



Home Office

Crime Reduction & Community Safety Group

Tilley Awards 2008 Application form

Please ensure that you have read the guidance before completing this form. **By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the guidance.** Please complete the following form in full, within the stated word limit and ensuring the file size is no more than 1MB. Failure to do so will result in your entry being rejected from the competition.

Completed application forms should be e-mailed to tilleyawards08@homeoffice.gsi.gov.uk.

All entries must be received by noon on **Friday 25th April 2008**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811.

Section A: Application basics

1. Title of the project: **'Drive Out Vehicle Crime'**
2. Key issue that the project is addressing e.g. Alcohol related violence: **Theft From Vehicle**

Author contact details

3. Name of application author: **Liann Winn**
4. Organisation submitting the application: **Elmbridge Community Safety Partnership (CDRP).**
5. Full postal address: **c/o Elmbridge Borough Council, Civic Centre, High Street, Esher, Surrey, KT10 9SD**
6. Email address: **lwinn@elmbridge.gov.uk**
7. Telephone number: **01372 474393**

Secondary project contact details

8. Name of secondary contact involved in the project: **PC 4198 Mark Howells**
9. Secondary contact email address: **howells4198@surrey.pnn.police.uk**
10. Secondary contact telephone number: **01483 637044**

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: **Robert Moran, Chief Executive, Elmbridge Borough Council**

12. Endorsing representative's email address: **rmoran@elmbridge.gov.uk**

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered by e.g. GO East Midlands: **GO South East**

14. Please mark this box with an X to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):

Section B: Summary of application - *In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).*

Scanning:

Following an increase of vehicle crime incidents throughout 2006, primarily theft from motor vehicle, research was carried out to identify the current problem. Through the scanning process, figures produced showed that this was not a passing problem but one that was growing significantly accounting for three quarters of all vehicle crime within Surrey.

The following crime research using Surrey Police Crime Recording System highlighted 'theft from' motor vehicle crimes in 2005 as 474 offences reported compared to 653 offences reported in 2006. This equates to a 37.8% increase.

Elmbridge Community Safety Partnership had a target to reduce 'theft from vehicle offences' of 15% over the period 2005/08 as set out by the Home Office. The Surrey Police three year plan 2005 – 2008 target reduction of 15% for reported crime to achieve 8 crimes per 1000 head of population. Clearly, we were underperforming in this crime area. In an attempt to combat this, we devised an initiative called 'Drive Out Vehicle Crime' running from 1st May 2006 – 30th November 2006.

Analysis:

The initiative focused on crime prevention (for the reason that following a crime analysis, trends in relation to victim, offender, location and vehicle type are too general to identify specific hotspots to target) by educating motorists and removing the opportunity of theft from vehicles. The campaign also complimented and worked alongside targeted patrols and other enforcement carried out by Surrey Police.

Response:

Drive Out Vehicle Crime is an umbrella campaign which encompasses 7 initiatives based on the principle that if you do something 7 times, it can become a habit.

Initiatives took place once a month focusing largely around a media campaign and giving out promotional items as a reminder to remove valuable items and secure vehicles. Programme of events:

May – Safer Car Parks

June – Clutch head number plate screws

July – Screen wipes

August – Chamois key rings

September – Vehicle security MOT event

October – Dusters

November – Ice scrapers

Additional event held in February due to previous success – also giving out key rings and tax disc holders.

Assessment:

We identified a baseline of 653 recorded 'theft from vehicle' crimes for the same seven month period last year (2006), during the campaign we maintained month by month vehicle crimes to monitor ongoing performance. A final crime evaluation was carried out at the completion of the project.

We recorded the number of promotional items distributed during the campaign and recorded savings made due to the campaign.

State number of words: 399 (word count excluding headings)

Section C: Description of project - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 11.

Scanning:

Elmbridge is very affluent and one of the safest boroughs to live in. As a result people feel safe which promotes a culture of apathy often resulting in belongings being left in vehicles and also vehicles being left unlocked. One of the biggest problems we face as a borough is people leaving their vehicles insecure on their drive ways. During 2007, a scheme carried out by the PCSO's, surveyed vehicles parked on driveways to discover over 10% of vehicles were unsecured. There have been numerous articles in the local press going back over a long period of time urging the community to lock their vehicles and not leave anything valuable inside, but still the 'theft from vehicles' statistics continued to rise, so this was one area we really needed to concentrate on via our campaign.

