

Tower Hamlets Council ASB Scrutiny Review:

Engaging with residents to increase reports of antisocial behaviour (ASB)

Creating an identity

Launched a new centralised antisocial behaviour (ASB) team and identity in January 2015 to support our fresh and tailored approach to delivering the service.

The new identity replicates the broken glass theory and sends a clear message to residents to report ASB.

Reports from residents help us know what's happening; we aspire to keep our neighbourhoods safe.



Innovative campaigning

'Digiwalkers'



Engaging with residents



- Engaging with our residents and developing trusted relationships is vital when encouraging ASB reporting.
- Our standard office hours are not convenient for everyone so we delivered our campaign during weekends.
- 'Digiwalkers' highly visible across One Housing neighbourhoods promoting our new identity and ways to report ASB.

Resident feedback

"I saw you guys were going to be around on One Housing website!"

"One Housing are great bringing awareness around these areas"

"I like the video playing, that's very clever and effective"

"There's a man next door who bangs around lots, weights I think, can I report him?"

"Can I email these people about anything I am worried about in here?"

Results



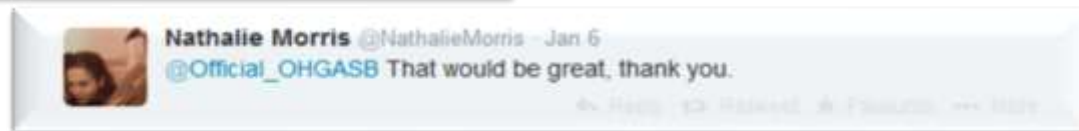
A huge increase in reports compared to last year

- ASB reports in January 2015 were 120% higher than January 2014
- ASB reports in February 2015 were 56% higher than February 2014
- The campaign will be launched in Tower Hamlets later this year to support our already excellent and collaborative strategies

Twitter

Using social media to engage and raise community safety confidence

@Official_OHGASB



@NathalieMorris The excess rubbish has been cleared. We also had Tower Hamlets come to empty the bins today.



Partnership working



Official OHG ASB @Official_OHGASB · Nov 28
Our ASB team out this morning with our partners at Blackwall SNT on the Samuda estate #partnershipworking #ASB

Official OHG ASB @Official_OHGASB · Nov 28
Found by Blackwall SNT team. Good result. Fewer drugs on Samuda estate #partnershipworking #ASB #Drugs #Proactive



Official OHG ASB @Official_OHGASB · Nov 29
Two new members to help the police with a search #snifferdogs #dogpatrol

Holistic approach

Targeting specific neighbourhoods

Green Dragon Yard

Community Safety Ward Walkabout (October 2014) raised serious concerns about ASB, begging, drug and alcohol-related crime.

The council, Neighbourhood Policing Team (NPT), One Housing and Providence Row have worked together to tackle these issues. Since October we have developed an issues plan.

Results so far include:

- NPT extended area patrols in response to drug dealing and use
- NPT working with One Housing to identify addresses known to be causing ASB
- The council consulted residents about gating the alleyway. Report for approval in early 2015
- significant reduction in repeat ASB calls to the police since the walkabout.



One Housing ASB service



- Encourage reporting
- Transparency and feedback
- Safer neighbourhoods