



Neighbourhood Watch Network AGM
26th September 2019



Welcome and Introduction

David Huse
Chair - Neighbourhood Watch Network.





**Neighbourhood Watch
Network
Into the Future
2018 – 2021 Strategy**

John Hayward-Cripps – CEO

A hand with the index finger pointing upwards is the central focus. The background is a teal-toned collage featuring a world map on the left, a line graph with an upward-sloping trend line in the center, and a field of glowing white particles on the right. A yellow arrow points from the left edge towards the text.

Three Year Transformation

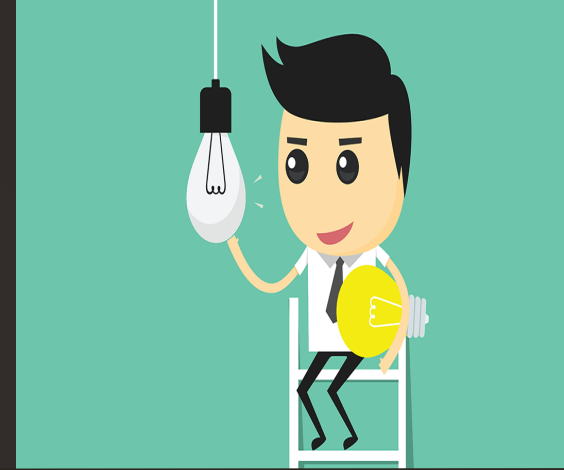
Strategic Aims

1. Provide a great service to NW members – by supporting and developing existing schemes
2. Grow the charity – by attracting new members and schemes and engaging them in NW campaigns
3. Extend our reach – by developing focused work to promote NW in areas of high crime, deprivation or need.



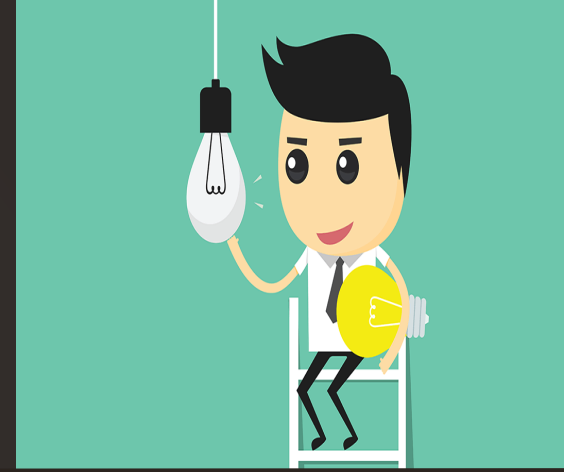
1. Supporting and Developing Existing Schemes

- CST and Self Assessment
 - IT and Registration
- Toolkits
 - Best Practice
- Core Offer
 - Support – Fundraising
- Small Grant potential
 - Review Branding
- Measurement



3 Key Work Area

1. IT
 - Simple Registration
 - Improved NW Alert Tools
 - Website
2. Core Offer for Members
3. Measurement of Impact of NW

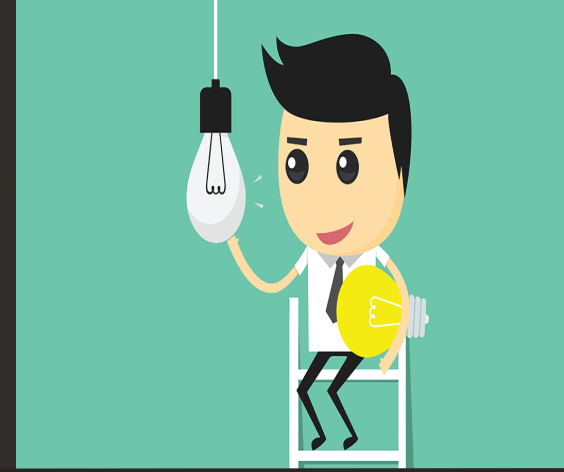




Workshop 1
Making the 3-Year Strategy Work

4 Key Tools for Associations and Watches

1. Good Practice Database
2. Measurement Tools
3. Fundraising Information
4. Self Assessment Guide





NWN Formal AGM
Derek Pratt - Secretary



Lunch and Networking



Framing NW for the Future

Our Vision and Mission

1. Our vision is a society where neighbours come together to create safer, stronger and active communities.
2. Our mission is to support and enable individuals and communities to be connected, active and safe, which increases wellbeing and minimises crime.



Nottingham Trent University

Research

1. Membership 2.3m households
2. Impact on Crime of living in a NW Area
 - a) In the past 26% or 11% reduction in crime
 - b) 16/17 CSEW Data no reduction in crime



1. Know Your Neighbours
2. Be Neighbourly
3. Be Active in Your Community



1. NW does these things already
2. Reduces crime, increases wellbeing
3. Inclusive of new work and traditional
4. Non Members like this



ICM Market Research

1. Dual offer resonates with 25 – 34 year olds
2. Over 45's have a more negative view of NW
3. 'Being Neighbourly' resonates best
4. 30% not interested
5. Message needs to be targeted and clear



NWN Summer Seminars

1. Future behaviours – 90% Positive
2. Local Presentations – very positive

‘It’s what we used to do’



Future – Plan on a Page

1. Expand
2. New Messages and Campaigns
3. Partners - Big Lunch, VS & Crimestoppers, PoliceNow
- ERA, Coop, Avast etc
4. Measure
5. Survey

eden project
COMMUNITIES

14.4M people believe that if more places ran Big Lunch events it would help reduce crime and make communities safer

17.8M people believe it creates stronger communities

£8.2M raised – 66% for local causes and projects

81% though it was fun



Celebrate your community

edenprojectcommunities.com



Workshop 2 - Framing NW for the Future

Research,
Behaviours,
Plan on a Page

{ Feedback,
{ Thoughts &
{ Ideas



Open Forum – Q & A



What can you help to deliver and what do you personally commit to?’



Summary and Close

