



Report to: Responsible Authorities
From: Bonnie Houghton, Marketing and Communications Officer
Report Title: Safe Newcastle Open Day - Evaluation
Date: 10th November 2009

1.0 Purpose of the Report

To update Responsible Authorities on the Safe Newcastle Open Day which took place on Saturday 3 October; and to make recommendations for future events.

2.0 General Information

- The Open Day consisted of exhibition stands with Safe Newcastle and partners in Brunswick Methodist Church Hall. As the church was off the main pedestrian thoroughfare, a TWFRS vehicle was also positioned on Northumberland Street as a focal point. They gave out refreshment/ face painting vouchers to redeem in the church hall and to encourage greater footfall into the hall.
- The event was advertised in Citylife, The Chronicle Extra newspaper and on the Civic Centre Plasma Screens.
- Safe Newcastle merchandise was given away to the general public. Safe Newcastle cotton bags containing branded goods with our contact details on such as magnets, key rings, mugs, balloons were handed out. Chronicle Extra newspapers with the Safe Newcastle advertisement of our strategy key messages were also in the bags.
- Individual partners provided literature, marketing materials, resources, face to face information, advice and support to the general public.
- Appendix 1 includes images from the Safe Newcastle Open Day for reference.

3.0 Were the aims and objectives met?

3.1 Engage with the community

Engaging with our communities within the work of Safe Newcastle is a statutory requirement of being accountable to people whose lives we aim to improve by building community confidence and strengthening communities. The Open Day is a key opportunity within the year that allows us to meet with and engage communities in Newcastle.

The event enabled Safe Newcastle and partners to be involved together in engagement work and address the public as a partnership. The intention was to do in-depth consultation work with the public, however this proved difficult given the space constraints with the venue. If the event were to be repeated, better measures need to be in place to allow for detailed consultation work and to maximize the opportunity to speak to the public face to face.

3.2 Launch the 2009-2012 Safe Newcastle Strategy and the work of the Partnership

Our aim was to use the Open Day as a platform to launch the Safe Newcastle Strategy, to inform the public of the work that has already been delivered by the Safe Newcastle and keep them up to date with future plans for Newcastle and its residents.

The event gave us a platform to publicise the work delivered in the strategy. Copies of the Chronicle Extra newspaper were available to the general public, which detailed the key messages of our refreshed strategy. However, we could further improve upon our communications by incorporating a series of short presentations to the public into the day on the work delivered by Safe Newcastle.

3.3 Contribute to the Achievement of National Indicator 21

To achieve National Indicator 21, Newcastle must improve perceptions of how we deal with local issues of anti-social behaviour and crime by 3.5% per year. Our baseline (2008 Place survey) was that 30% of people are happy with what we do, so achieving 33.5% this year is very ambitious. One of the aims of the Open Day was to speak to members of the public about the work that we are doing to tackle their concerns and to increase public perceptions and confidence.

We advertised how we are tackling crime and anti-social behaviour in Citylife magazine and in the Chronicle Extra newspaper, (as part of publicising the key messages from our refreshed strategy.) We also handed out literature concerning anti-social behaviour and crime. However, our efforts could be further improved by having a specific crime and anti-social behaviour stand with crime prevention officers on hand to answer questions, which would allow us to speak specifically on the matter to the general public.

4.0 Resources and Costs

The following are the direct costs involved in organising the Safe Newcastle Open Day:

	£
Hire of hall-Methodist Church	210
Face Painters/ Henna Tattooist	180
Extra copies of wrap around (Strategy summary)	60
Branded Safe Newcastle merchandise	2,779.34
Refreshment supplies	50
Branded Safe Newcastle sashes	376
Total	3,605.84

Safe Newcastle

The following partners/organisations provided in kind contributions. We are very grateful for their support, preparations for, and attendance at, the event.

