



# OUR NEWS

> THE E-NEWSLETTER FOR NEIGHBOURHOOD WATCH SUPPORTERS

## Celebrating our neighbours across England and Wales

Dear supporters,

As our towns, countryside and cities open with varied guidance on meetings and social distancing and with local lockdowns being introduced we are in a changing and flexible stage of the Covid-19 response. We have been made aware of concerns about the potential for increased burglaries and other crimes as well as the pressure on some communities as they cope with the huge influxes of people on breaks and holidays. Neighbourhood Watch groups continue to support vulnerable people at risk and alert individuals and communities to increased threats from scams, cybercrime, and more traditional community crimes.

We are currently planning our August Summer Seminars. Information on these has already been sent out and the 270 places are full already which is great. We are all looking forward to seeing so many of you there and will be showcasing some of the great work Neighbourhood Watch groups have been doing along with our partners and sponsors. We will also be discussing the refreshed strategy and wanting your feedback and thoughts.

You will find in this newsletter information about the new burglary campaign we are running for the next couple weeks. The campaign makes use of targeted social media with unique Neighbourhood Watch content and is focused on non-members who may not be aware of advice on burglary prevention. While the targeted campaign is focused on burglary hotspots as identified through police crime data, we have shared resources that Coordinators can use to promote it in their area. We will be monitoring and learning from this campaign, what works, what does not and using this for future campaigns.

This month we have also launched our first ever national Impact Survey. You can find out more details about it and how to take part on p4.

As always please ensure you share with us what you are doing locally in your communities and thank you for your hard work and continued support.

**John Hayward-Cripps**

CEO | Neighbourhood Watch Network

### We are tackling burglary with new SAFETY IN NEIGHBOURS campaign



Now that we're starting to ease out of lockdown, we need to make sure that as well as keeping ourselves safe, we're keeping our homes and neighbourhoods safe.

More people out and about means burglary is expected to rise, which is why we have launched a campaign, in partnership with the Home Office, to warn Neighbourhood Watch members, and non-members alike, and provide practical tips to prevent burglary.

Working with social creative agency, TMW Unlimited, we've created Safety in Neighbours – a fresh, thumb-stopping social campaign aimed to appeal especially to a younger audience of 20–50 year olds who don't normally engage with Neighbourhood Watch.

John Hayward-Cripps, CEO of the Neighbourhood Watch Network, said reaching out to these audiences will expand the impact Neighbourhood Watch can have in the UK: "What we know about younger audiences is that they are not usually connected with their neighbours until there's a problem that needs to be solved.

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## We are tackling burglary with new SAFETY IN NEIGHBOURS campaign

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Their relationships are reactive rather than proactive. We also see them looking to action and own local solutions to issues in their area.”

The campaign uses hyper-targeting on Facebook to reach people in the UK’s most burgled areas – encouraging them to start a proactive relationship with their neighbours, so as a community they can spot warning signs and prevent burglaries.

The creative makes a feature of Neighbourhood Watch’s iconic black and yellow colours, giving our brand a more contemporary look and feel with bold, eye-catching animations that have a simple message.

We are encouraging people to use the **WIDE combination of security measures** in their home (Windows locked, Interior lights on timer, Doors double or deadlocked, External lights on sensor), which reduces the risk of burglary by nearly 50 times.

The campaign directs our audience to a **burglary prevention checklist**, **local crime map**, and our membership page.

To support the campaign in your area find out more on our **Safety in Neighbours campaign page**, and download a social media pack. If you are new to supporting online campaigns, watch our helpful video to give you the skills and knowledge you need to support this campaign.

We believe we can act as the thread that knits local communities together, sharing tools and practical advice to keep our neighbourhood’s safe.

**We believe there’s safety in neighbours.**



## Maesycoed & Pwllgwaun Neighbourhood Watch strengthen their community

Maesycoed and Pwllgwaun Neighbourhood Watch was set up in August 2018 with the help of the former Chair Toby Grainer. The scheme’s primary goal was to reduce crime when several cases of vehicle thefts and shed burglaries occurred in the area. This amazing community decided to take action into their own hands and began raising money through community events and yearly subscriptions. With support from residents and a generous £1,000 donation made by Rhonda Cynon Taff Crime Reduction Team, they were able to cover various supplies from paper, photocopying, and printer ink to newsletters and subscription letters.

