Extra HOUR

The state of neighbourliness in the UK: a report

Autumn 2025

neighbourly

The Extra Hour:

The state of neighbourliness in the UK

This autumn, as the clocks go back, Neighbourly is asking the nation to pause and reflect on the power of everyday connection. Encouraging the public to pledge the 'extra' hour of their time in October to support local good causes, The Extra Hour campaign builds on Neighbourly's core mission: to strengthen communities through small acts that add up to big impact.

Supported by a nationally representative study exploring how neighbourliness has evolved – the results of which are detailed in this report – the campaign explores:

- What neighbourliness means in modern society
- Whether neighbourliness is in decline
- The role it continues to play in tackling the societal challenges of today.

Curating a snapshot of the UK and Ireland's social fabric, the research explores whether, in an age of digital connection and growing societal pressures, we are at risk of losing the face-to-face bonds and neighbourly spirit that make communities resilient.
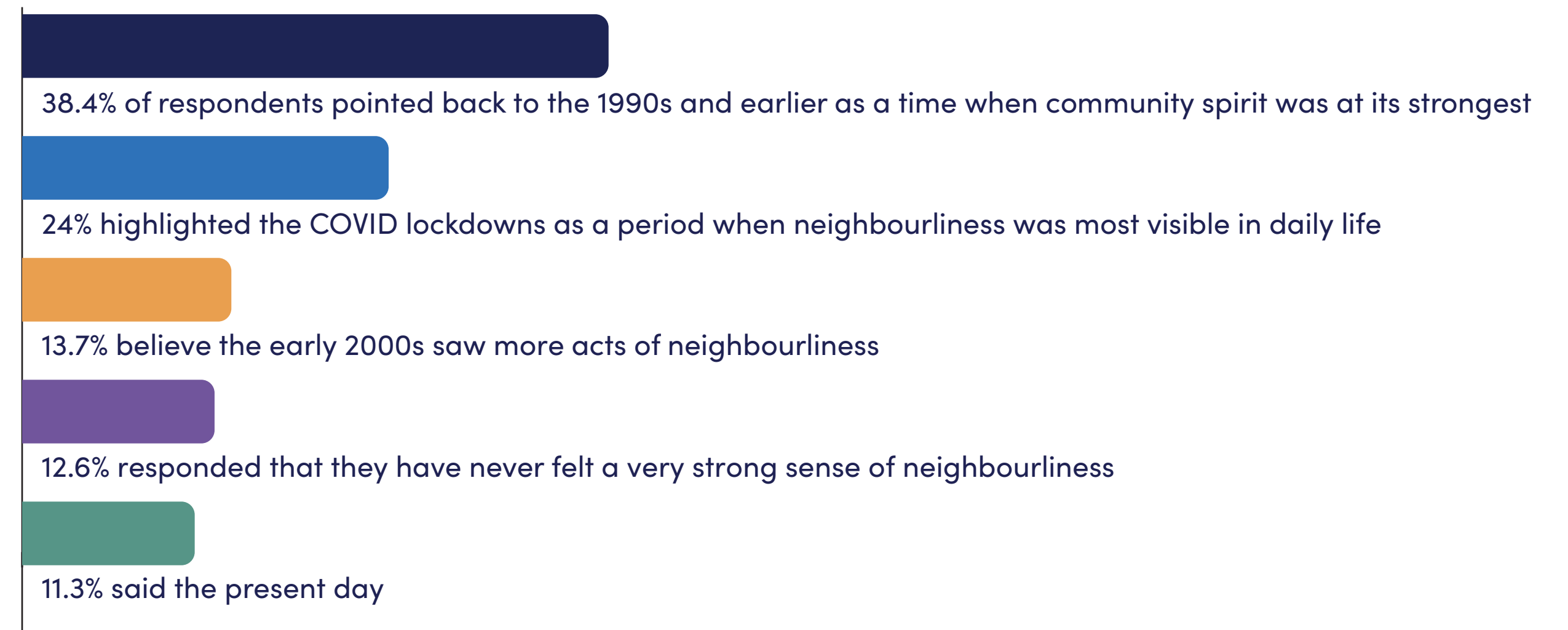
When were we most 'neighbourly'?

