

# SAFER CORNWALL

Kernow Salwa

## Have Your Say Survey 2024

Our vision is that Cornwall's communities **feel safe and are safe for everyone** who lives, works and visits here.

We use a wide range of information to help us to **understand what issues are having the most impact** on community safety, and we work together effectively to address those issues and to **deliver what is needed** to keep the people of Cornwall safe – on our streets and in our workplaces, schools and homes.

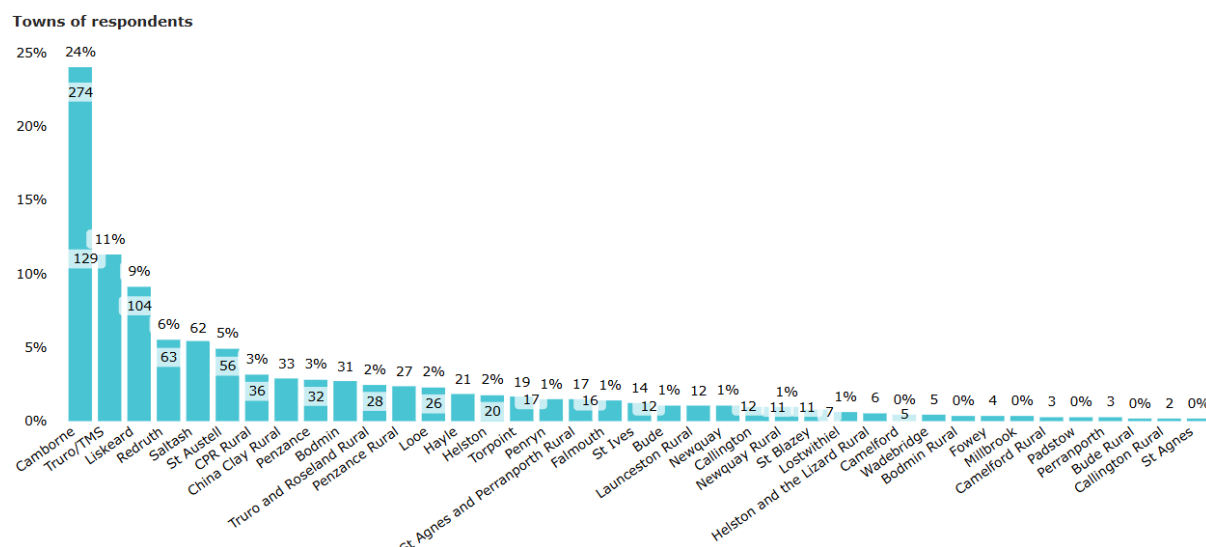
As part of the preparations for our new Partnership Plan, we invite local people to "Have Your Say" about the **community safety issues that matter** on a day-to-day basis in the local area and what could be done to improve things.

Our **on-line survey** was available via Cornwall Council's [Let's Talk Cornwall](#) in July and August 2024. We also held some **face-to-face engagement events** in the summer.

This report provides the **key findings from the online survey**.

### Total respondents

The chart below shows the breakdown of the 1,142 respondents by town. Camborne accounts for approximately one quarter of all respondents.



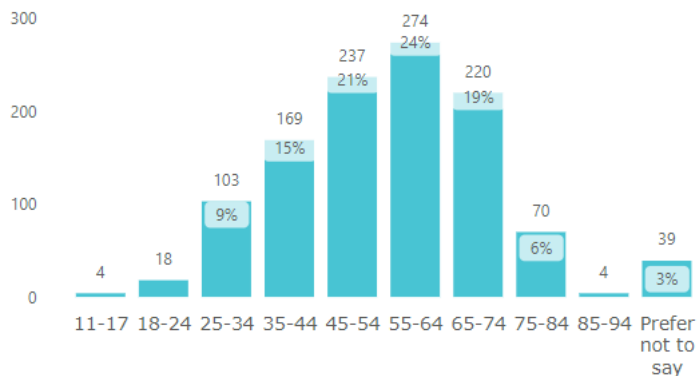
## Who responded to our on-line survey?

**1,142 people** filled out the survey and provided their postcode. Numbers this year were much higher than last year (581). The town with the most respondents was Camborne (274).

26 towns had less than 25 respondents each which is an improvement from last year (31). Reported findings (excluding qualitative feedback) are **weighted by population to prevent any skewing** of the data by Camborne and Truro residents. The table below shows the towns with 25 or more responses.

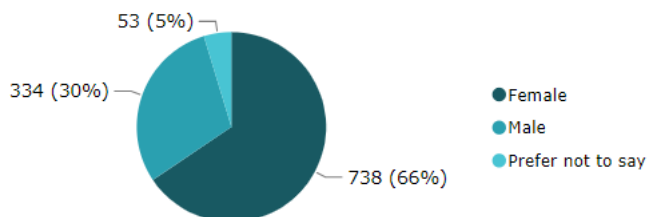
| Town                     | Responses | %  |
|--------------------------|-----------|----|
| Camborne                 | 274       | 24 |
| Truro/TMS                | 129       | 11 |
| Liskeard                 | 104       | 9  |
| Redruth                  | 63        | 6  |
| Saltash                  | 62        | 5  |
| St Austell               | 56        | 5  |
| CPR Rural                | 36        | 3  |
| China Clay Rural         | 33        | 3  |
| Penzance                 | 32        | 3  |
| Bodmin                   | 31        | 3  |
| Truro and Roseland Rural | 28        | 2  |
| Penzance Rural           | 27        | 2  |
| Looe                     | 26        | 2  |

**Younger age groups were under-represented** when compared to the population of Cornwall. Middle age groups 45-54, 55-64, and 65-74 were all over-represented. More detail can be found in the table below.



| Age group | Population | Survey (2023) | Survey (2024) |
|-----------|------------|---------------|---------------|
| 11 to 24  | 15%        | 2%            | 2%            |
| 25-34     | 10%        | 5%            | 9%            |
| 35-44     | 12%        | 13%           | 15%           |
| 45-54     | 13%        | 20%           | 21%           |
| 55-64     | 15%        | 24%           | 24%           |
| 65-74     | 13%        | 22%           | 19%           |
| 75-84     | 9%         | 8%            | 6%            |
| 85-94     | 4%         | <1%           | <1%           |

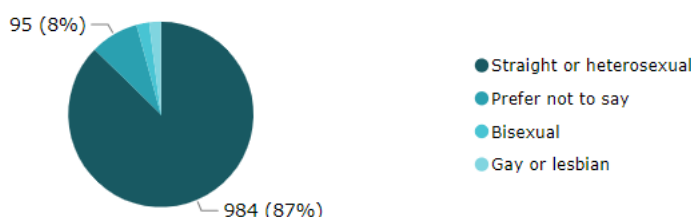
**What is your sex?**



**66% of respondents were women meaning that women were over-represented.** This is an identical proportion to 2023's sex breakdown. Just under a third were men 30%, (18% less than the population proportion).

