Unreported Crime

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**Introduction**

This report will explore the different typologies of crime and why they may be unreported. Typology is a way to categorise crime dependant on the individual characteristics of that crime. Under or unreported crime is crime that does not get reported as much as they should be; this may be due to many different factors, of which we will explore further within this report.

It will also be exploring different forms of campaigns and their effectiveness; these will then be put into practice as a campaign for change is planned in order to help a failing hotel.
AC 1.1 Different Forms of Crime

Moral Crime
Moral crime can be defined as crimes that people don’t see as morally wrong. This may be because they don’t harm anyone or they have become normal in that society. Some examples of moral crime include illegally downloading music or films, underage drinking, and trespassing. In the UK these crimes have become so common that people do not see them as a crime, however each one has many underlining issues that can have major consequences.

In 2013, Joel Tenenbaum, a Boston University graduate, was ordered to pay $675000 to four record labels. He was charged with illegally downloading and sharing music. The law states that a record label can receive up to $150000 per track. Tenenbaum has since had to file for bankruptcy since his trial in court. In the same year a 32 year old woman was forced to pay $1.92 million after downloading illegal music. (Lavioe, 2013)

Individual Crime
Individual crime is spilt up into 3 different sections: hate, honour and domestic. An individual crime is a crime targeted at one person. This could be due to many different reasons, and this is why it is split up into three different categories.

Hate Crime
Hate crime is targeted at individuals due to many reasons such as race, religion, sexual orientation and disability’s. Over the past decade hate crime is becoming more reported as things like a person’s sexual orientation is becoming more understood.

Four men from the UK however have been charge with a racially agrivated abuse towards a black man on a Paris Metro. The men had travel to Paris to watch a football game however when on a busy Metro they made the decision to not allow a person on due to the colour of their skin. The four men chanted “we’re racist, we’re racist, and that’s the way we like it” before pushing the commuter of the Metro.

Since the attack the four men have been given suspended prison sentences and were all ordered to pay €10000 to the commuter. (Chrisafis, 2017)

Honour Crime
Honour crime is committed to defend the reputation of a person’s family or community. A major example of this is honour killing, which is the murder of someone who has brought shame upon a family or community.

In 2010 a 17 year old girl was stabbed to death by her Muslim boyfriend after she told his family about their secret relationship. Before this the girl had fallen pregnant and had a child to another Muslim from the same community. Both the boys believed she had brought shame upon their families so they lured the girl to the canal where they stabbed her to death. Both of the boys involved are now serving life sentences. (Kirkova, 2013)

This was the first white honour killing that had been reported in Britain however it is clear this happens with community’s and the crime is never reported.
Domestic Crime
Domestic crime is abuse within a household and/or relationship. There are many different types of domestic abuse from physical, emotional, sexual and financial. Both men and women can abuse their partners, however statistics show then women are more likely to report domestic abuse.

A Pakistani man was charged with beating his wife with a hammer in 2015, however was never convicted. The man, who had two wives at the time, slapped and punched his wife whilst watching a film after she complained he wasn’t holding her hand. After the film had finished, he then got a hammer and repeated hit her in the face and body. (Darvall, 2016)

Story’s like this give us a glimpse as to why domestic abuse may not been reported. Not only was the woman likely accustom to the abuse, the man was let of free. This can make people have lack of faith in the police.

White Collar
A white collar crime is a financially motivated crime committed by a business and/or government professionals. These crime are non-violent however on a financial level can be the most damaging. Different types of white collar crimes include bank fraud, blackmail, bribery, counterfeiting and tax evasion.

In 2012 coffee brand, Starbucks, came under fire when it was discovered that over the course of 14 years they had only paid £8.6million UK tax. Between 1998 and 2012 Starbucks earned over £3billion from UK sales however only paid less than 1% in corporation tax. (Business, 2012)

Gov.uk states a large company like Starbucks should pay 20% of all earning in tax. (Gov.uk, 2016)
This means that Starbucks where avoiding paying over 19% of their taxes for over 14 years.

State Crime
State crimes are crimes committed by the state or the government. These crimes can be against masses of people at a time. Some state crime includes genocide, war crimes, torture, corruption and terrorism. The most well know state crime is terrorism; however the other ones are not talked about.

