

Community safety research

The findings and strategic building blocks

Contents

1. Introduction	3 – 5
1.1 Overview	
1.2 The approach	
1.3 Gathering local voices	
2. Emerging themes	6
3. Building blocks for consideration	7 – 9
3.1 Geographic focus	
3.2 Demographic focus	
3.3 Strategic building blocks	
4. Potential interventions	10 – 14
4.1 People: Relationships, trust and the role of guidance	
4.2 Places: Design, maintenance and emotional safety	
4.3 Policies: Clarity, presence and shared responsibility	
4.4 Programmes: Presence, reliability and local energy	
4.5 Bringing it together: Moving from barriers to conditions for safety	
5. The findings	15 – 27
7. Contributors – voices from the ground up	28 – 29

1. Introduction

1.1 Overview

Thanks to the support of the Staffordshire Commissioner, Lichfield District Council, Bromford and Staffordshire County Council, the **Lichfield District Community Safety Partnership** recently commissioned **Impera Analytics** to generate evidence-based building blocks shaped by the voices and lived experiences of the people of Lichfield District in relation to the following question:

“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 ambition of the research was to help inform the creation of:

- **A new community safety strategy for Lichfield District – to guide activity and spending**
- **A new rolling community safety action plan**

This document reflects the outcome of the activity carried out by Impera and a team of volunteer researchers, people who participated in an online survey, and local partners who also fed into the research.

1.2 The approach

Recognising that safety is as much about perception and trust as it is about policing, the team at Impera started by listening deeply. With the support from the council’s community safety team, sixteen local people were trained as community researchers through a citizen-led impact (CLI) model, equipping them to ask questions directly to their neighbours – especially those whose voices often go unheard.

This was a grassroots process, where community members became co-creators of the strategic building blocks.

To complement and extend the reach of this approach, the team also ran an online survey, to capture responses from residents across all geographies in the district, including more rural and isolated communities. This blend of qualitative and quantitative insight ensured the findings were inclusive, representative, and locally rooted.

Additionally, the team examined key local strategies and surveys including [Lichfield District 2050](#), the [Public Perception Survey](#) and the Social Progress Index (SPI), amongst others to provide a broader, data-driven window into the current state of safety and wellbeing within the district.

The SPI enabled allowed the team to benchmark local outcomes against regional and national trends across key dimensions such as personal safety, access to basic knowledge, and health and wellness.

By triangulating survey responses with SPI indicators, the team were able to identify both perceived and structural challenges, as well as opportunities for targeted intervention and community-informed policy responses.

1.3 Gathering local voices

A total of 250 community members and voices directly contributed to research, which will inform the final strategy.

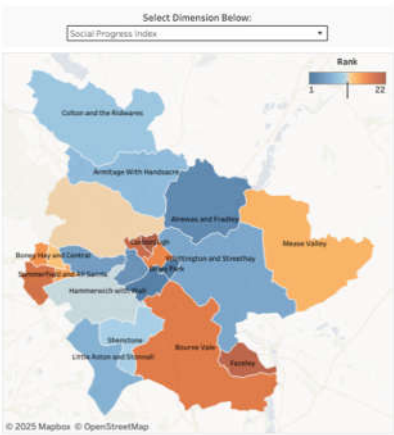
The sixteen community researchers adopted Impera’s citizen-led impact (CLI) toolkit to engage with at least five community members each. This grassroots initiative reached approximately 100 individuals through in-depth conversations, listening sessions, and interviews, amplifying a range of diverse community voices.

To establish a robust strategy, the community researchers were recruited across the following geographies:

Alrewas	Fradley	Wigginton
Armitage with Handsacre	Lichfield City	Whittington
Burntwood	Longdon	Streethay
Clifton Campville	Mile Oak	South Lichfield
Colton	North Lichfield	Upper Longdon
Elford	Ridwares	
Fazeley	Shenstone	

Special focus was given to areas with higher levels of deprivation, rural isolation, or limited civic participation. In addition, a wide range of demographic profiles were interviewed, including participants from age all age groups between 16 and over 65, including special permission being granted for under 18 individuals, a strong gender mix and a range of employment status’ including retirees, employed, unemployed and studying individuals.

The district-wide community safety & wellbeing survey gathered insights from 161 individuals, capturing data on community priorities, safety concerns, wellbeing needs, and service gaps.



The survey reached participants in the following geographies in descending order of number of respondents:

Ward	Respondents
Alrewas and Fradley	4
Armitage with Handsacre (including Kings Bromley)	15
Boley Park	13
Boney Hay and Central	3
Chadsmead	6
Chasetown	12
Chase Terrace	8
Colton & the Ridwares	5
Curborough	11
Fazeley	1
Hammerwich with Wall – 9	9
Leomansley	13
Little Aston & Stonnall	1
Longdon	5
Shenstone	2
Stowe (Lichfield)	15
St John's (Lichfield)	12
Summerfield & All Saints	4
Whittington & Streethay	6
<i>I don't know which ward I live in/don't live in Lichfield District</i>	7

The survey respondents belong to a diverse demographic range, including participants from age groups from 18 – 65+. Most respondents have lived in Lichfield District for over 20 years and there were around 10% more female respondents than male. 37% of respondents were retired whilst each dimension indicator is provided in descending order. Please see annex 8.5 for full details.

2. Emerging themes

The project's aim has been to create the building blocks for a robust and deliverable community safety strategy: one that reflects how people experience risk, reassurance, and resilience in everyday life.

This research looked beyond enforcement or reactive services to ask what truly enables a community to feel safe, not just in times of crisis, but in the rhythms of daily life. Through this process, four key priorities emerged — **People**, **Places**, **Policies** and **Programmes** — each representing a critical system through which safety is either built or broken.

Within each, specific focus areas reveal where action is needed most. These are not abstract themes; they are grounded in the streets of Burntwood, the alleyways of Lichfield, the community rooms in Curborough, and the stories of neighbours who've stepped in when services stepped back.

The emerging themes are:

- **People:** Safety begins with relationships — strong connections with neighbours, generations, and local institutions create security. Weak ties lead to uncertainty. Building daily connections, intergenerational support, and trust in local systems is key to lasting safety.
- **Places:** Place is about how our environment shapes safety and belonging. In Lichfield, safety isn't just about crime, but how places look, feel, and are cared for. Well-maintained spaces build confidence; neglected ones breed fear. This priority explores how design, upkeep, and social life together create safe, inclusive spaces.
- **Policies:** Effective policies should ensure transparency, accountability, and active community engagement. A focus on clear communication, governance, and listening to residents strengthens trust and promotes safer environments.
- **Programmes:** Long-term, consistent programmes driven by community involvement are key to improving safety. Cross-generational activities and local leadership foster stronger connections and create lasting impact.

These priorities intersect. Safe parks don't matter if young people don't feel welcome in them. Youth mentoring won't work without visible transport routes and trusted adults. Policy must connect with presence — and presence must be made real through consistent programmes.

