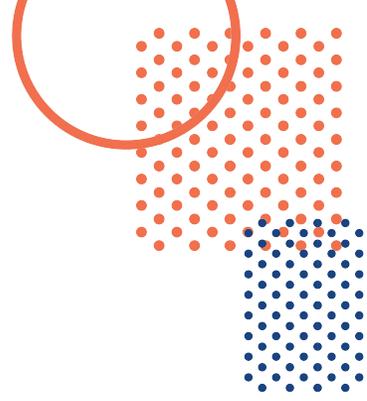


The magic of joined-up neighbours



Hi, I'm Harry... my work..



...

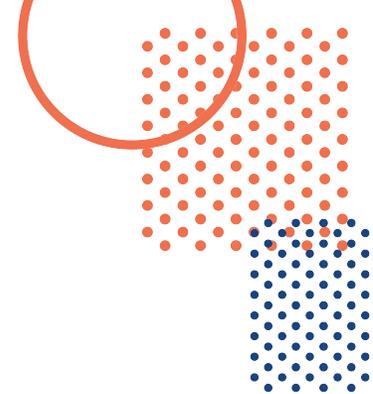


2019



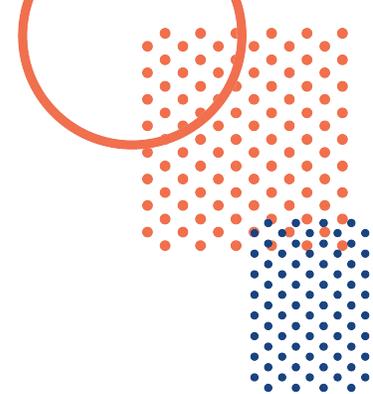
2025

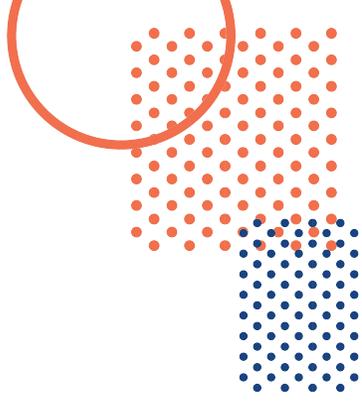




what I want to say in the next 10 mins

for healthy happy communities,

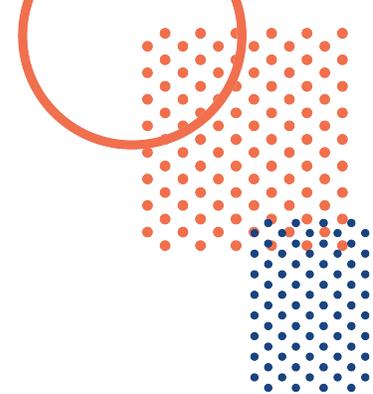




for healthy happy communities,

most important enabler is:

neighbours are joined-up and in touch, and know what's going on around them



for healthy happy communities,

most important enabler is:

neighbours are joined-up and in touch, and know what's going on around them

**that's what Neighbourly Lab & Neyya are here for
... and brings exciting opportunities for landlords!**

We set up Neighbourly Lab because the cost of us living disconnected lives is too big

