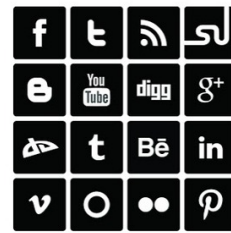
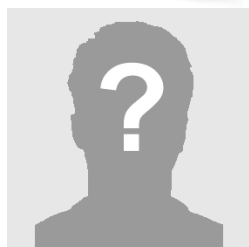
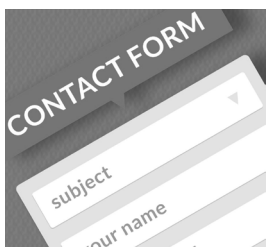


# NEIGHBOURHOOD WATCH

## Website Feedback

### Feedback from young people:

- A website was felt to be very important and it should have basic information on what NHW is, contact details for Area Coordinators, and be used to direct people to social media where most of the content should be held.
- A section for different ways you can get involved – pick and mix of options for different people with different time availability and skills
- Use of a contact form would be less scary than having to pick up the phone or send an email to a person, so should be an option
- Links on the website to external partners or info sites like Fearless, Childline, local LGBT, DA, CSE, mental health help, etc.
- Sell it as having someone you know to talk to rather than the police – link to crimestoppers
- Bios of people involved already (Mavis is a nurse, she is 40 years old, has lived in the area 20 years, etc.) to humanise it a bit
- Use videos to explain what it is NHW does – also pictures and memes – less word heavy
- There should also be a forum



### General feedback:

- Have some sort of mechanism to fill the feed with National NHW stories for when local news hasn't been written up (so there is always up to date content)
- Have the events page as a calendar rather than like a blog – encourage members to advertise other relevant local events too even if they are not directly involved
- For the Crime Prevention pages Calvin (calvin@thecrimepreventionwebsite.com) from the Crime Prevention website said he is very happy for us to use his copy on relevant advice and to link through – there is really strong detailed advice in there and it is a shame we are not using it. Especially his self-assessment tool
- The 'useful links' section should be called 'support' or something along those lines. It should be broken down into national (so Childline, Victim Support, etc.) and then local support organisations that work with victims such as hate crime charities, LGBT support, Domestic Abuse, etc.
- The Local Area page should have the names, locations, and contact details of the street coordinators for each area, broken down by town. Then have links to any external content
- Contacts should be a form as well as email and phone contacts for area coordinator
- The members section should explain how to become a member and what being a member means. Also how to become street coordinator etc.
- Social media needs to be prominent on the front page
- More images, infographics, videos on the front page and throughout

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%

**Of those  
surveyed want  
to find out about  
NHW online**