



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: | Tackling Alcohol Related Violent Crime |
| 2. Key issue that the project is addressing: | Violent crime. |
| <u>Author contact details</u> | |
| 3. Name of application author: | Marilyn Davies |
| 4. Organisation submitting the application: | Safer Stockton Partnership (SSP) |
| 5. Full postal address: | Council Community Safety, Stockton Police Station,
The Square, Stockton on Tees, TS18 1TZ |
| 6. Email address: | marilyn.davies@stockton.gov.uk |
| 7. Telephone number: | 01642 527610 |
| <u>Secondary project contact details</u> | |
| 8. Name of secondary contact involved in the project: | Gary Gamesby |
| 9. Secondary contact email address: | gary.gamesby@cleveland.pnn.police.uk |
| 10. Secondary contact telephone number: | 01642 302202 |

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: George Garlick
12. Endorsing representative's email address: george.garlick@stockton.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: Government Office for the North 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).*

1. **Scanning:**

The Violence Reduction Group established in 2003 focuses our efforts and develops and monitors operations and projects to help us to reduce violent crime. The Crime and Disorder Audit 2004 identified a 196% increase against 2001/02 with violent crime accounting for 16% of recorded crime in 2004. The group has membership from the Police, the Council, Health (Manager of Accident and Emergency) and the Ambulance service, which enables analysis of a range of data so that we can identify the real issues for Stockton and to develop projects and operations that impact on local problems.

2. **Analysis:**

Police, A & E data, Trading Standards and Licensing and Ambulance data was analysed to identify the main geographical area for violent crime. We then analysed the type of violent crime being committed, identifying days of the week and times as well as geographical area down to which pubs and clubs had the highest levels in and around their premises. Health data identified that binge drinking in Stockton is significantly higher than the national average and we know that nine wards are in the highest quartile locally for binge drinking. The Council's Community Safety Analyst developed this work to identify those arrested for violent crime on more than one occasion and this is passed to the Council's Volume Crime Coordinator for enforcement action.

3. **Response:**

Using this analysis it was decided that we would run a project that had a range of levels to help people to drink safely and to assist us to reduce levels of violent crime targeting hot spots and repeat offenders. ThinkB4UDrink was developed to provide information and advice on safe drinking levels, whilst also having an enforcement element against repeat offenders. The project is flexible and can be adapted to provide campaigns such as in the run up to Christmas when we know that there is an increase in Domestic Violence.

3. **Assessment:**

Targets were set in the Community Safety Plan 2005/08 with performance monitoring reports taken to SSP quarterly. As the project evolved the Violence Reduction Group used analysis to adapt the project to ensure that our work remains effective. The first Violence Reduction Strategy was produced in 2006 and the ThinkB4UDrink campaign has been evaluated by the University of Teesside the evaluation and a recent council Viewpoint Survey found that 49% of those interviewed were aware of the campaign and of those 68% were among the key target group.

State number of words: 400

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 12.*

1. **Scanning:**

1.1. The Crime and Disorder Audit 2004 identified a 196% increase against 2001/02 with violent crime accounting for 16% of recorded crime in 2004. The Violence Reduction Group established in late 2003 has focussed our efforts to ensure that we have reacted swiftly to increases that were outside of the changes due to NCRS compliance. In 2005/06 we saw a 13% increase which we then reduced by 15% in 2006/07 when we recorded 3,722 offences. In 2007/08 we recorded 3,452, an increase of less than 1%. During this period we have been audited to ensure that we are fully NCRS compliant with Cleveland Police graded as excellent for data quality in 2005/06, the latest grade available. We have also increased uniform presence on the streets with Operation Tranquility where pubs and clubs pay for an additional uniformed presence in hot spot areas and periods. By examining the type of violent crime that is being recorded we know that the increase that we are experiencing are due to low level violence often involving situations where neither participant want to make a complaint but it is recorded because it has been witnessed by a Police Officer. We also know that these types of incidents make feel people feel unsafe in an area so increase fear of crime so it is important that we are aware of them and that we tackle them.