Chronic Loneliness

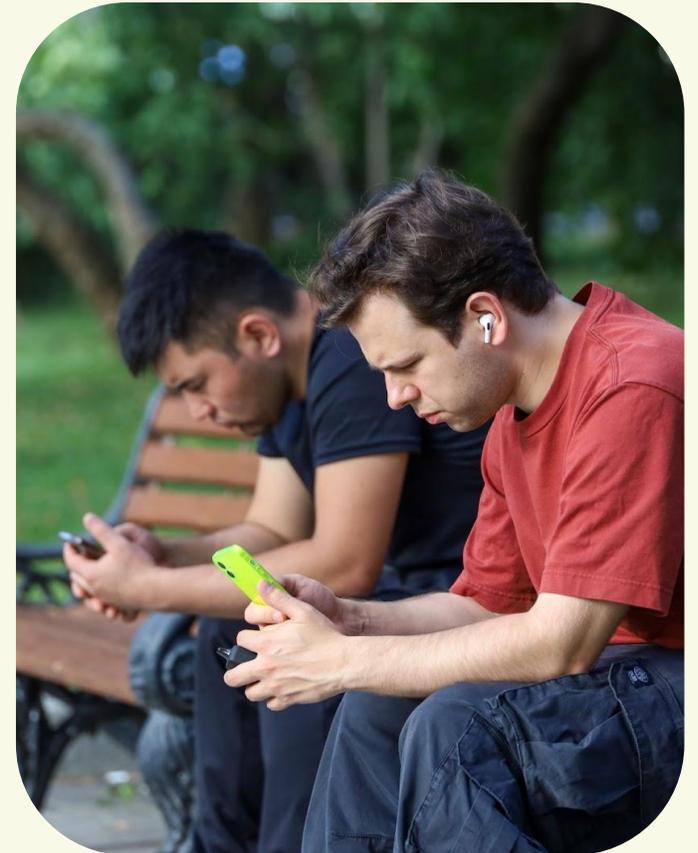
c10% of us are severely lonely; in social-housing c. 2x gen-pop, and highest for older people living alone, and people with disabilities, or new-to-place

Doing “Cost of Living” squeeze solo

50% of residents “struggle financially”, c20% of residents in experiencing food-poverty

Safety and sense-of-belonging

Lower trust in neighbours, less sense of belonging and less openness to change



Neighbourly Lab - a non-profit research and innovation organisation.

Our mission is to increase social connectedness across the UK.

Increased levels of social connectedness bring a range of **downstream outcomes** that strengthen communities



These are all housing outcomes!

Work across Housing and Councils and businesses to help them to better engage and serve their communities



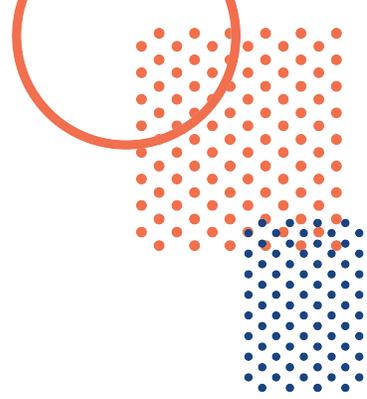
City of Westminster



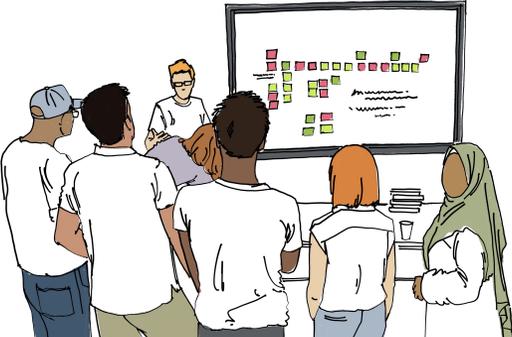
Department for Digital, Culture Media & Sport



