

THE SUCCESS of individual projects is detailed on previous pages, but the **Safer Hastings Partnership** designed its Public Reassurance agenda so that no one project would stand alone.

Instead, to secure maximum effectiveness, each initiative would complement the others, in order that together they would provide the robust, holistic and long-term plan necessary to turn the tide of the disproportionate fear of crime experienced by residents and to undo the damage done to the town's reputation concerning outsiders.

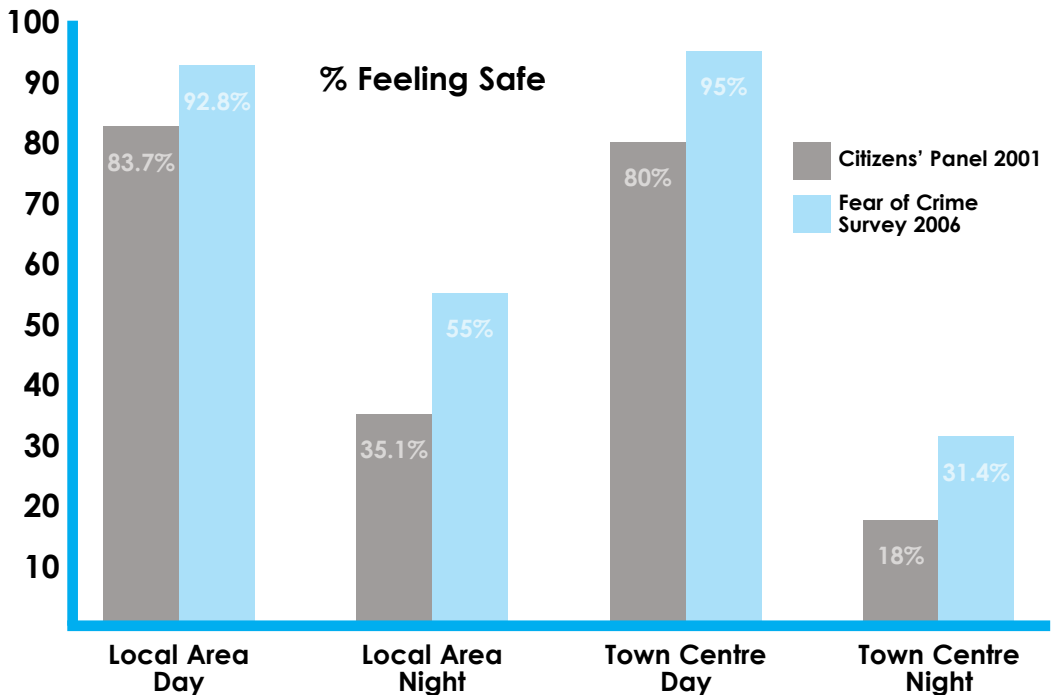
Starting in 2004, coinciding with the inception of the Communications Manager's post, the **SHP** has conducted annual Fear of Crime Surveys, using the results of Hastings Borough Council's Citizens' Panel 2001 as its baseline.

According to the **Partnership's** annual Fear of Crime Surveys, there have been significant increases in the number of residents feeling safe both in the neighbourhoods in which they live and in the town centre, during the day and at night, over the last five years, as shown in the graph below.

The *Community Strategy 2003-2013* objective of 50% feeling safe walking alone in their neighbourhood at night by 2008/09 has already been achieved and exceeded.

In addition, our profile is rising considerably: in 2005, 58% of respondents had heard of the **SHP** prior to completing the survey; by 2006, this had reached 73%.

Not only are residents feeling safer, but the wider perception of the town is also improving, leading to large-scale public and private sector investment.



19.9%

increase in people feeling safe at night where they live

13.4%

increase in people feeling safe at night in the town centre

9.1%

increase in people feeling safe at day where they live



A great deal of imaginative work. Fear of crime is a critical issue... An innovative approach... The consistent high dosage campaign seems to have been effective... Particularly interesting was the combined use of subverting a source of negative information & providing alternative methods of communicating a crime drop message

Tilley Award Judges

Awards for the SHP's Public Reassurance initiatives

WINNER:

Best New Media Initiative

GOSE Communication Awards October 2005

COMMENDED:

Overall Effective Communications Activity

GOSE Communication Awards October 2005

WINNER:

Best Community Site

Hastings & Rother Web Awards October 2006

SECOND:

Strategic Communications Campaign

Good Communication Awards May 2006 & June 2007

COMMENDED:

Local Authority Website of the Year

Good Communication Awards June 2007

15%

increase in people feeling safe at day in the town centre

73%

have now heard of the Safer Hastings Partnership

