



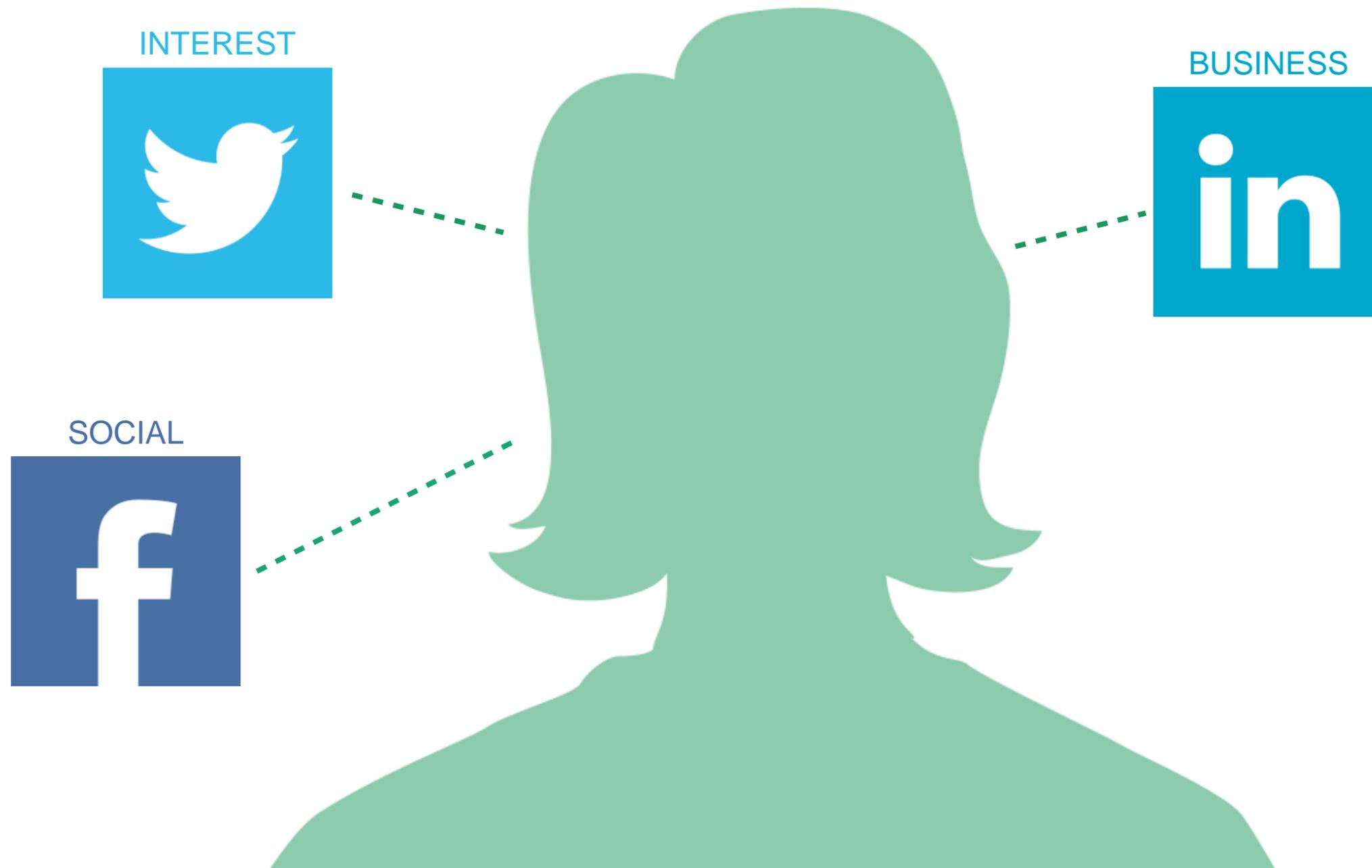
Introducing Nextdoor

Digital Councils Conference - May 25th 2017

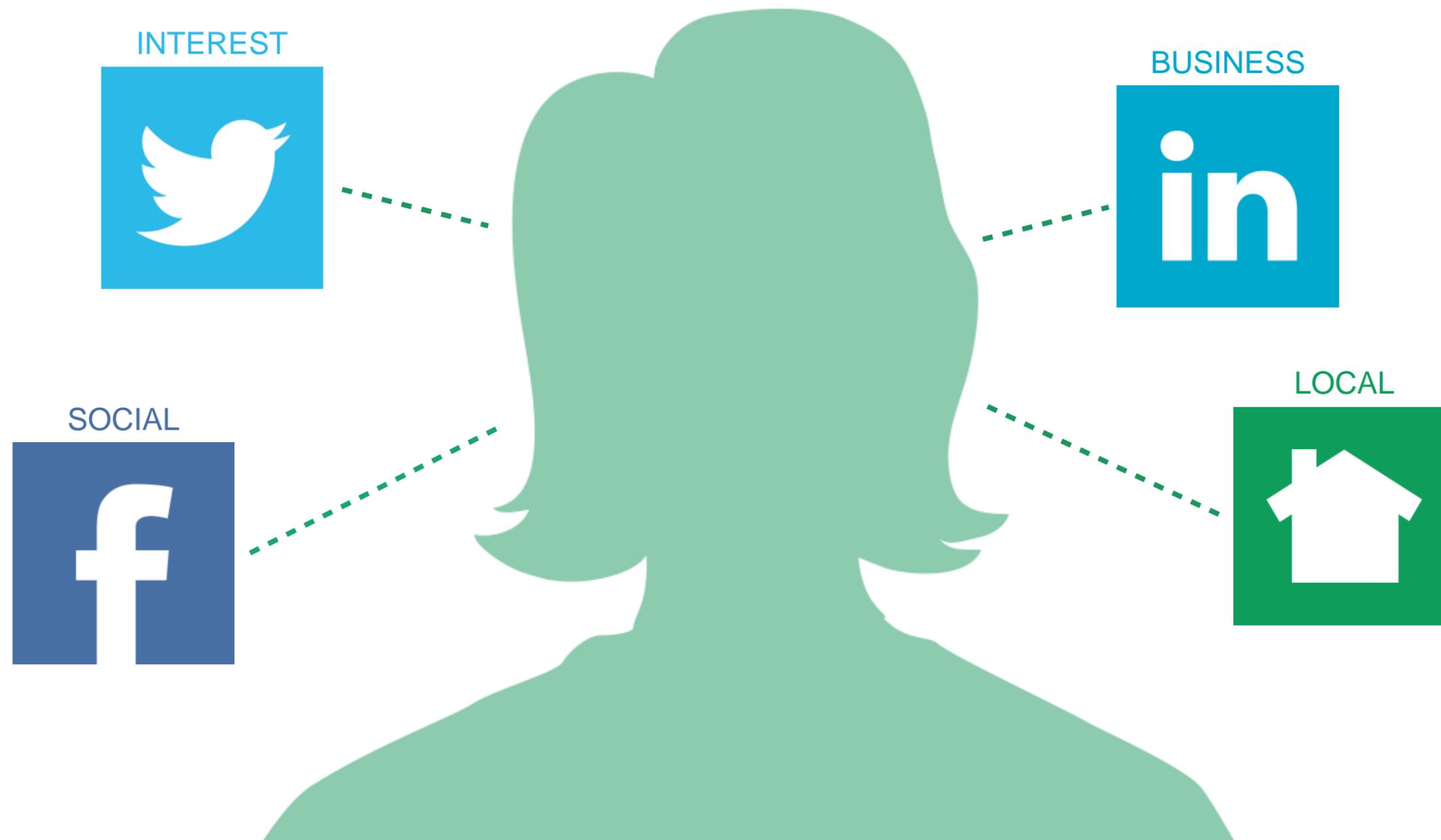


Nextdoor is the private social network
for the neighbourhood

There are social networks for many important parts of our lives



Yet there is no network for that part of our lives closest to home





The neighbourhood is one of the original social networks

“Social networks in a neighborhood lower crime, improve public health and raise test scores.”