3. Building blocks for consideration

Each of the four priorities — **People**, **Places**, **Policies** and **Programmes** — can translate into practical actions, many of which could be successfully targeted in specific areas or tailored to distinct groups. While challenges are district-wide, the intensity and form they take varies.

3.1 Geographic focus

SPI data and qualitative evidence point toward several priority geographies:

- **Chasetown and Boney Hay** – Repeatedly raised as areas with low service consistency, limited youth provision, and hotspots for antisocial behaviour.
- **Curborough** – Low scores across safety, shelter, and civic engagement, and cited as lacking visible infrastructure and trusted services.
- **Summerfield & All Saints** – Persistent issues around safety at night, underused public spaces, and lack of intergenerational connection.
- **Lichfield City Centre** – High footfall and visibility during the day, but emerging risks and concerns about youth safety, street activity, and nighttime economy issues.

3.2 Demographic focus

Some population groups are particularly affected:

- **Young people aged 11–24**, particularly those in lower-income wards or disconnected from services.
- **Older adults**, especially those in isolated areas or long-term residents seeing local change.
- **Women**, who disproportionately described fear in public spaces after dark.
- **Volunteers and community organisers**, whose ability to contribute is often hindered by fragility in funding or coordination.
- **New arrivals or renters**, who reported fewer social ties and lower levels of trust or engagement.

3.3 Strategic building blocks

Based on the evidence gathered, the analysis of local data and the review of the [Lichfield District 2050 strategy](#), the Community Safety Strategic Assessment and other key supporting strategies, Impera has created a set of recommended actions for members to consider.

The recommendations are grounded in the needs articulated by residents and supported by comparative models from local government best practice.

The interventions are given as examples based on aligning the data and results with research into best practice. The full development of intervention plans will require extensive additional research to ensure interventions align with capacity and fit local needs.

→ Safe routes and safer streets audits

Co-produce walkability and safety audits in identified hotspots, e.g., the canal towpaths, underpasses, Burntwood shopping precinct at Sankey's corner— using tools like community mapping and “walking interviews.” Results should feed directly into PSPO decisions and environmental design improvements.

Example: Women's Safety Walks have been deployed successfully across the country, partnered with local women to redesign parks and pathways, leading to improved lighting, signage, and community confidence (London HQ and BBC).

→ Participatory policy forums

Establish micro-level governance forums, particularly in underrepresented wards, to co-develop safety responses. These should include service leads, residents, youth reps, and voluntary groups, and be structured for regular, transparent dialogue.

Example: Camden's Community Festival is organised annually and invites local entrepreneurs, practitioners and trained community researchers to update strategic documents and plans regarding community safety.

→ Service continuity and local presence

Audit existing services (particularly those named in interviews and survey comments) for visibility and consistency. Support organisations to maintain core presence, not just launch activities. Offer coordination grants to help link services e.g., linking food clubs with schools or toddler groups with safeguarding teams.

Example: Manchester City Council offers various grants to support voluntary and community groups, using small funding pots to stabilise under-pressure community groups and ensure year-round presence. The Neighbourhood Investment Fund, for instance, provides funding to initiatives that aim to make neighbourhoods better places to live. These grants help stabilise under-pressure community groups and maintain year-round presence in the community (Manchester City Council 2024).

→ Use the emerging themes to assess current provision and design new interventions

The emerging themes — **People**, **Places**, **Policies** and **Programmes** — can be used a strategic model to evaluate current provisions and design interventions.

Particular focus should be given to:

- Youth provision and its continuity
- Community-led initiatives vulnerable to burnout
- Visibility and clarity of council and police communication
- Environmental maintenance in known hotspots

→ Establish a delivery and monitoring team

A dedicated CSP delivery team should be formed or designated, including representatives from the District Council, Police, Voluntary Sector, key resident leaders and importantly, community researchers who were trained through this process.

This team should:

- Oversee delivery of priority interventions
- Coordinate actions across services
- Support grassroots efforts with structure and sustainability
- Maintain regular contact with communities

→ Monitor resident feedback and report through data dashboards

Resident feedback should be recorded and measured. Additionally, two core monitoring tools are recommended:

- The **CSP's safe and secure monitoring dashboard** – to track programme delivery, crime trends, and engagement metrics, helping align daily operations with strategic goals.
- The **Lichfield District Social Progress Index (SPI)** – to track changes in community wellbeing, safety perception, and infrastructure strength over time at the ward level.

These tools should be published openly where possible and form the basis of annual review meetings and community engagement updates.

4. Potential interventions

Creating a safe and connected Lichfield District depends not only on designing the right policies or delivering services, it also requires understanding the real-world conditions that either support or hinder people's experience of safety.

We define barriers as the patterns, systems, or lived experiences that restrict people's sense of safety, belonging, or visibility in their communities. These barriers are not always dramatic or sudden. More often, they are subtle and cumulative, the product of services that fade over time, places that feel neglected, or relationships that slowly unravel. By contrast, drivers are the forces — cultural, relational, spatial or systemic — that support safety to take root. These are the things people described when they told us what helped them feel secure: a neighbour who checks in, a youth worker who sticks around, a space that feels warm and well cared for. They are not always formal "interventions." They are often the enabling conditions that allow policy and practice to work.

This section explores how these barriers and drivers show up in relation to the four key emerging priorities — **People**, **Places**, **Policies** and **Programmes**.

For each, we offer a picture of what's getting in the way, what's helping, and what might be done differently to move the system forward.

4.1 People: Relationships, trust and the role of guidance

In the realm of relationships, safety is often made, or lost, in small moments. The quiet presence of a neighbour, a helpful word from a local shopkeeper, or the regular rhythms of street-level familiarity were all described as powerful enablers of safety. Residents in more connected communities told us they felt "seen," "known," and "looked after." This was not just sentiment — it aligned with higher safety scores in SPI-strong wards like Boley Park and Alrewas & Fradley.

However, in other parts of the district, these threads had frayed. People spoke about new housing estates where no one talks, streets where everyone keeps to themselves, and the loss of informal check-ins that once held communities together. These social voids leave people feeling more exposed — especially older adults, carers, and those living alone. When relationships weaken, informal protection fades.

The same dynamic was seen across generations. Many older people spoke of feeling wary around teenagers. Many teenagers spoke of feeling judged by adults. What was missing wasn't respect — it was structured ways to connect. Meanwhile, gaps in youth provision meant young people were increasingly visible in public spaces without support or guidance, fuelling misunderstanding on both sides.

Potential interventions

- Reinvesting in neighbourhood-level spaces that support informal interaction – from benches to community cafés to WhatsApp groups.
- Supporting mentoring schemes and intergenerational projects that foster connection, especially in lower-SPI wards.
- Treating social connection as infrastructure – something to be supported, measured and maintained.
- Investing in multi-use local spaces that support both youth and older people, especially in wards with high disconnection and service need. These spaces can offer low-cost programming, mentoring, technical support, and informal social time, strengthening the fabric of everyday relationships. Community hubs could be deployed in already established centres (e.g., leisure centres).

