

Safer & Stronger

Violence Reduction Business Plan

2008 - 2009



Table 1 – Outcomes

Outcome	Indicator	Source of Data	Target Area	Baseline	2008-2009	Final Target 2009
People in Moray feel safer and incidences of violence will reduce						
	Number of incidences of Domestic Abuse	Grampian Police Analyst, Aberdeen	All of Moray	612		Reduction on baseline
	Number of repeat incidences of Domestic Abuse	Grampian Police Analyst, Aberdeen		362		Reduction on baseline
	Gender breakdown of Domestic Abuse victims	Grampian Police Analyst, Aberdeen		Female = 541 Male = 71		Reduction on baseline
	Number of Serious Assaults	Grampian Police Analyst, Moray		27		Reduction on baseline
	Number of Serious Assaults where alcohol was a factor	Grampian Police Analyst, Moray		29		Reduction on baseline
	Number of Petty Assaults	Grampian Police Analyst, Moray		1059		Reduction on baseline
	Number of Petty Assaults where alcohol was a factor	Grampian Police Analyst, Moray		426		Reduction on baseline
	Rate of Domestic Abuse incidents per 100,000 population	Scottish Government statistics website (annual)		719		Reduction on baseline

Table 2 – Outputs

Outputs	Measure	Lead Agency	Baseline	2008-2009	Target 2009
People in Moray feel safer and incidences of violence will reduce					
Provide information cards and posters relating to Domestic Abuse	Number of cards & posters distributed	Domestic Abuse Forum	New Initiative - No baseline		
Run a high profile media campaign relating to domestic abuse	Estimated audience	Domestic Abuse Forum	New Initiative - No baseline		Run 1 campaign during Qtrs. 3/4
Deliver training in domestic abuse awareness	Number of people trained	The Moray Council	78		Maintain/increase baseline figure
Run a high profile domestic abuse conference in Moray	Number of delegates attending	Domestic Abuse Forum	82	90	Maintain/increase baseline figure
Promote and support the work of Pubwatch members in Moray	Number of Pubwatch campaigns supported	Grampian Police	6		Support a minimum of 2 Pubwatch campaigns during year.
Run a seasonal "Safer Streets" campaign - Levels of specified crime types during the period of the campaign	Number of Serious Assaults during December	Grampian Police	0		Maintenance of baseline
	Number of Petty Assaults during December	Grampian Police	8		Reduction on baseline
	Number of Breach of the Peace offences during December	Grampian Police	12		Reduction on baseline

Table 3 – Resources

Outcome	Funding Recipient	Planned spend funding 2008/09	Total Funding	Mainstream resources allocated
People in Moray feel safer and incidences of violence will reduce				
Provide information cards and posters relating to Domestic Abuse	Domestic Abuse Forum			
Run a high profile media campaign relating to domestic abuse	Domestic Abuse Forum	£1,500	£1,500	
Deliver training in domestic abuse awareness	The Moray Council			
Run a high profile domestic abuse conference in Moray	Domestic Abuse Forum	£2,000	Additional funding may provided by Grampian Domestic Abuse Training Consortium, Moray Council Social Work Dept and Grampian Police	
Promote and support the work of Pubwatch members in Moray	Grampian Police	£500	£500	
Run a seasonal "Safer Streets" campaign - Levels of specified crime types during the period of the campaign	Grampian Police	£2,000	Additional funding may be provided by the Scottish Government, as per 2007/08	