	2004/05	2005/06	2006/07	2007/08	Change	% Change
Violent Crime	3,744	4,285	3,722	3,752	30	0.8%

- 1.2. We know that residents in Stockton are more likely to report crime than the national average. Every other year the Council commissions a survey by MORI and one of the questions residents are asked is whether they have been a victim of crime and if they have whether they reported it, by comparing this with the BCS we can see that 79% of our residents had or would report a violent crime against the national figure of 35%, so we are comfortable that the picture painted by looking at recorded crime is an accurate reflection of what is happening in our borough.
- 1.3. At the end of 2007/08 violent crime accounted for 19% of recorded crime however we are confident that this relates mainly to common assault and harassment offences that are picked up due to the increased level of uniformed officers we have in our hot spot areas. Our Partnership Strategic Assessment confirms this showing that of the 1,795 of offences of violence recorded during the assessment period only 2% were of a serious nature.
- 1.4. The Chair of the Safer Stockton Partnership also chairs the Violence Reduction Group (VRG), which meets monthly. It has membership from:
- Police, a Chief Inspector and Sergeant from the Licensing Unit
 - Council, Community Safety Manager, Trading Standards and Licensing Manager, Community Safety Analyst and jointly funded between the PCT and Council our Alcohol Community Safety Officer
 - Health Manager of Accident and Emergency
 - Victim Support
 - TENYAS the Ambulance service
- 1.5. This membership and commitment enables us to analyse a range of data so that we can identify the real issues for Stockton. For example we know that Ambulance pick ups have reduced in our hot spot area and that they have reduced even more significantly over the last three months since we began using Section 27 Direction to Leave notices in the Town Centre, which remove people from the area at an early stage when they are causing a nuisance in or around a pub thereby reducing the risk of a violent incident if they were to consume further alcohol. Twice a year we have a joint meeting with Hartlepool Violence Reduction Group and we invite the other CDRPs that make up the Cleveland Police District, this helps us to share best practice and develop our project effectively.
- 1.6. We work closely with the Pub Watch scheme that has 200 members in our Borough. They share information with us to tell us who they have banned from their premises, what the ban is for and whether there have been any breaches. The Volume Crime Coordinator then writes out the banned individual to advise them that we are monitoring them and that if there are further breaches or incidents we may apply for an ASBO.
- 1.7. A decision was made for the Council to employ the Volume Crime Coordinator and for the ASB Team to prepare all cases for ASBOs and CRASBOs. This proves very cost effective and this element of the project costs 30% less than when this post was filled by a Police Officer with no reduction in the quality of the work

or outputs.

- 1.8. Domestic Violence is dealt with by a separate group the Domestic Violence Strategy Group however we share relevant data and work and have worked closely with this group to develop the DV element of ThinkB4UDrink. Stockton and Hartlepool jointly fund a DV Coordinator post and use a voluntary group to provide all of our Domestic Violence services including a voluntary male perpetrator project for offenders that commit violent crime both in and outside of the home.
- 1.9. The remit of the VRG was to develop a project that would provide both short and long term solutions that was flexible enough to adapt to changing trends.

