Parks for London

28 October 2026

Lunch & Learn WEBINAR



Creating safer parks through responsible technology

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Creating Safer Parks Through Responsible Technology

Practical approaches to reporting, mapping, communication and visitor confidence

Mark Balaam | CEO, imabi



Pain Points, Risks & Challenges



Safeguarding, Security and Wellbeing presents a tangible financial and reputational risk across education, businesses and communities, throughout the UK

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THE COMMUNITY IMPACT

The Impact on Community Safety and Resilience

Under-Reporting Hides Risk

Abuse, antisocial behaviour, VAWG and safety concerns can go unreported, leaving risks hidden, delayed action and victim distress

Poor Community Engagement

When staff or residents feel unheard or disconnected, services miss local insight and problems persist, weakening trust.

Low Awareness of Support

People facing exploitation, feeling unsafe or mental health difficulties may not know where to find trusted support.

Initiatives Have Limited Reach

Fragmented communication makes it harder to promote local initiatives, share safety advice and reach people in emergencies.

Gaps in Legal Compliance

Inconsistent processes and poor records make it harder to meet legal duties, evidence action and manage reputational risk.

Escalating Harm & Service Pressure

When concerns go unreported and people miss early support, problems can escalate into crisis, increasing demand and costs for public services.

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Recorded Incidents are Only Part of the Picture

Feeling unsafe can change whether, when and how people use a park

82%

of women

42%

of men

Said they felt very or fairly unsafe walking alone in a park or open space after dark after dark

Source: Office for National Statistics, Perceptions of personal safety (2022).

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Where Visitor Confidence Can Break Down

1

A visitor notices an issue

A damaged gate, poor visibility, harassment or an an uncomfortable route.

2

The reporting route is unclear

They leave, tell a friend friend or post online instead of making a usable report.

3

The location lacks detail

If reported it says “by “by the park” without a without a gate, path, facility or time.

4

The response is invisible

The issue is handled, but people never hear what changed.

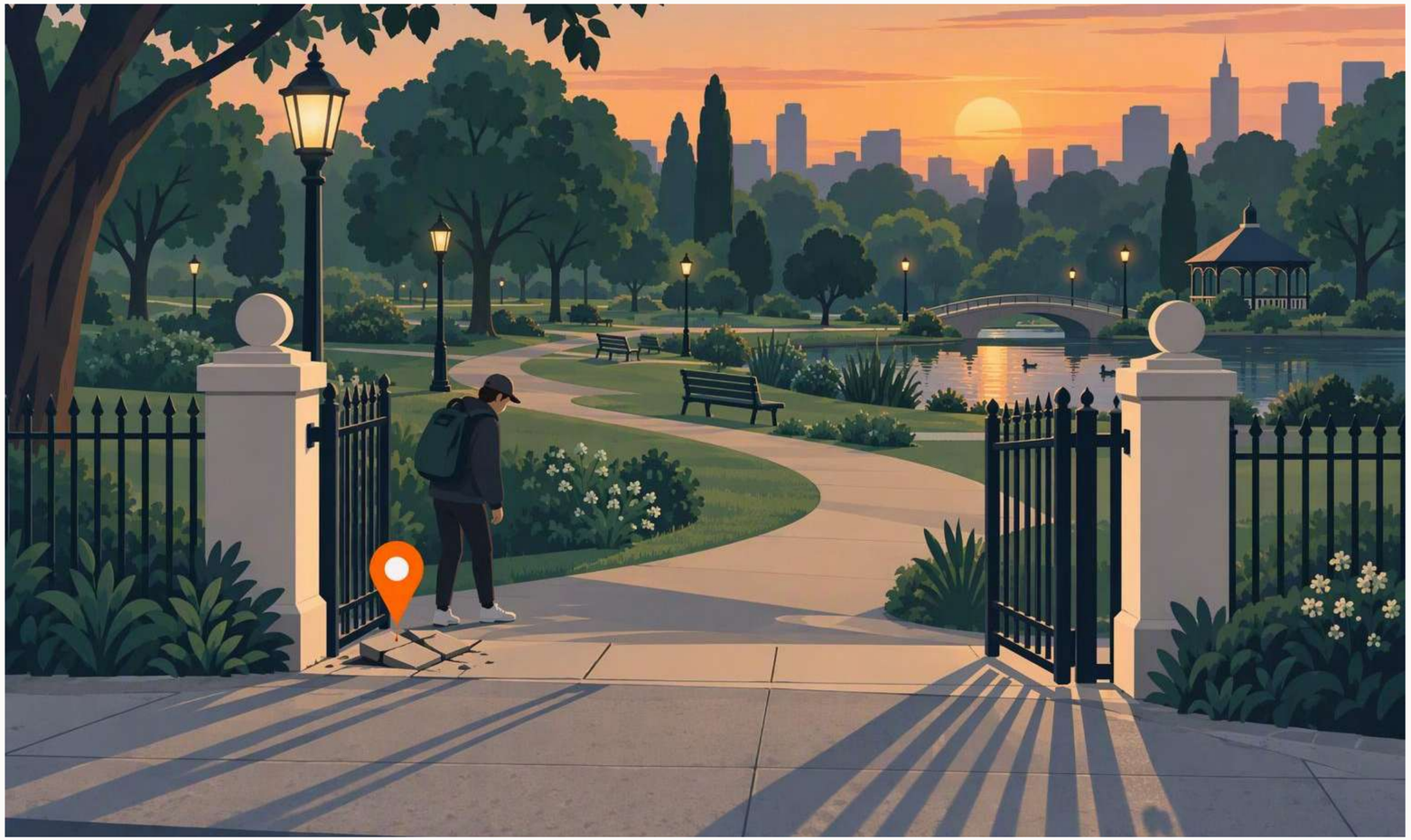
Opportunity: Make each step easier to see, access, use and learn from.

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Place and Time Make a Concern Actionable

“Near the park” is rarely enough to guide a useful inspection or response



EXAMPLE REPORT

“I avoid the east gate around dusk.”

