

Nesta/DCMS Centre for Social Action Innovation Fund Phase 2 Evaluation Report Summary Sheet

Grantee Name	Neighbourhood Watch Network
Programme Name	Communities that Care
Fund Name	Connected Communities Innovation Fund
Stage of Development	Early Stage
Evaluation Partner	m2
Date Completed	April 2020
Budget	£12,500

Project Overview

Neighbourhood Watch Networks's (NWN) Communities that Care project aimed to increase fraud resilience among older people and thereby reduce the likelihood that they will become victims of fraud.

Communities that Care aimed to develop and test a framework within which community-based support in crime prevention and victim care can be provided by trained volunteers within communities. It focused on training Neighbourhood

Watch staff and existing and new volunteers to advise and encourage older people (aged 65+) to better protect themselves from fraudsters, to recognise when a fraud has been committed and how to report it, and give practical and emotional support to older people who are victims of fraud to reduce re-victimisation and help them to cope and recover as quickly as possible.

The project took place in AylesburyVale and began in June 2018. The initial phase focused on designing and testing a prototype of the service before extending to a larger number of beneficiaries and volunteers in 2019. The whole programme ran until January 2020.

The funding focused on developing the initial Communities that Care programme, with the aim to codify the learning and replicate the successful elements of the project to other geographies beyond the lifetime of the fund.

Headline Findings

The Communities that Care project demonstrated the effectiveness of a locally led, volunteer-driven programme in addressing both older peoples' experience of fraud and the anxiety it causes. It made a difference to the communities that it operated within. Volunteers have been

enabled to deliver effective fraud prevention advice, and the project's partners and stakeholders recognise the value of the work.

The programme has been particularly successful in:

- Raising awareness and knowledge about fraud.
- Increasing the confidence of some elderly residents to recognise and report fraud.
- Being flexible in how the programme is delivered including through utilising a variety of approaches to engage residents.
- Identifying more vulnerable residents for particular support.
- Providing small pots of funding to allow volunteers to deliver activities.
- Engaging and training volunteers to deliver the work.
- Increasing the local sense of community in some areas by giving residents the opportunity to meet and talk with other residents who they would not normally have the chance to interact with.
- Effectively working with stakeholders and partner organisations.

Evaluation Approach & Methodology

The evaluation approach aimed to develop evaluation activities that were as robust as possible whilst being proportionate and acknowledging NWN's time and resource constraints. The intention of the qualitative work was to understand the impact of the project upon residents, volunteers and stakeholders through depth interviews.

The evaluation included five activities.

1. Qualitative depth interviews with NWN beneficiaries. Potential beneficiary interviewees were recruited through volunteers and coordinators. The interviews with older people who had engaged with Communities that Care and were held face-to-face, in public meeting places. A total of nine beneficiary interviews took place. A purposive sampling approach was taken.
2. Qualitative depth interviews with NWN volunteers. Five volunteers were interviewed. The volunteers were recruited through the Community Engagement Manager. The interviews were carried out by phone and lasted between 30 minutes and an hour.
3. Online survey of NWN volunteers. This was sent out by the NWN Community Engagement Manager to all the volunteers for whom NWN had email contact details in November 2019 (83).
4. Depth interviews with a sample of NWN's stakeholders. NWN identified and contacted key stakeholders to get permission for m2 to set up interviews. m2 developed a topic guide, and conducted depth interviews over the phone with a total of seven stakeholders.
5. Analysis of NWN's milestone monitoring collected for Nesta.

Quantitative

Qualitative

Mixed

Impact Evaluation

Process Evaluation

Economic Evaluation

One-off evaluation

Developing internal
evaluation capacity

Evaluation Implementation Challenges and Limitations

Since Communities that Care was an 'early-stage' project, it was important that the small team delivering it focused its attention on delivering its activities, and that monitoring and evaluation activity did not become over-burdensome.

This means there were inevitably some limitations in the data:

- The original intention was to use a volunteer interviewer for the depth interviews with older people who were beneficiaries of the project. However, due to logistical constraints, this was not possible, and the interviews were carried out by a member of the Communities that Care team instead. The fact that the interviewer was both new to interviewing and part of the delivery team had implications for the quality of the data since interview participants knew the interviewer was part of the team and may have moderated their responses accordingly.
- Limited time also made recruiting participants harder and nine interviews rather than the desired 15 were carried out. The achieved sample was very close to the desired spread with good diversity among the participants and only one quota not being met. However, some characteristics were not monitored and this - combined with the small number of interviews and inexperience of the interviewer - together mean that while the interviews gave a good indication of beneficiaries' views of the Communities that Care project, and there were a lot of recurring themes, it is likely that the full range of views of the project have not been captured. The data, therefore, should be treated with caution.
- Conducting the volunteer interviews also faced constraints which meant that it was not possible to purposively sample the volunteers and the sample was not as diverse as it might have been, and this will have compromised the quality of the volunteer data. Due to the small number of both beneficiary and volunteer interviews and quality of the data, only high-level analysis was possible.
- The intention of the survey was to capture the views of further volunteers through an online survey. This was sent out by the NWN Community Engagement Manager to all the volunteers for whom NWN had email contact details in November 2019 (n=83). Despite reminders, the return rate was low, resulting in nine completed surveys. The evaluation team therefore did not draw on any quantitative survey data in the report, as the response rate was too low – but they used some quotes from the open questions in the body of the report.

Key Recommendations and Next Steps

Data gathering was a challenge for the project, which had implications for the evaluation and learning about Communities that Care.

The evaluation team recommends that any continuation of the project should consider the following in its evaluation activities:

- Incorporate data gathering across project plans and at an early stage.
- Include evaluation and learning in the coordinator role description.
- Ensure consistency in capturing event information – agree categories at the outset of a programme.
- Develop skills internally to conduct interviews and surveys with beneficiaries and volunteers, and look at regular opportunities in the project cycle to do this.

Neighbourhood Watch has used the evaluation results to engage Victim Support as a new partner and gain the support of a police force in a new area to explore how they might develop

the project to fill some gaps in the support offered to victims and address the needs of different sections of the community. Feedback from some of the initial volunteers was that they would like to be able to engage those whose first language is not English in the project, as they could potentially experience added difficulties in recognising and protecting themselves from fraud. Neighbourhood Watch is therefore scoping how it might use the project approach and adapt the resources to be relevant for a wider section of the community, working initially with people whose first language is Urdu.

Neighbourhood Watch Network: Communities That Care

Evaluation & Learning Partner report

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m2

9 April 2020

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Summary

Communities that Care

demonstrates the effectiveness of a locally led, volunteer driven programme in addressing both older peoples' experience of fraud and the anxiety it causes. It has made a difference to the communities that it operates within. Volunteers have been enabled to deliver effective fraud prevention advice, and the projects partners and stakeholders recognise the value of the work.

The programme has been particularly successful in:

- Raising awareness and knowledge about fraud;
- Increasing the confidence of some elderly residents to recognise and report fraud;



- Being flexible in how the programme is delivered;
- Identifying vulnerable residents for particular support;
- Engaging and training volunteers to deliver the work;
- Effectively working with stakeholders and partner organisations.

Useful practical lessons have been learnt for the delivery of future iterations of the programme, around:

- Developing innovative approaches to delivery;
- Sharing information;
- Supporting and training volunteers;
- Engaging partners;
- The importance of the coordination role and data gathering

Looking to the future, key considerations for replication are:

- Exploring different delivery models for volunteering, such as micro-volunteering, where people are able to donate time on a one-off basis, or increasing more hyper-local models where volunteers can work on specific streets;
- Exploring using community leadership models to support volunteers and to de-centralise the delivery further;
- Exploring how volunteers can piggy back local and community efforts to develop resilience and stronger communities in the face of COVID-19.

Introduction from Neighbourhood Watch Network

Neighbourhood Watch has traditionally been comprised of geographically based, hyperlocal NW schemes with limited volunteer roles - generally NW coordinators who lead groups of NW members who live on their street or in their area, sharing crime prevention information to encourage people to take action to protect themselves and their property.

NWN's new strategic direction includes our aspiration to broaden our reach into new geographical areas, diversify our membership and encourage our current coordinators and members to become more active in support of their neighbours, particularly in respect of new crime types.

We wanted to test whether a focus on a specific issue and creating more flexible volunteer roles that accommodate the differing levels of time commitment and type of support that individual volunteers feel able to give would better motivate our existing coordinators and provide a more attractive proposition for people who would not otherwise have joined or shown an interest in NW. We felt that a role specifically supporting older residents to protect themselves against fraud, in support of wider

Neighbourhood Watch activity in the area, may attract new volunteers to join Neighbourhood Watch and give greater focus to work by our existing coordinators.

