



National Personal Safety Day 2011

NEWSLETTER

**ON THE
HOMEFRONT**

Growth of National Personal Safety Day Takes Everyone by Surprise

The team at Suzy Lamplugh Trust would like to thank all those who supported National Personal Safety Day 2011 and helped to make it such a success again this year.

Following the success of NPSD 2010, we increased the number of resources available this year by 50% to allow for growth. However, due to unprecedented demand, we soon ran out of these and another print run was made. These were also quickly snapped up so we are sorry for those of you who were unable to obtain printed resources this year but delighted by the tremendous interest in the event. We know that many of you also downloaded resources from our website.

In total, over 330 police teams, local authorities, schools, charities, Neighbourhood Watch teams, colleges and workplaces around the country marked the day by running events to raise awareness of both the On the Homefront campaign and your own local safety initiatives.

With your help, over 200,000 leaflets were distributed and over 5,000 posters displayed during this year's campaign, reaching a record number of people with the campaign's

safety messages.

We've received very positive feedback from many of you who supported the awareness day and look forward to working with you all to make next year's day even bigger and better.

We hope this newsletter gives you a taste of what took place on the day.

Interim Director, Suzy Lamplugh Trust





The Metropolitan Police's Safer Neighbourhood Teams in Westminster

warmly seized the chance to participate in National Personal Safety Day 2011

All 7 of Westminster's police stations - Marylebone, Paddington, St Johns Wood, Harrow Road, West End Central, Belgravia and Charing Cross - had the National Personal Safety Day posters displayed in their respective front foyers and a supply of the leaflets available at their front counters.

The dedicated Westminster CCTV van played the PowerPoint presentation in Leicester Square throughout most of the day on a continuous loop to maximise coverage of the message of the day.

The following shops and premises kindly displayed the posters prominently in their shop windows –

Starbucks - James Street, 325 Oxford Street and South Molten Street; **Forever 21** - Oxford Street; **Aldo** - 364, 182 and 146 Oxford Street; **Zara** - 333 & 242 Oxford Street; **Pret-A-Mange** - 298 Regents Street; **Next** - 317 & 210 Oxford Street; **Salvation Army** - 273 Oxford Street; **Tezenis** - Oxford Circus; **La Senza** - 162 Oxford Street; **New Look** - 205 Oxford Street.

Hundreds of NPSD leaflets were handed out between 08:30 to 09:30 am and again at

lunchtime outside United Colors of Benetton and H&M at Oxford Circus and Argyle Street - and later on South Molton Street and around Bond Street Tube Station.

Leaflets were also distributed around Covent Garden Tube Station throughout the day to target commuters.

Similarly, leaflets were handed out outside Embankment and Temple Underground Stations both in the morning and afternoon.

Leaflets were also distributed outside the Westminster City Boys School - Palace Street, SW1, Lupus Street, SW1 & Pimlico Road, SW1, Pimlico Underground Station, SW1, Queen Mother Sports Centre, Vauxhall Bridge Road, SW1, The Piazza outside Westminster Cathedral, SW1 and at the Imperial College London campus.

The Cavendish Square SNT carried out an event using a marquee in Cavendish Square - where, as well as highlighting and handing out the leaflets, other crime prevention advice activities, including bike marking, took place.

The Soho local policing team handed out leaflets in Soho Sq, Cambridge Circus, Shaftesbury Avenue and Old Compton Street.

Westminster's schools officers were kindly invited to present the school quiz at **Christ Church Bentinck School**, **King Solomon Academy** and the **Gateway Primary School**.

Inspector Mark Cruickshank said, "I think we can confidently state that anyone passing into, through or out of Westminster on the 10th of October would have been aware of both the posters and the leaflets being passed out that day."



Working together for a safer London



Cheshire Police in Knutsford - On Monday 10th October, staff from the local police station set up a stall in Booths Supermarket, which is the largest supermarket in Knutsford, to promote the Suzy Lamplugh Trust's National Personal Safety Day.

"We distributed the "On the Homefront" leaflets together with other personal safety crime prevention leaflets to members of the public and supermarket staff. We also gave away personal attack alarms, timer switches and purse bells used to combat purse theft. The day was well received by the people of Knutsford.

Essex Police - distributed the NPSD leaflets and posters to their Crime Reduction officers for distribution to local vulnerable groups in Essex. They also ran twitter and news items on their internet site on the day giving out safety advice.



Sir Christopher Hatton School in Wellingborough, Northamptonshire, showed the National Personal Safety Day PowerPoint presentation to their students, and distributed the leaflets and have put the posters up all around the school.