In 2016 nearly 300 British soldiers and veterans where under investigation over suspected war crimes committed whilst serving in Iraq. These crimes involved over 1500 possible victims, of which 280 were believed to have been unlawfully killed. All soldiers and veterans believed to have been involved have been contacted by the authorities and can face lengthy prison sentences if found guilty. At the moment the case is still active and it is believe the investigation make take up to 2019 before anyone is charged. (Rawlinson, 2016)

Technological
Technological crime is any crime involving technology of any sort. This could be through phones, tablets, and PC. Technological crimes include hacking, where someone has unauthorized access to personal data, data theft and cybercrimes such as cyber bullying.

Cyber bullying is becoming more common as technology advances, and people still do not see it as a crime. In 2016, Brandy Vela, an 18 year old girl, took her own life after constant bullying over social media sites such as Facebook. Even after her death the internet “trolls” still posted photo shopped
images of the girl on fake Facebook accounts. The attacks were reported to the local police, however the messages could not be traced meaning nothing came of the bullying before her death. (Broomfield, 2016)

**AC 2.1 Why is Crime Unreported?**

**Individual**

**Shame**
Some people may not report crime as they may be too embarrassed of what has happened to them. This can be seen within rape and/or sexual assault victims. A high percentage of sexual assaults and rape become unreported due to the fear of society looking down on a victim.

**Fear**
Fear can be broken into many different elements. To start with a victim may fear the consequences if they report a crime. This is most common when they know the people who commit the crime. In many domestic abuse cases, victims will not report the abuse due to the fear of losing a partner; they will go to extreme lengths to protect a spouse and/or significant other even if they are being abused.

Rape victims and other may also have a fear of reprisal that may prevent a crime being reported. It is also recorded that victims have a fear that the justice service may mistreat them. This may be due to failure from the police in the past.

**Disinterest**
Disinterest can be separated into two sections.

The first section is that a person may not be interested in the crime. This could be because it doesn’t affect them, or it could be a victimless crime. Some examples of crimes like this are speeding and antisocial behaviour.

The second section if that a person will assume the police won’t be interested in their case. This could be due to the police ignoring a similar case in the past. It could also be due to not believing anything could be done about the crime.

**Not Affected**
A person may not report a crime as they may not have been affected however they may still be a victim. An example of this could be an attempted robbery. Although the person may have been a victim, they may not see it as a crime as nothing was actually stolen.

**Victimless Crime**
A victimless crime is a crime that has no direct victims and no direct harm has been done to anyone else. Drug use can be a good example of a victimless crime as people enter in to it voluntarily. Although the action they are doing is illegal, and is harming themselves, it does not harm anyone else around them, meaning there are no victims; for this reason alone most people will not report it to the police.
Cultural and Social Reasons

Lack of Knowledge
Crime may go unreported as a person and/or victim may have a lack of knowledge. This could be either the lack of knowledge on the crime or who to report it to. Some people may not realise an act is a crime or that it is illegal. An example of this is rape within a marriage. Some people may also not know who to report a crime to; an example of this could be human trafficking. As it goes unreported so much the police will not be able to set up the right campaigns to raise awareness.

In some cultures certain crimes are normal and most people do not realise they are illegal. An example of this would be illegally downloading music and films. As copyrighter material had become more accessible to download, it is more common for people to do it. As it has become so common, people will not report it as they may even do it themselves.

Complexity
Some crimes may be too complex for a person to understand; this could prevent them from reporting it. This could be a lack of understanding of an actual crime or don’t know who to report it to. An example of this could be cyber-crime. People may not understand how to approach it so may not be sure who to report it to.

Lack of Media Interest
Some crimes gain a large amount of media interest; however a large majority don’t. This may prevent someone reporting a crime as they may not think it will attract attention. An example of this would be standard graffiti. If someone graffiti’s a standard tag on the shutters of a shop, no one will pay much attention. However if someone is to put a racist slogan on the front of city hall, it will gain a large media following.

Lack of Public Concern
Some crimes do not attract society’s attention so end up not getting reported. This could be due to the fact it may be a victimless crime or that it is just normal in society. An example of this is speeding. It is very rare that a driver will be reported for doing a 40 in a 30 zone.

Honour Bound
Honour crimes are on the rise however less and less are getting reported to the police. This can be due to many reasons. In some community’s they create their own justice system and deal with crimes as they see fit. Some crimes are also acceptable in a community and if a person is to not take part they may dishonour their families. Some examples of this include genital mutilations, and forced marriages.

Honour killings are becoming more common in these community’s. An honour killing is when a person is killed for bringing shame on a family and/or community. Also of these killings do not get reported. This is due to people not being aware it is happening.

