

## BUSINESS CASE NAME

**Program:** Neighbourhood WATCH London  
**Service Grouping:**  
**Service:**

### 1.0 SERVICE CHANGE

<b>Title</b>	Increased funding for Business and Seniors WATCH activities
<b>Implementation Year</b>	2012
<b>Objective</b>	To responsibly grow the Business and Senior WATCH aspects of Neighbourhood WATCH London (NWL) in order to further contribute to the health and safety of London neighbourhoods – in turn aiding in our residential program which has increased substantially over the past 2.5 yrs.
<b>Description</b>	<p>Who - NWL wants to build on the success of its residential WATCHes to increase the number of Business WATCHes and Seniors WATCHes</p> <p>What - the additional funding would be used to hire staff to market Business and Senior WATCHes, to set up the WATCHes and to maintain them</p> <p>Where - the proposed activity is within the City of London</p> <p>How - NWL will use the best practices it has garnered through its residential WATCH program and apply these principles to setting up Business and Senior WATCH programs, and will evaluate the results of these programs, including the return on investment (ROI) to the City of London related to investment in these programs</p>

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BUDGET IMPLICATIONS (\$000s)	YEAR	TOTAL BUDGET REQUEST (TAX SUPPORTED)
<b>Operating Budget:</b>		
One Time Only		
Ongoing Annual	35,000	
<b>Capital Budget:</b>		
One Time Only		
Future Years		

**Please attach a copy of your detailed budget submission supporting your funding request above.**

Provide any additional information supporting your request below:

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### 2.0 HOW DOES THIS SERVICE CHANGE AFFECT CITY OF LONDON'S STRATEGIC PRIORITIES?

**Economic Prosperity**

**Creative, Diverse & Innovative City**

**Good Government**

**Infrastructure Renewal & Expansion**

**Community Vitality**

**Environmental Leadership**

**Progressive Transportation System**

**Managed & Balanced Growth**

**Financial Stability**

(NOTE: these Strategic Priorities may differ from your overall service's Strategic Priority)

#### STRATEGIC PRIORITY

#### Rationale

A Vibrant and Diverse Community

This priority states "A vibrant community is a place where people know their neighbours, and community-based social supports ensure that no one is left behind."

Through Seniors WATCH programs, neighbours will be encouraged to look out for their elderly neighbours and will be provided with tips and strategies on how to actively and/or passively support elder members of our population. The Seniors WATCH program will assist London seniors in being more supported by members of their own neighbourhood/community.

The Business WATCH program was funded several years ago through a one-year grant to NWL. The funding was not continued and the rate of growth of the residential WATCHes within London means that all of NWL's financial resources are fully utilized, leaving none to foster the Business WATCH program. If the Business WATCH program was funded once again, it would facilitate business owners getting to know other local business owners and looking out for another.

According to the City of London's 2011-2014 Strategic Plan, having a Safe City means that: "We all like to feel safe. We like to know that we live in a community where people look out for one another, where a helping hand is never far away, and where we are protected from harm no matter where we are or the time of day. We invest in highly skilled, committed fire and police services to ensure that our community is safe and peaceful."

A Safe City

Of course, fire and police services are an integral component of a safe community, but these skilled services must often operate more reactively than proactively. Neighbourhood WATCH

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	<p>London's (NWL's) services complement those that are offered by the police and fire services at a fraction of the cost of these services.</p> <p>Seniors are among the most vulnerable of our citizens and, with an aging demographic, we need to do all we can to ensure that seniors are safe and able to live independently for as long as possible. A targeted Seniors WATCH program will increase the community support going to seniors and help them to feel more supported.</p> <p>As for businesses, it's important that businesses be able to function in an environment of safety and collegiality. Businesses that are repeatedly broken into will perhaps relocate outside of London or be forced to shut down, affecting local employment opportunities. The Business WATCH program, if it is able to demonstrate results that are similar to the residential WATCH program in terms of a reduction in Break and Enters and Car Thefts, will result in safer business areas.</p>
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### 3.0 HOW WILL THIS SERVICE CHANGE IMPACT THE CITY OF LONDON

