

TILLEY AWARDS 2012 APPLICATION FORM

Applications made to this year's Tilley Awards must be submitted electronically to the Tilley Awards mailbox at TilleyAwards2012@homeoffice.gsi.gov.uk

All sections of the application form must be completed.

Please **ensure that you have read the guidance before completing this form**. Guidance is available at <http://www.homeoffice.gov.uk/tilley-awards/>. Annex A of the guidance provides useful advice on how to complete this form.

By submitting an application to the awards, entrants are agreeing to abide by the conditions set out in the guidance. Failure to adhere to the requirements set out in the 2012 Awards Guidance will result in your entry being rejected from the competition.

All entries must be received by 1:00pm on Wednesday 27th June 2012. Late entries will not be accepted. Hard copies of the application form are not required.

Any queries on the application process should be directed to Darren Kristiansen who can be reached on 0207 035 3228 or Norah Kugblenu who can be reached on 0207 035 0050 or to the Tilley Awards Mailbox at TilleyAwards2012@homeoffice.gsi.gov.uk

Project Name: BE A GOOD GUY - BIN IT, DON'T BURN IT

Location and region: St.Helens, Merseyside

Postcode(s) project covered: WA9, WA10, WA11, L35

Theme Addressed: Anti-Social Behaviour

PART ONE – PROJECT SUMMARY

Information contained within this section is not assessed as part of identifying this year's national finalists and overall top three entries received in the 2012 Tilley Awards.

This section should be used to describe your project in **no more than 400 words**. Advice about how to complete this section is contained within the 2012 Tilley Awards guidance. This section should be used as your social marketing opportunity and provide information that summaries your project in plain English.

FOUR HUNDRED WORDS SUMMARY

St.Helens, Merseyside is no different to any other town or city in and around Mischief Night/Halloween and Bonfire Night. It's a period when communities celebrate, but also suffer greatly from anti-social behaviour – noisy fireworks, irresponsible bonfires, and generally rowdy behaviour.

The Police, Council, and Fire Service have been well aware of this problematic period, and have each attempted to tackle it in their own way. Despite some successes, this approach was failing to have a real affect – it remained the busiest time of year for the Fire Service, whilst reports of anti-social behaviour to the Police didn't drop. This is not to mention the cost involved to businesses and public services in trying to address the nuisance and damage caused during this period.

After a particularly troublesome Bonfire Night period in 2010, agencies have been brought together to focus their efforts under the 'Good Guy' theme to reduce anti-social behaviour. Bringing representatives around the table and following detailed analysis, a coordinated response was put in place, with a clear focus on targeting resources at the right times/days, people and places. This ranged from additional diversionary activities (e.g. youth club activities), prevention work (e.g. educational drama project in all secondary schools), to intelligence-led enforcement and robust interventions (e.g. high visibility policing patrols).

The results of the 'Good Guy' project were positive for all concerned. There was a massive 37% reduction (33 fewer) fires compared to last year, whilst reports of anti-social behaviour to the Police dropped by 8% (42 fewer incidents). Indeed, reports of street bonfires reduced by 58% (from 38 to 16). Moreover, the 'hot spot' times and areas targeted showed particularly encouraging reductions, whilst the Fire Service experienced no attacks on crews during the period.

Working alongside the community and raising awareness of how to report the build-up of bonfire materials proved particularly effective, with 100 locations visited and 39 tonnes of rubbish removed following information from local residents. The community – especially young people - also responded well to the marketing campaign and activities provided during the period, with over 20,000 people attending the official firework display, positive media coverage and high attendance at youth club events.

This submission will show that anti-social behaviour can be reduced by following a simple problem-solving process, and by working together with partner agencies and the community.

***‘The quietest bonfire night in years’* - Jim Sorby, resident/member of Moss Bank Tenants & Residents Group (November 2011)**

PART TWO - EVIDENCE

Information contained within this section of the application form is assessed for the Tilley Awards.

Describe the project in **no more than 4,000 words**. Full details on how to complete this section of the application form is contained within the 2012 Tilley Awards Guidance.

SCANNING

St.Helens, in Merseyside, is no different to any other town or city in the country in the lead up to Mischief Night / Halloween (30-31 October) and Bonfire Night (5 November).



In 2010, during a two-week period beginning 19th October to 9th November respectively, a total of 537 calls (average 24 calls per day) were made to Merseyside Police relating to anti-social behaviour, and as expected due to the time of year, Merseyside Fire and Rescue Service (MF&RS) received 89 calls (average 4 a day) mainly responding to deliberate fires in local communities and in the Borough's open spaces. These deliberate fires were often self-made bonfires, which caused untold damage to the local community and the local environment.

The common factors attributing to this increase in calls to both the Police and Fire Service include:

- The clocks going back by one hour – darker nights;
- Half term breaks from school;
- Mischief Night and Halloween; and
- Bonfire Night.

It was evident that both Merseyside Police and MF&RS ran separate operational responses to the anticipated rises in calls for service typically associated with Mischief Night (groups of young people throwing eggs and flower causing a nuisance to residents and shop staff, and large groups drinking alcohol in the streets and parks) and 999 calls for secondary fires (bonfires) crucially without the involvement of partner agencies.

It was also evident other partners, such as Residential Social Landlords (RSLs), worked in their own neighbourhoods, running for example skip days or providing diversionary activities with little or no thought as to why they were doing it or whether it was the right neighbourhood / place to be doing it in.

Similarly, St.Helens Council's Environmental Protection Department, and the embedded 'Community Payback' team delivered by Merseyside Probation Trust, focused on the delivery of their street cleansing services with little thought or contact with internal departments or external partners.

