

Committee(s):	Date(s):
Safer City Partnership	26 February 2019
Subject: Christmas Campaign Evaluation 2018	Public
Report of: Manager, Community Safety Team	For Information
<p style="text-align: center;">Summary</p> <p>The attached report relates to the evaluation of the 2018 Christmas campaign – Three Wise Things: Eat, Pace, Plan.</p> <p>Recommendation(s)</p> <p>Members are asked to note the report.</p>	

Background

1. 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 Greater London Authority (GLA) contributed to the campaign.
2. The objective of the campaign was to encourage Londoners to make sensible choices for the benefit of their health and safety whilst 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. The 2017 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.

2018 Evaluation Overview

5. The campaign ran from 26 November 2018 to 1 January 2019 across the Christmas and New Year peak party season.
6. The campaign served a total of 3,094,576 impressions over its life span through different engagement tools. The messages were clearly understood, and the reach of the social media adverts meant we could target individuals and allow them to acknowledge the messages in their own time.
7. The toolkit, the main product of the campaign, went to lead contacts in each of the 32 boroughs. It was also promoted within the Greater London Authority, Metropolitan Police Service, City of London Police, London Ambulance Service, London Fire Brigade, Transport for London, British Transport Police amongst other organisations. Given the topic, it was also broadly promoted across alcohol health networks and networks such as Business Healthy and Healthy Workplace Charter.

Engagement

8. There was a range of social media activity throughout November and December with regular tweets, Facebook posts and an online metro takeover page on 'Black Friday'. A dedicated website was set up on the City of London Corporation website in which all social media and hashtags were hyperlinked to and from which the toolkit could be downloaded and further advice on how to stay safe was provided. The article was also internally featured on the City of London's internal intranet with a considerable amount of interest.
9. An article on the campaign was published by the Deputy Chairman of the City of London Corporation's Health and Wellbeing Board in City Matters.
(<https://read.citymatters.london/city-matters-088/62274792> (p.21))
10. 660,502 impressions were delivered through XADs, mobile location advertising, across the campaign period in the City and West End with a click through rate of 0.39% (average is 0.25).
11. 1,095,441 impressions were delivered across Twitter and Facebook.
12. The most successful medium through which the campaign was shared was the online Metro. Through the use of a 'takeover page' over 1,338,633 impressions were delivered across London on both desktop and mobile. The average click through rate was 0.22%.
13. In addition to the toolkit and advertising an online interactive scratch card, which provides a quick way to review your drinking, based on the AUDIT C tool, was included in the toolkit. The scratch card had a footfall of 1656 views.
14. All London boroughs were approached to be included in the campaign with the offer to add their logo to the materials. Only 5 boroughs; Brent, Southwark, Lambeth, Barking and Dagenham and Tower Hamlets took up the offer and ran

the campaign in their locality. Whilst this number may seem disappointing, it reflects the wealth of other activity happening in London as a whole. Many boroughs, however, used the messaging of the campaign to support their own activity.

15. City businesses also registered their interest through Business Healthy and the toolkit was shared with a considerable number of them demonstrating the appetite each year for a campaign of this nature. The campaign was also shared through the City of London Crime Prevention Association.
16. RBS at Bishopsgate (5,000 employees) promoted and ran the campaign internally on their digital screens.

Conclusion and Feedback

17. Trying to determine whether an alcohol campaign has created a reduction in alcohol related incidents is near impossible. This is the fourth year we have done a planned coordinated campaign and initial figures from London Ambulance Service suggest a reduction in alcohol related incidents. This figure has yet to be finalised and an update will be provided at the next SCP meeting.
18. Initial reports from the City of London Police also indicate a reduction in violent crime from the previous year.
19. Feedback suggested that the campaign be started earlier to have a greater impact and chance to raise awareness before the festive period is fully underway. This feedback will be considered for future campaigns.
20. What is clear is that these campaigns have clearly resonated with the public, employers, media and partners in health services and boroughs. Indeed, we know that partners in boroughs, the NHS, voluntary sector and employers indicate that having a London wide campaign is valued, providing a structure and environment to support local activity.

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