



THE PARTNERSHIP APPROACH TO COMMUNITY SAFETY DURING CHRISTMAS AND THE NEW YEAR 2013

The Campaign

In early September 2013 partners across Suffolk agreed to continue to support activities aimed at promoting safety within the Night Time Economy (NTE) during December and the New Year period. As the 'Think Again before you drink another drop' branding had been introduced the previous Christmas it was agreed that this would again form the strapline for this year's campaign. Suffolk Police Community Safety Unit and Suffolk County Council Community Safety Unit agreed to lead the project on behalf of partners.

The Concept

It was accepted early in the planning stage that a wide ranging campaign encompassing the full spectrum on the Night Time Economy would be the most effective way to get a sustained message across. The idea being to engage with the public in the late afternoon and early evening before they went out for the night, as they travelled into town, within the various venues they visited and as they left in the early hours of the morning. Consideration was also given how to get advice to those who had been arrested and who were under the influence of alcohol. Later on in the planning stage the opportunity arose to work with the East of England Ambulance service to provide a triage service on Op Facilitate nights within Ipswich town centre.

Early Engagement

Heart FM Suffolk was commissioned to produce a radio campaign between the 1st and 31st December 2013 to be transmitted across all of Suffolk at various times during the day. Four messages were produced, one aimed at males, one at females, one on safety of personal property and a final general message on looking out for each other. A copy of the scripts is at Annex A to this report. The intention of the radio campaign was to introduce the campaign safety messages prior to people going out for the evening and start to think about pre-booking transport home and safety of their valuable whilst out. In addition during the period of the campaign those accessing the Heart FM website via a mobile phone were also prompted to visit the campaign website and view digital films supporting the campaign. A copy of the banner is at Annex B to this report.

Ipswich Busses

Over the same period the radio campaign ran, 30 buses operating within Ipswich were used to support the awareness raising by displaying the logo and safety message both on the outside of the bus and internally for passengers. This was intended to re-enforce the messages that had been heard over the radio, but was also an opportunity to introduce the campaign to a wider audience.



Engagement within the NTE

Licensed premises across Suffolk were approached and asked to support the campaign in two ways, in addition to displaying posters. Over the previous Christmas the idea of QR codes linked to a website was introduced to support that year's campaign. The idea was that small business sized cards were left on table which when scanned with a smartphone took you through to a website containing alcohol related safety messages linked to the Christmas campaign:



Subsequent analysis of hits on the website following last year's campaign however revealed that engagement had been very limited and this was put down to the fact that whilst the website contained all the information agencies would want to put across about alcohol and safety, its appeal to an individual viewing it within a NTE environment was clearly inadequate. This year the QR code link took the individual to an animated and engaging digital film, which was a typographical representation of the safety messages being played by Heart FM.

Bluetooth

For the first time within the NTE economy in Suffolk, Bluetooth proximity marketing was used to engage the public. These enabled smartphone users to view information and images, again linked to the overall campaign, which had been pre-programmed into the base station. The small portable devices were then deployed by the NTE Team into locations across Suffolk.

Town Pastors

Above their usual engagement with the public, Town Pastors took on the additional responsibility of handing out small bags of sweets printed with safety messages. Other than trying to re-enforce the safety message, evidence has shown in the past that this type of low level engagement can often have the effect of diffusing aggravation.

Arrest

Despite any campaign which set out to keep people safe and try to prevent alcohol related problems, inevitably there were going to be arrests as a result of excess alcohol consumption. Whilst it was accepted that little could be done to address those individuals who accepted arrest as part of a usual evening out, it was agreed there was a need to engage with the those people who had been arrested as a result of alcohol consumption who would not normally have come into contact with the police. Working with the Norfolk and Suffolk NHS Alcohol Treatment Service and simple leaflet was designed aimed at this type of individual. On leaving the Prisoner Investigation Centres (PIC) all those arrested as a result of alcohol were given a copy of the leaflet which outlined how much their arrest had cost and sign posted them to services where they could take advice on alcohol issues. A copy of the leaflet is at Annex C to this report.

Social Media

Suffolk Police Corporate Communications had a comprehensive social media campaign from the 17th December 2013 covering a range of topics from ASB to drink driving and this ran over a 12 day period.

Working with partners a Christmas social media advent calendar was developed and circulated on Twitter. This ran from 1st to 24th December with agencies posting safety messages relevant to their area of work. For example Trading Standards highlighted counterfeit websites and fake goods, Anglia Care Trust around supporting vulnerable people and the Police around knife crime.



Longer articles were published through the [Safer Suffolk Blog](#)

Op Facilitate

Traditionally both the Ambulance and Police Services experience increased call volumes and incidents over the Christmas and New Year's Eve period associated with a variety of incidents often associated with increased consumption of alcohol and the festive celebrations. Op Facilitate were those nights during December identified as being key dates as far as the NTE was concerned that required a strong police presence. Given these nights also traditionally proved to be busy for the ambulance service a joint venture between Suffolk Constabulary and the East of England Ambulance Service, funded by Public Health Suffolk, additional resources in Ipswich by way of a joint paramedic and police patrol, using a paramedic rapid response vehicle were provided. The aim was the early identification of problems and allowing minor injuries to be treated at the scene rather than an attendance at A&E and to free up police resources that would otherwise be tied up dealing with the incident and often waiting for an ambulance to attend.