Dark Figures of Crime
Dark figures of crime are crimes that are not reported to the police and/or not recorded by the police. Due to these dark figures in crime, the statistics on crime are flowed and unreliable. With a large amount of crimes going unreported these dark figures are constantly on the rise and no one can be sure what the real statistics are.
AC 2.2 Consequences of Not Reporting Crime

Ripple Effect
The ripple effect states that the effects of a crime that is unreported can grow. This can also been shown as the spreading effect of consequences due to a crime and can not only effect those directly involved but all of those around them.

An example of the effects on the victim could include:

1. Initial crime, eg. Rape.
2. Effect 1. The victim could become isolated.
3. Effect 2. May start developing metal illnesses such as depression.
4. Effect 3. By the end the victim may commit suicide.

An example of the effects on the criminal could include:

1. Initial crime
2. The criminal could commit further crimes related to the first crime committed (in this example rape).
3. The criminal may start wanting more excitement from the crime and could assault the victim alongside raping them.
4. In the end the criminal could evolve to killing a victim.
By not reporting a crime the effects can grow and become worse each time; this is what the ripple effects shows.

**Human Rights Violations**

Human rights are what all humans are entitled to and must be given. When a crime is committed and not reported it can go against a person’s human rights. One human right everyone is entitled to is the right to marry whom they choose; however many young women are forced to marry a man they may have never met. Forced marriage goes against a person’s human rights.

**Cultural Consequences**

**Justice Free Culture**

If crime is unreported people will begin to believe committing crimes is acceptable. This could then result in the decriminalisation of crimes,

**Ineffective Police Service**

If the police are unaware of the crimes that are being committed, due to them not being reported, then overall policing may become less effective.

**Vigilantes**

As crimes become less reported, the police are becoming less able to focus on the true problems. This could result in some people taking the law into their own hands.

**Further Unreported Crime**

If people leave crime unreported then this could result in further crime being reported. Similar to the ripple effect, if a person is not caught for a crime they will be free to do it again.

**Ineffective Campaigns**

As crimes keep going unreported, the police are unable to get true statistics. This will in turn affect campaigns as the wrong campaigns will be set up focusing on different crimes and issues. The campaigns will become ineffective and people will become less aware of the consequences of committing a crime.

**More Human Rights Violations**

As crime continues to be unreported, more of our human rights are being violated. This could result in people feeling less safe within their society.

**Racism**

As it goes unreported, racism could become more prevalent in society. This could result in divides between different ethnic backgrounds.

**Terrorists and Racial Attacks**

If terrorism goes unreported, the amount of attacks could increase. It may become harder to contain if more occur.

**Increased Hate Crime**

If crimes go unreported, the amount of hate crime can be increased. An example of this would be child abduction. Statistics show that a large majority of children who are abducted are done so by
their parents. However the statistics that society get shown are that it is done mainly by strangers. This will increase hate crimes on anyone believed to be involved in such behaviour.

**Fragmented Cultural Relations**
Overall the more crime that goes unreported, the more society starts believing certain actions and crimes, such as racism and hate crime, can increase. This can set divides between people from different ethnic backgrounds and/or from different cultures.

In 2016 the United Kingdom voted to leave the European Union. After the decision was made the number of hate crimes against people from other parts of the world increased. As a lot of these hate crimes where unreported, the crimes themselves escalated from shouting racism to racially fuelled attacks. Due to the amount of hate crime this set a large divide between anyone from the UK and anyone who had moved here from different parts of the world.

**Decriminalisation**
As certain crimes continue to go unreported, people start to think them crimes are not illegal. Such crimes like underage drinking and drug use have become some common in society that people do not report it. As the views of society change, the laws must stay up to date with them. A major example throughout time of this is homosexuality. At one point in time it was illegal to partake in homosexual behaviour; but as this became more accepted in society the laws around it changed.

**Police Prioritisation**
When crimes are unreported they do not show on the police figures. Due to this police are unable to prioritise crime properly. Projects are also no able to be put in place as the police do not know what crimes to focus on. This can in time make people lose confidence in the police.

**Terrorism**
Terrorism affects a large majority of people throughout the world. However if crimes continue to go unreported then some crimes, such as vandalism, could increase to this level. People commit crimes for many different reasons, some of which are to get attention. If a person lights a fire to get attentions, however this goes unreported, they will not get the attention they were hoping for. This could encourage them to light bigger fires or do more risky crime, some of which could lead to terrorism.

**AC 3.1 Change Campaign**

**Raise Awareness**
We will be creating a campaign to raise awareness within the hotel. This will be to inform people of the potential risks of criminal action and to inform staff and customers of support available. When crime is not reported the figures are not recorded properly; so by raising awareness it can increase reports and build up true figures that show the issues. This may also remove the stigma around crime.

