

PROVINCIAL GOVERNMENT WESTERN CAPE
DEPARTMENT OF COMMUNITY SAFETY



**TOWARDS A SAFER FESTIVE
SEASON PROGRAMME
2004/05**

Descriptive Report

27 November 2004 - 15 January 2005



What is the SFS and how does it fit into government policy?

The Safer Festive Season Campaign provides ordinary women and men with an opportunity to participate in making our country safer. In their thousands they offered their time, energy and in some instances, their own resources, to assist state agencies and other role-players to keep the peace on beaches, farms, roads, trains and other key areas where most people converged over the 2004/5 festive season.

The Constitution

State agencies, in keeping with the constitutional imperative of co-operative governance, are increasingly institutionalising the notion of integrated governance where the three spheres of government and formerly fragmented departments, are working together with communities, in a holistic, multi-agency approach to safety in our country.

To achieve the above, active leadership at the highest levels, is required to reorient a bureaucracy away from the tradition of working in silos, towards cooperation across spheres, integration across departments, and partnership with the communities it serves. In the Western Cape, such able leadership is being provided by the Premier's office through a clear vision as articulated in the comprehensive iKapa Elihlumayo '*Home for All*' strategy. In the words of the Premier of the Western Cape, Ebrahim Rasool "*Community mobilization is the key to successful crime prevention*".

Community Participation

The Minister for Community Safety, Mr Leonard Ramatlakane has the following to say about the 2003/4 SFS, which is based on community participation and multi-agency cooperation, that "*...it closed the space for criminals. It also resulted in our people starting to realize that they too, were playing an influential role in determining the course and route that government must take in the fight against crime.*" (Bambanani Best Practice: An Improved Service Delivery Methodology, 1:2004)

The Minister for Community Safety and his team provide leadership by adding to the vision of the DOCS, a *Safer* home for all. This sets the tone for operational alignment with the intention of 'growing' the Cape into a true *Safer Home for All*.

The *Bambanani* campaign forms the core of DOCS's contribution to create a *Safer Home for All* in the Western Cape. What is now set to become an annual event, the SFS campaign, is grabbing the attention of ordinary citizens, to the extent that incidents around the pros and cons of the confiscation of liquor is being vigorously discussed and debated in social spaces like the hairdresser! The questions 'who are these people in the yellow t-shirts?' and 'Why were there so many cops around?' are on the lips of many people. This is an unprecedented opportunity to make citizens aware of how they can participate in our democracy.

It is clear that the multi-pronged SFS campaign is capturing the imagination of ordinary people. The challenge is to sustain this level of engagement, particularly to drive home the fact that safety is everybody's business.

This report describes the SFS 2004/2005 programme. It includes aspects such as the background of the *Bambanani Unite Against Crime* campaign, which gave rise to the SFS programme. By highlighting certain activities in text boxes throughout the report, it explores the operational application of concepts such as social capital, partnership, integrated and cooperative governance and so forth, as reflected in the activities of different projects, lifting these concepts out of the categories of policy and theoretical 'buzz words' and theory, into actual day to day implementation. The nine projects that form the core of the SFS programme will be described individually as well as the communication strategy.

What led to the 2004/5 SFS Campaign?

'The masses are equal to the task that confronts them'.

Frantz Fanon

The Safer Festive Season Programme is a sub-programme of a massive community mobilisation programme called the *Bambanani Unite Against Crime* campaign. This campaign was launched during March 2003 in Khayelitsha with the endorsement of approximately 25 000 community members. The Bambanani campaign complements and enhances relations between police and communities in that it encourages communities to embrace their role in crime prevention. These initiatives give effect to President Mbeki's opening address of Parliament in February 2003: *"Our ability to combat crime effectively lies within the ambit of mobilising communities to be the driving force with the police to create a greater awareness about crime in our communities"*.

The *"Towards a Safer Festive Season"* Programme 2003/2004 was initiated by Minister of Community Safety, Leonard Ramatlakane, and SAPS Police Provincial Commissioner Mzwandile Petros, to increase police visibility and accessibility at places where most people converge at both domestic and tourist localities, since people are generally more vulnerable to acts of crime that require a high visibility of crime prevention strategies.

