

Safer City Strategy 2013-2017

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Responsible Officer

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About this document

The Safer City Strategy is Council's strategic plan for enabling people to use the City safely from 2013 to 2017.

The strategy identifies important community safety, health and emergency management outcomes for the city. It specifies strategies and guides annual programming of projects and activities.

Development of the Safer City Strategy

The Safer City Strategy has been informed by the policy and strategic directions of the Adelaide City Council and current trends in community safety planning, crime prevention, public health and emergency management literature and community consultation.

Community consultation included face-to-face and online consultation with residents, city users and partnership organisations. Consultation focused on creating a safer city, in the context of Council's future directions for a vibrant and liveable Adelaide.

Strategic Overview

The Safer City Strategy supports the City of Adelaide Strategic Plan 2012-2016 and the Corporation Plan 2012-2016.

City of Adelaide Strategic Plan 2012-2016

Council's Strategic Plan 2012-2016, identifies a 'Liveable City' as one of six desired outcomes for the city.

Liveable City Outcome Statements:

- A residential population that supports a thriving City.
- People of all ages, cultures and means form strong communities and participate in a safe city.
- A city that fosters connections between people, places and resources to build its capacity to achieve.
- A city with a high quality lifestyle for residents.
- A city that offers sustainable and diverse housing choices within walking distance of jobs, schools, libraries, community centres, shops, great parks and public spaces, services, dining and leisure attractions.
- A city with diverse recreational opportunities that support the wellbeing of its people and visitors.

One of the key strategies required to achieve a **Liveable City** is to '**Enable people to use the City safely**'.

Corporation Plan 2012-2016

The Corporation's Plan 2012-2016, provides the business framework for building organisational capacity and a culture of delivery to Council and the community.

The Corporation Plan also provides strategies targeted at improving the delivery of safety initiatives and underpins the effective implementation of the Safer City Strategy.

Introduction

This Safer City Strategy describes Council's approach to creating a safer and healthier city community through the interdependent areas of community safety and harm minimisation, public health, and emergency management:

- Community safety and harm minimisation involves **partnering** with the community, **reducing** crime and anti-social behaviour in the public realm and **creating** positive perceptions of city safety
- Public health focuses on **ensuring** the city's physical and social environments support good health and **minimise the risk** of injury, illness and disease
- Emergency management involves **building resilience** within Council and in the community to enable effective crisis **response and recovery** from disaster.

Our Priorities

- **Contribute to the activation of city places** to reduce opportunities for anti-social behaviour and crimes against the person
- **Co-create safety initiatives** that support a vibrant and safer evening and night time experience and improve perceptions of safety
- **Develop a Public Health Plan** to create a healthier city environment
- **Build community partnerships** to build resilience to disaster.

Our Response

The Safer City Strategy is the implementation framework for the Safer City Policy 2012-2016, in particular the following:

1. **Place activation**
2. **Working together**
3. **Harm-minimisation**
4. **Health-supportive environments**
5. **Social amenity**

Our Direction

To reflect our priorities, four desired outcomes have been identified.

Outcome 1 – A city of safer places

Outcome 2 – People feel safer in our city

Outcome 3 – A healthier city environment

Outcome 4 – A community resilient to emergency events

Outcome 1

A city of safer places

Background

Council strives to create a city of great places for people that feel safe and welcoming and boast a strong sense of community ownership.

Council is committed to applying Crime Prevention through Environmental Design (CPTED) principles by ensuring public places are inviting, well-lit, open, clean and encourage positive activity. City safety staff will engage with key areas of Council to embed safety into major projects and developments in significant places. This will include advocating for the provision of footpaths that give priority to pedestrian movement with clear pedestrian links and wayfinding infrastructure and lighting which will encourage more people to move about and explore the city at all times of the day and night. City safety also assists to minimise injury and harm to city users while development is occurring, issuing permits for and monitoring city works projects for safety.

City users will feel that Council manages the streets, squares and Park Lands well by enabling safer activities and responding to situations that decrease perceptions of safety. City safety facilitates new and innovative outdoor dining spaces that encourage people to stay in the city in the evening. Our business customers are supported through the issue of permits to create safer and more accessible outdoor dining areas.

