



THE WAY AHEAD FOR NEIGHBOURHOOD WATCH

2–3 December 2015

Summary & Evaluation Report



INTRODUCTION

Over the last 12 years the Neighbourhood Watch movement has seen a 37% decline in membership. At the moment we are not attracting enough new members, so we need to think about how, collectively, we can start to turn that situation around and show that Neighbourhood Watch is a credible and effective crime prevention initiative, as well as making it appealing to the wider public.

The objective of this event was to make sure that our key volunteers, police and other important partners have a shared understanding of where we are now, why we need to start doing some things differently and how we plan to take this forward.

A vital aspect of this is partnership working, and we look forward to strengthening our relationships and working together with our partners to ensure the Neighbourhood Watch movement remains effective in the changing world of crime prevention and policing.

Thank you to all who attended for contributing to these important discussions, and thank you to our sponsors for enabling this event to take place at no cost to the taxpayer.

We have created a folder containing all available supplementary information from the event, including:

- Speaker presentations (where available)
- Workshop leader presentations
- Notes and photographs from the workshops (where available)
- 'What does Neighbourhood Watch mean to you?' 'talking head' videos
- Equalman 'Social Media Revolution' video
- Mellor&Smith's rebranding video

[Click to access the Dropbox folder.](#)

NHWN's and VISAV's presentations can both be viewed using Prezi. Use the forward arrow on your keypad to move through the presentations.

[Click to view the presentations.](#)

Videos of all the speaker presentations and the 'talking head' videos can be viewed on NHWN's YouTube channel:

youtube.com/nhwn

SPEAKERS

Kevin Byrne, CEO & Founder, Checkatrade

[Click to watch a video of Kevin's presentation.](#)



Kevin outlined how he founded Checkatrade in 1998 after a tornado in his home town which acted as a magnet for rogue trades. He started the company from his hallway in pre-internet days; now their website gets 12 million visitors every year and their research shows that they save consumers £300million per year. Checkatrade's ethos is very much about protecting consumers from rogue trades and stems from personal passion. Kevin's aim is to make the biggest contribution in the UK towards getting rid of rogue trades and doorstep crime.

Traders need to go through 18 considerations before they can be placed on the Checkatrade website. As a result, only one in 200 customers needed some work putting right when they went through Checkatrade to find a trade, compared with one in five among the general population. Checkatrade is now working with local authorities and Trading Standards officers in certain areas to add Trading Standards intelligence checks to the battery of checks which they run. This has already made a big difference – for example in Kent, one of the partnership areas, only one in 340 customers needed work putting right. As well as encouraging people to use Checkatrade, Kevin is keen to build new partnerships and connections with local authorities and Trading Standards departments, and asked delegates to get in touch if they have any useful contacts in that respect.

A Modern Crime Prevention Strategy

Alice Jewels, Modern Crime Prevention Strategy Lead, Home Office

[Click to watch a video of Alice's presentation.](#)

Crime is falling and it is also changing, as must our approach to crime prevention. Crime is changing in two different, but equally important ways. Firstly, the internet and new technology offer criminals new opportunities to commit crimes such as fraud and cyber crime. Secondly, the profile of crimes reported to the police is changing, with more people coming forward to report crimes such as domestic abuse, child sexual abuse and modern slavery, which have previously been under-reported. There is an urgent need to do more to tackle the victimisation of vulnerable people, and the devastating impact these crimes can have.

As part of the Home Office's continuing commitment to fight crime, stand up for victims, and introduce more effective crime prevention measures, they will publish a Modern Crime Prevention Strategy. The strategy will target the key drivers of crime, and will set out an updated approach to crime prevention. The strategy will reflect cutting edge crime and policing research and practice, as well as the latest thinking on how best to analyse, use and share data, and how to utilise new technology in crime prevention.



The Future for Citizens in Policing

Chief Constable Dave Jones, North Yorkshire Police / Lead for Citizens in Policing, National Police Chiefs Council (NPCC)

[Click to watch a video of Chief Constable Jones' presentation.](#)

[Click to download Chief Constable Jones' PowerPoint presentation and videos.](#)

Citizens in Policing is about people coming together to help improve their lives and solve the problems that are important in their communities. Policing is very much part of social action and needs to be included. The police service is looking at how it engages with other agencies in their communities. Volunteering is in their DNA; over 32 million people over the age of 16 volunteer at least once a year. So what does volunteering look like within the police service? Nearly 20,000 Special Constables, 6,250 Police Support Volunteers, Volunteer Police Cadets, Street Angels, Chaplains and 173,000 Neighbourhood Watch coordinators – the list is growing. The police need to make sure that they retain volunteers, but it is not just about volunteers coming into the police service, it is about how citizens can help the police and their communities, out in the communities.