Robert Putnam, Harvard Professor and Author, *Bowling Alone*

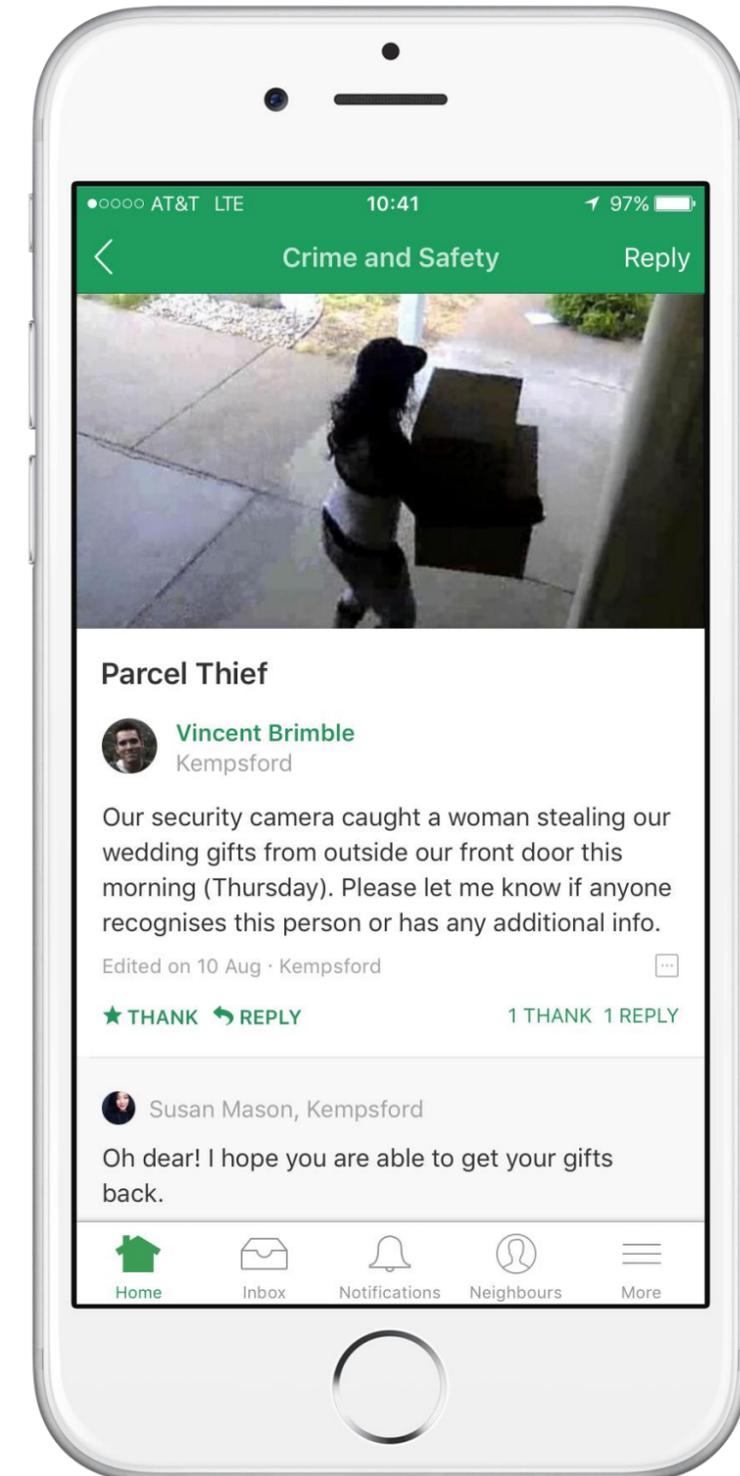
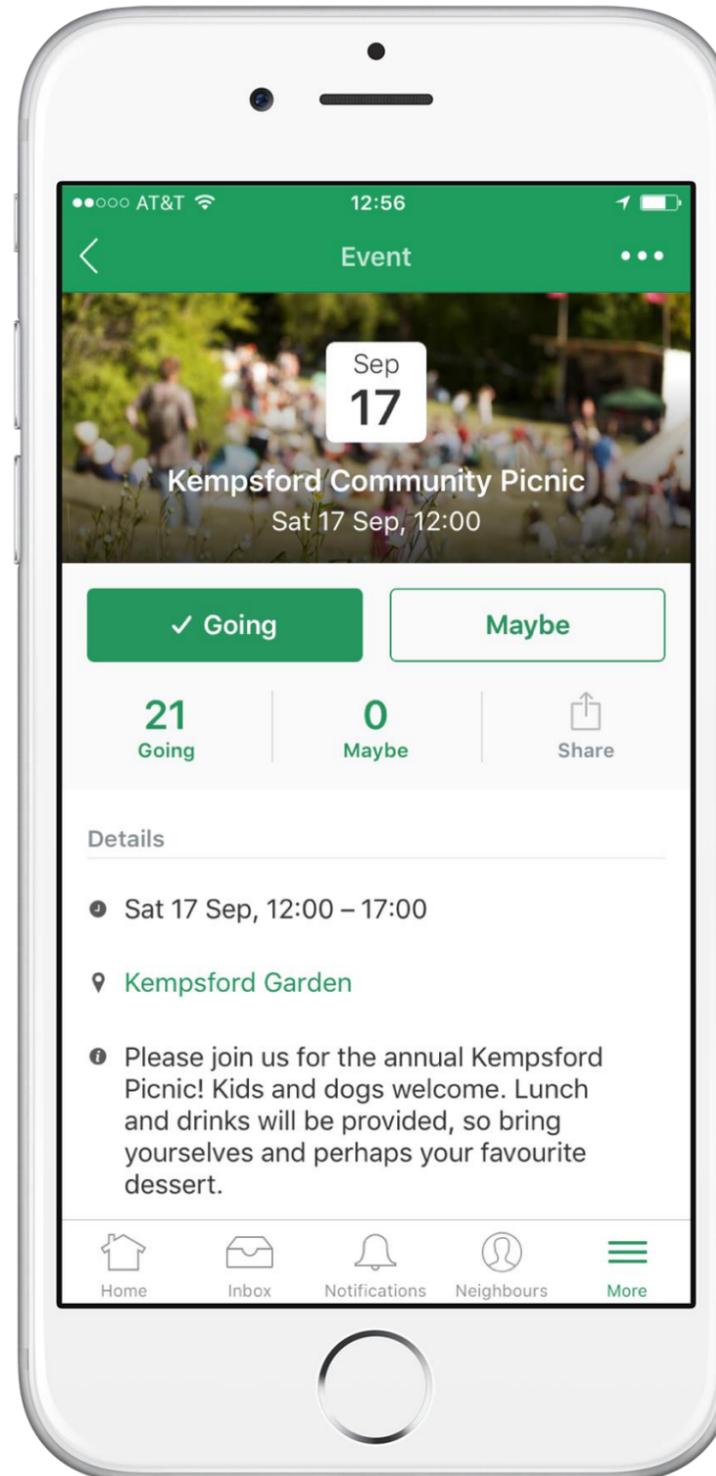
