

COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9th NOVEMBER 2010

MARKETING AND COMMUNICATIONS TO TACKLE ALCOHOL RELATED VIOLENCE IN THE NIGHT TIME ECONOMY

REPORT OF THE DEPUTY CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: SAFE CITY

CORPORATE IMPROVEMENT OBJECTIVES: CI01: Delivering Customer Focused Services; CI02: Being One Council; and CI04: Improving partnership working to deliver 'One City'.

1.0 Purpose of the Report

- 1.1 The purpose of this report is to provide members with information on the types of marketing and communication activity being carried out by the Safer Sunderland Partnership (SSP) to help tackle alcohol related violence in the night time economy and improve feelings of safety.

2.0 Background

- 2.1 Back in 2004 Sunderland was experiencing a significant gap between recorded crime and how safe people felt living in Sunderland. Improving feelings of safety became a key strategic priority for the SSP and is reflected in its overall outcome around 'being and feeling safe and secure'.
- 2.2 In order to close the perception gap, the SSP has carried out research to better understand what impacts on people's perceptions, fear, and worry about crime. It has also explored what factors are associated with people's confidence in the local agencies that are striving to make our local communities safe.
- 2.3 In response to this research, the SSP has increased the amount (and range) of marketing and communications activity it does. It now uses marketing and communications as an intervention tool in its own right to help improve people's perceptions, their safety and their feelings of safety.

3.0 Current position

- 3.1 The SSP does not just rely on recorded crime data to identify problems. It routinely carries out community engagement and survey work to identify local priorities, monitor changes in perceptions of crime, worry and feelings of safety and better understand what influences these perceptions. This data helps inform the work of the SSP's marketing and communication group.

- 3.2 The marketing and communications group includes SSP officers, supported by PR/Media/Comms officers from key partners, including the Council's Corporate Communications Team. The group uses a wide range of methods to ensure residents know what is being done to address their concerns. This ranges from strategic citywide campaigns (e.g. 'Not in our city') through to more targeted and localised work including feedback postcards, social and digital media including a partnership community TV network (Safer Sunderland Partnership Television – SSPTV).
- 3.3 In the context of the night time economy, the main nights identified as being problematic for crime and disorder linked to licensed premises are Fridays, Saturdays and Mondays (Monday being 'student night'). Whilst violent crime has been steadily falling across Sunderland, there has been an increase in levels of most serious violence and there are links to alcohol and the night time economy. Worry about violence is also above the force average. The SSP has responded strategically and operationally to the following issues:
- Increases in recorded most serious violence
 - Worry about violence, being physically attacked by strangers, being mugged or robbed; and being raped
 - Perceptions of people being drunk in the street; and
 - Feelings of safety in the city centre at night
- 3.4 Several interventions have been developed to address these problems. All of them have been supported by the Marketing and Communications Group. The following is a list of the interventions that have been implemented:
- A personal safety campaign was developed and targeted at young women and girls
 - Operation Barracuda was set up to tackle city centre violent crime. This was backed up by a strong marketing element (The difference between drink and drunk is U)
 - New Drinking Banning Orders (DBOs) were introduced with the first two successful applications in July 2010. Again, these were backed up by strong local media coverage and posters
 - The Best Bar None (BBN) scheme was re-launched citywide with 22 assessors (police, council and fire service) trained to assess premises against the BBN criteria. The Marketing and Communications group funded the promotion of the scheme to licensed premises and filmed it for SSPTV to show the positive outcomes
 - Pubwatch continues and has also been filmed and promoted on SSPTV

- The 2 Taxi marshalled ranks at Green Terrance and Park Lane have been extended to also cover Monday nights. This scheme has also been filmed for SSPTV
- A World cup campaign on domestic violence was promoted during June and July 2010. This followed a 2 week long campaign on domestic violence in May 2010 in the Sunderland Echo
- A region wide rape campaign was developed by Northumbria, Cleveland and Durham Police forces and promoted locally
- The Street Pastors scheme went live on 16th July 2010. The scheme has already been filmed and promoted on SSPTV. The Marketing and Communications Group also funded some banners, calling cards, leaflets, flyers, posters and some equipment such (e.g. flip flops)
- An evaluation was carried out on the polycarbonate glasses pilot, funded by the Marketing Group and the positive outcomes were covered in the local media
- A series of Lock Em Inn leaflets were produced to raise awareness of the consequences of alcohol related crime and disorder. This was also filmed for SSPTV.