The National Crime Prevention Strategy (NCPS)

Both the Bambanani and SFS programmes are embedded in the National Crime Prevention Strategy (NCPS: 1996), which promotes an integrated, holistic and multi-agency approach to crime prevention. . The primary focus of all the projects within the SFS programme is to increase police/safety visibility and accessibility particularly at places where large numbers of people converge.

One of the cornerstones in the DOCS' attempt to increase police/safety visibility is through building on and strengthening existing partnerships, with Neighbourhood Watches, Community Policing Forums and community volunteers that were developed over the last few years.

background

The DOCS has seen value in ensuring that individuals are brought into the centre of finding solutions to deal with some of the challenges that confront communities. Therefore the 2004/5 Safer Festive Season campaign focused strongly on reinforcement of these partnerships through continuation of support and funding of these role-players. This course of action ensures that the DOCS is able to respond to the Premier's call in his State of the Province Address: "*A Home for All implies many things...shelter, security, safety, comfort, warmth, justice, belonging, community and peace...*" and "*the citizens of the Western Cape shall be free of the fear of crime...*".

Thus, the SFS programme takes into account the need to create an environment in which communities can be rebuilt and reshaped and the quality of life improved, particularly in the wake of a destructive past. Programmes such as the SFS reflect a sincere interaction between government and civil society, which goes beyond lip service. The programme is based on the belief that "*...building or rebuilding community and trust requires face-to-face encounters* (Beem, 1999:2).

iKapa Elihlumayo

The DOCS SFS programme and other programmes of government occur within a setting that has been injected with a clear vision, namely, iKapa Elihlumayo. This is the Province's strategy to "ensure that everyone living in the Western Cape has a job, feels safe, secure, respected and feels at home – A Home for All". iKapa Elihlumayo calls for the building of social capital which "*... is about restoring values in society, improving morals, building a healthier community, social integration, building respect and creating communities that care about each other, root out or reduce things like crime, alcohol abuse and drug dependency, AIDS, TB and gang activity...*" (iKapa Elihlumayo Strategy Document).

The strategy also calls on the DOCS, together with other Departments to drive and support iKapa Elihlumayo. In light of this challenge, the DOCS, through the SFS programme, has implemented activities and events which are holistic and in line with this strategy. The SFS 2004/5 projects are summarised next.

What were the events and activities that constituted the SFS campaign?

1. The Momentum Building Phase

The main objective of the Momentum Building Phase was to provide impetus towards the official launch of the Safer Festive Season (SFS) Programme on the 27th November 2004 to get everybody geared up and ready for the SFS programme.

A wide range of activities, covering the entire Western Cape Province, started on the 3rd November 2004 and reached a peak on the 27th November 2004 with the official launch of the SFS.

Active Leadership

Most of the activities like the “SAPS Certificate Ceremony” and the “Pass Out Parade” of 1 700 police recruits received widespread media attention and were attended by approximately 6 000 people. Premier Ebrahim Rasool told the audience that the training and deployment of the new police recruits (which increases the police contingent to over 18 000) was a sign that he and the government would stand firm against recent threats made by criminals. ‘Now is the time to intensify the war against gangs and drugs...’ he said, to thunderous applause.

Minister Ramatlakane addressed the traffic officials and the public in Rietfontein at 11:00 and later at Leeu Gamka on the 20th November. He also delivered the keynote address at Beaufort West and mentioned the aim of the N1 Prayer Service and the Kanniedood Road Safety Awareness marathon, as well as the forthcoming SFS programme to the public. The ‘Kanniedood Road Safety Awareness’ marathon happens concurrently with the ‘N1 Prayer Services’. The aim was to make the public aware of traffic safety on the N1 between Beaufort West and Laingsburg especially during the SFS. Last year the marathon was from Beaufort West to Laingsburg and this year from Laingsburg to Beaufort West and involved around 50 athletes.

The success of various momentum building activities, including the ‘media effect’ generated by these events, ensured that all stakeholders were ready for ‘take off’ on the day of the official launch.

2. Official Launch

The aim of the official launch of the SFS programme of action was to mobilize all the crime prevention stakeholders at one central point. It was also an effort to create awareness and reduce crime, particularly over a period when opportunities for engaging in criminal activities increase.