Overall, by asking our partners what their plans were for this period and how they worked with other agencies, it was clear that partners were not sharing their plans or information. In some areas of the Borough there was duplication of resources, e.g. delivery of youth service provision and diversionary activities, and in others there was no provision at all. With all partners working very much in isolation we were collectively missing the opportunity to address the problems associated with the Mischief Night/Halloween-Bonfire Night period in a more targeted and cost effective way.

ANALYSIS

The Mischief Night-Halloween-Bonfire Night period (considered to run from 19 October to 9 November) was widely acknowledged as a problematic period for all CSP agencies, a drain on resources, and negatively impactful for the community at large. Detailed analysis was therefore undertaken by the Safer Communities Team to pinpoint the exact nature and extent of this problematic period.

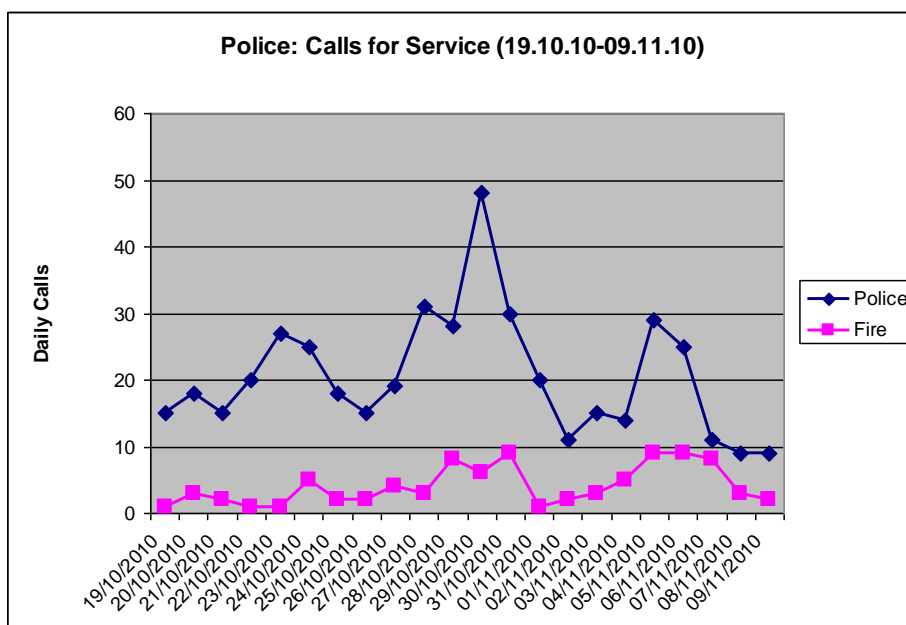
Police data indicated that this 22-day period accounted for a significant proportion of their annual ASB-related calls for service: **8% of all calls received in the 12-month period** (April 2010 – March 2011), i.e. 537 out of 6358. Moreover, this short period accounted for 51% of all calls received in the 2-month (or 61 days) period of October-November.

Data from Merseyside Fire & Rescue Service (MF&RS) backed up this analysis of what, when and where problems were most prevalent. The short period accounted for a disproportionately large number of call outs for the fire service: **11% of the annual total** (89 out of 844 for the 12-months of April 2010-March 2011).

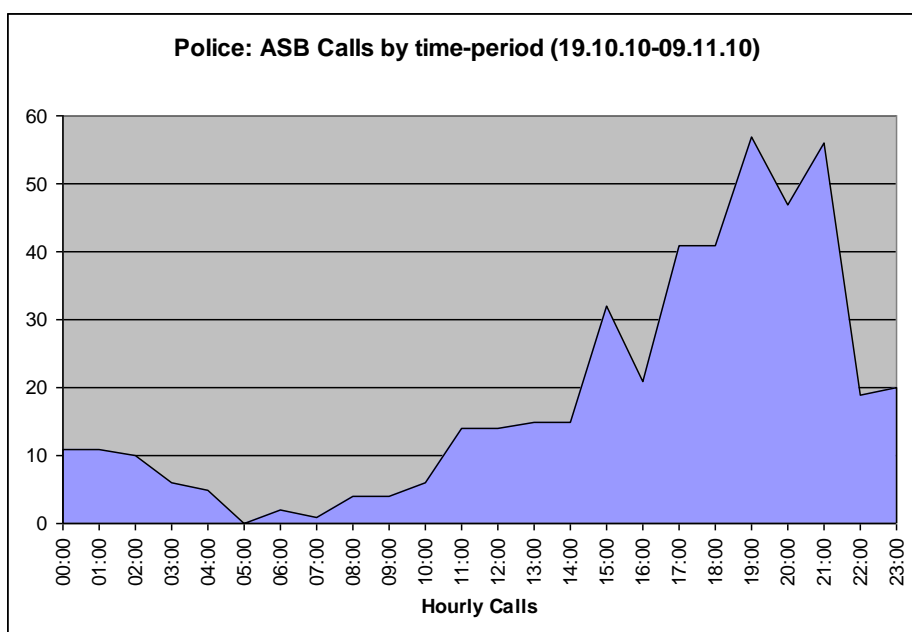
The categorisation of such calls to MF&RS showed that the majority were for '**refuse fire**' (44%) and '**intentional burning/bonfire**' (43%), which tallied with Police data around general ASB and particularly firework-related incidents.

The categorisation of ASB calls to the Police showed that the majority (66%) were for '**rowdy inconsiderate behaviour**', but that a significant minority (12%) were for '**fireworks**'.