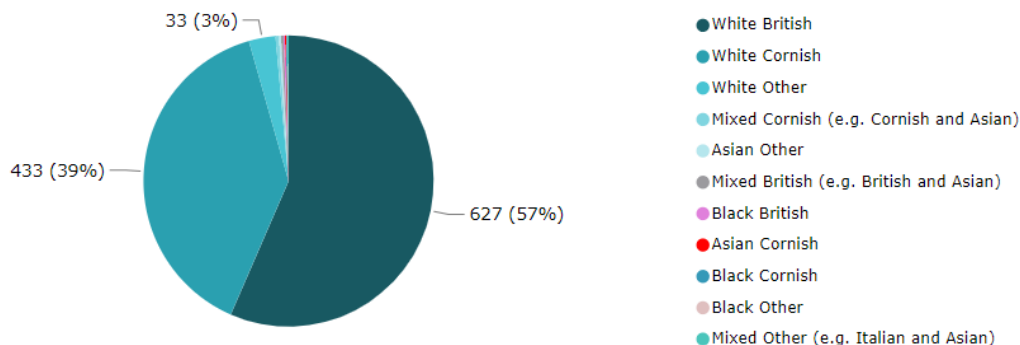
87% of people identified as heterosexual, **4% of people identified as LGBTQIA+** (in line with our population profile) and 8% did not disclose their sexual identity.

**Which of the following best describes your sexual orientation?**



Most respondents identified as White British at 57%, followed by 39% as Cornish. **Less than 1% of respondents were from Black, Asian, or other non-white minority ethnic groups.**

**Which of these best describes your ethnic origin?**



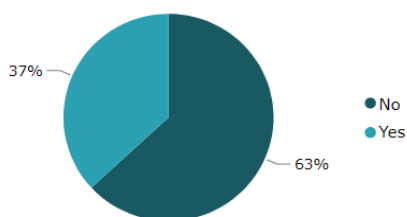
**6% of respondents were from 'Other' White ethnic groups** which includes many other European ethnic groups and Gypsy, Roma and Traveller communities.

**20% of respondents stated that they had a disability.** 5% of respondents chose not to respond to this question.

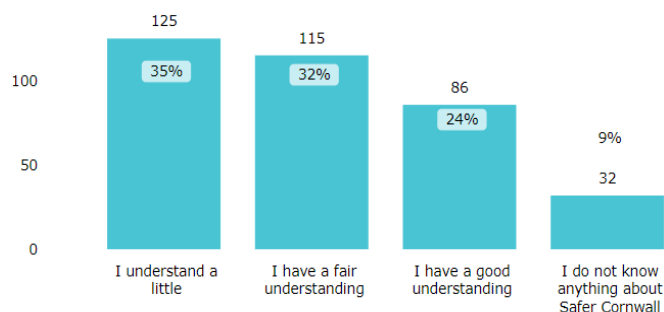
36% identified themselves as **non-paid carers**, a slight increase from 2023's findings.

## Safer Cornwall awareness and knowledge

Prior to completing this survey, had you heard of Safer Cornwall?



How much do you know about what Safer Cornwall does?

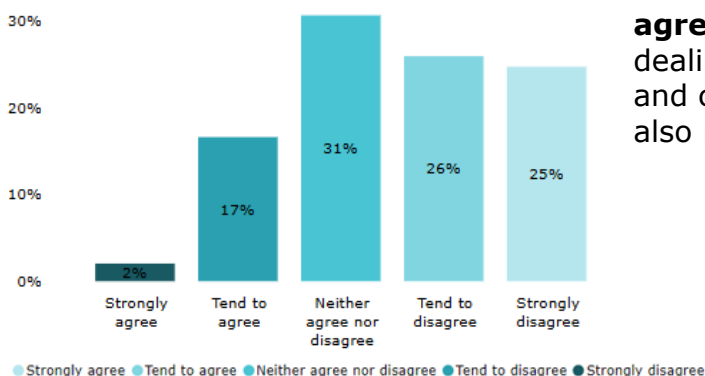


Just over a **third** (37%) of respondents were **aware of Safer Cornwall**. Of those **just over half** (56%) felt they had a **good or fair understanding** of what we do. This is in line with last year's results.

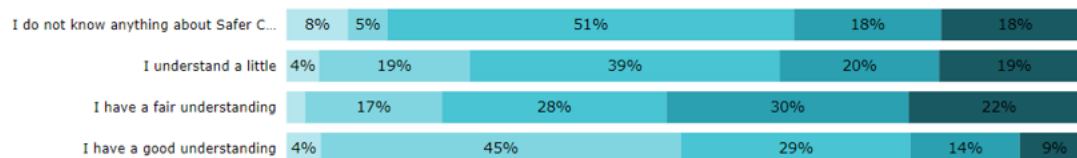
## Are the Police and Council dealing with ASB and crime issues?

**19%** of respondents **agreed that the Police and Council are dealing with ASB and crime** in their local area effectively. This is in line with last year's result.

Do you agree or disagree that the council and the police are dealing with the anti-social behaviour and crime issues that matter in your local area?



Respondents who had **heard of Safer Cornwall** and had **knowledge about what we do were more likely to agree** that the Council and Police are dealing with the anti-social behaviour and crime issues in their area. This also mirrors results from last year.



### 2023

- Just over a third (38%) of respondents were aware of Safer Cornwall. Of those just over half (53%) felt they had a good or fair understanding of what we do.
- 1 in 5 respondents feel that the Police and Council are dealing with ASB and crime in their local area effectively.

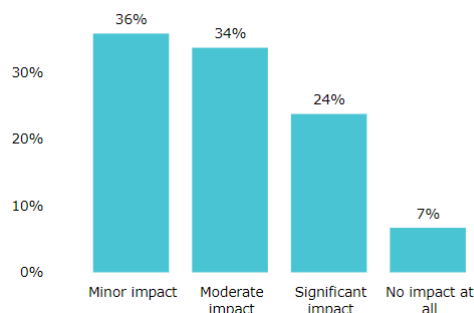
## Impact of crime and anti-social behaviour

**One quarter** of respondents felt that **crime and anti-social behaviour** had a **significant impact** in the local area.

Another **34%** felt that it had a **moderate impact**. Only 7% felt there was no impact at all. This shows little change from last year's results.

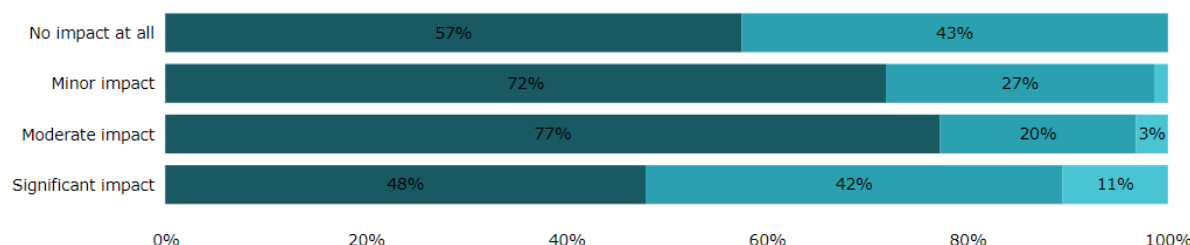
Men accounted for just over a third of respondents who felt there was either significant or no impact. Overall **women** are **more likely to perceive an impact** than men which is in line with last year's results.