Ask enough to act:

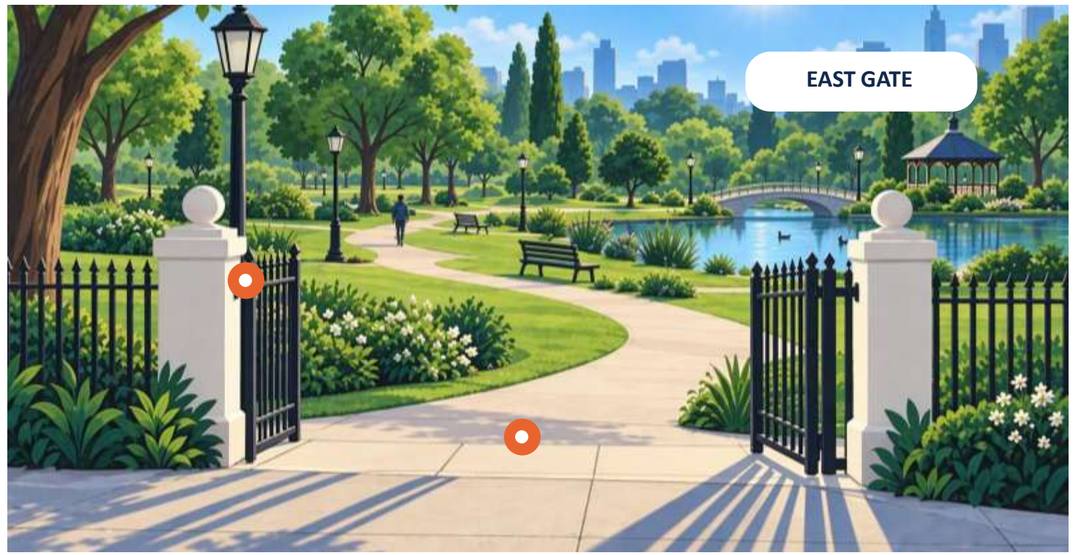
Which entrance or path?
When did it happen?
What was the concern?
Was help needed?

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Spotting an Emerging Pattern

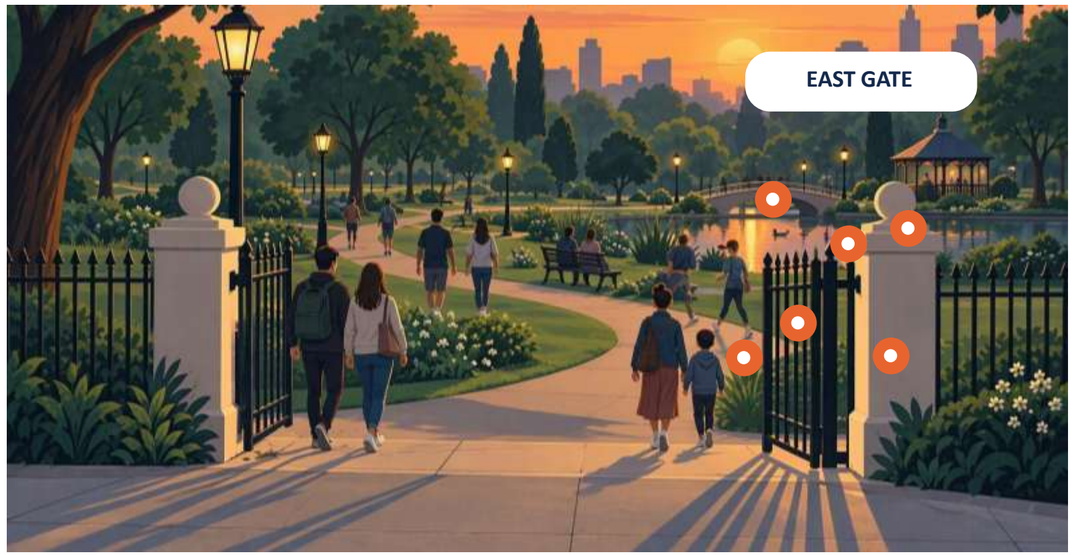
A comparison of reporting periods can help direct attention to a particular part of a park.

Earlier period



Illustrative reports; not imabi data

Later period



Illustrative reports; not imabi data

Question: is East Gate becoming a concern, or are more people now using and reporting there?

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Turn the Pattern into an Operational Priority

The volume of reports matters, but urgency, severity and practical context matter too.

EAST GATE

Repeated concerns at dusk

Schedule a dusk site inspection; check check visibility and staff observations. observations.

Targeted staff time

SOUTH PATH

One report of a serious obstruction

Inspect and make safe promptly. Do not not wait for more reports.

Immediate hazard response

PICNIC LAWN

Repeat litter after busy weekends

Trial a revised cleaning slot around peak use and review.

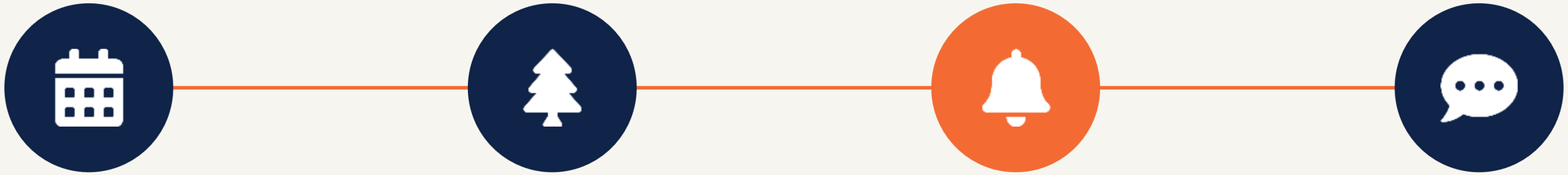
Smarter maintenance rota

Illustrative scenarios only | Choose a named owner, response timeframe and way to review each action.