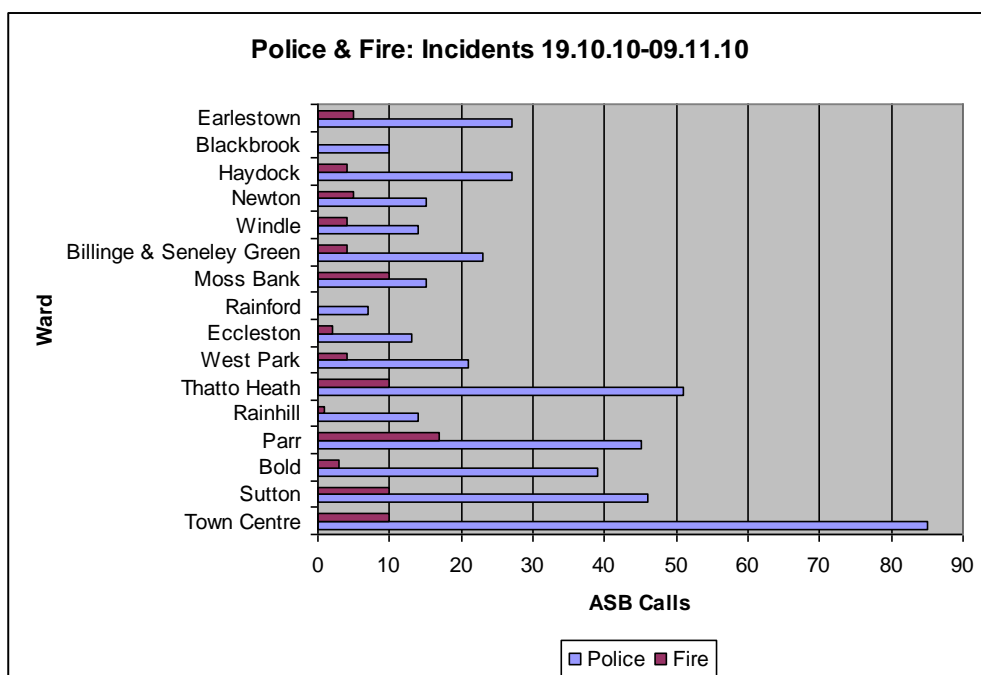
Temporal analysis of Police and Fire data indicated a sharp rise in calls for service in the days leading up to Mischief Night-Halloween (28-31 October) and on Bonfire Night, which aligned to both the historically problematic nature of this period, and the school half-term period.



From the time-graph below it can be seen that incidents slowly start to increase during the day, peaking between 1700 – 21:00hrs, then they begin to drop back off. It can be seen that incidents peaked at 19:00 hrs particularly.



The **location** of ASB and fire incidents is an important determinant of where to focus resources spatially, and it was apparent from Police and Fire data that a select few wards were prominent during this period – notably the Town Centre, Thatto Heath, Sutton, Parr and Bold.



Further in-depth analysis was enacted to identify **‘hotspot’ locations**, as defined as streets or open spaces with repeat calls for service. Such analysis pointed to 19 locations across the Borough, with a particular cluster of areas within the bordering wards of Town Centre, Parr, Sutton and Bold.

Causes

Whilst Bonfire Night is a nationally recognised time for celebration and the lighting of fires, Mischief Night is rather particular to Merseyside and whose influence has spread out from Liverpool to St.Helens over the past decade. Similarly, the marking of Halloween has gained popularity over recent years, potentially linked to the influence of American popular culture, and the two events have grown in popularity and both have an ethos around youth night-time activities, mayhem, mischief, and a general disrespect to authorities. There are therefore environmental and cultural reasons (potentially aligned to Merton’s ‘theory of deviance’¹) behind the rise in general anti-social behaviour and fire-related issues over this period.

Cheaper and more readily available access to fireworks and combustible material has also contributed to the issues experienced during this period. A number of ‘pop-up shops’ selling cheap fireworks, alongside availability on the ‘black market’ of illegally imported fireworks (as discovered via seizures and anecdotal evidence from young people), has also appeared to put pressure on the regular, legitimate sellers to increase sales via price reductions and selling to underage individuals (as evidenced by test purchase operations).

Despite ongoing attempts to educate young people and adults about the link between alcohol and anti-social behaviour, drunkenness is one of the major contributing factors to ASB during the Autumn ASB period. As with other seasonal/festive celebrations, the public feel the need to accompany activities with alcohol consumption. St.Helens have implemented several tactics to address the issues with alcohol, such as confiscation patrols No Alcohol Zones.

¹ Merton, Robert K. (1938-10). "Social Structure and Anomie". *American Sociological Review* **3** (5): 672–682.

There appears a general lack of awareness and empathy amongst some parts of the community – some do not realise nor care about the impact their activities have on the environment, neighbours or wildlife and are not aware of the relevant legislation. Similarly, there appears a gap in knowledge of the public with regards to availability of organised activities, despite some efforts of marketing such provision widely by the local authority.

Data limitations

- No comparison with previous years, so a snapshot rather than an analysis of developments, making it unclear as to longer-term trends and issues/areas for action.
- A lack of data on the 'offender' side of the PAT triangle, whether from Police, Fire or other sources, to enable identification and targeting of prolific offenders.

RESPONSE

Good Guy...Bin It, Don't Burn It - Marketing Campaign:

Targeting: Victims, Locations, Offenders



The overall aim of the Good Guy marketing campaign was to inform the public about how to report build-ups of combustible rubbish in the lead up to, and over, the Bonfire Night period.

