

**WALK
AWAY**

Walk Away campaign

Phase one:
Chesterfield and Derby City



VIOLENCE REDUCTION UNIT
DERBY & DERBYSHIRE



**Derby & Derbyshire
Safer Communities**

June 14th – July 14th 2024
Results and reporting

Author: Beth Womersley

Table of contents

- (1) Introduction
- (2) The campaign
- (3–4) Summary of research
- (5–9) The brief
- (10–11) Phase one roll out
- (12) Digital campaigning
- (13) Digital results

Introduction

As part of the serious violence funding for 2023–24, the Serious Violence Partnership for Derby and Derbyshire ran the Walk Away campaign.

The campaign was created by Leicestershire Police and Magpie Creative Agency in October 2023 and following a successful run, Walk Away went national. The campaign, including a full suite of resources, was adopted by a number of police forces across the UK.

Derby and Derbyshire have seen an increase in the number of 'one-punch' encounters in the night time economy. These incidents can result in serious injuries and even death.

The campaign

Walk Away empowers men to look out for the early behaviours in themselves and their friends, which might lead to altercations. We want to encourage peer groups to support each other in making different choices and encourage individuals to recognise those personal trigger points.

Make the right choice. Walk Away.

- Looking out for those early signs
- Awareness of their peer group dynamics and personalities
- Normalise the conversation around potential triggers
- Building positive social norms, no shame culture
- Encouraging early de-escalatory actions and to walk away

The campaign

Summary of research (continued)

Between half to three-quarters of night-time economy patrons have witnessed violent encounters, with 10–17 percent having a direct involvement in the violence (Miller et al., 2012, 2016a; Porter, 2015).

Some of the key risk factors include younger age, identifying as male, intoxication, deprivation, poor floor plans, poor queue management, permissive venues, and competition for resources.

From a psychological perspective, research shows that night-time economy violence and its diffusion is a collective (group-level) phenomenon.

The campaign

Summary of research (continued)

Research shows that bystander intervention in these types of situations is common and effective, bystander intervention is safer than we imagine, shared social identities and norms shape behaviour, and there is significant scope to build knowledge and empower choices to step in (as a bystander) or to walk away (as someone involved in the altercation).

Based on the literature review and behavioural analysis, Magpie recommended a communications campaign which empowers men to look out for the early behaviours in themselves and their friends, which might lead to altercations