**Create Change**
A campaign will also be useful as it may create a change within the law and can put pressure on the government to focus on underreported crimes more. This can lead to an increased funding from the
government to tackle these issues. This can also provide protection for victims and vulnerable people and may help prevent future offences.

**Change in Attitude**
A campaign may convince people to change their perception of crime and be more encouraged to report it. This may also change a person’s perspective on different crimes; an example of this could be crimes such as underage drinking. If a person understands the risks and the consequences of minors drinking this may encourage them to report it.

**Cultural Changes**
This campaign may also change the views in cultures. In some cultures certain crimes are not seen as illegal. An example of this would be female genital mutilation. By creating a campaign about unreported crime, this could encourage people to report crimes; even if the other people in their culture do not see it as a crime. This could lead to an increase of protection and support for people who speak out against their cultures.

**Change of Priorities**
By people reporting crime, this can change the priorities of the police. An example of this could include showing the police that small crimes are just as important as any other crimes; like shoplifting. A person may not want to report someone stealing from a shop however the police may not see it as a problem if it is unreported. This could then raise awareness of the crimes and can result in true figures of crime being recorded and a smaller number of dark figures of crime.

**AC 3.2 Issues in the Hotel**
When looking at the hotel’s current situation we see that there are many issues within the hotel. Some of these issues are petty thefts of things such as food and property, giving free drinks out to friends, and opening the bar up after hours for closed drinking sessions. A major issue within the hotel is serving people who are underage with alcohol. There is also an issue in regards to health and safety regulations; this is due to poor hygiene standards and guests smoking in rooms.

**Aim**
Our aim is to create a campaign to change the reputation of the hotel and make it a better and more enjoyable place for people to go. This campaign will be aimed at stopping and preventing illegal behaviour within the hotel.

**Objectives**
Our objective is to raise awareness about all issues within the hotel as well as the consequences of participating in these actions.

**Justification**
Our campaign will be aimed at the employees and management of the hotel and the customers. This is because everyone needs to be aware that their actions are illegal. We will be doing this as the hotel can lose money and can eventually be shut down.
Methods

Posters
One way to spread the message will be to create posters that can be placed throughout the hotel. These will be targeted at different people dependant on the reason for the poster. For example if a poster is targeted at preventing staff from serving alcohol to people underage then the posters will be aimed at the staff and will be in an area in which the staff will regularly see them.

Time
Posters are a quick an easy way to send out a message. They can be designed and put up around the hotel in the space of a day meaning they can be more useful than other methods that may take longer.

Costs
As posters can be designed on any basic computer, the cost of designing them will be fairly cheap, if there is any at all. The posters can also be printed on a standard printer meaning the main cost would be for the ink and the paper in which they are printed upon.

Positives and Negatives
As the posters are a quick and cheap method, it means they can be more useful than other methods that may take longer to do. However posters can easily be damaged, if not laminated, and this will bring the cost up.

Posters can also be easily ignored by someone who is in a hurry. Meaning that unless they are eye catching then they will be ineffective. However they can also be put in many different areas, so anyone can see them. This means that different posters focusing on different issues can be placed in many areas and help by targeting different people.

Justification
This method would be the best to use as it is cost effective and fairly easy to achieve. Like stated before posters can be put anywhere throughout the hotel meaning many different issues can be focused.

Welcome Packs
A welcome pack would be given to the guests. In this would be information about the hotel, including rules and regulations that the guests have to follow. This will include such things as ‘no smoking in the room,’ and ‘you must be 18 to by alcohol at the bar’.

A separated welcome pack may also be given to staff member. In this would be the standard code of practise within the hotel and will include laws they must follow. This would include such law as ‘it is illegal to serve a person under the age of 18 with alcohol’.

Time
The welcome packs may take some time to put together as you would have to ensure that everything is included. It would take time to get all of the information together, then to print the packs and have all of the information in the correct order. It would also take time ensuring everyone in the hotel had a welcome pack. However, it would overall take a lot less time than other alternatives.
**Costs**
These welcome packs can be quite cheap as they can be designed on a computer and printed on a normal printer. This would mean the main cost would be the price of ink and paper and/or card that they would be printed on.

**Positives and Negatives**
These are a good method to use as they are cheap and easy to create, just like the posters. However the guests and staff may not read them meaning it would be ineffective. The welcome packs may include a lot of information with may deter people from reading them. However if done correctly it could mean that all the information that is needed to tell people will be included in the packs.