The campaign also focused on:

- targeting potential **victims** in emerging hotspot areas and supporting repeat victims in identified hotspot locations by encouraging them to report build ups of rubbish and wood and to dispose of their waste appropriately, rather than burning them on potentially dangerous street bonfires;
- working with partners to reduce the number of refuse and intentional burning bonfires and associated ASB at static and emerging hotspot **locations**;
- providing education and diversionary activities to all young people throughout the Borough that will help them to make a success of their lives, by giving support and encouragement and helping prevent offending, re-offending and other risk taking; and
- providing more targeted work with known and potential **offenders** of crime and anti-social behaviour.

A number of the tactics used during the campaign are shown below.

Fingers Burnt – Altru Drama Ltd

Targeting: (Potential) Victims, Locations, Offenders

Fingers Burnt explores issues around anti-social behaviour, fire safety and firework misuse, friendships and transition with year 6 and 7 pupils. We chose to target this age group as they are at a stage in life where they are beginning to develop a greater sense of themselves and of their response to the world around them. The workshops were designed specifically to explore the effects of making one wrong choice that could easily see them becoming a victim or a perpetrator of crime and ASB.



Fingers Burnt was commissioned by a number of partners including: Safer Communities, Residential Social Landlords and MR&FS, and was offered free of charge to all secondary schools within the Borough. Approximately 1177 pupils from seven secondary schools (out of the Borough's nine) engaged with the Fingers Burnt programme including:

- St Cuthbert's Catholic Community High School;
- St Augustine of Canterbury High School;
- The Sutton Academy;
- Haydock Sports College;
- Hope Academy;
- De La Salle School; and
- Rainhill High School.

Finger Burnt received positive feedback shown below from both teachers and pupils attending the events.

Teacher Feedback:

"Gave students an understanding of certain actions and their consequences"

Teacher at Haydock High

"Kept pupils engaged and they also increased their knowledge of the law and anti-social behaviour" Teacher at Hope Academy.

Pupil Feedback:

"I've learnt to pick my friends wisely and not mess with fireworks"

"Your behaviour can change because of the people you hang around with"

"To not play with fireworks or mess around with alcohol"

"It helps us to realise what can happen if you go too close to fireworks"

ASB Outreach Team

Targeting: Victims, Locations, Offenders

During the Good Guy period, two teams were tasked to static and emerging hotspot locations on a nightly basis (as apposed to weekly tasking) following daily briefings with the Police and MF&RS. Two teams worked split shifts to cover key times when ASB calls are shown to spike (15:00-21:00) paying particular attention to Sutton Park and surrounding area, Thatto Heath, Bold and the Finger Post area of the Town Centre.

The ASB Outreach team engaged with over 370 young people throughout the Borough raising awareness of ASB and the consequences and signposted young people to diversionary activities in their area.

Five vulnerable residents in hotspot location also received reassurance visits from the ASB Outreach team.

Hotspot Location Letters

Targeting: (Potential & Repeat) Victims, Locations

Over 2,600 letters were hand delivered by PCSOs and St.Helens Chamber to residents and businesses throughout the Borough in identified hotspot locations: including Parr, Thatto Heath and the Town Centre. The letter encourages residents to report the build up of bonfires to the Council's Contact Centre, provided reminders on keeping wheelie bins safe and promoted the Council's organised fire display.



Landlords of private rented properties also received a similar advice letter on securing empty properties and removing any rubbish from front and back gardens and businesses were also urged to sensibly control their waste during the period.

Emerging locations such as Sutton Park, which is a large open space experienced three bin fires over two consecutive nights (28th & 29th October) and was identified through daily briefings with the MF&RS as an emerging hotspot location. PCSOs and Housing Officers, distributed this letter to all nearby properties, Cleansing Officers removed the remaining rubbish from the bins in the area to prevent any further fires and the ASB Outreach Team was deployed to the area which irradiated the issue.

Operation Greenall / Staysafe

Targeting: (Potential) Victims, Locations, Offenders

Both Greenall and Staysafe are well established Operations in St. Helens that run most weekends throughout the Spring, Summer and Autumn period.

Greenall targets hotspot areas affected by youths gathering and drinking alcohol. In total seven Greenall Operations were completed by Merseyside Police throughout the period including Mischief Night, Halloween and Bonfire Night. A total of 13 young people had 57 containers of alcohol confiscated during this period.

Staysafe engages with young people who are, or may be, at risk of becoming the victims of crime or being involved in criminal or anti-social behaviour and are removed off the street and taken to a place of safety. Staysafe operated on 11 nights throughout the period: 21st & 22nd, 26th – 30th October and 3rd – 6th November respectively. 28 vulnerable young people were taken to the place of safety and received advice and intervention for Social Care staff and referral to other services.

During the Operation run on 30th October, a group of 10 young people were taken from a hotspot location in the Town Centre to the place of safety for throwing eggs and flower at shop windows and passers by. When checks were completed, it revealed that all of the 10 young people attended Cowley Language College, which was one of only two secondary schools not to have participated in the Fingers Burnt programme due to an OFSTED Inspection. All 10 young people went onto receive Acceptable Behaviour Contracts (ABCs) and referrals to the Youth Offending Prevention Service.

Community Payback / Safer Communities Team / RSL Estate Care Takers

Targeting: Locations

The use of the Community Payback team was vital in responding to reports from the public of the build up of wood and other burning materials. During the two-week period, the Payback team including staff from the Probation Service and offenders played an active role in removing the rubbish reported by the public often on the same day. The team visited over 100 locations in the Borough removing 35 tonnes of rubbish.

Safer Communities staff also crewed an additional vehicle responding to calls reporting bonfire build-ups on 4th and 5th November. Together with two volunteer Police Cadets, four tonnes of rubbish was removed from hotspot locations throughout the Borough.

RSL Estate Caretakers were an additional and welcomed resource to the campaign. By working with our colleagues in Environmental Services, we were able to make arrangements with Merseyside Waste Transfer Stations to allow access for RSL Caretakers to deposit combustibles more speedily.

