Using Nottingham Insight to…

reduce Domestic Violence

Family Community Teams - a case study

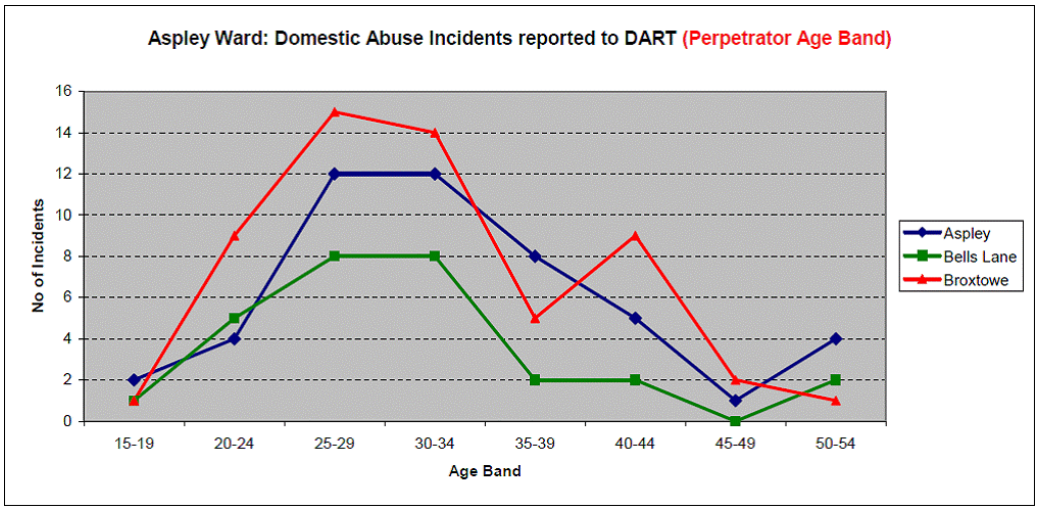
Background

The aim of the project was to reduce the number of repeat domestic violence incidents from the most prolific perpetrators in Aspley. As the project evolved, one aspect of the project was to develop campaigns targeted through a variety of media and through a range of community settings for each segment of the community.



What we did

Using the Customer Insight section on Nottingham Insight, we identified the main Mosaic groups living in the Aspley area and their characteristics and behaviours. Customer Insight provided information on the most effective ways to communicate with these groups in this community, with face to face communication being one of the preferred channels.



GIS team

For further information please contact the GIS Team at Nottingham City Council
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Working with the domestic abuse referral team, data was also collected on the characteristics of the perpetrators and their location. The Broxtowe Estate was identified as the area with the highest concentration, as the graph below suggests. For this reason, the project was focusedon the Broxtowe Estate.

Insightmapping was used to identify the location of local shops, businesses and schools which were in close proximity to the perpetrators. These locations will now be used to target the wider community.

A number of different agencies worked on this project including: Equation, Nottinghamshire Police, Nottingham Trent University and local businesses.

What the impact was

There was a **40% increase** in our local family support teams of cases with domestic violence as a presenting need. This means an extra 38 families affected by domestic violence are now being supported.

There has been an **11% reduction in calls** to the police for the Aspley area compared to 1.7% citywide.

Medium risk repeats have **reduced by 32%** (16 less medium risk repeat victims) compared to a 14% change citywide. (Risk repeats are categorised as standard, medium and high)