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Improving the Park Visitor Journey



Before a visit

Opening times, Planned works, Things to do, Accessible entrances

In the park

Map POI, Live updates, Support locations, Reporting routes

When something happens

Urgent and non-urgent reporting routes, Location details

After the visit

Feedback, Confidence checks, Visible updates, Plan your next visit

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Practical Communication

- Accessible reporting: subject, path, entrance, facility, time of day
- Useful places: lighting, toilets, defibrillators, staffed buildings, accessible routes
- Support beyond the boundary: Safe Spaces nearby, support services, transport stops and links
- Temporary changes: events, closures, flooding, works
- Combine digital reports with staff observations



Preventing Harm and Building Confidence

The use of Technology can not only help respond to emergencies, but also help prevent harm, improve confidence and strengthen community engagement before incidents occur

Supporting Individuals

1. Stay informed with trusted safety guidance and real-time updates.
2. Access specialist support and advice when it's needed.
3. Share journeys, locations and safe arrivals with trusted contacts.
4. Find nearby safety and support services.
5. Report concerns anonymously and contribute to safer communities.

Supporting Organisations

1. Deliver targeted campaigns and safety messages.
2. Engage visitors and communities through surveys and community feedback.
3. Capture structured intelligence to support VAWG prevention and safety planning.
4. Identify emerging concerns and measure the impact of interventions.

Helping people stay safer today while providing organisations with the intelligence to improve safety tomorrow

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THE 3Cs

Communicate. Connect. Comply.

The 3Cs are core components of safer, more resilient communities
They help to bring communities, educational setting and businesses together

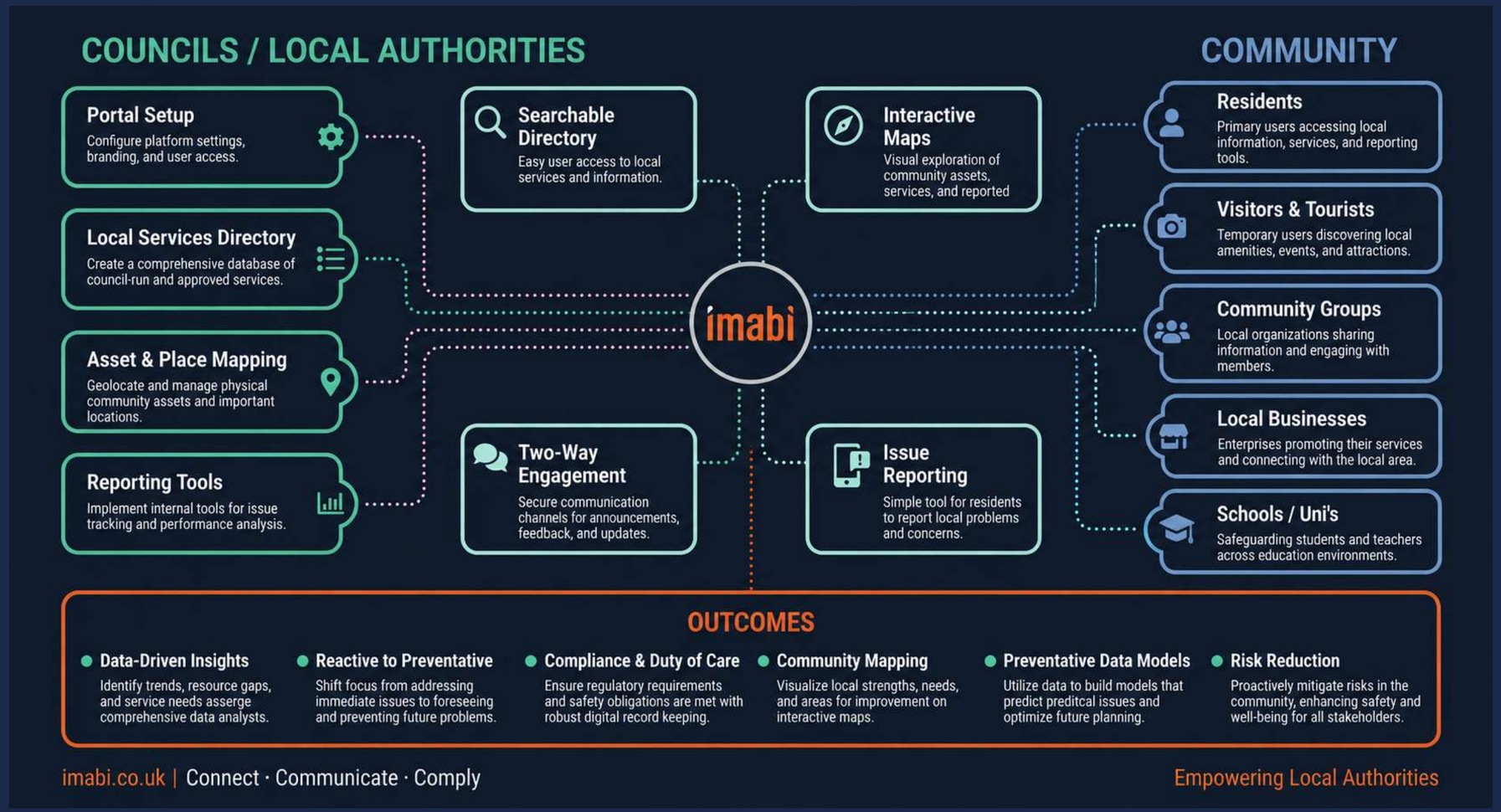
A Framework for Every Initiative

For every initiative, consider how people receive information, access support and meet their responsibilities. Responsible technology can help put the 3Cs into practice.