3.5 The remainder of this report provides additional information on two of the Marketing and Communication Groups night time economy campaigns.

- (i) Campaign 1: Personal Safety and the Night Time Economy - "Keys, Money, Phone, Plans to Get Home" (May-December 2010)
- (ii) Campaign 2: Tackling Alcohol Related Violent Crime through Operation Barracuda – "The Difference Between Drink and Drunk is "U"

3.6 Both have been jointly developed and funded with Northumbria Police.

4.0 Campaign 1 on Personal Safety and the Night Time Economy Campaign: "Keys, Money, Phone, Plans to Get Home"

4.1 Purpose of the campaign

4.1.1 This personal safety campaign for the city centre was developed to improve feelings of safety and provide crime prevention advice on how to stay safe on a night out. It was launched in May 2010 and is being repeated at key times during the year e.g. bank holidays weekends and Christmas/New Year.

4.1.2 The campaign had 3 communications objectives. These were to:

- Encourage the target audience to consider and think about their personal safety when planning a night out.

- Raise people's awareness about the ongoing work Northumbria Police and its partners are doing to tackle crime linked to the night time economy
- Promote standard advice and a safety slogan to the target audiences to reduce the risk to themselves of becoming a victim or perpetrator of crime linked to the night time economy

4.1.3 Key personal safety messages sat under the campaign strapline **"Keys, Money, Phone, Plans to Get Home"**. This was a catchy phrase for women to think through before they left the house for a night out, checking they had their essential belongings; had thought ahead about how they were going to stay safe; and also how they were going to get home safely at the end of the night.

4.2 Target Audiences and Key Messages

4.2.1 Our understanding of the problems in the night time economy identified that the key people the campaign needed to reach were:

- Women (aged between 17-25)
- Men
- Students
- Visitors
- Stakeholders and partners

4.2.2 The campaign messages were then tailored to each of the different target audiences.

Key messages for women, students and visitors were:

- Northumbria force area is a safe place but you must still take care of yourself and follow simple steps to ensure you keep safe.
- Think: Keys, Money, Phone, Plans to Get Home.
- Being too drunk significantly increases your vulnerability.
- Look out for your friends and make sure they look out for you.
- Save an ICE (in case of emergency) number in your phone.
- Stash some cash in case you lose your purse or wallet.
- Pre-book a taxi and plan a safe meeting place with friends in case you become separated.
- In an emergency call 999. For all other incidents or advice call 03456 043 043.

Key messages for men were:

- Northumbria force area is a safe place but you must still take care of yourself and follow simple steps to ensure you keep safe.
- Being too drunk increases your vulnerability both as a victim and sometimes as an offender.

Key messages for stakeholders and partners were:

- By working together we can reduce crime levels and reduce the risk of target audiences becoming victims of crime linked to night time economies.

4.3 Schedule of Communication Activity: Phase 1

4.3.1 A schedule of activity was produced including dates and locations for outdoor advertising, including the volumes of materials that needed to be produced.

4.3.2 The campaign used a broad range of communications activity to ensure wide penetration of the key messages with the different target audiences.

4.3.3 Activity included outdoor advertising, promotional materials, 'give-aways', social media, press and PR. It was also promoted internally with partners and within the police using staff briefings. A description of each of the activities and their purpose is provided below:

4.3.4 Advertising

- ***Bus Panels, Metro Carriage Cards, Bus Plasma Screens, and Radio Ads.*** This would raise awareness of key campaign messages. The initial phase would focus on ensuring people remember the 'Keys, Money Phone, Plans to Get Home' message, and the safety steps that sit behind this.