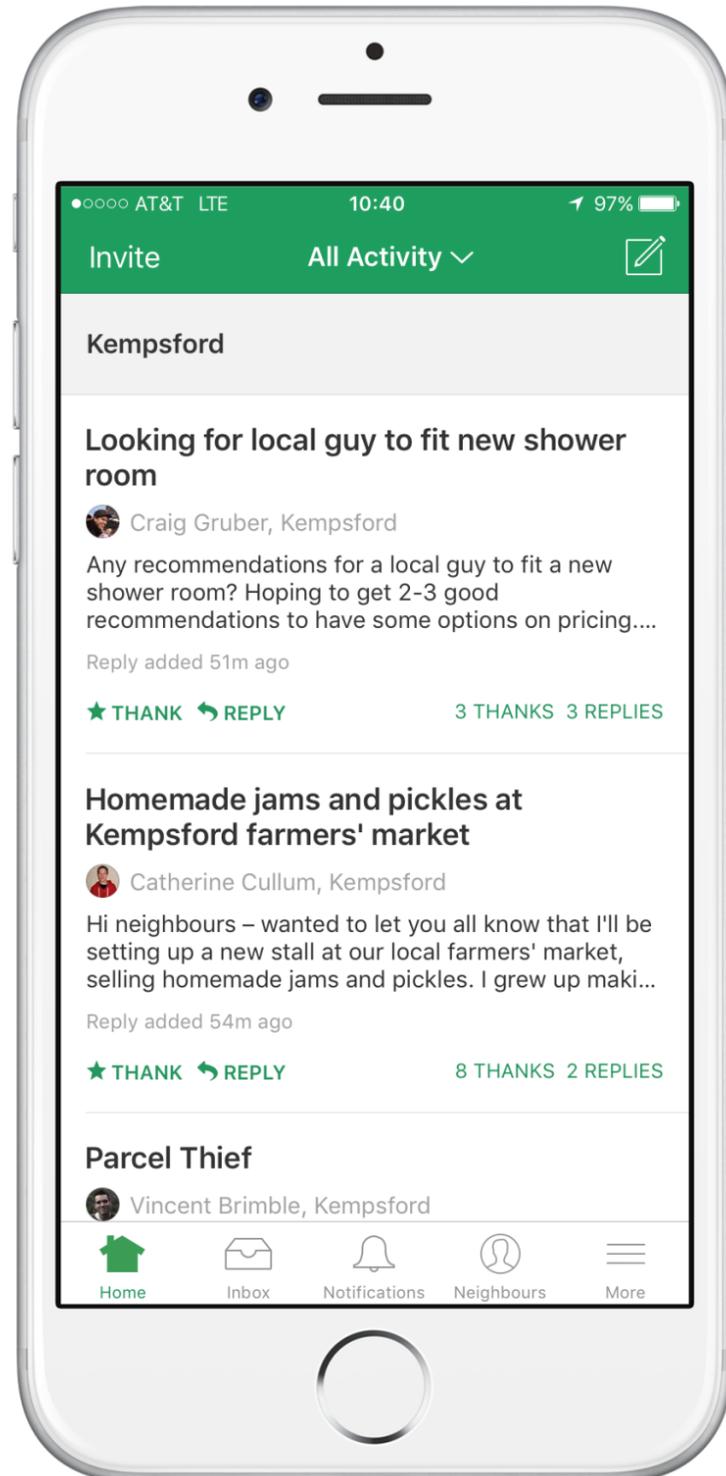
33% of UK residents don't know **any** of their neighbours well; 10% can't even name the person next door