Ordinary Citizens Participating

The NHW Operational Briefing Conference on 26 November 2004 at the Belhar Multi-Purpose Community Centre preceded the official launch. The objective of the NHW Operational Briefing conference was to plan, brief and inform all the NHW members about the deployments, what to do, and where and when to do so during the SFS. Approximately 900 NHW members from all over the Western Cape attended the conference.

The official launch of the SFS programme took place at the Vygieskraal Stadium on the 27th November 2004. The events started with a media conference. The objective of the media conference was the launch of the Bambanani Best Practices Booklet to the media. Minister Ramatlakane officially opened the SFS campaign, immediately after the media conference.

Commissioner Petros delivered a message in which he mentioned the decrease in crime and thanked the SAPS for their work, especially during the SFS. Between 100 and 150 people attended the media conference, which was widely covered by print and electronic media. Others involved in the launch of the SFS were SAPS (Provincial Commissioner Schooling), City Police (Mr. Mark Sangster), and UniCity of Cape Town's Executive Member of Safety and Security (Mr. David Early).

In sum, during the period of the Momentum Building Phase and the Official Launch, citizens were being made aware that safety was high on the agenda of the State and its partners. Through a network approach with a variety of stakeholders within all spheres of state and civil society, safety was offered to the public. To those who were intent on breaking the law, tough measures were in place. No one could be left in doubt that provincial government was serious about its intention to make the province 'governable' by all means necessary.

3. Community Based Activities

High levels of crime, especially serious violent crimes identified by crime pattern analysis, was the criteria by which communities were identified for inclusion in this project.

Community Mobilisation

The most impoverished communities deeply affected by unemployment and low socio-economic conditions were reached.

The Department of Community Safety (DOCS) developed and sponsored community activities such as arts and crafts, music, programmes for the elderly, drug awareness, learning skills, programmes for street children to feeding schemes, sports, music and skills development in order to occupy the communities during the festive season and to enable them to actively utilize their energies towards crime prevention. About 245 community based activities were held, attended by approximately 58 053 people in the East and West Metropoles, Boland and South Cape. Officials of the DOCS, Community Police Forums (CPFs), SAPS officials, NHW members, community-based organisations and individual community developers coordinated the various activities. At least one major community based event in each designated community culminated in a major provincial event, which the Bambanani mobilization team coordinated.

Feedback from Communities

The general feeling of the communities during and after the activities was positive and some projects made a huge impact on them. The community of Calitzdorp for example, was so impressed with the Sports day activities on the 18th December 2004 that they requested the organizers to make it an ongoing project throughout the year. Another event that drew a huge crowd of almost 800 people was the traditional day against crime in combination with a cultural event at Thembaletu on 8th January 2005.

SAPS planned a total number of 371 community based activities and operations for the period 10 December 2004 until the 21st January 2005 in the targeted areas. The operational focus was on theft, burglaries, assault GBH, violent crimes, to sensitise children to a clean environment, presentations and entertainment, vehicle patrols, crime prevention, and roadblocks.

4. Safety on Farms

The Farm safety project is a new project in the Safer Festive Season (SFS) programme. During the public hearings (Imbizos) conducted in rural areas, concerns were raised about safety on farms and the need for intervention in this regard. The project started on 26th November 2004 and ends on 8th February 2005.

The Safety on Farms project was implemented in the Matsikama, West Coast, Central Karoo, Boland and Southern Cape districts. The Overberg was later cancelled due to the unavailability of trained Farm Watches. About 194 farm watch members were deployed in five districts covering twenty-four farms for about six hours a day.