2. **Analysis:**

- 2.1. We know that Serious Violent Crime as defined by NI15 has reduced by 48% from 2004/05 to 2007/08. Over 2007/08 we know that Total Serious Violent Crime was only 3.5% of all violence. Whilst it occurred in all wards, Stockton Town Centre accounted for a quarter of all the offences and there were eight locations where three or more of these crimes happened. Bodily force is used mostly followed by use of a knife or bladed instrument in only 109 incidents since 2004/05 to date. This analysis tells us that we need to provide information to our residents to reinforce the message that Stockton is a safe place as well as reassurance that we will take prompt enforcement action against repeat or serious offenders of violent crime.
- 2.2. Initially we analysed Police, A & E data, Trading Standards and Licensing and Ambulance data to identify the main geographical area for violent crime. We then looked at the type of violent crime being committed, identifying days of the week and times as well as further analysis of the geographical area of which pubs and clubs had the highest levels in and around their premises. We used this analysis to gate off our hot spot area blocking three vehicle access routes to make it pedestrian only during 10pm and 5am on Friday, Saturday and Sundays for Bank Holiday weekends. Providing more space in this area for pedestrians when pubs and clubs are discharging reduces the risk of a minor incident turning into a violent crime and as a result of this we saw a 54% reduction in recorded violent crime in that area six months after the gating was installed.
- 2.3. Health data identified that binge drinking in Stockton is significantly higher than the national average and we know that nine wards are in the highest quartile locally for binge drinking. Using this analysis lead to the development of the ThinkB4UDrink project that incorporates be spoke campaigns, information and enforcement. The campaign covers the whole of the Borough but we focus our efforts on the wards with the highest levels of violent crime and they are targeted with the majority of shops, supermarkets, pubs and clubs in these areas agreeing to display our messages.
- 2.4. Police Strategic Intelligence Assessments have been used throughout to identify changing patterns and trends and to direct the project. We have developed the Volume Crime Coordinator post to work with repeat perpetrators of Criminal Damage and Other Theft as a result of this successful approach.
- 2.5. The Partnership Strategic Assessment completed by the Council's Community Safety Analyst identified that during the assessment period (April to September 2007) 1,079 suspects were added to a violent crime report of those only 25% were female with the highest category being males aged between 18 – 24 years old. During this period there were 1,198 unique victims of those 45% were female. Young males under 25 account for over a quarter of all violence victims at 27%. Domestic Violence was identified for 47% of female victims. This analysis has been used to direct information campaigns used by ThinkB4UDrink and to target repeat and serious offenders.
- 2.6. The Police Senior Analyst set up an analytical tool that is now used by the Council's Community Safety Analyst to identify repeat offenders for the enforcement side of the project, Police data and multi agency anti social behaviour data is interrogated to identify those arrested for committing violent crime on more than one occasion within a four-month period. Included in this analysis are people given a section 27 Direction to Leave and anyone issued with an AS 13 notice concerning an alcohol related issue. (An AS 13 is a notice that is given to anyone who is seen causing anti social behaviour, a duplicate of the notice is passed to the Multi Agency ASB Team who record the incident and perpetrator details on an Anti Social Behaviour database). When repeat or serious offenders are identified this information is passed to the Volume Crime Coordinator for enforcement action. We monitor these individuals daily and if a further arrest is made this case is escalated and a file is prepared for an ASBO application. This analysis is ongoing and updated every quarter. It is also supplemented by information that is received daily by the Volume Crime Coordinator who attends daily Tasking meetings with Police colleagues, monthly Joint Action Group meetings and

Neighbourhood Policing priorities and this enables us to take rapid action against those causing us the most problems.

3. **Response:**

3.1. Using the scanning and analysis helped us to develop a project that had a range of levels to help people to drink safely with the aim of reducing alcohol related violence in the long term and to assist us to reduce levels of violent crime in both the long and the short term, all issues relevant to Stockton. ThinkB4UDrink provides information and advice on safe drinking levels, whilst also providing enforcement against repeat and serious offenders of violent crime. The project is flexible and can be adapted to provide campaigns such as in the run up to Christmas when we know that there is an increase in Domestic Violence or new semester times at the University.

3.2. We launched the project in Yarm, the main drinking area in our Borough. We produced a DVD with the support of the mother of a young man who had lost his life as a result of violent crime and his image was used alongside graphic images of violent crime in Stockton taken from CCTV monitoring. Throughout the night we showed the DVD on a screen on a lorry so everyone moving between pubs could view it whilst at the same time the pubs and clubs had our posters on display and door staff wore our tee shirts. Members of the VRG were around to dispense 'spikeys' and offer advice and information throughout the night. Vaux Breweries, who provided money towards the cost of the DVD, sponsored the project and the press launch was held in a local nightclub.

