

PROJECT:

NIGHTSAFE Initiative

FORCE

**Lancashire Constabulary,
Western Division**

**ENDORISING
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Executive Summary

Scanning

It is estimated alcohol related violent crime accounts for 60% of our criminality in Blackpool. Six out of every seven people in the police cells at weekends are there as a result of abusing alcohol, whether it is drink driving or town centre disorder.

Analysis

Alcohol plays an important part in our society and makes a significant contribution to our economy both locally and nationally. The link between alcohol consumption and violence has been well evidenced and is widely accepted. Many of the major breweries, pubs and nightclubs attract locals and tourists and encourage such things as binge drinking by having irresponsible drink offers etc. Alcohol related crime is a problem in many cities and towns and affects the community as a whole.

Response

In the summer of 2003, Blackpool Police launched the NIGHTSAFE campaign to reduce alcohol related violent crime. It is a multi-agency three-year initiative to include local authorities, licensees, health authorities and hospitals. Hoteliers, pubs, clubs and guesthouse owners have been asked to play their part in assisting the police. For example, by having no 'all inclusive' drinks offers, no discounting whatsoever on Friday or Saturday evenings after 8pm, no games involving speed drinking and no promotions such as £1 per pint in circumstances likely to lead to binge drinking. They have also been asked to display NIGHTSAFE posters and promotional material in hotel lobbies, bars and rooms.

Assessment

In September 2003, NIGHTSAFE received national press coverage on Channel 4 news and was covered in *The Telegraph* and *The Express* newspapers along with extensive coverage in the local media. The BBC website also ran the story. Numerous other police forces are adopting the NIGHTSAFE initiative as best practice, in particular, Cheshire and Cumbria police forces. NIGHTSAFE was presented at the "Tackling Barriers to the Night-time Economy" conference at The Barbican, London in November 2003. In the autumn of 2003 a survey was carried out of licensees around Blackpool. Results show that 36% have noted a decrease in night-time disorder this year compared to last year, 74% think there are more police in the town at night-time this year compared to last year, 48% feel NIGHTSAFE has increased awareness as to the way they manage their premises, and 54% think NIGHTSAFE has had the overall effect of increasing peoples' awareness of the need to drink sensibly.

Market Research conducted to ascertain the effectiveness of the Walk Away Educational Leg of the campaign has shown that 98 per cent of respondents can recall the campaign and 83 per cent of these know it is targeting binge drinking.

Scanning

Alcohol plays an important part in our society and makes a significant contribution to our economy both locally and nationally.

The link between alcohol consumption and violence has been well evidenced and is widely accepted. In addition, it is recognised that the relaxation of licensing legislation and the changing face of Blackpool's tourism industry are just two predisposing factors towards the potential for increasing levels of violent crime becoming prevalent across the Division.

Alcohol related crime is a problem in many cities and towns and in Blackpool we estimate that it accounts for 60% of our criminality. In the resort we already have a poor reputation for sleaze and a binge drinking culture fuelled by irresponsible drinks discounting by major breweries, pubs and nightclubs in the town.

The binge drinking culture of Blackpool's pubs and clubs and the 'drink all you can for a fixed price' advertising is strongly associated with offending behaviour especially violent crime.

Interviews in the local press with Key stakeholders and local businesses show they are concerned that if the situation is not turned around now profits will reduce and many of them could go out of business. Whilst they want to encourage this age group into the town, as they are a major source of revenue their behaviour is having a detrimental effect on the family business side.

Alcohol is a major factor in other areas too, most notably: -

- Health – special health, A&E Admissions and longer-term implications
- Work productivity - Health and Safety, absenteeism etc
- Relationship dysfunctionality – families, parenting domestic violence, sexual / physical abuse etc.

Funding has been allocated for the next three years to ensure these threats to performance do not lead to more people being subject to violent crime. It is hoped that other relevant agencies will make similar commitments and the net effect will be a co-ordinated reduction in such victims and a safer environment for all Blackpool and Fylde's residents and visitors.

ANALYSIS

Six out of every seven people in the police cells at weekends are there as a result of abusing alcohol whether it is drink driving, or town centre disorder as a result of drinking.

Key points (Source Home Office Research Paper 185)

- Men are more likely to binge drink than women.
- Binge drinkers were more likely to offend than other young adults.
- 60% of binge drinkers admitted involvement in criminal and or disorderly behaviour
- The link between drinking and offending was particularly strong for violent crimes

Research has been done on why similar initiatives in Manchester and Bournemouth have achieved limited success in their attempts to curb binge drinking and to learn from their mistakes.