Our research found that public perception of society's neighbourliness remains strong within the UK, despite growing views that community ties have weakened compared with previous decades.
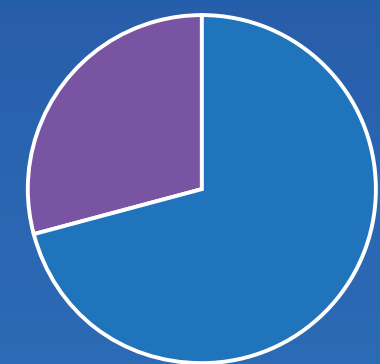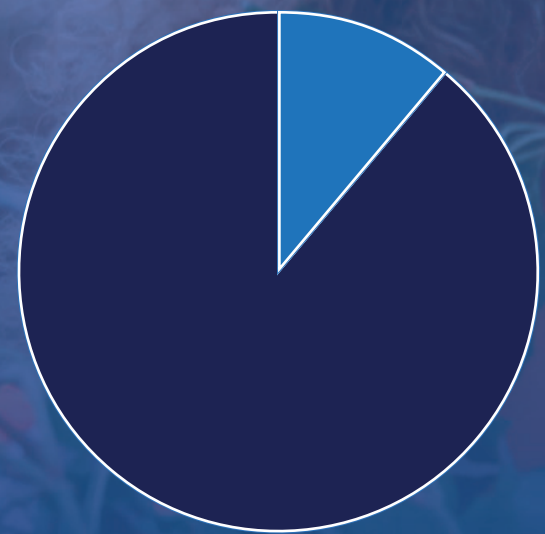
71% of people surveyed believe neighbourliness remains a core national value.

Despite neighbourliness still being widely regarded as a core attribute of our national character, the research exposes a sharp divide in how people feel it plays out in practice.

When asked which time periods felt the most neighbourly to them personally, respondents revealed a growing rift between past efforts and today's reality.

38.4% of respondents pointed back to the 1990s and earlier as a time when community spirit was at its strongest

24% highlighted the COVID lockdowns as a period when neighbourliness was most visible in daily life

13.7% believe the early 2000s saw more acts of neighbourliness

12.6% responded that they have never felt a very strong sense of neighbourliness
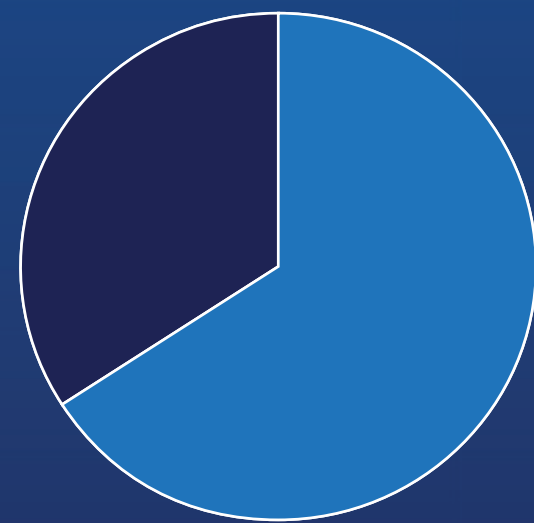
11.3% said the present day

When were we most 'neighbourly'?

Only 11.3% believe the present day feels like the most neighbourly time period.

