

NEIGHBOURHOOD WATCH

# IMPACT REPORT

**2024/25**



**[ourwatch.org.uk](https://ourwatch.org.uk)**



# On behalf of the Neighbourhood Watch Network, we are delighted to present our **IMPACT REPORT** **2024/25**

**This report shows the incredible work Neighbourhood Watch volunteers undertake to make their communities safer and better places to live.**

**T**he huge range of local projects across England and Wales, highlights the diversity of communities we serve. It also brings to life both the challenges and locally led solutions we support.

The dual and interlinked thrusts of our work to reduce crime and to improve communities has become ever more important as the demand on public services increases along with growing pressure on budgets and a reduction in confidence in public services. Many police forces have been working even more closely with their local Neighbourhood Watch groups as they recognise the important role we can have in rebuilding confidence locally between communities and the police.

We have run large scale crime prevention campaigns addressing ASB, domestic abuse, harassment, burglary, cybersecurity, car crime, hate crimes, and safety for young people. Our campaigns reach 1.4 million households directly, up 300,000 from last year, and between 200,000 and 1 million people on social media. Our annual survey found that 64% of people, members and non-members stated they always or usually follow Neighbourhood Watch advice.

As our current five-year strategy concludes, we face a society marked by increasing polarisation and evolving criminal trends. Now more than ever, fostering active community connection is essential. Our upcoming strategy will prioritize this by offering flexible, engaging opportunities for residents to collaborate on safety. Throughout this evolution, the dedication of Neighbourhood Watch volunteers remains the cornerstone of our mission to create better places to live.



**JOHN  
HAYWARD-CRIPPS**  
CEO



**IAN BRETMAN**  
CHAIR

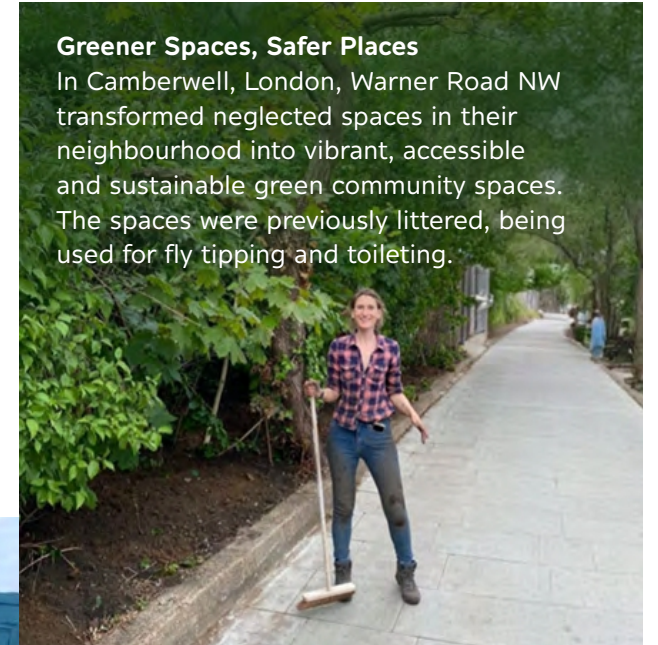
## Our Community Grants Fund is part of our support to local schemes

**S**ince we launched the Community Grants Fund, we have now given out £30,000 worth of grant funding to Associations and Watches across England and Wales to help them make a bigger impact in their communities.

This year we received 105 applications for £5,000 of funding, and allocated grants to 60 projects. As always, we had lots of brilliant applications and we awarded funds to projects that supported the Neighbourhood Watch funding priorities of crime prevention, community cohesion, improving communities wellbeing, and supporting growth and recruitment.

### **Greener Spaces, Safer Places**

In Camberwell, London, Warner Road NW transformed neglected spaces in their neighbourhood into vibrant, accessible and sustainable green community spaces. The spaces were previously littered, being used for fly tipping and toileting.



### **Rosegrove Neighbourhood Watch in Burnley**

held a successful event for local residents at their Neighbourhood Watch hub. The event got local residents together with local councillors, PCSO's, and volunteers in order to address community issues.