The impact

Without expensive public consultation work being carried out it is difficult to evaluate any campaign which raises awareness on a particular issue. There are some areas that can however be measured to reflect the overall impact of the campaign/public awareness, as well as reduction in crime.

Crime

As the campaign was aimed at those types of crime associated with the night time economy, these are the areas reported on and whilst the campaign ran over the full December period, only the period between 23rd December 2013 and 5th January 2014 is reflected in the statistics shown as this covers the key period of Christmas and the new year and reflect this year's figures when compared to the same period last year:

		December 23rd		December 30th	
Incident Type	Location	2012	2013	2012	2013
Violence with injury	Ipswich	28	28	24	22
	Western Suffolk	40	34	27	35
	Eastern Suffolk	34	15	24	32
ASB	Ipswich	130	82	139	96
	Western Suffolk	195	79	193	132
	Eastern Suffolk	170	78	146	103
Robbery	Ipswich	3	2	4	3

Heart FM

During the period 1st December until 31st December 2013 the two relevant transmitters covering a large proportion of the county played the four 30 second agreed adverts 372 times.

Stick Together	93 times during the month
Theft	93 times during the month
Pre-book Transport	93 times during the month
Alcohol	93 times during the month

Heart FM confirmed that the weekly audience was 117,000 with the internet banner reaching a weekly audience of 55,000.

Therefore we hopefully achieved a potential weekly audience of 172,000 using both outlets.

Social Media

Data of the visits to the campaign website via the Q&R codes and links from the Heart FM webpage showed an increase of 56.7% over the previous year, with the average visit being 1 minute 35 seconds, the time taken to view the digital films. Of these visits 41% were made via mobile phones, suggesting the visit was being made as a result of the Q&R code and hence made whilst on a night out.

The advent calendar Twitter campaign ran over 24 days (1st -24th December). Campaign messages were tweeted to @SaferSuffolk Followers along with a request to Re-Tweet these to their Followers. Adding the Re-Tweets figures showed that the total audience for the whole Advent Calendar campaign amounted to 57,000.

These are the top 3 sites visited as a result of links Tweeted:



When analysing the Safer Suffolk Blog stats, these showed a spike in visits during the Christmas Advent Calendar campaign. Visitor figures went from an average of around 100 visits per month to over 400 for December.



Bluetooth

Between 2nd December 2013 and 2nd January 2014, the two units were deployed on 25 occasions throughout the county. 3,352 phones were engaged with and 430 users accepted the message immediately, what cannot be shown is the number of users who viewed the message at a later time out of range of the unit. This represents a 13% success rate or 430 people who received a safety message.

Most productive areas for deployment were Giles Circus, Ipswich, Tesco Sudbury and the Arc Centre, Bury St Edmunds.

Given that this is the first time this type of technology had been used to support policing it proved a good opportunity to explore the best ways to use the equipment, learn some lessons about the capability and promote the use with other departments.

Operation Facilitate

Op Facilitate nights were held on the 14th, 19th, 20th, 21st, 24th, 28th and 31st December 2013. Over the period of Op Facilitate 31 people received treatment at various incidents, 15 of these requiring further attendance at A&E. As a result of attendance of the extra joint patrol to these incidents the number of attendances by a fully crewed ambulance was reduced and in a situation where a normal police patrol initially dealt with the incident they were able to hand it over to the police officer in the joint patrol, allowing them to resume their NTE patrol duties.

Conclusion and the way forward

The aim of the Christmas campaign was to reduce crime within the night time economy and this was the first time that a countywide campaign has been co-ordinated by partners that encompassed such a variety of engagement methods, but also co-ordinated with policing over this busy period. It is always difficult to evaluate the effectiveness of any prevention campaign without expensive public consultation post an event; however the crime statistics and data from the various media methods used would indicate that the overall campaign was a clear success.

Given the efforts and lessons learned from developing and implementing this campaign it is clear that we must continue to build on this success, but not however leave it until the next festive period to repeat. The 'Think Again before You Drink another Drop' branding has been well established and should be used to support similar activities over the course of the year. With the forthcoming word cup, busy summer tourist period, ACPO week of action on alcohol and bank holiday's, all will require support. Events such as Latitude and other large public events can also be supported.

Whilst the campaign over Christmas did make links with the NHS there is certainly scope to develop the safer drinking message further to encompass more health related information and it is hoped that once the strength of the campaign is highlighted to NHS managers then this can be explored further.

There are also opportunities to develop closer working with the Adult and Community Services (ACS), Children and Young Peoples (CYP) and Public Health directorates within the County Council. By working in partnership on campaigns such as the world cup, school holidays, fireworks etc, there is a real opportunity to be more cost effective, maximise the audience potential and prevent duplication.

The real challenge however with moving forward is the identifications of funding to allow it to happen. This year funds to run the campaign came from CSP partners, the NHS and police and whilst it is hoped that the NHS links will continue, it is unlikely with the changes to CSP's funding from the 1st April 14 that money will be able to be bid for to support new campaigns. As the leads on this campaign the police and County Council will of course continue to look for further funding opportunities, however without guaranteed further funding being identified it will not be possible to sustain the proposal of a yearlong campaign to address alcohol related crime and safety or to be able to run a similar campaign over the next festive period. Given the success of this year's campaign and the potential that has now been shown to develop it further, this would be a real opportunity lost.

Suffolk Constabulary

Suffolk County Council

Community Safety Unit

Community Safety Unit