

Nice – Design Concept

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1.0 Background

PUBLIC SPACE

- As part of its Territorial Crime Prevention Strategy 2022-2026, the City of Nice voted in January 2022 to implement a set of prevention actions. Action 16 points to the need to strengthen the local support network for victims, especially victims of street harassment. Indeed, in line with the National Crime Prevention Strategy and in connection with the shared Departmental Plan to combat all violence against women, the city of Nice wishes to set up a partnership network to help victims of street harassment. This network aims in particular to better identify those involved in victim assistance and to create common tools to promote prevention.
- After several workshops and exchanges, the City of Nice will implement their version of the Ask for Angela initiative with adaptations and improvements for the context of Nice - Downtown. Please see the [Design Brief](#) for further details.

2.0 Problem statement

In what ways might we... tackle and prevent street harassment and reduce people's feelings of insecurity in public spaces.

3.0 Proposed design concept

3.1 Concept name

Demandez Angela - *In English: ask for Angela*

3.2 Overview

Demandez Angela is a safety initiative designed to help keep people safe while enjoying a day or night out in Nice Centre Ville.

3.3 Target group(s)

The design is not gender specific and aims to help all people that are/believe to be victims of street harassment or insecurity in the public place.

3.4 How it works

Who can ask for Angela? Anyone who is feeling unsafe, vulnerable or threatened can discreetly seek help by (entering a venue which displays the Demandez Angela logo and) approaching venue staff and asking them for help. This code-phrase will indicate to staff that they require help, and a trained member of staff will then look to support and assist them. This might be through reuniting them with a friend, sending them to a taxi, or by calling venue security and/or if necessary, they will use the alert button to ask for a Municipal Police intervention.

3.5 The defined perimeter: 104 venues with alarm-buttons

Within the scope of the IcarUS project, the demonstration will include 104 venues, which are divided into 4 zones (Vieux-Nice, Thiers sector, Verdun sector and avenue Jean-Médécin).

- 1 casino
- 2 cinemas
- 2 pharmacies
- 5 administrative buildings
- 4 jewellery stores
- 5 tobacconists
- 3 bakeries
- 14 hotels
- 24 restaurants
- 44 shops

After consultation with the City of Bordeaux and Efus, the testing phase for the overall deployment of the scheme in Nice should target fewer venues under IcarUS. This should be seen as a first phase of implementation of the tool, before it is rolled out across Nice. Furthermore, the commitment charter should state clearly that the training programme is a prerequisite to acquire the 'Ask for Angela' label. This has to be taken into consideration and adapted to the city of Nice.

The tool will be demonstrated in the defined perimeter. Venues that are already equipped with an alert button or are eager to sign up to the initiative will be mapped and contacted.

- The list of venues is confidential. All venues participating in the demonstration will sign the commitment charter.



4.0 Meeting the stated design requirements

Empowerment of the general public

Supporting collaboration with key stakeholders

Goal / impact of the design solution

Additional characteristics and benefits

5.0 Tool components

A coherent suite of materials will be developed jointly with USAL, and with the support of LOBA for the layout. It will include the following elements:

5.1 *Demandez Angela Delivery Manual in Nice*

This manual is for the people who will be running the 'Ask for Angela' scheme in Nice. It will contain guidelines to ensure the success of the scheme in Nice as well as the sustainability of the scheme.

The manual will contain several chapters, including:

- **Introduction:** What is the scheme, how does it work, etc.
- **Venue commitment:** How can venues join the scheme? Is there a website where they can sign up? Will the city of Nice actively try to get venues to sign up? How?
 - Joining the scheme
 - Commitment charter
 - Monitoring the venues
- **Training for Venues:**
 - Venue pack (reflex sheet, stickers, posters etc)
- **Communication Campaign:**
 - Target groups & how best to reach them: How can we break down this target group? How best to reach older children and teenagers? How best to reach young adults? How best to reach adult women high at risk of domestic violence? How best to reach the LBGTQ+ community? How best to reach older adults?
 - Social Media guidelines & templates
 - Campaign and tool branding guidelines (provided by LOBA)
- **Guidelines to develop an evaluation system to ensure the success of the scheme** (comment veiller à pérenniser le label et vérifier si une personne saisit le dispositif, établir un référent)
 - *How to ensure the venues meet the training requirements of venue staff:*
 - A person should be designated as the 'referent' of the venue. This person will receive the training and can be accompanied by other members of staff.
 - A monitoring tool is then set-up by the City, with the date of the first training per venue and contact details of who attended the training. This allows the City to ensure the consistency of the initiative and propose updated training every X months.
 - After consultation with Efus and the City of Bordeaux, an evaluation system was discussed:

- Quantitative and qualitative data: build indicators (data PN PM Justice assistance to victims, number of training, number of people trained, number of participants, diversity of voluntary members, number of referrals etc etc (Données quantitatives et qualitative : construire les indicateurs (données PN PM Justice aide aux victimes, nombre de formation, nombre de personnes formées, nombre de participants, diversités des adhérents volontaires, nombre de saisine etc etc)
- If possible, Impact study: survey on the feeling of insecurity (before - after) (Étude d'impact : enquête sur le sentiment d'insécurité (avant - après)
- Who will develop this survey? When will the survey be conducted? Who will do this? Does it fit into the timeline?

It is suggested to define a specific target group for the communication campaign and perhaps the training. To design a communication campaign to reach 12 year old boys would look very different than one intended to reach 70-80 year old women. I think narrowing it down somewhat will make the campaign and training more streamlined, although the tool will be inclusive and welcome people of all ages and genders.

5.3 *Demandez Angela 'pack' for venues (after training)*

The training will give the venue's staff the ability to help people who may be in a situation that makes them feel vulnerable or unsafe. A person should be designated as the 'referent' of the venue. This person will receive the training and can be accompanied by other members of staff.

At the end of the training session, a representative of the City gives to the trainees the Demandez Angela 'pack', with the following materials

- **A training manual for the venues**
 - This is a physical support of the presentation given by the prevention department of Nice, led by Caroline REVERSO-MEINIETTI, Cyrielle NEBBULA & Municipal Police
 - The content will be done by Nice and LOBA will provide the layout
- **A brochure for the venues**
 - This two-pager will resume the main elements of the manual
 - It is addressed to the bar staff

The pack will also contain the following **communication materials**:

- A sticker to show that the venue operates the Ask for Angela scheme.
- A reflex sheet
- A poster
 - To be displayed in the bars, on mirrors in washrooms
 - Content needs to be written
- A digital poster image for social media
 - Content to be written as above
 - Designed for numerous social media platforms: which ones will be used?
- Glass Covers: Round diameter 8 cm, silicon or equivalent
- Tote Bags

Comments

- After consultation with Efus and the City of Bordeaux, which has successfully implemented the *Ask for Angela* Scheme, a 2 or 3-hour in-person awareness raising session is recommended. The training should be led by the following actors:
 - Local NGOs dedicated to prevent street harassment
 - If possible, a police representative to understand how the complaint process works

Means for delivering training (who trains who) and for ensuring continued compliance over time, as staff change

6.0 Issues to research / explore

Issues to discuss at next meeting

6.1 Tool design development

1. Who would lead this initiative? The prevention department of Nice, led by Caroline REVERSO-MEINIETTI
2. Who will deliver the training? The prevention department of Nice, led by Caroline REVERSO-MEINIETTI, Cyrielle NEBBULA & Municipal Police
3. Who will monitor the venues? Florence Cipolla and the prevention department of Nice, led by Caroline REVERSO-MEINIETTI

6.2 Existing structures

4. What other initiatives are there in Nice that promote the safety of the public?
5. Are there existing partnerships between the city of Nice, Local NGOs and Police to support training of the tool?

6.3 Tool implementation

6. How such an initiative might be funded? Short term / long term
7. Which NGO's will be approached to collaborate with or are they already part of the COI?

Additional features

- If the IcARUS pilot is successful, the City of Nice will consider whether it would be relevant to develop a section in the Allô Mairie mobile application to map safe places and to add a sound alarm button for victims. This decision will be taken after the results of the demonstration and will imply a deliberation to the City Council in order to get the agreements of the venues to appear on the mobile application.