3.3. Since then we have used a range of methods to get the message across to different audiences identified through our ongoing analysis and scanning process:

- Using beer goggles on a computer game helps people to understand that their responses are flawed when they have had a drink.
- Working with supermarkets and off licences to display floor runners and shelf messages that tell people about the units in alcohol.
- Posters, leaflets and promotional tools are used, such as water bottles that can be taken to the gym and phone charms promote the project to a range of audiences.
- We have produced beer mats with be spoke messages for different audiences: When the European cup was running one range contained quirky messages such as "Too much drinky winky affects your keepy uppy"; 'Drink less and you might score more'; 'No one likes a dribbler'; For the university we produced a range that gave details of the origins of pub games and our latest range challenges the belief ' It's not me, it the beer' whilst also advocating safe drinking. Licenses only complaint is that they are so successful they are stolen as people have started to collect them!
- We produced tee shirts for door and pub staff with our logo and the message; 'You know you've had too much to drink when you think the bouncers look fit' and they were worn by both bar and door staff.
- Holding our first B Rave night for young people to show that you can have fun without alcohol
- Produced a fact sheet for young people with information given in a format that was decided by young people.

The aim of this education campaign is to change drinking behaviour in the long term. The enforcement element of the project has two positive elements it bans perpetrators of violent crime from licensed premises whilst also informing those using pubs that we have taken positive action to make Stockton a safer place. The Volume Crime Coordinator is given the details of those who have been arrested for a violent crime on more than one occasion, or given a section 27 Direction to Leave more than once or given an AS 13 for an alcohol related incident more than once. Pub Watch also inform him of all people who are banned from their premises and they advise him of any breaches of these bans. He then writes out to the perpetrators of the violent incidents to warn them that they are being monitored because they are committing violent crime. This council post sits in the Multi Agency ASB team that has two seconded police officers', one seconded fire officer and is funded by the council, PCT, RSLs and Tristar Homes Ltd who manage council housing stock. Once someone has received one of these letters they are monitored daily to see if further arrests or intelligence is on the system and if they continue to offend we apply to Court for an ASBO. We have been successful in obtaining six ASBOs that ban people from the 200 Pub Watch member pubs. As well as this the Volume Crime Coordinator also looks at repeat offenders of Criminal Damage, Other Theft and all of those on our Prolific and Priority Offenders list and he has obtained a further six ASBOs for these categories. For those whose ASBO bans them from pubs and clubs for violent crime we produce beer mats for Pub Watch members so that anyone in the pub can identify someone on an ASBO for violent crime, tell us that they are then and we can then have them removed and arrested for breaching their order.



- 3.4 As well as making our hot spot area, Yarm Lane, pedestrian only over weekend evenings we have built a new covered taxi waiting rank to get people out of our hot spot area quickly. We have also worked with pubs and clubs to encourage them to pay towards extra uniformed presence on the streets at peak times (Operation Traquility). Each participating pub has a sign in book that Police Officers will sign when they go into the pub. This means that pub users know that police officers are around both inside and outside of the pubs. We have introduced a last drink question in the Custody Suite and this enables us to identify where the last drink was served to someone arrested for a drink related offence or presenting under the influence. The Council and the Safer Stockton Partnership has contributed to Stockton having additional PCSOs and Council uniformed Neighbourhood Enforcement Officers close the barriers/gates which means that we have high level of uniformed presence in our hot spot providing reassurance and an immediate enforcement response if it is needed.
- 3.5 Responsible authorities under the Licensing Act 2003 meet monthly to share intelligence and plan targeted interventions upon problem premises, including joint visits, test purchases etc. These targeted interventions have resulted in a range of actions; from written warnings, voluntary undertakings, formal cautions, fixed penalty notices, prosecutions and formal review of premise licenses.
- 3.6 There has been nine premise licence reviews instigated by the responsible authorities in the last two years. These have resulted in various sanctions being imposed from temporary suspension of the licence, reduced hours of operations, imposed conditions (such as a minimum age limit for patrons) to complete revocation of the licence.
- 3.7 The sale and supply of alcohol to minors has always figured highly in residents concerns and to address this the Trading Standards & Licensing Service has distributed “We Don’t Overlook Underage” campaign packs to all licensed premises. These packs contain an interactive training CD, guidance leaflets, sample training records, refusal registers and retail posters etc. all aimed at assisting licensees to train staff, adopt appropriate procedures and keep relevant records to ensure that underage sales do not occur.
- 3.8 The Police and Trading Standards also have a proactive test purchasing programme aimed at reducing the availability of alcohol to minors. The table below provides details on the work undertaken in the last financial year.