The NPCC is currently working on a new strategy, working closely with CiPCoP (Citizens in Policing Community of Practice) members to develop and implement this. They will be carrying out a national survey of all Police Support Volunteers and Special Constables, as it is important to recognise that the Citizens in Policing Strategy is their strategy and they need to be included in the development. Working with their members will give the NPCC a stronger voice for the national picture, but they recognise that one size does not fit all. They hope to have the new strategy approved by spring/summer 2016.

The Future for Neighbourhood Watch – Neighbourhood & Home Watch Network

- **Kate Algate, Operations Director**
- **Sunny Moore, Development Manager**
- **Catherine Dunn, Events, Campaigns & Database Manager**

[Click to watch NHWN's presentation.](#)

[Click to view NHWN's interactive Prezi followed by Mike Douglas \(VISAV\)'s Prezi. Use the forward arrow on your keypad to run through the presentations.](#)

Introduction

Kate introduced a series of videos of people, including members of the public, Policing Minister Mike Penning, Durham Chief Constable Mike Barton, and Nottinghamshire Police & Crime Commissioner Paddy Tipping, talking about what Neighbourhood Watch means to them.

Kate gave a brief history of Neighbourhood Watch as the largest voluntary movement in the country and pointed out that membership has declined by nearly 40% since 2000. We need to change this and re-energise the movement.

Two-thirds of force areas have Neighbourhood Watch Associations; the Neighbourhood & Home Watch Network (NHWN) has been attempting to plug the gap but we recognise that we need to direct resources at force level in order that we do not bypass local policies and procedures where they are in place.

We also need to change cultural perceptions of Neighbourhood Watch as a vigilante group. Chief Constable Mike Barton described a paradigm shift in terms of how information from the police is shared and used, and how this transforms Neighbourhood Watch from the police perspective from a demand into a resource.

NHWN has developed a new Communications Strategy as a result of the workshops and focus groups held last year, and recognises the need to engage with volunteers directly at force Association level.



Background

Last year's consultations helped NHWN to determine three priorities: the prevention of crime, building stronger communities and the effective use of resources. Since then we have focused our efforts on:

- Reviewing the national framework and governance arrangements.
- Making sure there are a clear set of roles and definitions to support the model of Neighbourhood Watch.
- Developing a set of minimum standards for Associations to aspire to.
- Strengthening and developing local infrastructures.
- Reviewing the brand.
- Providing relevant tools and resources to equip the membership and upskill the most active volunteers.

We need to know who and where coordinators are to help target our resources and encourage greater engagement. Neighbourhood Watch is still underrepresented in deprived areas, high crime areas and those with a minority ethnic population, and this is something we would like to enable local Associations to change. We need to be able to evidence our impact both locally and nationally.

Infrastructure

Now that the public can access more information from the police than ever before by means of social media, previous structures have become blurred so now is an opportune time to clarify the model for Neighbourhood Watch. It has three components which Sunny outlined:

- Member household – known to and approved by the coordinator.
- Coordinator – the key scheme reference point for members and non-members.
- Scheme – a specific area of coverage recognised by the Association in line with local policy.



Nationally, NHWN has been operating a regional structure but this is no longer the most effective way of engaging and supporting the membership. Instead, NHWN will extend membership from regions to force areas, putting the focus and resources back to Associations. NHWN will also implement a national set of minimum standards to ensure Associations are accountable, fit for purpose and meet the needs of the membership.

Branding

At the focus groups and workshops last year people said they wanted a strong and consistent Neighbourhood Watch brand which is suitably protected. Catherine played a video showing design agency Mellor&Smith's development of a new, refreshed brand and website for Neighbourhood Watch.

Catherine gave a brief history of the national Neighbourhood Watch website and a summary of where we are now, with 35,000 unique visitors each month and the popularity of the postcode search bearing witness to the importance of local information. She outlined why the current site needs to be updated – useful information is hidden, the search facility is poor, it is unclear who the target audience is, it is not mobile friendly, and there is very poor signposting to Associations. On the new site:

- The url will stay the same but the Our Watch branding will be going.
- The 'look' is yellow and black in line with the logo.
- The target audiences are clear: the police, the government, sponsors and Associations.
- There is an emphasis on signposting the public to their relevant Association website via the postcode search.
- There will be an improved Knowledge Base with a better search function and key content served up in more intelligent and easy-to-access ways.
- It will be fully mobile responsive.