This is despite the fact that two thirds of those surveyed (66%) stated they live in a neighbourhood alongside those who may be isolated or in need of support.
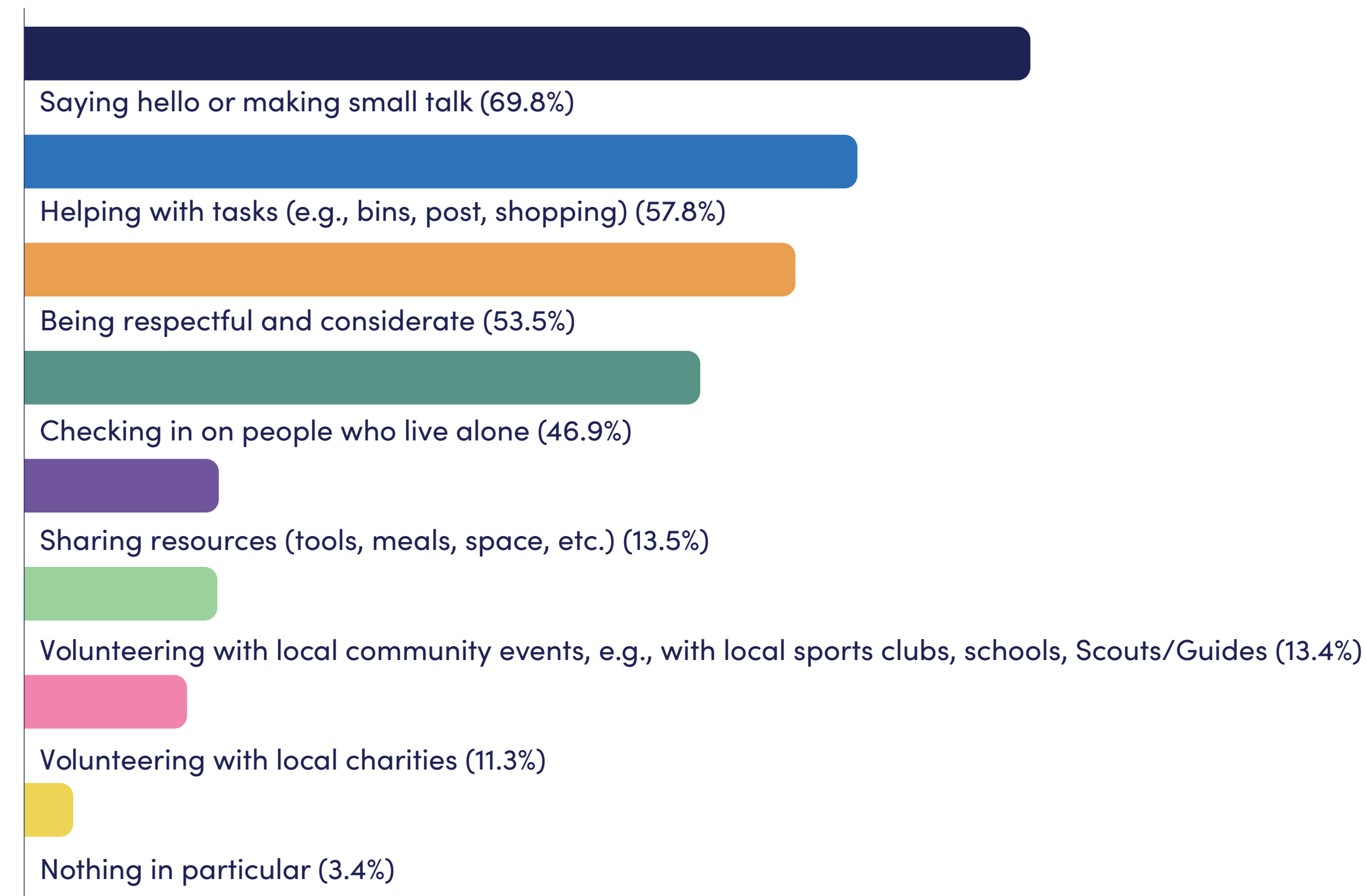
To respond to this gap, the respondents were asked, 'Do you agree that we should be doing more as a society to encourage neighbourliness?'
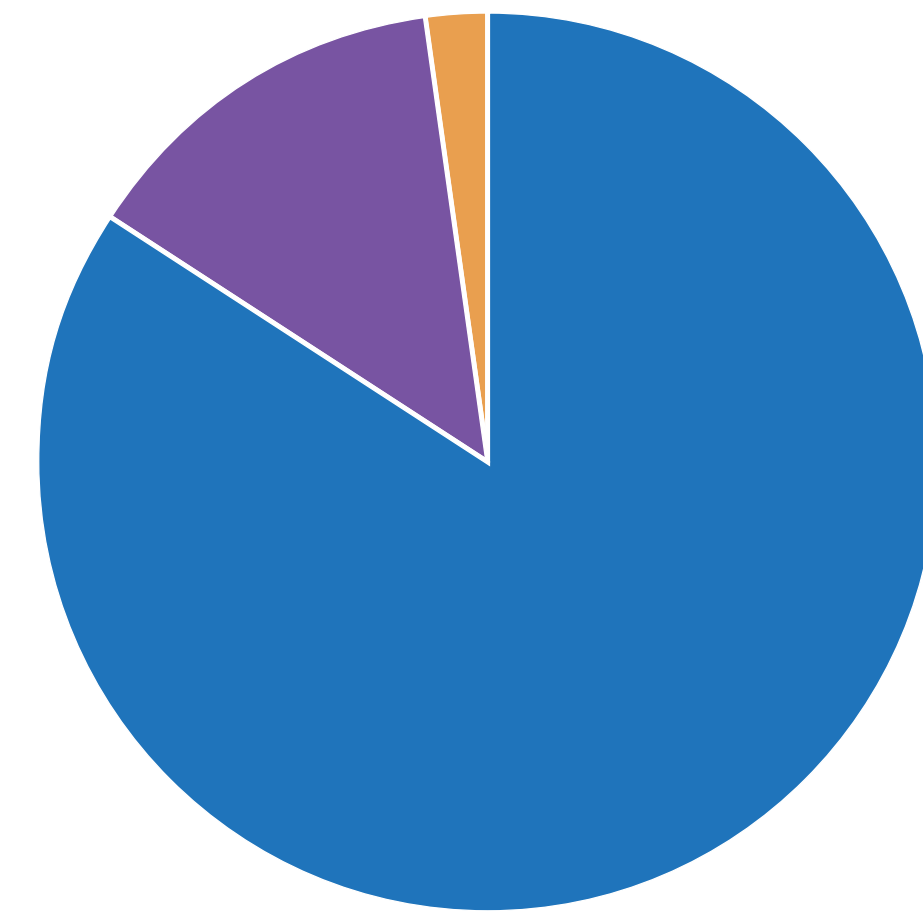
- 84.30% agreed
- 13.50% felt neutral
- 2.20% disagreed