### **Self-defence for the Community**

The Toynbee Road and Samuel Barnett Close NW in Bristol put on a self-defence class for the community, with the help of a local Brazilian Jiu Jitsu Academy, with the aim to build confidence and community wellbeing. The event also promoted Neighbourhood Watch and signed up new members!

**Local  
Neighbourhood  
Watch groups have  
a huge range of  
community based  
projects that make  
a real difference in  
their communities.**



# Crime & Community

## Our national Neighbourhood Watch survey for fear of crime & feelings of safety

**F**or the last five years Neighbourhood Watch has run a crime and community survey, and an insight survey to track our impact and gain insights from our members. The surveys cover crime victimisation, fear of crime, feelings of safety, neighbourliness, community cohesion and loneliness. The surveys also provide essential data on our reach, diversity and the issues that matter most to local residents.

More than twenty five thousand people took part in the surveys this year, and a clear link can be seen between Neighbourhood Watch membership and how safe people feel in their local areas. NW members are much more likely than non-members to think that crime has decreased, have more trust in police and are significantly more likely to be satisfied with their personal safety. They feel a connection with their locality and regularly interact with their neighbours.

We collaborated with **Dr Gillian Pepper** from the **University of Northumbria** in this year's survey and who spoke at our conference. Dr Pepper studies the connection between feelings of safety and their relationship with how people look after their general health. The research shows a strong correlation between people making better and healthier choices the safer they feel. This provides another unexpected benefit from being a member of a Neighbourhood Watch group.



**DR GILLIAN PEPPER**  
**UNIVERSITY OF**  
**NORTHUMBRIA**

## Young People's Programme

In 2024/25, Neighbourhood Watch launched its first Young People's Programme to embed youth voice in crime prevention.

**A** Youth Council of 20 young people shaped strategy and led campaigns, including one reaching 128,000 people. Action Groups in Reading and Newham tackled local safety issues through workshops and collaboration with councils and police. Youth input now informs charity strategy and communications, improving engagement with underserved audiences. Year two will expand youth roles, launch new regional groups, and offer volunteer training — building safer communities led by young changemakers.



**65%**

AGREE THAT  
NEIGHBOURHOOD  
WATCH IS EFFECTIVE  
AT PREVENTING  
CRIME

**65%**

AGREE THAT NW  
PROVIDES THE FIRST  
STEP FOR NEIGHBOURS  
TO CONNECT WITH  
EACH OTHER

**74%**

AGREE THAT  
NEIGHBOURHOOD  
WATCH CONTRIBUTES  
TO COMMUNITY  
HEALTH & WELLBEING

These percentages have gone up year on year for the past 4 years showing the impact of local Neighbourhood Watch Groups



Youth input now informs charity strategy and communications, improving engagement with underserved audiences.



# Crime Prevention

We work to prevent crime and reduce the fear of crime by helping people to protect themselves, their property and their communities.



CUMBRIA Neighbourhood Watch have fitted more than **200 video doorbells to homes of vulnerable people** who have been victims of domestic abuse, antisocial behaviour, or harassment. This work has been in **partnership with Ring** and hugely enhanced protection and feelings of safety of the beneficiaries.

**MERSEYSIDE Neighbourhood Watch** developed a new team of volunteers working closely with the police to form **Community Action Groups across Liverpool**. The groups are focused on **reducing Anti-Social Behaviour, burglary and car crime** across the city and are showing real benefits in reducing crime.

**WARWICKSHIRE Neighbourhood Watch** joined forces with the police to **promote crime prevention and community safety among students**. Neighbourhood Watch focused on **drink spiking and staying safe when students are out at night**, emphasising the importance of **looking out for one another**.



**OXFORD Neighbourhood Watch** has held over **50 bike marking events** to help residents, including the student population,

**to protect their bikes. Over 1511 bikes have been marked** over the year and this has been very well received in the community.