We identified fraud as a key issue of focus and an area where significant beneficiary impact could be achieved as our research identified that:

- Fraud is an issue which can affect people of all ages, but when older people are affected, their losses are more significant, and they have a greater risk of being targeted repeatedly. The consequences on older people's physical and mental health can be severe and long lasting
- The support from public sector/victim support is limited by the resources available and cannot reach everyone that needs support or fraud prevention advice
- Many people hide the fact they have been scammed out of fear of looking foolish or unable to cope, which is a huge barrier to uncovering and tackling the issue - demonstrating the need to make this an issue more widely discussed in communities.

Introduction from Neighbourhood Watch Network (2)

The project sought to develop and test a small-scale model for building the fraud resilience of older people, by creating more human-centred services, working across agencies, with volunteers helping older community members to access the advice and support that is available. We wanted to understand what really works for in terms of preventative advice and tools to help older people protect themselves against fraudsters and how volunteers could best support delivery in their local area.

We encouraged both new and existing volunteers to become involved in the Communities that Care project, help design the approach and lead its continued development at every step of the way.

We also involved older people in designing the service to better understand the issues of concern to them and enable support to be tailored to individual needs, particularly how to encourage people to share their experiences and remove the stigma associated with fraud.

Volunteers and older people were involved in workshops to design a toolkit with bespoke resources for older residents and agree the training content and forms of community engagement the programme should include.

A Community Engagement Manager was recruited to coordinate delivery of the project.

This role included engaging local partners to support and assist project delivery, connecting with local Neighbourhood Watch groups to support recruitment and training of new volunteers, implementing systems to keep track of volunteer activity and collect beneficiary feedback and acting as a key point of contact for the volunteers for advice, capturing learning to inform further development of the project.

Introduction from Neighbourhood Watch Network (3)

Volunteer training was developed in partnership with the National Trading Standards Scams Team, Nat West Community Bankers and the Thames Valley Police Cybercrime lead. The training programme used the Friends Against Scams training as a basis, supplemented by resources from Nat West Community Bankers and input on on-line fraud and computer safety from the Thames Valley Fraud lead. Volunteers were involved in sessions to identify how they might use their existing networks and connections to share fraud prevention advice and support older people in their own communities.

These sessions also identified how they could deliver support in a way that was comfortable for them and utilise any relevant IT or other skills they had that would help other volunteers and beneficiaries of the project.

By giving volunteers responsibility and ownership we have found that the service has evolved differently in different areas. Volunteers have taken the programme into their own hands and developed different approaches to engaging their local residents in combating fraud that work for them and their local community. For example, in some areas volunteers shared what they had learnt with all their residents and encouraged mutual support by their whole community for those more at risk of fraud.

Some used their existing networks and links with other organisations, such as the WI, U3A, etc. to spread fraud awareness more widely. Some took a more active role and involved local partners in events designed specifically for their older residents, identified and provided practical support to their most at risk residents, and developed the programme further to meet specific individual needs that they had identified for those most at risk.

Introduction from Neighbourhood Watch Network – case study

There are numerous examples of where older people have rejected scam telephone calls and on line scams, ignored scam mail and refused to engage with doorstep scammers due to their increased fraud awareness as a result of the work of our volunteers, reporting attempts to their NW coordinator so preventative activity can be taken and details could be shared to help others to protect themselves.

Case Study

In one village an older resident knocked on a volunteer's door to say that he had just been scammed over the phone. A lady purporting to be from the Council called him to say he was entitled to a council tax refund. He gave his debit card number and the 3 numbers on the back. He realised straight away on putting the phone down that he had been scammed as he had previously attended a fraud prevention talk that the volunteers had run and said that he couldn't believe how silly he had been. He was so upset he was unable to answer any questions over the phone, so the volunteer contacted his bank on his behalf to cancel his card. As a result of this timely reporting to the volunteer and her intervention, when the bank subsequently checked his accounts everything was in order and no money had been taken.

Background: About *Communities that Care*

History and background

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NWN's *Communities that Care* project aimed to increase fraud resilience among older people and thereby reduce the likelihood that they will become victims of fraud.

The project took place in Aylesbury Vale, and began in June 2018. The initial phase focused on designing and testing a prototype of the service before extending to a larger number of beneficiaries and volunteers in 2019. The whole programme ran until January 2020. A Community Engagement Manager was the key member of staff coordinating the project.

Communities that Care aimed to develop and test a framework within which community-based support in crime prevention and victim care can be provided by trained volunteers within communities.

It focused on training Neighbourhood Watch staff and existing and new volunteers to advise and encourage older people (aged 65+) to better protect themselves from fraudsters, to recognise when a fraud has been committed and how to report it, and give practical and emotional support to older people who are victims of fraud to reduce re-victimisation and help them to cope and recover as quickly as possible.

The overall aim was to increase fraud resilience among older people and thereby reduce the likelihood that they become victims of fraud.

Background: About *Communities that Care*

Planned activity and testing

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The **Communities that Care** team aimed to test success of the following activities over the course of the funding:

- Older people being offered one-to-one tailored fraud prevention advice e.g. via door knocking or drop-in sessions;
- Groups sessions at community venues to inform older people about how to recognise and prevent fraud
- Offering older people practical advice such as improving IT security and financial help following a fraud;
- Offering victims of fraud emotional support over the 'phone or in person;

- Holding events in community centres and areas with high footfall such as shopping centres and supermarkets, to advise potential users about the service available and encourage participation by new volunteers.

The project also aimed to understand and test different delivery models:

- The most appropriate roles and responsibilities between paid project coordinators, Force and District Area NWN Associations, local NWN coordinators, volunteers and partners i.e. in the allocation of volunteers, managing their training, monitoring their activity, following up where a volunteer becomes inactive for a period of time;

- How different services can coordinate and collaborate to manage referral and victim support processes in partnership, including how best to ensure immediate support is available from police, partners or volunteers where this is needed in real time;
- Scope the potential for involving partners and neighbourhood-level groups.

Background: The funder & the evaluators

Nesta's role

Funding was provided to Neighbourhood Watch Network (NWN) through the Communities Innovation Fund (CCIF). This is a partnership between Nesta and the Office for Civil Society at DCMS. Part of the grant was dedicated to evaluation, and NWN and Nesta appointed **m2** as learning partner to help them to conduct this.

The funding ran from May 2018 – January 2020.

m2's role

m2 was appointed as learning partner to both NWN and *Library of Things* (another CCIF grantee) in order to:

- help build its internal evaluation capacity;
- support its evaluation data collection;
- work alongside NWN to evaluate the organisation's impact.

Evaluation report

This report documents the findings from the evaluation data. It sets out key achievements and challenges in delivery and, where possible, progress against the measurement framework outcomes.

Due to the limitations explained in the methodology section, it was not possible to collect data against all the outcomes, and we focus here upon the outcomes where data is available.

The final section sets out reflections and recommendations, including those relating to future evaluation activity.

Background: Process and approach to the evaluation

Process

NWN and m2 worked together to develop an appropriate process for this evaluation. Key steps to delivering the learning partnership were:

1. Refining and developing NWN's Theory of Change.
2. Developing a measurement framework based on the Theory of Change (Appendix II).
3. A joint workshop with Library of Things, focussing on understanding qualitative research and developing a research sample.
4. Depth interview training for NWN staff and volunteers carrying out interviews.
5. Support to NWN staff during recruitment and delivery of the depth interviews.

The evaluation activities comprised five strands:

1. Qualitative depth interviews with NWN beneficiaries.
2. Qualitative depth interviews with NWN volunteers.
3. Online survey to NWN volunteers.
4. Depth interviews with a sample of NWN's stakeholders.
5. Analysis of NWN's milestone monitoring collected for Nesta.

Approach

The aim was to develop evaluation activities that were as robust as possible whilst being proportionate - and acknowledging NWN's time and resource constraints.

The evaluation was therefore guided by two principles:

1. A pragmatic commitment to working collaboratively and tailoring the evaluation activity as much as possible to measurement activities already underway or planned by the NWN team.
2. A *realist* approach, meaning that it focused on examining how borrowers and other NWN stakeholders *perceived* and *reported* that NWN affected them - rather than attempting to measure these impacts more objectively.