- Northumbria Police- Community Cohesion
- Magistrates Courts
- Northumbria Probation Service
- Tyne and Wear Fire and Rescue Service
 - Young Fire Fighters attended the event and assisted on Northumberland Street
- Turning Point
- Byker Bridge
- Addaction
- Your Homes Newcastle
- Victim Support
- Newcastle City Council
 - Regulatory Services
 - Neighbourhood Services/Wardens
 - Ward Co-ordination
 - Resilience Planning provided literature

Staff hours on the day of the event were as follows: (not including planning and preparation time)

- Safe Newcastle Officers

£17 (approximate average hourly rate) x 7.5 hours worked=£127.50

£127.50 x 11 Officers= £1402.50

- Officers/Individuals from partner organisations.

£17 (approximate average hourly rate) x 7.5 hours worked=£127.50

£127.50 x 31 Officers=£3952.50

- Approximate overall staff costs for the Safe Newcastle Open Day

(42 officers x £127.50 daily rate) = Total £5,355

5.0 Considerations for future events

5.1 Brunswick Methodist Church is located off the main thoroughfare in Newcastle City Centre, therefore we organised a feeder site in place on Northumberland Street, which was extremely beneficial in driving footfall to the event. If the event were to be repeated, increasing the number of feeder sites would add to the number of people attending the event.

5.2 Additional distribution passes for marketing literature would be required, as only four were available to the Safe Newcastle team on the day. By having more passes, we would be able to distribute more material and thus communicate to a larger audience in the same timescale.

5.3 The event started at 10.30am and finished at 3.00pm, however the number of people attending the event prior to 12.00 noon was limited. If the event were to be repeated it would be better to

start later and finish later to encourage better attendance and make the most of the resources and time available.

- 5.4 The size of the venue limited activity that could take place, the number of partners that could take part and also meant that all the departments within Safe Newcastle had to be condensed to one stand. Therefore, it would be preferable to have a larger venue if the event were to be repeated.
- 5.5 Considerations should be made as to whether stands at the event should be arranged thematically to make sense to the public rather than set out as agencies. For example, a stand on anti-social behaviour would be better understood than a stand on neighbourhood services.
- 5.6 Safe Newcastle have a responsibility to engage with all people in the community irrespective of their age, gender, race, disability or religion. In considering the venue we looked for a venue that was easily accessed from the city centre and that had disabled access. We also tried to appeal to a wide range of people, such as with face painting for children, refreshments for adults and henna tattoos for teenagers. However, if the event is to be repeated then a non religious venue may have a stronger appeal. The choice of venue of a Methodist Church, may in hindsight have deterred people of different religions coming to the event.
- 5.7 Feedback from partners on the day and post event has been positive and all say that they would like the event to be repeated. Victim Support reported that they had enquiries from members of the public wanting to become volunteers, and that they ran out of personal attack alarms, which proved very popular with teenagers and older people. Road Safety reported that they gave away a lot of their resources, but more importantly they got to talk to over 100 people about road safety messages and speak to people about their individual needs, rather than give out generic information.
- 5.8 The additional facilities, such as face painting, a henna tattooist and the refreshments proved a draw to the event and as such would be recommended that these would be repeated and perhaps a bigger attraction at feeder sites would also raise the profile of the event,
- 5.9 Brand awareness-budget permitting if the event was to be repeated we would like to do a post event evaluation on Safe Newcastle brand awareness and to assess the public's perception and understanding of Safe Newcastle.
- 5.10 Commission a photographer to ensure that all aspects are covered for future use in Safe Newcastle publicity.

6.0 Recommendations

Responsible Authorities are asked to

- 6.1 Note the above report and the success of the pilot Open Day
- 6.2 Give consideration to the issues raised at paragraph 6 above
- 6.3 Support a Safe Newcastle Open Day taking place annually
- 6.4 Use the approach and lessons learnt to support the development of ward based Safe Newcastle engagement activity

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Appendix 1.