In **CAMBOURNE, REDRUTH & TORQUAY Neighbourhood Watch** has been working with the local **Neighbourhood Policing Teams** to engage with the local communities and businesses to reestablish groups and reconnect people leading to a **significant drop in Anti-Social Behaviour**.

In **DOWNTON, WILTSHIRE** the local group has been working with local residents and the police to address an increase in **shoplifting** and a spate of **ASB and criminal damage** including incidents involving catapults causing damage to properties and vehicles. The work has led to the use of a **Public Spaces Protection Order** which has protected the local area and reduced crime.



CORNWALL

MERSEYSIDE

WARWICKSHIRE

WILTSHIRE

DURHAM

**SOUTH MOOR IN DURHAM** was a community very affected by **Anti-Social Behaviour and criminal activity**. Within a few weeks of starting **Neighbourhood Watch** there were over **140 members all with a desire to improve their community**. A local action plan has been developed and ASB is dropping and more people are joining.



**ASH TREE ROAD RESIDENTS IN NORTH WEST LEICESTERSHIRE**, reported that many local residents did not have adequate locks on their front doors. By working with the **local Community Safety Officer** they gained a grant to enable residents to have new locks fitted at no or low cost which they would not have otherwise have been able to do.

**ON THE GOODWOOD ESTATE, LEICESTER**, the **Neighbourhood Watch Group** stays connected via a **group chat exchanging information** on local events and crime. By working with the police to coordinate local intelligence a thief targeting local vulnerable people was arrested and charged.

LEICESTERSHIRE

**HILLINGDON Neighbourhood Watch** has implemented and is maintaining an **Automatic Number Plate Recognition (ANPR)** system locally which has proved a **game-changer for security**. The initiative, in coordination with the local authority has significantly enhanced the ability to monitor and deter criminal activity.

OXFORD

HILLINGDON

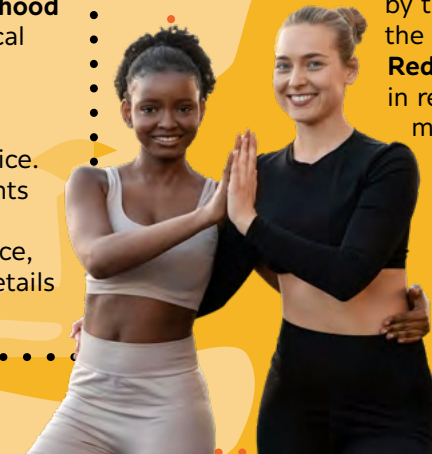
SURREY

LONDON

KENT

**AFTER A SPATE OF CAR THEFTS IN TOOTING, LONDON**, the local **Neighbourhood Watch** contacted local people affected and **collated CCTV from door cams etc** and worked with the police. Now all local residents know how to report incidents to the police, providing contact details and **CCTV links**.

**IN GREENWICH, LONDON**, 8 weeks of events were held by **Neighbourhood Watch** supported by the council and the local **Violence Reduction Unit** in response to a murder. Crime prevention workshops, **self-defence classes for women**, and scam awareness training were delivered to all people.



**FRIMLEY Neighbourhood Watch in SURREY** have collated numerous local residents **CCTV footage** (doorbell cams etc) and shared this with police resulting in the **arrest of various suspects in car crime related incidents**.

In **EBBSFLEET, KENT**, **Neighbourhood Watch** has been **very successful** in addressing local car crime by undertaking **targeted campaigns to raise awareness about vehicle safety**, distributing practical advice and resources to help residents secure their vehicles.





# Our Community Safety Charter

We have had an amazing response to the Community Safety Charter since we first launched this in 2022, with over 3,000 sign-ups across England and Wales. These have included schools, sports groups, local shops, clubs, and businesses; as well as MP's, Police and Crime Commissioners, and counsellors.

**F**eedback on the Charter has been extremely positive with businesses and organisations reporting that they have used the modules to improve knowledge and reduce crime and increase feelings of safety. We have also really tried to listen and learn where we have had the most impact with the Charter, and who can benefit from the Charter and its resources the most.