Neighbourhood Watch Register

Over the last five years, 35,000 coordinators have registered on the system, which is designed to be accessed and managed by Associations and Neighbourhood Watch volunteers. The use of a single Register which a range of partners are licensed to use helps to address data sharing and partnership working concerns. The Register also helps to evidence scheme coverage and coordinator numbers, and helps volunteers and NHWN to know where to target resources and recruitment.

Register administrators will be provided with training and security checks, and will be expected to work closely with Associations at force level. So far 250 volunteer administrators have been trained and provide £1million worth of their time each year.

Association websites & resources

Free websites, in line with the new national branding, will be provided to force level Associations and signposted from the national site. This enables the public to visit a trusted local site, and enquiries to go to the best person to deal with them locally. It provides a unified brand with local customised images and text, which will also assist with an improved search engine ranking. The national site will not go live until the Association sites are in a suitable position for this to go ahead.

There will be digital resources on the new website in the shape of the Knowledge Base, which will contain toolkits and case studies. Other resources include signs and stickers, Public Liability Insurance, membership discounts and sponsorship deals such as the current Patlock arrangement.

Conclusion

Home Office research showed that 75% of people would join Neighbourhood Watch if they asked. Let's aspire to that figure – but we can only achieve it by working together.

Making Technology Work to Bring Communities & Police Together to Prevent Crime & Reduce Demands

Mike Douglas, Product Director: Neighbourhood Alert, VISAV Ltd

[Click to watch a video of Mike's presentation.](#)

[Click to view Mike's interactive Prezi \(after NHWN's Prezi\). Use the forward arrow on your keypad to run through the presentations.](#)

Mike talked about how social media has changed the communication and data sharing landscape by putting the end user in control of their own data. VISAV has adopted the same principle by enabling end users on the Neighbourhood Alert system to share their data with a close-knit group of licensed information providers, including the police, Action Fraud, Neighbourhood Watch, the Fire & Rescue Service and local authorities. This approach to information sharing enables seamless partnership working and supports the paradigm shift that is taking place within the police from 'broadcast messaging' to genuine two-way communication, turning the public and Neighbourhood Watch from being a demand into being a resource.



There are 4 million messages sent per month via Neighbourhood Alert to 350,000 users. Over 3,000 police officers and staff and 250 volunteer Neighbourhood Watch administrators use the system, making it truly borderless. Mike explained how, in the near future, survey questions can be added to the bottom of messages to help make future messages more relevant to the recipients. He explained how administrators on the system can filter different groups and question responses, on handheld devices as well as on their desktop computer, to target their messages more effectively. He also told us about new projects VISAV is working on, including a move to allow approved coordinators to see when someone has registered on Neighbourhood Alert within their scheme area.



Keeping You Safe & Secure

Terry Lawson, Keeping You Safe & Secure Programme Director, NatWest



[Click to watch a video of Terry's presentation.](#)

[Click to download Terry's PowerPoint presentation.](#)

Terry informed us about how banks are having to change the way they interact with their customers. 'Customer intimacy' is the process of understanding what is important to customers at various stages in their lives, and it is an area where NatWest is keen to differentiate itself in the marketplace. For this reason it is at the heart of NatWest's strategy. Thousands of customers have said that security and fraud protection is important to them, but they also want it to be discreet and not interfere with legitimate transactions.

Three months ago, as part of the 'Keeping You Safe & Secure' programme, NatWest introduced Community Protection Advisers, who work with a range of local agencies to provide frontline NatWest staff with information that helps them to protect customers, particularly the most vulnerable, from scams. During those three months the initiative has protected funds to the tune of £26.5million, and Terry looks forward to building on that success and working more closely with Neighbourhood Watch in the future.

Closing remarks

Chief Constable Simon Cole, Leicestershire Police



[Click to watch a video of Chief Constable Cole's closing remarks.](#)

In Chief Constable Simon Cole's closing remarks from the Way Ahead event, he mentioned feeling energised and humbled by the commitment of Neighbourhood Watch participants. Simon agreed with Jim Maddan's opinion of Neighbourhood Watch: "You may not be rich in money, but Neighbourhood Watch is rich in talent, effort, energy, ideas and connections, which is worth a lot more than money!" Simon outlined the importance of understanding technology and perceiving it as an opportunity as well as a risk. It is fantastic to hear how the need for digital change is being responded to, and that many Neighbourhood Watch members are online, at the Way Ahead. It is evident that

crime changes and in turn Neighbourhood Watch changes. He asked the audience to embrace the change which will continue with the Way Ahead.