TS Test Purchase Attempts	Sales To Under 18's	Written Warnings Issued	HO Simple Cautions Issued	Fixed Penalty Notices Issued	Prosecution Undertaken	Voluntary Undertaking Given By Licensee
45	5	3	3	3	0	3

Police Test Purchase Attempts	Sales to under 18's	Warning letters sent	Cautioned	PND issued	Prosecution	Voluntary Undertaking	Reviews
80	22	0	0	22	1	4	1 revocation
71	24	24	3	21	2	0	3 pending
Total 151	46	24	3	43	3	4	4

4. **Assessment:**

4.1. Targets were set in the Community Safety Plan 2005/08 and performance monitoring reports are taken to the Safer Stockton Partnership quarterly. This and ongoing analysis means that we can react quickly to changing trends. At the end of 2007/08 we saw a 0.8% increase in Violent Crime. As the project evolved the Violence Reduction Group has used the findings from analysis to adapt the project to ensure that our work remains effective. The first Violence Reduction Strategy was produced in 2006 to formalise the work of the VRG and ThinkB4UDrink was evaluated by the University of Durham in 2007. The evaluation and a recent Viewpoint Survey carried out by the Council found that 49% of those interviewed were aware of the campaign and of those 68% were among the key target group that we were trying to reach.

4.2. The evaluation included a review of the evidence we have used to ensure that the project is fit for purpose:

- Binge drinking in Stockton is significantly higher than the England average
- Nine wards are in the highest quartile locally for binge drinking
- Stockton's breath test rate is close to the average for the Cleveland force area.
- Alcohol admissions to hospital have been increasing since 2000 to 2004 (latest data available) however they are lower in Stockton than for the rest of the Tees Valley.
- Admission rates are higher for 15 to 19 year olds than for the 20 to 39 age group but the peak age for admissions is 45 to 49 for both men and women
- Death rates related to alcohol causes are higher than the average for England the peak age being 50-54 for both men and women
- Victims believe that the offender is under the influence for 46% of violence offences

4.3. During the evaluation the Community Safety Officer and the evaluation team visited nine licensed premises, seven retail premises and a range of student events.