- Community initiatives and local services
- Safety, security and safeguarding
- Business operations and staff wellbeing
- Everyday activity and crisis response

Planning for Change – Disparate vs Connected

Connecting multiple stakeholders, content, services and support together to create positive and sustainable change

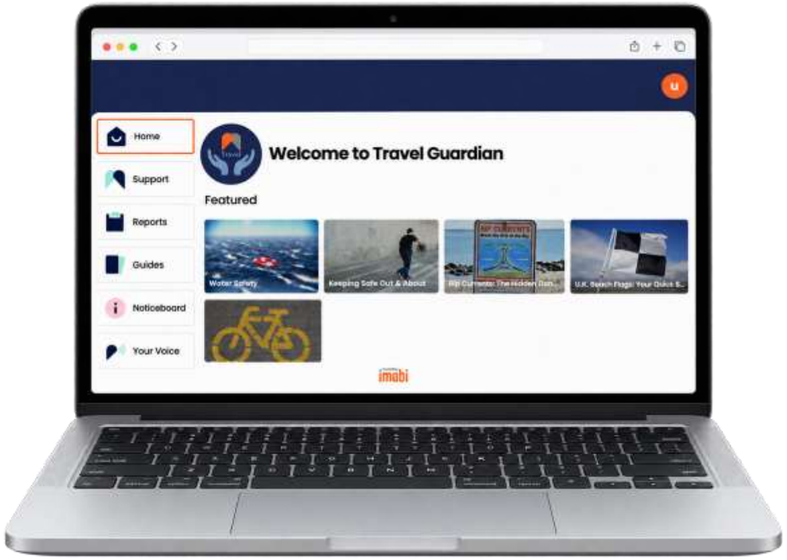


One Platform for Communications, Engagement & Compliance

Why restrict access to the information and services needed?