The new committee and sub-team have succeeded in growing the scheme further. The current Chair, Sarah Collins, Vice-Chair, Kevin Roberts, Secretary, Jazzmine Roberts, and committee members Kevin Rankin and Warren Williams, are actively working with other local groups. Scheme members have also assisted with local events and in sharing information and newsletters.

The group has organised several Christmas and Halloween parties and a spiritualist evening event which helped raise funds. Chair Sarah has also managed to achieve matched funding on behalf of Barclay’s Bank. Sarah has also successfully applied for Tesco’s Blue-Chip/Coin Scheme and helped to raise £1,000 for the group. Overall, the team has raised £8,340 which allowed the group to purchase new CCTV cameras for their community.

During the pandemic, members continued with their incredible work and participated in further efforts to help their community, such as partnering with the Community Volunteer Scheme to shield the elderly and most vulnerable people by collecting their prescriptions and delivering shopping.



Kevin Rankin raised approximately £1,804 for Foodbanks for the most vulnerable in the Pontypridd community, dressed in a Storm Trooper uniform. He also increased funds by £7,596 with the help of the National Lottery Community Fund Wales. He purchased medical and training equipment such as Resuscitation mannequins and defibrillators.

The group would like to say a big thank you to the local Community Police Officer, Warren Williams, who had the idea to set up the group in the first place. He has since set up a new Lower Graigwen Neighbourhood Watch to respond to anti-social behaviour which has arisen in the area.

Today, Maesycoed and Pwllgwaun Neighbourhood Watch Scheme have established Facebook and Twitter accounts with 1,000 members. These social media platforms help the community to communicate and respond to new concerns and issues quickly and effectively. As well as operating social media channels, the group have made use of Zoom meetings driven by the need to communicate during lockdown.

## Engaging with supporters on social media

Social media can be used to increase awareness of Neighbourhood Watch locally, reach a wider audience (including younger members), promote Neighbourhood Watch as a means to prevent crime and build community cohesion, engage current members with actions they can take, share national Neighbourhood Watch campaigns and messages, and those of partner organisations, and signpost to accurate information.

Because social media is instant, it can be a very useful crime prevention tool, warning residents in a timely manner and making them more vigilant.

It can be used to alert residents to suspicious activity in your neighbourhood, spread the word about Neighbourhood Watch events and personnel changes, communicate on recent crimes in the area and successes in apprehending offenders, alert residents to personnel changes of local police/ community safety

teams, provide warnings about new types of scams and reminders on how to report scams.

In terms of increasing community cohesion social media is also a great tool in emergency response situations (e.g COVID-19, flooding), and for arranging events locally, such as litter clean ups, street clean ups, street parties, community lunches or book hides.

It is vital when representing Neighbourhood Watch on social media we aspire to achieve our vision and mission and that all posts and conduct are aligned with our core values.

We have created guidelines in how social media posts can align to our six core values of being neighbourly, community-focused, inclusive, proactive, trusted, and collaborative.

Click here to see our **Social Media Guidelines** for Neighbourhood Watch groups.

## #LetsStayConnected

To celebrate Neighbourhood Watch Week in June, St Michael's Watch in Spencers Wood near Reading united with a renewed community spirit that was ignited during lockdown.

As seen in the collage, residents of Askew Drive and Halfacre Close came out for a brief respite from lockdown, despite still fashioning lockdown hairdos!



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## NWN Launches First Neighbourhood Watch Impact Survey

On Thursday July 30th we launched our first ever national Neighbourhood Watch Impact Survey with the aim of benchmarking whether membership of a Neighbourhood Watch scheme or living in a Neighbourhood Watch area has an impact on levels of crime, concern about crime, neighbourliness and the willingness of communities to work together.

The survey has been shared across our own social media and Neighbourhood Alert network and with partners and to date (4th August) we have already received over 20,000 responses. This is an amazing response in such a short time, and we are keen that everyone shares the survey as widely as possible with both Neighbourhood Watch members and non-members to ensure we reach as diverse a range of people as possible. The more we are all able to circulate the survey, the more comparable and useful the results will be.