In Bournemouth the initiative reduced violent crime by 12 per cent, however the drinks discounting policy was voluntary and there were no sanctions for premises not adhering to the policy. This led to a breakdown in the agreement.

Blackpool has 60,000 vertical drinking spaces and approximately 40,000 potential customers. Therefore competition is fierce for business. However in areas where drinks promotions are the norm, levels of violence increase, public service resources are strained and private sector profits fall. People working in the pubs and clubs are subject to constant pressure, abuse and threat from violence and social disorder.

In the year 2002-2003 there were 2267 incidents of violence in a public place and a further 556 occurring in licensed premises – a total of 2823. In 53% of cases the victim did not know their attacker and in 45% of incidents the offender was intoxicated. This means that there were 1496 incidents where alcohol was a factor.

The initiatives put in place to date have made an impact on the problem, however are not in many cases tackling the root cause of the problem and an educational approach needs to be adopted which will go hand in hand with the policing enforcement tactics and other partnership initiatives.

The analysis identifies the main offenders as being predominantly male and between the ages of 18 and 24.

- 75% drink to get drunk
- 58% drink to feel confident
- 39% of 18-24 year olds are classified as binge drinkers i.e. getting very drunk at least once a month
- Young binge drinkers are 5 times more likely to admit involvement in a fight.
- They drink because of peer pressure and to be confident.

Alcohol fuels people's desire to fight and takes away the constraints they would normally put on themselves when they are sober.

Antisocial Behaviour

Analytical mapping of juvenile referral inputs against off licence outlets demonstrates this causality and signals intelligence led activity.

Fear of Crime

The NRPP site at Brunswick provides ample evidence of the prominence of alcohol abuse in several 'signal crime' areas such as youth nuisance, litter, graffiti etc

The strategic objectives of Nightsafe are as follows;

Strategic Objective 1 – Crime and Disorder

- To reduce over three years, alcohol-related assaults by 30%
- To reduce over three years, alcohol related disorder incidents by 30%

Strategic Objective 2 – Health

- To increase the number of persons referred into treatment as well as treatment capacity
- To pursue an assertive approach to treatment of offenders as per the Tower Project philosophy

Strategic Objective 3 – Education

- To deliver harm reduction educational programmes to target groups
- To market the harmful consequences of excessive alcohol consumption – locally and nationally in order to change attitudes and behaviour.

Strategic Objective 4 – Anti-social Behaviour in a wider context

- To enforce the legislation in relation to street drinking and underage off licence sales through additional activity.
- To establish links between Axis and Tower nominals and their detrimental impact upon the quality of life of the community.

RESPONSE

Based on the research conducted in both the target area and in other resorts where similar initiatives have been introduced and building on best practice identified through Aslan and Cutting Edge, a partnership approach involving police, the local authority, licensees health authorities, communities, media, and hospitals, has been established to effect a reduction in alcohol related violent crime.

An internal steering group and an external steering group have been formed to progress the various pathways, which lead out of the four strategic objectives.

Internal Steering Group

Compilation: Superintendent Operations, Chief Inspector Partnerships, Inspector MAPS, Communications and Marketing Officer, ASBO Co-ordinator, Detective Inspector Targeting.

Remit

- Licensing reform
- Educational input and Marketing Plan for 'Walk Away Campaign'
- Targeted Licensing Activity – overt/covert
- Discounting protocol (**Appendix 2**)
- Nightsafe legal activity
- Performance Indicator Assessment
- Promulgation of Nightsafe 'brand'
- Aslan Implementation
- DV, Axis, Tower Liaison
- NIM Compliance

External Steering Group

Compilation: Chief Inspector Partnerships, Inspector MAPS, Health, DAT, Fire & Rescue, Council, Trading Standards

Remit

- Licensing reform
- Doorstaff Training
- Transport Links
- A + E initiative
- Taxi Marshalling

SPECIFIC NIGHTSAFE RESPONSES

- **Promotion of Nightsafe in licensed premises and increased enforcement**
- **Walk Away campaign targeting binge drinkers in the target age group**
- **Drinks Discounting Policy (Appendix 2)**
- **Presentations to schools and colleges by Youth Involvement Officers**
- **Questionnaire to be filled in by anyone in Custody who has been drinking**
- **Survey to be conducted at Blackpool Sixth Form College to collect benchmark statistics**
- **Studies of premises design and other causative factors leading to violence at target premises, (including video filming of clientele)**
- **Better Nighttime transport provision**
- **The employment of a dedicated Nightsafe lawyer to object to licensing applications, which do not support the Nightsafe principles.**



Key Activities

These are listed below under appropriate headings and will be subject of review during each monthly internal steering group meeting, and quarterly during multi-agency steering group meetings (also held monthly).