Simon expressed his thanks to all sponsors who took part in the event – they were interesting and showed they cared for the public. Neighbourhood Watch pushes boundaries and can influence the government as a shared interest is present when considering the modern crime prevention strategy. He mentioned that the Cabinet Office recognised that a large voluntary involvement exists within policing.

Simon touched on Robert Peel’s principles, as policing is not the sole preserve of the police, it is something the public do. Robert Peel encouraged community welfare and community existence. Simon agreed with this ethos as he believes Neighbourhood Watch’s commitment is massive and inspiring; there is huge potential to engage citizens. He asked the audience to ‘be innovative and bold because caring for your community is really important.’

Simon thanked everyone present for their commitment and concluded the event: ‘Thank you for your commitment; we change the world street by street for the better every day between us all.’



WORKSHOPS

Neighbourhood Watch Register

**Catherine Dunn, Campaigns, Events & Database Manager,
Neighbourhood & Home Watch Network**

Derek Pratt, Trustee, Neighbourhood & Home Watch Network

[Click to download the workshop PowerPoint slides and photographs of the notes.](#)

Catherine and Derek introduced the proposal for a Neighbourhood Watch Register Administrator role – a minimum of two Administrators at force area level within each force area – to be put in place in liaison with the force area Neighbourhood Watch Association. A draft role description was circulated. Participants discussed problems and considerations associated with this role, and then started to think about potential solutions.

Main issues raised and potential solutions were:

- Partnership working with the police – issues around police ownership of Neighbourhood Watch data, a mismatch of structures and lack of police capacity to support Neighbourhood Watch. Suggested solutions included more/better information sharing and an attitudinal shift (in both directions!).
- Difficulty encouraging coordinators to register and gaining their trust in the system, which could be addressed by making sure that the administrator is trustworthy, known and contactable, and by ensuring that any ‘bulk uploaded’ data is cleansed and accurate.
- Recruitment and retention of force area Register Administrators – there were issues around time, management/supervision, the skills profile needed and continuity/sustainability. Participants felt that assistance, cooperation and joint working with police could help enormously with this aspect.

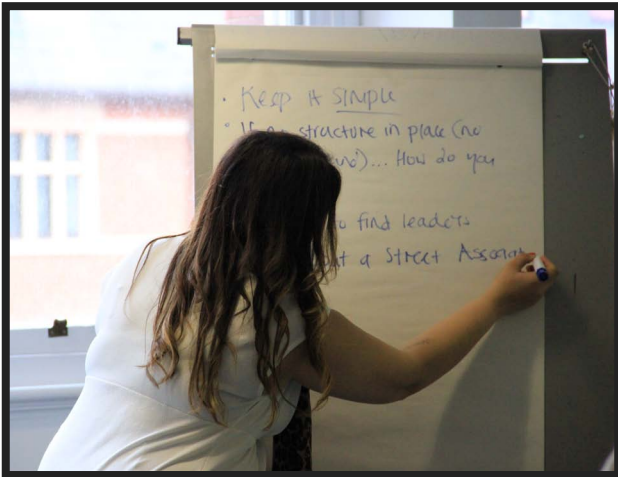


Working towards a sustainable Neighbourhood Watch infrastructure

Sunny Moore, Development Manager, Neighbourhood & Home Watch Network

Chris Cade, Trustee, Neighbourhood & Home Watch Network

[Click to download the workshop PowerPoint slides & group activity feedback notes.](#)



In order to ensure that Neighbourhood Watch remains effective and sustainable, it is important that we collectively review and develop our national and local infrastructure. This workshop explored our proposed framework for the development of force level Associations, additional requirements, perceived barriers and solutions.

The group felt that it was important to identify what an established Association operating at force level looked like and how technology could be better utilised to support the ambitions of the Association. Key to this was an understanding and adoption of a shared vision for Neighbourhood Watch.

This was made difficult where there was a distinct lack of volunteers, or where those involved were not of the right calibre or did not possess the relevant skills to assist at force level. To overcome this, the group felt that it was important to appoint community leaders and proactive volunteers, representing all sectors of the community.