What impact does crime and anti-social behaviour have in your local area?



What impact does crime and anti-social behaviour have in your local area?

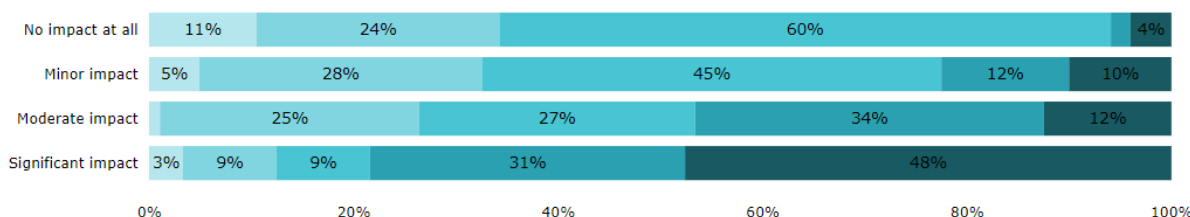
● Female ● Male ● Prefer not to say



Respondents who felt that crime had a significant impact in their local area were less likely to agree that the council and the police are dealing with the ASB and crime issues that matter in their local area.

Do you agree or disagree that the council and the police are dealing with the anti-social behaviour and crime issues that matter in your local area?

● Strongly agree ● Tend to agree ● Neither agree nor disagree ● Tend to disagree ● Strongly disagree



### 2023

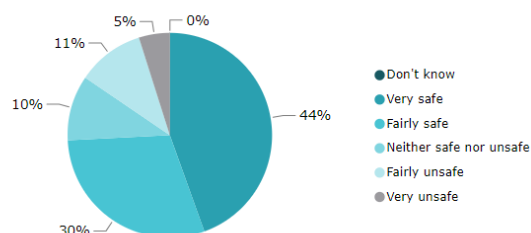
- One quarter of respondents felt that crime and anti-social behaviour had a significant impact in the local area. Another 37% felt that it had a moderate impact. Only 5% (29 respondents) felt there was no impact at all.
- Overall women were more likely to perceive an impact.

**The majority of residents feel safe during the daytime (74% overall).**

This is a very slight reduction on last year's findings (77%) but continues a decline from 2022 (83%).

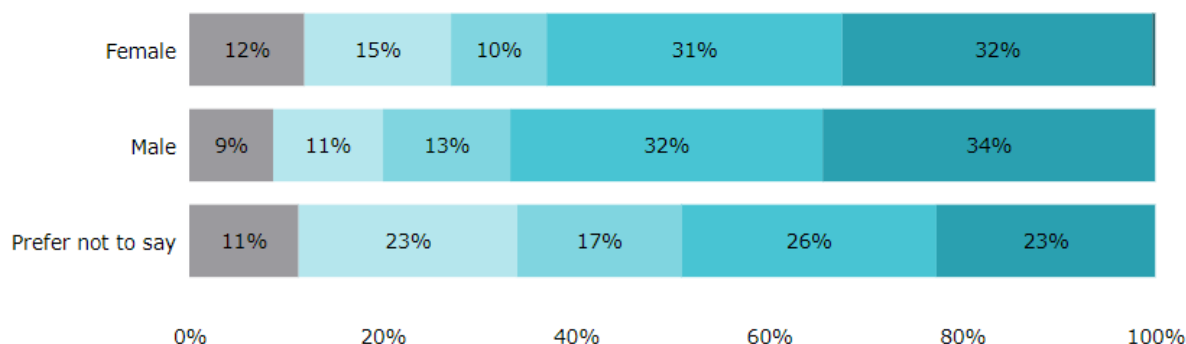
**Men are slightly more likely to feel safe** in the local area during daytime than women but the difference is not marked.

How safe do you feel during the day?



How safe do you feel when outside in your local area during the day?

● Very unsafe ● Fairly unsafe ● Neither safe nor unsafe ● Fairly safe ● Very safe ● Don't know



2023

- The majority of residents felt safe during the daytime (77% overall)

The word cloud below shows key words from the responses of people who said that they **felt very unsafe in their local area during the day**.

Very unsafe - daytime



Fairly unsafe - daytime



The word cloud below shows key words from the responses of people who said that they **felt fairly unsafe in their local area during the day**.

The **most commonly referenced** issues are listed below:

### 1. Drug (33%) and alcohol issues (26%)

- **Presence of those using drugs or alcohol.** Many respondents mentioned encountering people under the influence of drugs or alcohol in their local area. This presence significantly contributes to their sense of insecurity, as these individuals often exhibit unpredictable and sometimes aggressive behaviour.
- **Open drug use and dealing.** Some respondents reported witnessing drug use and drug dealing in public areas. This open display of illegal activities heightens the feeling of danger in the community.
- **Anti-social behaviour related to drug and alcohol use:** Drunkenness and drug-related anti-social behaviour, such as shouting, fighting, and harassment, were frequently cited. These behaviours create an intimidating and unsafe environment for residents.

## 2. Anti-social behaviour (16%)

- **Anti-social behaviour related** to those perceived to be homeless or linked to alcohol or drug use
- Perception of **increases in frequency and volume of anti-social behaviour** with some respondents identifying behaviours of children and young people specifically.

### 3. Concerns about homelessness (13%)

- The **presence of rough sleepers on the street**, and the perceptions of associated **street drinking and drug use**, were commonly cited concerns. Respondents felt that the visibility of homelessness in their area contributed to a sense of disorder and insecurity. Some respondents **expressed feeling intimidated or harassed** by people on the streets who appeared to be rough sleeping.

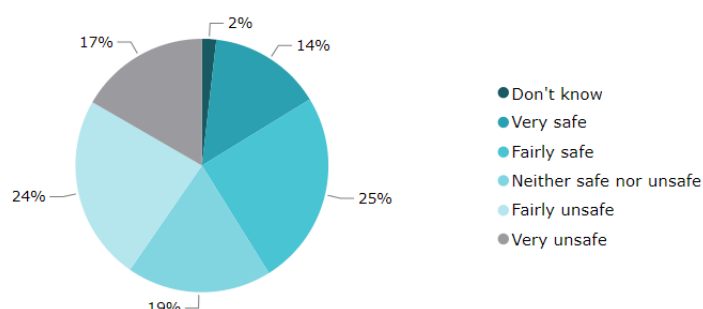
#### 4. Police (12%)

- **Presence:** Many respondents highlight that there is not enough of a visible police presence in town centres
- **Responsiveness:** Some respondents did not feel that issues were well dealt with, or that the police are too stretched to be able to deal with all reports.