4.2 Places: Design, maintenance and emotional safety

Residents were clear: safety is shaped not only by crime statistics, but by how places feel. A well-lit street with trimmed hedges and clear sightlines encouraged movement and confidence. A neglected alley, broken light, or overgrown footpath did the opposite. In the survey, 44% of people named poorly maintained spaces as top contributors to feeling unsafe – particularly at night.

Beyond physical features, presence mattered. People felt safer in well-used areas; parks with dog walkers, libraries with footfall, shops with friendly staff. The absence of people, especially after dark, was often interpreted as risk. The problem wasn't always crime, it was unpredictability and the sense that no one was around to help if something went wrong.

Spatial inequality amplified this. While some wards benefitted from visible investment, others felt forgotten. Residents in Burntwood and Curborough, described spaces that felt “run down” or “abandoned,” with boarded-up shops and few signs of civic pride. These places, residents told us, didn't just feel unsafe, they felt unloved.

Potential interventions

- Prioritising public realm improvements in lower-SPI wards: lighting, signage, plantings, and the regular maintenance that signals care.
- Programming underused spaces with community events or pop-ups to increase presence and perception of oversight.
- Treating emotional geography seriously, understanding that how people feel in place is as important as what has occurred there.

4.3 Policies: Clarity, presence and shared responsibility

Policy, residents told us, is not experienced as a strategy, it's experienced as follow-through. People wanted to know not just what decisions were made, but how they were made, and what happened next. Where communication was poor, trust quickly eroded. As one person put it, *"It's not that we don't care – it's that we don't believe anything changes."*

This frustration was particularly strong in communities with lower digital access or historic disengagement. Many people said they didn't know who to contact, what to expect, or whether it was worth reporting issues at all. In Chasetown and Summerfield, residents described how consultation fatigue had become a barrier to engagement: *"They ask, then disappear. We never see what came of it."*

But where policies were delivered with transparency and responsiveness, the tone shifted. People described rare but powerful experiences of council officers or police returning to explain next steps, respond quickly to concerns, or show up when promised. These moments – small as they may seem – were deeply valued.

Potential interventions

- Rebuilding feedback loops so that residents see what happens to their input.
- Embedding communication into service delivery, with a mix of digital and offline approaches tailored to different demographics.
- Co-producing small, local initiatives that show responsiveness in action – not just consultation, but partnership.

4.4 Programmes: Presence, reliability and local energy

Throughout the engagement, residents emphasised that safety isn't just delivered by services – it's delivered by presence. People wanted to know that someone would be there, that support would be offered not just once, but again and again. Where youth clubs, warm hubs or outreach work were consistent, people described feeling "held" by the system. Where they stopped suddenly, due to funding cuts, staff turnover or silence, residents said they felt abandoned.

Volunteer-led initiatives were seen as powerful drivers of safety, especially in places where trust in formal systems was lower. Food clubs, coffee mornings and school holiday projects weren't just about need, they were about connection and care. But many of these were fragile, dependent on the same few people, and operating with little long-term support. As one organiser said, *"We're holding it together with goodwill and duct tape."*

The absence of provision created emotional as well as practical gaps. Young people with nowhere to go were more likely to be misunderstood or blamed. Isolated residents with no

drop-in options were less likely to seek help. Inconsistent services undermined belief in the system as a whole.

Potential interventions

- Funding and resourcing local initiatives over the long term — not just pilot programmes, but dependable services.
- Making visible what already exists, so that residents aren't discovering services "by accident."
- Supporting community leaders with flexible space, micro-grants, and pathways into partnership — not just responsibility.

4.5 Bringing it together: Moving from barriers to conditions for safety

What the research shows is that barriers and drivers are often two sides of the same coin. The things that go wrong — services stopping, spaces being neglected, relationships fading — are often the absence of what helps: consistency, care, connection. Solutions, therefore, are rarely about inventing something new. They're about strengthening what already works, making it more visible, and removing the friction that stops people from engaging.

Safety is not a single programme or intervention. It is the result of many small things being done well, over time, in ways that reflect the lived experience of the people they're meant to serve. This means investing not just in outcomes, but in the conditions that make those outcomes possible, relationally, spatially, and structurally.

The barriers and drivers set out here are not just challenges to overcome. They are clues. They show where attention is needed, and where progress is possible.

5. The findings

This section details the key findings the engagement activity and responds to the central question:

“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?”

Through conversations with residents, local organisations, and frontline workers, we explored what safety means in everyday life—what helps people feel secure, what makes them feel vulnerable, and what changes they believe are needed. Several practical sub-questions guided this process, helping us to understand both the **barriers** that undermine safety and the **enablers** that support it. These insights offer a rich picture of **how safety is experienced on the ground**, shaped not only by physical factors like lighting and infrastructure, but also by trust, relationships, and access to services. Residents told us that feeling safe is about more than just reducing crime; it’s about belonging, connection, and the ability to take part in community life without fear or isolation. At the same time, they pointed to long-standing challenges, including a lack of activities for young people, poorly lit streets, limited public transport, and a sense of disconnect between different generations and services.

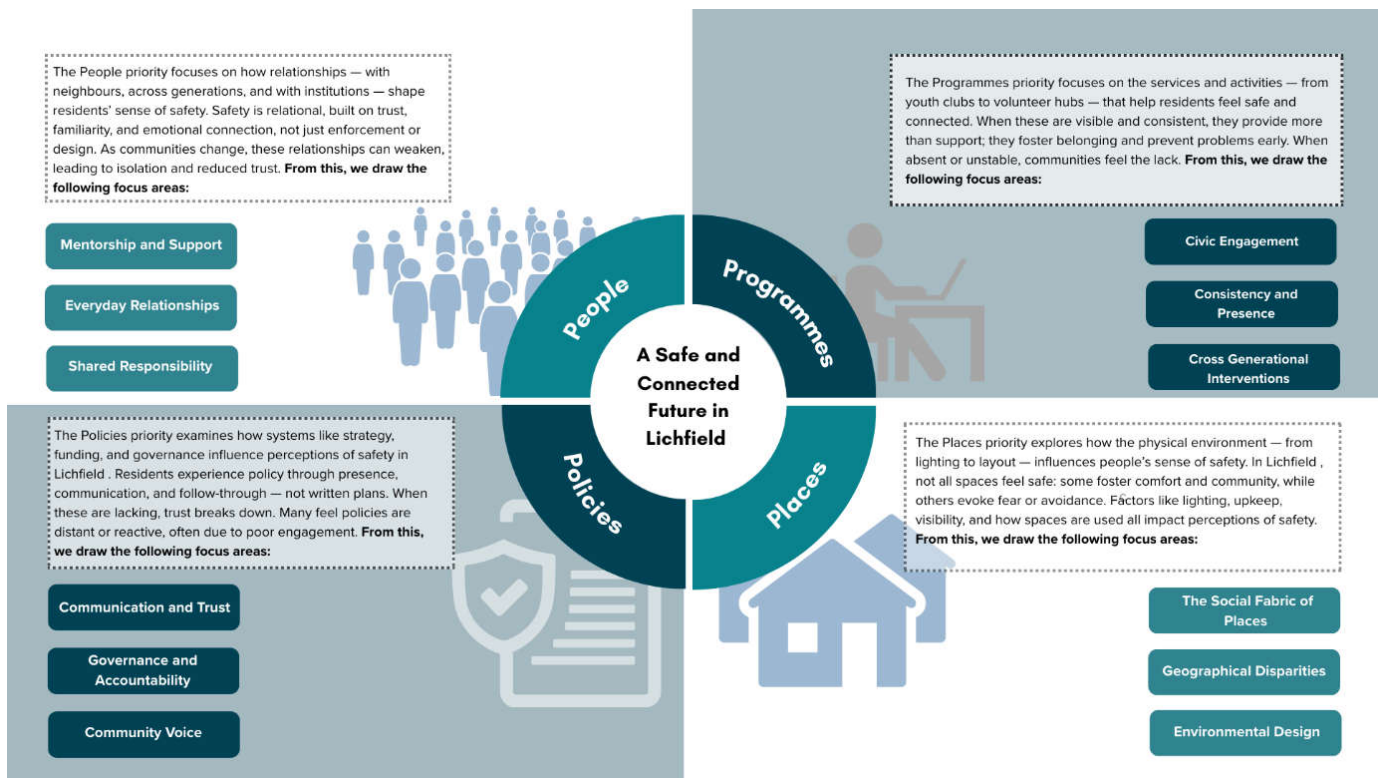
From these conversations, four clear priorities emerged — People, Places, Policies and Programmes.