Elmbridge is located 17 miles south west of central London in North Surrey, covering an area of over 23,800 acres (9,600 hectares). The Borough has 5 main towns: Cobham, Esher, Molesey, Walton-on-Thames and Weybridge. These are interspersed with the villages and communities of Claygate, Hersham, Hinchley Wood, Long Ditton and Thames Ditton, Oatlands, Oxshott and Stoke D'Abernon. We have very good travel links being close to the A3, M25 and London resulting in out of town thieves finding it very easy to travel into Elmbridge for rich pickings. A recent review of persons arrested highlighted a large number were not local residents thus being a factor for focusing on the 'potential victim' and carrying out preventative work. During 2007, 41.5% of persons arrested for the offence of Theft from Vehicle were from outside of Surrey.

Analysis:

We have a Joint Action Group (JAG) which is a multi-agency problem solving group which meets to discuss and solve issues of crime and anti-social behaviour in the Borough. The aim of the JAG is to get an understanding of where problems are occurring, what is causing them and to take forward suggestions of all partner agencies to effectively prevent or reduce incidents. Autocrime appears regularly in the monthly meetings and we are given information on the types of auto crime in the borough such as theft of number plates or amount of thefts from insecure vehicles. However, due to limited resources we had no formal in-depth crime analysis carried out on 'theft from' vehicles.

We were aware that there was no one hotspot area, specific times, days, vehicles or victim type that these crimes were committed against so we wove a project around the information to hand, and produced the Drive Out Vehicle Crime campaign.

Response:

To capture the attention of local people, we wanted to approach the campaign from a different angle and came up with something a bit quirky – 'if you do something 7 times it can become habit'. To accompany each message we put out, we gave away promotional items highlighting the messages of keeping vehicles locked and taking valuables with you. This generated interest from the public and press, and over the months it became usual to see press releases and articles in our publications and on the web showing 'this month's' initiative.

We gave the dusters, shammy's, wipes, ice scrapers etc away at our road show events around the borough where we had a prime opportunity to speak to the residents and make them aware of keeping vehicles and property safe. We also made the items available at the local police stations and the council offices each time enforcing the message to those that came and took something to 'keep your vehicle locked' and 'take valuables with you'.

Intervention / work undertaken during the campaign

May

- It is decided that over a three year rolling programme all of the council's car parks should be assessed for the Park Mark award.

- In order to ensure status is maintained, it is decided that crime levels in the council's car parks will be monitored via the monthly Joint Action Group (JAG).
- Press release written both on the Park Mark award and general information about the campaign.
- Posters distributed.

June

- Number plate security screws were made available at all police stations and the Civic Centre and were also handed out by PCSO's in car parks.
- Press release written.

July

- Screen wipes (to remove Sat Nav suction marks) were made available at all police stations and the Civic Centre and were also handed out by PCSO's in car parks.
- Press release written.

August

- Chamois key rings were made available at all police stations and the Civic Centre and were also handed out by PCSO's in car parks.
- Press release written.

September

- Secure Vehicle MOT held at the Civic Centre Esher (1st September) – motorists were able to get their vehicle checked for its security features and receive advice from the Crime Reduction Advisor and local PCSO.
- Surrey Fire and Rescue attended the event with their reaction tester and Autoglass offered free repairs to chipped windscreens.
- The event was advertised on Radio Jackie, via local press and posters in borough notice boards
- All agencies involved felt that the principle of the event was very good but in future, the event should be held at a busier location.
- A flag was purchased to attract attention to the event, this flag is generic and can now be used at other community safety events, such as road shows

October

- Dusters were made available at all police stations and at the Civic Centre
- Press Release written.

November

- Ice scrapers were made available at all police stations and at the Civic Centre and were also handed out by PCSO's in car parks.
- Press release written.

In February we held an additional event due to previous success and the identification of the re-emergence of vehicle crime as an issue in the borough following the completion of our initial campaign. The February event was held at a supermarket in the borough in an attempt to reach a large number of residents. Key rings and tax disc holders were also produced and distributed together with the original promotional items. A number of vehicle security MOT checks were also completed.

Who was involved?