Background: Evaluation activity

Qualitative research - approach

The intention of the qualitative work was to understand the impact of the project upon residents, volunteers and stakeholders through depth interviews.

m2 delivered training to the NWN team on how to carry out depth interviews. The intention had been to recruit a volunteer specifically to interview beneficiaries; in practice this was difficult, and the resident interviews were conducted by the NWN team, with the data then made available to the evaluation team. The m2 team conducted interviews with volunteers.

All interview participants were sent an information leaflet detailing how the interviews would work and how their data would be used. They were also asked to complete a consent form before they took part.

The interviews were conducted using topic guides that were developed by m2 in partnership with the NWN team.

Interviews were conducted November - December 2019. They lasted around an hour and were audio recorded with participants' permission. Anonymised verbatim quotes from these interviews have been used throughout this report.

Resident interviews

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Potential beneficiary interviewees were recruited through volunteers and coordinators. The interviews with older people who had engaged with **Communities that Care** were held face-to-face, in public meeting places. Participants were given a £25 voucher as a 'thank you' for their time.

A total of nine beneficiary interviews took place. Two of these were paired. Appendix III shows the sample of residents recruited for, against the achieved sample.

Background: Evaluation activity

Qualitative research - approach

Volunteer interviews

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5 volunteers were interviewed. They were recruited through the Community Engagement Manager. The interviews were carried out by 'phone and lasted between 30 minutes and an hour.

Stakeholder interviews

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It was important to gather information from key project stakeholders, in order to include their understanding of the project's opportunities and challenges within the evaluation.

NWN identified and contacted key stakeholder to get permission for m2 to be set up interviews. All participants were sent an information leaflet and consent form. m2 developed a topic guide, and conducted depth interviews over the phone with a total of seven stakeholders. Interviews lasted about 45 minutes.

A list of interviewees is given in Appendix II. Interviews were charted for analysis, and verbatim quotes are used throughout the report.

Background: Evaluation activity

Qualitative research – limitations (1)

Since **Communities that Care** was an ‘early-stage’ project, it was important that the small team delivering it focused its attention on delivering its activities, and that monitoring and evaluation activity did not become over-burdensome. This means there are inevitably some limitations in the data.

The original intention had been to use a volunteer interviewer for the depth interviews with older people who were beneficiaries of the project. However, due to logistical constraints, this was not possible and the interviews were carried out by a member of the **Communities that Care** team instead.

The fact that the interviewer was both new to interviewing and part of the delivery team had implications for the quality of the data since interview participants knew the interviewer was part of the team and may have moderated their responses accordingly.

Limited time also made recruiting participants harder and **nine** interviews rather than the desired **15** were carried out. The achieved sample was very close to the desired spread with good diversity among the participants and only one quota not being met. However, some characteristics were not monitored and this - combined with the small number of interviews and inexperience of the interviewer – together mean that while the interviews gave a good indication of beneficiaries’ views of the **Communities that Care** project, and there were a lot of recurring themes, it is likely that the full range of views of the project have not been captured.

The data, therefore, should be treated with caution.

For the volunteer interviews, volunteers were identified by and then initially contacted by the **Communities that Care** team. Pragmatic constraints meant that it was not possible to purposively sample the volunteers which means that the sample was not as diverse as might have been and this will have compromised the quality of the volunteer data. Inevitably volunteers that were more heavily involved in the programme, and who had views that they wanted to share, were those that came forward to participate in the evaluation.

Background: Evaluation activity

Qualitative research – limitations (2)

Data from the beneficiary and volunteer interviews were charted straight from the recordings into a thematic framework where columns represented themes and each participant's data was summarised across the row.

This enabled key themes to be drawn out of the data; however, it should be noted that due to the small number of interviews and quality of the data, only high-level analysis was possible.

The original intention had been to also use a short pre- post survey with beneficiaries who attended **Communities that Care** events.

However, the survey was piloted and it was found that volunteers were not comfortable administering the survey so this strand of research was dropped to minimise the burden on the volunteers.

Stakeholder interviews

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The participants in the stakeholder interviews were the result of a list provided by NWN, rather than going through a stakeholder prioritisation exercise. It is therefore possible that some key partners were missed.

Originally the intention had been to look at data sets drawn from partner agencies to establish whether there was any correlation between areas where **Communities that Care** was being piloted and a reduction in crime. However, this access was ultimately not possible.

Background: Evaluation activity

Volunteer survey - approach and limitations

Approach

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The intention was to capture the views of further volunteers through an online survey. This was sent out by the NWN Community Engagement Manager to all the volunteers for whom NWN had email contact details in November 2019 (83). Where data from the survey is used in the report, it is indicated as Survey.

Participants were offered the opportunity to participate in a prize draw; five took this option. They gave their email addresses so they could be contacted in the event of winning the prize.

Limitations

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Despite reminders, the return rate was low, resulting in nine completed surveys. We do not draw upon any quantitative data in this report, as the numbers are too low – but we use some quotes from the open questions in the body of the report. Of the five surveys linked to email addresses, we know that one was completed by one of the volunteers also interviewed.

Findings: Overall views (1)

Overall, response to the project was very positive from residents, volunteers and stakeholders alike.

Residents enjoyed the fact that there were meetings for them to attend and new sources of information in a format that worked for them. They also liked the sense of people coming together and sharing information in a way that perhaps had not happened previously in their community. Volunteers were largely positive too. However, there was also some hesitation around the focus of the project.

One volunteer, for example, felt that the objective of identifying older people and then working with them to coach and support them was unrealistic in their particular community.

This particular approach felt a little obtrusive and did not fit with the way their local group worked and so they focused more on delivering the meetings and literature which was more comfortable for them.

It is also notable that, while the volunteers in the sample knew what **Communities that Care** was, they did not necessarily distinguish between it as a project and their broader activities as part of the Neighbourhood Watch Network. This meant they did not always have a concrete view about the project specifically. However, there were also volunteers who were very clear about what **Communities that Care** was and were wholeheartedly positive about it, indicating that the project had been enormously beneficial to their area.

The view amongst these volunteers was that they would really like to see the project continue and be rolled out to other areas with more speakers and a range of activities:

*‘I couldn't fault it. What's been done by **Communities that Care**, is brilliant. We were asked to feed back at the end of it; I said I couldn't think of anything additional they could do.’ (Volunteer E)*

‘I'm enthused by it. We had a Neighbourhood Watch coordinators meeting last week and we were able to say: this is the conclusion of our project, we have put this extra security up, we've identified them, the neighbours now know to look out - they didn't before, they thought these people were fine.’ (Volunteer A)

Findings: Overall views (2)

Stakeholders agreed that the project was beneficial, increasing awareness both of fraud and of how to address it amongst elderly residents. They felt that it also offered an important means of connecting different organisations working on these issues. NWN is seen to play an important role in connecting the reality of what is happening on the ground to different agencies.

There is a sense that more could be made of the important partnerships with the different agencies. For this to happen, a more strategic approach to how best to build on these and how to communicate with different stakeholders is required.

‘They should be pleased by how well it’s gone, by how people have responded to the pilot.’ (Stakeholder F)

‘From my point of view it’s a project that’s going really well, that has lots of engagement.’ (Stakeholder G)

Findings: What worked well

Raising awareness and knowledge

Residents spoke about how, through Neighbourhood Watch, they had gained knowledge they did not previously have and had become more aware of the types of fraud and scams that might be prevalent in their local neighbourhood.

They also identified specific tips that the project had given them, such as putting the phone down on any calls that felt uncomfortable, and how they were able to put these tips into practice.

In some cases, residents spoke about how their interactions with Neighbourhood Watch had led them to get involved with other sources of information from other agencies and so become even better informed.

'When you are more aware you keep your door locked, you go out, you only go out through the back patio, turn the key...when I am in the house, you see, I don't leave the door unlocked, I lock my door.' (Resident C)

'Probably that I wouldn't have thought to go to if I hadn't gone to Neighbourhood Watch...it does make you feel like you should be sort of more aware of what's going on in your community.' (Resident B)

Volunteers also spoke about the importance of raising awareness and how **Communities that Care** had been one tool that had allowed them to do that.

It was also felt that the project had increased awareness of Neighbourhood Watch generally and had helped local residents become more aware of who their specific Coordinators and volunteers were which was felt to be beneficial.

Findings: Delivery - what worked well

The variety of approaches (1)

It was apparent that residents valued the fact that the information was available in a range of formats. For example, one resident received all their information through email and had actually never met their local Coordinator in person. Another did not use email at all and so valued being able to receive information through either meetings, leaflets or phone calls. Stakeholders felt that this flexibility was important in reaching different groups.

