

Dedicated to Every Neighbourhood

Each ward now has the minimum Safer Neighbourhoods model of one sergeant, two PCs and three Police Community Support Officers (PCSOs) dedicated to neighbourhood policing.

They are providing a visible and familiar face to the police service in their neighbourhoods, working alongside the community and partners to identify and prioritise local issues and find lasting solutions.

The Safer Neighbourhoods teams are in addition to other police units and are on-hand to work solely in the community to increase public reassurance.

These teams are now supported by Safer Transport teams (STTs) in 21 outer London boroughs. STTs are usually made up of a minimum of two sergeants, one PC and 18 PCSOs, and are dedicated to making people feel safer on the bus and tram network and at transport interchanges such as train and tube stations.

STTs will be: providing a reassuring presence when it is most needed by passengers and staff, working with our partners to reduce crime and anti-social behaviour, tackling graffiti and vandalism, working in partnership with TfL's Revenue Inspectors to combat anti-social behaviour and fare evasion, and carrying out patrols to identify and deter suspicious activity.



Picture: Safer Transport PCSO

Safer Neighbourhoods teams and STTs are providing a visible and familiar face to the police service in their wards, working alongside partners to identify and prioritise local issues and find lasting solutions.

Read more about the work of Safer Neighbourhoods teams and find your local team at
www.met.police.uk/saferneighbourhoods

Information Update

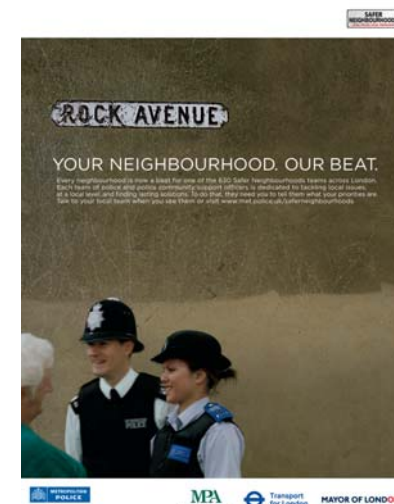
October 2007 – Advertising Campaign

"Your Neighbourhood. Our beat."

Is the new straight-talking slogan for a new advertising campaign calling on Londoners to engage with their Safer Neighbourhoods teams and Safer Transport teams.

The five-week campaign unveiled on 22 October is funded by the Metropolitan Police Service (MPS), Mayor of London and Transport for London (TfL). The purpose of this year's campaign is to encourage Londoners to tell their teams their concerns so the teams can identify local problems and help to improve the quality of life of residents and people working or travelling through the area.

Posters in London's underground system and on tubes, adverts on radio and in local London papers will form an integral part of the campaign. This activity has been paid for by the MPS and will last over two weeks.



The use of the word "beat" is a theme that runs through the posters and real streets are used that have a musical or rhythmic connotation i.e. Calypso Crescent and Rock Avenue.

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For the first time TV will be used, thanks to funding from GLA and TfL, and adverts for Safer Neighbourhoods and Safer Transport teams (STTs) will be broadcast from 5 November 2007 on ITV, Channel 4, Channel 5 and ethnic channels such as Zee TV over two weeks. The final strand of the campaign will use posters promoting STT in bus shelters. Commander Rod Jarman, head of Safer Neighbourhoods in the MPS, said: "Since January this year we have held over 9,400 meetings with Londoners, to ensure that we are delivering what Londoners want.

"Through the continued working partnership between the MPS, the Mayor's office and TfL this ad campaign has been launched to reach even more people in the community and encourage them to get involved and influence changes in their neighbourhood.

"A recent public attitude survey showed that 64% of communities believe that their Safer Neighbourhoods teams understand local issues, and that 62% believe they are dealing with those that impact the most on local communities."



Picture: example of poster

To see the advertising campaign in full visit www.met.police.uk/saferneighbourhoods

Teams have been...

Community Payback

Avonmore and Brook Green Safer Neighbourhoods team in Hammersmith and Fulham borough joined forces with London Probation and Hammersmith and Fulham Council in a new and unique approach to rehabilitate offenders serving community orders. Community Payback will see offenders tackling issues that most affect the daily lives of people living and working in the area. Tasks will be identified by the community themselves and will include removing litter, pruning bushes and trees to improve visibility, and in turn the safety of footpaths and walkways.

PC Matt Turner from the team said: "Members of the public have been complaining that this area of the park is being used by street drinkers. They use it because it is overgrown and they therefore cannot be seen. By cleaning away the litter and opening up access to the benches the park will become more accessible to the community. Community Payback is a great way to making this happen."

Royal Docks Safer Routes Initiative

A walk to school initiative has sparked a clean up across Royal Docks in Newham borough. Last year, Drew Primary School piloted an initiative in which a group of children were escorted around the streets in the vicinity of their school to point out to police and local authority what concerns and worries they had and what caused fear in them. On these routes, issues such as dumped rubbish and graffiti were indicated as a safety issue. The Royal Docks Safer Neighbourhoods team is now repeating this process with Drew Primary School and Britannia Village Primary School. The police team will adopt a more sustained approach with consultation with parents as to what fears and concerns they have

about routes to school.

Team Sergeant Tony Galinis said: "An audit will be completed of the findings from the walkabout, from which police and local authority will take action to address the issues raised. We hope this initiative will reduce the fear for pupils and raise the quality of life for residents in the local area."

West End Safer Neighbourhoods Teams Tackle Anti-Social Behaviour

Officers from Safer Neighbourhoods teams in Westminster have recently participated in Operation Safe Night in partnership with the Heart of London to prevent anti-social behaviour in the West End, during recent televised tournaments. The added influx of people coming to central London has led to requests from residents and businesses for enhanced visible policing to reduce the possibility of crime, and to allow the enjoyment of religious festivals and celebrations that coincided with events. Over the two nights, officers made 16 arrests (including GBH, indecent assault and theft) conducted 511 alcohol seizures and eight drug seizures.

