%
- A little - 24%
- Not at all - 11%
- Not applicable - 9%

The below graph shows responses by membership type:

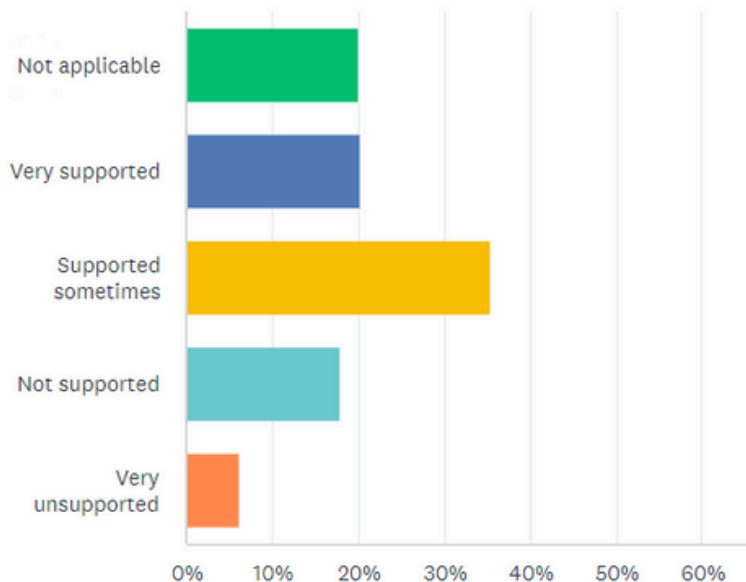


NEIGHBOURHOOD WATCH IN LOCAL COMMUNITIES

We also asked all participants how supported they feel by their local Neighbourhood Watch group.

The overall responses were:

- Very supported - 20%
- Supported sometimes - 35%
- Not supported - 18%
- Very unsupported - 6%
- Not applicable - 20%



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PERCEPTION OF NEIGHBOURHOOD WATCH

We asked all participants what they think Neighbourhood Watch does well. The word cloud below demonstrates some of the positive feelings from the participants:



PERCEPTION OF NEIGHBOURHOOD WATCH

We also asked all participants what they think Neighbourhood Watch could do to improve how we work. The word cloud below demonstrates some of the suggestions from the participants:

