

# Street “Pop-Up” Program



**Neighbourhood Watch**  
Let's watch out for each other



Made possible by the support of Victorian Government Department of Justice and Community Safety “Innovation Grant” 2022 to 2024



**The Neighbourhood Watch Pop-Up Program  
(Neighbourhood Watch Victoria Innovation Grant)  
Aims to enhance community safety and  
Educate residents on crime prevention by fostering  
Connections at the hyperlocal neighbourhood level.**



## **The Crime Prevention Innovation Fund supported projects that:**

- **Tested new approaches to addressing crime and community safety issues that are evidence based and reflect promising practice**
- **Actively built capability within the community to understand and address crime and community safety issues**
- **Contributed to the evidence base of effective crime prevention practice.**

An aerial photograph of a large residential development, likely a new housing estate. The houses are arranged in a grid-like pattern with streets. The sky is overcast with grey clouds. In the background, there are green fields and distant hills. A semi-transparent white box is overlaid on the left side of the image, containing text.

## Ultimate Aim of the Street Pop Up program:

To identify and then test an effective and efficient way to directly engage with the residents of new Estates to encourage their connection to each other.

The Street “Pop Up” aims to enhance feelings of safety and educate residents to protect their property from crime, through a series of hyper-local neighbourhood “Street BBQs”.

Across 2023 and 2024 we hosted 30 events across Greater Geelong, North West and South metropolitan Victoria, within new housing estates.



# WHY?



**Neighbourhood Watch recognises that a community that is empowered, inter-connected and cohesive bestows numerous positive outcomes for its residents. These include collective efficacy, informal social controls, family stability, pro-social behaviours, health and well-being benefits, reductions in criminal behaviour and an increased sense of safety.**



The project connected and empowered neighbours by engaging them in a series of Street BBQs that acted as information and networking gatherings.

Estates were chosen within the Local government areas that demonstrated higher rates of offending and with a high proportion of greenfield developments in these areas the growth in population is set to put more upward pressure on the rates of offending.

In addition these estates are expanding and have growing multicultural populations, many of whom have re-settled in Australia recently



## A review of the national and international research regarding place-based initiatives identifies the following to be critical for effective delivery:

- Engaging a range of stakeholders in a **place-based** partnership to provide a strong basis for delivering interventions
- Improving the **communication** between communities and services
- Building **local** competencies and capabilities
- Adapting interventions to local circumstances and **needs**
- Engaging local communities in planning and designing services for them
- Allowing greater flexibility in service **delivery** models

**We also know from our own research\* that 70% of CALD community respondents indicated that 'knowing their neighbours' is the most important factor to feeling safe.**

\*Study undertaken for Neighbourhood Watch Victoria by Paper Giant in 2020,

Fostering community connection and cohesion is challenging, especially in new housing estates where there is often a sudden influx of diverse families and cultural groups.

Cultivation of community is often an afterthought where a Developer, or a Council, may provide a generic resource (such as a calendar or list of service providers) or stage a one-off event.

Although these activities service a need, it doesn't produce the type of hyper local connection required to form the solid base of a connected and healthy neighbourhood.

This project addressed crime prevention through Social Cohesion, the backbone of second generation Crime Prevention Through Environmental Design (CPTED)

Research has demonstrated that neighbourhood trust and the sharing of common values are associated with lower rates of crime and high levels of social cohesion and connection are related to a reduced fear of crime.



Neighbourhood Watch

# Neighbourhood Watch Victoria Innovation Grant Street Pop Up

Program Evaluation Report

June 2024

PaperGiant

Throughout the project we evaluated its effectiveness through quantitative, qualitative and observation so that we can now effectively share learnings to inform and motivate other parties to undertake similar projects in Victoria and beyond.

# How the project was delivered?

A week to 10 days prior to our 'intervention' we positioned Invitation Signs around a central area within the estate.

We also distributed invitations to 50 to 100 homes that had direct line of sight to the Pop Up Area. The invites had a section for handwriting the place and time/day of the Pop Up

The signs and invitation carried a QR code and we requested that people RSVP (including dietary requirements) so that we had an idea of numbers – and so we could ask “on a scale of 1 to 5, how well do you know your neighbours? How safe is your neighbourhood”

Say Hi to  
your neighbours!



Neighbourhood Watch  
**Pop-up**

Come for a **free\*** sausage sizzle with your neighbours!

## Neighbourhood Watch Pop-up is coming to your street!

We're hosting a free BBQ for you and your neighbours, so come along and get together, say "hi", chat, mingle and get to know each other better. There will be vegan and halal food too.



\*Please scan the QR code to RSVP so we have enough food for everyone!

**When:** 11-1pm,  
27th of July

**Where:** Briggs Park,  
Albury Avenue,  
Peppercorn Estate,  
Donnybrook

 **Neighbourhood Watch**  
Let's watch out for each other

**VICTORIA**  
State  
Government

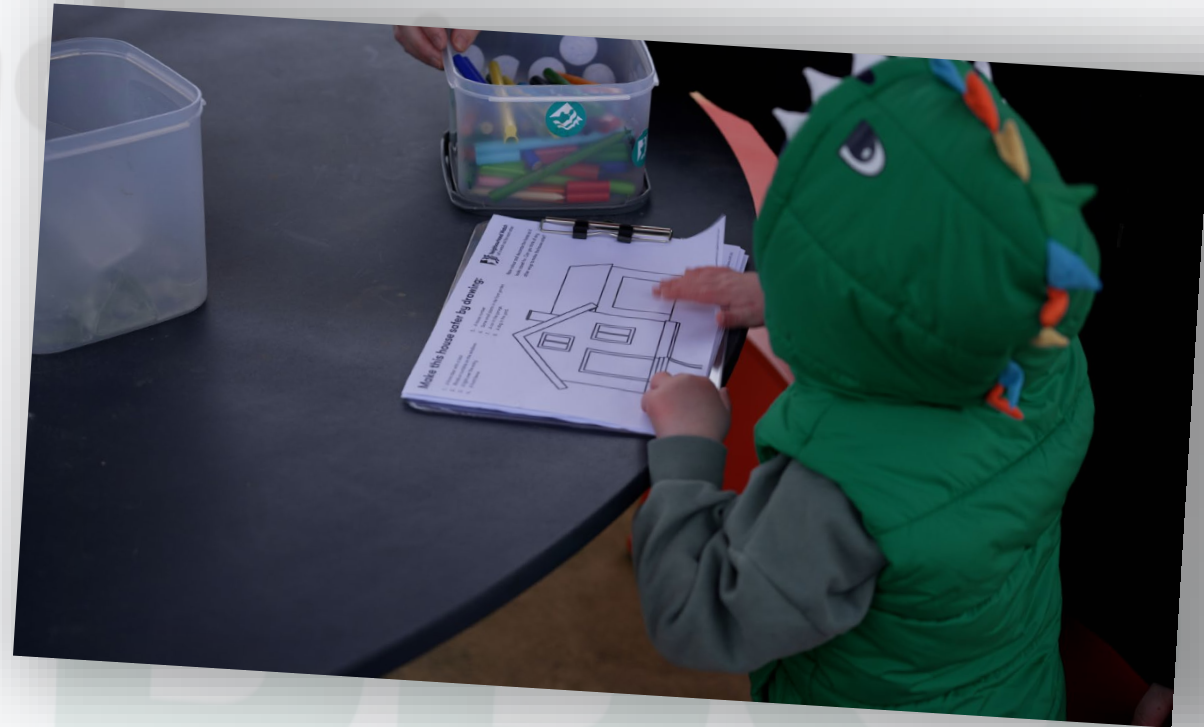
**say hi**  
be an awesome neighbour





**Pop Ups were presented across February to June, October to December, on Saturday and Sunday mornings, Saturday and Sunday afternoons, and Tuesday and Thursday afternoons**

**The Tuesday and Thursdays, just after school pick up, were the most popular time.**





On arrival each attendee was personally greeted by name and introduced to our team. We then introduced each attendee to each other and encouraged conversation.

An activity table for younger children was set up so that parents felt free to chat to our team and each other while the children were engaged.

Each event ran for an hour and most attendees stayed – and engaged – for the duration.

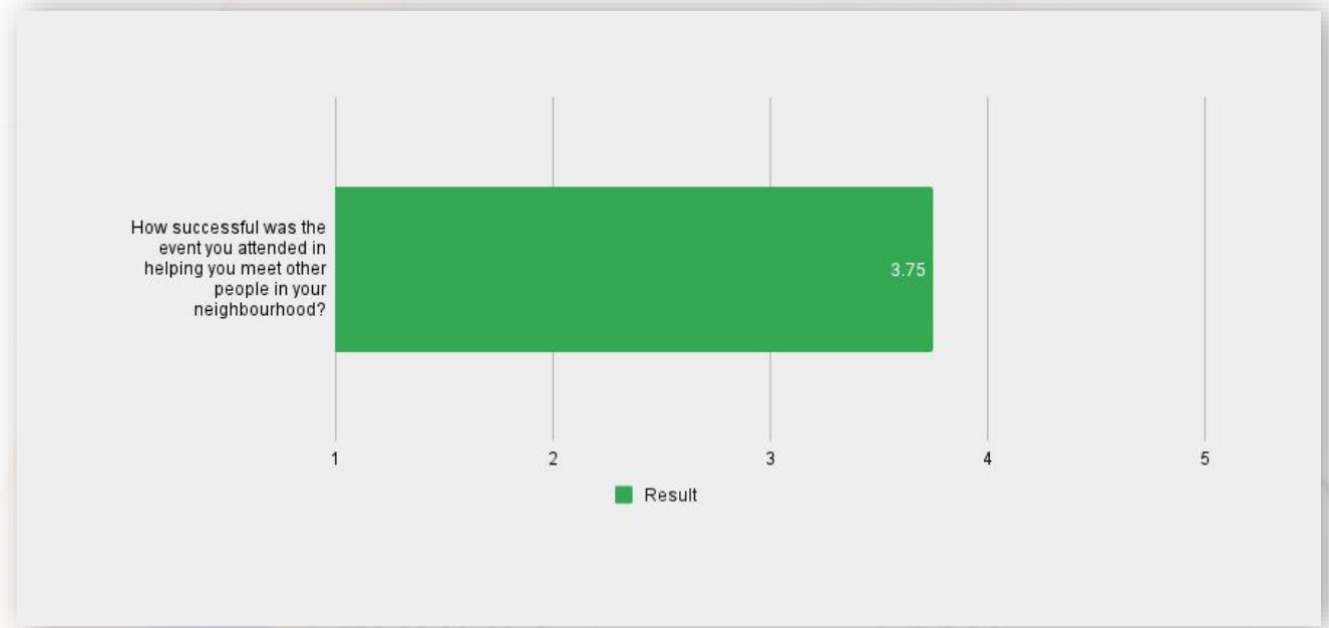


**Did it work?**

At the event, our team would advise attendees that we would be giving them a call or SMS in a week or so, to solicit their feedback.

Approximately 20% of attendees participated in a follow up conversation.

During that call we asked, again: “On a scale of 1 to 5 how well do you know your neighbours? How safe is your neighbourhood”.



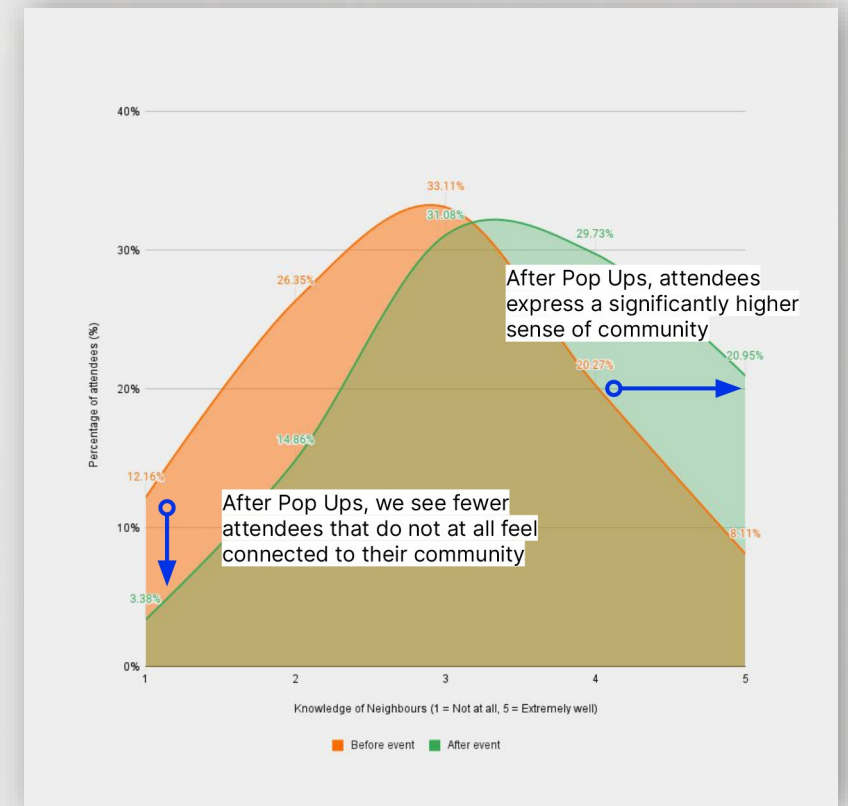
# Change in sense of safety per event



After the events we sent 8 consecutive emails over 3 weeks to attendees suggesting ways that their community can come together.

The project confirmed a strong link between community building and perceptions of safety - Individuals who trust their neighbours and perceive their neighbours as willing and able to help address local problems are significantly less likely to worry about crime or see themselves at significant risk of crime

Importantly - A key element of social cohesion is that social projects are proximal – they are targeted directly within the local neighbourhood, not across the whole city.



**16%**



**Sense of Community increase**



**10%**



**Sense of Safety**



**Sense of  
Community**

**Community  
Safety**

**Sense of  
Safety**

An aerial photograph of a park area, showing a playground with a slide and a basketball court. The image is overlaid with semi-transparent text boxes. The background shows a residential street with houses and a road.

Post-event survey data shows a 16% increase in attendees' sense of community and a 10% increase in their sense of safety. Both increases are statistically significant.

In the 6 to 12 months since the last event, we have only had 5% of attendees unsubscribe from our email data base.

**Did it work?**

Making crooks  
cranky since  
1983

## Successful event elements

Key success factors of Street Pop Ups included their small-scale and hyperlocal nature, with visible NHW presence, good food, favourable weather and our team actively engaging directly with neighbours and driving their conversation. These elements significantly contributed to positive community experiences and increased engagement with crime prevention information.



# Neighbourhood Watch

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[www.nhw.com.au](http://www.nhw.com.au)

Email [engagement@nhw.com.au](mailto:engagement@nhw.com.au) to find out more