SMASHING TIME – OR NOT

• Acting Inspector Richard Hurt
• Temporary Sergeant Steven Hardman
• David Rigby – Sector Manager - North West Ambulance Service
Health Warning – in order to provide some realism to the presentation, quite serious injury photographs are included as part of the presentation.
Abbreviations

• **PCT** — Primary Care Trust – Main fund holder for NHS services.

• **NHS** — National Health Service. Medical providers to the general public.

• **Bsafe** — Community Safety Department of Blackpool Borough Council. Set up to encourage and support partnership work within the Borough.

• **CLAN** — Cumbria and Lancashire Alcohol Network – collection of PCT’s throughout 2 counties coming together to standardise responses to issues.

• **LJMU** — Liverpool John Moore's University who are seen both Nationally and Internally as the lead in alcohol research.

• **CPS** — Crown Prosecution Service. Responsible for persecuting offenders in both Magistrates and Crown Courts.
Blackpool – The Attraction

Central Beach, Blackpool

ool – The Attraction
What was the Problem?

- People becoming victims of serious assaults – cost to health service - £184,000 ($276,000) to treat each victim.

- Public Perception of Blackpool – General confidence in Police and other Authorities is a key area to increase. Serious glass injuries always reported in local media.

- Glass injuries identified as a significant issue by partnership working groups and one that needed addressing, along with other crime issues.
Glass Related Injuries - Western Division

2006 / 07

**Lancashire Constabulary** – 154 crimes equating to £28.3 million ($42.45 million)

**Western Division** – 41 crimes equating to £7.54 million ($11.31 million)
ANALYSIS – (A part of SARA)  
Crown Prosecution Data

• Impact of serious assaults affect the Police, Courts, Probation Service, Crown Prosecution Service and Criminal Injuries Compensation Board

• Each offender brought to justice cost the agencies £40,000 ($60,000).

• In 2006/07 the cost to investigate and prosecute the offences cost Lancashire £6.16 million ($9.24 million)

• Within Western Division – 41 crimes equating to £1.64 million ($2.46 million)
ANALYSIS – (A part of SARA)
North West Ambulance Data - 2007

Total Number of Glass and Bottle incidents attended - 41
Total Number of Glass and Bottle incidents attended - 41
• Most important aspect of this type of assault is impact to the victim

  – Scarred for life

  – Physical and Psychological Impact – difficult to measure

  – Quality of life
ANALYSIS - Partnership

- **Police** - crime reporting, investigation and the court process
- **PCT’s / NHS** – who have to provide the funding to treat injured parties
- **Alcohol Industry** – through loss of revenue and negative press.
- **Ambulance Service** – calls to deal with injuries
- **Local Authorities** – cleaning, investigation of H + S enquiries
- **Victim Support** – providing counselling to not only the injured person, but also relatives and witnesses.
- **Liverpool John Moore’s University** – Conducted Research
After scrutiny of premises by Police and Local Authority Enforcement Officer - it was concluded that despite in depth operating procedures and practices, glass attacks were still taking place.
• Identification of **problem premises** using crime data – where a glass / bottle was used as a weapon

• Local authority data on size, capacity and health and safety reports

• Shared information with Partners (including alcohol industry) and discussed at Bsafe and CDRP meetings to obtain support and assistance

• Historically always put in too hard to do pile – used experience from Operation Abingdon (Goldstein Finalist 2007)
Analysis - Issues raised by the Industry

- Cost – approx double price of glass
- Lack of Independent research identifying the benefits
- Licensees Perception – Public did not like drinking from them
- Public Perception – problematic premises with history of violence
Problem Analysis Triangle 1

Offender – customers attending the night time economy
Victim – customers attending the night time economy
Location – Large pubs / clubs

Problem Analysis Triangle 2 (issues raised by licensees)

Cost – Prohibited
Public Perception – Poor
Licensee Opinion – Poor
ANALYSIS – PARTNERSHIP AIMS

- Reduce the number of glass related injuries in Western Division – targeting identified problematic premises
- Conduct Force wide research within Lancashire to assess public / licensee opinion
To address PAT 2 (issues raised by licensees – need resolving prior to resolving PAT 1).

- LJMU recruited as key partners in conducting research – Burnley, Preston and Leyland.
  - Customer Surveys
  - Observational Research
  - Interviews
  - Police and A+E data

- Funding made available from CLAN to purchase polycarbonates for research premises (£30,000 / $45,000)
To address PAT 1

- Funding made available to purchase quantity of polycarbonates – Bsafe (£5,000 or $7,500)
- Identification of premises with potential issues
- Key Factors
- Issues raised regarding brands / styles and quantities
ASSESSMENT (A part of SARA) Police Data

- Between 2007 – 08 to 2008 – 09 Western Division have seen a reduction in 58% of glass related crime
- **20 less victims** of violent crime
- Initial outlay of £35k which is totally sustainable
- Saving to the NHS of £3.68 million in post hospital treatment

![Glass Related Injuries Western Division Licensed Premises](chart)
ASSESSMENT (A part of SARA) Crown Prosecution Service

- Impact felt by CPS/ Courts who deal with the criminal justice consequences;
  - 20 less offenders prosecuted for serious offences
  - Cost saving of £800,000 to the courts and prosecutors in time etc
  - Reduction in the number of prosecutions for serious offences within Western Division.
• Comparing 2007/08 to 2009/10 – calls for service reduced by 36.6%

• Continual reduction over 3 years for calls for service
• Impact felt by NWA Staff since the introduction of polycarbonates

  • Feel safer whilst attending venues

  • Less traumatic injuries thus reducing stress to Ambulance staff

  • Less chance of personal injury (both accidental and criminal)

• Reduction in the number of resources being deployed to incident
ASSESSMENT Cont

• Research found:-

  – Average of 17 breakages per week to zero
  – Reduction in injuries to staff and public
  – No negative impact on members of the public
  – Increased feelings of safety of their staff
  – No negative effect upon business
  – Using polycarbonates did not change drinking experience
• “We’ve had no bad reaction whatsoever to polycarbonate. They’re just as good, if not better than glass. They’re quite a robust vessel and they’ve stood up really well. Initially I did think people would shy away from them, but it’s not affected business at all and it’s been a very positive move for us.”

• Club / Bar licensee

• “I think this trial has been a very positive one for us. Even the glass collectors say it’s fantastic and they feel much safer going into a crowd when the nightclub’s packed. The positive thing for us is there’s not the litter at the end of the day as there is with clearing up broken glass. There’s not the injuries either.”

• Club Manager
Sustainability

- Research publicised and **influencing National Agenda**
- Clause with initial supply – 50% provided, 50% self funded and all to **restock** themselves
  - Awareness of the **public increased**
- Officers **influenced other Countries** to adopt polycarbonates – Ibiza, Sweden, Australia
To Summarise

• £35 K (Force) investment for saving to the PCT / NHS of £3.68 million (Western)
• 20 less victims of the more serious offences between 06/07 and 08/09.
• Reduction in post traumatic care by partner agencies.
• Reduction in calls for service (Emergency services)
• Increased confidence of licensees / staff and general public
• Reduction in cleaning bills for premises
• Completely self sufficient
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Partners

CPS
SAFE BLACKPOOL
WORKING TOGETHER TO MAKE A DIFFERENCE
NATIONAL PUBWATCH
Blackpool NHS
Primary Care Trust
Nightsafe
Keeping you safe
reducing alcohol related harm
Lancashire Constabulary
police and communities together
NHS
BBP Marketing
Liverpool JMU