With retail crime and shoplifting at an all-time high, we want to use the Charter to support our local highstreets and community organisations. According to the Office of National Statistics shoplifting offences rose by 23% in 2024, the highest figure since recording began. The British Retail Consortium reports violence and abuse have increased by over 50% in the past year.

We are now working with Business Improvement Districts and are developing 6 completely new training modules centred around improving knowledge and skills around crime prevention, as well as providing support and resources. The aim is to help people and shop staff to feel safer and more supported, and ultimately reduce retail and high street crime in our communities.



**The aim is to help  
people feel safer and  
more supported,  
and reduce retail  
and high street crime  
in our communities.**

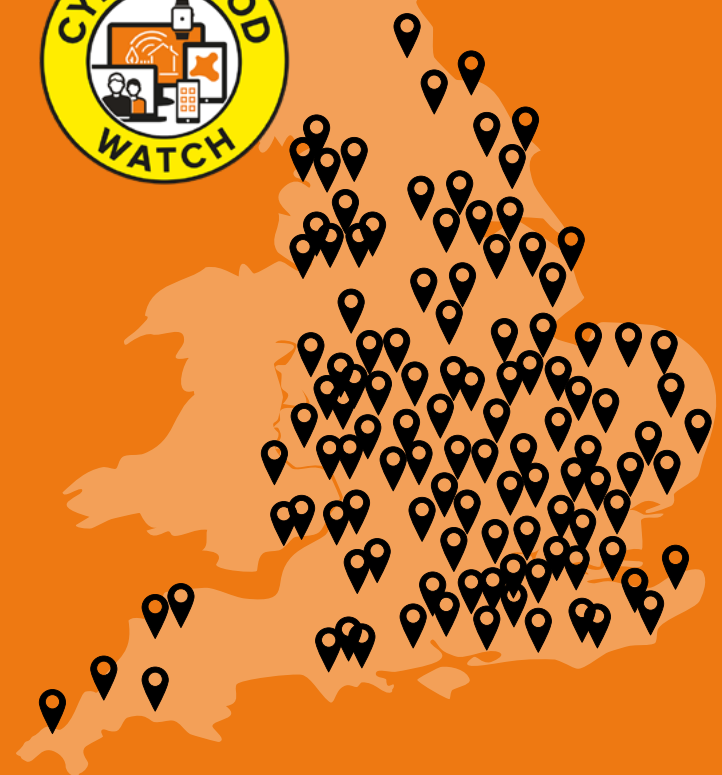
# Cyberhood Watch

Our Cyberhood Watch Ambassadors play a vital role in supporting local communities to feel better equipped against cybercrime.

**C**yberhood Watch was launched in 2019, with the goal of helping people in communities across England and Wales to get the benefits of being online while understanding the risks of Cybercrime, and how to protect themselves. Our Cyberhood Watch Ambassador scheme is the cornerstone of the project, and our Ambassadors spread this message within their communities and online.

We offer training, helpful resources, and hold online 'get-togethers' every few months with key speakers and industry leaders from the cybercrime and fraud sectors for all our Ambassadors. We work closely with the National Cyber Security Centre and over 450 local Cyber Protect Officers to ensure we are giving the same messages and advice.

We are well on our way to having at least one trained Ambassador in every city and county across England and Wales and aim to expand further. The Ambassadors work closely with local Neighbourhood watch Associations and we want to ensure everyone knows where to get help and who they can talk to about keeping safe online.