Some volunteers also appreciated the range of literature that was available to them through the **Communities that Care** project, and noted that while they might have done specific work with older people before, they now had more tools to do it effectively.

However, it is worth noting that not all volunteers shared this view and some felt the literature was too similar to existing information from Trading Standards and inaccessible to some older people:

'The leaflets, I can read them when I have my tea if I want...but I usually read them as they come through the door.' (Resident C)

'I think most people actually ignore it, partly because they think they know it all - as I did when I first started - and partly because people do not have the patience to read brochures now.' (Volunteer C)

'I find them useful, interesting and, in some cases, illuminating – I hear some things and 'ah, I didn't know that.' (Resident H)

The contact cards (cards which give volunteers' contact details) were seen as especially valuable by those volunteers who had used them because they were smart and professional and gave local residents a way of contacting their local volunteers directly.

It was apparent that some volunteers were more comfortable delivering information through meetings and information, rather than one-to-one with elderly residents. There was therefore a risk, some volunteers felt, that more vulnerable residents might not always have access to the information:

'It's difficult to get volunteers to see people one-to-one for prevention, they can be happier talking to small groups. It's also hard to get people to open up about being scammed; they can feel ashamed.' (Stakeholder C)

Findings: Delivery - what worked well

The variety of approaches (2)

The meetings were also valued by some of the residents. They gave them the chance to find out information they had not previously had access to in a format that was easily digestible.

Volunteers also felt that the meetings worked well because they enabled them to engage older people directly, to give them the opportunity to hear from experts in the area and to engage with them and have a genuine dialogue.

Residents also liked the fact that the meetings gave them the opportunity to link with other people in their area and share experiences and so understand that they were not necessarily the only ones being targeted for scams.

Stakeholders felt that the national NWN brand was a strong draw, which meant that more people attended meetings.

'I always come to any event here because I think you pick up a lot of information...you learn so much from that and you can go away and think about it and watch out for it.' (Resident E)

'It is a good way for people to share information as things are changing all the time...the ones I went to, people welcome the opportunity...to feel like you are not the only person who has been put in a vulnerable situation.' (Resident B)

'Real stories of things that have happened are extremely important.' (Volunteer B)

'In our village event, the people seemed very engaged.....some of them were very old.... but they came because they thought there would be interesting information.' (Volunteer D)

'{The} talks because I think people take it in more.' (Volunteer E)

Findings: Delivery - what worked well

More vulnerable residents being identified

In some cases, volunteers indicated that the **Communities that Care** project had allowed them to identify vulnerable older people in their immediate community who they had not previously been aware of. By putting out an invite to a meeting for the whole area and making people more aware of the presence of Neighbourhood Watch, the local group learnt who was being repeatedly targeted for fraud and so was able to find ways to work more intensively with those people.

These more vulnerable people were not only identified by Neighbourhood Watch but also brought to the attention of their local neighbours and the local Police Community Support Officer which they had not been previously.

'Because the elderly were more aware and they knew how to contact us, they were coming to us and saying, 'I've just been scammed, help!' or 'this has just happened to me, what shall I do? So we were drawn in to them and realised who they are.' (Volunteer A)

'Our NHW group have identified eight VERY vulnerable residents out of 750 households. These residents may still drive but maybe shouldn't, can be very active going into town but most don't have many friends. Also, neighbours are unaware of how vulnerable they are so this programme has encouraged us to ask neighbours to keep an eye out for them.' (Volunteer survey)

Stakeholders agreed that the project had successfully reached out beyond the usual groups engaged with, particularly those that do not use social media and who might otherwise not be identified as vulnerable:

'It is effective for older people as that is a generation that hasn't grown up with technology. It is great because it is driven by the people who live there, with local knowledge.' (Stakeholder A)

Findings: Delivery what worked well

Being able to fund activities

The **Communities that Care** project provided small pots of funding to allow volunteers to deliver activities. One volunteer spoke about how this had allowed them to put on a meeting for the local community and the funding had covered the venue hire, promotion and refreshments.

In another example, a volunteer spoke about how, despite providing support and information to the most vulnerable older people in their community, those older people were still struggling to say no to scams and rogue traders. So the local group was given some money to provide the local residents with deterrents in and around their home such as dummy cameras, security lighting and nuisance call blocking 'phones.

These things did not cost a large amount but it would not have been possible without the funding. The impact of being able to do this was described as huge and the older people they supported in this way were enormously grateful and thought the extra security was hugely helpful:

'She was so wonderful...I wanted to make sure that I was doing everything right so she told me what to do...she has now kept in touch quite a lot...they are going to put up some lights for me and are also going to change my telephone - which would be wonderful because that one is playing up.'
(Resident G)

'Certainly (Coordinator's name) putting this light out here is a jolly good idea...a brilliant idea.' (Resident H)

'We really feel pleased that we've really gained something now after 18 months; we've found these people and we've put in the equipment now.' (Volunteer A)

Findings: Delivery what worked well

Increasing a sense of community

There was some evidence that the **Communities that Care** project had increased the local sense of community in some areas. Residents spoke about having the opportunity to meet and talk with other residents who they would not normally have the chance to interact with and how the meetings had generally encouraged people to be a little more sociable .

And there was a sense from some residents that neighbours were now looking out for each other more than they had done before. In one example a resident mentioned how they wanted to flag the Neighbourhood Watch scheme to neighbours who may not know of it but might benefit from it:

'...because he is 89 and she is 85 so they should know that it is around.'
(Resident D)

Some volunteers agreed with this and felt by reaching out to the community the project had helped to encourage people to look out for each other more, to identify more vulnerable neighbours, and to become a little more community minded:

*'By making the first move to approach them, **Communities that Care** does do a great service in helping people to be community minded, because a lot of people are basically not community minded, they are a lot more individually minded.'* (Volunteer C)

'I think this has made people more communicative and interactive. I didn't recognise a lot of the people but people did then chat and I spoke to one of the trading standards guys...I am sure that goes quite a long way as well.' (Resident B)

It was also felt by one volunteer that '**Communities that Care**' was a good name for the project as it did feel as though their community cared more as a result of the project:

'There has been overwhelming positive feedback from the elderly members and overall awareness amongst residents in calling out things that they noticed were suspicious, it has been an excellent exercise for the whole community and bringing people together.' (Volunteer survey)



Findings: Types of Volunteer Involvement

Project Design and Delivery

Project Design

- Involved in 3 x workshops to support project design
- Designed and tested resources for the project
- Gathered and shared feedback from beneficiaries about the usefulness of the resources

Recruitment

- Involved in recruitment of project coordinator
- Involved in recruitment of new volunteers

Training

- Attended 4 Volunteer Training Workshops (with NatWest and National Trading Standards Scams Team)
- Completed online training to become Scam Champions

Project Implementation

- Designed, organised and ran NHW coordinators event with scam training

Evaluation

- Trained to conduct beneficiary interviews for the evaluation
- Gave scheduled feedback on their local activity.

Findings: Types of Volunteer Activity

Supporting local Residents

- Gave fraud awareness and prevention presentations at community meetings
 - Designed, organised and ran fraud awareness events for older residents
 - Engaged and signposted residents affected by fraud to local partner organisations to support
 - Ran Neighbourhood Watch stalls in local streets and at events
 - Encouraged completion of on line Friends Against Scams training by their coordinators
 - Delivered fraud awareness and prevention sessions for specific groups (WISE - Wycombe Islamic Society, U3A, DOSTI Women's Asian Support Group)
 - Circulated project resources to older residents including their contact details
 - Conducted one-to-one support & door knocking (home visits/'phone)
 - Radio: Featured on Wycombe Sound
 - Used on-line communication to spread fraud awareness i.e. Fraud and Scams Facebook group
 - Circulated e-mails to warn about specific frauds and offer prevention advice
 - Purchased and arranged fitting of physical fraud prevention measures to those most at risk of fraud such as door chains, external lighting, dummy cameras and call blockers.
- Drawn from milestone reports submitted to Nesta.*

Findings: Project Activity

Activity	Target (at 18 months)	Actual (at 18 months)
Total project volunteers	100	115
Total volunteers aged over 50	65	104
Light touch support delivered to beneficiaries	595	602
One to one support delivered to beneficiaries	55	80
Total beneficiaries	650	682

All data drawn from NWN's monitoring reports to Nesta.