Allow complete real-time access in a convenient and accessible solution



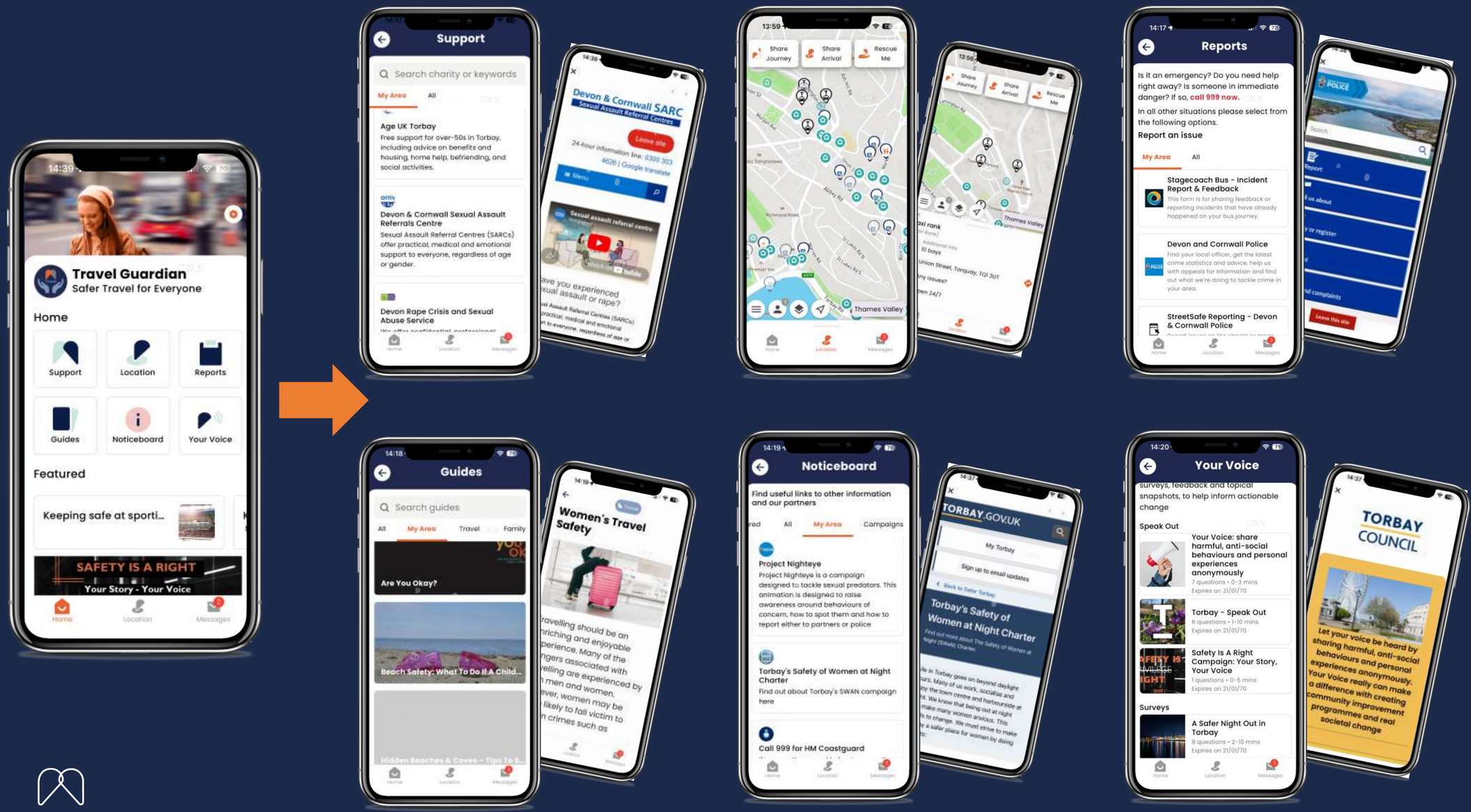




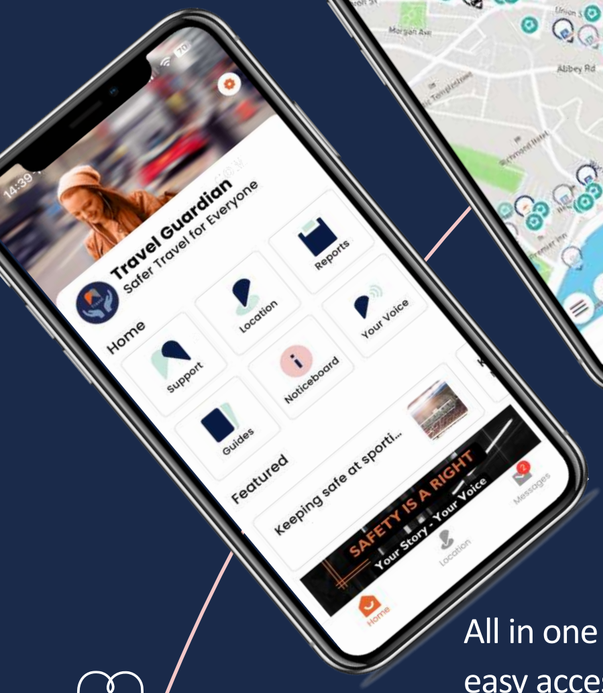


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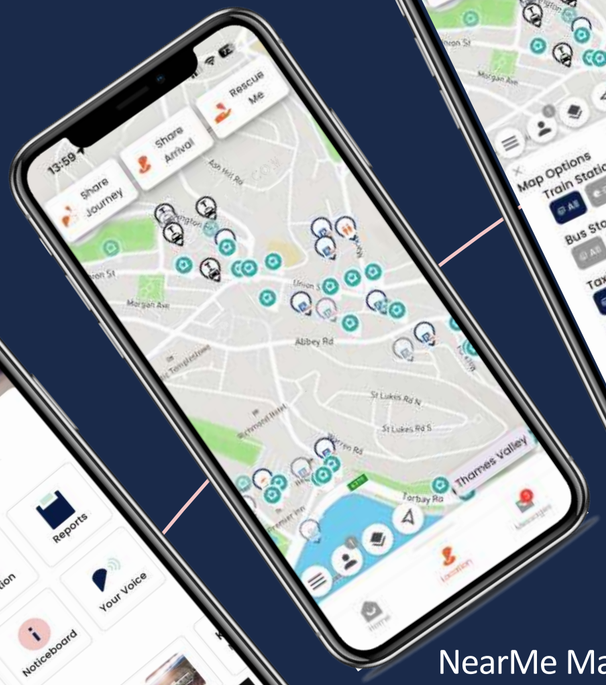
All In One Place



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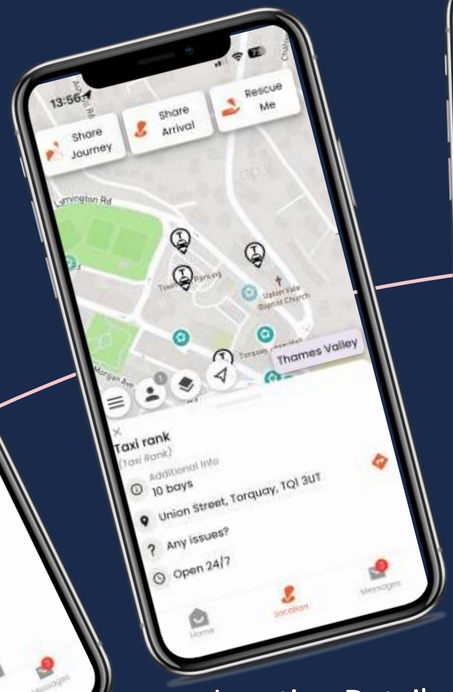
All in one place
easy access