As they are quite quick to create, the packs would be useful as they could be sent throughout the hotel the same day as they are created. On the other hand, parts of the packs may get damaged or lost by guests and staff meaning they would have to be replaced, wasting both time and money.

**Justification**
The welcome packs would be the best method to use as they can include much more information that may be overlooked within other methods. They are also cost effective and can be easily made by anyone meaning a standard staff member could create them.

**Questionnaires**
A questionnaire can be put in place to evaluate what problems the staff and public feel are most prevalent within the hotel. This can be a way to give the management a closer look at problems that they may not have realised are a problem.

**Time**
A questionnaire does not take long to create and could be circulated within the hotel the same day. However it could take a long time to gather the information from the questionnaires.

**Costs**
This method does not cost a lot of money to create and the only costs would be the cost of printing to questionnaires out.

**Positives and Negatives**
The questionnaires would be a good method to use in the campaign as the hotel would be able to collect a large amount of information; this means that the hotel would be able to retrieve information regarding each problem at the same time. However, questionnaires are fully dependent on people’s responses. The hotel may not get a response from people and the responses may not be true full meaning the data would be unreliable.

The questionnaires can also be used to see progression and trends over time throughout the hotel; this means that the management can get an idea on issues that need to be focused on and where the campaign is doing well. On the other hand, when reviewing the responses, information provided may be misunderstood or overlooked.

**Justification**
This would be the best method to use as it its quick easy and cheap. It can also give the management an insight of what is happening within the hotel.
**Staff Meeting**
A staff meeting can be put in place to ensure all staff members are aware of the laws they have to follow. This would be a way in which the management of the hotel can ensure all staff member are made aware of the issues that are occurring in the hotel and what the overall consequences of them actions may be.

**Time**
A staff meeting would take time to prepare and it may take time to ensure all members of staff are present. The meeting itself may only take up to an hour to do, but the time would be in the organisation of the meeting.

**Costs**
A staff meeting would not cost anything as the management would be able to conduct the meeting themselves. Normally staff meetings are unpaid unless the staff are working within the hours of the meeting.

**Positives and Negatives**
The staff meeting would be a good method to use as it can ensure all staff are aware of the problems and the consequences of their actions; however there is no guarantee that staff may actually attend these meetings.

The effectiveness of the staff meetings also depend on how well the management present them. If a meeting is delivered poorly then the staff are less likely to take the information seriously; however if done correctly the staff may find the information effective. On the other hand the meetings can be done completely by the management of the hotel meaning there would be very little cost involved.

**Justification**
The staff meetings would be the best method to use as it if the best way to ensure all issues within the hotel is brought to the attention of the staff. This would be the best method as it is one of the cheapest and does not have any overall costs involved.

**CCTV**
CCTV would be put in places like the bar or in guest’s rooms as a way to ensure that illegal behaviour is not taking place, and if done so, it can give a clear image of who took part in the illegal behaviour. By seeing CCTV cameras it may deter people from committing crimes.

**Time**
The CCTV would take a long time to put in place as each camera would have to be set up and put into the areas they are needed. It would take a while for someone to come out and fit them in as well. If the cameras are to be broken then there would be extra time in waiting for someone to come out and fix and/or replace the cameras.

**Costs**
This would be the most costly of the methods as the hotel would have to pay for each camera, for the camera to be installed and for the person who would be installing them. For just 8 camera to be installed it would cost approximately £850 (Roadcameras, 2017). The hotel would need approximately 60 cameras, depending on where they would be placed, meaning the cost would increase by a large amount.
**Positives and Negatives**
The CCTV would be a good idea as it would give management a clear image of who would be participating in illegal behaviour. However the cost of the CCTV system is massive and the hotel may not be able to fund it.

The cameras may be a way to deter people from the illegal behaviour as they may worry it is easier for them to get caught; on the other hand it would take a longer time to have the cameras installed, where as other methods do not take so long.

**Justification**
This would be the best method to use as it would give a clear image of who was taking part in the illegal behaviour and they can be dealt with according to their actions. This will also give management an opportunity to observe the full hotel and could possibly highlight other issues that have not yet been brought to attention.

**Beer Mats**
The beer mats would be put in places like the bar to deter people from drinking underage. These would focus mainly on underage drinkers and would have some brief information on what the consequences of drinking underage are.

**Time**
The beer mats may not take long to design however they may have to be printed by a specialised company meaning that the hotel would have to wait for them to be printed and for them to arrive.

**Costs**
It would not cost the hotel anything to design the beer mats however it could cost the hotel for the beer mats to be printed. Beer mats can cost anything between £80 and £150 to print (Beermats4U, 2017).