Each reflects a different part of the local system that can either help or hinder safety, and each includes practical areas for action. Included in each key priority is a series of images captured by community researchers, providing a powerful visual narrative of the lived experiences behind the data and helping to ground abstract concepts in everyday realities. For example, supporting young people through mentoring and mental health services works best when paired with safe public spaces and reliable transport. Long-term programmes that build skills, confidence, and relationships rely on local policies that fund and coordinate them effectively.

These priorities are not standalone – they work best when delivered together, creating joined-up solutions that prevent harm and promote wellbeing. The following section describes what we heard in a detailed but accessible way, bringing to life the issues residents raised. It highlights not only the challenges, but also the solutions already working in parts of the district.

A visual model (see overleaf) sets out the main barriers and enablers of safety, offering a clear starting point for action. Together, these findings provide a practical roadmap for designing local policy and interventions that are preventative, community-led, and built around the lived experience of Lichfield District’s residents.

Comments throughout are gathered from the community research interviews and survey.



3.1 Key priority: People

The key priority **People** explores how relationships — between neighbours, across generations, and with institutions — shape both perceptions and lived experiences of safety. For most residents, safety is not just about services or enforcement, but rather it is something felt in the quiet presence of familiarity, in the knowledge that someone nearby will care if something happens. This is especially true in Lichfield District, where feelings of safety were most commonly tied to the strength of human connection: being seen, being known, and knowing where to turn.

Yet these relationships do not always hold. In areas where support structures have been weakened — whether due to changing demographics, service withdrawal, or simple exhaustion — residents described feeling increasingly alone in managing their safety. At the same time, many pointed to what already works: the power of mentorship, the presence of safe adults, and the reassurance that comes from timely and visible response.

This priority is therefore examined through three interwoven focus areas. The first looks at everyday relationships as a quiet, vital source of safety and shared responsibility. The second considers the importance of consistent guidance and support — especially for younger residents and across generations. The third explores how trust in institutions, and the confidence that someone will respond when needed, shapes people's willingness to engage, act, and care. Each area reveals not just what helps or hinders safety, but how relational trust and emotional presence lie at its core.

Focus area 1: Everyday relationships

In Lichfield District, many residents defined safety not through statistics, but through the small rhythms of connection — neighbours waving hello, familiar faces on a daily walk, a group chat that buzzes when something's not quite right. This sense of relational safety was especially strong in long-established communities where those quiet, informal threads had built up over time. *"Even if I don't know their names, I see them every day,"* said Tom, describing his dog-walking group. *"It's comforting. We've got each other's backs."* Sarah, who manages a cul-de-sac WhatsApp group, added, *"Sometimes it's just borrowing a ladder — but if something's off, people post straight away. You're not dealing with it alone."*

These moments aren't just nice to have, they matter deeply. They form what one participant called a *"social safety net,"* helping people feel anchored and alert to one another's needs. The survey supports this: 96% of residents said they feel safe during the day, and those who reported strong community spirit were significantly more likely to feel safe at night too. These sentiments closely map onto the Social Progress Index (SPI), where high-scoring wards like Boley Park and Alrewas & Fradley not only perform well on personal safety (70+), but also on civic infrastructure and community cohesion.

Yet where those connections fray, safety feels more fragile. In lower-income or rapidly changing areas, residents described how modern life had stretched routines thin and eroded once-dependable relationships. Sheila, who has lived in the same house for decades, said, *"I never really knew who lived next door. Everyone keeps to themselves now."* Others described *"not knowing how to connect,"* or *"never seeing anyone unless something went wrong."* These experiences align with SPI findings: in wards like Chasetown and Curborough, scores for governance, inclusiveness, and civic participation all fall below 35/100 — and are among the lowest in the district.

The same conditions that create safety — visibility, regular contact, shared space — can quickly become barriers when missing. Without them, people stop checking in, avoid reporting issues, and start to believe that they're managing risk alone. In this way, everyday relationships are not just a reflection of safety; they are its infrastructure. Where they are cultivated, they build a strong foundation for action, empathy, and informal oversight. Where they are absent, the entire system becomes more brittle.

Focus area 2: Mentorship and support

A powerful theme throughout the engagement was the protective role of guidance, especially for young people, but also in building bridges across generations. Residents described how mentorship, structure, and positive attention could anchor young people and ease intergenerational tensions. Where these supports were present, in youth clubs, sports teams, volunteer projects, or even just regular interaction with known adults, they were seen as transformative. *"They're not bad kids,"* said Janine, *"they just don't have anything. No one's around for them. So, they hang about and get blamed."*

This absence was one of the most visible barriers to safety. Survey responses pointed to it again and again: just 18% of people said there were enough activities for teenagers, and

dozens of open comments highlighted a lack of safe places to go, trusted adults to speak to, or consistent role models. *"We need mentors,"* one resident said. *"Not just activities, but people who listen."* These gaps were most pronounced in Chasetown, Curborough, and Boney Hay — wards that house younger families, often under financial strain, and which score low across SPI indicators for education, safety, and shelter.

This isn't just a youth issue. It affects the entire system. When young people are unsupported, they become more visible in public spaces and are often framed as a problem, rather than a population in need of investment. This deepens intergenerational mistrust. As Pauline put it, *"Older people are scared of teenagers, and teenagers feel judged by them."* At the same time, where guidance was present, residents saw it reshape relationships. One group suggested, *"What if teens ran tech clubs for older people, and got taught baking or gardening in return?"* Others pointed to examples like the Scouts, Duke of Edinburgh schemes, or school partnerships, moments where age didn't divide but connected.

