

Table 1: Millward Brown recommendations and BCC response

Item	Millward Brown Recommendation	BCC Action	Additional comments or Further improvements
2.2	PSNI and BCC should work with youths to educate and inform of the impacts and consequences associated with antisocial behaviour.	The Park Warden Pilot will support staff to educate the public and enforce the byelaws.	Links can be made with schools and youth clubs in the area in partnership with the PSNI
2.3	PSNI and BCC should target off-licences and taxi drivers to try and prevent the alcohol from getting into the hands of underage drinkers.	Through existing interdepartmental working arrangements, the Community Safety Partnership approaches Off licensees to highlight the impact of underage drinking.	Request that this work is extended to Taxi companies in the area.
2.4	More BCC and PSNI presence at peak times such as late night weekends and school holidays.	The Park Warden Pilot will develop stronger links with PSNI in order to develop our partnership approach to patrolling the park at peak times.	This work will be limited to available resources.
2.6	BCC and PSNI need processes and procedures informing residents about how they should report incidences of antisocial behaviour and what follow up they can expect.	The promotion of the Parks Warden Pilot will inform residents across Belfast about the process of reporting ASB and the BCC response.	
2.7	Promote a specialist ASB hotline or website to ensure all reported incidents are logged, tracked and followed up.	The Parks and Leisure Customer relationship system specifically for recording reports of ASB will go online in April 2012.	
2.8	BCC and PSNI need to ensure that all residents are informed about the importance of reporting all incidences of anti-social behaviour.	The Promotion of the Parks Warden Pilot will emphasise the importance of reporting ASB to the PSNI and BCC.	

2.10	Provide a forum for residents to voice their suggestions on how to tackle antisocial behaviour.	The Cavehill Conservation group are recognised as a “Friends” group. Residents could potentially connect with this existing group.	Although the Cavehill Conservation group were involved in the Millward Brown survey, further consultation would be required before publicising this response.
2.11	Inform residents and park users about the processes and procedures in place to deal with under-age drinking or those caught committing antisocial acts.	Information about this element could be disseminated through the Cavehill Conservation group.	Further support could be given to the Cavehill Conservation group to facilitate this recommendation.
2.13	Educate and inform residents and park users about any future initiatives and all the measures that have already been taken.	Quarterly updates on evening, weekend and public holiday PSNI and BCC operations could be fed into the Cavehill Conservation group for dissemination to residents.	Further support could be given to the Cavehill Conservation group to facilitate this recommendation.
2.14	Inform residents and park users about the success of initiatives. Provide statistics on how much alcohol has been confiscated or inform them about educating the youths through schools or youth schemes.	Again the PSNI and BCC could work with the Cavehill Conservation group to communicate the outcome of PSNI and BCC joint operations in Cavehill Country Park	
2.16	Reallocate resources to ensure coverage at some of the key times over the problem times, for example could the Park Rangers be on call over weekend and holiday periods when antisocial behaviour peaks	The Park Warden Pilot will develop the Parks and Leisure departments ability to resource patrols and enforcement operations however these interventions will be limited by available resources.	In parallel to the development of the Customer relationship system, an out of hours ASB hotline will support residents to report ASB whenever it occurs. If BCC can evidence that a serious issue is taking place at late hours then we will seek approval to respond with the support of the PSNI.
2.17	Locking the gates would create more trouble for residents. Demonstrate the usefulness and effectiveness of the improved CCTV system which is now in place.	BCC could work with the Cavehill Conservation group to invite residents to a demonstration of the CCTV camera.	

2.18	Engage with residents, park users, the police, local politicians, community leaders and relevant stakeholders such as the Cavehill Conservation Group to work together via meetings, forums and the sharing of knowledge and resources to try and sort out the problems caused by antisocial behaviour.	An annual forum could be developed in conjunction with all the stakeholders, residents and Park users to share information about the various interventions or operations and to measure the success of the partnership between the residents, Park users, PSNI, BCC and stakeholders in regard to making the park safer .	
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