

ONE WATFORD

SAFER WATFORD

COMMUNITY SAFETY:

Review & Looking Forward

1 December 2015

COMMUNITY SAFETY PRIORITIES

Priorities agreed for 2015/16 reflect:

- Watford has a good handle on community safety issues:
 - Strong partnership approach: proactive
 - Tackling issues as they arise
 - Effective management
 - Keeping track of data to inform decisions
- Focus on areas important to Watford & link to PCC priorities including broader quality of life issues (e.g. vulnerability)

COMMUNITY SAFETY

Priorities agreed :

- 1. Update crime**
keeping crime data under review & managing issues highlighted
- 2. Protect our communities**
ensuring a focus on the victim and vulnerability and forward planning for our community
- 3. Reassure and inform**
getting the right messages out to the community to build confidence in the work of community safety partners and in Watford as a place to live, visit, work and do business

PRIORITY 1: UPDATE CRIME

Objectives 2015/16

- Ensure that crime data and statistics is robust and timely and is shared to build collective understanding
- Ensure that the underlying picture beneath the statistics is understood (e.g. reporting methods)
- Identify areas of good performance – what is working well
- Areas for improvement – what needs additional focus (e.g. domestic abuse)

PRIORITY 2: PROTECT OUR COMMUNITIES

Objectives 2015/16

- Extend the successful ASB **partnership approach and response** to wider vulnerability agenda
- **Risk assess emerging threats** and their impact on individuals and the wider community
- Establish **Community Protection Group (CPG)** to address risks / threats across themes of:
 1. *ASB*
 2. *adults with complex needs*
 3. *exploitation and safeguarding including CSE and Prevent*
 4. *rough sleeping*

PROTECT OUR COMMUNITIES

Action Plan

Task 1 Develop an understanding of the needs of existing and emerging communities now and over the next 5 years

Task 2 Multi agency plan to focus on the protection of the most vulnerable in our community includes children, women, the elderly, sex workers, disability, ethnicity and sexuality

Task 3 Focus on re-offenders particularly in relation to hate crimes

Task 4 Develop a multi agency plan to deliver the Prevent Strategy, including preventing vulnerable people being drawn in to or supporting terrorism

Task 5 Work with partners at CPG to identify and address issues of vulnerability due to homelessness or mental health

PROTECT OUR COMMUNITIES

Outcomes for 2015/16

- Successful links with Watford Polish community – engaging on community safety issues & providing support for community outreach
- Multi agency approach to tackling suspect HMOs including beds in sheds
- Initiated training with hotels and NTE to advise on warning signs of vulnerability
- Improved links to identifying vulnerable households e.g. Green aiders
- Prevent training rolled out to 65 frontline staff and 4 council staff now able to undertake training
- Prevent Strategy developed: **One Watford to note & approve**
- Community Mental Health team now fully engaged to support vulnerability work

PROTECT OUR COMMUNITIES

Focus for 2016/17


- Continue support for Polish community outreach particularly around ASB & look to extend to other Eastern European communities
- Roll out vulnerability training to smaller hotel establishments & new members of NTE + taxi drivers
- Continue to engage with Charis / Ugly Mugs on early warning signs of Safety, Child Sexual Exploitation, Human Trafficking
- Monitor and update Prevent action plan
- Review rough sleepers following count and continue to work partners on solutions

PRIORITY 3: REASSURE & INFORM

Communications objectives 2015/16

- 1. Raise awareness of Safer Watford's purpose and output**
- 1. Address the concerns of residents** and reassure them that Safer Watford is working to deal with issues
- 2. Inform stakeholders** about the work the partnership is undertaking
- 3. Boost Watford's image** through proactive campaigns
- 4. Encourage residents/visitors to engage with Safer Watford services and take preventative measures** to reduce their chance of being a victim of crime

Launch campaign

- Initial flood of communications
 - Launch April 2015
 - Video (*Think about it Films*) and supporting poster campaign
- 
- To carry key messages about *Safer Watford*
 - Utilise partner communications to launch
 - Outdoor advertising to ensure maximum infiltration
 - Back of bus adverts (*30 buses for 5 weeks*)
 - Watford underground posters
 - JC Decaux advertising - two-week outdoor advertising campaign depicting the key Safer Watford partners and including stats on what has been achieved over the last year.

Ongoing & Complementary Communications

- Commitment to continual communication with the public about the CSP's work.
 - Communications to carry key messages.
 - Input from Safer Watford partners about positive stories and results.
-
- Big Events – community spirit, claiming the town centre as a family-friendly space.
 - Green Flags for our parks.
 - Regeneration and development of Charter Place.
 - Gladstone Road clean-up.
 - New website.

Evaluation

- This year's community survey: residents are less concerned about crime and community safety compared to 2013 and 2012.
- It was the third most raised issue (32% of respondents put it as a concern).
- In 2013 it was the first major concern (48%), as it also was in 2012 (72%).
- In the next community survey we will look to see if there is a further reduction.
- New website – community safety microsite, which we can monitor and drive traffic to.
- Coverage, including social media reach.

REASSURE & INFORM

Focus for 2016/17

1. Run a number of campaigns in 2016 based on partnership's objectives.
2. Look at ensuring campaigns are very local, so that we can target issues relevant to the different parts of Watford.
3. Create a strong online presence for the partnership on Watford Borough Council's new website.
4. Look at using the community survey to expand our understanding of residents' safety concerns.

ONE WATFORD BOARD

- Note progress made against priorities
- Discuss areas for focus in 2016/17 – is there anything missing?