Crossing the Rural/Urban Divide

- On the West Coast Farm Watch members identified a very high problem of alcohol abuse in Morester Farm and they intervened by reporting this to Moresburg SAPS.
- On Drommevlei farm a drug smuggler was identified by Farm Watch members and was also reported to the Veldrift SAPS and police have made a commitment to monitor the smuggler.
- On the 1st of January 2005, a case of a car break-in and theft was reported to Farm Watch members who immediately conducted a search of the culprit and found him within 30 minute. With the assistance of the police the culprit finally admitted the offense, produced the stolen goods and was arrested and charged for theft.
- On the 24 December 2004 a group of street kids set fire to a beehive at Monte Marcus Farm at Welgeluk in Oudtshoorn. This matter was reported to a Farm Watch member. The farm Watch members worked together with the police and rounded up the kids who were then arrested. After this event the popularity of the Farm Watch members was taken to higher levels.
- A woman from a farm in Morester near Piketberg reported a case of assault and sexual harassment by her partner to Farm watch members who intervened and called in SAPS. The partner was arrested and later released on warning after the parties concerned reached a peaceful resolution.
- According to SAPS, reports were received that Farm Watches successfully intervened to prevent incidents of domestic violence. Farm Watches reported illegal shebeens operating on farms to local police. Some police stations reported that reported crime has decreased in areas where the farm watch members were deployed. (SAPS Report on Farm Safety 2004/2005).
- On the West Coast, Farm Watch members worked very closely with police in the arrest of two farmers who allegedly murdered one of their farm workers. An eyewitness reported the matter to Farm Watch members. This matter is still under police investigation.

5. Safety on Trains

The objective of the “Safety on trains” project is to ensure safety of commuters on platforms and in trains during the festive season. The project started on the 26 October 2004 and is a joint project between the Department of Community Safety and Public Works through the Extended Public Works Programme. The Safety on Trains project was designed against the background of the dramatic increase in violence on trains since 1992.

The Train Safety Project in partnership with Metro rail focused primarily on crimes committed at stations, for example, robbery, theft of property, assault, drinking in public and dangerous weapons like firearms.

A total of 38 stations were identified where railway line lead to main routes including:

- *Railway lines from Cape Town to line-ending stations*
- *Railway lines to major factory/Industrial/Residential and shopping areas*

The Partnership Approach

A total number of 692 Neighbourhood watch members or Safer Trains Officers were deployed throughout the prioritised areas. The Neighbourhood watches were operational and visible on platform stations at all times, and in cases where problems were experienced on trains. They also assisted in special operations planned between the SAPS, Metro rail and the DOCS. According to the train safety coordinators the level of robbery, theft of property/belonging of commuters, assault, drinking in public and carrying of dangerous weapons have gone down since the introduction of NHW on trains.

The SAPS also planned and executed a total number of 77 “Safety on trains” activities and operations for the period 10 December 2004 until the 13th January 2005 in the targeted areas. The SAPS’ operational focus for the Safety on Trains Project includes observation on the station deck and foot patrols in and around stations.

It is believed that the Safer Trains Project has succeeded in reducing, crime in and around the station areas where the members were deployed. Unemployed Neighbourhood Watches were deployed. Where crime displacement took place Neighbourhood Watch members were redeployed to stations that started to experience problems.

Bringing Government to The People

One Safety on Train project took place at the waterfront in Knysna on the 17th December 2004. The SAPS patrolled the station area where tourists depart and embark from the train. Tourists and community members were pleased to see the visibility of the SAPS to secure the train and station for tourists.

Another significant Safety on Trains project occurred on the 31st December 2004 during the DOCS' anti-crime blitz operation on Metro rails. The Minister of Community Safety, Leonard Ramatlakane led the operation and was accompanied by Provincial Commissioner Mzwandile Petros, senior police officials and newly appointed Head of the Railway Police Unit, Director Goss. Bambanani Neighbourhood Watch train volunteers and Metro rail police were also part of the operation that started about 03h45 at Khayelitsha station.

Minister Ramatlakane said: *“This operation is in line with our Safer Festive Season Programme to make our people feel safe wherever they are. Our law enforcement agencies will be on full alert on the trains and they will be highly visible to ensure that commuters arrive at their homes safely with their belongings intact”* (Cape Argus, 3 Jan 2005).

The Minister spoke to people on the train in a random manner. The train moved from Khayelitsha following the long way to other stations like Nolongile, Nonkqubela, Mandalay, Philippi, Nyanga, Heideveld, Netreg, Bonteheuwel, Langa, Mutual, Ysterplaat, Paarden Island, Esplanade to Cape Town. Community members were pleased to see the Minister talking to passengers. They expressed their appreciation with the SAPS' visibility to secure passengers on trains.