What does 'neighbourly' mean to you?

When asked what 'neighbourly' means to them, respondents typically described simple, everyday gestures rather than formal community involvement:

Saying hello or making small talk (69.8%)

Helping with tasks (e.g., bins, post, shopping) (57.8%)

Being respectful and considerate (53.5%)

Checking in on people who live alone (46.9%)

Sharing resources (tools, meals, space, etc.) (13.5%)

Volunteering with local community events, e.g., with local sports clubs, schools, Scouts/Guides (13.4%)

Volunteering with local charities (11.3%)

Nothing in particular (3.4%)

The research also explored the kinds of support that people would be willing to offer if asked by a neighbour.

The top 10 most 'neighbourly' actions were:

1. Take in parcels/post (YES 89.4%, NO 10.6%)
2. Give a cup of sugar (or other food item?) (YES 86.8%, NO 13.2%)
3. Water plants while on holiday (YES 81.7%, NO 18.3%)
4. Take bins in/out (YES 79.9%, NO 20.1%)
5. Feed a pet (YES 78.8%, NO 21.1%)
6. Borrow tools (YES 78.7%, NO 21.3%)
7. Mind keys (YES 74.7%, NO 25.3%)
8. Give lifts (YES 69.9%, NO 30.1%)
9. Babysit for free in an emergency (YES 63.5%, NO 36.5%)
10. Help organise a local event – like a street party (YES 53%, NO 47%)