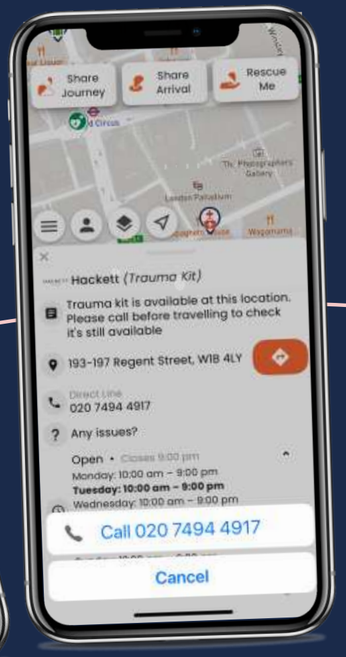
NearMe Map



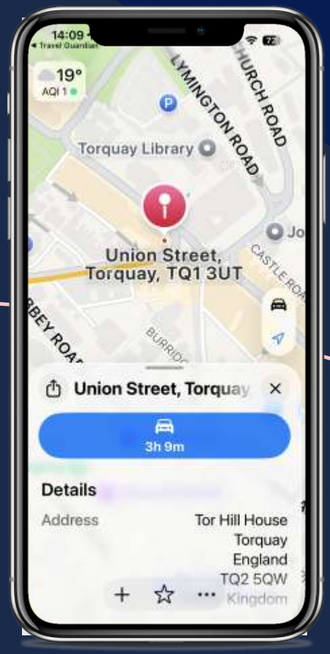
Select Layers to Turn
On / Off



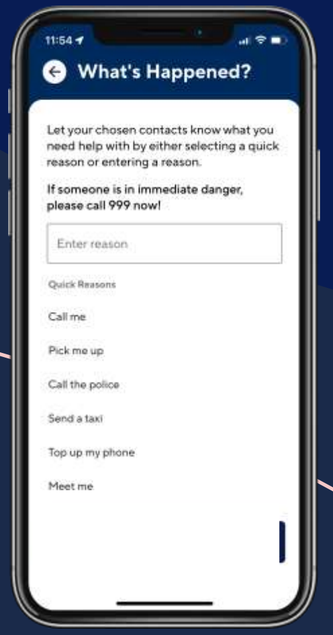
Location Details
Opening Times



Call Location



Navigate to
Location



RescueMe

Comprehensive Geo Safety Tools

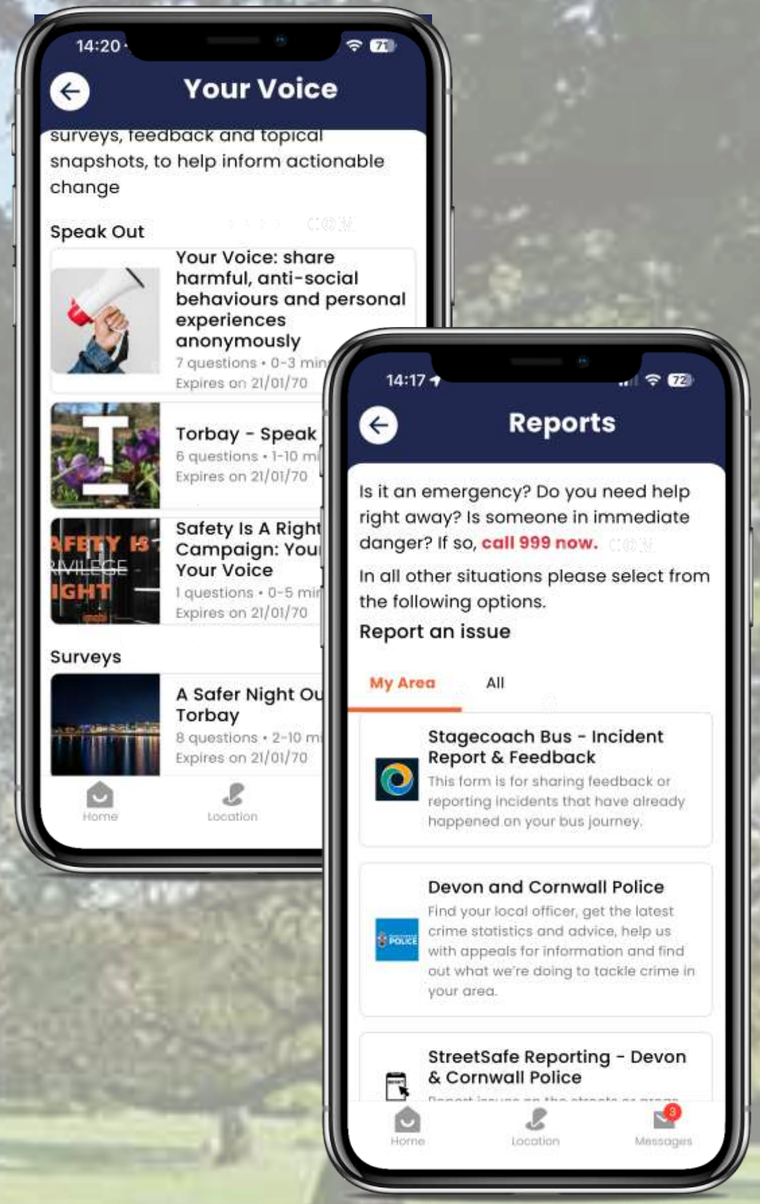
Share Journeys and Arrivals
Send RescueMe / MonitorMe Request
Set MyPlaces Alerts
Navigate to Safety / Help Locations
Manage Privacy

Listening and Reporting

Better questions produce more useful operational intelligence

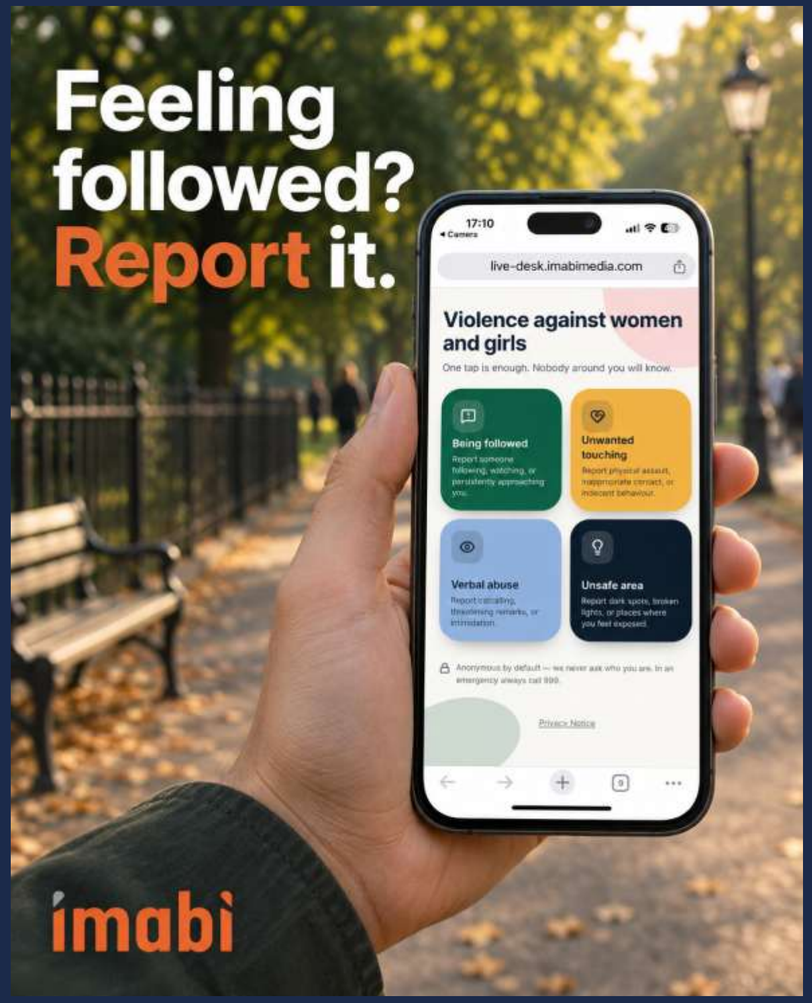
- Offer a **clear route** for non-emergency concerns, feedback and **anonymous** experience sharing
- Ask about the **specific** place, time and type of issue. Keep the form short enough so that it's easy to complete in the park
- Separate emergency **guidance** from **routine reporting** so visitors know what response to expect
- Use short **confidence questions** to hear from people who may never submit a formal incident report

Example question: Which entrance, path or facility influenced how safe you felt today?