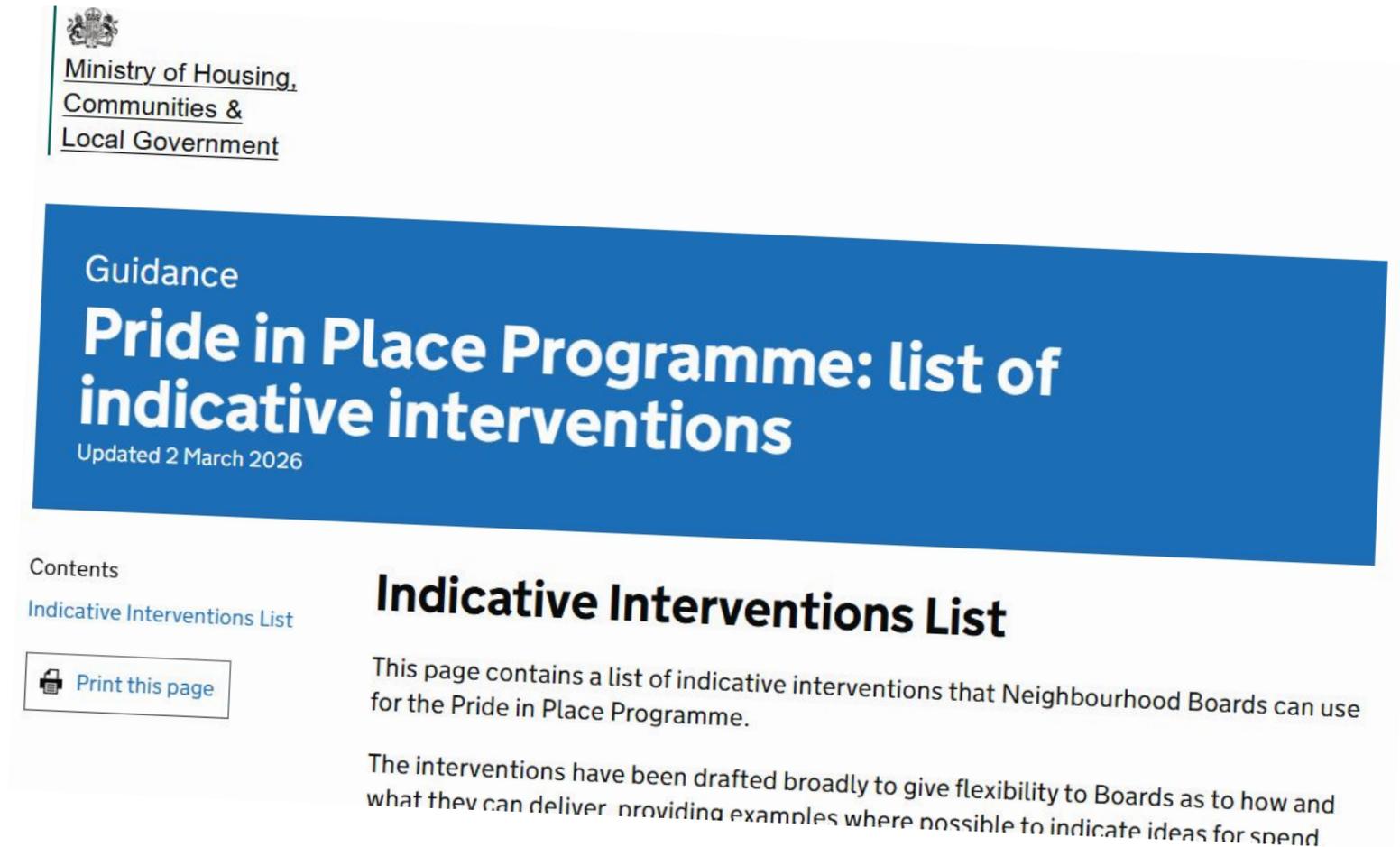
Most of Neighbourly Lab's work is about Social Infrastructure and the Built Environment



When it comes to ways to increase the Social Infrastructure in a local-area, there are loads of different possible solutions and interventions to bring about stronger, healthier places... .



About 140 good ideas listed in MHCLG PiP guidance



The image shows a screenshot of a government guidance document. At the top left is the Royal Coat of Arms, followed by the text 'Ministry of Housing, Communities & Local Government'. Below this is a blue banner with the text 'Guidance Pride in Place Programme: list of indicative interventions' and 'Updated 2 March 2026'. Underneath the banner, there are links for 'Contents' and 'Indicative Interventions List'. A 'Print this page' button is also visible. The main heading 'Indicative Interventions List' is followed by two paragraphs of introductory text.

Ministry of Housing,
Communities &
Local Government

Guidance
**Pride in Place Programme: list of
indicative interventions**
Updated 2 March 2026

[Contents](#)
[Indicative Interventions List](#)

 [Print this page](#)

Indicative Interventions List

This page contains a list of indicative interventions that Neighbourhood Boards can use for the Pride in Place Programme.

The interventions have been drafted broadly to give flexibility to Boards as to how and what they can deliver, providing examples where possible to indicate ideas for spend

Our POV is:

***there's one thing that matters even more than
all these amenities and interventions..***

the single most important thing for a healthy happy neighbourhood is the neighbours being well joined-up with one another



**Fundamental: our ability to be in touch..
to co-ordinate... to share news about
resources.. to call for help..**



Honey-bees doing a "waggle dance" to recommend food-sources



WW2 Italian soldiers using the radio to co-ordinate



The outcomes when neighbours are well joined-up with one another

we:

- **feel safe and secure , feel “part of a good place”**
- **pool know-how, share stuff, save money, live smart**
- **are available to one another for help when it’s wanted**
- **build trust, see each other as similar not strange**

So many good things are on offer for residents in connected-communities



Now I'm in this Poplar mums group, I got advice about my baby's vomiting and saved me a midnight trip to A&E

We met when you recommended your plumber to me..