### Feelings of safety after dark

**39% felt safe in their local area after dark.** How safe do you feel after dark?

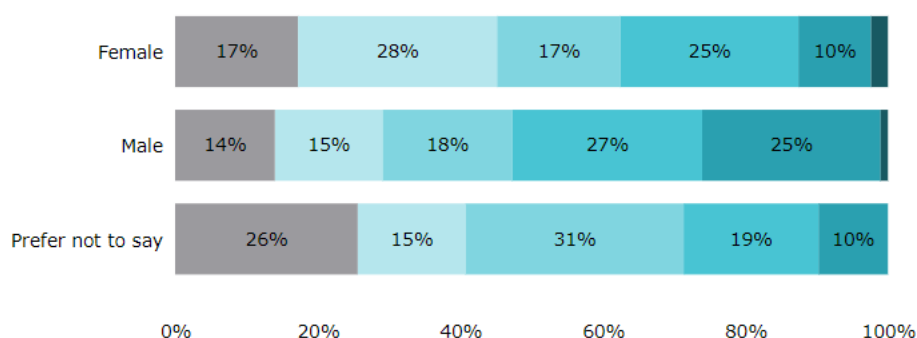
This is a reduction from last year's survey (43%) and a further decline from 2022 (46%).



**Women are more likely to feel unsafe after dark than males (45% v 29%).** Men were as likely to respond neutrally with 23% stating that they felt neither safe nor unsafe (18% of women). **The percentage of males and females who felt fairly safe was almost the same** (25% of females and 27% of males) but this is a reduction from last year's results (32% and 31% respectively).

How safe do you feel when outside in your local area after dark?

● Very unsafe ● Fairly unsafe ● Neither safe nor u... ● Fairly safe ● Very safe ● Don't know



2023

- 43% felt safe in their local area after dark; Females were more likely to feel unsafe after dark than males (39% v 28%).

The next word cloud below shows key words from responses to those felt they were **very unsafe in their local area after dark**.

Very unsafe - after dark



The word cloud below shows key words from responses from those felt they were **fairly unsafe in their local area after dark**.

Fairly unsafe - after dark



The **most commonly mentioned issues** are summarised below:

### 1. Drug (24%) and Alcohol Use (12%)

A significant number of respondents are concerned about the presence of individuals **taking drugs and alcohol in public spaces**. This includes street drinking, drug dealing, and people under the influence causing a disturbance. The visibility of such activities contributes to a heightened **sense of insecurity** and **fear** among residents.

## 2. Groups of young people (12%)

Large groups of young people, often described as rowdy or intimidating, are frequently mentioned as **a source of fear**. These groups are perceived by some

residents as potential threats, especially when they engage in **loud or aggressive behaviour**.

### 3. **Anti-social behaviour (10%)**

Town centres are often highlighted as problematic due to the concentration of pubs, people on the streets and drug-related activity. These areas are seen as **hotspots** for antisocial behaviour, making them **feel unsafe for residents**.

### 4. **Concerns about homelessness (9%)**

The presence of people believed to be **rough sleeping**, and linked concerns about **street drinking and drug use** and **feeling intimidated** were also commonly referred to as reasons for feeling unsafe at night, although to a slightly lesser extent than in the day time.

### 5. **Lack of visible police presence (6%)**

Some respondents said that they feel unsafe due to the **absence of police officers patrolling** the streets. This makes them feel vulnerable and less protected, especially in areas known for anti-social behaviour.

### 6. **Poor lighting (4%)**

Poorly lit streets, parks, and pathways were a **significant concern for a small percentage** of respondents. Inadequate lighting **increases the sense of danger** and makes it difficult for people to feel secure when walking outside after dark.

A significant portion of **women** expressed that **they rarely feel completely safe anywhere after dark**. This concern is often linked to the fear of harassment, assault, and the general perception that public spaces are not safe for women at night.

Many respondents avoid going out after dark or take specific routes to avoid certain areas. This behaviour is driven by the **fear of encountering anti-social behaviour, poorly lit areas, or places with a lack of police presence**.

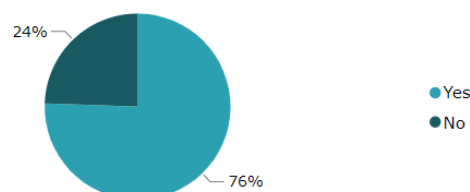
### **Other issues raised**

**Theft and vandalism** were also included within the responses as a reason for feeling unsafe, with the perceived lack of police presence and CCTV contributing to a sense of vulnerability. **Vehicle-related thefts** and door handle checking were mentioned alongside accounts of repeated theft and break-in attempts. Some respondents indicated a sense of a **lack of accountability**, with young people specifically identified as damaging property and public spaces.

## Experience of crime or anti-social behaviour

**Approximately three quarters** of respondents stated that they **have experienced** some form of **crime or anti-social behaviour issue** in their local area in the last 12 month. This is in line with last year's results.

In the last 12 months, have you seen or experienced any crime or antisocial behaviour issues in your area?

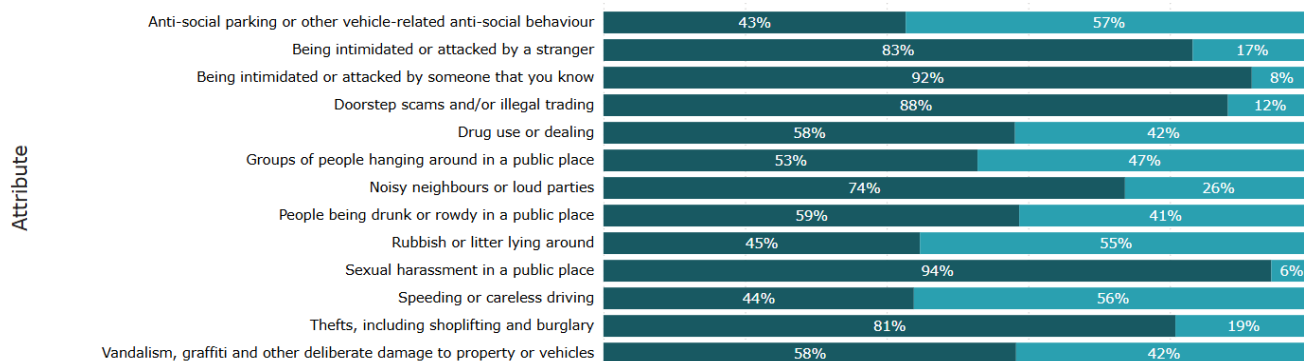


## Types of incidents experienced

**Environmental-related anti-social behaviour** issues are still the most commonly experienced problems, but about the same as last year.

