

Committee(s):	Date(s):
Safer City Partnership	21 February 2018
Subject: Community Safety Team Update	
Report of: Manager, Community Safety Team	For Information
<p style="text-align: center;">Summary</p> <p>To update SCP members on activity by the Community Safety Team not otherwise addressed</p> <p>Recommendation(s)</p> <p>Members are asked to note the report.</p>	

Summary

This report updates Members of the activities, not otherwise addressed in the agenda, of the Community Safety Team.

Three Wise Things – Eat, Pace, Plan – Christmas Alcohol Campaign 2017

1. For the Christmas 2017 party period the Community Safety Team, London Drug and Alcohol Policy Forum and City Public Health Team worked with the GLA to deliver:
 - Advice to employers and their staff in the Christmas period in terms of sensible drinking and planning advice (via an electronic toolkit).
 - Digital messaging aimed at the public (with a specific focus on central London “hot spots”)
 - Providing supporting materials and messages to London Boroughs, NHS bodies and other relevant partners.
 - Providing a tool (developed by GLA SafeStats) to help local public health agencies and others to accurately target specific audiences with relevant messages.

The campaign ran from 30 November 2017 to 1 January 2018 across the Christmas and New Year peak party season.

2. The campaign focussed on a number of key messages:

- The GLA and City of London with the support of local authorities and the NHS across London encouraged Londoners to plan safe and enjoyable nights out during the festive party season through the key message of eat, pace, plan.
- Wanted Londoners to have a good time, eat drink and be merry but avoid A&E and get home well and safely.
- By doing a little extra planning for festive parties with friends and colleagues everyone can have a safer and better night out, encouraging Londoners to think about the time after the party is over and how their friends and colleagues will get home safely.

Budget

3. £20k from the GLA, additional contributions from the City of London of £2k plus a dedicated staff resource for the period.

Engagement & Outputs

4. Website: The news release 'Three Wise Things – Eat, Pace, Plan, launched on the website on 30 November. Between this date and 1 January, there were 5,436 unique page views of the news release. The webpage contained the downloadable toolkit and further advice (employer focussed).
5. Twitter: used the hashtag #eatpaceplan. Over the period of the campaign the tweets received 112,763 impressions. The single most popular tweet "The party season is upon us and we know London is one of the best places in the world to have a good night out but check out Three Wise Things – Eat, Pace, Plan for our top tips on staying safe #eatpaceplan" received 18,531 impressions and over 1,072 engagements.
6. Tweets over the campaign period were well received, retweets coming from the Mayor of London, Amy Lane – Night Czar, BTP, City of London Police, and various alcohol related organisations such as Club Soda and Safe Sociable London. The tweets with the highest engagement were ones that encouraged pacing drinks, trying non-alcoholic drinks and not feeling pressured to drink in rounds. Also tweets which celebrate London and its status as one of the best places in the world were favoured.
7. Facebook: This element of the campaign received 320,264 impressions and the first post received 107 engagements. Of those who engaged 50.47% men and 47.04% women.

8. Xads: Delivered in hotspot areas in the City, London Bridge and West End on key dates. 263,297 impressions were delivered. Considered particularly useful in engaging a younger cohort.
9. Snapchat: geo filters were live on the 15 and 16 of December in certain City hotspots and had over 737 views.
10. Metro: online metro adverts ran on the 1 and 4 December and over two days received 100,029 impressions.
11. Digital app: advert ran on the 14, 15, 18 and 19 December with over 124,260 impressions (and 2,525 clicks to the website giving a click through rate of 2.03% which is considered an above average rate).
12. Ambulance call outs: While causation cannot be claimed there was a reduction (6.97%) in alcohol related incidents dealt with by the LAS over the period of the campaign compared to the previous year.

Results & Conclusion

13. All feedback received has been positive. The main product of the campaign was the communications toolkit. It was distributed to all London local authorities and to the LAS, MPS, CoLP, BTP, CCGs and City Businesses. It was distributed via a number of networks including Square Mile Health, the Healthy Workplace Charter and the Association of Directors of Public Health. Employers such as Global Aerospace and Moorfields Eye Hospital registered their interest prior to the campaign demonstrating the appetite for a campaign of this nature. Royal Bank of Scotland also ran the campaign internally on their digital screens.
14. For a modestly funded campaign the reach of Three Wise Things was impressive. This reflecting its content and tone being welcomed by a range of employers, networks and members of the public.
15. It confirmed the cost effectiveness of digital platforms to reach significant numbers of Londoners.
16. While causation can clearly not be claimed there was a welcome reduction (6.97%) in alcohol related incidents dealt with by the LAS over the period of the campaign compared to the previous year.