The survey will close on 21st August 2020 so there is still time to complete it if you haven't already and to share it across your own networks and social media. We have produced some resources to help you to promote

the survey and these, and further information can be found on our [website](#). We aim to repeat this survey every 12–18 months to assess whether there are changes in these experiences and perceptions over time and will be providing updates on the results.

A promotional graphic for the Neighbourhood Watch Impact Survey. It features a dark blue background with yellow text. At the top, it says 'HELP US UNDERSTAND WHAT MATTERS TO YOU SO THAT WE CAN MAKE A DIFFERENCE!' in large, bold, yellow letters. Below this, in smaller white text, it says 'Have YOUR say about your community and how crime affects you'. In the center, there is a yellow-bordered box containing a white notepad with the text 'Take Our SURVEY!' written on it. Below the notepad, it says 'Visit <https://www.surveymonkey.co.uk/r/NWimpact>'. At the bottom, it says 'Neighbourhood Watch Network has launched our first National Impact survey and we are inviting EVERYONE to take part'. There is a small circular logo on the right side that says 'NEIGHBOURHOOD WATCH'.

## Our Neighbourhood series

### A new initiative for Young People in North Wales - call for participants!

**Are you a young person living on Isle of Angelsey? Do you know someone who is? Get involved and help us spread the word about this new NW initiative in North Wales. We really need your help, so if you know someone who might be interested, please pass the information on.**

Would you like to take a lead on a community project or a campaign, shape it and make it your own? Do you want to have opportunities to work with others in your community and make a difference?

We are looking for young people between the ages of 16-25, living, studying or working on the Isle of Angelsey to have the opportunity to design, develop and take a lead on a community project or a campaign, focusing on community connectedness and safety or centring around crimes affecting young people. The project will be shaped by yourselves with ongoing support from our community coach. If you would like to create a project to improve safety in your community or campaign against specific type of crime affecting young people, then this project is for you!

Through participation you can gain experience in both community development and project management, as

you will lead your very own initiative. All we ask is that it improves community connectedness and safety or centres around crime affecting young people. We can support you in campaigning on a specific type of crime, such as domestic abuse, hate crime, sexual violence, modern slavery and trafficking, or we can help you run a community project in your neighbourhood. You will get a chance to collaborate with local and national organisation, and with other young people in your area. Your micro project will be fully established by you and your community. Our community coach will be there to support you every step of the way, but you will be able to lead the project yourself. This really could be something great to put on your CV!

Let us know your idea and we will work with you to make it happen.

#### How to take part?

For more information and to join the initiative call or text Aga on 07827 837 730 or drop her an email to [aga.korfel@ourwatch.org.uk](mailto:aga.korfel@ourwatch.org.uk). This initiative is supported by Leaders Unlocked, who have recently produced a very informative report on young people experiences of policing during the pandemic. You can read the full report [here](#).





## SPOTLIGHT ON AGA KORFEL

### DEVELOPMENT MANAGER

'I felt extremely privileged to be able to deliver community engagement training to some local schemes early in the lockdown. It was a great pleasure to meet so many passionate and dedicated members, learn about their challenges and successes, and listen to so many interesting local stories'

#### What attracted you to work for Central Support Team?

This is quite an easy question to answer. The role of Development Manager sounded extremely interesting and it was pushing me to assess my perception of Neighbourhood Watch. Crucially, the ask posed by the role description seemed challenging, and I certainly do enjoy a good challenge! But to be fair, it was the team's passion and vision for the movement, which was transparent during the interview, that attracted me the most. So I can honestly say that it was the team itself, that attracted me to working for CST (pun intended!).

#### How does your position support the Neighbourhood Watch movement?

Through my work on Our Neighbourhood project, which will be introduced in individual spotlights in future newsletters (you can get a taster on p.4), we are trying to find the best ways for the charity to successfully engage with and develop in high crime areas, within under-represented communities and groups, and in areas of social disadvantage. We are testing whether NW supported social cohesion, and, in some areas, collective efficacy work together to create safer neighbourhoods and happier communities.

Project findings, engagement best practice and recommendations will be shared with all schemes and associations so that you can adapt them to your own local needs.