4.4. Key findings in the report are:

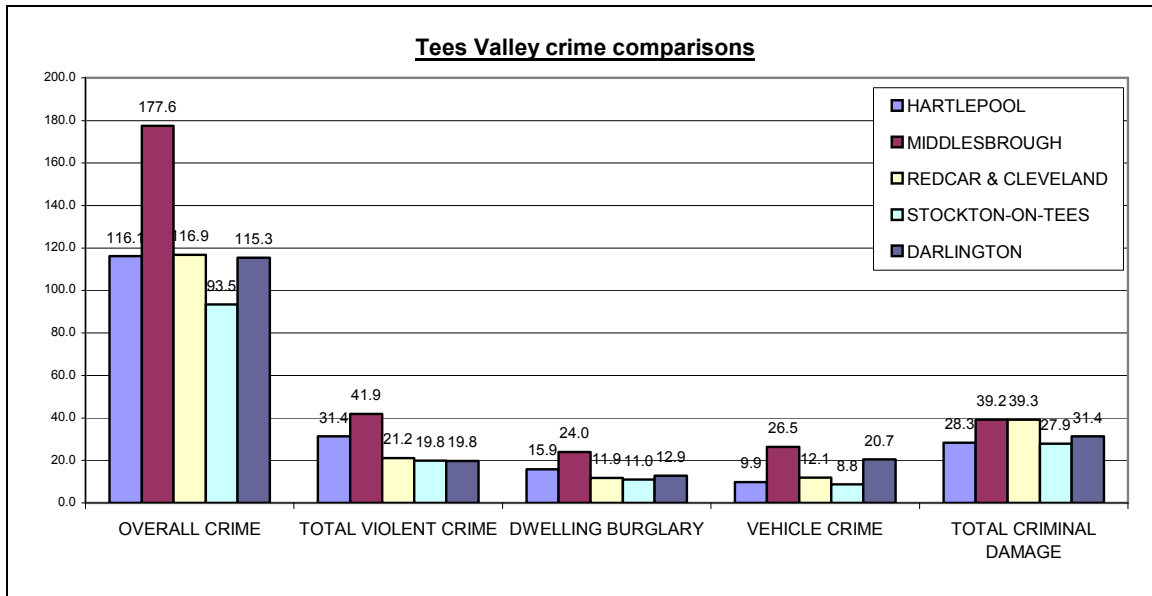
- a. The approach used by SSP to develop the campaign using a range of partners is sound and appears to be delivering a number of positive outcomes in an efficient manner. This confirms the findings from Viewpoint – 49% of people interviewed and 68% of those who were amongst the key target group were aware of the campaign.
- b. The campaign has made a significant impact on the licensed trade in Stockton who overwhelmingly felt that it was a valuable and effective campaign.
- c. A clear strength of the campaign is the adaptability of resources and the focus on changing trends. The campaign is well designed, flexible and appropriate to the needs of the area.
- d. The impact of the campaign does not appear to have been diminished by other bigger national campaigns. Across a range of the study areas there was a perceived value by respondents placed upon local origin and staffing of the team. This level of local knowledge and direction seems to have generated a valuable level of respect and acknowledgement.
- e. The campaigns resources, materials and general approach are a significant strength.
- f. The evaluation found that the campaign provided value for money, was a success and warrants continuation.

4.5. The evaluation makes a number of recommendations that are currently being considered by the VRG:

- a. A large scale full consultation with consumers across the Borough is recommended
- b. The use of mobile phones to send text messages relating to the campaign
- c. Be spoke website alongside material on the partnership website
- d. Further more significant funding should be sought to develop ideas and potentially employ dedicated full time staff
- e. The project should try to expand to adjacent areas whilst maintaining the focus on providing a local response.

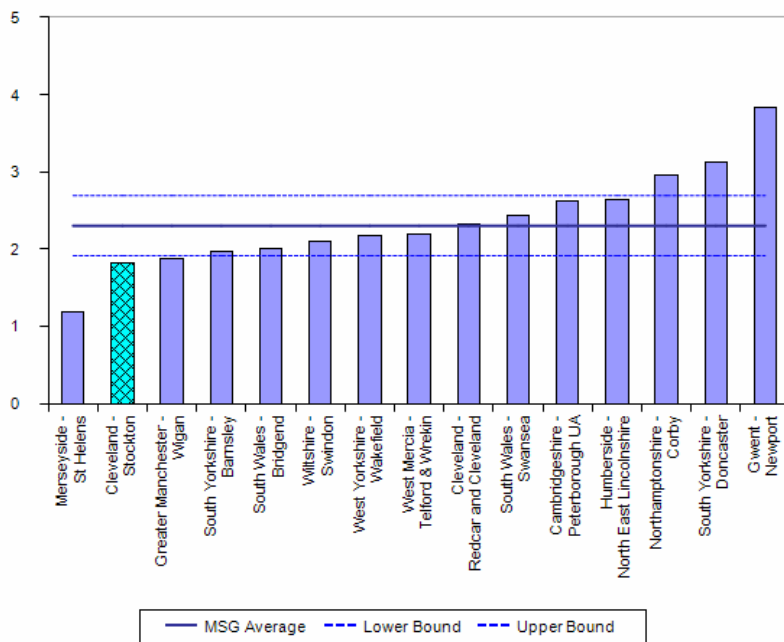
4.6. Since the report was received we are developing the website and have sold the supermarket element of the campaign to Barnsley and have two other CDRPs interested in the whole project.

