

<b>Committee(s):</b>	<b>Date(s):</b>
Safer City Partnership	16 November 2015
<b>Subject:</b> Festive Season Activity	
<b>Report of:</b> Manager - Community Safety Team	<b>For Information</b>
<b>Summary</b>	
The attached report relates to the planned Festive period campaign for 2015.	
<b>Recommendation(s)</b>	
Partnership Members are asked to note the report. Suggestions and ideas for disseminating the materials are welcomed.	

## Background

1. Members will recall that last year the Safer City Partnership supported the Party People campaign. Party People was a pan-London campaign which was led by the London Ambulance Service (LAS) and backed by the Mayor of London. The Safer City Partnership and the London Drug and Alcohol Policy Forum both contributed to the campaign. The campaign was aimed at those organising works parties. Evaluation shows the campaign was well received by the public and employers. Media coverage was also positive. LAS data showed a 20% drop in year on year alcohol related calls.
2. Following this success it was decided to run a similar campaign in 2015 with the Mayor of London again providing financial support.

## Current Situation

3. This years' campaign will feature the LAS, London Fire Brigade and the Metropolitan Police Service. The planned launch date is 30 November. Advertising has been booked and every carriage on the London Underground will carry an Eat, Drink and be Safe poster. The Community Safety Manager will present the artwork to the meeting.
4. In addition to the advertising there will also be an e- toolkit which contains advice and information to help people enjoy their night out and get home safely. Within the City this will be distributed via a number of existing networks. We will also send to all SCP Members.

5. There will also be a “party bag” to hand out within the City. These will contain hard copies of the information within the e-toolkit plus some additions including “dipping” kits to help people keep their bags and purses safe and secure. We are working with RBS and other City employers and partners to distribute these. The party bags and Eat, Drink and be Safe oyster card holders will feature the SCP logo.
6. Members’ suggestions for helping disseminate both the e-toolkit and the “party bags” are sought.
7. Below there is a table setting out the additional planned activity by the Community Safety Team and partners for the Festive period.

### Safer City Partnership Christmas Campaign planning matrix

Lead agency	Area of work	Materials	Dates of operation
London Ambulance Service, St Johns Ambulance & Greater London Authority	City of London element of Pan-London Campaign	Oyster card holders Party People info leaflets 2000 bags to distribute E-toolkit to send to party organisers in hotels, licensed premises and businesses	Media launch as close as possible to the start of the Tube Car Panel advertising, which starts on Monday, 30 November.  Will run until beginning of January to take into account New Year Celebrations
Corporation & City of London Police - Road Safety	Road Safety  Drink driving  Drug driving  Pedestrian safety  Children's Safety	Look out for Vulnerable Road Users oyster card holders Information on crossing the road safely TfL Z cards on safe travelling Would like to use Party People bags at December events	Road Safety Week 23-27 November – giving out oyster cards with info at:  24th – Bank, 25 <sup>th</sup> - St Pauls, 26 <sup>th</sup> Cannon Street, 27 <sup>th</sup> Liverpool Street  2 December – presentation at Ashurts with CoLP  7 December – engagement at Liverpool Street (8.00-9.00am)  8 December - engagement at Liverpool Street (8.00-9.00am)  9 December – car cutting at St Pauls (10.00-12.30 scene setting; 1330-1430 live demo). Leafleting at City Thameslink before  14 December – presentation at Eversheds re vulnerable road users  Lunchtime Roadshow: 7 December - presentation at 1 Finsbury Circus  8 December – presentation at 16 Finsbury Circus  Three Bridges Challenge: 14/15/16 - distribute vulnerable road users info only
City of London Police – Licensing	Prevention work with licensed premises and hotels		

	Any incidents at licensed premises will result in a visit from licensing officers & checks on saturation controls		
City of London Police – Crime Prevention	Shoplifting & Theft from the person	Work with businesses and shops to raise awareness of crime prevention	Presentation to staff at CME group at 1 New Change (date TBC)
City of London Police – Transport	STAN (Safer Travel At Night)	Z cards with information on planning a safe journey home after night out  Oyster cards holders with key messages enclosed	7 December – engagement at Liverpool Street (8.00-9.00am)  8 December - engagement at Liverpool Street (8.00-9.00am)  9 December – engagement at St Pauls (12.00-2.00pm) (With leafleting at City Thameslink before)
City of London Community Safety Team	Target party organisers in businesses, licensed premises and hotel  Support other partners to deliver a co-ordinated and consistent message from the SCP to the City  Distribution of e-tool for organising parties  Raise awareness with community groups and voluntary sector (alongside Community Policing)	TfL Safer Transport Z cards  Party People Oyster card holders  Rethink your drink scratch cards  Don't let drink sneak up on you leaflet  Purse packs (anti-theft devices)  City Victim Services postcard	26 November - 16 Days of Action (focusing on domestic abuse & introducing Christmas Campaign) at St Barts Hospital  1 December – public engagement activity with Royal Bank of Scotland Bishopsgate

Metropolitan University	Student Support Services		<p>Tweet messages</p> <p>Offer e-kit for party organisers to go online and/or be sent to all students in mailshot organised by Student Union</p>
City University	Student Support Services		<p>Tweet messages</p> <p>Offer e-kit for party organisers to go online and/or be sent to all students in mailshot organised by Student Union</p>
Latin American Women's Rights Service	Advice and advocacy for Latin American Women in the City of London	Media connections with access to 9000 people	<p>Press release</p> <p>Information</p> <p>Translation required into Spanish &amp; Portuguese</p>