Police Nightsafe Team

A dedicated proactive Nightsafe team has been established to operate effectively in licensed premises and with relevant legal knowledge. 30 operational officers who have been trained within the licensing accreditation scheme have supplemented this. In the absence of Nightsafe officers, the accredited officers will attend and offer knowledge and experience at licensed premises. This includes officers being able to conduct routine visits, collate evidence should offences be disclosed within premises, and deal with and report upon certain offences.

Any visits conducted to licensed premises under the Nightsafe scheme are now conducted and recorded on a standard structured visit sheet in order to standardise issues within all licensed premises.

To formulate and document a structured and consistent approach to dealing with all licensing offences including off licenses. This should include a series of successive steps leading to revocation.

To develop the process in place for policing premises in possession of public entertainment licences that enables the team to take full advantage of the sanctions available to control the management of such premises.

By retraining existing staff and through the doorstaff training modules, to ensure all doorstaff are made aware of the impact their presence can have upon violent crime occurring outside, but in the vicinity of, licensed premises and support and encourage their assistance.

Licensing staff to co-ordinate the development of a matrix for licensing problems to facilitate prioritisation and resourcing.

Licensing staff to send out a message to licensees in the town by taking an early opportunity to prosecute for the offence of serving alcohol to a drunken person.

Aslan

To make the Aslan methodology subject of regular review and develop the facility for the Aslan operational order to be made a dynamic document with clear lines of ownership in place.

For the Aslan model to incorporate the deployment of a police officer, in possession of a radio, to the CCTV room at peak times to better enable police attendance at developing violent incidents in Blackpool's town centre. At this time it is suggested that such a deployment would be funded from money set aside for this initiative (estimated cost for the year, £11,000).

For Aslan to be properly resourced and officers comprehensively tasked with specific, albeit flexible, functions and objectives during a formal briefing prior to each Aslan tour. Funding set aside for this initiative should be used to enable teams of officers from elsewhere in the County to attend the Division at peak times and assist in the delivery of Aslan tactics (estimated cost for one team, 8 months of the year £22,000).

The consideration of redistributing Action day staff throughout the Division or amending working rotas to ensure the demand created by night time disorder is best met by the Division.

For Aslan to expand into licensed premises and to include officers being deployed into problem premises at times of previous flashpoint disorder. Also for officers to be routinely deployed in the doorways and foyers of identified hotspot premises.

The continued utilisation of mobile CCTV equipment as part of Aslan.

The development of Star packs for violent crime and the importance of evidence gathering at the time of first report re-inforced to all staff.

The role of Bronze Commander for each Aslan tour should in all cases become a dedicated role with proper liaison between him/her and the incumbent PACE inspector.

The continued use of Aslan tactics in South Fylde should be subject of a POP, with attendant documentation such as an operational order prepared and adhered to.

The new licensing bill makes the local authority the licensing regime and they are bound to direct everything they do to four objectives.

- The prevention of crime and disorder
- Public Safety
- Prevention of public nuisance
- Protecting children from harm

In addition Strategic priorities for the Community Safety Partnership include effecting a reduction in violent crime per 1000 population. The four main categories include;

- Violence by a stranger
- Violence in a public place
- Violent offences committed in connection with licensed premises
- Violence committed under the influence of intoxicating substances.

The partnership priorities also include crime disorder and damage in the town centre and the hotspot locations and to impact on Fear of Crime across the borough.

In Partnership with Blackpool Borough Council

To arrange for a police officer, equipped with a radio, to be deployed in the CCTV room at peak times as identified above.

Through Blackpool Borough Council's Tourism Department, to co-ordinate a publicity campaign stressing that reducing alcohol fuelled violence is a priority in the town and will not be tolerated.

To review the number and locations of Blackpool town centre bottle bins before looking to increase their number in appropriate locations in the resort.

