

ADW VISION, MISSION AND STRATEGY

VISION

A caring environment in which residents, businesses and visitors in Dorset Unitary Authority areas feel safe

MISSION

- To provide the encouragement, advice and tools to communities in support of our vision
- To support implementation of relevant elements of the Neighbourhood Watch Network Strategy
- To promote and support the growth and activities of all Watch groups across the Dorset Police area
- To encourage and promote cooperative working between Watches serving the same communities

STRATEGY

1. Grow the numbers of Watch schemes and of Watch members
2. Provide a high level of support to Watch schemes and their members
3. Extend our reach across
 - urban and rural communities
 - retail and industrial areas
 - schools
 - areas with a perceived speeding problem
 - age groups and ethnicities

IMPLEMENTATION PRIORITIES

- **Funding**
 - Operational and Project funding from organisations that support communities
- **Effective Partnerships**
 - Major
 - Police, Councils (staff & Councillors), Trading Standards, Crime Prevention Panels
 - Minor
 - E.g. Libraries, doctors' surgeries, housing associations, churches, youth clubs
- **Communications**
 - Members
 - Non-members- Spread awareness, then create liking, then generate wanting
 - Use of social media- Facebook, Twitter
 - Website
 - Meetings and Events
 - Newsletters
 - Neighbourhood Alert use by Watch leaders
- **Demonstrable Added Value**
 - WhatsApp set up assistance
 - Virtual Neighbourhood Watch set up assistance
 - Community Speed Watch
 - Ferndown Police Community Office and Sheduction
 - Signal Blockers
 - Demo kits
- **Major Essentials for Success**
 - Active participation of ADW Executive members
 - Appointment of an ADW Publicity Officer
 - Help in recruiting volunteers locally and to support ADW Executive
 - Senior and local operational Police support
 - Continuation of Police strategic support
 - Social media support
 - Regular funding