Findings: Activity in different areas

Residents

	Teddington	Cheddington	Whitchurch	Wycombe/High Wycombe	Fairford Leys	Thames Valley	Bucks	Unknown location	TOTAL (Activities, One-to-one, Facebook groups, emails sent)
Meetings/Events	2 (32 Beneficiaries)	2 (32 beneficiaries, 18 aged over 65+.)	2 (34 beneficiaries, with 30 being over 65)	3 (70 beneficiaries, all over 65+)	1 (6 beneficiaries, all aged over 65+)	1 AGM (50 people, with over 40 aged 65+)	2 (68 beneficiaries, all aged over 65+)		13
NHW stalls in the streets				2 (83 beneficiaries, 30 were 65+)					2
Training (online)									1?
Fraud and Scams awareness and prevention sessions for specific groups (WISE - Wycombe Islamic Society, U3A, DOSTI Women's Asian Support Group)				3 (165 beneficiaries, 35 were 65+)					3
One-to-one support & door knocking (home visits/phone)		89			1			23 households (28 residents)	118
Online communication: Fraud and Scams Facebook group		1							2
Emails		540							540
Radio: Wycombe Sound , NWH featured					1				1



Findings: Volunteer recruitment: delivery against targets

Activity	Target (at 18 months)	Actual (at 18 months)
Total project volunteers	100	90
New (to NWN) volunteers	70	?
Total volunteers aged over 50	90	81
Total beneficiaries	650	661

All data drawn from NWN's monitoring reports to Nesta.

Findings: Volunteer and coordinator activity

	Cheddington	Whitchurch	Aylesbury and High Wycombe	Fairford Leys	Location unknown	Total
Volunteers engaged in running the project	4	1				5
Scheduled feedback from volunteers	1	1				2
Recruitment						
Recruitment of project coordinator					1	1
Recruitment of new volunteers	2			14		16
4 Volunteer Training Workshops - new volunteers recruited			51			51
Thames Valley NW Association committee - new volunteers recruited						3
Volunteer Training Workshop in High Wycombe - new volunteers recruited			20 (17 aged 65+)			20
Training						
NHW coordinators event with scam training	21 coordinators					21
Online training to become Scam Champions					3	3
Trainer sessions by the TVP police cyber and fraud awareness trainer					2	2 (showed interest)
Volunteer training events (with NatWest and National Trading Standards Scams Team)					2	2

Drawn from milestone reports submitted to Nesta.

Implications and recommendations: Coordination and data gathering

Data gathering was a challenge, which had implications for the evaluation and learning about **Communities that Care**.

Therefore any continuation of the project may want to consider the following:

Support for the Community Engagement Manager role

- Ensure that the Community Engagement Manager role is supported, valued and resourced.

Data gathering for learning and reflection

- Incorporate data gathering across project plans and at an early stage;
- Include evaluation and learning in the coordinator role description;
- Ensure consistency in capturing event information – agree categories at the outset of a programme;
- Develop skills internally to conduct interviews and surveys with beneficiaries and volunteers, and look at regular opportunities in the project cycle to do this.

Findings: Impact on confidence around sharing experiences of and responding to attempted fraud (1) - Outcomes 1 & 4

There was a sense among the residents interviewed that they would largely be comfortable reporting anything that they felt was suspicious or made them uncomfortable. Some residents spoke about turning to their local Neighbourhood Watch Coordinator or volunteer first; however, others were confident in contacting other agencies themselves. For example, one resident experienced an attempted break-in and reported it to the police themselves and dealt with them directly rather than through their local Neighbourhood Watch network.

Throughout the interviews with local residents, there was a sense that people felt that they had people to turn to.

As well as Neighbourhood Watch volunteers, residents mentioned that if they felt vulnerable in any way they would also get in touch with family or neighbours.

This was not the case for everyone, however, and some people felt that that they did not have anyone in their immediate community that they would feel comfortable turning to.

One volunteer attributed confidence in their area around reporting fraud to the **Communities that Care** project. They felt that the project had both made Neighbourhood Watch more visible and had encouraged other residents to get involved in supporting more vulnerable or older people in their immediate community:

'The neighbours are coming out of the woodwork now, they are starting to say 'ring me if you've got a problem'; they're starting to support the elderly as well.' (Volunteer A)

They also suggested residents in their area were now generally less embarrassed about letting people know if they had been targeted or victims of fraud and this had had created more open dialogue in their local area and so greater knowledge and awareness - both of potential scams and of whom the most vulnerable people in their community were:

'I have never felt so safe and secure since they (NW) got involved...I won't ever do anything stupid, fingers crossed...I now think twice if I don't know the voice on the phone or don't know the number...I am tougher now, which is quite helpful.' (Resident G)



Findings: Impact on confidence around sharing experiences of and responding to attempted fraud (2) - Outcomes 1 & 4

In other cases, it was less clear how much residents' confidence around turning to neighbours, family or local volunteers was a result of **Communities that Care** or any other Neighbourhood Watch activity. However, there is evidence that the project has made residents more aware of their local Neighbourhood Watch Group and who the volunteers they can contact are. Residents spoke about knowing more about who they could contact and volunteers themselves felt that they were becoming more visible to some of their local residents as a result of both the local meetings and the contact cards that were made up for them which included their personal contact details:

'{I'm} more empowered and educated in terms of what's available...who to talk to.' (Resident A)

There was also evidence that residents were building up more resilience and becoming more confident about how to respond if they were targeted for fraudulent activity. Again, it was not always clear how much this increased knowledge and resilience was due directly to **Communities that Care**.

However, there were certainly instances of the project being attributed as helping by both residents and volunteers. Some volunteers reported that there was now a lower incidence of residents coming to them with issues than there had been when the project first started and that this was due to residents' increased awareness and confidence when it came to knowing how to deal with issues:

'They are actually saying no, they are understanding that they must not let these people in their house, some of them.' (Volunteer A)

In another example, a resident told a volunteer how they had recently had an unsolicited quote for a new driveway and how, a year ago, they would probably have said yes but that now they knew to decline the offer.

Residents also spoke about how they were now cautious about answering the door and confident about putting the 'phone down if they were not sure about a call:

'I'll tell them no and just shut the door.' (Resident D)

'What we do now, is if we don't recognise the number, we don't answer it and see if they leave a message; or if we have to pick up the phone and it is a scam or a likely scam, we just put the phone down.' (Resident H)



Findings: Impact on confidence around sharing experiences of and responding to attempted fraud (3) - Outcomes 1 & 4

Stakeholders felt that **Communities that Care** was successful in developing messages about fraud and therefore in developing peoples' confidence in responding to fraud.

'People feel more empowered and able to deal with scammers. Before the project, they felt unsure about how to deal with scams or recognise them. Through this project, they have gained understanding and tips.' (Stakeholder A)

Some stakeholders linked this to an increase in referrals, and to the on-the-ground information about fraud generated by volunteers and coordinators:

'I think where there a vulnerable person who is unsure, now there is a community around them that feels empowered to take an interest in whether there are any problems associated with that victim or vulnerable person...in that way, it definitely has had a positive impact. From the quality and the volume of referrals, there has been a positive influence and this is due to confidence of the community increasing to make a referral.' (Stakeholder D)

Findings: Impact on older peoples' sense of emotional support when they experience fraud - Outcome 8

Evidence around this outcome was limited. In the example of a resident who was the victim of an attempted burglary, however, it was clear the support she was given was a huge factor in her resilience following the attempted crime. She spoke about how the police presence had really reassured her and how at a Neighbourhood Watch meeting following the incident the local PCSO had come over to speak to her about it:

'I have never been frightened in this bungalow and the morning I came back from there, I have never been frightened since, because I knew the police were around.' (Resident D)

She also described how advice and support from Neighbourhood Watch had provided additional reassurance:

'I do put a light on, I never thought to do that, actually I pulled the curtains in the evening but then when (Coordinator's name) came the other night she said we can always put the lamp on so I do that overnight now.' (Resident D)

Findings: Delivery of support – what could have been improved

Optimising the opportunity

There was a sense among some volunteers that there were ways in which more could have been done to make the most of the **Communities that Care** project. Numbers of attendees at the meetings was given as one example; some volunteers were disappointed with the turnout at the meetings and were unsure what could have been done to encourage more people along. One volunteer felt that the low attendance could be due in part to people already feeling that they know a fair amount about fraud and so have little motivation to attend:

'How we reach people in society who think they know it all, I just don't know.' (Volunteer B)

It was also suggested that the meetings and workshops were not always run in an optimal way.

In one example, a volunteer spoke about how Neighbourhood Watch had sought to use one of the workshops to test the wording of some cards for older people to put by the telephone. However, the volunteer felt that there was no clear system in place to help capture delegate's feedback and that this had been a missed opportunity.