Map shows our CYBERHOOD WATCH AMBASSADORS across England and Wales

## IN THE LAST YEAR, WE'VE HAD...

**...OVER 40,000  
PEOPLE  
ATTENDED EVENTS  
IN PERSON  
OR ONLINE**

**...OVER 2,200  
HOURS OF  
AMBASSADORS  
TIME  
VOLUNTEERED**

**...OVER 450  
LOCAL  
SESSIONS,  
WORKSHOPS  
AND EVENTS  
ORGANISED BY  
AMBASSADORS  
IN THEIR  
COMMUNITIES**

**...1.3 MILLION  
PEOPLE DIRECTLY  
REACHED IN OUR  
CYBERSECURITY  
CAMPAIGN WITH  
AN ADDITIONAL  
81,000 PEOPLE  
CONTACTED VIA  
SOCIAL MEDIA**



# Helping reach vulnerable BT customers

In 2024 we supported BT reach their most vulnerable customers with the Digital Voice transition from analogue to fibre technology.

**BT** had experienced challenges in reaching their older and vulnerable users who had old connections and/or SOS telecare services. They asked us to organise 250 events across their five key regions: East of England, Wales, North West, South East and South West – so, 50 in each.

We recruited six part time, temporary posts to organise the events and to train volunteers to run the events. These were crucial to deliver the project on time and to budget.

We have now come to the end of the project, which has been delivered with great success. A total of 258 events were held across the regions. We are keen to pay tribute to the hundreds of volunteers who took part, ensuring that these vulnerable BT customers were aware of how to make the switchover, or to contact BT to organise one of their hybrid solutions (available in certain circumstances).



## WE ASKED THE VOLUNTEERS WHY THEY CHOSE TO SUPPORT THE PROJECT AND DELIVER LOCAL EVENTS:

**58%** WANTED TO BE INVOLVED IN THE COMMUNITY SUPPORT INITIATIVES

**63%** HAD THE SKILLS TO HELP WITH THE EVENT

**51%** WANTED TO HELP NEIGHBOURHOOD WATCH TO SUPPORT COMMUNITIES

**50%** LIVE LOCALLY AND I HAD SOME FREE TIME

**27%** WANTED TO KNOW MORE ABOUT THE BT SWITCH OVER

**12%** WANTED TO LEARN NEW SKILLS

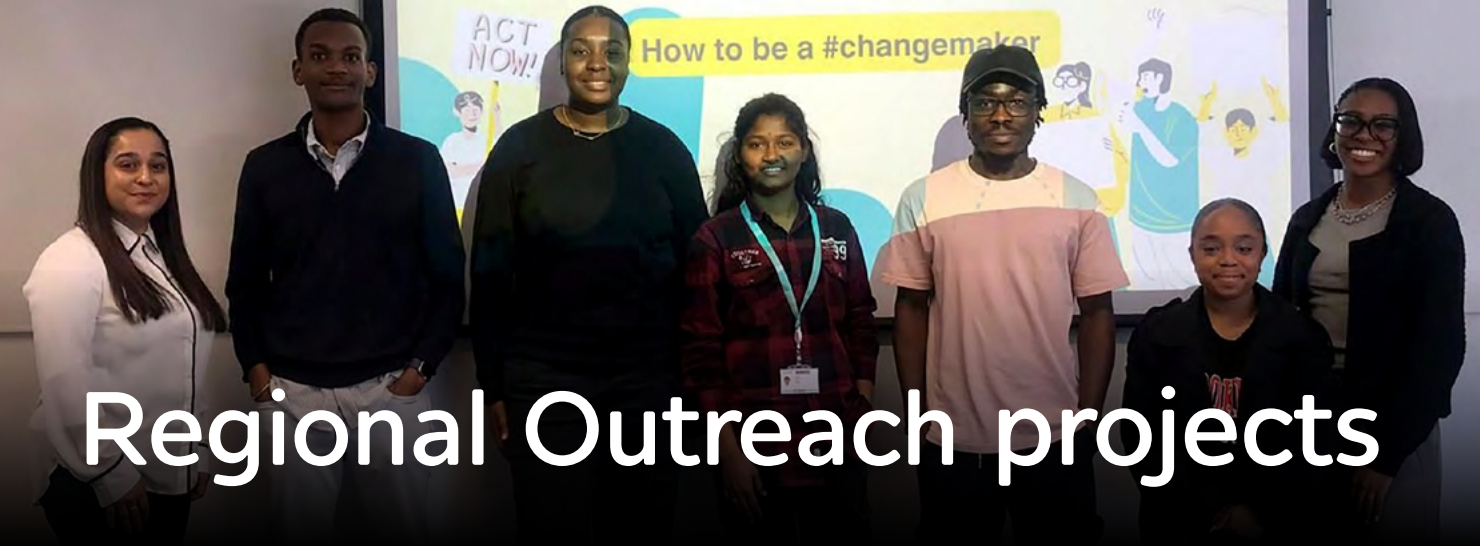
## RESULTS FROM THE PROJECT SHOWED THAT:

