Community Champion Pack

Resource and information

Welcome!

Dear Volunteer

We would like to welcome you to Neighbourhood Watch- the largest volunteer-led crime prevention charity in England and Wales.

The role of our Community Champions is so important because it harnesses the skills and motivation of locally connected people, like you, within the community for the sole purpose of raising awareness of crime prevention and improving community wellbeing, which go hand in hand. By taking positive action to reduce the fear of, and the opportunities for, crime to occur, you can play a key part in improving the wellbeing of your community.

Your existing community connections will enable you to pass vital information to the heart of your community. You will also have the opportunity to broaden these connections, with other local community groups, schools, resident's associations, and local people, through email, social media and face to face, to help share community safety and wellbeing advice more widely.

The purpose of the Community Champion project is to connect and educate local people, and to empower them to protect themselves, their loved ones, and their neighbours against the types of crime and challenges that affect your community. You will connect victims to help from local support agencies, help people to report crime, and lead the call to action from within your community to pull together as a strong force against crime and to overcome challenges. We will provide training and support and help get you connected with local people and partners who will be able to support you in your role.

We look forward to working with you and helping your community become more resilient and active in crime prevention and community wellbeing.

Best wishes,

CA Spruce

Cheryl Spruce
Head of Membership and Community Engagement
NEIGHBOURHOOD WATCH NETWORK

Content

Role description

Community Champions help promote and encourage residents to take positive action towards crime prevention and community wellbeing.

In your role as a Community Champion volunteer, you are expected to:

- Engage the local community in conversations about crime prevention and community wellbeing through various platforms, which may include social media, emails, face-to-face meetings and public community events
- Share crime prevention and wellbeing advice and make people aware of the types of crimes being committed and how to report them. (e.g. raising awareness, sharing resources and advice about how people can protect themselves against crime, etc.)
- Assist to reduce the risk factors that contribute to a community member becoming victim of crime by raising awareness and signposting to various support partners, (e.g. social services, National Trading Standards, local policing teams, Age UK, CrimeStoppers, Victim Support, etc.)
- Report back to us each month with the activity sheet provided to you.
- Support or lead community events and activities, which may include litter picking, environmental audits, leaflet distribution, problem solving etc.

In return, our volunteers experience the following benefits:

- Gain transferable skills, knowledge and training in crime prevention, community wellbeing, community networking and social media
- Develop relationships with other community groups to provide crime prevention and community wellbeing advice
- High impact volunteering to address specific issues within your community that have significant relevance to you and other residents
- Meeting with, listening to and learning from fellow community members
- Use professional skills from your work experience to help communities become more resilient to crime and community challenges, e.g. financial management, IT skills, and advocacy
- Use your community connections to create a safer, stronger and more resilient place to live and work
- Use your life experience and spare time for the good of your community
- Tailor your volunteering experience according to your time commitment and your area of expertise or interest in this field
- Enhance your learning by specialising in a particular area of crime or community wellbeing should you wish to do so

Our Code of Ethics

Neighbourhood Watch aims to build safer, stronger and more resilient communities

To further these aims and to ensure public confidence in Neighbourhood Watch, members and volunteers should adhere to these ethics and standards, and policies adopted by the Neighbourhood Watch Network.

Honesty and integrity
You are truthful and trustworthy. You always do the right thing. You will be honest and act with integrity at all times.

Fairness, respect and courtesy
You act with self-control and tolerance, treating everybody with respect and courtesy. You respect the rights of all individuals.

Leadership, objectivity and openness
You lead by good example. You make choices based on facts and your best judgement. You are open and transparent in your actions and decisions.

Selflessness
You act in the public interest.

Responsibilities and accountability
You will be diligent in the exercise of your responsibilities. You are answerable for your decisions, actions and omissions.

Confidentiality
You will treat information with respect, and in accordance with the law.

Equality and diversity
You act with fairness and impartiality. You will not discriminate unlawfully or unfairly.

Conduct
You will behave in a manner which does not bring discredit upon Neighbourhood Watch or Neighbourhood Watch partners or undermine public confidence.

Our Values

In all our work and relationships, we will be relevant, accountable and inclusive. We aspire to be:

- **Neighbourly**
  We aspire to be good neighbours.

- **Community focused**
  We bring people together.

- **Inclusive**
  We are welcoming to all people.

- **Proactive**
  We are active within communities and we are relevant in today's world.

- **Trusted**
  We are dependable, caring, respectable, approachable, and supportive.

- **Collaborative**
  We work as a team, in partnerships and within communities.

Our Social Media Guidelines

No one way is right or wrong, it depends entirely on what suits you. But if you haven't ever considered the possibility of using social media to communicate with your community members, it could be worth exploring. Social media is **free**, **convenient**, **instant**, and surprisingly **easy to use** – most social media platforms are very intuitive and provide clear instructions for setting up pages or groups

You can add images or videos, invite comments and start conversations, and connect with other like-minded people and groups in your community. Social media can be fun! People are naturally social creatures so it's satisfying to see comments and likes on your posts.