CELLS (Choices, Educations, Lifelong Learning Skills) Project

Targeting: Offenders

Held in the run up to Halloween, 60 young people from across the Borough who were the subject of ABCs / ASBOs or who agencies identified as being on the cusp of criminality spent the day at CELLS Project at Derbyshire Hill Youth Club in Parr.



The CELLS team engaged the young people in a series of workshops to educate them about the consequences of anti-social behaviour and crime, which included:

- Drugs and Drugs awareness;
- Gang Culture, and;
- An interactive workshop in a mobile prison cell on wheels

A workshop was also run by MF&RS on fire related ASB. Safer Communities as part of the Goodguy diversionary activities funded the event. The Youth Service provided the staffing and venue and staff from the Youth Offending Team and Merseyside Police were also present. Christ Church - Haydock provided the refreshments for the day and Arriva Transport supplied free bus tickets for young people to get to and from the venue.

Feedback from the young people who attended event are shown below:

“I think it has been really interesting. It's great that you care enough to show us why not to choose a life of crime”.

“It was interesting and helped me realise how easy it is to get sent down for stupid things what aren't worth it”

“I think it was really good...I've learned a lot about jail and the effects it can do to your family. I've been inside a cell and been told what you get in jail and it sounds and looks bad”.

Diversions Activities

Targeting: (Potential) Victims, Locations, Offenders

The Youth Service ran an additional programme of diversionary activities during the Good Guy campaign, including the school half-term break and in the lead up to, and during the three key nights. The activities ranged from Breakfast Clubs, Dragon Boat Racing, a mobile Skate Park, and a competition between youth centres to invent a food menu, which was showcased at a 'Fright Night' on Halloween where all youth centres from across the Borough came together for the event.

Overall, 543 attendances were recorded at youth diversionary activities in addition to the planned provision over the same period.

Safer Communities also contributed funding towards a range of partner and Tenants & Residents Association-led diversionary activities targeted at young people during key days and throughout peak times (17:00hrs-21:00hrs). These included:

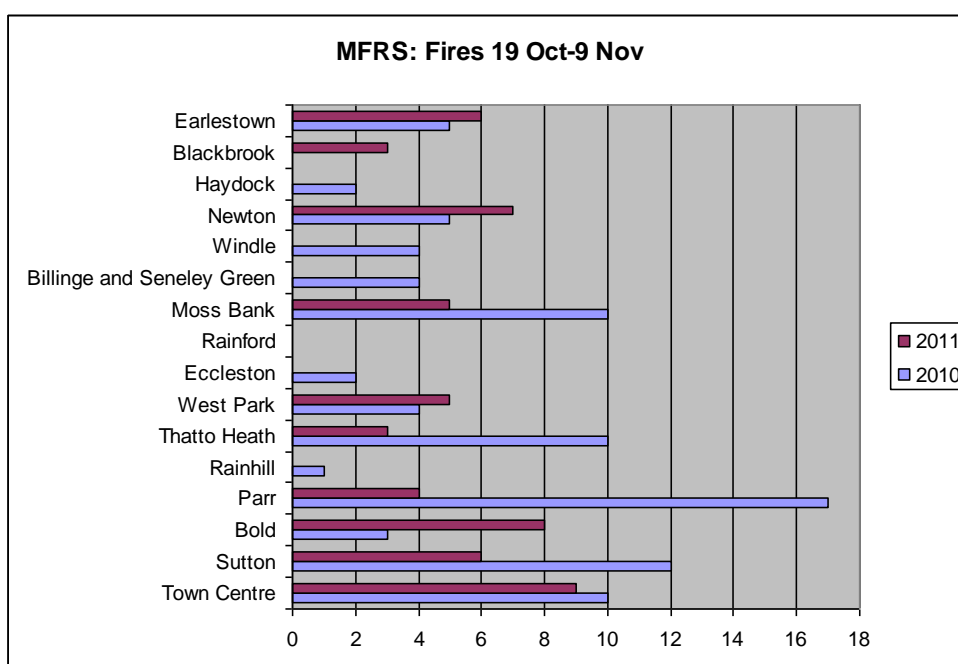
- Moss Bank Tenants & Residents Association – Halloween Disco and celebrations;
- Peter Street Community Centre – Zumba and arts and craft activities; and
- Three Neighbourhood Renewal Area's ('Re:new St.Helens') took young people to a fun and fright evening at Acorn Farm on both Mischief and Halloween night.

