

Snapshot of

DOWNTOWN BRANTFORD: A Look at our *Grand Community*

Despite the welcoming environment, offerings and services available, one of the barriers the Downtown core faces is the reputation and general perception of the area. **38% (190 out of 500) of respondents to the 2020 Community Safety and Well-Being Survey said that they go downtown at least once a week or more but perceptions of downtown still affect those who visit less often.** The graphic below outlines these concerns and contrasts them with facts and stats about the core.



PERCEPTION

- 75% believe that Brantford is less safe today compared to one year ago.
- 90% are concerned that substance use is a “big” or “major” problem in downtown Brantford.
- 81% believe that health and wellness are a high priority need for the city.
- 64% are concerned about the non-violent crime rate in Brantford.

vs.



REALITY

- The violent crime rate in Brantford declined by 18% between 2008 and 2018 - a somewhat larger decline than in either Ontario and Canada.
- 69% of BDOT clients were either offered a preventative resource or a referral.
- 87% of referrals to community addiction programs and RAAM were accepted by BDOT clients between 2019-2020.

In the 2020 Community Safety and Well-Being Survey, participants were asked how changes in downtown Brantford have impacted their sense of safety. Sense of safety increased significantly due to changes in:



72% PUBLIC SPACE



82% SOCIAL SUPPORT SERVICES



89% HIGHER EDUCATION

The City of Brantford has made great strides in developing the downtown core to increase the sense of community, vitality and safety. They collaborate with corporate, non-profit, and other governmental agencies to spearhead many improvement initiatives, such as:



Harmony Square Improvements – investing in public space for public events



Downtown Business Performance Grant – attracting millions of dollars investment by the public sector



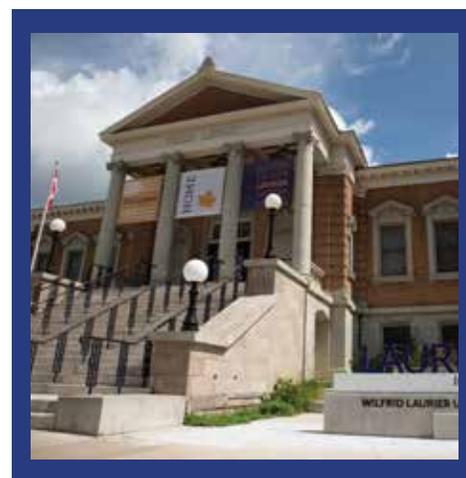
Victoria Park / George Street Heritage District Renewal – enhancing heritage and character



The Brantford Downtown Outreach Team (BDOT) – Connecting those in need with resources

CRIME SEVERITY INDEX RANKING (STATSCAN)

Brantford was one of only 3 cities across Canada that saw a 10% decrease in the Crime Severity Index between 2018 and 2019. Non-violent crimes dropped 15% in the same period.



WHAT COMMUNITY MEMBER ARE SAYING

"I think there is a lot more community optimism that seems to grow a little bit every year that's not tied to an industry or a political situation or anything like that. I think it's both a combination of the demographics and more youth are in the community."

"Downtown...has improved significantly, I was scared, really scared when I arrived at downtown Brantford a decade ago, but it's been huge improvements thanks to various initiatives."

"I think it has gotten better since Laurier came. They have started to do some great things in the downtown area, new buildings are being occupied for the right reasons."