Although the campaign was devised by the Crime Reduction Advisor (Surrey Police), Community Safety Partnership Officer (Elmbridge CSP) and Community Safety Coordinator (Elmbridge Borough Council) a number of other agencies were engaged and contributed to the campaign, including:

- Surrey Police – Casualty Reduction Officer and PCSO’s
- Surrey Fire and Rescue Service
- Autoglass
- Local Media (including Radio Jackie)
- Elmbridge Borough Council – Parking Services Manager (Environmental Care)
- NCP
- Costa Coffee, Esher High Street (Provided refreshments at the Secure Vehicle MOT event)
- Hills secure number plate company

Funding and Costs

Funding In		Spend	
Elmbridge Local Committee	£370	Radio Advert (Radio Jackie)	£445
Elmbridge CDRP	£3200	Dusters	£1021.28
Elmbridge JAG	£1300	Printing costs – posters	£145.56
		Printing costs – flag	£275
		Printing costs – other	£26.50
		Refreshments for Sept Event	£65.95
		Sat Nav and Phone ‘shammy’s’	£1300
		Screen wipe sachets	£40.89
		February initiative – key rings and tax disk holders	£1200.00
TOTAL	£4870	TOTAL	4520.27

Each intervention was supported by a press release using local media and Local Authority publications to reiterate to the public the need to keep their vehicles locked and to take their valuables with them and most importantly for it to become ‘a habit’. To enforce this message further we produced a local radio advert for our security MOT event which said the following:

“The Elmbridge Community Safety Partnership are working towards reducing vehicle crime in the borough and invite you to attend the ‘Drive Out Vehicle Crime’ security ‘MOT’ event on Saturday 1st September 2007 between 10am and 2pm at the Elmbridge Civic Centre Car Park off Esher High Street.

The Police Crime Reduction Advisor will carry out a security overall of your car and will suggest measures to keep your vehicle safe.

The event at the Civic Centre car park, Esher High Street on the 1st September will also include:

- Surrey Police
- Surrey Fire & Rescue Service
- Autoglass
- Hills Secure Number Plates

Offering professional advice on all aspects of potential vehicle crime and criminality including number plate security, Sat Nav safety, car security alarms/ immobilisers, accident prevention and window etching.

The Partnership will be giving away goodies to remind everyone to secure their vehicles and take valuables with them - and after having your vehicle security checked you will receive 10% off your order at Costa Coffee in Esher High Street.

So come along and support the ‘Drive Out Vehicle Crime’ event from 10am until 2pm on Saturday 1st September at the Civic Centre off Esher High Street.”

Assessment:

The Drive Out Vehicle Crime campaign was developed in response to increasing numbers of 'theft from motor vehicle' incidents across the borough of Elmbridge. Although we had no clear hotspot areas, the campaign was focussed on education of motorists in an attempt to promote target hardening of vehicles, therefore minimising the risk of offences taking place. By concentrating on target items such as theft of number plates and satellite navigation systems etc we achieved measurable results for example, issuing clutch head screws to prevent number plates being taken off cars; screen wipes being handed out to remove the suction mark off the windscreen left by the sat nav; ice scrapers being issued giving the message not to leave the engine running whilst de-icing to prevent the car (or items inside) being stolen.

May

- **5 of the council's car parks received Park Mark status – a total of 8 awards**

June

- **Number of (number of) number plate security screws issued – 9,000**

July

- **Number of screen wipes issued - 1000**

August

- **Number of chamois key rings issued (mobile phone) – 700**
- **Number of chamois key rings issued (Sat Nav) - 650**

September

- **Secure Vehicle MOT held at the Civic Centre Esher**

October

- **Number of dusters issued – 700**

November

- **Number of ice-scrapers issued - 400**

February 2008

- **106 key rings, tax disc holders and other items were given out at the road show with 36 security MOT vehicle checks carried out.**