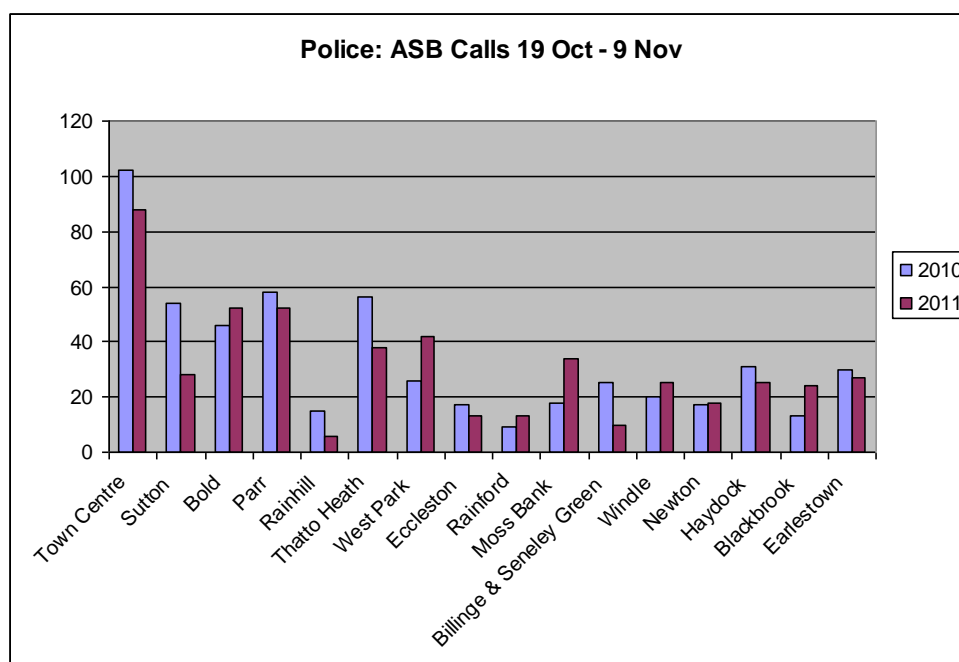
ASSESSMENT

The combination of enforcement, prevention, marketing and diversionary activities over the 'Good Guy' period has been subject to robust evaluation by the partners involved and has evidenced the following key outcomes:

- **A 37% reduction in fires compared to the previous year (89 down to 56)**
- **An 8% reduction in ASB calls to Merseyside Police (537 down to 495)**

Moreover, particular progress was made in some of the more problematic locations of the Borough, with significant falls in fire incidents in the identified high-volume wards of Parr (-76%), Thatto Heath (-70%), and Sutton (-50%). Furthermore, 5 of the Borough's 16 wards experienced no fire incidents whatsoever during the period.



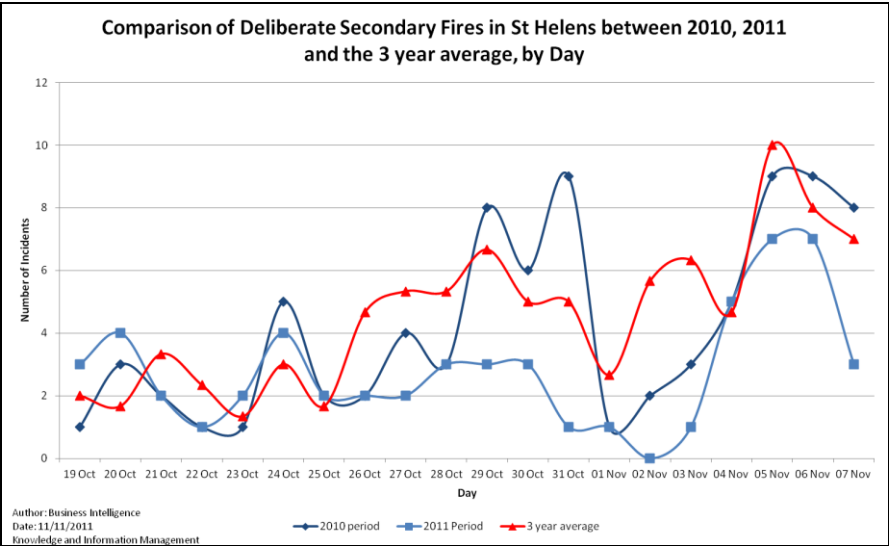


Police data aligned to this outcome of particular progress in those areas most targeted by partner agencies during the period, with reductions in ASB calls for service in the Town Centre (-14%), Parr (-10%), Sutton (-48%), and Thatto Heath (-32%).

However, for both the Police and Fire Service, the ward of Bold saw increases in incidents during the period (by 13% and 166% respectively), which went against the generally positive trend for the Borough. As such, this has led to more bespoke action in this locality over a more sustained period of time (beyond the Good Guy campaign), under the direction of a partnership 'Problem Solving Group' involving key agencies working in the area.

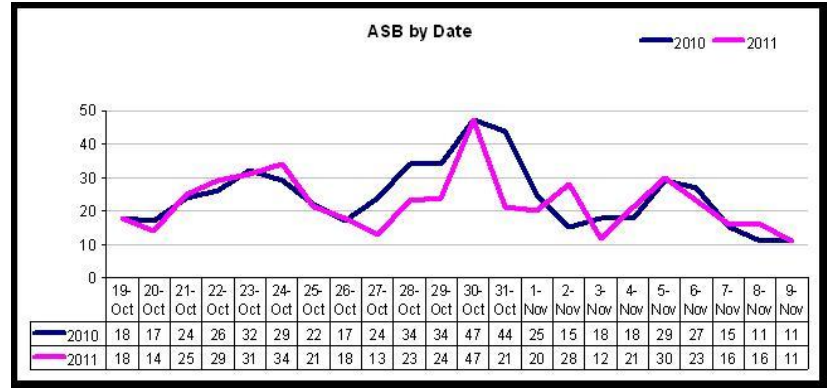
The categories of issues that were originally identified as problematic and voluminous were also evidenced to show progress following the introduction of Good Guy. For the Fire Service, the major category of 'intentional burning / bonfire' reduced by 58% (from 38 down to 16), whilst for the Police the voluminous call-type of 'rowdy inconsiderate behaviour' fell by 1% (from 299 to 295). Also of note was that no 'violence at work' incidents were recorded against Fire Service personnel throughout the period, which is unprecedented for St.Helens.

The targeting of resources at identified times and days also evidenced effectiveness, with both Police and Fire calls for service flattening out over the period, compared to the peaks (29-31 October, 5 November) of the previous year – as displayed in the temporal charts below.