- The three issues most frequently cited by respondents are vehicle-related anti-social behaviour (57%), speeding or careless driving (56%), and rubbish or litter (55%). **Vehicle-related issues** have taken the place of rubbish/litter as being the most commonly experienced issue.
- Compared with last year, respondents reported **greater awareness/experience of public space crime and anti-social behaviour**, particularly related to drugs and, for the first time, experience of thefts has increased.

Value ● No ● Yes



### 2023

- Almost 3 out of 4 respondents had experienced some form of ASB or crime in their area in the previous 12 months.
- Litter and vehicle-related issues (speeding and parking) are the most commonly cited concerns.

**Issues most likely to be reported were of a more serious nature** – including being attacked or intimidated (particularly by someone known to them – 62%) and sexual harassment in a public place (38%).

Value ● No ● Yes



- 46% of people who experienced crime or ASB had reported it (vs 40% in 2022). Whilst this could indicate increased confidence/willingness to report, it could also indicate that the incidents that people have experienced are more serious in nature.

[illegible]

**Belief that Nothing Would Be Done (30%)** - *"Because the issues I did report were not dealt with, so why bother reporting anymore."*

**Previous Negative Experiences (20%)** - *"Attempted to report crimes before but proved exceptionally difficult to impossible to get anything in the system and done."*

**Fear of Retaliation (15%)** - *"If I reported what the man said, he would know I reported him & it would escalate."*

**Lack of Awareness (10%)** - *"I didn't know that these things could be reported to the council."*

**Perception of Minor Issues (10%)** - *"I don't want to draw any attention to myself; issues have not seemed severe enough to report; other people have already reported it."*

**Belief that Authorities are Too Busy (5%)** - *"I tend to believe that the police are too busy to deal with anything that isn't a 999 emergency."*

**Reporting Mechanism Challenges (5%)** - *"Waste of time reporting. No one ever sorts out."*

**Issues Already Reported by Others (3%)** - *"Neighbours had already reported."*

**Concerns About Anonymity (1%)** - *"I don't think the Police will do anything about it, however, I have been meaning to report it anyway. Just haven't had time."*

**Perception of Ineffectiveness (1%)** - *"It seemed pointless. But now, on reflection, I think people need to be encouraged to report. It needs to be easy and accessible. And people need to know things will be actioned."*

### **What do you think would have the greatest impact on reducing these issues in your local area?**

834 respondents gave an answer to this question and a thematic breakdown is given below:

#### **1. Police (53%)**

This theme reflects a **strong public demand for a visible and active police presence** in communities. Respondents frequently mentioned wanting to see officers **patrolling on foot, being accessible, and engaging with the public**. The perception is that a regular police presence would deter crime, improve safety, and build trust.

Other themes were numerous and varied, covering the following subject areas:

#### **2. Mental health and drug and alcohol support**

Increased support for mental health, drug dependency and homelessness was a recurring theme, with calls for more resources/services to help those in need.

### 3. Addressing homelessness (including housing policy changes)

Some responses called for government schemes to prioritise locals for housing, limit short-term rentals, and increase affordable housing to address housing issues. Some also called for more temporary accommodation for the newly homeless and better support for those with drug and alcohol problems to provide stability and reduce street homelessness.

#### 4. Environmental improvements (e.g., lighting, cleanliness)

Better lighting, CCTV cameras, and improved road safety measures like speed calming were mentioned to enhance security and reduce crime. Suggestions for better signage for litter and dog mess, and more parking facilities to improve the local environment and reduce anti-social behaviour.

## 5. Traffic calming and road safety

Some responses called for more traffic wardens to address issues of anti-social parking, and more police monitoring so

## 6. Community cohesion and education

Suggestions for campaigns against hate and violence, and better support for community initiatives to foster a safer and more cohesive community. Several responses highlighted the importance of providing more activities and safe spaces for young people, such as youth clubs and community projects, to keep them engaged and out of trouble.

## 7. Relocation of perceived 'problem' individuals or services

The existence of services or particular individuals in towns was cited by many as putting pressure on local services and increasing the levels of crime and anti-social behaviour. Some people suggested that individuals should not be “dumped” in homeless pods with little support or police monitoring.

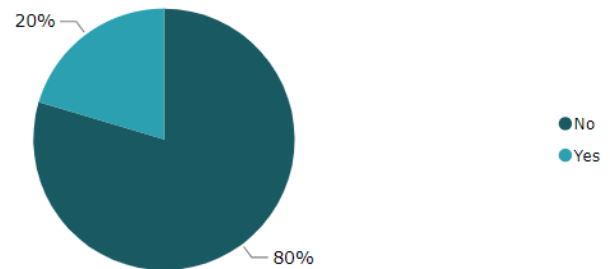
What do you think would have the greatest impact on reducing these issues in your local area?



## Online abuse or bullying

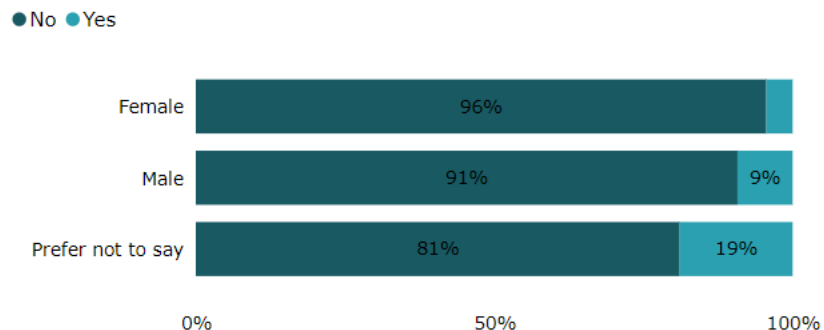
**7%** of respondents (65) stated that they had **received unwanted attention such as bullying or harassment online** in the previous 12 months. This is broadly in line with last year's findings.

In the last 12 months, have you seen or experienced discrimination, harassment or abuse in your local area, which you believe is motivated by hostility towards an individual's identity?

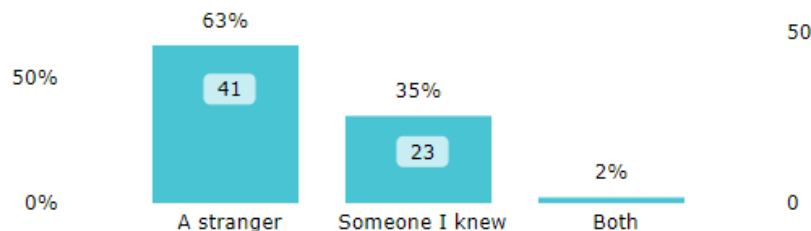


**Men were slightly more likely to have experienced it** and the majority of abuse online came **from a stranger** (63%).

In the past 12 months, have you received unwanted attention such as bullying or harassment on-line?