<p>a) How will this initiative add value for the City of London?</p>	<p>The Business WATCH and Seniors WATCH programs will add value to the City of London because the results will directly and positively influence the City of London's Strategic Plan. Safer citizens are happier citizens and safer businesses are more likely to stay and grow in London. The City of London Strategic plan notes that London's citizens are one of its greatest assets - the NWL programs build upon the strengths of London's citizens to provide more value to its citizens.</p>
<p>b) What is the target population and how is the need identified (describe)?</p>	<p>The target population for Seniors WATCH is seniors. The definition of senior is broad - anyone who is elderly, living alone or with another elderly companion, who requires support from neighbours to live independently and to feel secure. With increases in the number of elder abuse incidents, the needs of this target group are well documented.</p> <p>The target population for Business WATCH is businesses - especially those that operate next to or in close proximity to other businesses (business parks, industrial parks or business associations). The need to service businesses via their own brand of WATCH has been identified by NWL for a number of years now. The staff of NWL have been working with business associations to generate interest. Unfortunately, NWL's staffing resources are so limited that they</p>

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	cannot adequately follow through on the current business associations that are interested, let alone market to additional business associations or clusters.
c) How is this initiative unique?	NWL and its operations are quite unique and garners interest from other parts of country and even around the world (see full report attached). London is slowly receiving recognition for its support of the residential NWL program. What is truly unique (for Neighbourhood WATCHes exist in other parts of Ontario) is this expansion to Seniors and Businesses.
d) Will this <u>Increase</u> , <u>Decrease</u> , or <u>Maintain</u> the level of service you are currently providing?	The expansion will increase the level of service that NWL is currently providing which is currently at it's max. With out the extra funding – we could be looking at an inability for any growth and only a maintenance of it's current programming, residential included.

### 4.0 POTENTIAL RISKS

	What could go wrong with this service change?	Probability of occurrence	What will you do to prevent this from happening and what will you do in response if it does happen?
a)	Hiring the wrong people to promote this service change.	Minimal	Bringing the Seniors and Business WATCHes to their full potential will require staff who have a solid grounding in NWL's overall activities and philosophy and who have strong marketing, interpersonal and follow through skills. Any hiring processes that are undertaken will clearly identify these skills and only candidates that are successful in demonstrating these skills will be considered.
b)	These additional WATCH programs could spin off independently from the NWL residential program, creating a fractured effect.	Minimal	The Board of NWL and the existing staff will be well versed in how these new programs for Seniors and Businesses enhance the core work of NWL and provide value to London citizens. In addition, NWL, if awarded this increase in funding, will develop a strategic document that shows the different WATCH programs and how they support one another.

### 4.1 POTENTIAL RISKS OF NOT IMPLEMENTING THIS SERVICE CHANGE

a)	Lost opportunity	Maximum	NWL programs saves the City of London money. If this expansion cannot occur, then City funds will be required in other ways (policing and fire services as well as health services in the case of Seniors).
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<b>b)</b>	Risk to reputation	Moderate	<p>The City of London wants to pride itself on being a leader in promoting and achieving a safe city. NWL has a very strong return on investment financially for the City of London and, by virtue of the high numbers of people it touches (30,000 - 40,000 London residents and this number will grow if additional funding is granted), has a high degree of visibility.</p> <p>If the crime rates in London escalate and London begins to get a negative reputation, then all aspects of the community will suffer.</p>
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## 5.0 HOW SUCCESS WILL BE DETERMINED/MEASURED

Performance Measures ... Targets ➡	2011	2012	2013	2014	2015
i) Feelings of safety - Londoners who feel safe in their neighbourhood. This number will increase in terms of the numbers of people who are involved in residential, Business or Seniors WATCH programs.	3%	3%	3%	3%	3%
ii) Outreach - citizen contacts through safety programs - NWL anticipates that it will receive increased contacts from London citizens regarding its residential, Business and Senior WATCH programs	8%	3%	3%	3%	3%
iii) Happiness - citizens who are happy and satisfied with life in London. Of course, NWL and its programs cannot single-handedly claim responsibility for whether or not London residents are happy. However, if the additional funding of \$35,000/yr is granted, the NWL will undertake a formal evaluation of one residential, 1 Business and 1 Seniors WATCH each year (so 3 WATCHes/yr) to determine to what extent the NWL program(s) contribute to citizen satisfaction in London.	50% of those responding will indicate NWL programs contributed to greater overall satisfaction	52%	54%	56%	58%

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<p>iv) Documented correlation between crime trends and NWL WATCH areas. Again, if awarded the increase in funding, NWL will document crime trends within its WATCH areas and provide the City of London with data on the Break and Enter and Car Theft rates in relation to WATCH areas.</p>	<p>75% of WATCH areas will show less crime than non-WATCH areas</p>	<p>77%</p>	<p>78%</p>	<p>79%</p>	<p>80%</p>
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## 6.0 REFERENCE DOCUMENTS:

List any background documents (please provide hyperlinks wherever possible):