Lee Garner, Security Manager at the Betsi Cadwaladr University Health Board, said "National Personal Safety Day went extremely well and two of our sites ran out of leaflets. "The police presence was a great help and they felt they benefited, as well, from the interaction with our staff. We will definitely want do it in BCUHB again next year, please keep us posted with dates." The picture above shows Nursing Staff, Security Officer and a Police Officer at one of the stands.

Barking and Dagenham Police Borough

ran a series of events throughout the week of 8 – 14th October in order to promote National Personal Safety Day and the work of Suzy Lamplugh Trust.

These events were jointly funded by the police and the council and the funding allowed over 25 separate events to take place on the Borough. In total over 600 personal attack alarms were provided to the



public plus a large quantity of anti theft devices such as purse chains and bells, property marking kits and signs to prevent cold callers coming to

people's houses. On the Homefront leaflets were distributed across the borough to all sections of the community and the slideshow presentation was shown on each TV screen outside the Safer Neighbourhoods bases.

Every single Safer Neighbourhood Team contributed to the success of the week by providing crime prevention stands, talks in local primary schools, talks to senior citizens, vulnerable person home visits and safety on the internet events in libraries. A large multi agency personal safety event was held in

Vicarage Fields organised by Alibon Safer Neighbourhoods Team. This consisted of stands from the council, the drug and alcohol team, the London Ambulance Service, the police and the domestic violence team. This was well received by shoppers and large quantities of personal safety equipment and leaflets were handed out.

Schools officers at all of the secondary schools also participated, providing personal safety talks, quizzes and information relevant to the age groups of the children.

PCSO Tracy Lord, Alibon SNT, hosted a Senior Citizens Day at the Fanshawe Community Centre, Dagenham. This provided information from the police, demonstrations from the Red Cross, a quiz and entertainment! It was a fun day enjoyed by all. PS Liz Chalk from the Safer Transport team held an event at Barking Learning Centre using actors to educate people on the possible dangers faced on public transport and provided crime prevention advice and equipment relating to these issues.

Also of note, PCSO Lawrence Thompson organised a sponsored treadmill relay. Peak Fitness Gym allowed the team of 6 officers to use the gym to train for the event and also on the day. In total the relay lasted for a very impressive 60 miles, with PC Tony White and PCSO Thompson completing an exceptional 15 miles each. All the money raised will be donated to Suzy Lamplugh Trust.

They report that the week was hugely successful and enjoyable, with the joint message of Suzy Lamplugh Trust's National Personal Safety Day and the police being widely conveyed and the aims met.



As with last year, **North Aldridge Neighbourhood Watch** asked the local shop keepers around Lazy Hill and Aldridge to again display the Na-

tional Personal Safety Day poster and to handout the leaflets to customers coming into their shop during the week leading up the 10th October. They received positive reports back and a few shops were still handing out the leaflet the following week.

Meanwhile, Walsall Borough Neighbourhood Watch had worked in two schools with their Junior Neighbourhood Watch project for over a period of 4 weeks. The project is based around how children can be safe in the community so it was an ideal opportunity to get the 75 Year 6 children from Blackwood School, Streetly and the 77 children from Years 5/6 at Manor Primary, Streetly involved and to take the National Personal Safety Day leaflets home and for the families to see.



Brighton & Hove City Council

The events organised by **Brighton and Hove City Council's Health, Safety & Wellbeing Team** on National Personal Safety Day were a huge success.

Details of this year's personal safety campaign, events being run on the day and the chance for staff to win 2 x tickets to the Ice Show or 1 of 10 Personal Attack Alarms by completing the Personal Safety Questionnaire were published on their internal Intranet. Posters, flyers and campaign leaflets were distributed across the organisation to civic buildings, 5 housing offices and 24 sheltered housing schemes



At the new Customer Service Centre in the city centre,

representatives from the East Sussex Fire Service worked with the Council's Fire Safety Specialists and Suzy Lamplugh Trainers to raise awareness of fire safety issues and personal safety issues in the home and at work. Information on how to reduce personal safety risks, including a range of leaflets from the Suzy Lamplugh Trust, were on display and approximately 200 Personal Safety Questionnaires for staff were given out on the day.

At one of their large civic buildings where 650 staff are based, Suzy Lamplugh Trainers organised a stand outside the canteen at lunch time to promote personal safety awareness in the home and at work. Information and leaflets were available for staff to take away and approximately 50 copies of the Personal Safety Questionnaire were given out.

During the first 6 months of 2012, the Health, Safety and Wellbeing Team will be carrying out a number of personal safety audits across the organisation and ongoing personal safety awareness training, support and advice will continue to be provided.





Savills joined forces with Suzy Lamplugh Trust on National Personal Safety Day to raise awareness among its UK employees of safe lone working.