Challenges

- Continuing to maintain and increase financially sustainable lighting and CCTV
- Working within legislation to enable licensed premises and events
- Securing external funding and community support for safety projects
- Ensuring flexibility and innovation in outdoor dining whilst maintaining safety and accessibility

Opportunities

- Embed CPTED into significant public realm projects such as Rundle Mall, Victoria Square/Tarntanyangga, Adelaide Oval and the Greater Riverbank Precinct, Victoria Park/Bakkabakkandi and the University of South Australia upgrade in the West End
- Splash Adelaide projects
- Innovative Lighting Projects
- Public Art Partnerships
- State Government and community partnerships on CCTV
- Innovative and seamless wayfinding infrastructure

Strategies

A city of safer places

Strategies	
1.1	Advise and advocate for the application of Crime Prevention through Environmental Design (CPTED) principles in planning reform and for all new projects, with a focus on significant places
1.2	Partner with State Government and the Taxi Council to improve safe transit of people to and from the city
1.3	Ensuring the outcomes of lighting, safety and pedestrian movement audits, sustainability assessments and place priorities are used to create safer places
1.4	Partner with SAPOL, external stakeholders and the community to ensure a strategic approach to city-wide CCTV coverage and monitoring
1.5	Minimise injury and harm associated with on-street development through education, monitoring and permitting city works
1.6	Facilitate high quality outdoor dining spaces, and safer pedestrian movement on footpaths, including queue management by issuing permits for outdoor dining and public realm use

Key Projects	
CCTV Review	Safety Lighting Projects

Actions are identified in annual Program Plans which detail specific timeframes and deliverables.

Outcome 2

People feel safer in our city

Background

Council is focused on creating a vibrant and safer city through enhancing the early evening and late night experience. Vibrancy and safety work hand in hand to achieve a city which encourages people to stay on after work and to visit the city at night. People feel safer and more welcome when they can see diverse groups of people enjoying the city at night, including families with children, older people, young people and people from diverse backgrounds and cultures.

City safety will work with internal and external partners to enable the community to activate city places, which reduces opportunities for anti-social behaviour and crime. We will actively share good news stories to improve perceptions of the city as a safe place. City safety will advocate for safer travel options out of and around the city which will assist in enabling people to leave the city safely at night.

Council will continue its commitment to effective alcohol regulation to address the social harms caused by irresponsible alcohol service and consumption. City safety supports licensed venues and residents to negotiate harmonious co-existence with the shared aims of creating a prosperous, safe and fun city at night. City safety will play a leading role in advocating for a shared approach to addressing drug and alcohol related harms in the public realm.

Safer communities and healthier neighbourhoods depend on strong connections between people. City safety will engage with support services that assist homeless and vulnerable people. Social inclusion and social capital are vital attributes for a modern city in minimising marginalised groups and associated anti-social behaviour. Building stronger and connected communities helps people feel safer.

Challenges

- High risk alcohol service and consumption
- Media focus on negative crime related stories
- Marginalised groups, drug use and social fragmentation
- Work with agencies to support vulnerable people

Opportunities

- Engaging with residents of the West End and other emerging neighbourhoods
- Support the activation of the city through outdoor dining and other initiatives
- Build on the new reform agenda including Late Night Code of Practice
- Support small venues to increase diversity in late night entertainment options
- Utilisation of social media and to engage with people and tell good news stories

Strategies

People feel safer in our city

Strategies	
2.1	Adopt a community place-based collaborative approach, using evidence-based solutions, to improve safety in key areas, particularly the West End
2.2	Partner with SAPOL and the State Government to review, promote awareness of and enforce the Dry Area
2.3	Minimise alcohol-related harm in the public realm, be easier to do business with and support the harmonious co-existence of city stakeholders through the application of Council's Liquor Licensing Policy
2.4	Support the Early Evening and Late Night Strategy to activate the city and improve perceptions of safety
2.5	Advocate for more frequent and safer late night public transport and waiting areas
2.6	Monitor and regulate public space to mitigate personal safety risks and improve perceptions of safety on city streets and in the Park Lands
2.7	Collaborate with the community to implement and promote community-led safety strategies including addressing the specific needs of vulnerable people, young people and women

Key Projects	
Dry Area Review	Liquor Licensing Case Management

Actions are identified in annual Program Plans which detail specific timeframes and deliverables.

Outcome 3

A healthier city environment

Background

Public health contributes to overall community well-being and enables people to enjoy city life with the confidence that there is safe food, clean water and comfortable, hygienic public amenities. Public health also includes addressing the wider social determinants of health, of enabling people to make healthier choices and enhancing health protection and recovery. According to the *South Australian Public Health Act 2011* (the Act), a 'Local Council is the public health authority for its area' and holds responsibility to assist the community to reduce the number of preventable illnesses, diseases and injuries.