### Who did you receive unwanted on-line attention from?



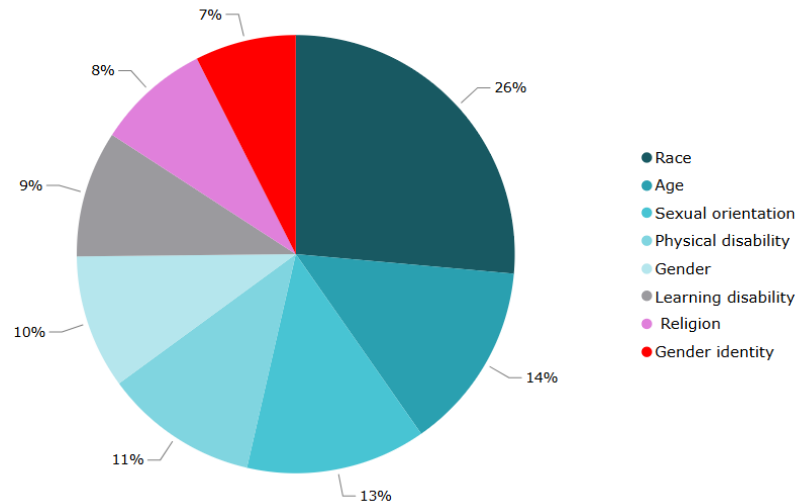
#### 2023

- 8% of respondents said that they had received some form of unwanted attention online. Women were slightly more likely to experience this issue than men.

## Discrimination, harassment and abuse

**20%** of respondents (198) had experienced discrimination, harassment or abuse motivated by hostility towards an individual's identity.

- One quarter of incidents experienced **related to race**.
- This was followed by **age** (14%), **sexual orientation** (13%) and **physical disability** (11%).



**19%** of respondents **reported** the incident(s) they had experienced. This is a reduction from last year.

2023

- Almost 1 in 5 respondents had witnessed or experienced discrimination, harassment or abuse in their local area. The most common was race-orientated abuse, followed by sexual orientation, age, and gender.
- 21% of respondents reported the issue that they experienced.

The next word cloud shows key words featuring in the reasons **why respondents said that they had not reported the incident** witnessed/experienced.

### Reasons for not reporting discrimination, harassment and abuse



A thematic breakdown of the reasons for not reporting is given below:

1. **Lack of confidence in police (25%)**

- Many respondents expressed a lack of trust in the police, believing that their reports would not be taken seriously or acted upon.

2. **Previous negative experiences (20%)**

- Some respondents had past experiences where their reports were not resolved, leading to a belief that reporting again would be futile.

3. **Perceived severity (15%)**

- Several respondents felt that the incidents were not serious enough to warrant police involvement.

4. **Fear of retaliation (10%)**

- There was a concern among some respondents that reporting incidents could lead to retaliation or worsen the situation.

5. **Time and effort (10%)**

- The process of reporting was seen as too time-consuming and complicated for some respondents.

6. **Other reasons (20%)**

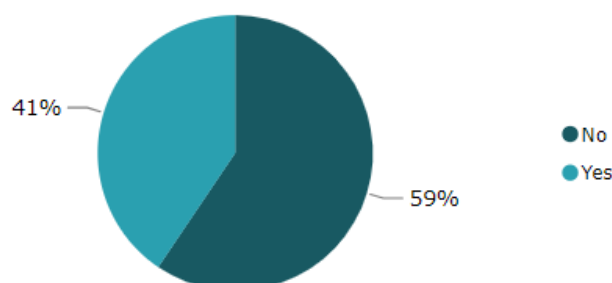
- Some respondents mentioned specific contexts, such as incidents occurring in healthcare settings or online, where they felt reporting to the police was not appropriate. Others mentioned that the incidents were already known to authorities or that they did not want to get someone in trouble.

## Alcohol related violence

Over a **third of respondents** (41%) had seen someone under the influence of alcohol being violent towards another person.

This violence was **more likely** to have taken place in **a public space** (393) other than in or around a pub or nightclub (38 and 130 respectively). Alcohol related violence was **least likely** to have been witnessed **in the home**.

Over the past 12 months, have you seen anyone under the influence of alcohol being violent towards another person?



### 2023

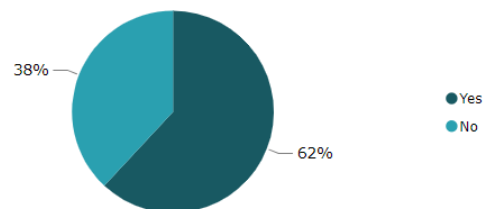
- Just over 1 in 3 respondents said that they have seen someone being violent to another person whilst under the influence of alcohol
- Respondents were far less likely to have witnessed violence in a pub or nightclub than they did in a general public space

## Raising concerns and awareness of support

### Alcohol or drug use

**62%** of respondents stated that would **know how to access support** for either themselves or someone else who needed help with alcohol or drug issues. This is identical to last year.

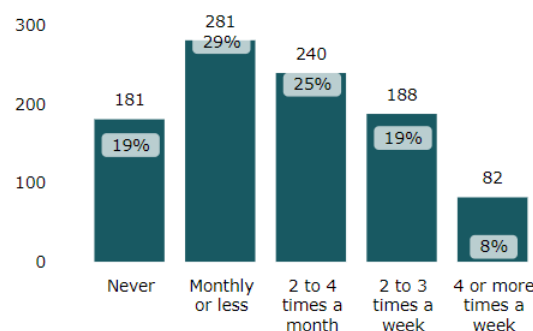
Do you know how to access support if you or someone you know needs help with alcohol or drugs issues?



In terms of personal use of alcohol, nearly a third of respondents (**29%**) cited alcohol use **monthly or less**.

This was followed by 2 to 3 times a month (25%), and 2 or 3 times a week (19%). Although there is no change in the proportion of respondents using alcohol monthly or more frequently, this year has shown a reduction in the proportion of those using it 2-3 times a week (23% in 2022).

On average over the last 12 months, how often did you have an alcoholic drink?

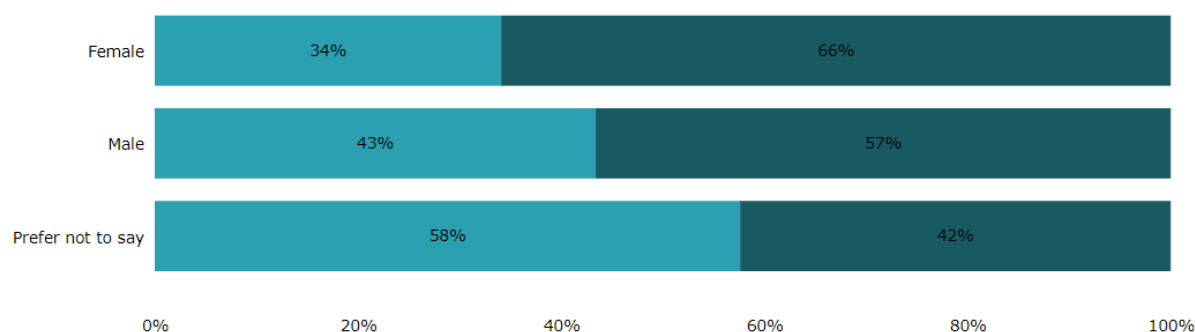


**80%** of respondents stated that in the previous 12 months they have **never had regrets** the day after drinking alcohol. This is in line with last year (83%).