What does neighbourliness need to grow?
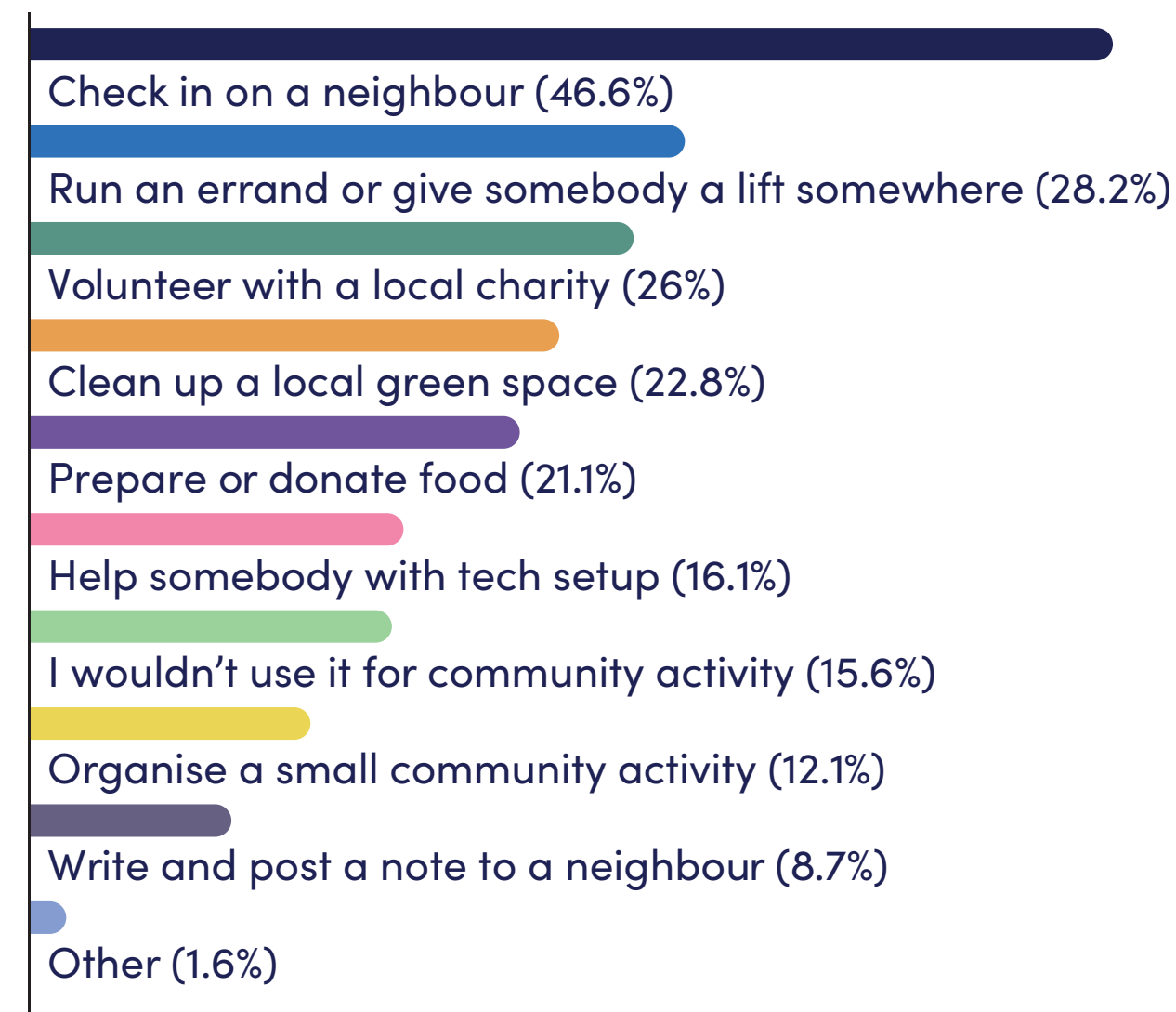
The Extra Hour opportunity

When asked if they had an extra hour in their day, would they use it to help others in their community outside of their family...

Over 65% of respondents agreed.

The research exposes a strong willingness to act if time were made available.

Results reinforce the idea that neighbourliness is not in decline because of a lack of intent, but rather a lack of time and opportunity.

When asked how they would choose to spend an extra hour supporting their community, respondents answered:

Check in on a neighbour (46.6%)

Run an errand or give somebody a lift somewhere (28.2%)

Volunteer with a local charity (26%)

Clean up a local green space (22.8%)

Prepare or donate food (21.1%)

Help somebody with tech setup (16.1%)

I wouldn't use it for community activity (15.6%)

Organise a small community activity (12.1%)

Write and post a note to a neighbour (8.7%)
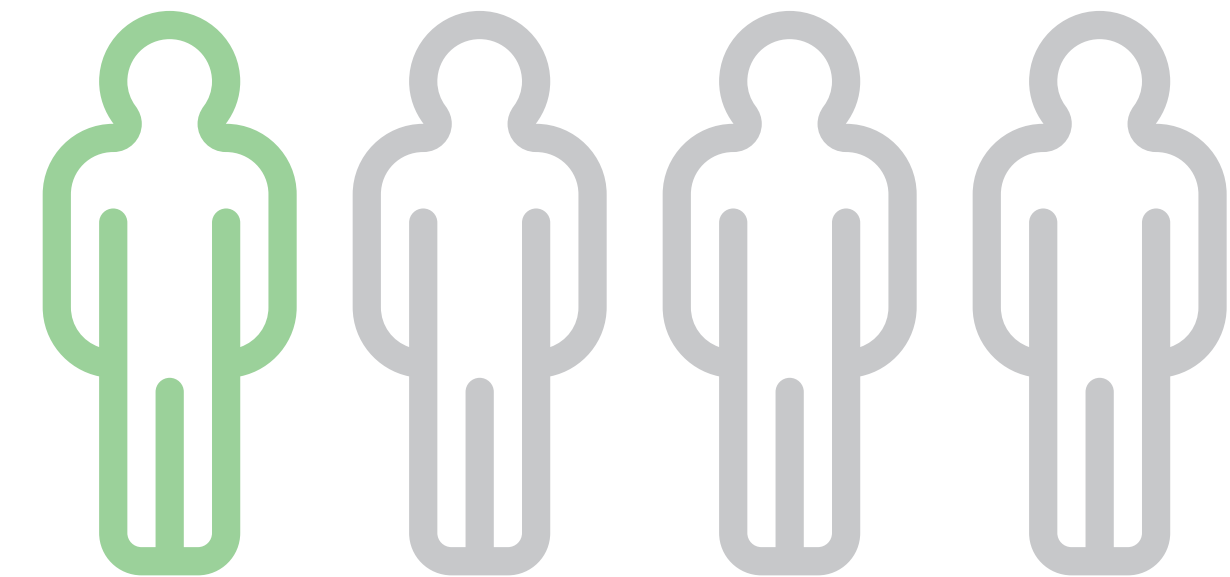
Other (1.6%)