One Poll, September 2016



Nextdoor helps bring back a sense of community to the neighbourhood

The neighbourhood in your pocket



Built from the ground-up for the neighbourhood



Private
Real names and address verification; no public access

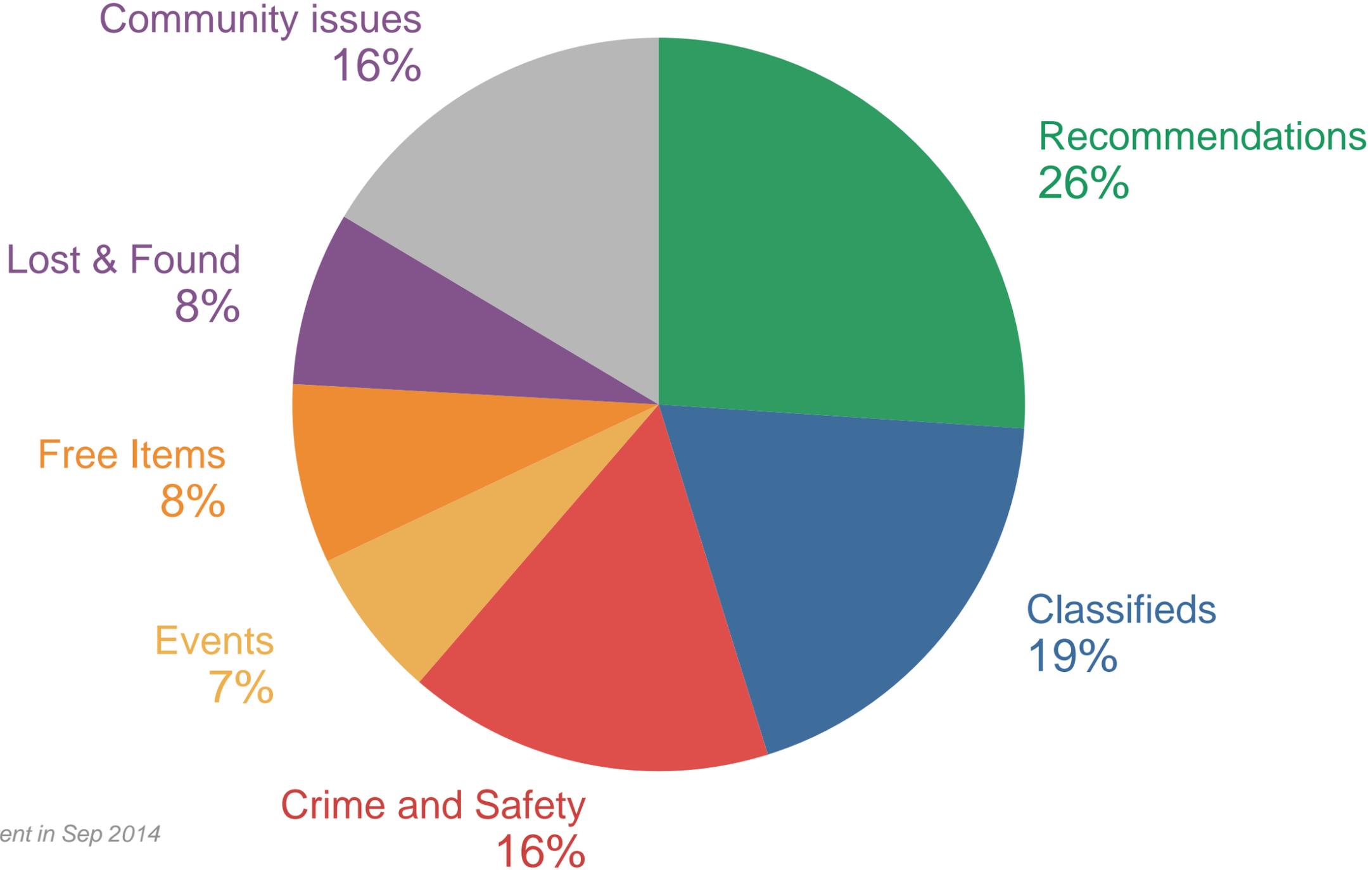


Local
Discrete neighbourhood boundaries; map-based UI



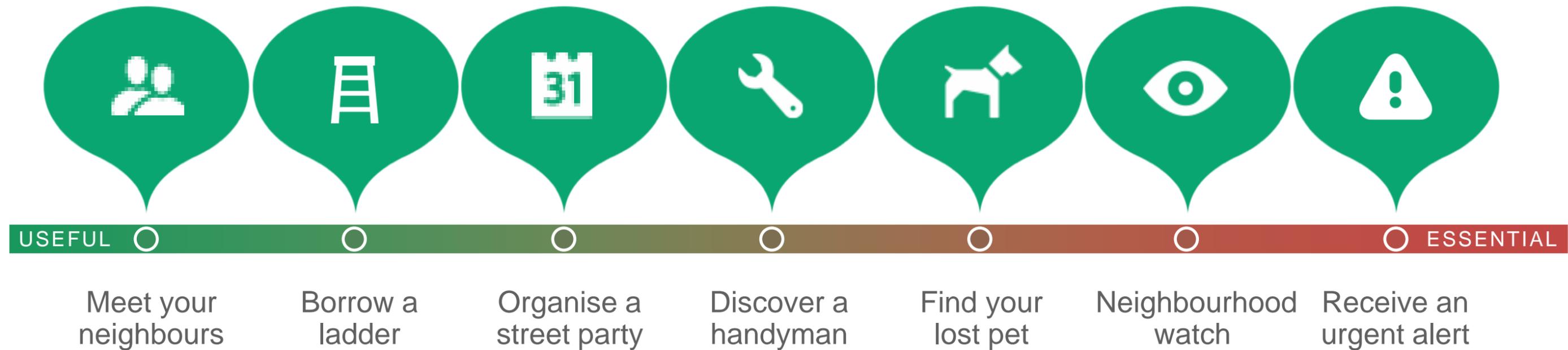
Useful
Recommendations, classifieds, events, crime/safety, and more

