



**ROTORUA**  
LAKES COUNCIL

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# **ROTORUA COMMUNITY SAFETY**

Be Safe – Feel Safe

# VISION

## ROTORUA COMMUNITY SAFETY PLAN

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- Being the safest place to live and raise a family
- Having a positive reputation as a safe destination
- Having a sense of belonging and connection in our neighbourhoods
- Reducing anti-social behaviour, alcohol and drug abuse
- Reducing crime statistics and victimisations



# WHAT IS COMMUNITY SAFETY?

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Community Safety is a term that describes how well protected people feel about the consequences of real or perceived risks.

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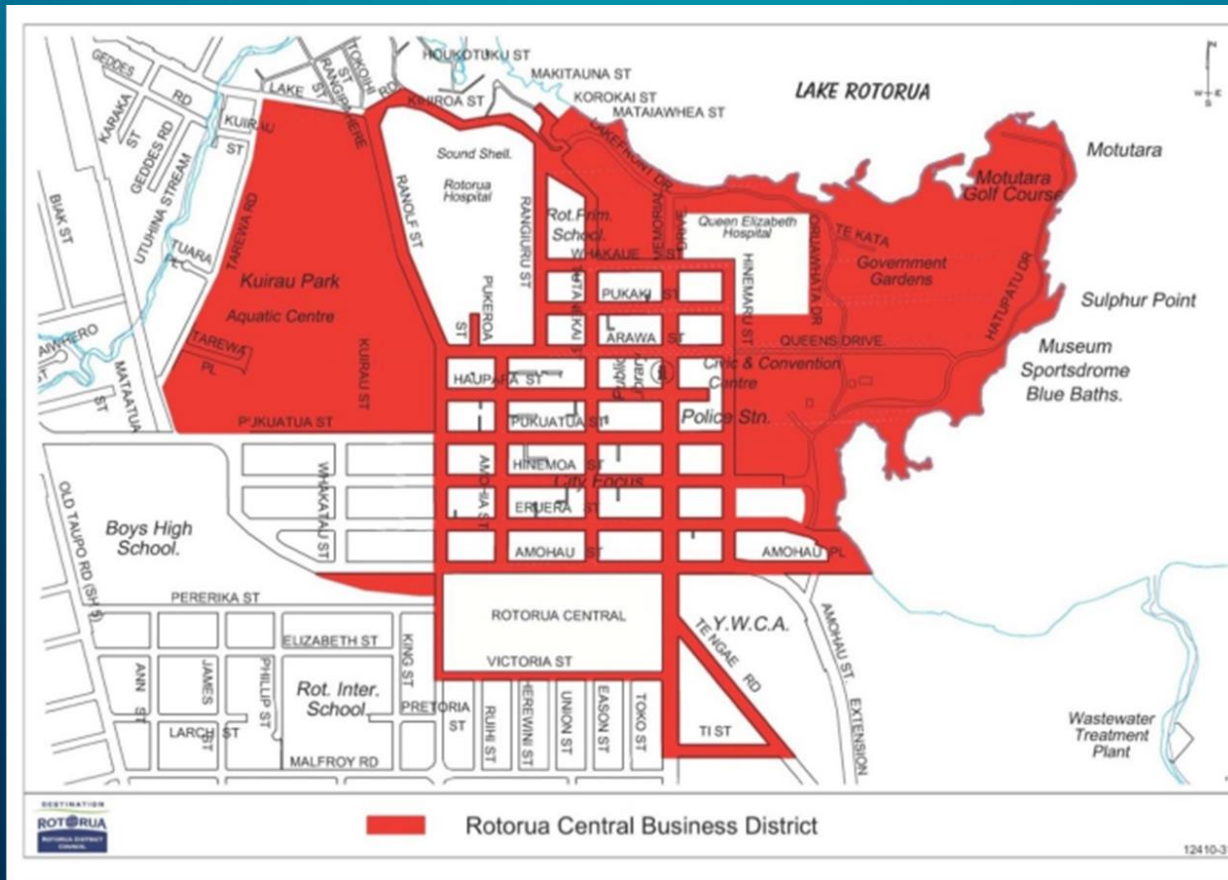
Primarily relates to crime and safety issues that may result in harm or fear of harm occurring:

- in homes, neighbourhoods, at work and within commercial and public spaces including on roads
- when connecting with others in person, by phone and online
- during emergencies and natural disaster



# ALCOHOL BYLAW

## PERMANENT ALCOHOL BAN AREA



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# DRIVERS

## OF CRIME AND ANTI-SOCIAL BEHAVIOUR

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Impacts on our community:

- COVID-19 – economic and social
- Global change – impact on national economy
- National influences – political and social change
- Diversity and change in expectations
- Technology – connection to networks positive and negative
- Technology – misinformation
- Environmental changes- national disasters



# COMMUNITY SAFETY

## WHAT DO WE WANT TO ACHIEVE?

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- Current perceptions of safety by our community and visitors looking at Rotorua as a destination are poor, perpetuated by negative media.
- We need to work together (Council, Police and community) to reassure our community and visitors that Rotorua is a safe place to live, work and play.
- The campaign must be underpinned by a positive shift in attitudes and behavior throughout our community.





# COMMUNITY SAFETY

LEADING OUR COMMUNITY TO REINVIGORATE CIVIC PRIDE

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- The place, the people, the stories, the spirit, our home.
- Campaign elements in Te Reo Māori and English.
- There is an over-arching campaign for community safety, and will be leveraged for communications around bylaw engagement.
- Campaign is digitally driven and will utilise RLC channels/assets supported by a small marketing budget.
- Benchmark community safety & wellbeing survey early December.



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# WHAT IS OUR APPROACH?

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VISIBILITY



RESPONSIVENESS



REASSURANCE

- Focus on Perceptions of Safety
- Improve customer satisfaction through service delivery model
- Improve Rotorua's reputation - domestically and internationally

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Rotorua is a safe city for everyone.

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# PERCEPTIONS OF SAFETY

Inner City feedback - Rotorua Safety & Wellbeing Survey commenced 7 Dec 2022

Our commitment to making Rotorua a safer place:

1. More visible Police (on foot, bike, vehicle patrols) in the Inner City , urban shopping centres and public spaces
2. Integrated deployment of Police, Guardians, regulatory staff and security partners
3. Strategically located and improved compliance signage for alcohol ban areas and no dogs.
4. Public education and Community Safety awareness initiatives



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# SAFETY IMPROVEMENTS

## IMPROVE REPUTATION & SAFETY IN INNER CITY

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- Improved presence of Police, Guardians and Maori Wardens
- Shared intelligence to inform efficient and effective deployment and response
- Integrated deployment of Police, Guardians, Maori Wardens and Security in key locations
- Extended CCTV network
- Improved reporting and response to crime, anti-social behaviour/signal crime
- Co-ordinated information and support for businesses
- Positive community activations



# SAFETY IMPROVEMENTS

## DISTRICT WIDE ACTIONS

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- Extend and enhance CCTV network
- CPTED assessments and design improvements in public spaces
- Shared intelligence to inform efficient and effective targeted response
- Development of a Rotorua Community Safety Strategy
- Development of Neighbourhood Safety Plans



# DESIRED OUTCOMES

- Improved Perceptions of Safety
- Reduction in Crime and Crash
- Improved Trust & Confidence in RLC and Police together
- Rotorua's reputation restored – domestically and internationally
- Rotorua is a safe city for everyone.