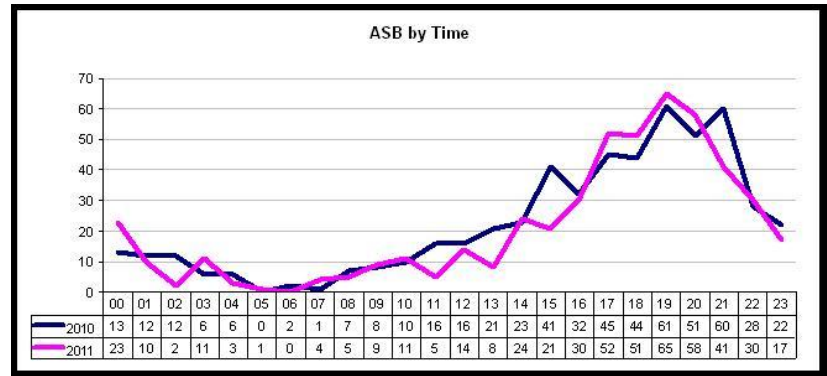


The chart above illustrates that there is no definitive trend for deliberate secondary fires during the 2011 Bonfire Period, with a sporadic pattern observable until the traditional peak dates between 4th and 6th November. Of note is that there was little activity between 29th and 31st October, which has flared up in previous years.

Similarly, the chart below highlights the success in reducing anti-social behaviour in the run up to Halloween (27-30 October) and on Halloween particularly (31 October: 52% reduction) – which aligned with school half-term and the range of diversionary activities provided. However, the traditional peak of Bonfire Night (5 November) remained entrenched.



The targeting of interventions at particular times of the day – notably after-school and late evening – also appears to have proved effective, with reductions in the peak times (15:00, 21:00) for ASB calls, as displayed in the chart below. However, the early evening peaks (17:00-20:00) remained in 2011, and this will be a learning point for directing activity in 2012 and beyond.



A key element of the Good Guy initiative was a comprehensive marketing campaign (led by the Council's Marketing Team, coordinated with all key partners – RSLs, Police, Fire, Probation), with the primary objective of increasing awareness of diversionary activities and how to report the build-up of street bonfires. Utilising a variety of media (online, newspapers, radio, social media, etc) and materials (adverts, press releases, flyers, posters, bin stickers, etc), the results were particularly impressive:

- £547.13 Advertising Value Equivalency (AVE) for campaign press releases
- Radio campaign (on the local WISH FM station) reached 775 people and received an extra 32% coverage (having paid for 168 spots and receiving 221 spots - this equates to a saving of £2,105.40)
- 70 calls were made to the Council Contact Centre to report combustible waste, bonfires and other fire-related issues. Out of the calls, 49% of callers identified that they were calling directly in response to the Good Guy marketing campaign.
- The Good Guy campaign was cross-promoted with the extensive promotion of St.Helens Council's annual firework display, 'Spark in the Park', in order to divert residents to an organised event, rather than light their own street bonfires. The event took place on the 5th November, and was advertised on flyers, posters, in the local press and online. It attracted over 20,000 people.
- The Youth Service ran a programme of activities over the October half-term period, in support of the Good Guy campaign to divert young people away from potentially harmful anti-social behaviour. Overall 543 attendances were recorded at youth diversionary activities at a number of youth centres across the Borough.
- The Safer St.Helens website saw an increase of 2% in Unique Visitors during the campaign (compared to the same period the previous year), with the highest number of visitors occurring on the campaign's launch day (17 October). The Safer St.Helens Facebook page was also used to promote the campaign by sharing news features, and reached 609 individuals.
- The bespoke 'Youth Action Zone' (YAZ) website, run by St.Helens Youth Service, ran details of youth diversionary activities throughout the campaign, and witnessed a 16% rise in Unique Visitors during the Good Guy period.

Overall, the marketing campaign that ran entwined to Good Guy was evaluated as a success by the partners involved. Despite budgetary challenges, partner agencies all helped to publicise the campaign, via their own communication methods, utilising the Good Guy brand, and thus helping to strengthen the brand and emphasising that the campaign is a partnership one.

Learning Points

Following the Good Guy initiative of 2011, a detailed 'de-brief' workshop was held with representatives of all key partner agencies. Whilst a number of areas were considered to have worked well (partner cooperation, diversionary activities well attended, consistent brand marketing and messages, high profile in the local press, engagement with schools and youth clubs, engagement with community members/groups, targeting the right locations and times/days), and number of challenges and areas of improvement for next year were identified:

- Consistency of message across all partner agencies (i.e. to report the build-up of combustible material to the Council first and foremost, not the Fire Service)
- Gather more feedback / qualitative data regarding youth activities and operational outcomes from attendees, which could be used for positive PR purposes in support of the campaign
- Operational hours - some callers may have been calling to report build-ups at weekends or out of hours, so a contingency needs to be considered
- The Probation Service was rapidly over-booked on collection pick-ups, which resulted in delayed rubbish removals
- Expand the partnership approach to involve and include businesses, recycling and skip companies

PART THREE – PROJECT DETAILS

Project name: BE A GOOD GUY - BIN IT DON'T BURN IT

Project location: St.Helens, Merseyside

Postcode/s covered: WA9, WA10, WA11

Dates and location of project

Start date: 19/10/11

End date: 09/11/11

Please indicate whether the project is:

Ongoing ☒ Completed ☐ Current ☐

CSP name: St.Helens, Merseyside

CSP area or region²: NW England

Type of area³: Suburban

What were the financial costs of your project?

£4,115.95 from Safer Communities funding of partners' diversionary activities
£4,584.38 from the combined budgets of four Council Departments (Environmental Protection, Safer Communities, Urban Regeneration, and Strategic Communications) for marketing/communication activities.

What resources required for your project (people)?

