



Working in partnership for a safer Glasgow

Title of Report: Managing the Evening Economy Towards a Safer City Centre

Report by: Eleanor Lee, Operations Manager, Community Safety Glasgow

Date: 24th January 2014

Contact: Eleanor Lee

Ext: 0141- 276 7558

1. PURPOSE OF REPORT

This report provides an update from the City Centre Alcohol Action Group (CCAAG) of supported Community Safety projects in Glasgow City Centre and beyond; which affect the Licensing sector and actively contribute to improving management of the evening economy and enhancing public perceptions of safety at night. The projects highlighted in this report represent the efforts of representatives of a range of agencies in the public, private and voluntary sectors and are linked to four generic objectives, namely, Generating a Safer Environment, Building and Supporting a Responsible Licensed Trade, Creating an Informed Public, and Maintaining Effective Partnerships.

2. Digital Night Radio Network

The digital night radio network provided by Apex Systems and supported by Community Safety Glasgow continues to prove a valuable and effective resource, providing improved communication and early intervention response to incidents particularly around licensed premises. The system is linked to Public Space CCTV officers (now situated within the Integrated Operations Centre at the CSG headquarters building).

There are currently 92 users of the network including clubs, bars, hotels and partner organisations such as the Street Pastor Association and Glasgow Council on Alcohol SOS Bus. This will increase in the next period to include 100 premises due to funding from the Alcohol and Drugs Partnership, City Centre Alcohol Action Group.

The dedicated PSCCTV Operator temporarily funded by the Alcohol and Drug Partnership (ADP) provides a single point of contact for the premises and partners communicating issues that trigger a response including PSCCTV (where cameras are in situ), police support for incidents and attendance by Street Pastors for vulnerable people. The system also contributes to an increase in criminal and community intelligence and creates a catalyst for faster response by public agencies thereby potentially reducing the severity of violent incidents in the city centre.

Recent examples of positive outcomes are the prevention of escalating anti social incidents and trace and apprehension of individuals involved in assault, breach of the peace and attempting to use counterfeit money in licensed premises as well as assistance to vulnerable people. A number of vulnerable people have been intercepted and supported to achieve a safe outcome, from being identified and reported via the system.

3. CSG & Partners Festive Initiative 2013

Community Safety Glasgow (CSG), with added funding support from Glasgow City Council, supported Police Scotland and other partners in carrying out a high profile joint partnership operation across the city on 6th, 7th, 13th, 14th, 20th and 21st December, between 2200 hours to 0500 hours, offering visible reassurance and helping to disrupt, deter and detect alcohol-related violence and disorder.

The Festive initiative involved a coordinated approach adopted across all partner organisations involved in the evening economy, drawing on the assistance of licensed premises utilising the Radio Network and providing response via CSG Community Enforcement Resources, Street Pastors, SOS Bus, Strathclyde Police and Glasgow Taxi's. The following is a summary of activity:

(a) Enhanced Nite Zones, CEO Public Reassurance and Response

Established Nite Zones at Gordon Street, Sauchiehall Street, Albion Street and Byres Road were enhanced during this period, with a temporary Nite Zone at Shawlands Cross (Langside Road).

Two uniformed Community Enforcement Officers (CEO's) and dedicated Police Officers deployed to each of the five Nite Zones and surrounding areas, with support from a mobile CCTV van. In addition, there were foot patrols by two uniformed CEO's through Royal Exchange Square and at the Four Corners as these are known hotspot areas for issues.

All officers were equipped with body worn video badges and each team had a digital radio set tuned to a channel dedicated to the operation. A CSG Manager or Service Manager coordinated the operation from the Control Room at the CSG Headquarters in Eastgate. All CSG uniformed officers actively engaged with licensed premises door staff.

Footfalls for the period of the operation are detailed, and compared with the same period in 2012 as follows:

Gordon Street	10,440	(-35%)
Sauchiehall Street	11,078	(-26%)
Byres Road	6,823	(+1.3%)
Albion Street	5,210	(+1.9%)
Shawlands	4,014	(+15.6%)

While Byres Road and Albion Street show a marginal increase, Shawlands demonstrates the largest increased attendance and overall rank footfall is down by 18.8% on 2012 figures.

There is no identified set routine pattern as this varies depending on the footfall generally in the city, often affected by the weather or other external issues and in response to events. Retrospective analysis has been provided on data for December 2013 details of which is attached at Appendix 1.

(b) Street Pastors

The Street Pastors Association continue to operate every alternate Friday and each Saturday evening in the city centre from 10pm to 4am. During the period of the Festive Initiative, Street Pastors:

Calmed Incidents	22	(-29%)
Vulnerable Situations	41	(-13%)
Bottles picked up	251	(- 40%)
Flip-Flop issued	208	(-40%)
Referrals	71	(+73%)

(Referrals between Street Pastors, Police, SOS Bus, Ambulance, Homeless and Alcohol / Drug agencies).

(c) Best Bar None

A new approach to the Festive Safety Initiative was developed in 2012, utilising a 'social marketing' approach and an awareness viral (short DVD clip previously presented to the Licensing Forum in December) was designed and screened (initially promoted during the BBN Awards night), in numerous static locations and via twitter and face book.

This short DVD clip featured a number of positive images of revellers at various locations in Glasgow before highlighting the dangers of pre-loading before a night out, with the message at the end; 'Pre-drinking can really ruin your night'. It was shown on the large advertising screen above Central Station (Union Street) on the Initiative Launch day, Thursday 5th December, courtesy of Glasgow Taxis Ltd. Over 1000 posters were distributed within Best Bar None premises, more than 2,000 A5 flyers and 10,000 'Stay Safe' business style cards which were distributed in Central Station by CSG Officers in partnership with Police Scotland Officers.

The video was also uploaded on to the Police Scotland web site, the Greater Glasgow Health Board's SOLAS System which facilitated screening at all health centres across the city. The licensed premises, particularly in the City Centre embraced the initiative, and forty-three Best Bar None premises showed the video on in house screens. The Scottish Business Resilience Centre was permitted to feature it on their website (Scotland wide) in support of festive initiatives in other Local Authority areas.

This will be one of a series of virals for release during the course of the coming year to raise awareness and encourage responsible thinking and drinking practice.

(d) SOS BUS

Glasgow Council On Alcohol operated the SOS Bus on Friday and Saturday evening throughout the festive initiative. Based in Gordon Street, outside the station exit, the BUS provides assistance and direct support to individuals on a self referral or partner referral basis (Clubs/ pubs/ street pastors/ CEO's) where people experiencing issues particularly with over consumption of alcohol. The police directly present individuals picked up by the auxiliary vehicle who are at risk and incapable often because of overconsumption.

The project works with dedicated support from the British Red Cross and Ambulance Service for emergencies.

The Festive period 2013 figures show assistance provided as follows:

- 108 people visited the bus for assistance
- 51 required alcohol support
- 81 required first aid
- 11 people were transferred to Accident and Emergency, 5 with the British Red Cross and 6 with the Scottish Ambulance Service.

A total of 52 females sought assistance, and 54 males were recorded, the majority of the visitors were aged between the ages of 19yrs – 24 years and the majority of referrals were by Police Scotland.

4. CONCLUSION

Each project highlighted in this report contributes to increased supervision of the night- time economy, a reduction of serious violent crime and alcohol fuelled crime/complaint levels, enhanced partnership structure and improved information exchange between agencies.

All activities described in this report provide additional value and assistance to the City Centre Policing Plan, which provides an overall approach to crime and safety in the city centre.

5. Recommendations:

Note Report