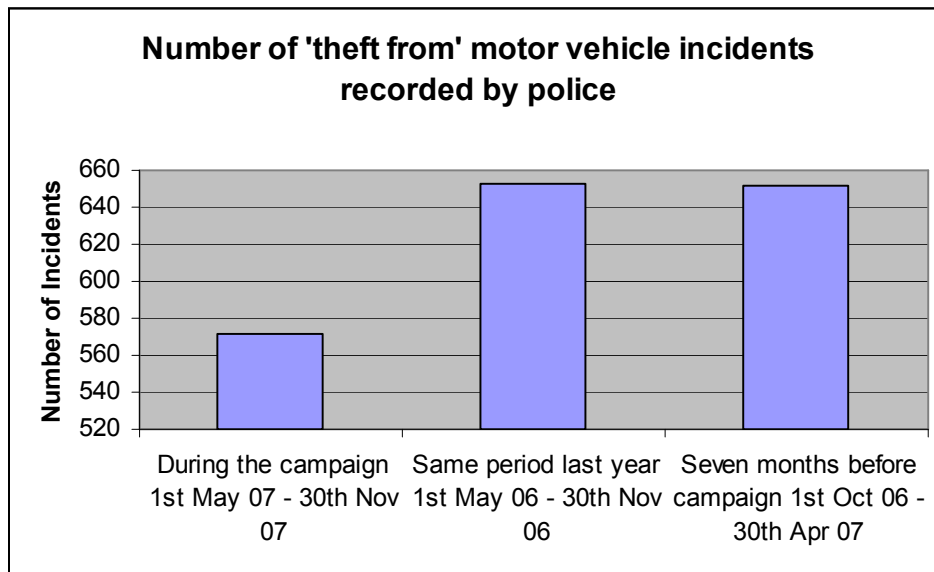
Crime Stats – before, during and after

These statistics have been taken from the Surrey Police Crime Recording System and show a decline in incidents of 'theft from motor vehicles' across the borough.

During the campaign 1st May 2007 – 30th November 2007 there were a total of 572 incidents of theft from motor vehicle reported by the police. In the same period last year (1st May 2006 – 30th November 2006) there were 653 recorded.

This represents a reduction of 81 incidents or a 14.1% reduction.

When looking at the previous 7 months (before the campaign started) a reduction can also be seen. From 1st October 2006 – 30th April 2007 there were a total of 652 offences reported.



Using information from the Economics and Resource Analysis Unit at the home office, the average cost (All associated costs – including those incurred by the victim, police etc) of each theft from motor vehicle incident is £899. This would indicate that the DOVC campaign has contributed in a **£72, 810** (Number of incidents reduced (81) x the cost of each incident of theft from motor vehicle (£899)) saving.

Home Office information also indicates that for every vehicle crime reported, a further 1.8 go unreported therefore for every vehicle crime prevented, 2.8 vehicle crimes are reduced. Using these figures, we can estimate that for every theft from vehicle incident prevented during the DOVC campaign (81) a further 2.8 (266.8 crimes) were preventing resulting in a total overall saving of **£203,893.20**.

Total spent on campaign - £4,870	Estimated total saving - £203,893.20
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In conclusion Drive Out Vehicle Crime led to a successful drop in 'theft from vehicles' to **-14.1%**.

Due to financial constraints and limited resources we had to find a project that worked for us. Demands on the three key officers involved was not excessive, we met initially to analyse the problem and came up with a solution; published a press release once a month; sourced promotional items; produced posters; attended 2 Security vehicle MOT events for half a day each and met to discuss progress. We also had help from borough PCSO's

At the end of the project in November, statistics did start rising again and to maintain sustainability in the future we have agreed that we will work with the public and remind them about vehicle crime by continuing to carrying out our road shows around the borough. It has also been acknowledged and accepted as a successful scheme and therefore adopted into our Partnership Plan as a core action.