To progress the introduction of a late night bus scheme.

In Partnership with BVH A & E Initiative

To establish defined lines of ownership in relation to this initiative and ensure comprehensive analysis is conducted. POP plans, managed by relevant POP Co-ordinators, being developed to address any violent crime hotspots being identified as a result of this initiative.

In Partnership with Blackpool Town Centre's Licensee's Forum and LSA Nightlife Business Group

To ensure proper engagement and reinforcement of the aims and tactics of the initiative, with licensee's/partners encouraged to assist by conducting their own actions. The police stance regarding non-compliance to be promulgated via this forum.

In Partnership with Arrest Referral Contract Holders

To widen the arrest referral remit to include those offending through alcohol abuse, and to utilise any additional funding to purchase an alcohol referral worker deployed to Blackpool custody office.

Domestic Violence

All recurrent DV addresses to be identified locally and for supervision to oversee police involvement at DV incidents at such premises, ensuring that such incidents are dealt with resolutely and in line with the current DV policy in place.

To formulate and establish processes to ensure persons arrested following domestic violence incidents are captured within arrest referral.

Victim Liaison Unit

600 contacted by Victim Support Unit volunteers

Pubwatch

Continuance and development of Pubwatch schemes to be encouraged by ongoing positive police commitment.

Community Safety Partnership Sub Groups

Links established between BANDSTAND and appropriate CSP sub groups to ensure furtherance of the initiative through these groups.

Marketing (Walk Away Campaign)

Campaign Objectives:

- To reduce level of alcohol related crime across Western Division
- To target young people through schools and colleges to make them aware of NIGHTSAFE and discourage participation in binge drinking
- To highlight that binge drinking has been identified as a causative factor in drink related violence

Target Audience:

- Primary - Males aged 18 - 24
- Secondary - Age range 14-18 and the future primary group Blackpool Police asked commercial agencies to put forward creative ideas that would reach the target audience and touch a nerve. Having reviewed the offerings, it was decided to proceed with the concept produced by Kinesis Creative Ltd.

Their creative rationale follows: -

Kinesis Creative Ltd Marketing Objectives

- To produce an awareness campaign aimed primarily at 18-24 year old males, a notoriously difficult group to reach.
- To make them think about their limits and the consequences of binge drinking and to effect a reduction in levels of alcohol-related violent crimes.

As an 18-24 year old male what makes me tick?

- being out with my mates
- getting drunk
- going to pubs and clubs
- girls
- having a laugh

The Creative Rationale

You can't get away from it - sex does sell.

Thousands of brands use it and it's certainly tried and tested. The popularity of magazines like FHM, Loaded, and Max Power, amongst our target audience, reinforce this. We've used this logic and created front cover magazine images, designed specifically to appeal to young males. Lads go out to meet girls, they want to make a good impression - it's the masculine culture of boosting ego. They certainly don't want to be made a fool of in front of the girls. The concept, therefore, concentrates on the legendary male 'pulling power'. This also has a positive effect for the female audience as being calm, confident and sexy.

The Creative Execution

Sexy imagery that will certainly catch the eye. This is a confident girl; one whom any guy would love to call his own, relaying a simple message, **'If you want me, then you've got to know how to behave'**.

It's a put down to lads who get too drunk.

The strategy behind the campaign was based on what young people (particularly young men) fear most. It is ineffective to show graphic images of the results of violence, as young people are largely desensitised to this. It's also difficult to deliver a message regarding moderation without sounding moralistic.

Our research showed that the area every young person fears most is being laughed at or not being as sexy as they think they are. No one finds a drunk attractive, especially if he's been fighting, vomiting or falling over. So the idea was to appeal to their testosterone-driven instincts in another way.

Hence **'Hi boys! I'd rather have a laugh with you than see you in stitches'**.

The message isn't to stop them having fun, but to encourage it, i.e. it's more fun being in control than out of it (because the girls will fancy you more).

There are a number of other similar captions that give scope to the campaign, including one aimed from girls to girls to walk away if he's getting out of control.

The campaign includes a set of A4 and A3 posters, which all the nightclubs posted in a spirit of co-operation; beer mats; plastic contact number cards (numbers that young people would find useful and would therefore keep with them); magazine and newspaper advertising; bus backs, sides and interiors, T-shirts and mugs (primarily intended for distribution during visits to schools). Several other ways to convey the message were examined including local radio advertising, a screensaver, large outdoor posters, bus shelters, taxis and fold-away snapcaps. Budgetary restraints did not allow everything to be produced, however, but what did happen was **a huge amount of media interest**, which effectively enlarged the campaign well beyond its original ambitions.