4.3.5 Promotional Materials

- ***Credit Card Sized Safety Information*** was produced. These were plastic credit card sized cards to be kept in people's purses, with 6 safety steps. On the reverse is a space to write a contact phone number should somebody lose their mobile phone and need to make arrangements to get home (e.g. friend, partner, taxi contact number). These were also handed out at the Pink concert at the Stadium of Light and were very well received
- ***Tent cards*** were used to target young females aged 17-25 whilst out shopping for outfits for nights out, or preparing for a night out (e.g. hairdressers, beauty salons). Tent cards were displayed at checkouts, reminding people to think ahead and plan to stay safe. People are not used to seeing messages here, and also have time to read them whilst their transaction is processed



- **Posters** were displayed via pubwatch schemes, also in student residence and places such as takeaways, shopping centres, restaurants etc.
- **Plasma Screens** in bars, pubs and clubs were used to show the messages
- **Safer Sunderland Partnership TV** was used and a specific filmed clip was produced for the SSPTV network. The 60 second film showed a girl getting ready for a night out and running through the 'Keys, Money, Phone, Plans to get Home' message. The campaign artwork was also used on the film clip.

4.3.6 Give Aways

- **Key Rings** were purchased and distributed via "I AM VIP" photo key ring network ("I AM VIP" provide a service where they take photos of couples and groups in busy bars, then sell photo key rings for around £3 each. Their key rings are given to the group straight away and are hugely popular with women locally. Campaign key rings were given to "I AM VIP" to distribute with their own key rings, and were also handed out by police officers to use as an engagement tool)
- **Mobile Phone Charms** were purchased to carry the campaign message. The reverse side is a cleaning cloth material for the mobile phone, giving people a reason to keep them. The charms were supplied with a backing card with key messages on.

4.3.7 Viral Video

- An **in-house video** was produced by Northumbria Police for the younger age range of the target audience. It showed various girls getting ready to leave for a night out and running through the 'Keys, Money, Phone, Plans to get Home' message. The campaign video had sound and was displayed on the Northumbria Police website, YouTube, facebook and the Partnership's Media Player

4.3.8 Action Nights

- Additional funding from the SSP allowed the campaign to be ‘brought to life’ (see section 4.3.11) with **street projectors, Digi-Vans, and additional staff engagement**, engaging with the public and talking about the simple safety steps people can take.

4.3.9 PR Activity

- A **full press and media campaign** was implemented working with the Police Media Advisors and local press and good coverage was received.

4.3.10 As this was a force wide campaign, Northumbria Police HQ committed to, and funded, a base level of marketing activity (e.g. the give aways, promotional materials, radio adverts, transport advertising, as well as engagement tools to facilitate face-to-face interaction).

4.3.11 In order to maximise the impact and success of the campaign, the SSP used some of its marketing and communications budget to buy additional 'building blocks' to strengthen the impact of the campaign in Sunderland (see table 1)

Table 1: Costs for the additional activity funded through the SSP for the ‘Keys, Money, Phone’ campaign	
Item	Cost
Digivan in the city centre on Friday and Saturday nights (4/5 June and 18/19 June), which showed a short film on the subject	£1196
Street projector in the city centre on key nights	Nil
The extension of the Galaxy and Metro radio campaign to cover SunFM for a more local audience. There were no production costs as Police HQ had already paid for the adverts to be produced. The SSP funded the license to re-use the radio adverts and the airtime. The 4 week SunFM campaign with 50 ads a week, in the 6am-10am and 4pm-7pm time bands	£2106
Washroom panels in female toilets in the city centre pubs displayed posters. 12 panels were used for 4 weeks coverage.	£960
Bluetooth messaging was used (no additional cost). This operates via a Bluetooth hub (owned by the area command) which can be situated at various locations. The messages can be preset for each different campaign. It automatically sends the message to anyone within a 50 metre radius of the hub. The message sent was “ <i>Planning a night out? Plan to stay safe. Keys, money, phone, plans to get home. Visit www.northumbria.police.uk for more information</i> ”	Nil
TOTAL	£4,262

4.4 Schedule of Communication Activity: Phase 2

4.4.1 A second, but smaller phase of the campaign was developed following very encouraging feedback from phase 1. This was intended keep the messages in people's minds. This ran from 23rd August - 5th September (centering around the August Bank Holiday weekend) and included:

- 2 weeks of radio advertising on Metro Radio and Galaxy Radio
- Campaign messages on the Police homepage, SSP WebPages, facebook, twitter and YouTube
- Mobile phone/handbag charms handed out
- Posters distribution by the Area Commands
- Personal safety cards handed out
- Tent cards displayed in shops/cinemas/bars etc.
- Bluetooth Messaging done in popular areas on busy nights
- Digi-van
- Street projector

5.0 Campaign 2 - Operation Barracuda to Tackle Alcohol Related Violence: "The Difference between Drink and Drunk is "U" Campaign

5.1 Purpose of the campaign

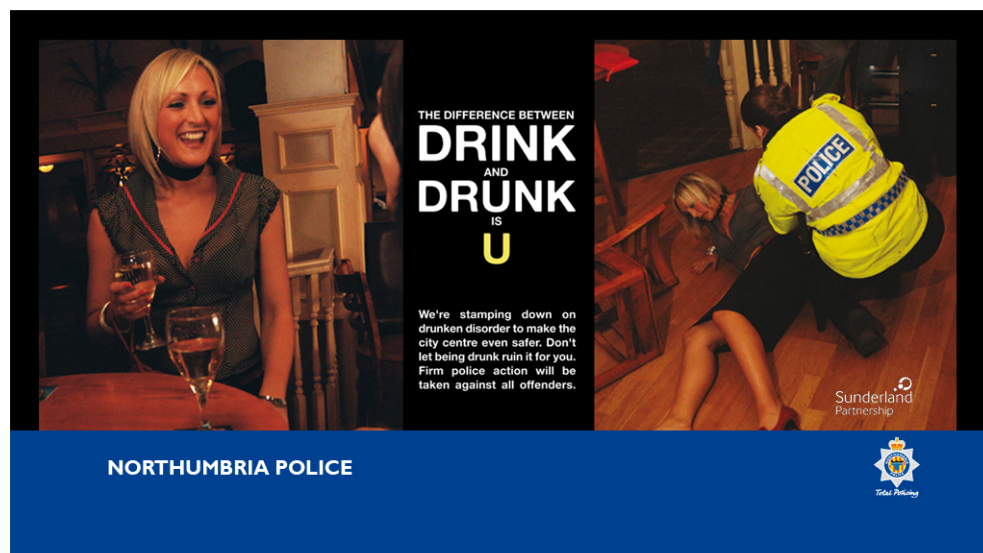
5.1.1 Throughout February and March 2010, a hard hitting police operation (Barracuda) focussed on license holders in the city. As well as carrying out additional joint visits to licensed premises, extra officers were on patrol to stamp down on crime and disorder linked to the night time economy. The Operation was hailed a success and now runs intermittently over weekends and focuses on hot spots right across Sunderland.

5.1.2 Operation Barracuda was backed up by a joint SSP and Northumbria Police marketing and communications campaign. The purpose was two fold:

- It provided a clear message that the police and partners were cracking down on drunken disorder in the city
- It also promoted the positive message that the SSP and Northumbria Police were working together to make Sunderland an even safer and enjoyable place to enjoy a night out.

5.2 Target Audience and Key Messages

- 5.2.1 The target audience for the campaign were people aged 18 to 30 coming into the city centre to enjoy a good night out in the pubs, clubs and bars.
- 5.2.2 The campaign strapline was "The Difference between Drink and Drunk is U". The overall theme was that "we're working hard to make the city centre an even safer place to enjoy a night out - don't let being drunk ruin it for you."
- 5.2.3 The key messages were:
- Sunderland is a good, safe vibrant place to enjoy a night out
 - Have fun but don't take it too far
 - Excess drinking makes you more likely to commit offences
 - Crime and disorder won't be accepted.
- 5.2.4 There was a different poster design aimed at women compared to that aimed at men. The artwork used depicted before and after photos, highlighting that it is possible to have a good night out without taking it too far and crossing the line. There is one set of before and after photos depicting a female, and one set depicting a male.
- 5.2.5 The message is more positive on the 'Drink' photos, with it becoming a more forceful policing message on the 'Drunk' posters. The clear presence of a police officer gets across this message and this element of the poster shows that the people have taken things too far.