**Positives and Negatives**
The beer mats are a good method to use as they will be noticed within the bar by anyone who it drinking. However this also means they will only be focusing on one issue within the hotel. They would only be able to be placed in the bar as well, meaning guests who do not go to the bar may not see them. This could make them ineffective.

The beer mats may also get damaged easily if a drink gets spilled on them, which is highly likely to happen. This means that they would have to be frequently be replaced; this would cost the hotel a lot of mean, which could be seen as a waste if only one issue is being focused on.

**Justification**
These would be the best method to use as it would be in the correct setting for the people they are targeted at. This would make them effective as people who may be underage and drinking may not know the risks and consequences, whereas the beer mats would include information on this.

**Final Methods**
I have decided to create some posters, beer mats and questionnaires. These will be aimed at staff and members of the public. These are the cheapest and the quickest methods that can be used.
within this campaign. I will also be doing a staff meeting. This will focus on the staff members of the hotel. This is cheap and can be easy to organise.

**AC4.1 Plan for Campaign**

For this campaign I will be creating posters, beer mats, and questionnaires and I would be planning a staff meeting. I aim to use these methods over the course of 2 to 3 months. I feel this would give time for people to understand the issues in the hotel and the consequences for the actions. I would also hope this would give enough time for changes to be made within the hotel. Every month, staff would be given the final evaluation questionnaire; this would give management and idea of what areas need further improvement from the staff member’s point of view. I would also be continually giving the customer questionnaire out so that the management will be able to constantly review what areas need improvement from the customer’s point of view.

To start with the staff meeting would be put in place. This would make staff members aware of the actions that the hotel is taking; It will also give staff time to inform management of any further areas that need focusing on. After this the posters and beer mats would be handed out and put around the hotel. They will be put in public and private areas for both staff and customers to see. This would be able to reinforce the information given to the staff in the staff meeting. Finally the questionnaires will be printed and handed out to the appropriate people. These can give management a continued view on what actions need to be taken and what areas need focusing on.
AC 4.2/4.3 Campaign Material

Posters

Poster One

This poster was created with the target audience of the bar staff in a hope they would be encouraged to ask for ID when serving people they believe to be underage. I have included that it can result in a prison sentence as I feel this may encourage bar staff to check who they are serving when working behind the bar. This poster would be put in places like behind the bar and/or in the staff room.
Poster Two

WOULD YOU PUT YOU LIFE IN THEIR HANDS?

-Serving a person who is under the legal drinking age is illegal and may result in a prison sentence-

-Is it really worth it?- -Know the risks-

Alcohol Abuse Helpline: 0300 123 1110

This poster was also created aimed at the bar staff in a hope they will realise the consequences of serving a person under the legal drinking age. This images may shock the bar staff into thinking about their actions. Like the first poster, this would be put in places like behind the bar and/or in the staff room.
This poster would be aimed at people who are under the drinking age who go into the hotel. I have included images of Disney princesses as they are childhood ‘icons’ for a lot of people and this can also add onto the fact that they are too young to drink.
Beer Mats

Beer Mat 1

UNDER 21?
-DON’T BE OFFENDED IF WE ASK FOR ID!-
-DRINKING UNDER THE AGE OF 18 IS ILLEGAL-

This beer mat would be aimed toward people who are drinking underage. It would be put in the bar on tables. I created this with quite a plain background however added the red on it to attract a person’s attention. These could also be put in the hotel rooms as most hotels offer the public the chance to have room service, meaning drinks can be taken into the room. By creating these beer mats I will be hoping to deter people away from drinking underage.

Beer Mat 2

HAVE YOU GOT A BABY FACE?
-DON’T BE OFFENDED IF WE ASK FOR ID!-
-DRINKING UNDER THE AGE OF 18 IS ILLEGAL-

This beer mat would be designed really similar to the previous one; this is due to the fact that it would still stand out and will still put the same message across. By doing them similar the hotel would save money on designing them and printing costs. This would also be aimed at underage drinkers and would, much like the other one, be placed in the bar or in hotel rooms.

Staff Meeting

To design materials for this method in the campaign I have wrote out a staff meeting agenda. This would be a list of all areas that the management will cover within the staff meeting. By creating a staff meeting, I aim to be able to alert all staff to the illegal behaviour happening within the hotel
and the consequences of that behaviour. I hope that all staff members will listen to the information provided and will respond accordingly.

