



Safe Newcastle Board - 10 September 2009

Report - Safe Newcastle Open Day - Saturday 3rd October 2009

Purpose of Report

To outline the details of the Safe Newcastle Open Day to be held on Saturday 3 October at Brunswick Methodist Church, Northumberland Street

Details

The event will be open to the public from 10.30am to 3.00pm.

- Further activity will take place in Northumberland Street and the Monument between the hours of 9.30am-5.30pm as well as distribution of literature.
- The following organizations have so far confirmed that they will be taking a stall at the Open Day:
 - Courts
 - Council - Regulatory Services
 - TWFRS
 - Council - Road Safety & Traffic Management
 - Northumbria Police
 - Council - Ward Co-ordination
 - Council - Neighbourhood Response/Wardens
 - Safe Newcastle-ARCH, Domestic Violence, CCTV, ASB, Safe Neighbourhoods, Neighbourhood Crime and Justice.
- The Open Day combining promotion on Northumberland Street and exhibition space in Brunswick Church has been promoted in the September/October edition of Citylife Magazine and will also be promoted within The Chronicle Extra week commencing 21st September.
- The refreshed Safe Newcastle Strategy 2009-2012 will be available to view at the event.

- There will be a selection of marketing literature, with key information and contact details and Safe Newcastle branded promotional material to those who attend. E.g.:

Targeted to children

- Balloons
- Stickers

Targeted to adults

- Key rings
- Fridge magnets
- Cotton shopping bags
- Mugs

- Vouchers will be provided on entry to Brunswick Church and given out at the position on Northumberland Street for free tea/coffee at Brunswick Church Hall. People will be asked to fill in their name, and postcode, and whether they have previously heard of Safe Newcastle. This will enable us to ascertain where people live and their recognition of the safe Newcastle brand.

All members of Safe Newcastle are invited to attend and asked to publicize the event within their own organization. Any organization/group etc who wishes to participate is asked to contact Bonnie Houghton, Safe Newcastle Marketing and Communications Officer (tel 0191 277 7848) for more information

Recommendation

Safe Newcastle Board is asked to

- Note the arrangements for the Safe Newcastle Open Day on 3 October 2009
- Make every effort to publicise and attend the event