5.3 Schedule of Communication Activity

- 5.3.1 This was primarily a poster campaign, backed up by Home Office TV adverts ("you wouldn't start a night like this") for use on the digi-van and SSPTV.

5.3.2 The campaign commenced on 15th March and activities ran until mid April. It has been repeated at key seasonal times, such as Bank Holiday weekends.

5.3.3 Activities have included:

- Adshells in key city centre locations, main routes in to the city centre and outside university buildings. These ran from 15th March until 11th April, including the Easter Bank Holiday.
- Escalator panels at Park Lane Metro Station (the main station people use for a night out in Sunderland) from 15th March until 11th April
- Washroom Posters in 4 popular bars (Blu Bambu, Chase, Diva, Liquid)
- The ad-van was used on 2 weekends around busy locations on night times to display the drink or drunk artwork. This allowed the campaign creative to be reinforced and seen in numerous places in the city centre. The mobile nature of it meant it could park right outside the bars
- The digi-van was used on the Easter Bank Holiday weekend around busy locations on night times to play the Home Office advert 'you wouldn't start a night out like this'. This allowed the hard hitting message to be seen in numerous places in the city centre and the mobile nature of the van meant it could also park right outside the bars
- Posters for students in university residence and buildings (distributed through the Student Union). Posters were also placed in takeaways and wherever people hang around later in the night
- PR and Media promoting the campaign
- Beer Mats in city centre bars with the key messages on
- Messages on the SSPTV network throughout Sunderland
- Street Projector
- Bluetooth messaging on Friday, Saturday and Monday nights at main bar areas. The message used was *"The difference between Drink and Drunk is U. We're stamping down on drunken disorder to make the city centre even safer, so have fun but don't let being drunk ruin it for you"*.
- Flyers/postcards were distributed on Friday, Saturday and Mondays and also in student premises. Police handed out red and yellow flyers to anyone causing trouble or behaving in a way that could have the potential to cause trouble, warning them if they didn't improve their behaviour they could face being arrested. The colour flyer

someone received - red or yellow - depended on the scale of their behaviour



5.4 Campaign Costs

- 5.4.1 The campaign costs were £11,430 (see table 1 below) and the campaign has continued to run at key time throughout the year (e.g. bank holidays) since it was launched in March. This was a Sunderland specific campaign, rather than force wide. In comparison, the estimated social and economic cost of a single 'violence against the person' offence is £10,407 (this is based on 2003 figures from the Home Office).

Table 1: Costs for the 'Difference between Drink and Drunk is U' campaign		
Item	Supplier	Cost
Creative - Appointment of external agency to develop artwork	Pearsons	£2,000
20 x Adshels in city centre locations (including production) – 4 weeks for main routes in and around university accommodation	CBS Outdoor	£4,120
28 x Metro escalator panels at Park Lane station – 4 weeks	CBS Outdoor	£1,458
Ad-van x 5 nights (Friday, Saturday, Monday then Friday, Saturday)		£1,300
Digi-van x 3 nights (Friday, Saturday, Monday)	SA Media	£897
Washroom Panels and men's toilets in top bars) 12 x 4 weeks (3 panels in each of Blu Bambu, Chase, Diva, Liquid)	Ads Direct	£1,200
A3 Posters (@12p each x 100)		£12
Red/yellow postcards (@3p each x 200)		£6
Beer Mats x 2,500 for city centre bars and clubs	Alphagraphics	£437

TOTAL	£11,430
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6.0 Impact, Evaluations and Campaign Feedback

6.1 The most recent safer communities survey (June 2010 compared to October 2009) shows that there has been improvements around:

- People being very worried about being physically attacked by strangers. This has improved significantly from 37% worried to 33% worried.
- Perceptions of people being drunk and rowdy. This has gone down from 23% thinking it is a big problem to 19%.
- Feelings of safety walking in their area after dark which has improved from 45% feeling safe to 50%
- Worry about violence overall has stayed stable at 15%

These improvements are despite the current increases in most serious violence, violence against the person and alcohol related violence in the city centre since April 2010 to October 2010.

6.2 Balance, the North East Regional Alcohol Office is currently carrying out a form evaluation of the 'Keys, Money, Phone' campaign and results will be available in the New Year.