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Reportng and Information Made Easy







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Communications that Supports Confidence

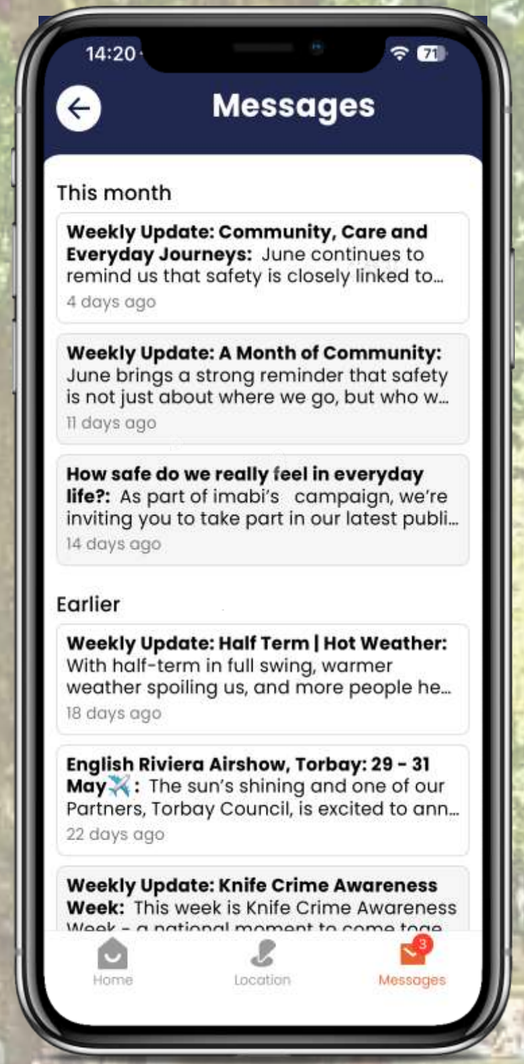
Useful updates are timely, specific and linked to an action

PLANNED Path closure, event setup, seasonal opening or maintenance work

LIVE Gate change, temporary hazard, crowded area or transport disruption

PREVENTION Heat guidance, water safety, personal safety and available support

FOLLOW-UP What the team changed after feedback or a repeated concern



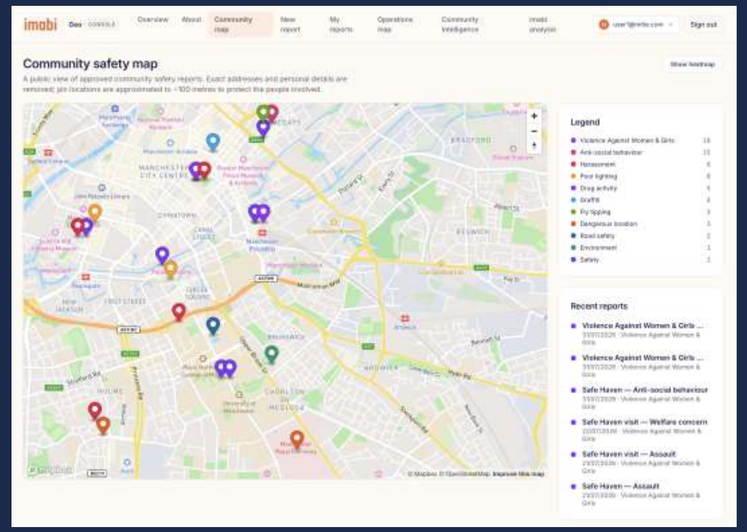
A location-based message should add value at that place

Too many alerts reduce trust.

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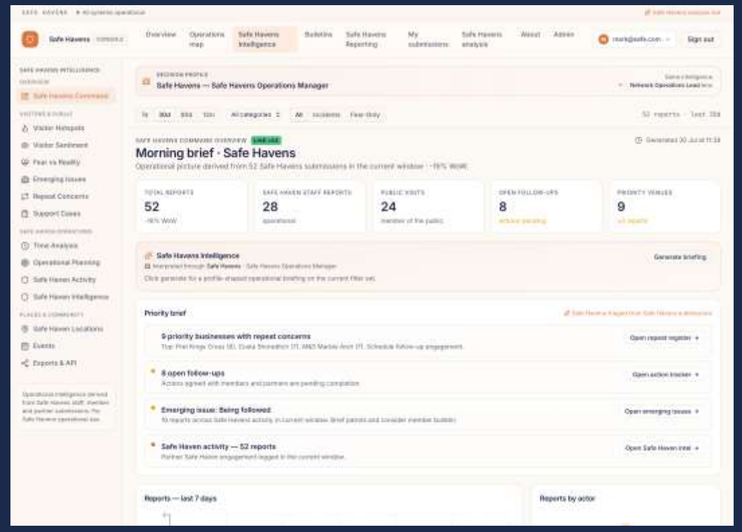
Data That Guides Positive Change

Understand local concerns, identify patterns and choose the right response



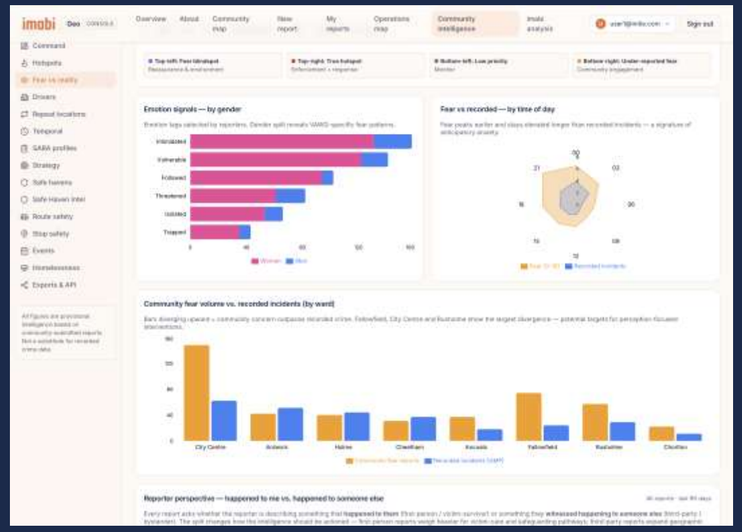
Locate hotspots

National and local maps show where reports cluster and where issues occur, helping teams focus attention on the places that need it.