Modern Crime Prevention Strategy

Alice Jewels, Modern Crime Prevention Strategy Lead, Home Office

Rebecca Martin, Policy & Strategy Advisor, Home Office

[Click to download the workshop PowerPoint slides.](#)

The Home Office went into detail about the fact that while crime is falling, it is also changing. Rises are showing in police recorded violence and sexual offences as more victims are coming forward and recording practices improve. We are getting a better picture of the scale of fraud and cyber crime – experimental Office of National Statistics (ONS) data suggests there may be 5 million frauds per year, and 2.5 million cyber crimes. As such, preventing crime will require new approaches, with new asks of the public, industry, law enforcement and government.

The group was taken through the Modern Crime Prevention Strategy and its focus on technology (both in terms of threat and opportunity) and the drivers of crime:

- **Drugs** – strongly linked to acquisitive crime, organised crime, gangs and violence.
- **Alcohol** – strongly linked to violent crime.
- **The effectiveness of the Criminal Justice System** – whether the individual believes they are likely to be caught, the speed of the system in delivering justice and also the effectiveness of the system in rehabilitating offenders and preventing further crime.
- **Character** – parents, friends, schooling and neighbourhood all have a significant impact on an individual's identity, perception of what is 'normal' and their propensity to offend.
- **Opportunity** – for those who are disposed to commit crime, the more opportunities they have the more offences they are likely to commit.
- **Profit** – organised criminals will exploit new, illicit commercial opportunities more quickly and systematically than other criminals.

Following the presentation, the tables were each asked to consider an individual driver, and think about what changes they would like to see, or what they thought would make a difference to driving down crime and how other partners could or should be contributing towards crime prevention. The feedback received by the Home Office will be taken back and considered as part of the ongoing policy process.



Citizens in Policing

Amanda Oliver, Chief Superintendent: Local Policing, North Yorkshire Police

Inspector Fiona Willey, Staff Officer to the Chief Constable, North Yorkshire Police



[Click to download the workshop PowerPoint slides.](#)

The purpose of the workshop was to gather information from attendees to assist with the development of the strategy, covering key areas such as why people volunteer and what 'citizens in policing' means. Fiona and Amanda asked the attendees to split into groups and discuss the topics. It was anticipated that this will help them gain a greater understanding of what people think citizens in policing means. If they can understand why people volunteer, this can help them to build on the recruitment, retention and life cycle of a volunteer.

They see the strategy as work in progress and a moving project that will need constant development and updating, but it is important to obtain a strapline for what citizens in policing means and what the vision will be. As a result of this workshop Fiona and Amanda made some valuable contacts within the group, who they will be in further contact with to help them progress with the strategy. They also obtained detailed information that was not just police-led, but a wider concept.



Association Websites & Communication

**Catherine Dunn, Campaigns, Events & Database Manager,
Neighbourhood & Home Watch Network**

**Mike Douglas, Product Director: Neighbourhood Alert, VISAV
Ltd**

[Click to download the workshop PowerPoint slides and photographs of the notes.](#)

Catherine and Mike introduced a preview of the draft Association websites and explained how they fit into the national structure. Participants then discussed problems and considerations around putting these in place, raising the following issues:

- Associations want full control of items that appear on the burger menu and the ability to give some of the items – particularly the Knowledge Base – a ‘friendly’ name.
- Concerns around the quality of the products which would be in the shop and any liability around sale of products.

Catherine and Mike clarified that NHWN would undertake appropriate checks and standards on nationally-determined products. Associations can choose which of the products appear in their Shop or ‘switch off’ the Shop function altogether if they wish.

- Participants agreed that the force level Association needs to be in place before the site is given, to act as an incentive for the formation of Associations. In areas where Associations are not in place, a ‘skeleton’ site will be put together consisting only of some basic information about Neighbourhood Watch in the area and contact information, in order that the national website has a single url to link into.



Effective Partnership Working

Sunny Moore, Development Manager, Neighbourhood & Home Watch Network

John Munton, Trustee, Neighbourhood & Home Watch Network

[Click to download the workshop PowerPoint slides & group activity feedback notes.](#)



Partnership approaches are largely built on the premise that no single agency can deal with, or be responsible for dealing with, complex community safety and crime problems.

This workshop aimed to identify the variety of what constitutes an effective partnership approach with Neighbourhood Watch and how this could potentially be enhanced.