In another example, it was felt that while it was helpful for older people to hear that they should be saying 'no' to potential scammers or fraudsters, often older people lacked the confidence to do this in reality and it was suggested that combining that message with some assertiveness training for local residents might have been more effective.

'It is very easy for people to get involved at the door...especially when they are trying not to be rude.' (Resident E)

'I think giving people training and advice on assertiveness on how to deal in a way they feel comfortable with to resist people's scams.' (Volunteer D)

One volunteer also felt overwhelmed by the amount of information, and said it felt random:

'It's not coordinated with a central story line.' (Volunteer Survey)

Stakeholders felt that the **Communities that Care** project was traditional in its approach – whilst this was considered appropriate in many ways for the target audience, it meant that more innovative ideas were not necessarily explored:

'They like working in a traditional way rather than adapting to new ways of dealing with crime.' (Stakeholder B)

Implications and recommendations: Optimising the opportunity

Communities that Care was largely delivered effectively and well. Filling gaps around information sharing and thinking through potential different delivery mechanisms would strengthen the programme in the future.

Information sharing:

- Develop a newsletter for volunteers and partners, including tips and case studies of what has worked;
- Where possible, share information about what crime has been prevented;
- Ensure that resources support rather than duplicate those of other organisations.

Exploring innovative approaches to delivery

- Continue to consider how any small pots of funding can be used in practical ways to strengthen more vulnerable residents' resilience;
- Conduct a needs analysis into other forms of delivery, for example assertiveness training.

Findings: Impact on volunteers' ability to support and advise older people (1) - Outcome 6

Among the volunteers interviewed, formal training from Neighbourhood Watch either on the **Communities that Care** project or more generally, was not very common. Volunteers spoke about learning on the job and from other coordinators through peer support.

However, there was a strong sense that this was largely acceptable and that they were happy to learn on the job in this way and did not generally feel that they needed more support from Neighbourhood Watch to deliver their roles.

'We haven't really needed support to be quite honest, we're quite good at supporting ourselves, you know, we've been going so long and we're so solid that over the project we haven't particularly needed support.' (Volunteer A)

However, it is worth noting that the sample of volunteers interviewed was not hugely diverse, and they were largely experienced Neighbourhood Watch Coordinators so had experience to draw on. Less experienced volunteers may have had a different view.

The residents interviewed indicated that they felt well supported by their local Neighbourhood Watch Coordinators and volunteers. In some cases, this was general support that their local group had provided through distributing information or by setting up an area as being off-limits to cold callers:

'There is plenty of support through the neighbourhood watch scheme.'
(Resident D)

In other cases, the sense of support was not related to a specific activity but it was evident that residents simply valued the fact that Neighbourhood Watch was looking out for them:

'Somebody is keeping their eye out for you.' (Resident E)

'They keep coming up with all sorts of ideas...they are so good because they let you know about these things straight away..it is amazing...they are so kind, most of them you know...and you can ring (Coordinator name) anytime...' (Resident I)

Findings: Impact on volunteers' ability to support and advise older people (2) - Outcome 6

In other examples, the support was evident in specific interactions that residents had had with volunteers or their area Coordinator. For example, one couple spoke about how they had contacted their local Coordinator about what to do when they felt they were being targeted for a scam and had been given specific advice about how to proceed:

'We were advised by [local volunteer] not to proceed with that appointment...not to let them in...we were given instructions as to what to do and what not to do.' (Resident F)

'I have had much more support than I thought it was ever possible...I truly did not think that they could do so much and so quickly.' (Resident G)

Similarly, other residents spoke about getting in touch with their local volunteers when they were unsure whether something was a scam or needed advice about what steps to take. In some cases, it was clear that the relationship between local residents and volunteers was very close and trusting and that residents really appreciated the amount of work that their local volunteers put in:

'(Volunteer name) is the one that talks to me...I don't know...is she my coordinator?... Because I think of her as a friend.' (Resident E)

'She (Coordinator) is so devoted to doing this work.' (Resident G)

Stakeholders felt that the reliance on volunteers for delivery was both a strength and a weakness. The local knowledge and expertise of volunteers was seen as a huge asset – however, where volunteers were less engaged or had less time available, it meant that delivery was less impactful:

'The pilot scheme was very effective [...] it was driven by volunteers that were very passionate and focused. There were a few other events organised by newer groups with less passion/experience so less people turned up. Having the right people to drive it is key which depends on the volunteers you have in place.' (Stakeholder A)

'Where they [coordinators/volunteers] are active, they are very good. But it is not consistent - it is either very good or non-existent.' (Stakeholder D)

Findings: Supporting volunteers – what could have been improved

More clarity and guidance for volunteers (1)

While volunteers did not necessarily feel that they needed large amounts of support or training, there was a sense that what was offered was not always as helpful as it could have been. Part of the challenge was identified as being around distinguishing this project from other initiatives or general neighbourhood Watch activities that volunteers might be working on.

It was therefore suggested that Neighbourhood Watch should try and train all local coordinators/volunteers in the initiative before rolling it out and that it should be made clear how this project was distinct from - or crossed over with - other Neighbourhood Watch activity.

One volunteer also spoke about how before any workshops or training had been delivered, the volunteers in their local area were given job titles which some of the volunteers were not happy about and so decided not to continue with the project:

‘That instantly put half the people off because they felt it was like a full-time job.’ (Volunteer A)

There was also a sense among those Coordinators who had undertaken training that the focus was too much on what local groups already knew rather than on giving them new information or skills. Volunteers would have liked clearer guidance on which groups or agencies operated in their area and who to go to for specific issues.

It was suggested that in the future it might be beneficial to hold the workshops upfront so that Coordinators understand how the project will work. The workshops could therefore be used to introduce local groups to the various speakers and different options for delivering the project and then allow each group to identify which approaches might work best for them as a community. This would ensure each area had enough background information before starting to roll out meetings and activities in their locality.

While some volunteers felt that the ongoing contact from Neighbourhood Watch had been good, others were less impressed and spoke about how they had struggled to get hold of them at times and had not been informed about key staff changes which they thought they should have been.

Findings: Supporting volunteers – what could have been improved

More clarity and guidance for volunteers (2)

There was mention from some Coordinators of the training workshops that Neighbourhood Watch had delivered as part of the **Communities that Care** project. However, these were not immediately recognised as training or support by some of the volunteers interviewed and generated mixed views across the sample. While some felt they had some value through the speakers that were present or the new literature that they were introduced to, others felt that they were disappointing and did not give them any new information or ways of supporting vulnerable residents.

'I don't think it gave us any extra skills, we had those anyway, but it made us certainly more aware and it gave us the support with the literature.' (Volunteer A)

In some cases, it was also felt that there had been too many workshops and that they had been too repetitive and not provided them with any new sources of information or support. These comments were echoed in the survey; volunteers were not always clear about the aims of the training:

'I would not describe it as training, more information transfer.' (Volunteer survey)

When asked what they would have liked to receive through the **Communities that Care** training, volunteers spoke about wanting more details on specific initiatives or sources of information. For example, Trading Standard's scheme to check tradespeople or how specific services like Truecaller work in people's homes. They would also have valued more support on how to help people in real-life situations, including on how to protect themselves as volunteers while supporting the community.

One Coordinator suggested that a side effect of being trusted more by local residents is that there is then a risk that those residents will turn to the volunteer for support in other areas of their lives. While the volunteer understood why this was happening, they indicated that they would appreciate training from Neighbourhood Watch around how to support people without getting too close. There was also concern about the fact that volunteers are entering vulnerable older people's houses as part of this project and a desire to know how to protect themselves from potential accusations of wrongdoing in those situations.

Stakeholders felt the delivery was sometimes patchy, and this was down to varying levels of drive and engagement from local volunteers, in part because it was not always clear what the expectations were.

Findings: Supporting volunteers – what could have been improved

Keeping volunteer workloads manageable

While not all the volunteers in the sample had got involved in supporting individual households, some of those that had talked about how much time this could take.

Although it was seen as positive that older people felt more empowered to contact their local volunteers, they were often doing this in lieu of contacting a fraud agency or the police because they felt more comfortable turning to someone they already had contact with.

In many cases this could result in the volunteer reporting and sorting out attempted fraud on their behalf and this could be very time-consuming.

'Half a day's gone by the time you've rung up trading standards, the police, you've talked to the police, you've rung up Barclaycard, you know, you've checked they're alright. It's hours, hours and hours of time.' (Volunteer A)

It was pointed out that at the moment Neighbourhood Watch does not get involved in how local groups divide their responsibilities. It was suggested, however, that they could play a bigger role by encouraging volunteers to take on small patches that fitted around their other commitments.