**Women were more likely than men to know how to access support** for those with drug or alcohol issues (66% v 57%).

Do you know how to access support if you or someone you know needs help with alcohol or drugs issues?

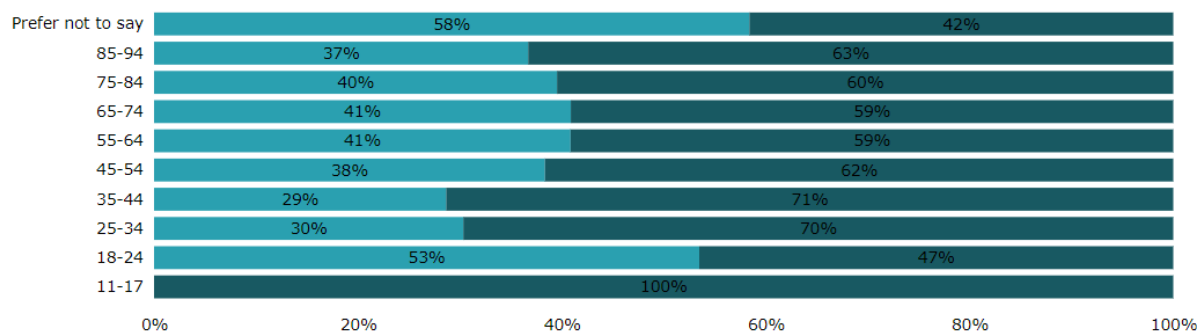
● No ● Yes



Adults aged 25 to 35 were most likely to know how to access support (nearly three quarters). Younger people (aged 18-24) were least likely to know (47%).

Do you know how to access support if you or someone you know needs help with alcohol or drugs issues?

● No ● Yes



2023

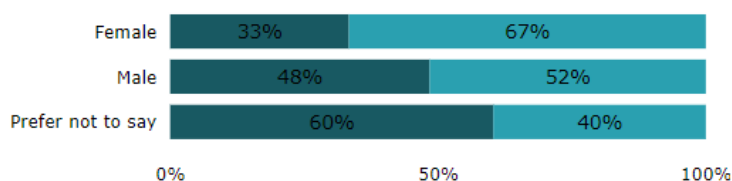
- 60% of respondents said that they would know how to access support if someone they knew needed help with an alcohol or drugs issue. Both men and women were equally as likely to feel that they knew how to access support.

## Sexual violence

**Men are slightly less likely** than women to **know how to access support** for sexual violence or abuse (48% v 33% respectively).

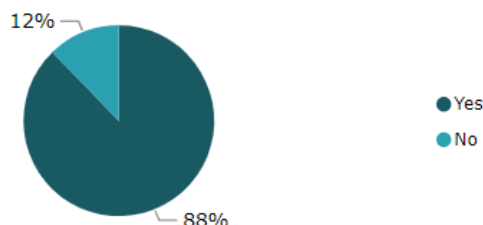
Do you know how to access support if you or someone you know is experiencing sexual violence or abuse?

● No ● Yes



**88%** of respondents stated that they would **feel comfortable** asking them if they needed help. 19% of men, and 9% of women would not feel comfortable.

If you thought that someone was experiencing or had experienced sexual violence or abuse, would you feel comfortable asking them if they needed help?



The main reasons why respondents felt uncomfortable asking someone if they needed help with sexual violence or abuse, are summarised below.

### 1. Fear of Being Wrong or Interfering:

- Concerns about being incorrect in their assumption or being perceived as meddling in someone else's personal matters.

*"In case I was wrong or considered to be interfering."*

## 2. Lack of training or knowledge:

- Feeling unqualified or lacking the necessary knowledge and skills to offer appropriate help or support.

*"I wouldn't have a clue what help to offer."*

### 3. Concerns about personal safety:

- Worries about their own safety and potential repercussions from intervening, including fear of violence or retaliation.

*"I could end up becoming a victim myself - so I would keep clear."*

#### 4. Belief that it is a personal matter:

- Viewing the situation as a private issue and feeling that it is not their place to intervene, especially if they do not know the person well.

*"It is a personal matter, and I may have misread the signs."*

## 5. Previous negative experiences:

- Past experiences where attempts to help were met with negative outcomes, leading to reluctance to get involved again.

*"In the past I have received abuse for trying to help in a domestic violence incident."*

Reasons for not feeling comfortable

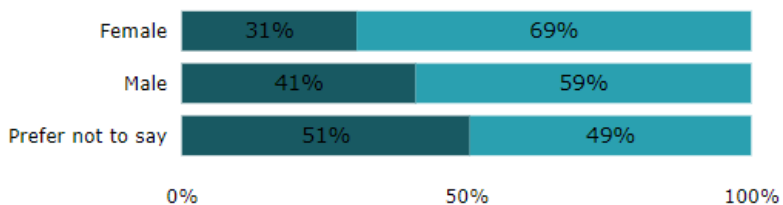


## Domestic abuse

**Men were less likely than women to know** how to access support if they thought someone is experiencing domestic abuse (59% v 69%).

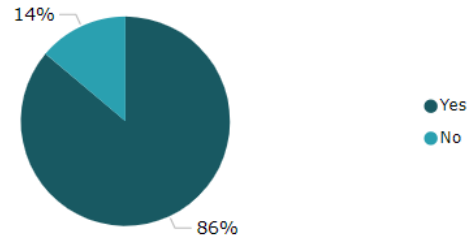
**Do you know how to access support if you think someone is experiencing domestic abuse?**

● No ● Yes



**86%** of respondents felt they would **feel comfortable** asking if they needed help. 17% of males and 12% of females felt that they would not be comfortable asking.

**If you thought that someone was experiencing domestic abuse, would you feel comfortable asking them if they needed help?**



2023

- Men were far less likely to know how to access support for both domestic abuse and sexual violence than women.
- Men were less likely to reach out to a possible victim about sexual violence than they were about domestic abuse.

The word cloud below indicates some of the reasons why they would not feel comfortable asking someone if they needed help, highlighting a range of potential barriers.

### Reasons for not feeling comfortable



Below is a breakdown of the reasons why people indicated they **would not feel comfortable asking if someone needed help** if they suspected someone was experiencing domestic abuse, along with descriptions and quotes:

## 1. Fear of repercussions

- Concerns about potential violence or backlash from the abuser.
- "You hear of so many people being stabbed by aggressive people. The violent spouse might attack me."*

## 2. Perceived as prying

- Worry that the person might consider them to be interfering or prying.  
*"I would be worried they would consider me to be prying."*

### **3. Lack of training**

- Feeling unqualified or lacking the necessary skills to handle the situation appropriately.