SPI data reveals a stark contrast here: high-performing wards like Alrewas & Fradley and St John's show not only strong educational outcomes but higher civic engagement and intergenerational trust. These are places where the foundations for guidance already exist — and where small investments could have outsized returns. But across the board, what residents asked for was consistent, reliable support. As Rachel, a youth worker, said, *"You can't mentor someone once. It has to be every week. That's what makes the difference."*

Safety, in this view, is relational and preventative. It is built through presence, through people showing up, staying consistent, and walking alongside young people and families in the everyday. When that presence disappears, so too does much of the district's safety net.

Focus area 3: Shared responsibility

Beyond relationships and youth provision, residents spoke clearly about the role of trust — not just in neighbours, but in the systems meant to keep them safe. Confidence in councils, police, and service providers was a powerful determinant of how people behaved. When people believed someone would respond, they reported issues, intervened when things looked off, and reached out for help. When that belief faltered, the result was a kind of emotional distancing: people turned inward, assumed nothing would change, and stopped participating in the shared work of community safety.

Anita, reflecting on earlier years, said, *"We used to see PCSOs walking about. Now? I wouldn't recognise a single officer."* Carla described the emotional cost of disengagement: *"You report something and nothing happens. So you stop."* David, who once chased off would-be burglars, said now he wouldn't intervene: *"It's not just fear — it's feeling like you're on your own."* These accounts resonate with the Police Perceptions Survey, which shows only 33% of residents feel informed about police activity, and that 1 in 5 have noticed a drop in officer visibility.

But the issue wasn't just absence — it was follow-through. Residents described feeling ignored or sidelined when they raised concerns. *"They ask us what we think,"* said Farah, *"but then go ahead and do what they were going to do anyway."* In lower-scoring SPI wards like Chasetown

and Summerfield, these sentiments were even more pronounced. Governance scores in these areas sit well below 35/100, reflecting not just low satisfaction but a structural disconnect between services and those they aim to serve.

And yet, examples of good practice shone through. Where communication was honest, updates timely, and local officers or staff known by name, people reported far higher trust. One resident described a neighbourhood meeting where a council officer *“didn’t have the answers but listened properly – and came back a week later with a plan.”* That, she said, *“made me feel like I mattered.”* These were not grand gestures. They were reminders that trust is built in small, everyday ways.

Ultimately, residents weren’t asking for miracles, they were asking to be part of the solution. Trust and confidence don’t just enable systems to function; they enable communities to act. As one participant summarised, *“I’ll take responsibility – but only if I believe you will too.”*

3.2 Key priority: Places

The key priority **Places focuses on how the physical environment – from alleyways and footpaths to parks, precincts and high streets – shapes people’s feelings and behaviours in relation to safety. Space is not neutral. In Lichfield District, certain areas were described as warm, welcoming, and inclusive, while others felt neglected, unpredictable, or risky. This divide was often based not on incidents of crime, but on environmental and emotional cues: lighting, visibility, cleanliness, and the presence (or absence) of others.**

Importantly, the same spaces could evoke very different reactions depending on time of day, age, gender, or familiarity. A lively high street might feel reassuring to one resident and overwhelming to another. An alleyway might be a convenient shortcut in daylight but a no-go zone after dark. These nuances matter, and they show why public space needs to be not just safe but felt to be safe.

This priority is explored through three interrelated focus areas. The first considers the physical conditions that support or hinder visibility, access and ease. The second explores the role of other people in shaping feelings of comfort and risk, including how presence becomes a form of protection. The third examines how the maintenance and care of space – from litter to lighting, footfall to flowers – can build either confidence or fear. Together, they show that safety is not just about what happens in space, it’s about how space makes people feel.

Focus area 1: Environmental design

Across the district, residents highlighted the difference a clear sightline, a well-placed light, or a trimmed hedge could make to their sense of safety. These design features weren’t seen as technicalities, they were experienced as signals: of care, of accessibility, and of whether anyone was paying attention.

Paths and alleyways were a recurring concern. One resident described an L-shaped alley in Lichfield that was *“overgrown, dark, and terrifying,”* especially at night. Another recalled how a previously unsafe path became *“like a different planet”* after hedges were cut back and lighting installed. These aren’t isolated examples. In the community survey, 44% of respondents said they felt unsafe in certain places after dark, often naming poor lighting and overgrowth as key reasons. SPI scores mirror this: Chasetown, Curborough and Boney Hay — all areas with low scores for shelter and environmental quality — were more likely to be cited as places where residents avoided walking at night.

Yet environmental design can also serve as a powerful enabler. In higher scoring wards like Boley Park and Alrewas & Fradley, residents described walking routes as *“open,” “bright,”* and *“easy to navigate.”* These areas scored over 65 in environmental quality and personal safety on the SPI, suggesting that small-scale infrastructure and maintenance decisions, like lighting upgrades, hedge trimming or installing mirrors in corners, have a big cumulative effect on people’s experience of safety.

Put simply, when design invites clarity, people feel empowered to move through space with confidence. When it doesn’t, people retreat, and the space itself becomes more vulnerable as a result.

Focus area 2: The social fabric of places

Safety is not only built through streetlights, CCTV, or policing, it’s also created through the everyday presence of people who use, watch, and care for a place. Across Lichfield District, residents described how the atmosphere of a space — how it looked, who was there, what it was used for — shaped whether they felt safe or on edge. The same street could feel reassuring in the morning and intimidating by evening. A public space could foster connection or provoke avoidance depending on how socially alive it felt. What emerged clearly was this: when places invite people in, and when people feel they belong, safety is strengthened. When places feel empty, exclusive or unpredictable, safety starts to unravel.

This sense of safety through shared use — what one resident called *“the comfort of seeing other people just going about their day”* — was described again and again. Chloe put it simply: *“Even strangers make me feel safer, because if something happened, I wouldn’t be on my own.”* Others echoed this: town centres with regular footfall, parks with dog walkers, and libraries with overlapping uses were all seen as spaces where safety was *felt* — not because of surveillance or enforcement, but because they were populated by people who, consciously or not, looked out for one another.

[Jane Jacobs](#) famously described this as *“eyes on the street,”* and in Lichfield District, it plays out in everyday terms. Shenstone Library was praised for bringing together *“books, babies, coffee and bugs in the garden.”* Residents spoke of the high street as *“polite, familiar and well-used”* during the day. These spaces were seen not just as amenities, but as social platforms, places where people were visible, predictable, and connected by proximity, if not relationship.

But the social fabric of place is fragile. The same McDonalds that feels busy and harmless during the day, may feel tense, even unsafe, at night. One former fast-food worker described how fights *“sometimes brawled into something more aggressive,”* leading him to avoid the area in the evening. Residents frequently drew contrasts between places that *“feel alive”* and those that *“feel like no one’s watching.”* The difference, often, wasn’t actual crime, it was how well the space held people: whether it was inviting, cared-for, and balanced in its use.

