

Agenda Item No: 7.

COMMUNITY SAFETY PROPOSAL – COMMUNITY EYES AND EARS INITIATIVE

To: **Communities and Partnerships Committee**

Meeting Date: **21st November 2019**

From: **Rob Hill: Assistant Director for Public Protection
Shona McKenzie: East Cambs Community Safety Manager**

Electoral division(s): **All**

Forward Plan ref: **Not Applicable** *Key decision:* **No**

Purpose: To co-ordinate County Council activity to develop a community resilience pathway, ensuring that communities are able to understand and support vulnerable adults and young people within each place based, 'Think Communities' area.

Recommendation: To adopt the 'Community Eyes and Ears' initiative as the model for community safety resilience across the County.

<i>Officer contact:</i>		<i>Member contacts:</i>	
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1. BACKGROUND

- 1.1 The 'Think Communities' approach provides the Council and our partners with a platform for a more joined up approach to managing the risk amongst partner agencies and developing enhanced procedures for identifying and protecting vulnerable people.
- 1.2 East Cambridgeshire District Council has recently developed the 'Community Eyes and Ears' project, which seeks to strengthen communities and their resilience by providing them with the means to identify risk and seek help from both within the community and, where necessary, relevant services.
- 1.3 'Community Eyes and Ears' is a replicable initiative that can be expanded across the County and tailored to the needs of each community to improve community resilience. It can be used as a tool to address specific community safety challenges in that area, targeting support and awareness in that locality to reduce the risk of harm to vulnerable persons.
- 1.4 It also seeks to identify and train community champions, who will be equipped to offer appropriate support to vulnerable community members and reduce the risk of them becoming victims, thereby requiring more serious service based interventions.
- 1.5 It is proposed that 'Community Eyes and Ears' is adopted as the community safety referral pathway / support mechanism across Cambridgeshire.

2. How does it work?

- 2.1 'Community Eyes and Ears' is twofold:
 - It is an engagement tool that can be promoted and widely circulated in each community, to raise awareness and signpost support for community safety issues
 - It is a training programme, aimed at identifying appropriate persons in the community to effectively 'champion' issues and offer early support to potential vulnerable persons.
- 2.2 A suite of marketing materials have been developed which highlight community safety issues and provide advice on how to identify risks. Examples of themes covered include:
 - **Radicalisation** – Linked to the Prevent agenda, enabling communities to spot the signs and report concerns
 - **Hate Crime** – What to do if you are experiencing this or if you suspect someone is a victim
 - **Modern Slavery** – As above
 - **Cyber Crime** – Bringing attention to this emerging crime trend and educating the public what to look out for
 - **Scams and Fraud** – Of particular relevance to high risk groups such as the elderly
 - **Children and Adults at risk of abuse and neglect**
 - **Child Exploitation**
 - **Domestic Abuse** – A key community safety responsibility of the Committee – Can be used to highlight support but also promote initiatives such as White Ribbon

- **Fires and Falls** – Extending to other agencies' demands, aimed at reducing the risk of injury or accident
- **Dementia And Loneliness** – Fitting squarely with the health agenda within Think Communities, aimed at providing local support and connecting people

- 2.3 Community workshops will be held in each 'Think Communities' area. These will allow local officers to launch the initiative and give an overview of the identified risk areas, but also identify potential community-based champions for relevant issues.
- 2.4 An enhanced training programme will be offered to identify community champions. This will seek to give them the skills to signpost potential victims for support, either within the community or through referral to relevant agencies. It is envisaged this could fit well with the development of the Think Communities Place Boards, ensuring each area has a list of go-to community champions equipped to assist the public at the early stages of need.
- 2.5 If approved, it is recommended this is launched under the branding of the Think Communities initiative, localised to each Community Safety Partnership, together with relevant agencies who have indicated support, e.g.

'Think Communities: Eyes And Ears', supported by:

- Cambridgeshire County Council
- Community Safety Partnerships
- Relevant emergency services
- Relevant community associations

3. ALIGNMENT WITH CORPORATE PRIORITIES

3.1 A good quality of life for everyone

This initiative seeks to maximise support for our communities, reducing the risk of persons becoming victims of crime or harm.

3.2 Thriving places for people to live

Linked to Think Communities, this aims to build stronger more resilient communities where people are connected and equipped to self-help and to support one another.

3.3 The best start for Cambridgeshire's Children

This initiative seeks to provide help and support for specific risk areas such as child neglect and exploitation.

4. SIGNIFICANT IMPLICATIONS

4.1 Resource Implications

This initiative will be supported by existing resources already aligned by the Think Communities model and no additional resourcing will be required.

4.2 Financial Implication

The Countywide Community Safety Board has offered full support to this project, and start-up funding has been pledged by the Police and Crime Commissioner. Ongoing costs for the printing of leaflets and marketing materials may be required, though it is expected that this will be minimal. As this is a partnership initiative, it is suggested that any future costs are supported from the relevant community safety partnership or Think Communities place board.

4.3 Procurement/Contractual/Council Contract Procedure Rules Implications

There are no significant implications within this category.

4.4 Statutory, Legal and Risk Implications

Risk implications - Untrained volunteers could put the public at risk by inappropriate advice and information sharing. However, the training programme for community volunteers will ensure that they all sign a confidentiality agreement, to protect the integrity of data and to ensure only appropriate information is shared with the consent of relevant parties.

4.5 Equality and Diversity Implications

This initiative seeks to champion equality and diversity, providing support for those who are victims of discrimination in our communities.

4.6 Engagement and Communications Implications

If supported, a separate engagement plan will be devised to coincide with the broader launch of the strategy. This will include internal, member and partner communications.

4.7 Localism and Local Member Involvement

Cllr Kevin Cuffley, previous community safety champion, was consulted in the development of this proposal, as was Cllr Lis Every in her capacity as Community Champion for East Cambridgeshire. In addition, Cllr Mark Goldsack, the new community safety champion, has been briefed.

More broadly, it is recommended that if approved, all County Council Members are provided with a briefing document as part of the suggested engagement plan.

Engagement has been undertaken with all Community Safety teams whose officers will assist with the launch process for each area.

4.8 Public Health Implications

This Programme will strengthen the resilience of communities and facilitate the development of their assets. Together these enable communities to tackle many issues that can affect the health and wellbeing of their members.

Implications	Officer Clearance
Have the resource implications been cleared by Finance?	Yes Officer : Martin Wade
Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by the LGSS Head of Procurement?	No response received Officer: Gus De Silva
Has the impact on statutory, legal and risk implications been cleared by LGSS Law?	Yes Officer : Fiona McMillan
Have the equality and diversity implications been cleared by your Service Contact?	Yes Officer : Adrian Chapman
Have any engagement and communication implications been cleared by Communications?	Yes Officer : Joanne Dickson
Have any localism and Local Member involvement issues been cleared by your Service Contact?	Yes Officer : Adrian Chapman
Have any Public Health implications been cleared by Public Health	Yes Officer :Val Thomas

Source Documents	Location
NA	NA