The group identified that a wholesome approach was required led by common priorities with an end goal in mind to enable the progress of the partnership to be monitored and improved. In addition, the group

felt that it was important that partners adopted a flexible approach in order to adapt to the needs of key beneficiaries, including the wider public.

Key areas that were seen to challenge effective partnership working included the practicality of working across large geographical areas with competing demands, the commitment of some partners and general lack of resources. Appointing an effective and influential leader could help focus partners and generate support.



Serious & Organised Crime

Katy Horrocks, Senior Campaigns Manager: Serious & Organised Crime, Home Office

Andy Crook, Digital Communications Officer, Lancashire Police

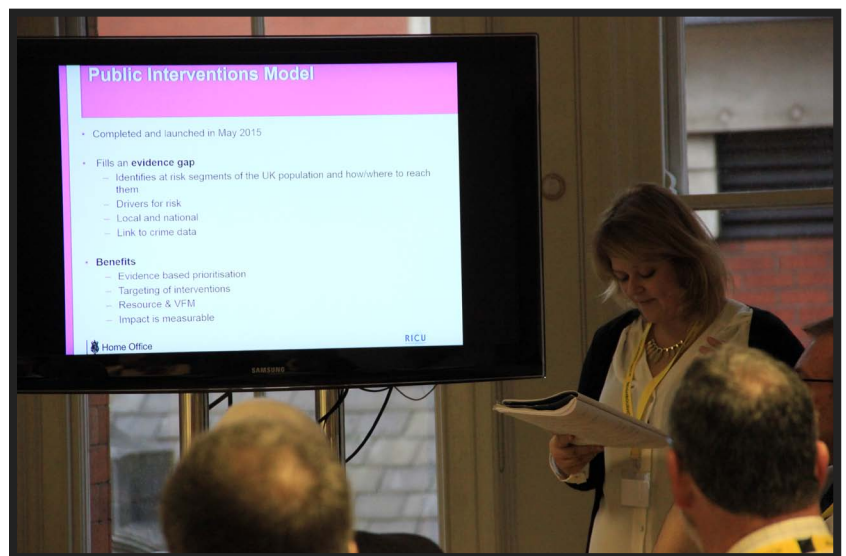
[Click to download the workshop PowerPoint slides.](#)

The first part of the workshop consisted of a presentation on the Home Office's Public Interventions Model, a national research project in audience segmentation. The Model provides an evidence-based understanding of who in the UK is at risk of fraud, financial and cyber crime, what makes them vulnerable and how to most effectively reach them.

In addition to assessing vulnerability at a national level, the model includes data for each police force region. This allows the Home Office, law enforcement, voluntary and private sector to deliver more effective, targeted communications interventions designed to improve at-risk groups' ability to protect themselves, while ensuring value for money.

Discussion following the presentation focused on how data from the National Crime Survey could potentially be incorporated, whether it would be possible to build up a similar profile of offenders, and whether this model could inform cyber-safety outreach activities in schools.

In the second part of the workshop, Andy Crook talked about Lancashire Constabulary's Neighbourhood Alert portal In the Know, providing an overview of the system and how it has been used recently to survey users around their attitudes to fraud and cyber crime. The workshop participants were given an overview of the results and how they are going to be used to tailor specific crime prevention messages and information to a sample of the segmented database members so that they can be re-surveyed in the future to see if their attitudes have changed. Discussion again focused around the use of the system, its advantages over other social media and how the information can be tailored as effectively as possible, including multi-lingual content.



Branding & resources

Kate Algate, Operations Director, Neighbourhood & Home Watch Network

Lynn Farrar, Vice Chair, Neighbourhood & Home Watch Network

[Click here to download the workshop PowerPoint slides.](#)

The aim of the workshop was to discuss how we should protect the brand going forward, should we introduce new street sign designs and how practical are the current distribution processes for volunteers.

An historic overview was given in relation to the transfer of ownership of the trademarks from the Home Office to NHWN in 2015 and how there has been relatively little control over the use of the trademarks previously for various reasons.

NHWN has secured and gifted 3 million window stickers to associations over the last 5 years. There is no intention from central government to fund marketing materials going forward. NHWN has had to source sponsors to fund the printing of stickers since 2010 and will do so in the future. There are current negotiations taking place for a new sponsor for the window stickers, featuring the new logo.



There has never been a central resource for street signs (excluding Tesco Trust which funded a number of signs per force Association in 2012). There are no intentions of there being one as financially and logistically it would not be value for money. However, it was deemed preferable to have a number of nationally recognised signs which would be offered at a good rate by a preferred supplier/s.