Metro trains will as from the 14th January 2005 receive a security boost when more than 400 student constables are deployed to protect commuters. The 424 students, according to Provincial Police Commissioner Mzwandile Petros, are to patrol commuter trains, railway stations and areas around the stations: *“An increase in police presence can only increase safety on the trains and this has been proved by the many arrest made by the railway police during the festive season* (Cape Times, 7 January 2005).

6. Arrive Alive Project

The Arrive Alive Project has two main aims, one of which is to decrease fatalities on the roads with an emphasis on road safety. This aspect of the project focuses on major traffic offences such as speeding, drinking and driving and safety belt offences. In addition, the project addresses pedestrian safety, since it constitutes 38% of the fatalities on the road.

The second aspect called “Juggernaut”, focuses primarily on public and goods transport specifically overloading, vehicle and driver fitness. Juggernaut targets unlicensed and unroadworthy freight vehicles, light motor vehicles, buses and minibus taxis, as well as unlicensed drivers. A number of dedicated roadblocks were executed where driver and vehicle fitness were inspected. Weighing stations and vehicle testing stations were used for this purpose.

Safety is Everybody’s Business

This project started on 6th December 2004 with the launch of the N2 Traffic Operation Centre and the Arrive Alive SFS Programme. Minister Ramatlakane delivered the keynote address during the launch and mentioned the tragic accidents the previous weekend in the Western Cape when 40 people lost their lives on the roads. The Minister unveiled a plaque, which symbolizes the launch of the Traffic Operational Centre with the words: “Service Delivery is our priority” and “Bambanani Against Crime”.

The passing out parade of Traffic Officers took place on 8th December 2004 at Brackenfell High School. Minister Ramatlakane delivered the keynote address and mentioned the challenge that lies ahead for the students during the SFS.

At present 128 traffic volunteers are working closely with the Traffic Department in an attempt to reduce the number of accidents on the road. They were recruited from Beaufort West (21), Touws River/Worcester (22), Laingsburg/Rietfontein (13), Grabouw (12) and Metro (60). Volunteers issued traffic safety pamphlets to motorists, assisted with roadworthy checks and the co-ordination of vehicles parked off for drivers to rest.

Mobile courts were established in Beaufort West and George where the magistrates, prosecutors and other staff members were on standby on a 24-hour basis to immediately deal with any serious offences.

7. Safety on Beaches

The NHW, CPF and Community volunteers deployed on the beaches supported the law enforcement agencies with foot patrols and in the process promoted visibility.

Creating Networks

The Safety on Beaches (SOB) project is aimed at promoting the integration of law enforcement agencies (South African, Police Service [SAPS], City Police, Law enforcement, Community Police Forums [CPFs] and Neighbourhood watches [NHW] at the 27 identified beaches.

NHW members who were trained by the DOCS in the past have applied their skills and made a contribution to the province. The project assisted the community in terms of reducing crime but also provided the volunteers with stipends recognizing their role. In Hermanus, George and Mossel Bay this project partnered with the local municipality in the fight against alcohol on the beach.

The project had nine live radio broadcasts. Seven were in partnership with Bush radio and two with P4 radio. In most of these broadcasts the Minister for Community Safety, Mr Leonard Ramatlakane had live interviews. The theme of his interviews was around social cohesion stressing the Bambanani approach, which provides a platform for the integrated law enforcement agencies initiative. He consistently stressed the role of the community in fighting crime. These live broadcasts were tailored to encourage people to come to the beach since the level of safety was improving.

8. Youth on Beach Project

The Youth on Beach Project targeted youth in the province with the aim of encouraging them to take responsibility for crime free living. It attempted to promote active participation in sport and recreational activities. Educational programmes included crime and drug awareness and the effects of crime on different sectors of the community. The project advocated participation in sport as an alternative to crime for youth.

Active Partnership

The main objective of the Safer Festive Season 2004/2005 was to create an integrated and synergistic crime prevention initiative, which drew its strength from various role players. The Youth on Beach project in support of that objective entered into an agreement and formed partnerships with Chrysalis Academy, Youth Peace Academy, City of Cape Town, Department of Cultural Affairs, Sport and Recreation, Fairest Cape, Coke, Bush Radio and P4 Radio. This partnership ensured that there were activities on the beach that spoke directly to the promotion of active participation in sport and created awareness on the effects of drugs and crime. Trained facilitators from selected service providers, namely Future factory, Outriggers and Youth Peace Academy assisted by volunteers facilitated these activities for the youth.

