



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

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.

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.

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.

What makes us distinctive?

'Watch, Connect & Act'

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.

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.

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