Overall, all were in agreement that the branding should be better protected with a more rigid licensing process where the force level Association must be constituted before they can sign for a licence. Local control over the use of the branding and logo (in line with the national licence) would then be managed locally in relation to who can use it. This will include partners such as the police, Police and Crime Commissioners and local authorities, as it was reported that in some cases statutory agencies are using it, not as it was intended i.e. putting signs up where there is no scheme in place or on literature which the Association is unaware of.

It was discussed that the roll out of the new trademark will be a gradual one and no Associations will be forced to adopt it (this also includes Home Watch). However, all centrally sourced resources will now only contain the new trademark and the Home Watch

name and logo will no longer be used nationally. That is not to say that Home Watch will not be included within the public liability insurance if it is still recognised locally and in line with the insurance policy.

There was consensus and understanding that nobody should be using the new brand or logo until they had agreed and signed a licence. It was noted that this needs to be managed locally as well as nationally.

Planning regulations in relation to the street signs was also discussed and further work is needed to look at the potential restrictions of the new design for the signs. Thanks to NSP for producing samples of the new designs. There was consensus that the round sign with just the logo could potentially have the most impact but road sign regulation may prohibit its use.

Having a preferred supplier process was deemed a sensible 'next step' to help limit the issues regarding various companies producing signs and merchandise and selling it to anyone who is willing to pay. It was noted that, at the moment, the existing process takes away the local processes adopted by the Associations if there is no control over ordering stickers and signs.

All were in agreement that the current method of distributing resources such as stickers and leaflets was effective and allowed force area Associations to have control over who receives the resources. It was requested that the process remains as it is. However, a delegate did suggest that on the new online shop on the website there could be a process for coordinators to place a £0.00 order for stickers. It was agreed to look into this.



NEXT STEPS

Branding & Resources

Action to be taken	By whom?	By when?
New licensing process to be circulated to NHW Associations and, where agreed, to partners including the police, PCCs and local authorities.	NHWN	End of January 2016
Constituted force level Associations to sign new licensing agreement and to start using the new trademark. NHWN will send the branding and trademark files to each association to be managed locally.	Constituted force level associations	From January 2016 onwards
To support and enable non-constituted force areas to work towards creating an independent force wide Association in order to benefit from various resources going forward including the new trademark/logo.	NHWN/police/PCCs/local authorities	Ongoing
To investigate planning regulations regarding adopting a new style of street sign.	NHWN	By end of January 2016
To adopt a preferred supplier process to protect the use of the brand by non-members.	NHWN/Constituted force level Associations	End of January 2016 and ongoing for new suppliers

Action to be taken	By whom?	By when?
For all stakeholders, supporters and suppliers to recognise the value of adopting a more rigorous licensing process in order to protect and add more value to our well-known brand.	ALL	Ongoing
To identify and secure a sponsor for new window stickers and for force level contacts to distribute accordingly.	NHWN	ASAP
To launch the new national Neighbourhood Watch website.	NHWN	w/c 18 January 2016

National Framework

Action to be taken	By whom?	By when?
To support volunteers to develop a force level Association where there isn't one already in place and operate in accordance to an agreed minimum standard.	NHWN and police	Ongoing
To negotiate with force level Associations to adopt a new partnership agreement between NHWN and the Association which will include being able to become a voting member of the national organisation.	NHWN and constituted force level Associations	From February 2016 onwards
To change from a company limited by guarantee and charity to a Charity Incorporated Organisation (CIO) to only have one set of governance regulations and board structure.	NHWN	July 2016

Action to be taken	By whom?	By when?
In line with changing to a CIO, to expand voting members from 10 NHW regional representatives to 43 force area NW volunteer representatives (with potentially four/five voting members for London).	NHWN	AGM – 13 July 2016 at Leicestershire Police HQ
For a consistent approach to terminology to be formally adopted including changing the name from Neighbourhood & Home Watch Network (NHWN) to Neighbourhood Watch Network (NWN).	NHWN	AGM – 13 July 2016 onwards
To launch a self-assessment tool for force level Associations to help identify gaps and signpost to relevant toolkits and resources.	NHWN	February 2016 onwards
To pilot a volunteer training package and to identify funding and development costs for national rollout.	NHWN	Ongoing depending on results from pilot