Implications and recommendations: Training and support for volunteers

Recruiting a new cohort of volunteers, and ensuring they were equipped to deliver advice and support to residents was a central objective for the programme. Some clear lessons emerged about how aspects of this could be strengthened in the future:

- Ensure that volunteers are told what the training will entail;
- Include training about assertiveness skills as well as fraud prevention;
- Use mentors from pilot areas to deliver some training in new areas;
- Include more specific advice and information about what other agencies do in the volunteer training;
- Incorporate aspects of training around barriers and protection for volunteers;
- Look at mechanisms for keeping volunteer workload manageable;
- Ensure coordinators and volunteers are trained about the project itself, looking at how it differs from broader NWN programmes.

Findings: Impact on partners' and stakeholders' ability to engage with the project - Outcome 7

Stakeholders felt that **Communities that Care** has successfully engaged different partner agencies, and increased the impact of the collective efforts. There was a sense that there was increased connection and communication within and between different agencies as a result:

'It's a very good way of bringing together different organisations.'
(Stakeholder A)

Stakeholders appreciated the way in which being involved in the project meant they got increased information about what was happening on the ground:

'They are being our ears on the ground.'
(Stakeholder D)

Stakeholders also commented that they felt closer to NWN's work as a result of the project:

'The partnership has worked, we know more about what is happening now.'
(Stakeholder F)

'There is complete respect on both sides, it's very positive and encouraging.'
Stakeholder G)

The importance of relationships - and clear communications between volunteers, coordinators, beneficiaries, NWN and partner organisations - were stressed by stakeholders, who acknowledged the complexity of these pathways. Stakeholders felt that whilst traditional communications were largely appropriate for the target audience, it would be useful to also focus more upon social media.

One stakeholder felt that it would have been useful for their organisation to have direct contact with more volunteers, as their local coordinator was overburdened, meaning there was frequently a delay in receiving information.

Others mentioned that the coordination of different organisations' roles was not always very clear, which sometimes caused an overlap in the information provided:

'I'm not sure of what their aims are.'
(Stakeholder F)

The overall objectives of **Communities that Care** were not entirely clear to stakeholders, who felt that it would have been helpful to have them set out clearly with a framework for reporting back and also a clearer sense of the different roles played by the various organisations involved as partners.

Implications and recommendations: Stronger communications with partners

Communities that Care succeeded in developing strong relationships with key partners, and to some extent in playing a coordination and convening role. Having a clearer sense of how, when and why to communicate with stakeholders would have made these relationships even more effective. In the future Neighbourhood Watch may wish to consider:

- Establishing respective roles with partners when events are being developed;
- Conducting a stakeholder mapping exercise in each area to establish priority stakeholders for different aspects of the project;
- Having a clear explanation of project objectives and NWN's niche for partners.

Reflections and recommendations (1)

From the data available, it is possible to say that **Communities that Care** has made a difference to the communities that it operates within by increasing the confidence of some elderly residents to recognise and report fraud and identifying vulnerable residents for particular support. Volunteers have been enabled to deliver effective fraud prevention advice, and the projects partners and stakeholders recognise the value of the work.

The evaluation activity has identified **six** key areas for potential development as the project is rolled out:

1. Support for coordination role

- Ensure that the Community Engagement Manager role is supported, valued and resourced.

2. Data gathering for learning and reflection

- Incorporate data gathering across project plans and at an early stage;
- Include evaluation and learning in the coordinator role description;
- Ensure consistency in capturing event information – agree categories at the outset of a programme;
- Develop skills internally to conduct interviews and surveys with beneficiaries and volunteers, and look at regular opportunities in the project cycle to do this.

3. Training and support for volunteers

- Ensure that volunteers are told what the training will entail;
- Incorporate training about assertiveness skills as well as fraud prevention;
- Use mentors from pilot areas to deliver some training in new areas;
- Include more specific advice and information about what other agencies do in the volunteer training;
- Incorporate aspects of training around barriers and protection for volunteers;
- Look at mechanisms for keeping volunteer workload manageable;
- Ensure coordinators and volunteers are trained about the project itself, looking at how it differs from broader NWN programmes.

Reflections and recommendations (2)

4. Information sharing

- Develop a newsletter for volunteers and partners, including tips and case studies of what has worked;
- Where possible, share information about what crime has been prevented;
- Ensure that resources support rather than duplicate those of other organisations.

5. Innovative approaches

- Continue to provide the opportunity for small pots of discrete funding and considering how these could be used to best meet more vulnerable residents' needs;
- Conduct a needs analysis into other forms of delivery, for example assertiveness training.

6. Stronger communications with partners

- Establish respective roles with partners when events are being developed;
- Conduct a stakeholder mapping exercise in each area to establish priority stakeholders for different aspects of the project;
- Have a clear explanation of project objectives and NWN's niche for partners.

Reflections and recommendations (3)

Lessons for replication

Looking to the future, **Communities that Care** demonstrates the effectiveness of a locally led, volunteer driven programme, in addressing both older peoples' experience of fraud and the anxiety it causes. It has the potential to be replicated in other NWN areas, and to continue the critical work of enabling communities to address fraud.

We suggest that in addition to the recommendations set out on the previous slides, in thinking about how to take **Communities that Care** out to different areas, NWN also considers:

- Exploring different delivery models for volunteering, such as micro-volunteering, where people are able to donate time on a one-off basis, or increasing hyper-local models where volunteers can work on specific streets;
- Exploring using community leadership models to support volunteers and to de-centralise the delivery further;
- Exploring how volunteers can piggy back onto local and community efforts to develop resilience and stronger communities in the face of COVID-19.

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Appendix I: Measurement framework (1)

Outcomes to measure	Indicators or proxies of the outcomes	Sources of data/measurement tool	Frequency and approach for using measurement tool – and who by	Possible challenges/limitations
<p>1. Increased confidence of older people to share their experience of fraud</p>	<ul style="list-style-type: none"> • Beneficiaries own perceptions of their confidence around sharing experiences • Views of volunteers on the confidence of older people to share experiences • Views of local friends/neighbours on the confidence of older people to share experiences • Increases in the number of cases being referred by older people to fraud agencies 	<ul style="list-style-type: none"> • Survey with beneficiaries • Qualitative interviews with sample of beneficiaries • Interviews/discussion groups with volunteers • Interviews/discussion groups with other local residents including friends and neighbours of beneficiaries • Data from partner agencies. 	<p>- Ideally a pre- and post-survey with beneficiaries. Initial survey could be conducted by volunteers by phone/F2F when promoting or setting up involvement.</p> <p>- Qual interviews by NWN staff and volunteers to take place after beneficiaries have received intervention</p> <p>- Research with other residents to be done by NWN staff towards end of project</p>	<ul style="list-style-type: none"> • Would be very hard to get pre- and post-surveys with all beneficiaries (not least because project has started) but would likely be possible in some cases. It would also be challenging to link pre- and post-surveys to specific residents. Data would therefore be indicative rather than representative. • Qual interviews would yield useful data but time consuming for staff or volunteers • Research with other residents may be tricky to recruit for and would be very time consuming. This means that we wouldn't be able to measure the effect of the project on the whole area.