**Agenda**

**Staff Meeting Agenda**

**Venue:**  
**Presented By:**  

**Date:**  
**Time:**

<table>
<thead>
<tr>
<th><strong>1. Introductions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1. Attendance and Apologies</td>
</tr>
<tr>
<td>• Any staff member who are not present and have not prior spoke to management providing a reason for their absence will be called into a private meeting with management to discuss this issue.</td>
</tr>
<tr>
<td>1.2. Reason for the Meeting</td>
</tr>
<tr>
<td>• Many problems within the hotel</td>
</tr>
<tr>
<td>• Can result in the hotel being closed down</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>2. Current Situation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1. Petty Theft</td>
</tr>
<tr>
<td>• It will be explained to all staff members that any form of theft is illegal.</td>
</tr>
<tr>
<td>• This includes, taking property and taking food from the kitchen.</td>
</tr>
<tr>
<td>• All staff found to be stealing from either the customers and/or the hotel will be reported to the police.</td>
</tr>
<tr>
<td>• The staff members who participate in such actions can receive prison time for their actions.</td>
</tr>
<tr>
<td>2.2. Problems in the Bar</td>
</tr>
<tr>
<td>2.2.1. Free Drinks</td>
</tr>
<tr>
<td>• It will be explained to all staff members that giving free drinks out at the bar can be classed as theft and the same actions as petty theft will be taken.</td>
</tr>
<tr>
<td>2.2.2. After Hour Drinking Sessions</td>
</tr>
<tr>
<td>• It is illegal to serve alcohol after the bar has closed.</td>
</tr>
<tr>
<td>• It is a criminal offence and any staff member found participating will be reported to the police.</td>
</tr>
<tr>
<td>2.2.3. Underage Drinking</td>
</tr>
<tr>
<td>• Many staff members are not asking for ID.</td>
</tr>
<tr>
<td>• If a staff member serves a person under the legal drinking age of 18 they are breaking the law.</td>
</tr>
<tr>
<td>• Any staff member caught serving minors will be reported to the police and it may result in a prison sentence.</td>
</tr>
<tr>
<td>• Must ensure everyone in the bar is over the age of 18 and/or accompanied by an adult.</td>
</tr>
<tr>
<td>2.3. Customers Smoking within Rooms</td>
</tr>
<tr>
<td>• Smoking within a public building was made illegal in 2007.</td>
</tr>
<tr>
<td>• If any staff member has suspicion that a customer is smoking within their rooms, the staff member must report it to management who will deal with it accordingly.</td>
</tr>
<tr>
<td>2.4. Hygiene Standards</td>
</tr>
<tr>
<td>• All staff members must ensure the correct procedures are being used within the</td>
</tr>
</tbody>
</table>

**Presented By:**
kitchen area to ensure all hygiene standards are met.
- If these procedures are not followed, the staff member involved will lose their job.
- These standards are put in place to ensure all staff members and customers are protected from food poisoning, etc...

2.5. Health and Safety
- Fire regulations must be observed and followed correctly.
- By not following these regulations you can be putting your life and the life’s of the customers and staff members at risk.
- Ensure all staff members are aware of the regulations.

3. Consequences

3.1. Criminal Behaviour
- Any criminal behaviour within the hotel will be reported to the police

3.2. Within Hotel Issues
- Any staff member found participation in any of the issues addressed will lose their jobs with no warnings.
- These actions are dangerous to both staff and customers.

4. Questions

4.1. Questions From Staff
- At this point staff members can ask management anything they are wishing to ask.
- These questions are to be answered to the best of management’s abilities.
- If an answer cannot be provided at the time this issues must be followed up and an answer must be given to the staff member.

5. Any Other Issues

6. Next Meeting

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**Questionnaires**

**Questionnaire 1- Public**
The following questionnaire would be aimed at members of the public who have recently stayed at the hotel. This would be in a hope to identify areas that need improvement within the hotel. By adding a further comments box on each, this would allow members of the public to explain if they have any problems that they may have occurred.

**Hotel Feedback**

Thank you for using our facilities. We hope you enjoyed your stay! Your feedback is greatly appreciated.

Please can you rate our hotel out of 5 on the following criteria:

<table>
<thead>
<tr>
<th>1-Inadequate</th>
<th>2-Insufficient</th>
<th>3-Acceptable</th>
<th>4-Good</th>
<th>5-Excellent</th>
</tr>
</thead>
</table>

Room

1[]  2[]  3[]  4[]  5[]
Further Comments:

<table>
<thead>
<tr>
<th>Cleanliness</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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Further Comments:

<table>
<thead>
<tr>
<th>Staff/Service</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
</table>

Further Comments:

<table>
<thead>
<tr>
<th>Food</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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Further Comments:

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<tr>
<th>Bar</th>
<th>1</th>
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<th>5</th>
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</thead>
</table>
Other Facilities if use (ie. Spa, conference room, ect?)