I borrowed the oven-dish from the lady opposite.. And took her over a slice of the cake I made



I feel so much safer now we're all in touch... People just used to keep themselves to themselves

For this to happen, there needs to be good local comms-infrastructure in place..

people need good, welcoming easy tools to connect-up well

especially vital for people who have constraints in socialising or low Social-Capital (esp lonely, and newly-arrived)

&online interaction catalyses and increases IRL sociality (not substitute for it)

And access varies widely from place to place

Trust in neighbours is much higher in wealthy areas than poorer areas.
(mostly explained by tenure/transience)

% of Britons who chat to neighbours regularly: 69% overall
SW joint-highest in UK (72% vs 62% in London)
richest decile 75% vs poorest decile 64%

Provision of local Whatsapp groups is very patchy (c25% of households in a neighbour-group) and skews heavily towards higher-income and long-tenure housing

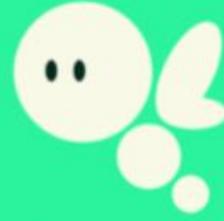
... so we started Neyya

to create a perfect purpose-built way for neighbours to connect up

- **local groups that are open and easy to join**
- **hosted and moderated**
- **built for ease and inclusion**
- **supports the people and orgs who make things happen**
- **AI to help introduce people in to what's going on**
- **no newsfeed full of moaning and crime etc**

