Neighbourhood & Home Watch Network (NHWN)
Strategy to Street Event
November 28, 2016
London
On November 28, 2016 the Neighbourhood and Home Watch Network hosted a *Strategy to Street* event in London to update delegates on the progress of our 2015-20 *Strategic Plan* and to look more closely at the emerging threat of cybercrime to our communities.

As chair of the board of trustees I was delighted to welcome 130 delegates - that included representatives from 39 of the 42 police force area associations of England and Wales, and delegates from 12 London boroughs - as well as our police partners and invited speakers.

We were also pleased to welcome representatives from our valued sponsors the Co-op Insurance and ERA Home Security.

Earlier this year the-then Home Secretary Theresa May launched the new *Modern Crime Prevention Strategy* that credited the work of Neighbourhood Watch members in helping to reduce burglary and car crime rates dramatically over the past 20 years.

The tireless commitment of our members to the Neighbourhood Watch movement has delivered tangible results that we can be deservedly proud of.

Now a new threat is emerging to householders and, where once our doors and windows were our weak spot, now the telephone socket, broadband cable and wi-fi router pose a new but equal threat to our families’ security.

Cybercrime affects all ages and communities and our members have told us they want to learn more about how we as the Neighbourhood Watch movement can help tackle it together.

So we put together a day-long event so delegates could hear from brilliant speakers with a wealth of experience and knowledge to share with our members about this emerging threat.

Then after a delicious lunch, four interactive workshops were hosted to give delegates the chance to share information and best practice to take back to their own areas.

This short report is an opportunity to share information from the event to show how colleagues from across our movement are tackling the emerging challenges we face.

With my continued thanks for the work that all our members do to keep our communities safe.

Lynn Farrar
Chair of Neighbourhood & Home Watch Network (NHWN)
During the consultation and engagement process for our 2015-20 Strategic Plan members told us to focus on some key objectives. I was delighted to be able to update delegates on what was asked for and what my team has achieved.

**Members told us they wanted:**

- **A strong professional brand.** We have refreshed our brand and iconic roundel - 99% of the population know who we are!
- **To attract new members.** We've developed a new national website and built a template for free force level association microsites to help drive the public to Force Level Associations.
- **Raise the profile of the movement.** We have undertaken several national campaigns with our partners and sponsors – the latest with our sponsor the Co-op Insurance - reached over 51 million people.
- **Increase governance at police force area association level.** At the AGM in July, it was ratified that the charity’s ‘membership’ will be expanded from regions to Force Area Associations ensuring strong governance remains at a national level. A new Code of Ethics has been developed and rolled out for local signup of it. We know that it’s been applied and worked to resolve matters locally in several areas.
- **Have access to free resources.** We have secured a 4 year deal with the Co-op Insurance and a 5 year deal with ERA. The Co-op provided 500,000 free window stickers and both helped to contribute towards the cost of printing 500,000 Members’ Guides in 2016.
- **To be able to prevent new and emerging crime.** The Strategy to Street event is in line with members’ requests to focus on cyber-crime so members have more information about preventing it.

**There is still a lot more we need to do together and our focus for 2017 is:**

- **The roll-out of the permanent trademark licences.** The transfer of the trademark from the Home Office took longer than anticipated but we will be ready to progress in early 2017.
- **The roll-out of the Partnership Agreement** and to continue to support those Force areas/London boroughs that perhaps require additional support to help them work more effectively.
- **To set up a new charity called the Neighbourhood Watch Network** which is a new type of organisation which has both charitable status and the benefits of a Limited Company. Once this has been established we can then formally adopt the extended “membership” to Force Area Associations rather than just the previous regions who were able to vote nationally.
- **Develop a national Communication and Engagement Strategy** as we need to be clear about who we need to engage and how and at what level throughout the movement. Review the customer journey so that it’s easy and relevant for people to join.
- **Develop stronger understanding and support from partners** including the police and PCC’s where we will identify what their needs are and how we can meet them.”
Our guest speakers

We invited five dynamic speakers to address delegates about the emerging challenge of fighting cybercrime. The response from delegates to our speakers was tremendously positive and we are grateful to them for giving their time so generously.

Commander Christopher Greany, National Coordinator for Economic Crime – The City of London Police, NPCC lead for Identity Crime, Counterfeit Currency and Cyber Protect, took delegates through a sobering assessment of the scale of modern cybercrime.

Tony Neate, Chief Executive of Get Safe Online shared the practical tools and campaign materials available for free to NW members to help raise awareness about cybercrime and protect our communities from cybercrime.

Nick Keane, Digital Engagement Lead at the College of Policing, talked through the challenges and opportunities presented to Neighbourhood Watch by using social media to develop modern networks.

Our keynote speaker was Paul Lincoln, Director General of the Crime and Policing Group at the Home Office, who outlined the Government’s Modern Crime Prevention Strategy. He spoke of how organisations like Neighbourhood Watch can work together - as we did to reduce burglary and car crime - to tackle the new challenges that face our communities.