1[]  2[]  3[]  4[]  5[]

Further Comments:

__________________________________________________________________________________
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__________________________________________________________________________________
**Questionnaire 2 - Staff**

This questionnaire would be aimed at staff within the hotel. This questionnaire would give hotel staff a chance to explain any problems they may be occurring within the hotel and can give the management a chance to focus on areas of improvement.

**Hotel Feedback**

**Staff Feedback Form**

Please fill out this form to the best of your ability’s. As a company, we would like to provide the best working standards to both our staff and customers so your feedback will be greatly appreciated.

**If wages were increased, would this affect your opinion of your position?** PLEASE TICK ONE

Yes[ ]

No[ ]

Further Comments:

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

**Have you noticed young looking people drinking in the bar?**

Never[ ]

Sometimes[ ]

Frequently[ ]

All the time[ ]

**Do you believe that all guests using the bar facilities are IDed properly?**

No[ ]

Unsure[ ]

Yes[ ]

**Do you believe senior management could improve their employment practises?**

Yes[ ]

No[ ]

Further Comments:

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________
Have you noticed signs of guests smoking in rooms? (ie. Ash on windows, smell of smoke, etc)

Yes[]  No[]

If yes, has this been reported?

Yes[]  No[]

Further Comments:
__________________________________________________________________________________
__________________________________________________________________________________

Are you ensuring the proper hygiene standards are being maintained? (where possible)

Yes[]  No[]

Are you ensuring the correct health and safety regulations are being put in place? (where possible)

Yes[]  No[]

AC 4.4 Evaluation
To do a final evaluation of my campaign I will be doing two questionnaires. This first one will be a continued one from the start of the campaign. The other one will be a new one that will be given to the staff members. After the information from these questionnaires have been collected it will give the management an overall view of what has improved within the hotel and what needs further development.

Questionnaires

Questionnaires for Public
The first evaluation questionnaire will be one that will be given to the public. This will be continued from the start of the campaign until after the campaign has finished. This will give the hotel management an idea of where they are improving and where needs further development.

Hotel Feedback
Thank you for using our facilities. We hope you enjoyed your stay! Your feedback is greatly appreciated.

Please can you rate our hotel out of 5 on the following criteria:
**Room**

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Further Comments:

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**Cleanliness**

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Further Comments:

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**Staff/Service**

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Further Comments:

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Bar

1[] 2[] 3[] 4[] 5[]

Further Comments:

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Other Facilities if use (ie. Spa, conference room, etc.?)

1[] 2[] 3[] 4[] 5[]

Further Comments:

__________________________________________________________________________________
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Questionnaires for Staff
This questionnaire would be given to staff members throughout the campaign. The aim of this would
be to see where the campaign is working and areas that need further improvement. The further
comments sections will give staff a chance to further explain any issues that they are still facing
within the hotel.

Hotel Feedback

Staff Feedback Form

As a company, we have been trying to improve the quality of our hotel in order to ensure that
everyone, customers and staff, are enjoying their time here.

On a scale of 1 to 5 (1 being not noticed any improvement and 5 being a lot of improvement
noticed), how much improvement have you seen within certain areas of the hotel?

Rooms

1[] 2[] 3[] 4[] 5[]

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<th>Food Hygiene</th>
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Management

1[ ] 2[ ] 3[ ] 4[ ] 5[ ]

Further Comments:

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Health and Safety

1[ ] 2[ ] 3[ ] 4[ ] 5[ ]

Further Comments:

__________________________________________________________________________________
__________________________________________________________________________________
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Websites


Images


Unknown (2016) when fairytale characters meet drunk disney characters [Online], Available at https://img.clipartfest.com/741a0a9bc2c1f7e40ab81b316285dee9_when-fairytale-characters-meet-drunk-disney-character-clipart_1000-811.jpeg (Accessed 24/03/2017).


Unknown (2016) Drunk [Online], Available at https://s-media-cache-ak0.pinimg.com/736x/e0/b2/b8/e0b2b8f1a232a26f7951dcd762eb46e.jpg (Accessed 24/03/2017).


Unknown (2015) c248d684abcc42e84e98887098792be0 [Online], Available at https://s-media-cache-ak0.pinimg.com/originals/c2/48/d6/c248d684abcc42e84e98887098792be0.jpg (Accessed 24/03/2017).