Total figures for alcohol related incidents in December

2011/12: 6,199
2012/13: 5,885
2013/14: 6,194
2014/15: 5,051
2015/16: 6,239
2016/17: 5,932
2017/18: 5,518



PREVENT Update

17. There have been no Channel referrals relating to City residents this period. Work is ongoing in relation to a case raised with our Prevent officers. Additional details are included within the report from City of London Police.
18. An active programme of community engagement has been undertaken at a range of locations including the local hospital, libraries, and businesses. Further work has also been undertaken with the Faith sector and local community groups. In all cases the response from the public and partner agencies has been positive.
19. We have developed links with the voluntary sector which have assisted in the production of literature in Bengali, Urdu and Arabic.
20. We remain closely engaged with the London Prevent Network. Current discussions centre on the increasing expectations placed on local authorities in terms of delivering the Prevent agenda.
21. Prevent awareness sessions have been delivered to new entrants to the City of London Corporation and City of London Police.
22. A new on-line module is currently in the final stages of agreement with Corporate HR and will be rolled out as a mandatory course in March (bespoke and face to face sessions will still be available). To support its implementation, we will be producing internal materials for staff (posters and table talkers). There will also be an event for staff allowing them to raise any questions they may have about the Prevent duty and the processes we have in the City.

23. The Prevent for Business product is currently being piloted with a number of City employers. It is intended to review its progress and feedback at the end of March.

City Community MARAC

24. The Community MARAC remains a live vehicle for raising issues of vulnerability and repeat offences/offenders. It provides an important mechanism for protecting City residents experiencing ASB or other crime and we encourage referrals.

Domestic Abuse

25. For the reporting period November 2017 to January 2018 inclusive the City of London received five MARAC referrals. Of those five referrals 2 were heard by the CoL MARAC and managed in accordance with protocol whilst the other three referrals were reported and documented within the CoL area they were then referred to the appropriate areas of residence to be progressed, in accordance with policy.

Recent & Forthcoming Events and Activity

26. Sexual Abuse and Sexual Violence Awareness Week 5-11 February. The CST helped hand out information at a number of locations and supported the Light up the Night event on 5 February.
27. Hate Crime Seminar, 22 February, with Capsticks, Basinghall Suite.
28. 9 March International Women's Day event – Guildhall. We are supporting with materials and preparation.
29. 16 March - Child Sexual Exploitation conference, Livery Hall, in partnership with CoLP and Metropolitan Police Service. The City of London Multi Agency Risk Assessment Conference (MARAC) meetings are scheduled every month in accordance with best practice with invitations sent to a dedicated pre-identified circulation list by a specific City of London coordinator.
30. 16 March - Suicide Prevention Training (Business Healthy with the Samaritans)

Current and Emerging Issues

31. **Short -term lets** and the nuisance and crime which can be associated with these has emerged as an issue in parts of the City. Some of the issues overlap with problems that can be linked to serviced apartments. City of London Police and Corporation officers have both been involved in responding to these problems and these have resulted in improvements for residents.
32. The Community Safety Team is working with partners from Planning, Environmental Enforcement and City of London Police to improve the response to such issues in the City. This will include improving the provision of advice to those affected. In terms of enforcement this can be a highly complex area depending on the nature of each complaint, ranging across criminal law, Anti-Social Behaviour legislation and into planning and environmental regulation.
33. Planning colleagues are looking to learn from the experience of other local authorities and we will collectively be working to tackle this problem in the coming months.
34. **Mass ride outs** involving youths on bicycles (in excess of 100) has caused a number of problems in parts of the City. This issue has been recurring over a number of months and we have recently brought together key partners to discuss potential responses.
35. CoLP have now put in place the option to use Section 35 dispersal orders. However, additional options are being explored, including with our legal team. If there are significant developments in this respect, we will notify SCP members at the first opportunity.

Performance Dashboard/Monitoring Tool

36. Members will recall that we developed a monitoring tool to provide an overview of progress against the priorities for the previous strategy. Now a new strategy has been agreed we have developed a dashboard which we hope will facilitate Members in overseeing the work of the partnership and being able to rapidly identify areas needing further attention. The draft dashboard will be sent to all SCP members at least one week in advance of the meeting and will also be tabled for comments.
37. Once agreed we hope in future iterations to ensure we capture all partners contributing to delivery of activities under the agreed priorities and develop a clear indication of the resources, financial and other, available to deliver these.

Staff and Resources

38. For the financial year 2017/18 the Community Safety Team and the Safer City Partnership have enjoyed dedicated analyst support. This has proved invaluable in helping improve our understanding of complex issues as well as supporting the work of the Serious and Organised Crime Board. The current arrangement will come to an end in March.
39. In October the CST was successful in attracting a Graduate Trainee to join us. This has supported a wide range of work, including the Prevent on line module, improving our communication materials and supporting community engagement. The period of attachment has now been extended into the summer.
40. To support further specialist work around domestic abuse and other areas of vulnerability City of London Police, Department of Community and Children Services and Town Clerks have agreed to co-fund a new post. A Job Description has been developed and is currently with HR colleagues.

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