Wide range of use cases reflects the needs of a local community

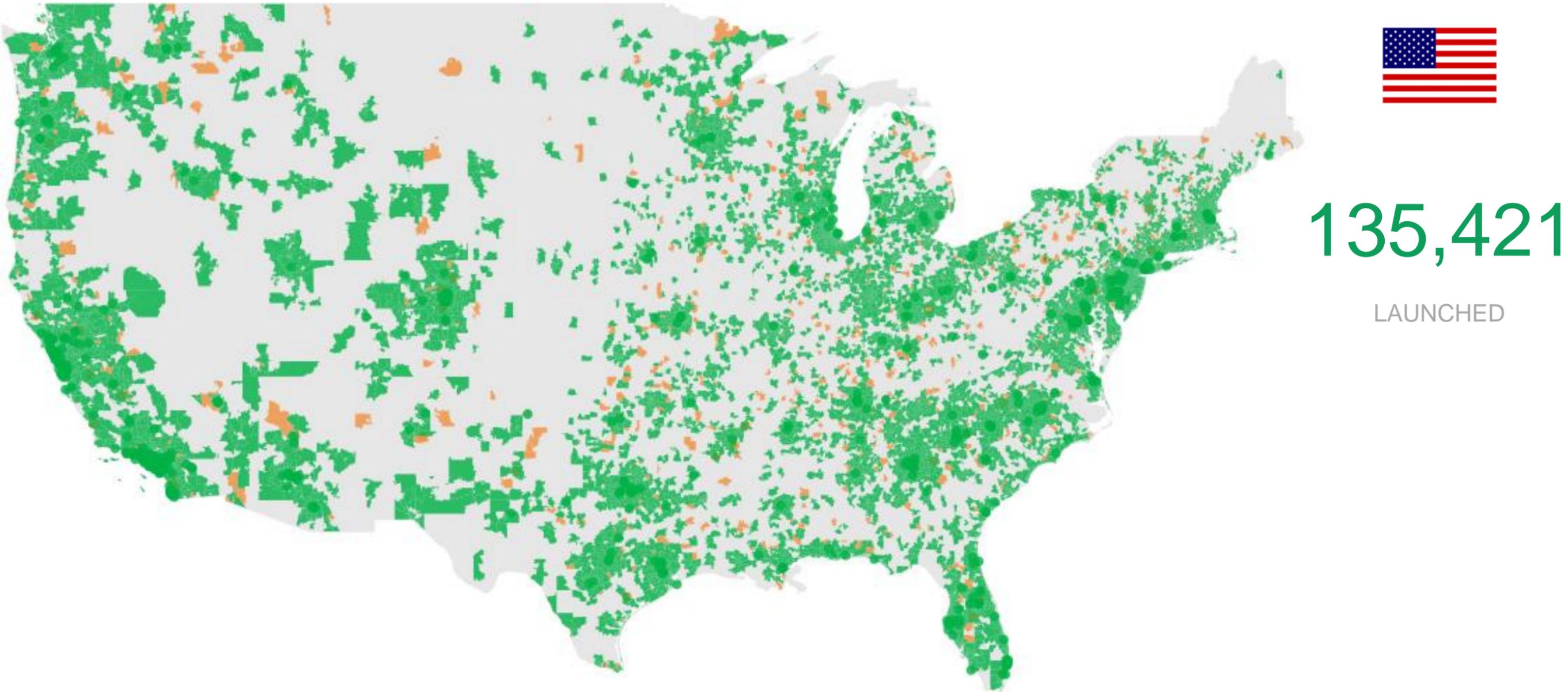


Analysis of all Nextdoor content in Sep 2014

Nextdoor has become a lifeline to the neighbourhood

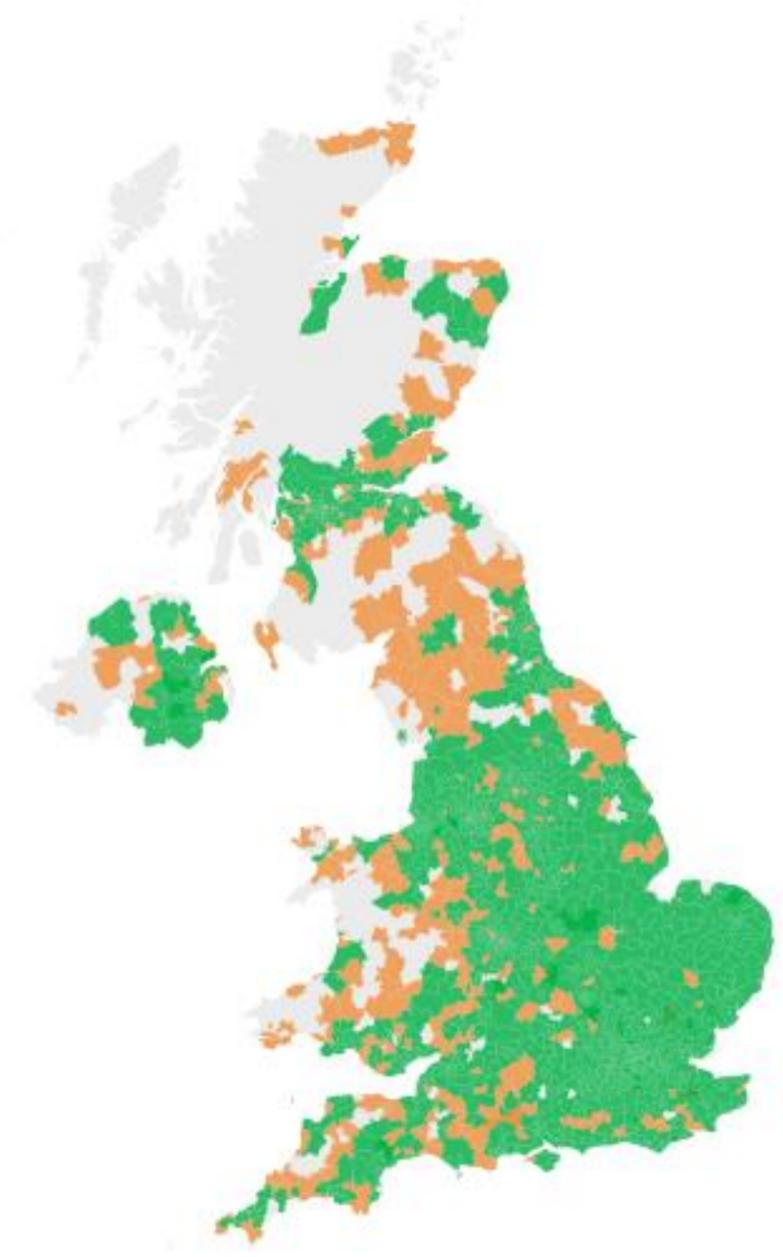


Nextdoor is now used by over 75% of US neighborhoods



Note: launch coverage by zip code and estimated number of US neighborhoods is 170k