As well as providing you with a quick and easy way of communicating among your community network, social media offers real-time news and information discovery – a real bonus for spreading the word about things going on in your neighbourhood in a timely fashion.

Using a social media presence lets people know that Neighbourhood Watch is an active and important part of their world. And having an active account has been shown to generate connectiveness with your community.

To support groups in using social media we have created **'Social Media Guidelines for Neighbourhood Watch Groups'** as well as 'How to Guides' for **Facebook**, **Twitter** and **WhatsApp.**

Our social media guidelines are aligned to our six core values of being neighbourly, community focused, inclusive, proactive, trusted, and collaborative.

Our 'How to Guides' will show you how to set up pages or groups and how to administer these to best-practice guidelines. It will also offer some advice on how to monitor engagement, so that you can track what works and what doesn't. The guides focus on three of the most popular social media platforms – Facebook, Twitter and WhatsApp. All of these enable you to communicate online with others, either with a whole group of people or with just one person at a time, but they all operate in slightly different ways.

The images in these step-by-step guides are a mix of desktop computer images, for Facebook and Twitter, and iPhone images for WhatsApp. This is only relevant if you have not already set up your own account.

If something doesn't make sense while you're following these guides, or you have a question that isn't answered here, the best thing to do is simply to Google your problem. The internet is a great resource and should provide you with the answer to any question about using these social media platforms. If that fails, do contact us and we will be able to help

Email guidelines

Establishing good practice when communicating with members, partners and groups is essential, especially when using people's data such as email addresses. We have put together this guide, in response to requests, to support you in sending effective and safe emails to your email lists. Many of you may already use email platforms that automatically hide a person's identity from the other recipients, if that is the case, please continue to do this.

1. **Emails to multiple recipients should be sent using Blind Carbon Copy (Bcc) -** Using Blind Carbon Copy eliminates the risk of sending the personal information of other recipients to everyone in the list and helps protect their privacy. In situations where a separate email is generated for each recipient, use of Blind Carbon Copy functionality is not necessary. Always obtain permission from the recipient to share their email address with others.

2. **Try not to send out forwarded emails to your recipient list –** Many of us receive forwarded emails from our trusted sources and think nothing of it. However, we should be diligent and use best practice by not sharing it further but select content from the sent email that is relevant to your community/scheme. This prevents sharing other people's email addresses without their permission.

3. **Email's should have a subject that clearly defines the purpose of the email -** Ambiguous subject lines make it difficult to differentiate between legitimate emails and spam or phishing emails. As a result, an email may be inadvertently ignored or deleted. Unnecessary tags, such as RE and FWD, should also be avoided.

4. **Consider the content of the email –** Is the content relevant to the audience you are sending it to? Many of us are guilty of sending emails with too much content. Keep messages concise and to the point.

5. **Avoid sending attachments in email from untrusted sources** - Email attachments are a common tool for propagating computer viruses. As a result, some users are hesitant to open unexpected attachments.

6. **Avoid hyperlinks to third-party websites from untrusted sources (NWN is a trusted source!)** - Spam and phishing emails often include hyperlinks to malicious websites. As a result, recipients may be hesitant to click on a hyperlink even in an email that appears legitimate.

7. **Consider adding a signature to the end of an email –** Including your name and contact details to your recipients at the end of the email provides recipients with alternative means to contact you and identifies your role.

Useful links

https://www.ncsc.gov.uk/section/information-for/individuals-families - Guidance from NCSC

https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/what-is-personal-data/ - Guidance from ICO

Training

During the next few weeks, we will provide you with access to training, via online group sessions, online training programmes (e.g. Friends Against Scams) and task you with research into specific areas. You will have the opportunity to use this knowledge to raise awareness of specific issues and to offer signposting to help community members to understand how they can reduce crime risks and how to report a crime if it did happen.

In every communication, try to include a call to action for your community. This is because simply raising awareness is not enough. If nothing is done as a result, nothing changes.

Topics which will be covered in the training will include:

- ✓ Crime prevention awareness
- ✓ Raising awareness of specific crimes and wellbeing issues
- ✓ How to use your messaging
- ✓ Getting the best out of connecting communities
- ✓ How to answer queries and signpost people to support networks and partners
- ✓ How to monitor your activities
- ✓ Connecting with your local partners

You will also have the opportunity to access additional training on specific topics.

Types of messaging to send

There are various types of messaging on social media to send and the most effective are ones which contain an image or video and a short amount of written content.

Deciding on a topic is also very important and having support from your local Neighbourhood Watch Association, policing teams and us at Neighbourhood Watch Network is important.