4.7. We know that we had the lowest level of violent crime in the Tees Valley at the end of 2006/07. (Latest complete comparison data that is available)

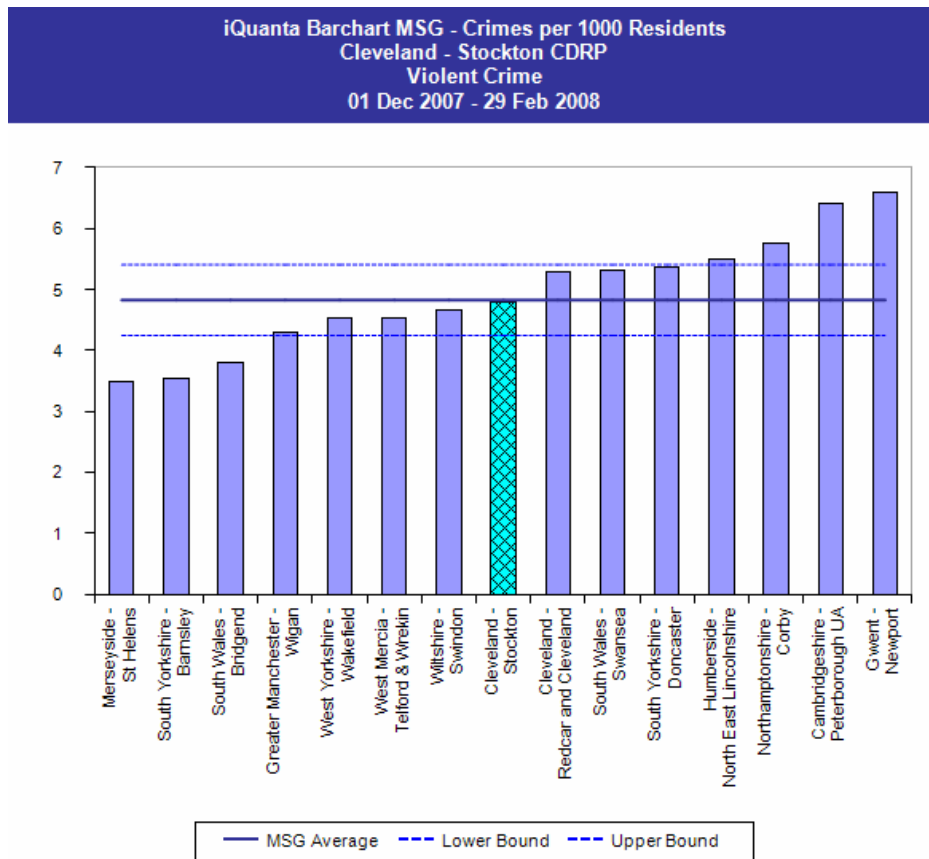


4.8. Whilst the overall level of violent crime has not reduced ending the year a 0.8% increase we are confident that this is due to low level violent incidents and increased reporting of offences because of the increase in uniformed presence that we have provided. The chart attached below shows that second from bottom of our MSCDRP group for Wounding (serious and other).

**iQuanta Barchart MSG - Crimes per 1000 Residents
Cleveland - Stockton CDRP
Wounding (serious and other)
01 Dec 2007 - 29 Feb 2008**



4.9. And we are below average for Violent Crime:



State number of words used: 3,739

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

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?

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.