Appendix 4 illustrates the full marketing campaign covering those posters placed in each licensed premise as well as calling cards, beer mats and all other associated material.

Assessment

The quality of the staff and supervision and the support of senior managers has been the most important factor in the success of this project.

From an early stage, key performance indicators were set to measure the effectiveness of the project and the impact this has on the patrons attending and drinking within the town, along with the commercial and residential impact. These performance indicators not only reflected upon the crimes reported but on the 4 key project aims. These being: -

- Education
- Enforcement
- Treatment
- Environment

Is there a need for Nightsafe with the new proposed Government legislation in the licensing sphere? – The answer to this has to be yes. Most of the points raised in the Alcohol Reduction Strategy are already being addressed in this project and by being ahead of the game and at the fore front of combating alcohol related crime and disorder the Nightsafe project has been highlighted as 'good practice ' and is being implemented in other areas of the county, who are encountering similar problems.

The data chart shown in **Appendix 3** shows the actions conducted to date. This review has been conducted some 6 months into a 3-year project but even so the local residents and pub owners are praising the impact of the initiative. The use of the media, both local and National has been an important aspect of this project, projecting the image of the Nightsafe brand and it's aims and objectives to an unprecedented level. Forces from all over the country and agencies from Germany have shown an interest in developing the initiative within their areas.

One of the priorities for the Nightsafe team is that of working in partnership with other agencies who have a social and moral responsibility for all aspects of licensing within the town. By obtaining the services of the local authority, fire service and licensees etc, common ground has been set and by passing this information throughout all licensees and premises, they are all working from the same level playing field. The drinks discounting protocol, which was introduced as a request put forward by the Licensing forum, has proved to be a big hit with the industry. Initial concerns raised with regards the department of fair-trading have proved unfounded and some 114 premises within the division are now signed up to the document.

By providing a focal point of contact within all the agencies, issues in and around premises can and have been quickly addressed and monitored by the appropriate agency. The vast majority of licensed premises are fully supportive and assist the Police and other agencies with combating disorder through effective management.

The Nightsafe initiative is continually growing and will soon have the capacity to address issues covering the whole nighttime economy including brothels, massage parlours and prostitutes.

Appendix 1 –

ASLAN – a methodology identifying the alcohol incident hot spots and making sure those officers provide a highly visible police presence.

A + E initiative – a project set up with PCT funding to capture unreported crimes from patients attending Blackpool Victoria Hospital. These crimes can be reported either anonymously stating location or what happened to full personal details for officers to follow up.

Tower Project – a similar project to Nightsafe set up in 2001 addressing the issues of drugs and those persons who commit crime to fund their addiction.

Axis – Targeting prolific youth offenders to point them in the right direction.

Cutting Edge – A campaign used by Lancashire Police to raise the awareness of injuries caused by broken bottles and glasses and the various ways of preventing them.

Appendix 2

Blackpool Area “Responsible Drinks Promotions” Protocol

As the representative for, I agree to abide by the NIGHTSAFE Responsible Drinks Discounting Protocol as agreed on 23 July 2003 that includes the following elements:

- No “All you can drink for a fixed entry fee” promotions
- No discounting whatsoever on Friday or Saturday evenings after 8pm
- No games involving speed drinking
- No “Double your entry fee in drink” type promotions
- No promotions such as £1 a pint in circumstances likely to lead to binge drinking occurring

I fully support this initiative and I am happy for this agreement to be incorporated into the PEL (either upon issue or at next renewal) held by any/all of the premises in Blackpool area operated by..... that have a PEL in place.

I also agree to ensure that adherence to this protocol is referred to in any operating policy submitted to the local licensing committee post licensing reform.

