



London
CANADA



Western
UNIVERSITY · CANADA



Unsanctioned Street Parties

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

What has the city done?

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

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
 - HOCO 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