Typical involvement will require commitment from all Community Safety partners including:

Safer Communities	5 staff (planning and coordination of activities)
Police	All area staff
Environmental	1 Coordinator – operatives as needed
Probation Service	1 Supervisor (Community Payback – bonfire removal)
	1 Manager – oversee project
RSL staff	Estate caretakers
Merseyside Fire & Rescue Staff	1 Advocate
	3 ASB officers
	Fire officers as available
Youth Service	Team engaged in diversionary works
Parks staff	As available
Youth Service	As available
ASB Outreach	As available

² Greater London, East Midlands, West Midlands, NE England, NW England, SE England, SW England, Yorkshire/Humber, Eastern England, Wales, Scotland, Northern Ireland

³ All, rural, urban, suburban, mixed, various

How did you secure resources for your project? For example did you access specific funding?

Resources were set aside for thematic campaigns throughout the year by the Safer Communities Department, and partner resources were secured via early planning meetings and regular liaison through the Community Safety Partnership governance structure.

Partners actively involved in your project

Please list key partners contributing to the project:

-
- A. St.Helens Council: Safer Communities / Cleansing / Youth Service / Youth Offending Team
 - B. Merseyside Fire & Rescue Service
 - C. Merseyside Police – St.Helens
 - D. Merseyside Probation Trust
 - E. Helena Partnerships
 - F. Riverside Housing
 - G. Christ Church, Haydock
 - H. Regenda Housing
 - I. Arriva Transport – St.Helens
 - J. Re:new – neighbourhood management areas
 - K. Moss Bank Tenants & Residents Group
 - L. Peter Street Community Centre
 - M. Merseyside Waste Transfer Stations
 - N. St.Helens Chamber of Commerce
-

How did you engage and work with them?

Partners were invited to a campaign-planning meeting in July 2011. Analysis from Police and Fire calls for service was presented. Partners were asked to submit their plans for activities over the period paying particular attention to hotspot areas. Funding opportunities for diversionary activities for partners in hot spot areas were also made available from Safer Communities.

Crime type(s) addressed

You have told us about the theme within which your project should be entered. Please use this section to set out which specific crime types your project addressed (Crime types could include⁴ anti-social behaviour, burglary, domestic violence, gang activity, hate crime, knife crime, night time economy, violent crime and criminal damage, drug offences, fear of crime, fly-tipping, hate crime, fraud and forgery, traffic offences/road safety, vehicle crime, vehicle theft).

⁴ The list of crime types provided is not exhaustive

- Anti social behaviour
- Thefts of wheelie bins
- Environmental damage caused by fire

If the crime was a hate crime what was the ethnicity of the victim?

N/A

Offender and Victim information

What was the sex of the offender(s) (male, female, both)

Both

What was the type of offender(s)? (prolific priority offender, drug abuser, alcohol abuser, other)

Persons engaged in anti social behaviour including fore setting and firework detonations

What was the age of the offender(s)? (Under 10, 10-18, 19-25, 26-40, 41-55, 56-64, 65+, various ages)

All ages (but invariably under 30s)

What was the age of the victim(s)? (Under 10, 10-18, 19-25, 26-40, 41-55, 56-64, 65+, various ages)

All ages

What was the sex of the victim(s)? (Male, female, both)

Both

What was the type of victim(s)? (Householders, repeat victimisation, school children, students, vulnerable people, other)

All residents/visitors/users of the St.Helens area

Sharing learning

Other Benefits

Were there any other benefits e.g. community outcome, from the project not directly linked to the problem as it was initially defined?

Engagement with local community groups, such as Tenants & Residents Groups, and the building of trust between community safety professionals and residents/community leaders, was a positive unintended consequence of the project. Also, a wider appreciation of what community safety partners can, and also cannot, do, was evident amongst residents (via anecdotal evidence).

Lessons Learned

What were the three most important lessons from the project and three things you would do differently if you were to do the work again?

Lessons

- 1** ***Work must be undertaken to ensure an effective communications and marketing plan is in place. This will ensure all both inside and outside the organisation buy in to it;***
- 2** ***Be flexible. When funding became tighter due to the spending review and lost posts (including posts traditionally involved in GOOD GUY), we had to think differently. This brought about an idea to allow access to Merseyside waste provisions by Registered Social Landlord caretakers (wouldn't normally have access). This enabled the disposal of combustibles they had collected to be more efficiently undertaken locally. Also, Safer Communities staff involved themselves in bonfire collection to supplement other staff engaged in same;***
- 3** ***Don't think of everything in monetary terms. Yes there is a cost to most of what we do; but the impact on communities is incalculable if we get it wrong***

Differently

- 1** ***More promotion of positive aspects of GOOD GUY – keep in public eye, with a regular feedback loop***
- 2** ***Consider how we can engage members of the public/communities and businesses more***

Has the work been formally evaluated? If so, please provide details of the methodology and outcomes (not already set out in your application)

Evaluated by Police Analyst, Fire Service Analysis Team, and Council Marketing Department

Contact Details

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PART FOUR - CONDITIONS OF ENTRY

Information requested within this section of the application form is compulsory. Each question should be answered. This section is not assessed as part of the Tilley Awards but failure to answer all the questions may result in your application being rejected from the competition

Q: Can you confirm that the partners listed carried out the project as stated?

Yes

No

Q: Can you confirm that the details stated are factually correct?

Yes

No

Q: Can all contents of this application can be made publicly available.

Yes

No

Please mark the box below 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):

☒

Please mark the box below with an X to indicate that your CSP/LCJB Chair /BCU Commander/Relevant Director within a Local Authority is content for this project to be entered into the Tilley Awards.

☒

Please mark the box below with an X to confirm that this project has only been entered into the 2012 Tilley Awards once.

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