Signed **Name.....**

Company **Premises**

Countersigned **Name... Superintendent A Rhodes**

Appendix 3

Assessment

Aims

To reduce incidents of alcohol related crime by 30%

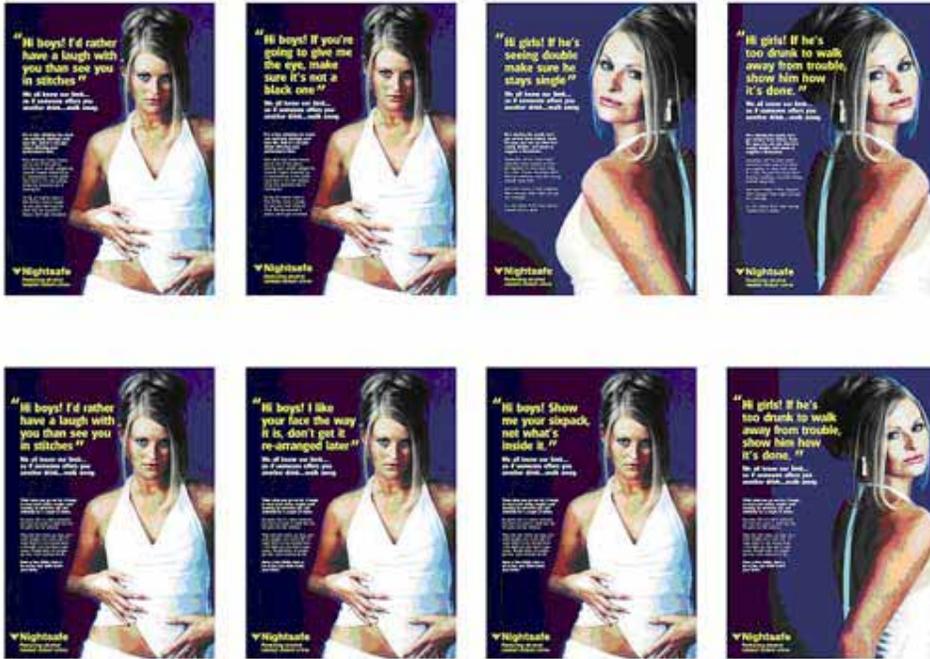
To reduce incidents of alcohol related nuisance and disorder by 30%

<u>Performance Indicator</u>	<u>Data Collected by</u>	<u>Results</u>
<u>Inputs</u>		
Number of covert licensing visits	NIGHTSAFE Team	65
Number of overt licensing visits	NIGHTSAFE Team	152
Number of Test Purchasing visits to off licenses	NIGHTSAFE Team	37 Test Purchases: - 19 Sales 15 cautions 3 prosecutions
Number of multi agency visits	NIGHTSAFE Team	T.B.A.
Presentations	NIGHTSAFE Team	3 external 6 internal
Number of Educational Walk away inputs	Community Safety	50.
Increase in visible patrol hours (Aslan)	NIGHTSAFE Team	60 occasions – 1 Sgt and 6 PC's for 5 hours
Number of off license visits by CBM's	Geographic CBM Sergeants	20.
Taxi rank initiative	Council	Planning stage - ongoing
NIGHTSAFE bus	Council	Planning stage - ongoing
Number of actions by NIGHTSAFE legal advisor	Headquarters legal Dept	T.B.A.
Doorstaff training – coverage	Licensing Unit/College	66 doorstaff trained over three courses.
Number of hours of mobile CCTV deployment	Community Safety	7.5 hours
<u>Outputs</u>		
Number of action plans for on licenses	NIGHTSAFE Team	5 premises have action plans. There 3 monthly reviews have been conducted and updated
Number of target hardening initiatives – lighting, CCTV, premises design	Licensing Unit	T.B.A.
Number of positive column inches	PR Dept	£35,000 worth
Number of premises displaying Walk Away products – posters, t-shirts, beer mats etc	NIGHTSAFE Team	All on and off licenses displaying posters. All hotels have NIGHTSAFE “Working together” posters
<u>Outcomes</u>		
Number of prosecutions for underage sale of alcohol at off licenses	Prosecutions/NIGHTSAFE	3 prosecutions pending
Number of premises signed up to discounting protocol	NIGHTSAFE Team	Blackpool – 95 Fylde – 19
Multi agency Engagement	NIGHTSAFE Team	T.B.A.
How many students received Walk Away briefing	Community Safety	Approx 1500
Completed Questionnaire to at risk groups – re Walk Away sensible attitudes	Community Safety	74 6 th form questionnaires completed
Completed Licensees Questionnaires	NIGHTSAFE Team	50
Number of Custody Office questionnaires completed	Insp Brian Horrocks?	T.B.A.
Number of ASBO's gained under NIGHTSAFE	ASBO Co-ordinator	T.B.A.
Number of Initiatives to improve dispersal –Taxi-bus	NIGHTSAFE Team/Council	New road layout, taxi marshal initiative and late night bus initiative

