

EAST AYRSHIRE COMMUNITY SAFETY FORUM – 4 DECEMBER 2002

CHRISTMAS SAFETY CAMPAIGN

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1. To advise Forum members of the Christmas Safety Campaign that will run for the month of December.

2. BACKGROUND

- 2.1. At a previous Forum meeting it was agreed that a Christmas Safety Campaign should run prior to, and during the festive season.
- 2.2. A sub-group was formed to take this issue forward. Members of the group included Ann Williams, Community Safety Officer; Sgt Richmond, Police Liaison Officer; Sgt McIlraith, Strathclyde Police Community Safety Unit; Susan Cockburn, Kilmarnock Town Centre Manager and Tony Kane, Community Safety Officer, Strathclyde Fire Brigade.

3. DISCUSSION

- 3.1. It was agreed to contact as many companies and retailers as possible with regard to possible sponsorship of the Campaign.
- 3.2. Carrier Bags have been ordered that will carry a community safety message. Inserts will include information on car crime; home safety and security; fire safety; personal safety; vandalism and alcohol abuse.
- 3.3. Leading car groups have been contacted with regard to providing a free Winter Safety Check. A number of outlets in Cumnock and Kilmarnock have agreed to participate.
- 3.4. The Kilmarnock Standard and Cumnock Chronicle have been contacted with regard to running a feature in the weeks leading up to Christmas.
- 3.5. It was agreed to contact Kilmarnock college with regard to students distributing the packs at various times in Kilmarnock and Cumnock.

4 FINANCIAL IMPLICATIONS

- 4.1. The cost of the campaign was met by sponsorship from various organisations and the Community Safety Partnership Fund as part of Aim 2, Marketing Community Safety.

5. LEGAL/POLICY IMPLICATIONS

- 5.1. Nil

6. CONCLUSIONS

- 6.1 It is intended that the Campaign will highlight safety issues during the festive period.

7. RECOMMENDATIONS

- 7.1. The Forum is invited to note the contents of this report

W Stafford
Director of Community Services

WS/AW

18 November 2002

LIST OF BACKGROUND PAPERS

1. For further information please contact John Crawford, Head of protective Services on 01563 576111 or email: john.crawford@east-ayrshire.gov.uk
2. Implementation Officer : Ann Williams