Activities included, rock climbing, bungee jumping, water sport, face painting, treasure hunt, talent shows etc. Bush and P4 radio had live broadcasts at almost all these events. It could therefore be deduced that the number of youth reached was more than the estimated 6246. The broadcasts spoke directly to crime awareness and creating an alternative to crime. These radio stations had competitions and gave away SFS T-shirts and caps as prizes to participants.

The project has strengthened the relationship and networks that the Department of Community Safety had with the community and created a synergistic relationship between the Department of Community Safety and the Department of Cultural Affairs, Sport and Recreation.

9. Safety of Women and Children: Awareness Raising Campaigns

The goal of this project is to contribute to the reduction of violence against Children and Women particularly during the festive season, by organising awareness raising events with communities. The programme's emphasis is on community participation through partnership with communities, NGO's and government departments at local and provincial level. These included SAPS, Department of Social Services, Justice Department, Molo Songololo, Concerned Parents of Missing Children, NICRO and Rape Crisis.

A Safer Home for the most vulnerable Groups

The project set out to -

- raise awareness about different forms of violence against Children and Women;
- share information and tips on how to take extra precautions to prevent these violent crimes from happening;
- organise seminars prayer meetings in partnership with other role players in recognition of our women;
- inform communities about available resources such as our departmental Trauma rooms in the communities, Support groups of Parents of children and women who were killed in Crossfire, support groups of Missing Children and Joint operation Center which are located in the police stations;
- develop partnerships with other government departments and civil society organizations in the fight against violence on women and children

Eight major activities were mainly run in the form of awareness campaigns aimed to educate communities on the effects of violence against women and children. The project held road shows, radio interviews, seminars and distributed pamphlets.

Alternative Masculinity on Parade

The Good Men's March that supported the activities of the 16 Days of Activism managed to reach a large number of people through the media effect. The strong message that an alternative masculinity to a violent one exists, was conveyed to a number of participants. The march achieved fruitful results in terms of networking and integration at national and provincial levels. A participant at the event referred to the positive message sent by the march and stated that perpetrators will see how many people are against their actions and will thus reconsider their deeds.

10. Special Neighbourhood Watch Deployment Project

Special Neighbourhood Watch Deployment Project (SNHW) dealt with the deployment of NHW members in areas where people converged in large numbers. These include major shopping centres, routes from and to industrial area, places of large social gathering and tourist destinations.

Special NHW members from the Cape Metro covered the major events that took place in Cape Town. The highest number of special neighbourhood deployment during the festive season has been during the New Years Eve celebrations where 120 members, were deployed in Cape Town. During all these events NHW supported the other law enforcement agencies such as (SAPS, City Police, Law enforcement and private security companies like Securicor). No incidents were reported.

Limiting opportunities for criminal activity

In the rural areas special NHW rendered their service from the 11th of December 2004 to the 8th of January 2005. In the Metro, events continued until the 29th of December 2005. Besides the deployment in the rural areas and in the Metro, additional Special NHW members were deployed on the main tourist destinations in Cape Town. These included Table Mountain, Signal Hill, St. George Mall, Adderley Street, Grand Parade, Coen Steytler Boulevard, CTICC and on the way to the V&A Waterfront. The total deployment in these tourists' destinations amounted to 53 special NHW members. They promoted visibility in these areas and safeguarded tourists and their possession. Again no incidents were reported in these areas after the deployment. The deployment of law enforcement agencies played a proactive role in preventing opportunities for criminal acts to occur.

Through this project the Department of Community Safety has strengthened existing relationships with the community.

11. Monitoring of Shebeens

This project focuses on the control of shebeens in the identified priority areas of SAPS. This project is identified as one of SAPS and Department of Community Safety's strategic focus areas to reduce the occurrence of violent crimes. The project is designed to improve police visibility and control over shebeens. The role of the Department of Community Safety is to mobilize the Neighbourhood Watch volunteers to monitor the implementation of the regulation of opening and closing hours as well to provide security in and around shebeens. The purpose of shebeen control project is to reduce the incidents of crime, in particular the serious violent crimes through the deployment of neighbourhood watch volunteers together with the SAPS.