The Community Safety Strategic Assessment confirms this pattern. Antisocial behaviour is more likely to occur in underused or neglected public spaces, especially after dark. Places like the Sankeys Corner shopping precinct and the Lichfield bus station were repeatedly cited as hotspots, not necessarily because they had high crime rates, but because they lacked a sense of social oversight, comfort and belonging. The SPI data backs this up: lower-scoring wards like Chasetown, Curborough, and Summerfield & All Saints tend to have underused public assets and lower engagement in public life, reinforcing that the problem is not just physical infrastructure, but a breakdown in the social use of space.

Importantly, social presence can also feel uneven or exclusive. Several residents pointed out that some places, even when busy, still felt unwelcoming. *“Sometimes you don’t feel like you belong there,”* said one young woman. *“Like people are watching or judging you.”* Others expressed discomfort with large groups gathering in poorly activated areas, not necessarily because of antisocial behaviour, but because of how unpredictability in space – especially when unsupported by visible programming or authority, can heighten anxiety.

In this focus area, the insight is clear: people help make places safe, but only when those places are designed, and maintained, in ways that support inclusivity, familiarity, and passive interaction. That means thinking beyond footfall and toward purposeful presence: seating that encourages lingering, design that supports natural surveillance, and programming that gives people a reason to be there.

Places that feel socially alive, not crowded or surveilled, but connected – provide safety through everyday relationships and visibility. When the social fabric of place is strong, people use space not just to pass through, but to take part in public life. And that, in turn, becomes a condition for trust, confidence, and belonging.

Focus area 3: Geographical disparities

One of the clearest insights from community engagement was that where you live, walk, shop, or socialise in Lichfield District can profoundly shape how safe you feel – and how visible you feel to those in power. While many residents praised specific places as well-maintained, lively, and welcoming, others described spaces that felt overlooked or unsafe, not necessarily because of crime, but because of neglect. This created a strong sense of inequality, not just in access to resources, but in the emotional tone of place itself.

Jake described the Sankey's Corner precinct as *"a magnet for trouble — not because of what's there, but because it feels empty and forgotten."* Aisha noted, *"The street near my house has had broken lights for over a year. I avoid it. My daughter definitely does."* Others pointed to alleyways, bus stations, and underpasses that were either poorly lit or never cleaned, saying they felt like *"nobody watches"* and *"nobody cares."* These comments echoed a wider feeling: that some public spaces, and by extension the communities around them, are less protected, less maintained, and less visible in decision-making.

This perception of neglect was echoed in the survey, where residents most frequently cited poor maintenance, lighting, and underused public spaces as reasons for feeling unsafe — especially at night. The Community Safety Strategic Assessment confirms that areas like Chasetown and the Lichfield bus station are frequent sites of antisocial behaviour, not because they are inherently more dangerous, but because they are less activated, less present, and less visibly valued.

The Social Progress Index backs this up: wards such as Chasetown (Shelter: 28.6, Safety: 30.6), Curborough and Summerfield & All Saints consistently score low across safety, shelter, and environmental quality. These are also the wards where young families face the highest levels of financial pressure and where public infrastructure is most strained.

And yet, residents were clear that it doesn't have to be this way. Even small signs of care — flower beds, street art, regular cleaning — changed how people experienced their surroundings. One resident described how a repainted underpass and new signage *"made it feel like someone gave a damn."* Others pointed to parks and libraries as spaces where safety was *"less about the CCTV, more about knowing someone will be there."*

In this focus area, the issue isn't only the condition of physical space — it's what that condition *signals* to residents. A well-tended park says *"this place matters."* A broken light left unfixed says *"this place has been forgotten."* Safety, in this sense, becomes a mirror of spatial investment. Unequal spaces tell unequal stories, and residents respond accordingly: with confidence, or with caution.

3.3 Key priority: Policies

The key priority **Policies** explores the systems and structures that govern community safety in the Lichfield District including; strategy, funding, communication, and accountability. It captures how decisions made by councils, police, and other public agencies translate (or fail to translate) into real-world confidence and security. For residents, policy isn't experienced as a document, it's experienced as presence, clarity, and follow-through. When those elements are missing, trust erodes. Many people described policies as distant, reactive, or unclear; not because they lacked ideas, but because they didn't feel involved or informed. In this way, policy is not just about what gets written or funded, it's about how power is shared and responsibility enacted.

This priority is explored through three focus areas. The first considers how poor communication and unclear messaging undermine trust and leave residents feeling excluded. The second focuses on governance and accountability, particularly the absence of visible leadership or follow-up when issues are raised. The third explores the potential for more responsive, co-produced policies, where residents aren't just consulted but genuinely involved in shaping safety. Together, these focus areas highlight that safe communities require not just enforcement, but meaningful inclusion.

Focus area 1: Communication and trust

In conversations across Lichfield District, residents consistently described communication as a gap that undermined confidence and contributed to a sense of isolation from the systems meant to protect them. Policy, in this view, was less about strategy documents and more about what people were told, when they were told it, and whether it aligned with what they saw happening around them. In the absence of good communication, even well-intentioned services risked appearing opaque, inconsistent, or performative.

Residents described announcements with no follow-up, campaigns that came and went, and leaflets that arrived only at election time. Clare, a parent from Burntwood, said, *"Things get promoted once, then forgotten. You never know if anything actually changed."* Arthur, a retired engineer, pointed out the digital divide: *"I'm not online, so I don't hear about anything until it's already happened. My neighbour tells me half of it. That's not how it should be."* Yasmin, who volunteers with a local group, explained the network effect of hyperlocal knowledge: *"There's loads going on — but only if you're in the WhatsApp groups, or already in the loop. If you're not, it's like it doesn't exist."*

These communication failures are not simply irritations — they are experienced as structural barriers to inclusion and trust. The 2024 police perceptions survey showed that just 33% of residents feel well-informed about local policing, despite relatively high confidence in the fairness of officers overall. The community survey echoed this pattern: only 34% of residents said they felt informed about what was being done to improve safety. This is more than a public relations issue — it reflects a deeper perception that services are talking at people, not with them.

Poor communication also impacts perceptions of fairness. When residents don't understand why decisions are made — whether it's about CCTV, enforcement patterns, or investment locations — suspicion grows. In lower-SPI wards such as Chasetown, Curborough and Summerfield, governance scores fall below 35/100, and digital engagement is lower than district averages. In these communities, a lack of visible communication compounds existing inequalities and reinforces the perception that services are *"for other places, not for us."*

Yet some residents shared examples of what better communication could look like. Several called for simple, analogue tools like community noticeboards or printed newsletters, especially for older residents. Others suggested regular updates through schools or community hubs. Peter, who used to be involved in a local partnership forum, said: *"Communication needs to feel human, not just stats and press releases. Tell us what's working"*

and tell us when it isn't." In this sense, communication becomes a form of reassurance — not just about what services are doing, but about whether they see the people they serve.