Appendix I: Measurement framework (2)

<p>2. Increase in older people feeling they have a family member, neighbour or friend they can call on for support</p>	<ul style="list-style-type: none"> Beneficiaries own perceptions about having someone to call on for support 	<ul style="list-style-type: none"> Survey with beneficiaries Qualitative interviews with sample of beneficiaries 	<ul style="list-style-type: none"> Ideally a pre- and post-survey with beneficiaries. Initial survey could be conducted by volunteers by phone/F2F when promoting or setting up involvement. Qual interviews by NWN staff and volunteers to take place after beneficiaries have received intervention 	<ul style="list-style-type: none"> Would be very hard to get pre- and post-surveys will all beneficiaries but would likely be possible in some cases. Data would therefore be indicative rather than reliable. Qual interviews would yield useful data but time consuming for staff or volunteers
<p>3. Older people are better able to recognise fraud</p>	<ul style="list-style-type: none"> Beneficiaries being able to identify scams Older people feeling that they are better able to identify scams 	<ul style="list-style-type: none"> Survey with beneficiaries Qualitative interviews with sample of beneficiaries 	<ul style="list-style-type: none"> A pre- post-survey would allow for capture of how beneficiaries' knowledge of scams had improved. Qual interviews would allow beneficiaries to talk about what they understand in more detail. 	<p>As above</p>

Appendix I: Measurement framework (3)

<p>4. Older people are better able to respond to potential fraud</p>	<ul style="list-style-type: none"> • Beneficiaries feel comfortable about how they have responded when faced with potential fraud. • Fraud agencies/police experience increase in older people from the area reporting fraud or potential fraud • Views of the wider community on older people they know and whether they are better placed to respond to fraud. 	<ul style="list-style-type: none"> • Survey with beneficiaries • Qualitative interviews with sample of beneficiaries • Local data from partner agencies • Interviews/discussion groups with other local residents including friends and neighbours of beneficiaries 	<p>As above</p>	<p>As above</p>
<p>5. Older people are able to take practical steps to recover when they are affected by fraud</p>	<ul style="list-style-type: none"> • Beneficiaries who have encountered fraud feel that they have been able to recover effectively and knew what to do. • Friends, families and neighbours report beneficiaries as being clear about how to recover from fraud. 	<ul style="list-style-type: none"> • Qualitative interviews with beneficiaries who have been victims of fraud. • Interviews/discussion groups with other local residents including friends and neighbours of beneficiaries 	<p>As above</p>	<p>As above</p>

Appendix I: Measurement framework (4)

<p>6. Communities, Coordinators and other volunteers have the skills and tools to offer support and advice to older people</p>	<ul style="list-style-type: none"> • Co-ordinators and other volunteers' own perceptions of their skills and whether they are sufficient to support local older people. • Beneficiaries' views on the skills of volunteers or community members that they have come into contact with and the extent to which they were able to support them/give them tools to deal with fraud. • Rollout of the project increases to cover larger portion of the area/older residents. 	<ul style="list-style-type: none"> • Group discussions with volunteers and co-ordinators OR short self-completion survey. • Survey with beneficiaries • Qualitative interviews with sample of beneficiaries • Monitoring data on numbers of volunteers trained/active and numbers of older people supported in different ways 	<ul style="list-style-type: none"> - Interviews with older people to be carried out by NWN staff and volunteers towards end of project - Monitoring data to be collected by volunteers and NWN staff throughout project term. 	<ul style="list-style-type: none"> • Accessing a sample of older people who have been fraud victims since receiving support will be very difficult. Aspirations around numbers should therefore be very realistic.
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Appendix I: Measurement framework (5)

<p>7. Partners, stakeholders and other agencies engage with the project and appreciate their role in delivering it</p>	<ul style="list-style-type: none"> • NWN have evidence of increased engagement from a range of local partners and stakeholders. • Partners and stakeholders are able to articulate the project objectives and their role in delivering them • Partners and stakeholders feel part of the project and support the direction it's taking. 	<ul style="list-style-type: none"> • NWN stakeholder mapping and engagement data – including logs of contact and revised mapping exercise towards end of project. • Interviews with a sample of stakeholders and partners towards the end of the project term. 	<ul style="list-style-type: none"> - Stakeholder mapping to be carried out at beginning (already done) and towards end of the project - Stakeholder engagement data to be regularly collected by NWN - Interviews with small sample of stakeholders/partners to be carried out by m2 towards end of project. 	<ul style="list-style-type: none"> • Stakeholder mapping is very subjective and therefore not a clear indicator of level of engagement. • Stakeholder engagement data would need to be kept fully up to date by NWN staff.
<p>8. Older people feel supported emotionally when they are affected by fraud</p>	<ul style="list-style-type: none"> • Older people's own views about how well emotionally supported they are/have been in the face of fraud and the extent to which any support is due to the project either directly or indirectly. 	<ul style="list-style-type: none"> • Qualitative interviews with beneficiaries who have been victims of fraud. 	<ul style="list-style-type: none"> - Interviews with older people to be carried out by NWN staff and volunteers towards end of project 	<ul style="list-style-type: none"> • Accessing a sample of older people who have been fraud victims since receiving support will be very difficult. Aspirations around numbers should therefore be very realistic.

Appendix I: Measurement framework (6)

Measurement tool	Suggested approach for delivery	How M2 might be able to support NWN to deliver it
A pre- post- survey with beneficiaries of the project	Survey could be administered by volunteers either directly before they deliver support or while making initial contact with older people about the support available. It could be carried out face-to-face or by phone. Ideally every single beneficiary would be asked to take part in the survey so that the response rate was high enough to give strong data. Ideally at least 50% of all beneficiaries (light touch and 121) would take part. The data from these surveys would then need to be input into a central location by NWN staff.	<ul style="list-style-type: none"> - Help with question wording and survey design - Support in training volunteers to administer the survey - Support in data security/ethics considerations
Qualitative interviews with beneficiaries	These interviews could take place with a carefully recruited sample of beneficiaries to ensure a range of characteristics and views were captured. Ideally there would be between 20 and 25 qual interviews. Each would last between 45 mins and an hour. These could be carried out by NWN staff or volunteers interested in	<ul style="list-style-type: none"> - Support on qualitative sampling - Support developing qualitative research materials including consent forms and interview guides - Training on qualitative interviewing techniques for staff and/or volunteers - Training on qualitative analysis approaches for staff
Interviews and/or group discussions with volunteers	This data collection could be tacked on to existing volunteer training events, for example by having a short group discussion about their views on the project at the end of a workshop. Individual volunteers could also be invited to take part in interviews. Ideally there would be a sample of a wide variety of volunteers with a minimum of between 10 & 15.	<ul style="list-style-type: none"> - Support on qualitative sampling - Support developing qualitative research materials including consent forms and interview/group discussion guides - Training on qualitative interviewing and group facilitation techniques for NWN staff - Training on qualitative analysis approaches for staff

Appendix I: Measurement framework (7)

Interviews and/or group discussions with local residents	These discussions or interviews would take place with neighbours, friends and family of beneficiaries as well as members of the wider community. Individuals could be recruited for interviews through beneficiaries and wider community members could potentially be recruited through other local events. This data collection could be done by staff or volunteers.	<ul style="list-style-type: none"> - Support on sampling considerations - Support on qualitative interviewing and group facilitation techniques. - Support in developing relevant research materials - Training in analysing these sorts of data sets.
Analysis of data from partner agencies	The likelihood and scope of this strand would clearly be dependent on partner agencies and what data they were able or willing to share. Ideally NWN would get data on numbers of referrals over time so that it could analyse any changes in the number. It might also be able to access any anecdotal evidence of individuals views of the NWN project. There would need to be a short scoping phase to discover what data might be available and in what form before this strand could be further developed.	<ul style="list-style-type: none"> - m2 would be happy to join in conversations with partner agencies around how data might be shared and used if that was helpful.
NWN stakeholder mapping and engagement data	This would build on the work that NWN has already done with Snook by capturing the mapping that has already been done more formally and building on it throughout the life of the project. NWN may want to set goals around engagement with specific stakeholders for example level of contact or awareness of the project and then track progress against those goals.	<ul style="list-style-type: none"> - m2 could work with NWN to draw out the organisation's priorities around stakeholder engagement and consider ways of tracking changes.
Interviews with a sample of stakeholders and partners	These interviews would take place towards the end of the project with stakeholders occupying different positions in the stakeholder map. Interviews could be done face-to-face or by phone and would last around 45 minutes and could be delivered by m2	<ul style="list-style-type: none"> - In order to encourage open and honest reflection, m2 could carry out these interviews. - m2 could also do a light touch analysis of the themes arising from the interviews and could pass the raw data over to NWN so that they could do further exploration of the data if they wished.

Appendix II: Stakeholders interviewed

Adam Carter, Senior Project Officer, National Trading Standards Scam Team

Clare Clarke, NWN Community Engagement Manager

Pamela Hayton, Community Banker, NatWest Aylesbury

Aldo Simone, Trading Standards Officer

Guy Summers, Local Policing Inspector, Thames Valley Police

Sarah Thomson, NatWest Community Banker London & South East

Appendix III: Sample of residents interviewed

Characteristic	Quota	Profile of sample
Age	At least 3 who are 65+	3
	At least 3 who are 75+	6
Gender	At least 4 female	5
	At least 4 male	4
Living status	At least 4 who live alone	3
	At least 4 who live with others	6
Type of intervention	At least 4 who have attended an event	8
	At least 4 who have received intensive support	7
Disability	At least 2 who have a self-reported disability	3
Health: those who are in good health and those who have some form of illness including some form of dementia	Monitor	Not monitored
Ethnicity	Monitor	Not monitored