

Committee(s):	Date(s):
Safer City Partnership	29 November 2018
Subject: Christmas Campaign 2018	
Report of: Manager, Community Safety Team	For Information
Summary	
The attached report relates to the planned Christmas campaign for 2018.	
Recommendation(s)	
Members are asked to note the report.	

Background

1. The City of London Corporation and the Greater London Authority (GLA) have been supporting London level activity around alcohol for many years. In December 2014 and 2015 the GLA and City of London both supported Christmas alcohol campaigns and the London Ambulance Service was involved in both as a major partner. In 2016 the LAS ran its own free-standing campaign.
2. Members will recall that last year the City of London Corporation supported by the Mayor of London ran a pan-London alcohol related Christmas campaign 'Three Wise Things – Eat, Pace, Plan'. The City of London Corporation, London Drug and Alcohol Policy Forum and GLA contributed to the campaign. The objective of this campaign was to encourage Londoners to make sensible choices for the benefit of their health and safety while enjoying the party season. The campaign centred around three key messages; eat before you go out, pace your drinks and plan how to get home.
3. Evaluation of the 2017 campaign shows that the campaign was well received by the public, employers and other London Boroughs. Engagement with the campaign was also positive. London Ambulance Service (LAS) data showed a 7% reduction in alcohol related calls from 2016 – 2017.
4. Following this success, it was decided to run the same campaign in 2018 with the Mayor of London again providing financial support in addition to the City Corporation and London Drug and Alcohol Policy Forum.

Current Situation

5. The City of London Corporation supported by the Mayor of London will run an alcohol related Christmas campaign: Three Wise Things – Eat, Pace, Plan. The campaign will launch on 26 November and will run to 1 January 2019.
6. The campaign will serve to share the message of moderation and seek to influence behaviour so those out drinking during the festive season look after themselves and friends with the objective being a reduced call on blue light services.
7. The campaign will run digitally and consist of an electronic toolkit, social media adverts and a dedicated webpage. The e-toolkit is the main product of the campaign and will feature advice and tips to employers and the public on how to keep safe over the festive period. Social media ads will also be featured in the City through multiple mediums such as twitter and facebook.
8. In addition to the toolkit and advertising there will also be an online interactive scratch card which provides a quick way to review drinking based on the AUDIT C tool which was developed by experts and has been extensively evaluated. The tool can also provide a locality report based around people using it (asks for the first 4 digits of a postcode) which will be offered to other local authorities who sign up to the campaign.
9. Partner agencies have been approached to take part in the campaign in a supporting capacity. London Ambulance Service, London Fire Brigade, City of London Police and Metropolitan Police Service have taken up the offer and their logo will feature on the materials. They have also signed off on all the messaging and provided up to date statistics. TfL are yet to confirm but have shown keen interest. BTP are running a national campaign but will support the campaign on social media.
10. All London boroughs have been approached to be included in the campaign with the offer to add their logo to the materials. So far 5 boroughs; Brent, Southwark, Lambeth, Barking and Dagenham and Tower Hamlets have taken up the offer and will be running the campaign in their locality. The toolkit and resources are being shared with all London boroughs.
11. Greater Anglia, C2C and the Rail Delivery group have agreed to support via twitter and other social media.
12. City businesses have also been invited to register their interest through Business Healthy and the toolkit will be shared with them. The campaign will also be shared through the Crime Prevention Association.
13. A report on the campaign will be prepared for the next SCP meeting.