

CITY OF  
WOLVERHAMPTON  
COUNCIL

# Regulatory Committee

10 November 2021

|  |   |  |
|--|---|--|
| <b>Report title</b>                        | Get Home Safe Campaign                              |  |
| <b>Wards affected</b>                      | All   |  |
| <b>Accountable director</b>                | Ross Cook, Director of City Housing and Environment |  |
| <b>Originating service</b>                 | Licensing   |  |
| <b>Accountable employee</b>                | Glen Moseley<br>Tel<br>Email                        | Service Lead - Compliance<br>01902 550711<br>Glen.Moseley@Wolverhampton.gov.uk |
| <b>Report to be/has been considered by</b> | None  |  |

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## Recommendation for noting:

The Regulatory Committee is recommended to:

1. Note the progress of the Get Home Safe campaign.

## **1.0 Purpose**

- 1.1 To inform the Regulatory Committee of the progress made for the Get Home Safe Campaign.

## **2.0 Background**

- 2.1 The Get Home Safe Campaign was launched by the Council in September 2019.
- 2.2 The campaign initially sought to educate some of the 4,500 new university students arriving in the city each September on:
  - A. How to travel safely using licensed vehicles;
  - B. How to differentiate between taxis and private hire vehicles;
  - C. The importance of always pre-booking private hire vehicles.
- 2.3 Over the intervening years this has expanded to the public at large with Get Home Safe for Christmas and Travel Safe.

## **3.0 Progress**

- 3.1 In 2019 Licensing Services attended freshers' fairs at all University of Wolverhampton campuses in Wolverhampton, Walsall and Telford to promote the Get Home Safe campaign by talking to students and handing out Get Home Safe promotional material, such as mugs, pens, beer mats, keyrings and spikeys.
- 3.2 The message was also advertised via targeted social media such as Facebook and Twitter as well as distributing flyers and information leaflets in pubs and clubs across the city and on electronic billboards around the city.
- 3.3 The taxi licensing council webpage was also updated with the Get Home Safe message and other important safety tips.
- 3.4 The target audience was later expanded to the public, with successful campaigns such as Get Home Safe at Christmas, promoting the safety message online and at a promotional event in the Mander Centre.
- 3.5 Despite the pandemic and the subsequent postponing freshers' fairs, we have continued to promote the Get Home Safe message to all new students enrolling at the University each September with campaign material going out in 4,500 student welcome packs as well as social media and advertising in pubs and clubs and electronic billboards across the city.

#### **4.0 Financial implications**

4.1 The campaign has a budget of £2,000 for promotional material and resource implications for officer time, which is funded from within existing budgets.

[SB/02112021/T]

#### **5.0 Legal implications**

5.1 There are no legal implications [JB/26102021/A]

#### **6.0 Equalities implications**

6.1 Whilst the target audience is the public in general, the outpouring of grief and public anger following the recent tragic murder of Sarah Everard, it is clear that far too many women still feel vulnerable and unsafe in our society making the campaign more relevant than ever.

#### **7.0 All other Implications**

7.1 There are no other implications.

#### **8.0 Schedule of background papers**

8.1 None.