# **NEIGHBOURHOOD** WATCH Insights Report 2024



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

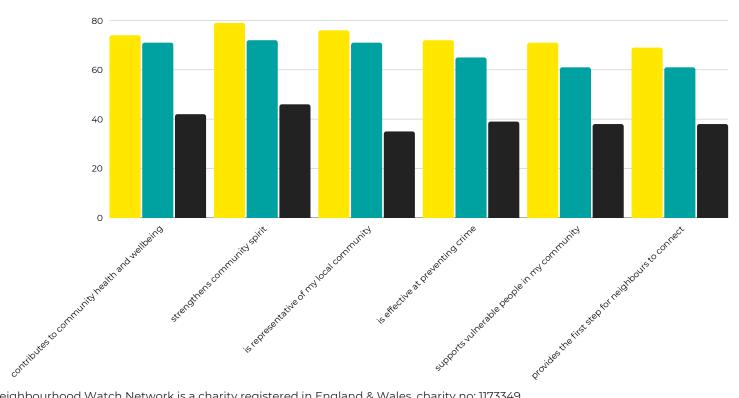
- 7.2% were volunteers represented in yellow in charts
- 44.2% were members represented in teal
- 48.5% were non-members represented in black

### 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:



Neighbourhood Watch Network is a charity registered in England & Wales, charity no: 1173349

### 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%

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### 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:

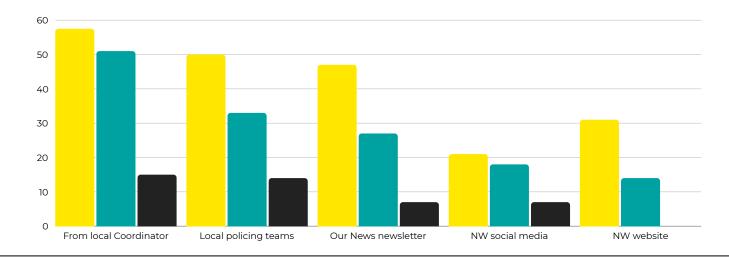
Connecting people Passing information Neighbourhood Watch happening touch neighbours given Passing advice receiving sharing Keeping people <sup>Way</sup> community spirit Meeting neighbours concerns see make difference<sup>now</sup> know neighboursMeeting people community safer updated looking neighbourhood residence only, informed local community residents enjoy others together lot Bringing used involved members Helping community part care feel area emails feel safer issues Keeping newslocal crimegood people **COMMUNITY** police contact villageProviding safe connected much local area Helping keep crime know Helping N neighbours local group coordinator little going Trying Meetingsupport Nothing ableinformation making sense live safety need Keeping touch Helping others Helping people street keep eye think Keeping neighbours Connecting neighbours Helping neighbours info Bringing community feel helping contact neighbours crime area community together Helping make Trying help Contributing everyone support local communication

### **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:

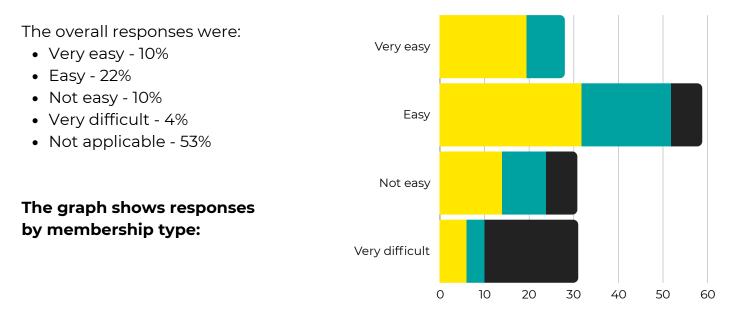
- From their local Coordinator 52%
- From local Policing teams 36%
- From the national Our News digital newsletter 30%
- From the Neighbourhood Watch Network social media channels 19%
- From the Neighbourhood Watch Network website 17%



### 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.



### 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:

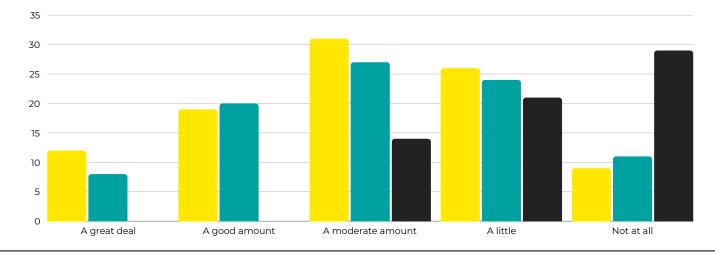
- 27% receive our monthly digital newsletter, and of those, 80% find it very useful or sometimes useful
- 14% visit our website, and of those, 44% find it very useful or sometimes useful
- 18% visit our social media channels, and of those, 33% find it very useful or sometimes useful
- 31% receive local 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

### **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%



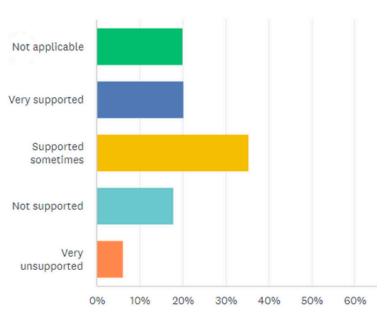
### The below graph shows responses by membership type:

### **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%



#### 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:

newsletter via coordinator really look communication etc NW people Gives people Gives pool community t varnings lot police area report support issues us **Crime** problems think **information** help signs feel updates emails Provides neighbours see together news Brings prevention needneighbours see together negative to touch street

#### 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:

receive door active face try say improve aware way join things find residents presence N coordinator communication feel anything Perhaps social t need think good neighbourhoods NW informed Provide street crime know updates report email watch area **LOCAL** police make stickers scheme see public much help contact visible group meetings Send events time support use involved keep now seems Nonevolunteers new neighbours village visibility around moment links encourage