#### What do you enjoy most about being a part of Neighbourhood Watch?

Learning about and getting to know all the inspirational local schemes and exploring their community development efforts, is certainly what I enjoy the most. I should also say that I felt extremely privileged to have been able to deliver community engagement training to some local schemes early in the lockdown. It was a great pleasure to meet so many passionate and dedicated members, learn about their challenges and successes, and listen to so many interesting local stories. I am planning to deliver a few more webinars in the autumn (that is how much I have enjoyed meeting you all!), so keep an eye out for them.

As for the project work itself, I am particularly enjoying uncovering and creating new ways in which young people can become a part of the Neighbourhood Watch movement. I am very excited about sharing all my findings with you early next year!

## Introducing our new trustees

Following a skills audit of the Trustee Board at Neighbourhood Watch Network and a recruitment process we are delighted to announce the co-option of three new trustees onto the Board.

**Sue Pillar-Lea** is a former senior army officer who since retiring from the army was the Director of Volunteer Operations at SSAFA (The Armed Forces Charity) and has also been a trustee at the Internet Watch Foundation and a home for disabled forces personnel. Sue has great experience of leading teams, volunteers and volunteering, grassroots organisations and developing into hard-to-reach communities.

**Rebecca Bryant** is the CEO of Resolve a not-for-profit membership organisation focused on anti-social behaviour (ASB). Rebecca has extensive experience working with the Home Office and Ministry of Housing, Community and Local Government and has worked on or lobbied on much of the legislation we use today when making communities safer.

Prior to this Rebecca was the Lead for ASB Services then Lead for Crime and Disorder at Manchester City Council.

**Mohamed Hameda** is a young person currently studying Computer Science at St Andrews University. Mohamed has volunteered on the Westminster Youth Council, the Football Association Young Advisory Group and the Bank of England Citizen's Panel and volunteers on various projects in his community. Mohamed will bring a young person's perspective to the Board which will be a welcome addition particularly as we work and engage with more young people moving forward.

All three are keen to use their skills and experience to support Neighbourhood Watch in our journey to be the leaders in England and Wales in community-based crime prevention and to be more relevant and representative of all our communities. Voting members will be voting on them to become permanent Board members at the next AGM.

Over the past few months social media platforms, like Twitter, Snapchat and video calls, have been a great way to stay in touch with friends and family, share your thoughts and ideas and support others in the community.

Yet in some instances, the social distancing restrictions, such as school closures, have meant that individuals are isolated from their usual social circles, reducing the protective factors that these safe environments provide.

The online world is a necessity for many young people in accessing school work and it delivers huge benefits, not least in enabling us to stay connected. Unfortunately, there is a risk that increased online activity and feelings of stress and isolation may be exploited by online groomers who are looking to share hateful narratives and target vulnerable young people.

An understanding of digital safety can help the community to safeguard loved ones from a range of harms, whether that's child sexual exploitation, fraud, or extremist influences seeking to radicalise vulnerable people.

### Protecting young people in your community

There are a number of steps that parents, teacher and carers in the community can take to keep children and young people safe online. From improving digital safety, specifically among individuals considered potentially vulnerable, to sharing information so that friends and families can recognise concerns.

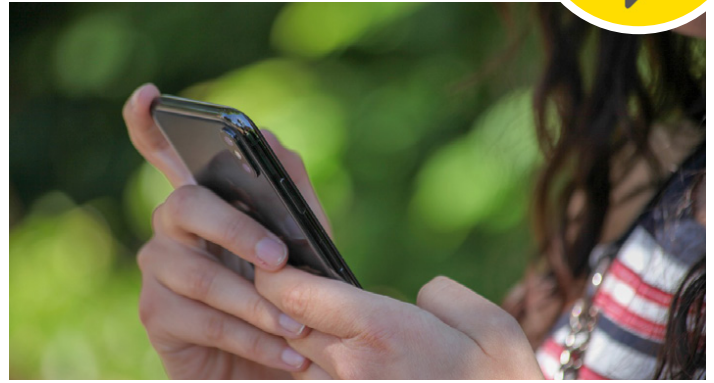
If you know the neighbours and friends in your network have recently downloaded new apps or bought new technology to help stay connected at this time, remind them to review and adjust privacy and safety settings if they have a child accessing the device.