The deployment of NHW increased the level of policing visibility in all the identified shebeen areas. NHW worked abnormal hours such as 18:00 – 02:00 or even 19:00 – 03:00 or in some instances up to a 12-hour shift. People showed absolute commitment by working on Christmas day, on the 31st of December 2004 and on New Years Day. These shifts were designed according to each station's crime pattern analysis. Many dangerous weapons were confiscated. As the result of this visibility, most shebeens adhered to the code of conduct with opening and closing times and on 1 January 2005 most shebeens in Kayamandi and Khayelitsha were closed.

A significant achievement of this project is the kind of partnership it created with NGOs, CBOs, private institutions and other government departments (SANCA, SAPS, WECALTA, Miller SA Breweries, Industry Association for Responsible Alcohol Use (ARA), Department of Health (Sensible Drinking Project) and Bush Radio).

12. Communication Strategy

The aim of the communication strategy was to reach as many persons as possible through an intensive 6-week campaign. The hypothesis on which this particular communication strategy is premised, is that a sense of safety is created both in the mind and the paradigm. It is believed that through this course of action, coupled with the implementation of social crime prevention projects and community mobilization, crime will in fact statistically project a decline.

To achieve the above communication messages were strategically planned around the respective SFS projects. In order to be successful in communicating to the target audiences i.e. affected communities, it was deemed important to carefully select the fastest mediums which makes the quickest impact over a short space of time. Use was made of both radio ads, build up ads, telephonic and live interviews with the Minister of Community Safety, community interviews and awareness/educational interviews both live and recorded amongst other methods.

It is suggested that the SFS message was carried to a total of approximately **41 429 249 people**, based on the abovementioned methodology and reinforced by factor ten. It is thus deduced that the message was effectively carried to **4 142 924 persons**.

13. Achievements

What did this campaign achieve during the 2004/2005 festive season?

- Synergy and integration between Government and communities. Huge progress has been made to develop one safety plan for many role players during the festive season.
- Communities experience the interaction with Government as part of their day-to-day activities. This acknowledgement of local communities crucial role in problem solving is setting the scene for an enabling environment in which a safer home for all is created.
- A positive impact on the safety and security of those persons affected by crime. The Serious Violent Crimes in the Safer Festive Season Campaign areas reflected a decrease of approximately 8% in total for the Province (all SFS police stations in total). Although there is no scientific proof that the SFS is directly responsible for the decrease of serious violent crimes it is fact that in the most of the station areas where these projects were executed reflected a decrease of violent crimes. See attached Statistical Analysis marked A).

In conclusion, this report is based on formative (in process) project evaluation reports prepared by DOCS Research and Information Services Directorate on the nine SFS projects. These evaluations were formative and were done by desk research and some direct observations and monitoring of different events by these report writers.

This report has found general alignment with the following –

- The Constitution of South Africa and its emphasis on co-operative governance;
- A call by the President during the Opening of Parliament in 2003, to mobilize communities to create a greater awareness about crime;
- The National Crime Prevention Strategy, which promotes an integrated, holistic and multi-agency approach to crime prevention;
- A call by the Premier of the Western Cape, to provide a *Home for All* which includes freedom from the fear of crime as provided for in the *iKapa Ellihlumayo* Strategy;

- Active Leadership by the Minister for Community Safety to provide a *Safer Home for All*;
- Programmes and Projects designed by DOCS and its partners to operationalise these requirements through;
 - Partnership with SAPS, various Provincial and Local Government Departments
 - Enabling Community Participation on a massive scale by partnering with civil society stakeholders.

On the face of it, all projects used a developmental approach and were infused with the will to ensure social capital formation. All projects used a network approach to give effect to the call of community mobilization. An unprecedented number of communities were reached through this network methodology and the targeted communication strategy. All that remains is for a summative (end of programme) evaluation to be done so that learnings can be extracted to strengthen and consolidate future campaigns.

The challenge is to keep this political will and activist orientation ‘top of mind’ with the citizenry and with state officials, so that not only perceptions about the threat of crime can be altered at a psychological level, thereby creating feelings of safety, but that people can indeed be physically Safer in this *Home for All*.

Conclusion