Oxford's Local Connection App

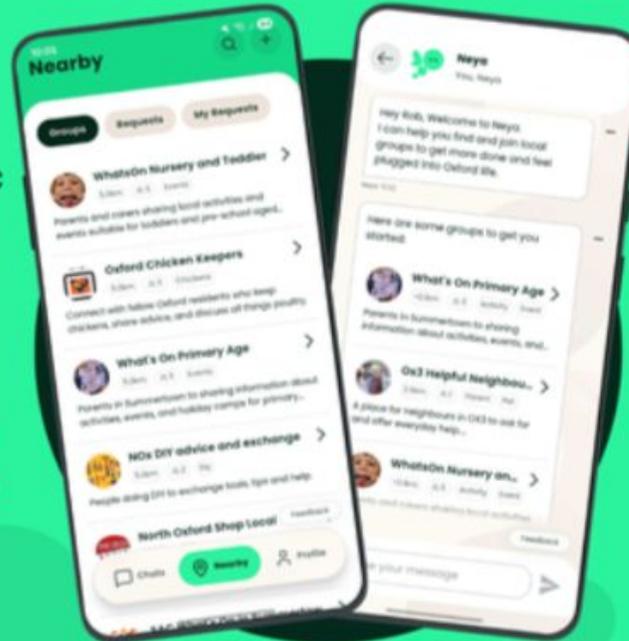
neya



Find and join local groups on any topic

Join in or start something new

Neya connects you into local Oxford life



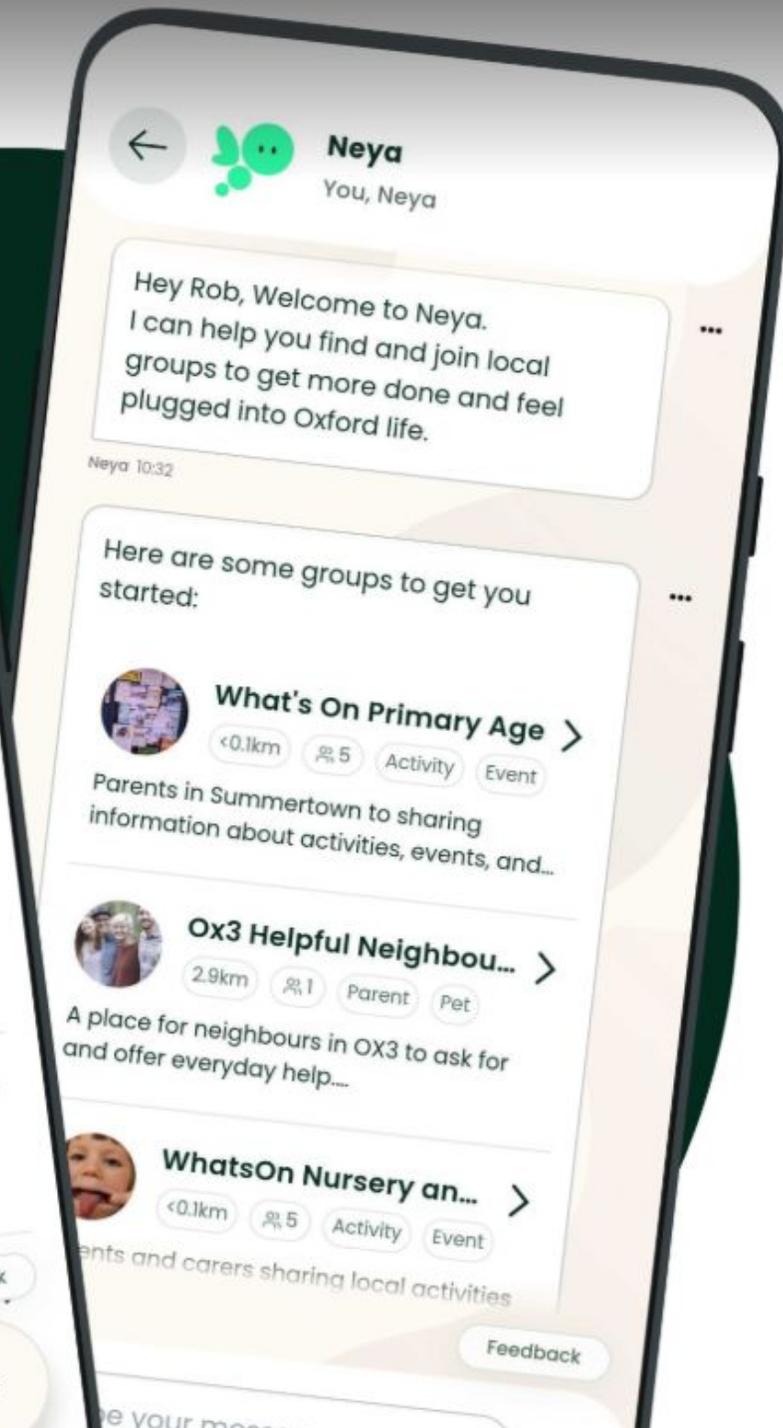
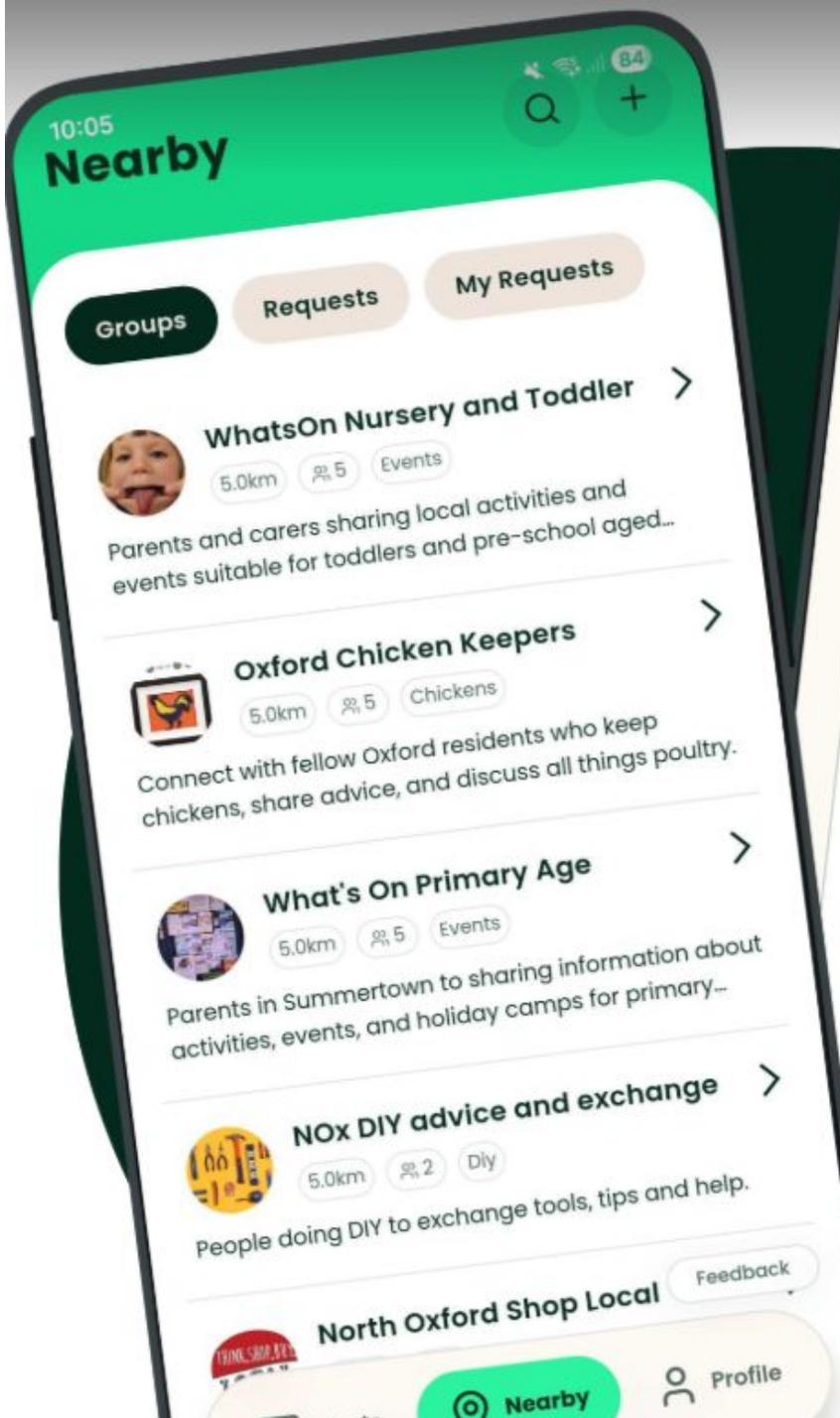
scan to try



