Community safety strategy
Potential participant information sheet

Lichfield District is working with its community safety partnership and Impera Analytics to create a community-led community safety strategy.

As part of this we are working with a team of volunteer community researchers who will be speaking to members of our community to gather the views and thoughts of local people.

If you are asked to be part of an interview or workshop by a community researcher:
If you want to check the validity of the request, you can email community.safety@lichfielddc.gov.uk who will confirm the identity of the researcher and purpose of the research.

- **The interview/focus groups will always take place in a safe, public space - unless you are a close friend or family member of the researcher.**
- **You will be asked to give your consent to take part in the interview/focus group.**
- The interviews are completely voluntary and you do not have to answer any question you don't want to.
- You are also free to stop the interview at any time.
- The interviews will be anonymous and we will not record your name, address or any personal information that could identify you or others.
- We will not ask you to share any personally sensitive information.
- Your views will be securely shared with the team at Impera Analytics who delete the information they retain within 12 months of creating the strategy - view our privacy notice.
- Whilst your interviews are anonymous, we will give you a participant number (e.g. 1) and the name of your researcher. This will allow you to request a copy of your responses or withdraw your participation after taking part - to do this, email our research team at james@impera-analytics.com - you will need to give the name of your community researcher, your participant number and date the interview took place.

Thank you for taking part!
If you have any questions about the research, please email community.safety@lichfielddc.gov.uk.

What to think about before you take part

Our overarching research question is: "What does a safe and connected future look like in Lichfield District, and how can community safety strategies address barriers, bridge generational gaps, and inspire engagement across all demographics?"
The types of questions our researchers will ask:

- How safe do the you feel in Lichfield District?
- What makes a place feel safe to you? (e.g., lighting, police presence, CCTV, familiarity with neighbours)
- What factors contribute to feelings of safety in public and private spaces?
- Are there places where you feel unsafe? What makes them feel that way?
- How does social media influence your perception of safety? Does it make you feel more or less secure?
- What would make you feel safer in public spaces (e.g., improved lighting, community patrols, better access to help)?
- What are your biggest safety concerns in Lichfield District today?
- What makes you feel more secure in your community? (e.g., knowing your neighbours, police presence, CCTV, community groups)
- What role does access to positive and accurate information play in enhancing your feeling of safety?
- What can we do to address local concerns and improve trust in policing and public safety efforts?
- What actions or activities can members of the community safety partnership (councils, police, fire, probation service, NHS and Bromford) deliver to make you and the community safer/feel safer?

Thank you for taking part
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community.safety@lichfielddc.gov.uk.