Performance Indicator	Data Collected by	Results
Number of prosecutions for contraventions of PEL's	Licensing/Prosecutions/Council	T.B.A.
Number of premises with radio link	Licensing	58
Number of bottle bins in town centre area	NIGHTSAFE / Council	12
Number of premises with plastic bottles	NIGHTSAFE Team	1
Number of premises in Pubwatch schemes	Licensing/Licensing	13
Number of premises signed up to licensee's forum	NIGHTSAFE Team	Approx. 50
Number of alcohol related admissions at BVH Accident and Emergency Accidental Non-Accidental	A&E initiative? Primary Care Trust	T.B.A.
Number of persons assaulted Whilst drunk By a drunken offender	Planning Team	485 or 13%. (from April 2003)
Number of disturbances in licensed premises	Planning Team	799 (from April 2003)
Number of street disturbances as a result of alcohol	Planning Team	186 or 17% (from April 2003)
Number of other disturbances as a result of alcohol	Planning Team	788 or 22% (from April 2003)
Number of criminal damage incidents as a result of alcohol	Planning Team	T.B.A.
Number of anti social behaviour incidents as a result of alcohol linked to off licenses	Planning Team / ASBO Co-ordinator	T.B.A.
Planning Team research.		
Baseline Measurement - Number of alcohol related incidents directly attributable to five specific licensed premises within Blackpool Town Centre July – Sept 2002-2003		Conducted September 2003
Baseline comparison of alcohol related incidents within Blackpool Pub and club land area.		T.B.A.

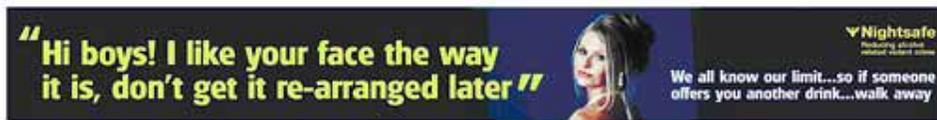
Appendix 4

A3 and A4 posters designed for on licence premises within the division.





Posters designed for the inside of local buses, calling cards for school inputs and prisoners and beer mats



Appendix 5

Results from the Market Research undertaken relating to the Walk Away Campaign

This report provides a summary of an independent evaluation of the **Nightsafe** project, carried out by Kinesis in February- March 2004

- ◆ How is the **Nightsafe** Walkaway campaign perceived and has had a positive impact within our target audience?
- ◆ Has the campaign fully met its objectives in raising awareness of the issues relating to binge drinking?

Have you seen the campaign ? Yes 98%

If yes where have you seen/heard it ?

A4 leaflets.....	10.9%
Buses.....	34.5%
Tip Cards.....	2.7%
Club.....	5.4%
College.....	0.9%
Magazine.....	0.9%
Poster.....	14.5%
Press.....	2.7%
Pub.....	20%
Radio.....	1.8%
TV.....	4.5%

Do you know what it's about?

Binge Drinking.....	83%
Safety.....	6.3%
Health.....	0.9%
Drink Driving.....	0.9%
Date rape.....	0.9%
Education.....	1%
Take more care.....	1.8%
ASB.....	0.9%
Crime.....	1%

Who is it aimed at?

	Men	Women	Both
Male Views	54%	0%	45%
Female Views.....	24%	30%	45%

Is the girl right ?

Yes	No	Not sure
77%	2.7%	18%

What does it make you think?

Watch my drinking.....	53%
Drink less.....	0.9%
Drink more.....	4.5%
It's aimed at other people.....	2.7%
Be more aware.....	28%
Nothing.....	8%

How could we make it better?

Leave it.....	46%
Male model.....	21.8%
Another girl.....	8%
Alter look/pose.....	9%
Use a group of people.....	3.6%
Change words.....	9%
No comment.....	0.9%

- ◆ The awareness of the **Nightsafe** Walkaway campaign is extremely high but could be marketed more extensively
- ◆ In general, the campaign was regarded as important and people should be made more aware of the issues related to alcohol and alcohol related violence
- ◆ Overall the feedback from the 110 face to face, one to one interviews was that it should continue and be developed to reach a wider audience (underage)