6.3 In addition, informal and anecdotal feedback has continued to be sought throughout both campaigns. For example:

- There has been excellent feedback from police officers around the credit card sized safety cards. They gave officers a reason to engage with young people and officer found many people approached them directly for cards if they had seen their friends with them.
- Retailers in the city centre were very supportive around displaying the tent cards and liked the key messages. Some large employers, who had helped distribute the cards, had provided very positive feedback and they liked the safety messages and the useful tips (e.g. store an ICE number on your phone, and keep some cash separate).
- For both campaigns, there was very positive feedback around the digi-van and advan with people taking notice of the messages. The digi-van driver reported lots of people reading the message on the van and walking around to see both sides. Police officers have also reported that when the digi-van is used it attracts a lot of attention, meaning the officers can engage with the people who come over to find out what's going on. However, they did not appear to take as much notice of the Street Projector.

6.4 As the report has demonstrated, there have been specific campaigns developed to tackle alcohol related violence associated with the night-time economy as well as improving feelings of safety. In addition, there

has also been a range of campaigns that challenge alcohol misuse generally. This has included challenging parents who purchase alcohol for their children; raising the public's awareness of campaigns such as 'Know Your Limits to improve awareness of alcohol content and improve individuals' health; and promoting access to advice and information around problematic alcohol use. Wherever possible, the SSP supports Balance (the North East regional alcohol office) to challenge the public's perceptions of alcohol use to move towards a more sensible and safe approach to alcohol consumption.

- 6.5 On a more general note, the approaches described in this report have contributed to a much wider range of marketing and communications work carried out by the SSP. Collectively, this has contributed to a significant improvement in feelings of safety which have continued to improve in the last 2 years and the perception gap is beginning to close. The percentage of residents who said they feel safe living in Sunderland has increased steadily from 76% (in December 2009), to 78% (March 2009) up to 80% (June 2010). This is also a significant improvement from 51% in 2008¹. This is also supported by almost a 29 percentage point improvement in perceptions of anti-social behaviour (ASB) as a problem, reducing from 51% in 2003 to 22.5% in 2009. This is coupled with excellent reductions of recorded incidents of ASB.

7.0 Safer Sunderland Partnership Television (SSPTV)

- 7.1 The Sunderland Partnership (joint SSP and LSP system) now has 20 plasma TV screens in public areas across the city displaying a range of community safety messages, including advice on how to access support services and advice on how to report problems and stay safe. An independent evaluation found that between 51-71% of people who have viewed the screens say they felt safer as a result of what they had seen.
- 7.2 Screens are located right across Sunderland such as some GP surgeries, cafes and community buildings. An additional screen is shortly due to be located in the County Court. There are currently 3 screens in the city centre in:
- Sunderland Magistrates Court
 - McDonalds on High St West
 - The Café in Wilkinson's on Fawcett St
- 7.3 The content is updated every quarter and local partnership initiatives are filmed and promoted alongside messages and artwork from a range of SSP campaigns. There are numerous SSPTV film clips and messages linked to the night time economy (both directly and indirectly). The direct messages currently supporting work to tackle alcohol related crime in the night time economy cover the following initiatives:
- Best Bar None

¹ However, some caution must be taken in directly comparing results between the two surveys as whilst the question wording and methodology is the same, the questionnaires were slightly different.

- Lock Em Inn
- Street Pastors
- Taxi Marshals
- Keys, Money, Phone film
- Drink or Drunk
- Pubwatch
- Binge Drinking
- Alone in a Crowd
- Drink Aware
- Big Drink Debate
- Keys, Money, Phone safety tips
- Fights after closing time? - Not in our city
- Alcohol (schools competition storyboard winner)
- Cardiff Model

8.0 Recommendations

- 8.1 Members are asked to endorse the marketing and communications approach taken by the SSP and Northumbria Police to help tackle alcohol related violence in the night time economy; and improve feelings of safety on the city.

9.0 Background Papers

- Safer Sunderland Partnership's Marketing and Communications Plan
- Personal safety and the night time economy campaign brief
- Northumbria Police Drink Awareness campaign brief
- Safer Sunderland Partnership TV Evaluation Report
- Report on the Safer Communities Survey Findings August 2010

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