*"I'm not trained and wouldn't know what help to give."*

### **4. Preference for professional intervention**

- Belief that it is better to involve authorities or professionals.

*"You risk being involved in an altercation, let the authorities take control."*

### **5. Personal safety concerns**

- Fear of getting caught up in the violence or being attacked.

*"I live alone and would fear reprisals from the offending party."*

### **6. Previous negative experiences**

- Having received abuse or negative reactions for trying to help in the past.

*"Have received abuse for trying to help in the past."*

### **7. Uncertainty**

- Not knowing how to approach the situation or what steps to take.

*"Don't know how to go about it."*

### **8. Privacy concerns**

- Belief that it is a personal matter and should be handled privately.

*"Once again it is a personal matter, for which you should have professional training, so as not to make the situation worse."*

### **9. Community and family safety**

- Concerns about putting their own family or community at risk.

*"Especially if you think in a small community that you could put your own family in danger."*

### **10. Embarrassment and Shame**

- Worry about causing embarrassment or shame to the person experiencing abuse.

*"From personal experience, I wouldn't ask someone I didn't know well because of the embarrassment & shame that they might feel."*

The following recommendations were made on how to increase awareness of domestic abuse and sexual violence as well as the services available to help.

### **1. Social Media Platforms**

- Utilise popular platforms such as Facebook, Twitter, Instagram, and TikTok to reach a broad audience.

- Create engaging content, including videos, infographics, and testimonials, to raise awareness and educate the public.

## **2. Targeted Campaigns**

- Develop campaigns that target specific demographics, such as young adults, parents, and professionals.
- Use targeted ads to reach individuals based on their interests, location, and online behaviour.

## **3. Collaborations with Influencers**

- Partner with social media influencers and public figures who can help spread the message to their followers.
- Encourage influencers to share personal stories or support messages to increase engagement and reach.

## **4. Interactive Content**

- Create interactive content such as quizzes, polls, and challenges to engage users and encourage them to share the information.
- Use hashtags to create a sense of community and make it easier for users to find related content.

## **5. Awareness Campaigns**

- Run awareness campaigns during key dates, such as Domestic Violence Awareness Month or International Women's Day, to maximise impact.
- Share statistics, survivor stories, and information about available services to educate the public.

## **6. Support Resources**

- Provide links to support resources, helplines, and websites in social media posts.
- Create dedicated social media pages or groups where individuals can find information and support.

## **7. Community Engagement**

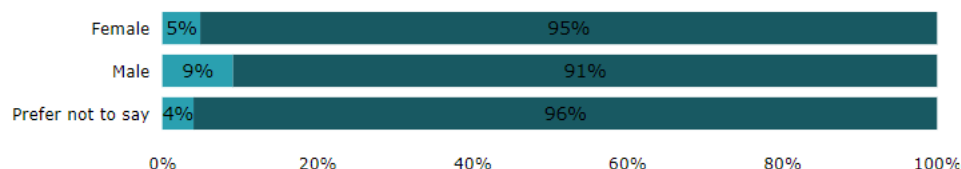
- Encourage community members to share their experiences and support each other through social media platforms.
- Host live Q&A sessions, webinars, and virtual events to engage with the community and provide valuable information.

## Safeguarding a Child

**94%** of respondents agreed that they would feel **confident to raise concerns** in order to find a child professional help for child abuse.

If you thought that a child was being abused, would you feel confident to raise your concerns in order to find them some professional help?

● No ● Yes



**Men are slightly less likely** than women to **feel confident to raise their concerns** to find them professional help (91% v 95%).

The word cloud indicates some reasons why people would not feel confident to raise their concerns.

Reasons not confident to report



There were a number of key themes within the reasons why respondents did not feel confident to report suspected child abuse:

### 1. Lack of knowledge/training

*"I wouldn't know the mechanisms for reporting or who best to take initial concern to."*

*"I don't have the knowledge to know signs of abuse. Apart from obvious bruising and fear-like symptoms."*

*"As I don't have children, I am not 100% certain how to recognise potential child abuse and would be concerned I could cause issues for a typical, supportive family."*

### 2. Fear of consequences

*"Afraid of the consequences of reporting someone from the person or persons causing abuse."*

*"I would be worried if their Parent or Carer would become violent towards me or members of my family if I was found helping."*

### 3. Doubt in effectiveness of the response

*"Not sure action would be taken if I did."*

*"I have reported this in the past and no practical outcome was achieved."*

*"Social services involvement does not work when trying to resolve issues. Too many children are involved with social services and end up in worse situations."*

#### 4. Uncertainty and hesitation

*"I would feel concerned about making the wrong assumption in case I was wrong."*

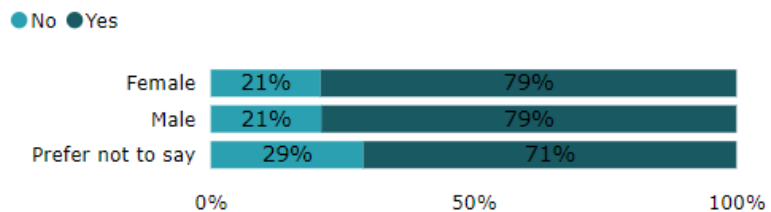
*"Having the full facts of a situation is difficult to obtain before you make assumptions."*

*"Unless I was absolutely sure of the fact I wouldn't intervene."*

## Safeguarding an Adult

**78%** of respondents stated that they would **know what to do** if they saw or experienced abuse of an adult, with men and women being equally as likely to know what to do.

**If you saw or experienced abuse of an adult, would you know what to do?**



2023

- Respondents were far more confident that they would know how to report child abuse than they would abuse of an adult.
- Women were slightly less likely than men to feel that they would know how to report abuse of an adult or a child

The word cloud indicates some ideas to raise awareness about what to do suggested by those who felt less confident to raise concerns.

If you answered No, tell us what we could do to raise awareness about who to contact and the help available



Here are the suggestions for raising awareness about safeguarding adults, ordered by how frequently they were suggested:

- **Social Media:** Multiple respondents suggested using social media platforms for campaigns and advertisements.
- **Posters in Public Places:** Posters in locations like pubs, shops, medical centres, leisure centres, libraries, and public transport.
- **Leaflets:** Distribution of leaflets to households and in public places.
- **Council Websites:** Information on local council websites.
- **TV and Radio Ads:** Advertisements on television and radio.
- **Local Newspapers:** Articles and ads in local papers.
- **Dedicated Phone Lines:** Confidential helplines and easy-to-remember contact numbers.
- **Public Awareness Campaigns:** General campaigns to raise awareness.
- **Training in Workplaces:** Training sessions in workplaces.
- **Monthly Emails:** Awareness raised through council's monthly emails.
- **Public Toilets:** Posters and leaflets in public restrooms.
- **Council Tax Bills:** Information included with council tax bills.
- **One-Stop Shops:** Central contact points for safeguarding issues.
- **Evening Workshops:** Public workshops and community talks.