Please see pictures below

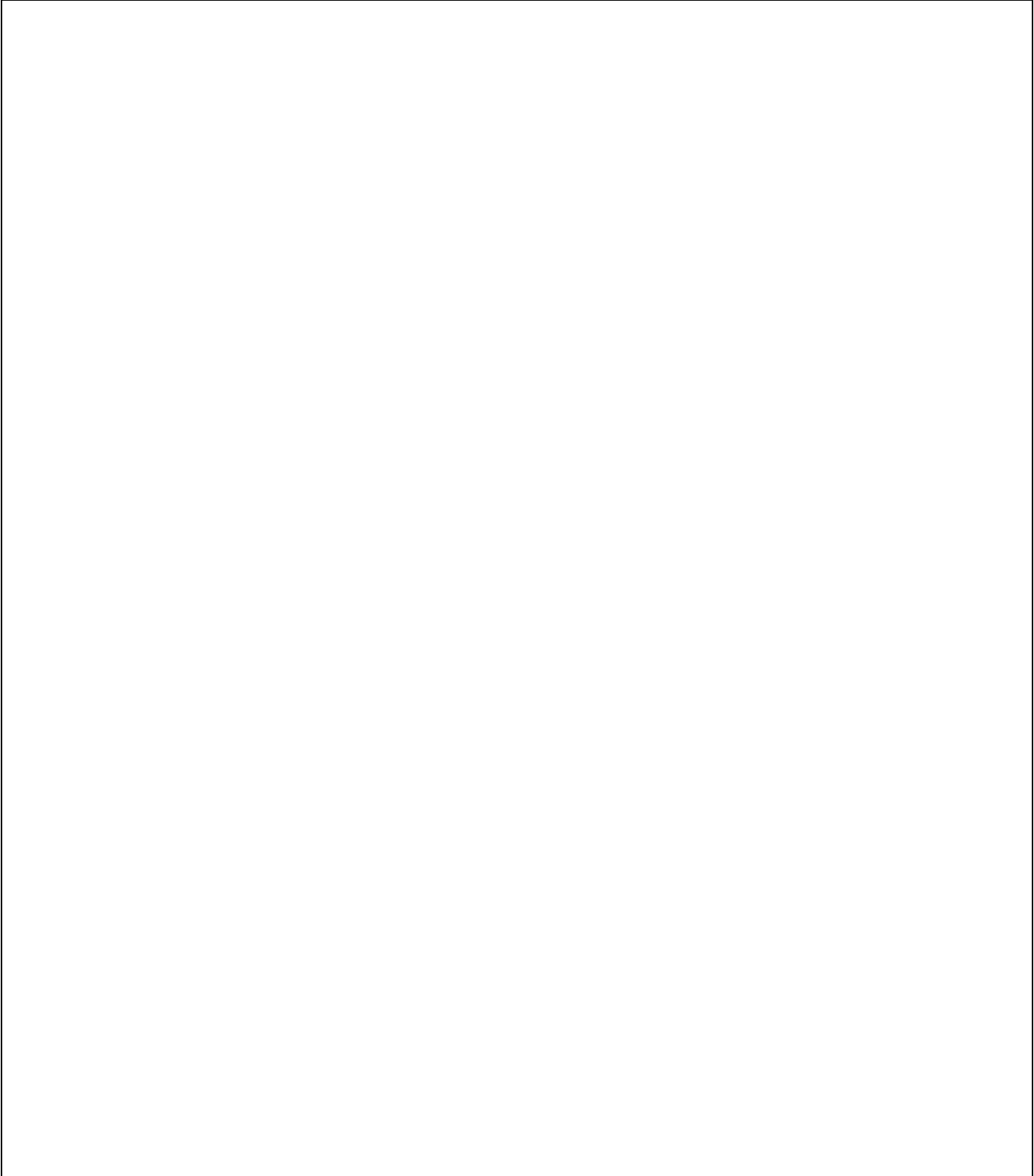
State number of words used: 2,119



Shammy's for mobile phones to remind you to keep your property safe.



A range of our promotional items.



Section D: Endorsement by Senior Representative - Please insert letter from endorsing representative, this will not count towards your word or 1MB size limit restrictions.

Dear Sirs

Drive Out Vehicle Crime – Tilley Awards 2008

As the Chief Executive of Elmbridge Borough Council and Chair of the Crime & Disorder Reduction Partnership, I welcome fresh initiatives and ideas that reduce crime in the borough.

Although Elmbridge is one of the safest boroughs to live in, crime and fear of crime are still factors and we need to instill into our community the need to protect their property and themselves.

A consequence of low crime is public complacency, therefore local people do not always carry out adequate crime prevention measures. The Drive Out Vehicle Crime initiative was an outstanding piece of work that aimed to combat this issue and send out a constant message to the community.

As can be seen in the statistical evidence car crime, especially 'theft from vehicle', was a high priority for us to tackle and throughout the duration of the project the statistics fell significantly - and are still low. I believe these significant reductions are directly attributable to the Drive Out vehicle Crime initiative. The aim to reduce theft from vehicles was successfully achieved

This is an excellent example of Partnership working by the Borough Council (Ellie Phelps), Surrey Police (PC Mark Howells) and the Elmbridge Community Safety Partnership (Liann Winn) who are all keen to sustain the good work by taking the road show out into the borough to remind our residents about the Drive Out Vehicle Crime message, and in turn keep crime low.

Yours sincerely

Robert Moran

Checklist for Applicants:

1. Have you read the process and application form guidance?
2. Have you completed all four sections of the application form in full including the endorsement from a senior representative?
3. Have you checked that your entry addresses all aspects of the judging criteria?
4. Have you advised all partner agencies that you are submitting an entry for your project?
5. Have you adhered to the formatting requirements within the guidance?
6. Have you checked whether there are any reasons why your project should **not** be publicised to other police forces, partner agencies and the general public e.g. civil or criminal proceedings pending in relation to your project?
7. Have you inserted your project name as a footer note on the application form?
Go to View-Header and Footer to add it.
8. Have you saved you application form as a word document and entitled your message '**Tilley 08 entry (followed by project name in brackets)**' before emailing it?

Insert Project name:
DRIVE OUT VEHICLE CRIME

Once you are satisfied that you have completed your application form in full please email it to Tilleyawards08@homeoffice.gsi.gov.uk. One hard copy must also be posted to Alex Blackwell at Home Office, Effective Practice & Communication Team, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received by 25th April 2008.