Mike Douglas, product director of VISAV, outlined how the scheme register and Neighbourhood Alert continue to be key tools in communicating safely with our registered members and introduced the new Rapport app.
Workshop 1: Implementing the new Partnership Agreement
Led by Lianne Taylor, Community Engagement and Membership Director, NHWN

The aim of the workshop was to look at the implementation of the Partnership Agreement - which was agreed at the AGM - and to launch the light-touch version and to work through how this would be implemented.

The workshop presented the framework and timescale for the roll-out of the Partnership Agreement and the support and assistance available to Force Areas/London boroughs in developing the work required over the next couple of years to implement it.

It included how the Partnership Agreement has been developed and how Force Area Associations have helped in shaping the Agreement. There was step-by-step guidance for each stage and how the framework will assist in the development of the Neighbourhood Watch Network.

It also included the updated details regarding Logo Licensing and how Force Areas will be able to sub-licence the use of the brand once the Agreement is in place.

The Agreement includes the focus group reviewed and renewed logo licencing, and the right to sub-licence.

It includes the details of the recognised, potential and existing working relationship arrangements between Neighbourhood Watch Network, Force Area Associations, the Police and our partners. Some Force Area Associations shared their concerns as to the implications of signing such an agreement and specific queries were raised regarding the original governance relating to the Partnership Agreement.

The latest version is a lighter framework as Force Associations had asked for a simplified version. Delegates discussed how different areas use different language and terminology to reference themselves, their districts, their schemes etc. We recognise that one size does not fit all.

That’s why the Partnership Agreement is designed as a basic framework which Force Area Associations can develop or indeed in some cases, simply add to support an already well-established model that is already working well.

For those police Force Areas without Associations, or those who are currently redeveloping theirs and reinvigorating it, the new Partnership Agreement gives the tools and encouragement to develop while the aim of positive partnership relationships is developed, not rushed or enforced.
The aim of the workshop was two-fold: to discuss the opportunities presented to the Neighbourhood Watch movement by utilizing the various digital & social media communication channels and to help NHWN provide new guidance for our members on how digital engagement can be used safely and effectively to strengthen communication across our NW network.

The workshop was led by Nick Keane, and he was supported in both workshops by PC Mark Edwards, a Safer Neighbourhoods Officer from West Mercia Police who has helped support Stourport-on-Severn Neighbourhood Watch in their hugely successful Facebook page.

The town of Stourport-on-Severn in Worcestershire has a population of just 22,000 yet the Facebook page, created by Craig and Deborah Cox of Stourport-on-Severn Neighbourhood Watch, now has more than 2,000 active local followers. The page has had an impressive 250,000 interactions since it was launched in 2015 and it now plays a key part in the community and, importantly, preventing and detecting crime.

Delegates in this workshop were challenged with some broad questions to aid discussion.

They included:
- What’s your experience of using social media in your Force Area’s and boroughs?
- What’s working well and what’s not?
- How can NHWN help you minimise risk to your Association and to the NW brand by safe practices on social media?
- How would social media guidance fit with our Partnership Agreement?
- How can we encourage Facebook users to join the Scheme Register so we can map our members across the country?
- How do we find members with the appropriate skills to help?

The principle outcome from the workshops was that guidance and help was needed for the Neighbourhood Watch network and providing that guidance should be a priority for NHWN in 2017.

To help provide that guidance it was agreed that a focus group should be convened in early 2017 to provide detailed input to forming that guidance.

You can follow Nick Keane on Twitter @nickkeane and see Stourport-on-Severn Neighbourhood Watch on Facebook STOURPORTNHW2015
Workshop 3 : Neighbourhood Watch and Cybercrime - featuring Hertfordshire Police and Thames Valley Police
Led by Jayne Pascoe, Police and Strategic Partnerships Director, NHWN

The aim of this workshop was to share what Force Area Associations and London borough areas can do to cascade information about Cybercrime to NW members and our wider communities.

Julie Lloyd (pictured left with Sue Thompson from Hertfordshire) works for the Hertfordshire Police Community Safety / Watch Liaison Team and she shared a series of examples of how they are involving their Neighbourhood Watch members in their work to prevent and protect people from cyber-fraud. Her input gave delegates plenty of ideas they could take back to their own force areas.

Julie highlighted the wide selection of material that has been developed within Hertfordshire, covering different areas of cyber fraud, that is suitable for NW associations to print off and use for events, in NW welcome packs and to circulate to members via their messaging system. Read more here.

Hertfordshire Force Area Association has worked closely with Get Safe Online to produce a streamlined version of a cybercrime awareness training package that is suitable for NW coordinators to deliver to their NW members.