City safety works with the State Government and the broader community to plan for and promote health and wellbeing and protect people from risks to health. Prevention and early detection will be the primary approaches, as well as monitoring conditions of significance to public health. We will continue to inspect and educate local businesses to prevent city users from acquiring disease and illness. City safety will also facilitate and promote public immunization. We act to address the harms associated with tobacco through regulating smoking in key places such as Rundle Mall. Council has a responsibility to create a safer, healthier city through providing adequate, accessible and well-maintained social and physical infrastructure such as public toilets and waste control.

Challenges

- New businesses constantly emerging with various levels of knowledge and practice in food safety
- Mobile food safety standards
- Increasing number of population health incidents
- Transient city population and associated reporting of health incidents

Opportunities

- New public health planning reforms
- New technology and systems to conduct inspections
- A focus on higher risk businesses
- Engaging the community to protect their own health and the health of others through social media and other technology

Strategies

A healthier city environment

Strategies	
3.1	Develop and implement an holistic Public Health Plan for Council through community engagement and evidence-based research
3.2	Minimise opportunities for city users to acquire illness and disease from purchased and/or consumed food through inspecting food businesses, including temporary vendors
3.3	Develop and implement innovative ways to engage and educate businesses and influence the community to share the responsibility for public health
3.4	Protect the community from water-borne disease through water monitoring and timely response
3.5	Advocate to support a healthy community with minimal blood-borne and communicable diseases
3.6	Engage with emergency management to ensure public health is integrated into planning for disaster recovery

Key Projects	
Public Health Plan	Food Safety Innovation

Actions are identified in annual Program Plans which detail specific timeframes and deliverables.

Outcome 4

A community resilient to emergency events

Background

In recent years emergency management has taken a high priority on the national agenda. The impact of an emergency event on a community can be devastating. However, the impact can be reduced through working with communities before, during and after the event to increase their preparedness and ability to help themselves. This is done by increasing the community's skills, connectedness, social capital and resources.

For this to be effective, close working partnerships must be established between Council, emergency service providers (hazard leaders) and the community. Hazard leaders take control of the coordination of emergency response and work with partners such as Council to ensure clear, coordinated advice and information on how to prepare for emergency events and communicate instructions and messages to city users during an emergency.

Adelaide City Council has developed an Emergency Management Plan 2012-2016 with key partners and emergency response services to reduce the risks associated with emergency events. The Plan identifies Council's ongoing commitment to build and strengthen resilience within the community.

Challenges

- Climate change has increased the risk of natural hazards and emergency events
- Elderly, vulnerable and transient populations lacking awareness and support
- High non-residential city visitor and day time population creates challenges for building community awareness

Opportunities

- Linking the city community to relevant social media networks (such as SA Police and Metropolitan Fire Service Facebook sites)
- Emerging innovation in emergency management information and communication technology
- Strong partnerships and commitment to Council's emergency management strategies
- To build internal and community leadership capability to provide skilled coordination and expertise in preparedness and recovery.
- Heighten community responsibility by encouraging completion of household plans
- Measurement of current levels of community resilience and its growth over time

Strategies

A community resilient to emergency events

Strategies	
4.1	Implement Council's Emergency Management Plan and provide annual progress reports on the achievements of the key Projects to Council
4.2	Consolidate and develop where appropriate internal policy and responses to ensure seamless internal Emergency Response
4.5	Engage with City Community and other relevant Programs when engaging the community in the key Projects of Council's Emergency Management Plan

Key Projects	
Community Resilience Leaders	Develop Internal Communication Tools

Actions are identified in annual Program Plans which detail specific timeframes and deliverables.

Measuring Progress

Outcome	Key Performance Indicators	Data source and Baseline
1: A safer city by design	Increased use of Managed Taxi Ranks (MTR)	MTR patron count (baseline 2007)
2: A City where people feel safer	Community perceptions of safety in the West End late at night	Annual West End Late Night Safety Audit. Target 3/7* (baseline 2009 - 3.1)
3: A healthier City environment	Number of satisfactory first food premises inspections	Satisfactory target = 60% (Baseline 2007-08)
	Response to confirmed high risk disease notification within 24 business hours	Target =100%
4: A community resilient to emergency events	Increased community perceptions of preparedness for emergency	Pre and post intervention surveys (Sept 2012 and Sept 2013) Target = Increase

- A target of 3 out of 7 on a rating scale of Very Safe (1), Neutral (4) to Very Unsafe (7)