And 45% of UK neighbourhoods now use Nextdoor, too

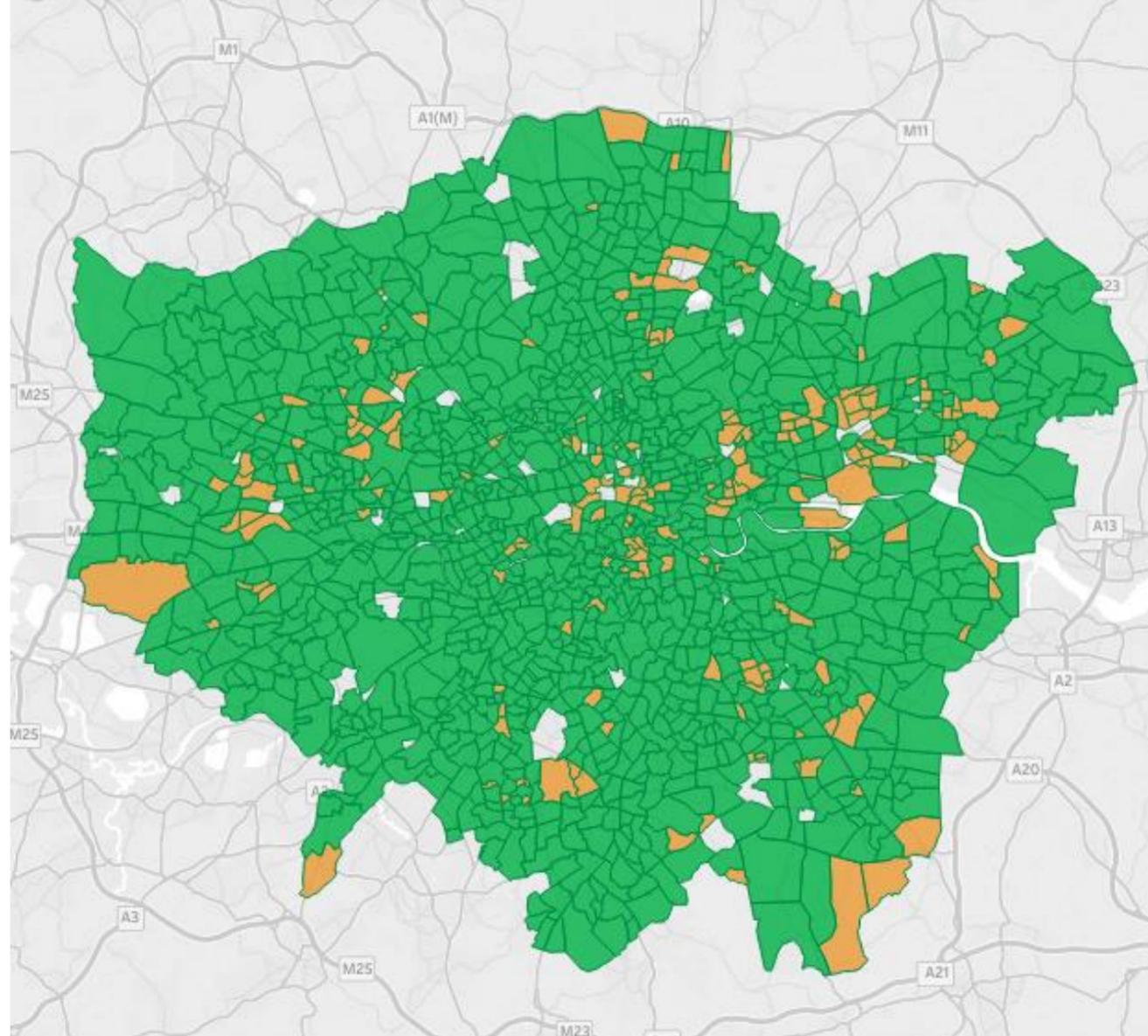


11,006

LAUNCHED

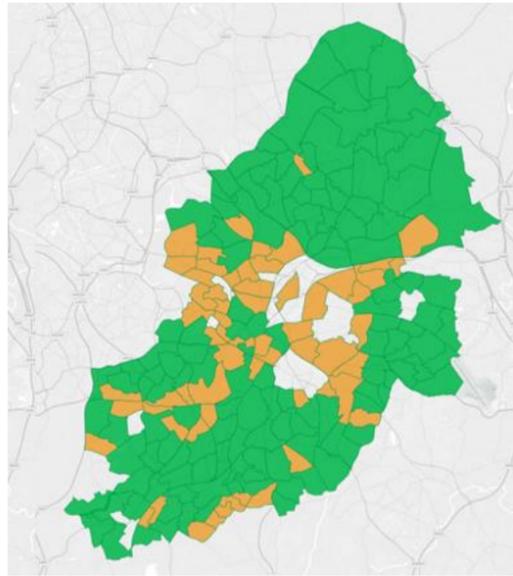
Note: Coverage estimated by comparing 18m households in launched neighborhoods against 29m estimated households nationwide
Note: Neighborhood coverage ~37% for 9k launched neighborhoods against 25k estimated neighborhoods