joinneya.com

Made in
Oxford
for Oxford





Play around with it, try it out

**it's just launched in Oxford; going well..
already >40 local groups started..**

**www.joinneya.com or from your appstore
*(set a Oxford address to see activity)***

We've set Neya up as a business

- **Raised £1m VC from backers in UK and US and will raise much more next year**
- **Aims to serve UK first, then US, then everywhere**
- **Will earn £ (later) from referral £ from local-businesses**
- **Being built by an A-team of software-engineers and product-designers**

Why this matters for orgs who provide housing

When local people are adequately connected-up, two exciting things happen as a result



**Neighbours who're well
joined-up**



1

**Greater Local
"Collective Efficacy"**

2

**New ways for landlords
to listen and engage
with and serve tenants**

We're going to be testing these outcomes over the coming year

"Connected Neighbours" programme

- **Supported by 3 HAs : soha, SNG, Clarion**
- **Using Neya app**
- **Co-design and evaluation by NeighbourlyLab**
- **Trials all across Oxfordshire**

Greater Local “Collective Efficacy”

*Getting help
from
neighbours eg
for resolving
small repairs*

*Easier for
new-arrivals to
orientate and
settle*

*Sense of collective
pride and
ownership*

Early hunches

*More confidence
and voice
amongst
residents to
initiate ideas for
local
improvement,
self-advocate*

**New ways for landlords
to listen and engage
with and serve tenants**

*Early-warning
radar for
grievances or
divisions*

*partnership
approach to
dealing with
local challenges*

*support boosters
for local groups
and initiatives for
local improvement*

Early hunches

*see who the
“natural”
influencers are
in the
neighbourhood
and engage with
them?*

Thanks!! Do please get in touch

*if Neighbourly Lab can help you on Resident Engagement
or Social Infrastructure*

to hear more about Neya

or anything!

harry@neighbourlylab.com