Turn reports into insight

The intelligence hub presents data in different ways. AI explains aggregated findings and recommends next steps for administrators to consider.



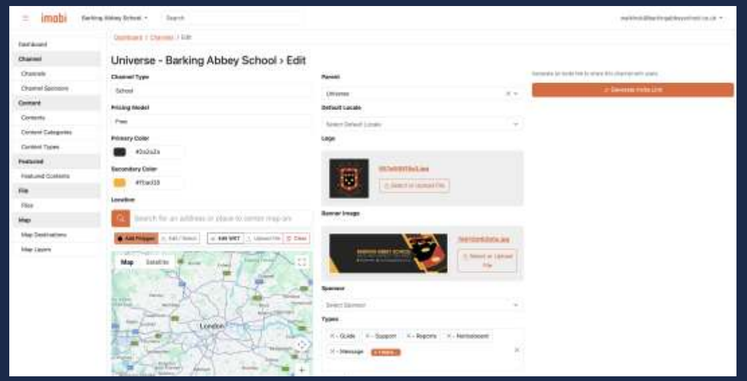
Fear and crime

Charts compare public perceptions with recorded crime. High fear alongside low recorded crime can guide reassurance campaigns and further investigation.

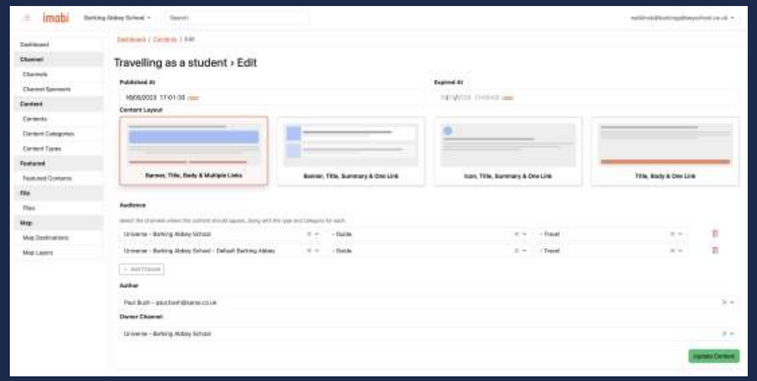
Data guides decision making and positive community campaigns

Realtime Content Management

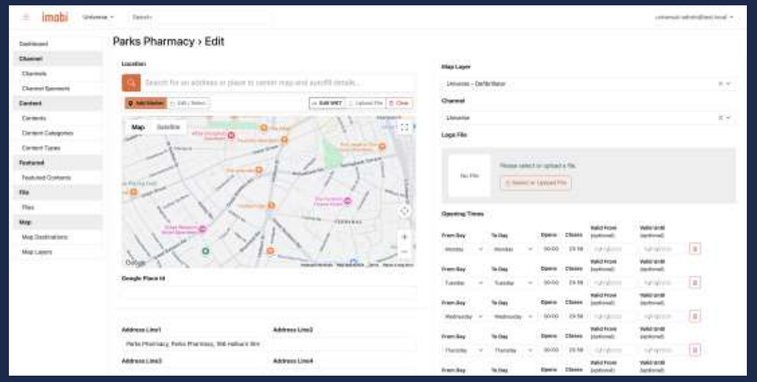
The admin portal makes it easy for authorised teams to add and manage content



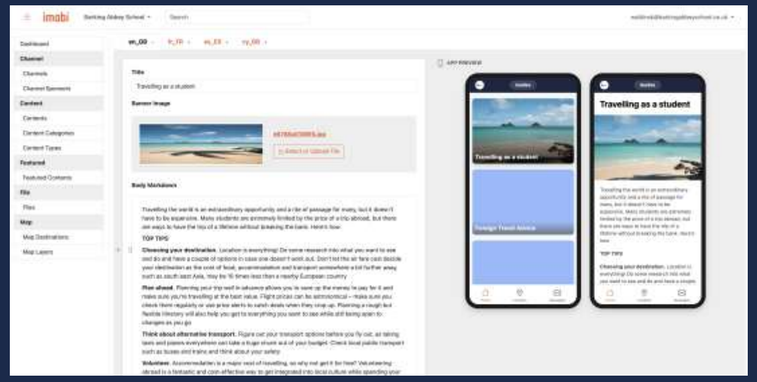
Create a channel



Choose a content template



Plot safety locations



Create and edit content

Share the workload

Train multiple appropriate administrators so teams can share responsibility for updates.

Appropriate access

Each person needs the right level of authority and access for their responsibilities, with relevant checks, including DBS checks where appropriate to the role.

Keep community content current without relying on one person

Bringing Parks to Everyday Places

Illustrative ways to promote park visits, safety, activities and events



Bus stops



Parks



Taxis



Digital screens



Billboards



Sports fields



Drink mats



Bars



Clubs

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Lessons for Park Operators

Lessons and practical considerations for improving visitor confidence and safety.

Visitor confidence and reach

- Confidence by location, visit time or user group
- Use of maps, updates, support information and reporting routes
- Awareness of where to get help and what to do in an emergency

Operational intelligence and response

- Reports by place, issue and time
- Repeat hotspots and the evidence used to prioritise them
- Time to triage, route, act and communicate an outcome
- Actions changed because of visitor or staff intelligence

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Summary & Questions

Building Safer, Connected and More Engaged Communities

Many risks affect parks, communities, education environments and workplaces.
Disparate solutions are not always effective.
Responsible technology can bring the 3Cs together through one accessible platform.

Communicate

Trusted updates, reporting guidance and support

Connect

Reach trusted services and share concerns

Comply

Meet legal duties and apply training and best practice

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Help tackle community safety by becoming part of imabi Travel Guardian

Our free national consumer app has been specifically developed to educate and empower society to help create safer and healthier communities

Travel

Download on the App Store

GET IT ON Google Play

Talk to us to help Make Change Happen

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We need to come together to create CHANGE

Thank You

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