The international property firm, that has over 90 offices and over 2000 employees in the UK, emailed all staff to highlight the potential pitfalls of lone working, whilst offering personal alarms and top tips on staying safe.

Employees were also being encouraged to dedicate fifteen minutes of their time on 10th October to improving their personal safety both in and out of the office. The tips on improving personal safety, such as always carrying a personal alarm and ensuring phone numbers are entered into calendars, were communicated by email and within an appointment on each member of staff's calendar on the day.

Justin Marking, head of residential at Savills said:

“Safe lone working is something that Savills takes very seriously. Suzy Lamplugh Trust is an excellent charity which helps to raise much needed awareness for the personal safety cause. We hope the initiative encourages more of our employees to take heed of health and safety guidance while carrying out their day to day work.”

Suzy Lamplugh Trust would like to thank Savills for their kind donation of £500.



See above for an indicator map of where National Personal Safety Day activities took place in 2011.

Please note that where a ‘parent’ organisation organised multiple events and/or ordered resources to be distributed to multiple venues, only the location of the ‘parent’ organisation is indicated. Therefore promotional activities also took place in locations other than those shown.

A good example of this is the Welsh Assembly Government. They ordered 20,000 leaflets and 700 posters and they then distributed the material to NHS venues throughout Wales.





Congratulations to Sgt Chris Hobro from the Metropolitan Police in the Borough of Barking & Dagenham for winning the inaugural National Personal Safety Day Award for his support of NPSD 2010.

The National Personal Safety Awards were established by Suzy Lamplugh Trust four years ago to recognise the achievements of organisations, workplaces and individuals around the country in promoting personal safety. They also provide an opportunity for Suzy Lamplugh Trust to recognise best practice in the field across all sectors. This is the first time there has been an award specifically for the support given to National Personal Safety Day.

The National Personal Safety Day 2010 Award was awarded to the person/organization who Suzy Lamplugh Trust believe showed the most commitment to promoting personal safety within their own organization, school/college or local community in and around NPSD 2010 - using the following criteria:

Involvement – Engaging others (within their organisation, residents, pupils, communities etc) in the SIMPLE STEPS campaign and in other personal safety issues.

A positive, proactive and preventative approach – Avoiding scaremongering; encouraging taking proactive steps and giving people confidence in their ability to avoid violent or aggressive incidents.

Creativity – taking an innovative approach

to getting the personal safety messages across.

Commitment and drive – a clear dedication to promoting the event and personal safety in general.

The Trust choose Sgt Chris Hobro of the Metropolitan Police in Barking & Dagenham, due to his outstanding support of National Personal Safety Day 2010 and the Simple Steps campaign, both in the level of interest and involvement he generated within Barking and Dagenham Police and the number and diversity of events that this involvement created, not only on National Personal Safety Day, but for the entire week surrounding the date.

The events were extremely creative and aimed at reaching a wide selection of society, from school children to the elderly.

He demonstrated a clear commitment to promoting the event and this showed in both the planning and results.

As you can see on page 4, Barking & Dagenham have excelled again in their support of National Personal Safety Day this year.

Chris will be presented with his award at the Trust's 25th Anniversary Fundraising Gala, which will take place at the prestigious Waldorf Hilton Hotel in Central London on the 26th November. (For further details about the Gala visit www.suzylamplugh.org/support-us/fundraising-events/silver-fundraising-gala-2011/)

If you'd like to be considered for the **National Personal Safety Day Award 2011**, please let us know, if you haven't already done so, what you organised for the day this year, and how the day went and we will choose the winner based on the above criteria.



Waldorf Hilton Hotel in Central London



Holybush NHW , **Cardiff** worked alongside their local Community Police woman PCSO Emma Bowden and TLC an adoption Agency for disabled children.

“Overall the day was a success and enabled us to pass on lots of personal safety tips, literature and some alarms to the shoppers at Asda, Coryton, Cardiff”



Thurrock Community Safety Partnership distributed the National Personal Safety Day leaflets and posters around a number of Council and other partner agencies' premises. C2C/National Express were also very helpful in displaying the posters at all of the stations in Thurrock.

They report that they were pleased to be able to work with Suzy Lamplugh Trust again this year to promote personal safety , as part of a National Campaign, as well as locally.

Looking forward to 2012

During the next couple of months, the team at Suzy Lamplugh Trust will be making plans for National Personal Safety Day 2012.

If you have any suggestions as to how we can improve the event, what type of resources you would like to see or how we can help you to help us to reach an even greater number of people next year, we would love to hear from you.

Please email

jo.walker@suzylamplugh.org with any thoughts...

THANK YOU ALL ONCE AGAIN FOR YOUR SUPPORT!

Keeping in touch

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