The Government has encouraged Internet Service Providers to allow parents to easily filter content to put you in control of what your child can see online. Have a look through your devices to see what family friendly filters are available. If you need support doing this the UK Safer Internet Centre provides **guidance** and Internet Matters has also provided **step by step guides** on how to setup parental controls.

### Spotting the signs

Online exploitation can be really difficult to identify, it's a complex issue and it won't always be obvious that an individual is being drawn into extremist ideas online. However, everyone can have a role to play in keeping an eye out for the warning signs.

Although some of these traits may be quite common among teenagers, taken together there are indicators that the young person may need some help. These include exploring new and unusual websites, chat forums and platforms where they are speaking with 'new friends' or being secretive about their activity – particularly if coupled with watching, sharing or creating hateful materials online.



A young person may start showing a strong desire to seek new meaning, or start using language you wouldn't expect them to know. Some people also become increasingly argumentative, refusing to listen to different points of view.

Everyone in the community has the power to recognise these changes in someone's behaviour and signpost their family to helpful resources. The above are merely signs that they might need help, but no one knows their child better than the parents. There are lots of useful tips online from **how to discuss anxiety** to understanding and **explaining Covid-19** that you can either use yourself or share widely in the community.

### What to do if you're worried

It is important to safeguard your loved ones from a range of online harms. If you are concerned that someone close to you may be at risk of radicalisation, help is available to make sure they get the support they need to move away from harmful influences.

Teachers, healthcare practitioners, social workers, the police, charities, psychologists and religious leaders work together to safeguard those vulnerable to radicalisation through a safeguarding programme known as Prevent.

Prevent protects people from being drawn into hateful extremism – regardless of the ideology. It works in a similar way to safeguarding processes designed to protect people from gangs, drug abuse, and physical and sexual exploitation.

Receiving support through Prevent is voluntary, confidential and not any form of criminal sanction. It will not show up on any checks or negatively affect an individual's future in any way. The type of support available is wide-ranging, and can include help with education or careers advice, dealing with mental or emotional health issues, or digital safety training for parents; it all depends on the individual's needs.

With this specialist help, vulnerable people across the country have moved away from supporting hateful extremism, enabling them to live more stable and fulfilling lives. To find out more about this service and further advice on staying safe online visit: **Lets Talk About It and Educate Against Hate**.

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## ALI'S STORY

Ali is a 13 year old boy from Yorkshire. He was witnessing domestic abuse at home, and isolated and suffering from racist bullying at school. He began watching violent videos online and thinking about revenge. He expressed a wish for the school to be 'bombed by ISIS' and a desire to fight for them, and showed a fascination with extreme violence while spending his time alone on online platforms, hearing from those with similar views.

After concern from school social workers, local Prevent staff put in place a comprehensive package of support for the family as a whole. Ali received education from an Imam on ideologies, mental health support to tackle anxiety and confidence issues, and was introduced to a Young Leaders youth group which let him socialise with people of his own age in a positive manner.



Ali has grown in confidence and self-esteem and is no longer supportive of terrorist ideas. He's now a youth leader in his local community while his mum has expressed gratitude for the support she and her son received.

## Visitors urged to follow the Countryside Code

We have linked up with the CLA to find out more about the Countryside Code. The Countryside Code aims to help everyone respect other people, protect the natural environment and enjoy the outdoors.

It is there to ensure visitors enjoy the countryside safely by planning ahead of their visit, maintaining social distancing, keeping dogs away from livestock, leaving gates as they find them, taking litter home and avoiding having barbecues in public spaces.

The CLA, which represents 30,000 farmers, landowners and rural businesses across England and Wales, sees this upcoming holiday period as a real opportunity for visitors to make the most of the beautiful countryside.

The CLA has produced an array of graphics which capture some of the key rules to follow in the countryside, such as the one below.



CLA President Mark Bridgeman said:

"Our message is clear. People are hugely welcome in the countryside, and we want to help them to enjoy it safely and responsibly.

"We believe this is a fantastic opportunity both for our regular visitors and for the many first-timers. We know the countryside can do wonders for people's mental and physical health, and it can also help them understand the natural environment, including how food is produced in Britain."

Leave no trace of  
your visit,  
**take all your  
litter home**

The Countryside Code



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#RespectProtectEnjoy

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