

# Neighbourhood Watch signs up first advertisers for website

**By Andrew McCormick**

BT and Specsavers have become the first advertisers to target the UK Neighbourhood Watch Trust's members after the organisation opened its website to third-party ads.

The Home Office-backed Neighbourhood Watch is also building an ecommerce offering through digital agency KLB Communications.

BT and Specsavers have become the first brands to advertise on the relaunched site, the online home for Neighbourhood Watch's 10m members, who are predominantly aged between 45 and 65. Ad network Etype has been appointed to handle the advertising for the site.

KLB Communications has been hired to develop social networking features and an ecommerce platform.

"We'll offer a full online shopping facility within six to nine months," said Jonathan Landsberg, commercial and marketing director for KLB Communications. "It will offer a range of products that give value to communities, from playground equipment to security systems and insurance."

He said the site is being developed to offer individuals and local groups the chance to create profiles, communicate and share best practice.

"The aim is to create a MySpace for the over-45s," he said. "We're working on a range of social networking features and, if they succeed, we'll look at online videos and podcasts."

KLB Communications has appointed a full-time member of staff to provide improved content to the site.

**[neighbourhoodwatch.net](http://neighbourhoodwatch.net)**