Focus area 2: Governance and accountability

While communication helps build understanding, accountability helps build trust, and across Lichfield District, many residents felt that systems lacked both. People described policies being announced with little explanation, complaints being lodged but left unresolved, and meetings that asked for feedback without acting on it. The cumulative effect was not just frustration, but a sense of withdrawal: of people choosing not to engage, not because they didn't care, but because they no longer believed it would lead anywhere.

Tom, who reported vandalism near his home, said: *"If we only hear from them once every few years, it's not good enough."* Emily, a teaching assistant, added, *"We raised that issue months ago. Nothing's been done. There's no update, no timeline, no explanation. You just feel ignored."* Farah, who works with young people, described how repeated consultation fatigue had eroded her trust: *"They ask us what we think, but the decisions have already been made. What's the point?"* And John summed it up bluntly: *"We used to see officers walking around. Now it's like they've disappeared. Who do you even talk to anymore?"*

This breakdown in accountability isn't just anecdotal — it's supported by both qualitative and quantitative data. In the 2023 Community Safety Strategic Assessment, 41% of survey respondents said they do not trust public services to act on safety issues, a figure that was notably higher in areas with poorer service visibility and response times. This issue is not unique to Lichfield District, but it is more acutely felt in the district's lower-income wards, where capacity for follow-up is already stretched. The result is a growing belief that institutions are absent or indifferent, especially in places that already feel underserved.

This creates a vicious cycle: without clear lines of accountability, problems linger; as problems linger, trust erodes; and as trust erodes, people stop reporting issues — reinforcing the system's sense that engagement is low. The SPI reflects this pattern: in wards like Chasetown, Boney Hay & Central, and Summerfield & All Saints, governance scores, civic participation, and service confidence are among the lowest in the district. These are also the areas most affected by crime increases and service cuts, and where the policy gap is most deeply felt. Despite this, residents were not resigned. Many voiced a strong desire for better feedback loops and clearer routes to resolution. *"Just tell us what's happening,"* said one survey respondent. *"Even if it's delayed. Even if it's not what we wanted. Just don't go silent."* Accountability, in this sense, is not only about fixing problems, it's about showing up, owning decisions, and being answerable when things go wrong. It's about making visible the connection between public input and public outcomes.

Focus area 3: Community voice

If communication builds understanding and accountability builds trust, then co-production builds ownership. In Lichfield District, many residents expressed a strong desire to be part of designing safety solutions, not just through consultation, but through active partnership. This was not framed as a luxury; it was seen as essential. As Susan put it, *"It's not about forms or*

surveys. It's about sitting down, being heard, and then seeing something actually happen afterward."

There was a shared sense that current processes often stop short. Diane, a community organiser, asked: *"Why not hold drop-ins at the community centre? People would show up — just ask us."* Kyle described a rare positive experience: *"We had one of those neighbourhood meetings a few years ago. It was friendly, useful. People spoke honestly. We need more of that."* Mahmood, who runs a youth programme, said: *"Let us be part of the solution. We live here. We know what works."*

The survey reflected this desire for voice: dozens of people said they wanted to help but weren't sure how. *"We want to help but we don't get asked. We get told."* Another said, *"If you want trust, involve us early."* This insight resonates with SPI data. Wards like Boleyn Park and Alrewas & Fradley, which score highly for civic participation and governance, also report higher satisfaction with public services and local safety interventions. By contrast, lower-scoring wards feel more disconnected and disempowered, even when need is higher.

Drivers of safety, such as *"a culture of listening"* and *"confidence in responsiveness,"* are deeply tied to this focus area. When people feel heard, and when their ideas influence real outcomes, their sense of safety increases, even in the face of material challenges. When they don't, policies lose legitimacy, and public energy dissipates.

Residents weren't asking for full control; they were asking for shared responsibility. They recognised that institutions have limits, but they also saw untapped potential in community networks, grassroots knowledge, and lived experience. As one participant said: *"There's loads of energy here. Loads of ideas. Just include us. Make it two-way."*

In this way, responsive policy isn't just a better way to govern. It's a better way to build safety — one that values the community not just as beneficiaries, but as partners in prevention, accountability, and resilience.

3.4 Key priority: Programmes

The key priority **Programmes focuses on the services, activities, and initiatives that help people feel safe, supported, and connected in their communities. These programmes can be large or small — from youth clubs and support hubs to coffee mornings and informal meet-ups — but they share a common purpose: to provide presence, structure, and opportunity in people's everyday lives. When programmes are visible and sustained, they foster connection, promote wellbeing, and prevent harm. But when they are fragmented, inconsistent, or absent altogether, communities are left with fewer ways to meet their needs or respond to challenges.**

Throughout this research, residents were clear that safety is not just built through enforcement or infrastructure, it is built through people showing up, again and again, in spaces that feel welcoming and worthwhile. In this way, programmes are where policy meets practice. They are where intention becomes real.

This priority is explored through three focus areas. The first considers the need for generational and intergenerational support, especially through structured youth provision and spaces that bring age groups together. The second looks at the importance of consistent, visible services that can be relied on over time. The third explores how local people already deliver safety through community-led programmes and volunteering, and the support they need to keep going.

Focus area 1: Cross generational interventions

One of the most persistent issues raised across interviews, surveys, and focus groups was the lack of structured, supportive spaces for young people. Residents repeatedly linked gaps in provision to antisocial behaviour, fear, and disconnection. But they also spoke about the potential of intergenerational interaction, where young and older people connect meaningfully, as a way of breaking down fear, building empathy, and reweaving the social fabric of communities.

Rachel, a parent from Burntwood, shared: *“There’s absolutely nothing for my 15-year-old to do – no youth clubs, no safe spaces. It’s no wonder kids hang around in groups and get into trouble.”* Others pointed out how the absence of provision leads to young people being unfairly judged. *“They get blamed for everything, but no one gives them anything to do,”* said Sarah. At the same time, many older residents expressed fear or unease around teenagers – not because of specific incidents, but because of unfamiliarity. *“We don’t talk to each other,”* said Pauline. *“There’s no spaces where we mix. So we make assumptions.”*

This is not just anecdotal. Only 18% of residents in the community survey said there were enough activities for teenagers, the lowest score across all service domains. The Strategic Assessment highlights that antisocial behaviour is most prevalent in areas with higher concentrations of youth and lower provision, particularly in wards like Chasetown, Summerfield & All Saints, and Curborough. These same wards score below 35/100 on SPI measures related to shelter, education, and civic participation, pointing to deep structural challenges.

But where programmes did exist, and especially where they bridged generations, the benefits were tangible. Residents shared stories of teenagers teaching older residents how to use smartphones, of gardening clubs with both children and pensioners, and of youth cafés where relationships were built slowly but meaningfully. These moments of connection weren’t just heartwarming – they were protective. They gave young people purpose and adults reassurance. *“It’s not about the activity,”* one resident said, *“it’s about having someone who notices you.”*

In this focus area, the need is clear: not just for more youth services, but for intentional, regular, well-supported interventions that create structure, safety, and solidarity across age groups. Safety, residents told us, is built not only by keeping generations apart, but by bringing them together — with care, consistency, and respect.