Also available is the Hertfordshire On-line Citizen Academy that contains, amongst other modules, step-by-step advice for residents, businesses and employees on combating cyber-fraud. Anyone can register for this service – whether they live inside or outside Hertfordshire.

Other notable practice is their work supporting elderly people; through Senior Watch, OPAL (Older Persons Awareness and Learning) events and specific advice targeted at older people.

Hertfordshire is happy to share all the information and training materials they have produced for other Neighbourhood Watch Force Area Associations to use, but would ask that they are referenced as the source on all documents produced by other areas.

Thames Valley Police also gave an update on the work they are involved in to support the Home Office to test whether targeted messaging works to change people’s behaviour to become more protected against on-line crime.
Workshop 4: On-line Members’ Tools

Led by Kate Algate, CEO, NHWN
with support from Mike Douglas, Product Director, VISAV

The aim of the interactive workshop was to identify and discuss the tools needed for coordinators to manage their schemes and to engage with others in their neighbourhood.

Delegates were asked to discuss the current role of the coordinator and how the role may look in the future. A debate was held regarding how and why the public may want to join Neighbourhood Watch and the potential barriers around that.

The focus was regarding digital platforms and the desire for the public to be able to find relevant information instantly and to be able to make contact directly with their coordinator or main point of contact for their area. Other digital platforms such as Next Door and Trygve were also raised to how communities can easily connect with each other in other ways but very similar to Neighbourhood Watch.

Mike Douglas presented Rapport - the free tool available for all Neighbourhood Watch Multi-Scheme Administrators (MSAs) which provides a light touch administration platform to manage the scheme register and to send messages out to members across their patch. The mobile-optimised tool can be accessed by going to www.mobile.neighbourhoodalert.co.uk/20/mobile and choosing Neighbourhood Alert and logging in with your normal MSA login and password. All police forces can also access the tool for free under the national licence which NHWN holds if their force doesn’t have a Neighbourhood Alert licence. Interested officers need to contact the NHWN office and ask to speak to Lisa Douglas.

Throughout the discussions, it was clear that coordinators were still held in high regard by delegates and that they should remain a key focus throughout the movement. However, it was debated how the role could be enhanced and be clearer and valued more and that the coordinator was still the conduit between the neighbourhood and the police.

The use of technology should also play a vital role in that, and the ability for a verified coordinator to be able to see new registered users on the Alert system who have ticked that NHWN can see them, could go round or send them a message to say who they are and to see if they would like to join the scheme.

It was picked up around the room that some coordinators are not being proactive in recruiting new members and this new way of engagement could drive new members to join up.
Thanks to our all our delegates for making it such a memorable day.
“The morning’s speakers were inspirational. Full of information, enthusiasm and totally relevant to our needs.”

“Very much enjoyed the event, please pass on my thanks to all involved for the time and effort put into arranging it.”

“The event provided a greater insight into issues I had little knowledge about and allowed the opportunity to network and meet similar minded people from around the country.”

Our feedback

Thank you to our delegates who did provide useful and welcome feedback from the day.

And while we acknowledge that there were elements - like at every event - that could have been improved we were delighted to hear that delegates found the event useful. It’s clear that organising events such as these is welcomed and valued by our members.

Of those delegates who gave feedback we were encouraged to see:
- 28% of those attending had not attended a NHWN event before - we welcomed this engagement from new Force Areas and London boroughs.
- 78% found the speakers excellent or good.
- 91% rated the event satisfactory through to excellent overall.

“It was clear that all the speakers were expert in their fields and all delivered their message in an interesting and engaging manner.”

“The session convinced me that this is the way forward.”

“The element I liked most about the event was a good choice of experienced people talking about crime. I took away a lot of good information.”

“Tony Neate was very good. His talk was interesting and appropriate to how NHW can help.”

“The cybercrime workshop gave me a lot to think about ‘back at the ranch’ regarding the very real threat cybercrime poses to us all. Further work is obviously required at Force Area Level to combat this area of criminal activity.”
Thank you to everyone who attended the Strategy to Street event and for the feedback that has been provided.

It was so good to see so many well-known colleagues but also to meet some new faces too from across our fantastic network.

My team have spent a lot of time since the workshop looking at how NHWN can further support our membership going forward and we are looking forward to helping our members do that in 2017.

But there are also undoubtedly some wider key learning points from the event regarding how NHWN engages with our Force Areas/London boroughs and our wider movement that we need to address.

Prior to the event we already had plans for a refreshed Communications and Engagement Strategy and feedback from the Strategy to Street event will now feed into this process - so thank you for that.

More details will follow in 2017 so please look out for our NHWN Bulletins.

If you would be interested in getting involved with the further development of the Communication and Engagement Strategy please contact enquiries@ourwatch.org.uk

With my thanks and best wishes for your continued support of our movement.

Kate

Kate Algate, CEO, Neighbourhood & Home Watch Network (NHWN)