93% of London households are now in launched neighbourhoods

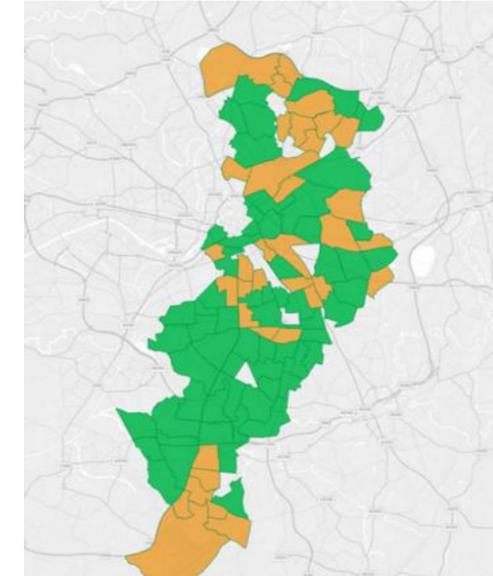


We see strong coverage replicated across all major UK cities

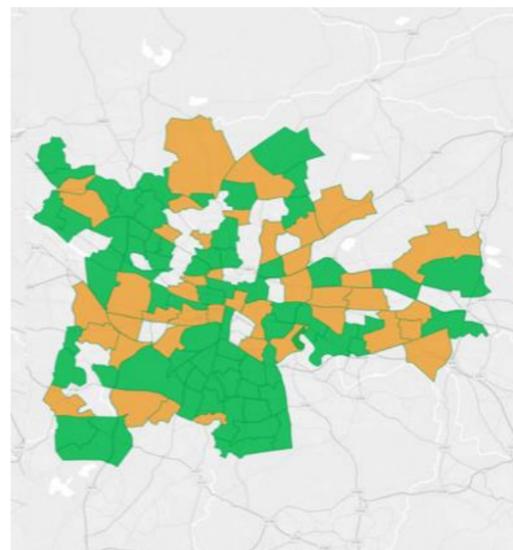
BIRMINGHAM - 69%



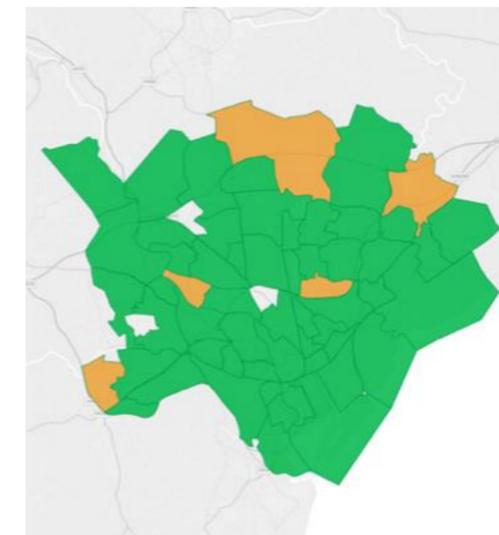
MANCHESTER - 67%



GLASGOW - 65%



CARDIFF - 89%



Our first founding members



“I'm hoping that Nextdoor will be the answer to getting to know our neighbours in the digital age.”

Lucy, Islington



“If you care about your neighbourhood, Nextdoor's the place for you. I'm looking forward to using it to get recommendations on great local businesses, as well as updates on crime in the local area.”

Mike, Ealing



“You'll be surprised how many people we walk past each day that only live five minutes away. Nextdoor brings us all together.”

Liz, Birmingham



South London

First street party since 1977



Ted
Gorringe Park

Soon after Nextdoor arrived in Gorringe Park, South London, neighbours began talking about how nice it would be to get together in real life. They soon organised a big street party for all residents. According to some delighted locals, it was the first to be held in the area since the Queen's Silver Jubilee in 1977.



Banbridge

Mums and toddlers group

Claire
Lotus Square, Bainbridge

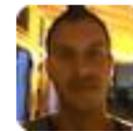
Claire, a mum of a 3 year-old toddler and a 5 month-old, used Nextdoor to reach out to other mums in her neighborhood because she was feeling a little socially isolated, as well as struggling to find playmates for her young children.

She was inundated with positive responses, and the group soon arranged their first meet-up at a local soft play area. Around twenty mums took part, and the group are already planning their next get-together. The mums have now started a fitness club, and regularly get together socially.



Kensal Rise

Cleaning up the neighbourhood



Rik
Kensal Rise

This area is one of the worst in the UK for fly-tipping. On one street, residents woke up to mattresses, rugs, fridges and washing machines newly-discarded on the pavement. Frustration had been building for weeks, but the neighbours had been unable to persuade the council to take their complaints seriously.

On Nextdoor, members came together to take action. The weight of feeling and direct action finally convinced the council to act – and they soon began a regular patrol with a CCTV van. The council also instituted community clean-ups to keep the streets free of junk.

Over 2,100 public service providers use Nextdoor:

Community engagement. Agencies value two-way communication with residents that build trust and invest in community partnership



Crime prevention. Residents and agencies use Nextdoor to organise virtual neighbourhood watch



Emergency preparedness. Agencies help residents prepare for an emergency, and use Nextdoor to communicate during and after a disaster.



Plus: polls; meetings; events urgent - and life-saving - urgent alerts

More to come in the UK during 2017...

1. Launch of Public Services Platform



2. Partnerships with civil society



The Electoral Commission



3. New platform for local businesses



Reasons to get started now

Your residents are already discussing crime & safety issues on Nextdoor, and they want parish councils to join the conversation

Nextdoor members want to make their communities safer and stronger

Nextdoor will always be free

There is no technical integration - and Nextdoor is simple to use

We are here to help you succeed



Connection + Communication + Information Sharing + Collaborative Action + Celebration



Thank you

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