Focus area 2: Consistency and presence

If a programme only runs occasionally — or disappears without notice — its value, however good, quickly fades. Residents told us that reliability mattered just as much as content. They wanted services that showed up, stuck around, and became part of the rhythm of local life. Without that, even the most promising ideas became sources of frustration rather than reassurance.

Harriet, who volunteers at a toddler group, said, *“It’s great when they launch something — but they need to stick around. Consistency is what makes people feel safe.”* Carl, a youth worker, echoed this: *“We run a club when we can — but if funding dries up, that’s it. We’ve had to close and reopen three times in five years.”* And Elaine, a retired resident, recalled a warm hub that helped her through winter: *“It was brilliant. Then one day it just stopped. No warning. No explanation.”*

This pattern of short-term initiatives launched with fanfare, but lacking staying power was raised again and again. In the community survey, dozens of respondents cited *“inconsistency”* and *“fragility”* as their greatest frustrations. The SPI shows that in wards like Curborough and Chasetown, where community infrastructure is weakest, programmes are often most needed but least durable. These wards score under 35/100 for service ecosystem strength, reinforcing that where inconsistency is most harmful, it is most common.

But presence matters beyond programming. Residents described the comfort of knowing someone was there, even if they didn’t always attend. *“I’ve never needed the food club,”* said David, *“but just knowing it’s there if I ever do — that’s safety.”* This emotional security — the sense that a door will be open and someone will be inside, is a driver of perceived safety in itself.

Regularity builds routine. Routine builds trust. And trust builds the foundation for prevention, engagement, and resilience. This focus area shows that safety is not delivered by one-off events, or services that flicker in and out of view. It’s delivered by presence, by being there, again and again, so that people can rely on what they cannot always predict.

Focus area 3: Civic engagement

Many of the most effective and valued programmes in Lichfield District are run not by formal institutions, but by local residents. Volunteers lead food clubs, organise parent-and-toddler sessions, run warm spaces, and create the kinds of relationships that services alone can’t deliver. These grassroots efforts are a vital part of the safety ecosystem, but they are often operating on shoestring budgets, in borrowed spaces, and under growing pressure.

Janet, who runs a community food hub, said, *"We do a lot with a little, but we could do so much more if we weren't always chasing money or begging for rooms."* Mark explained, *"It's always the same people doing everything. They're brilliant, but they're tired."* Pauline described her group's experience: *"We've got ideas, we've got volunteers – but no one tells us what's happening with funding. It's month to month."* And Alex put it simply: *"Give us the space, we'll fill it. But we can't keep doing this on a shoestring."*

The Community Safety Strategic Assessment recognises that many community-run initiatives in Lichfield District are dependent on individual leadership, making them vulnerable to closure when key volunteers step away. The SPI supports this, showing that in lower-scoring wards, community infrastructure often exists, but only through unpaid labour, personal sacrifice, and temporary arrangements.

Yet the potential is enormous. Where community-led efforts are well-supported, they can reach further and faster than formal services, building trust, inclusion, and local pride. Several residents described how local groups had stepped in during crises, delivered services that others couldn't, and created safe spaces where people felt seen. But they also warned that goodwill is not infinite. *"Volunteerism isn't free,"* one person said. *"It costs time, energy, emotion. If you want it to work, you've got to invest in it."*

This focus area isn't just about recognising the value of community-led action. It's about ensuring those who lead it are supported, not squeezed. That means flexible funding, accessible venues, clear communication, and a culture of partnership, not outsourcing.

Residents aren't asking for agencies to do everything. They're asking for shared commitment, and for the tools to build safety together.

6. Contributors – voices from the ground up

6.1 Community researchers

Sixteen community members from LDC were recruited and trained as community researchers as part of our commitment to inclusive and participatory research practices. These individuals brought valuable lived experience and local insight to the project, enhancing both its relevance and impact.

Among them, the following researchers gave their consent to have their names shared publicly in recognition of their contributions:

Antony Jones: Being part of the community-led research initiative was a rewarding experience. I spoke with people from different parts of the district to better understand how they define and experience safety—whether in terms of their surroundings, mental wellbeing, or social connections. The project gave me valuable insight into the challenges and strengths within our communities, while also helping me grow more confident in my ability to communicate and carry out meaningful research.

Claire Crompton: I took part in a unique community led research project engaging with residents across the district. I gathered insights on what a safe environment means physically, mentally, and socially. This experience deepened my understanding of community safety and local development. It also strengthened my communication and research skills

Claire Ferris: I enjoyed the community researcher training, and I reached out to residents in Fazeley, Bonehill and Mile Oak.

Lianne Mollineux: I am a Neighbourhood Coach for a social housing provider, managing an older person scheme in Lichfield District. I have enjoyed conducting this research, taking views from some of my older residents who have lived in the district most their lives. We are all excited to be part of shaping how the future may look following this research! Lianne Molineux

Olivia Chapman: I am a Lichfield District resident currently on maternity leave from work who wanted to get involved with this project. I spoke with people from Longdon, Upper Longdon, Handsacre, Armitage and Burntwood.

Lucy Fletcher: I enjoyed working as a community researcher to hear peoples' views on Lichfield District, and know we are making a difference.

Sarah Hughes: I'm Sarah and I was the community researcher for Elford. I also interviewed a group of villagers from Clifton Campville. It was really good to meet a wide range of people and hear what was important to them in their village and in the general Lichfield District.

6.2 Lichfield District Council project team

The project team at Lichfield District Council included members of the community safety team, who work to deliver a range of activities and events across the district:

- Representation at fortnightly and monthly [Hub meetings](#).
- Responding to reports of anti-social behaviour, offering advice and signposting to relevant agencies.
- Managing low level anti-social behaviour cases involving privately rented or home owner properties, that require intervention or offer mediation.
- Working in partnership with agencies, campaigning or advising on community safety.
- Administration of partnership groups.
- Working in conjunction with Staffordshire County Council on prevalent issues such as PREVENT, modern day slavery, hate crime and child sexual exploitation
- Leading on the delivery of the [community safety delivery plan](#) with partners and updating the Police, Fire & Crime Commissioner on progress
- Administering the small projects fund offering small grants for community safety projects.
- Holding [community and profile raising events](#) to increase community confidence and spread key messages in relation to community safety.

6.3 Impera analytics research team

At Impera Analytics, our work is grounded in a commitment to place insight and citizen-led impact. We turn complex data into meaningful, actionable intelligence that helps the public sector make smarter, more inclusive decisions. Our approach combines advanced analytical methods with deep local knowledge to uncover disparities in social outcomes, service access, and economic participation. What sets us apart is our belief that data should serve communities—not the other way around. That's why we work closely with local authorities, community organisations, and residents to ensure our insights reflect lived realities and help co-create interventions that are targeted, equitable, and measurable. Whether we're supporting funding bids, shaping local strategies, or tracking long-term outcomes, our work is always focused on enabling change that is grounded, participatory, and impactful.