**OVER 5,000** PEOPLE ATTENDED EVENTS

**8/10** WAS HOW ATTENDEES RATED THEIR UNDERSTANDING OF DIGITAL VOICE AFTER THE SESSION (AVERAGE)

**7.5/10** WAS HOW CONFIDENT ATTENDEES FELT TO MAKE THE SWITCH AFTER THE SESSION

# Regional Outreach projects



Following funding from Police and Crime Commissioners or Violence Reduction Units we have recruited a small team to develop Neighbourhood Watch in specific areas across England.

The areas are Devon & Cornwall, Newham in London, and Leicestershire, Leicester & Rutland. Each project has specific objectives ranging from re-energising local schemes, the Community Safety Charter, engagement with partners, development of volunteers skills recruitment.

**IN DEVON & CORNWALL**, the work focuses on areas where crime and antisocial behaviour have become persistent concerns, including the Castle Circus area of Torquay and the towns of Redruth and Camborne in Cornwall. In these areas Neighbourhood Watch is now playing a vital role in fostering reassurance, connection, and local resilience. The project centres on growing our volunteer base, reactivating dormant schemes, and empowering local coordinators to be more engaged in their communities.

Our Community Project Manager has built strong working relationships with neighbourhood policing teams, local councils, and groups such as Safer Cornwall and the Castle Circus UKPAC project to embed Neighbourhood Watch into wider community safety efforts. This partnership approach ensures that local coordinators are linked with local organisations and businesses. Neighbourhood Watch now has a strong presence helping the areas feel safer and more connected.

**IN NEWHAM** we delivered a 6-week programme to 70 young people to discuss crimes they worried about and situations that made them feel unsafe. This included discussions about how they could become change makers within their community. We also delivered Bystander Intervention training and created a new Association which was launched in March with over 65 people from the local community taking part.



**IN LEICESTERSHIRE** we worked with the Police and Crime Commissioner's office to develop a new Association, upskill volunteers, and work in partnership with local organisations and the police. We developed new links with local housing associations, community groups, local councillors and local authority departments. The focus was in areas of higher crime and where communities were ready to work together to improve their area and reduce crime.



# A Huge Thank you

## to all our Neighbourhood Watch volunteers, partners, colleagues & supporters

As we reflect on our impact, we are filled with gratitude for your amazing support and dedication over the past year. Through your hard work, volunteer time, and valuable partnerships, we have been able to prevent crime, connect people and communities, and reduce loneliness and isolation.

We have made a huge difference within communities, which could not be achieved without you. Whether you have given your time, resources, expertise or a donation, your contribution has not only helped to create positive change, but has also inspired others to get involved and make a difference too. We look forward to our work with you in the year ahead and continuing to make this a better place to live. **Together.** ”

Special mentions go to our incredible volunteer Association Leads, our Trustees, and to our partners and funders (named below) who share in our values and ensure we can deliver on our mission.

- \* Home Office \* ERA \* SimpliSafe \* Avast \* the Police \* BT \* Eon Next
- \* Airbnb \* the NHS \* Patlock \* LockLatch \* VISAV \* SP Energy
- \* the National Lottery Community Fund \* City Bridge Foundation
- \* local Councils \* Watersafe \* Eden Project \* Suzy Lamplugh Trust
- \* Month of Community partners \* Unite Students
- \* Bournemouth University \* Neighbourhood Watch Lottery players
- \* our shop customers and our individual donors

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