



London  
CANADA



Western  
UNIVERSITY · CANADA



## What has the city done?

- By-law Enforcement – Proactive
- Public Nuisance By-law
- Residential Licensing By-law

## Unsanctioned Street Parties

- Not only a London issue
- Comprehensive collaboration – education, community, first responders
- Commitment to continuous discussion – multi layered solutions

## Moving forward

- By-law review
- Cost recovery
- Council – April 2019

## Western views the unsanctioned street party as:

- **Dangerous** for young people attending, police and other first responders
- **Disrespectful** to the community
- **Disruptive** - ties up emergency services that could be needed elsewhere in London

## Complex history

- A small crowd has traditionally partied on Broughdale Homecoming weekend
- 2013 police estimated the crowd on Broughdale to be about 3,000
- 2015 police estimated the crowd on Broughdale to be about 10,000
- 2016 responding to police concerns, Western's official Homecoming was moved from Oct. 1 to Oct. 22.
- 2016 Broughdale party organizers kept their date of Oct. 1, rebranding the party FoCo -- crowd estimated at 10,000
- 2018 police estimate crowd at 20,000

The University's response continues to evolve to address the changing dynamics

# Pulling all the levers

- Collaboration through the *Broughdale Task Force* composed of senior leaders from:
  - City of London, London Police Services
  - London Fire Department,
  - Western administration
  - University Students' Council (USC)
- Feb. 15/19: Leaders from police departments, city halls and universities from 7 cities met to discuss how to deal with large, illegal street parties
- Reviewing how Western University Code of Student Conduct could successfully be used in instances where students have committed serious offences off campus.
- There is NO ONE magic answer **It will take a concerted effort on the part of Western, our students and our city partners to find solutions.**

## Working Group

- Western's internal *Working Group on Broughdale* has campus-wide representation, including student leaders. Its goal is to:
  - Explore all the actions Western could use to deal with Broughdale
  - Research best practices in Canadian and U.S. universities to curtail these parties
  - Western has invested nearly \$650,000 in the past five years to provide:
    - Alternative student programming
    - Hire additional police and security
    - Erect fencing
    - Cleaning up after the crowds are gone

This is in addition to the \$3 million Western spends annually on campus policing.

## Recent history of involvement

- **2014:** First attempt at programming to counter growing numbers on Broughdale Disrespectful for the immediate neighbourhood, *800 students attended*
- **2015:** Hoco on the Hill with DVBBBS, *9600 tickets sold*
- **2016:** Homecoming Date Change
  - Fall Festival on October 1
  - HOOC in the City on October 22; off campus programming
  - Peak hours of 10am-4pm identified
- **2017:** No Official Programming
  - Free pizza handed out on University Drive; Risk Mitigation
- **2018:** Purple Fest, 11,000 tickets sold; headliner at 3pm

## Western's Approach:

Finding a solution to Broughdale will require:

1. **Collaboration:** focused on **curbing** the activity, coordinating **communication**, and conveying **consequences**
2. **Education:** Emphasizing **safety, responsibility, & respect**
3. **Safe**, spirited, sanctioned on-campus activity where students can celebrate being purple and proud

## USC On-Campus Student Programming

### PurpleFest 2018

#### Post-event Feedback Highlights



11,000 tickets sold

Students very satisfied with performers: Lil Uzi Vert, Juice WRLD, Loud Luxury, Murda Beatz

75% of students recommend that the USC invest in programming during the last week of September

Students feel strongly that these events are important and appreciate them

60% of attendees did not drink at all at the event

Guest Policy was used by 64% of attendees (36% +2, 28% +1)

SERT (On Campus), Food and Hydration options on UDR

# PurpleFest 2018

## Post-Event Feedback Lessons Learned

- Bookend Headliners
- Students vocalized a need for:
  - More Affordable and More Healthy Food Options
  - Pre-Released Set Times
- Decisions could be swayed to attend by:
  - Calibre of Artists
  - Price of Tickets
- Increased variety of alternative programming within the venue
- 94% of students who purchased tickets attended the event; 19% of attendees did not go to Broughdale at all before the event

## Priorities Moving Forward

- Student Safety
- Reduction in Numbers on Broughdale
  - Push and Pull Factors*
- Culture Shift
  - Expectations for the community*
- Reduce Impact on Community Safety Services
  - Prioritize access to care
  - EMS, Hospitals, Fire, Police
- Students, to be treated as peers
- Streamlined Communications from all Community Partners - before, during and after
- Goal: remove the divide in homecoming celebrations, improve safety and channel school spirit.

## As a community, what will it take to shift this cultural behaviour?

- Communications
- Compliance
- Alternative activities