These findings underline the core message coming through from the research: **People are willing to give back when they are provided with clear, accessible ways to do so.**

What does neighbourliness need to grow?
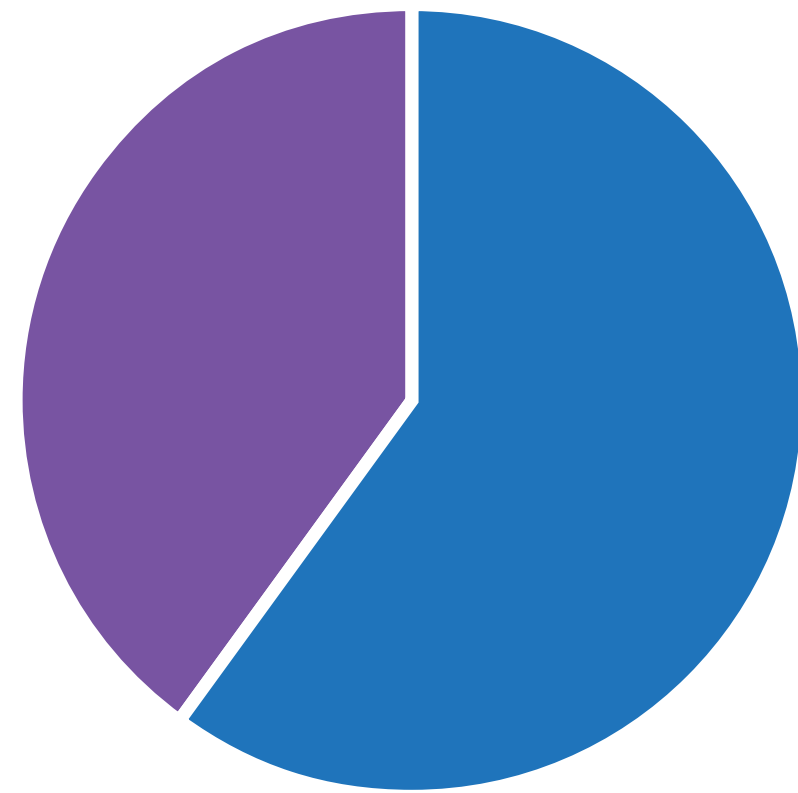
More than six in ten respondents said they would use an extra hour in their day to support others in their community outside of their own family

One in four people would volunteer with a local charity (26%) if given an extra hour

The Extra Hour:

Turning insight into action

Our research shows that while neighbourliness is alive and well, it is often expressed through smaller, everyday gestures rather than deeper commitments. However, many people feel that the sense of community once associated with past decades has diminished.

At the same time, there is a strong appetite for doing more, with many respondents saying they would gladly dedicate extra time to helping those around them if the opportunity arose.

The Extra Hour campaign seeks to turn that intent into action; as the clocks go back, we invite the nation to use the gift of one extra hour to check in, lend a hand, or share a moment of kindness.

One extra hour. Thousands of acts of kindness. A nation reconnected.

https://hub.neighbourly.com/the-extra-hour

About Neighbourly

Neighbourly helps businesses make a positive impact in communities across the UK and Ireland by donating volunteer time, money, and surplus products to local good causes, all in one place.

The company facilitates meaningful partnerships between companies, local charities, and communities, ensuring corporate donations and resources contribute to sustainable community development.

As one of the UK's very first B Corporations, Neighbourly's mission is to put local impact at the heart of responsible business. The platform takes the uncertainty out of doing good by matching what's available to where it's needed most, across a network of over 45,000 small charities and good causes.

To date, Neighbourly has facilitated the distribution of over 280 million meals worth of surplus food, 290,000 volunteer hours, 5,000 tonnes of product donations, and £40M in local funding, with a total social value of over £1.7 billion.

https://www.neighbourly.com