Neighbourhood Watch Register

Action to be taken	By whom?	By when?
To finalise the force level Register Administrator role description.	NHWN	Mid-January 2016
To design an updated training package for force level Register Administrators.	NHWN	End of January 2016
To work with Associations to identify potential Register Administrators.	NHWN and constituted force level Associations	From mid-January 2016
To undertake pre-training preparatory work with potential Register Administrators.	NHWN	From mid-January 2016

Action to be taken	By whom?	By when?
To design and produce support materials for Register Administrators.	NHWN	From mid-January 2016
To train force level Register Administrators.	NHWN	From February 2016

Association Websites

Action to be taken	By whom?	By when?
To finalise requirements for the Association websites and brief VISAV for the build.	NHWN	w/c 7 December 2015
To build the site templates.	VISAV	w/c 11 January 2016
To produce instruction manual for Associations to upload content to sites.	VISAV	w/c 11 January 2016
To simplify the registration process into a redesigned screen and user profile in line with new branding.	VISAV	w/c 11 January 2016
To write updated template 'welcome email' content for when users register on sites.	NHWN	w/c 11 January 2016
To identify which Associations require a new template site and ensure it is in place and they can use it.	NHWN	From January 2016 onwards
To ensure all links from new national site to Association sites are working properly.	NHWN	w/c 11 January 2016
To source and input basic content for 'skeleton' holding sites in areas where there is no Association.	NHWN	w/c 4 January 2016

Partnership Working

Action to be taken	By whom?	By when?
To develop a template Memorandum of Understanding to outline partnership working between the Association and police force.	NHWN	End of January 2016
To populate the national NHWN Knowledge Base to ensure police and partners can access relevant case studies and toolkits.	NHWN	w/c 18 January 2016

Funding

Action to be taken	By whom?	By when?
For Patlock demonstration kits to be sent out to prearranged force level contacts.	Patlock	January 2016
For each sale of Patlock, £5 will go back to the relevant force area Association, to be paid on a three-monthly schedule.	NHWN	From January 2016 onwards



CONCLUSION

In the past we have received feedback that NHWN needs to listen to grassroots Neighbourhood Watch members and coordinators. We understand that this is essential in order to bring grassroots members with us on our journey towards a stronger Neighbourhood Watch rather than making them feel that change has been imposed on them. The event has enabled us to continue that listening process while making sure our key volunteers and partners are all fully informed about our direction of travel.

The event gave us an opportunity to gather our collective thoughts on the advent of a number of step changes which will eventually result in some considerable sea changes within Neighbourhood Watch. Over the next five years we will:

- Be able to identify and support proactive volunteers across the movement.
- Be able to measure the effectiveness of the movement.
- Actively participate in the government's Modern Crime Prevention Strategy.
- Be able to prevent new and emerging crimes alongside other partners.
- Be able to secure adequate resources and funding at a national and force area level.

The support and cooperation of Neighbourhood Watch volunteers and partners is essential to our plans, so we would like to thank all who attended and took part in the conversation. We look forward to being able to reciprocate this support and strengthen our relationship as we move forward together.

Delegate feedback

On the hard copy evaluation forms which were returned:

- 85% rated the evening event excellent or good
- 89% rated the daytime event excellent or good
- 80% felt that the speakers were appropriate to the occasion
- 83% rated the workshops excellent or good

Some delegates found that they could not see the screens well and found the sound quality poor or too quiet. However, delegates particularly enjoyed the opportunity to network and talk with each other and with partners and sponsors. The majority of people feeding back found the event informative and helpful, thought the speakers were good and enjoyed talking with the sponsors on their stands.

We recognise that delegates attended the event with widely differing levels of knowledge and experience, and therefore some aspects were more relevant to some people than to others. We hope that all delegates found something of interest in the day and feel well-equipped to embark on the next steps on our journey.

HUGE THANKS TO OUR SPONSORS



www.neighbourhoodalert.co.uk



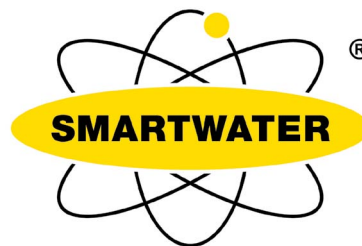
www.checkatrade.com



www.natwest.com



www.solonsecurity.co.uk



www.smartwater.com



www.nsprint.net



www.personalarms.com



www.selectadna.co.uk



www.cqc.org.uk



www.abs-secure.co.uk



www.patlock.co.uk