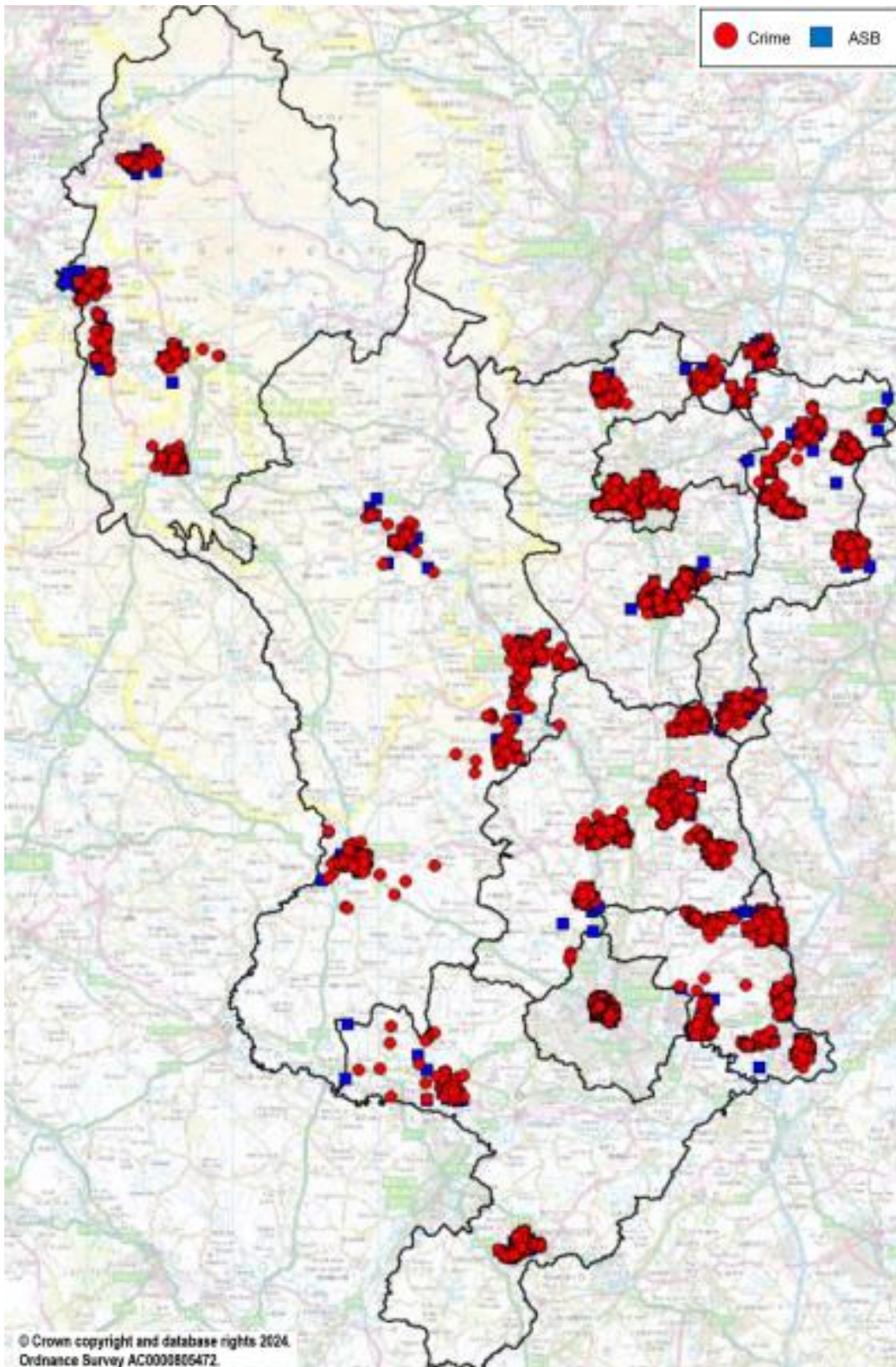
The brief

When deciding which locations to target in Derby and Derbyshire, the VRU took a data-backed approach.

Both Derby City and Chesterfield were identified as hotspots for night time economy violence.

NTE Area	2021	2022	2023	Grand total
Derby City	1,677	2,067	1,936	5,680
Chesterfield	920	1,033	1,239	3,192
Ilkeston	556	597	685	1,838
Ripley	525	574	613	1,712
Matlock	309	315	377	1,001

Derbyshire – NTE Crime (January 2021 – December 2023)



Map 1 - Derbyshire NTE Crime (January 2021 - December 2023) and NTE ASB (January 2021 - December 2023)

Marker	2021	2022	2023	Grand total
Alcohol	2719	3147	3111	8977
VAWG	2740	2838	2949	8527
Domestic Abuse	2130	2039	2240	6409
Drugs	896	917	1099	2912
Vulnerable	651	846	1071	2568

Figure 2 - Derbyshire NTE crime markers

Month	2021	2022	2023	Grand total
January	459	752	811	2022
February	445	665	809	1919
March	508	787	807	2102
April	610	840	909	2359
May	711	842	921	2474
June	876	828	883	2587
July	902	876	862	2640
August	914	833	824	2571
September	867	746	812	2425
October	824	800	783	2407
November	817	778	686	2281
December	859	815	851	2525

Figure 3 - Derbyshire NTE crime by month 2021-2023

Commentary

As demonstrated by the data set above, alcohol plays a significant role in NTE violence, accounting for 8,977 incidents across from 2021 – 2023.

The spike that we see in the summertime and is further exacerbated by major sports tournaments. In this phase, we focused the campaign around the The UEFA European Football Championship, colloquially known as the Euros.

The tournament, held always in the summer months, increases foot traffic in and around night time economy venues, thus leading to a spike in violent incidents fuelled by alcohol.

Phase one rollout

Physical resources into venues

The campaign encourages the use of its physical materials in all venues associated with the night time economy and the target audience of the messaging.

This includes:

- Pubs
- Bars
- Clubs
- Taxi offices
- Takeaways

Digital resources

The campaign provides a wide variety of digital resources including social media content for all platforms, a press release and digital ad templates.

All of these are available publicly online, but are also intended to be shared amongst partners/the night time economy venue's listed above.

Phase one rollout

As the campaign's message heavily centres around night time economy venues, the VRU wanted the say of pub landlords and bar owners. These individuals work in this community everyday, so we felt their opinion was valuable to a successful rollout of the campaign.

As well as attending several *Pubwatch* meetings, we also had frequent communication with the network on *SchemeLink*, the *Pubwatch* digital platform. This allowed us to share any key updates regarding the campaign, as well as giving them a space to feedback to us as the campaign's organisers.

Our choices in which materials we had made were heavily influenced by the feedback we got from these meetings.

Digital campaigning

Our target audience of males aged 18–30 allowed us to leverage social media advertising.

In the night time economy, everyone carries their phone and uses social media. By using targeted social media ads, we have access to the target audience before, during and after their night out.

The platforms we chose were Instagram (Meta) and TikTok the two platforms that are most used by our target audience.

Using the visuals provided in the campaign toolbox, we ran ads across the campaign run, increasing the frequency around England fixtures specifically.

Results of social media ads

JUNE 14TH – JULY 14TH 2024		
Metric	Instagram	TikTok
Impressions	463,748	391,253
CPM	£3.76	£2.69
Total cost	£1741.65	£1,053.66

Glossary

Impressions: the total number of times social media browsers have been showed your content (views)

CPM: CPM stands for cost per mille, or cost per thousand impressions. CPM refers to the average cost of one thousand ad impressions or the average amount you pay every thousand times internet browsers load your ad.