Putting together a calendar of different events or campaigns can be a good idea. For instance, during October many areas start their burglary campaigns because this is a time when days are getting shorter and providing burglars with the cover of darkness. However, this isn't the only time of the year that there is an increase in burglary. The summer months, when it is so hot that we instinctively leave our windows open, again provide ample opportunities for burglary to happen.

As we shop more and more online, we can find ourselves becoming more complacent about what we share and have a false sense of security, as our skills get more proficient, our guards can lower, making us more likely to become a victim of online fraud.

During the recent lockdown, we saw a large increase in opportunistic crime. By reminding people what actions to take to reduce the opportunities for theft, this can have a positive result in preventing crime when people followed the actions suggested.

As a Community Champion, how you use and share messages is important. During our training we will be exploring this further.

Share messages from our social media channels:

Facebook: https://www.facebook.com/ourwatch
Twitter: https://twitter.com/N_watch
Instagram: neighbourhood.watch.insta
LinkedIn: https://www.linkedin.com/company/neighbourhood-watch/

Examples of messaging

We Support National Hate Crime Awareness Week

STOP HATE UK — STOP HATE. START HERE

NEIGHBOURHOOD WATCH

#WeStandTogether
#NoPlaceForHate

Raising awareness of National campaigns by partners.

Message:

We are very proud to support raising awareness of Hate crime in our communities. #WeStandTogether #NoPlaceForHate @N_Watch

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"We support our older generation know about SCAMs and how to prevent becoming a victim"
Volunteer, Merseyside

www.ourwatch.org.uk/crime-prevention

Raising awareness of crimes targeted against specific demographic groups.

Message:

Did you know you are more likely to become a victim of scams if you are aged over 65 years? You can take positive steps to reduce this by following some helpful advice available on NW website **SCAMS**

Does Cyril really need his roof repaired?

Help Cyril and other neighbours take a stand against doorstep crime

Advice for you to share:
- Display a NO COLD CALLING STICKER on your door
- Keep your front and back doors locked
- Seek advice from a trusted person about reputable traders
- Do not engage with cold callers at your door
- If you feel threatened call 999, if they don't leave, if they don't then call police on 101 or if you feel
- You are entitled to a 14 day cooling off period if you sign a Contract or purchase something at your door
- Report ALL suspicious activity

Citizens Advice
0808 223 1133
Action Fraud
0300 123 2040
Local Trading Standards Team
Your Neighbourhood Watch Coordinator

Rogue Traders are in YOUR area
www.ourwatch.org.uk

Raising awareness of crimes in a certain area

Message:

In October, there were 33 burglaries in Brockley. By becoming more vigilant, reporting suspicious behaviour and making sure you double lock your doors, you can help reduce opportunity for burglars to target your property.   You can take positive steps by following some helpful advice available on NW website **BURGLARY**

IN OCTOBER 2020, THERE WERE 33 BURGLARIES IN BROCKLEY

WINDOWS: INTERIOR: DOORS: EXTERIOR:

Making some small changes, that cost nothing, to your property and lifestyle, can make all the difference

In some areas, by joining or starting an ACTIVE Neighbourhood Watch scheme, following crime prevention advice, members saw a 30% reduction in burglary. Being connected with your neighbours and community, raising awareness and acting upon it shows results

Visit: www.ourwatch.org.uk

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

How to measure your work

As with all projects, we can only measure the effectiveness of it through monitoring what activities were carried out, how many people were reached, and any stories, quotes and feedback – positive or negative. We will provide you with a form(shown below) to complete on a monthly basis. We would ideally like you to complete it on your computer and send it back to us on the 2nd of each month.

Community Champion – Monthly Activity Form

Your Name:

Your Area:

Date of activity	Activity	Platform used – add link on here	What was the reach?	Comments/advice given/action taken
2/12/2020	Scam awareness – doorstep crime	Facebook	Views 2,304 Likes 52 Shares 33 Emails sent 0 People 0	Positive comments given Someone said they had been a victim – signposted to Trading Standards and Action Fraud
			Views Likes Shares Emails sent People	
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Send these to cheryl.spruce@ourwatch.org.uk on 2nd of each month, indicating your monthly engagement activity.

Contact information

Neighbourhood Watch Network

General Enquiry Line

Telephone: 0116 4026111

Email: enquiries@ourwatch.org.uk

Website: www.ourwatch.org.uk

Cheryl Spruce – Head of Membership & Community Engagement

Mobile: 07534 689852

Email: cheryl.spruce@ourwatch.org.uk

Social media platforms

Facebook: https://www.facebook.com/ourwatch

Twitter: https://twitter.com/N_watch

Instagram: neighbourhood.watch.insta

LinkedIn: https://www.linkedin.com/company/neighbourhood-watch/