



Crime Reduction & Community Safety Group

Tilley Awards 2009 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
tilleyawards09@homeoffice.gsi.gov.uk.

All electronic entries must be received by 23:59 on **Thursday 30th April 2009**. No entries will be accepted after the 30th April. Receipt for the additional two hard copies is extended to the 5th May due to variance in postal delivery.

Any queries on the application process should be directed to Alex Birtwistle on 0207 035 4811.

Section A: Application basics

1. Title of the project:
Corby JAM Team.
2. Award category:
National.
3. Key problem that the project is addressing
Preventing anti-social behavior and in Corby.
4. Category of entry
Anti-social behavior and Youth Diversion.

Author contact details

5. Name of application author:
PS 203 Julie Mead.

6. Name of organization submitting the application:

Northamptonshire Police.

7. Full postal address:

Force Head Quarters
Wootton Hall Park
Mere Way
Northampton.

8. Email address:

Julie.mead@northants.police.uk

9. Telephone number:

08453 700700 ext: 4536.

Partnership agency lead contact details

10. Name of secondary contact from the lead partnership agency contributing to the project:

Ann-Marie Lawson.

11. Name of partnership organization:

Groundwork UK.

12. Secondary contact email address:

Ann-marie.Lawson@groundwork.org.uk

13. Secondary contact telephone number:

07894858559

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):

x

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:

- Corby is listed in the top 10% of indices of deprivation.
- The community has identified Anti Social Behaviour from young people as a major problem.
- Problem is widespread with serious negative impact on quality of life of residents.
- Suspicion between generations creating barriers to community cohesion.
- Fear and perception of fear high between older and younger members of the community.
- High proportion of street crime and violence between YP.
- Lack of understanding between cultures leading to hate crime and racial abuse.

Analysis:

- Funding a pilot project.
- Results of pilot.
- Community consultation.
- Survey by local MP.
- Police crime pattern analysis.

Response:

- Media Strategy.
- Profile of the problem raised at community meetings and in local media.
- Long term funding streams for 3-year business plan.
- Visible presence – posters/creation of logo for the JAM team.
- Employment and training of team.
- Intelligence lead in line with local policing objectives.
- PCSO training.
- On the street engagement.
- Safer schools partnership (SSP).
- Community cohesion.
- Multi agency working.
- ASB follow up and reassurance visits.
- JAG. (Joint Action Group).
- TARA. (Tenants and residents association).

Assessment:

- Incident levels fell.
- Quality of life.
- Feedback, particularly from the TARA, was that improvements were dramatic.
- Public satisfaction increased, (evidenced by the response from the public at community meetings).
- Local people reported they were able to enjoy the footways and public green spaces without the risk.
- Quality of life improved for many residents.
- Outcomes for YP.
- PCSO training ongoing.
- Numbers of YP engaged.
- Interactions submitted.
- Why is it working?

State number of words: 282

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.*

Scanning:

Corby is listed as one of the most deprived areas of the country. The town has suffered since the demise of the steelworks in 1980 with many families experiencing 3rd generation worklessness. The area is undergoing major regeneration and the attitudes within the community are changing with many people believing the area is improving for the benefit of all. This has resulted in a lowering of tolerance in terms of anti-social behaviour and crime and a development of blame culture from the older generation, who believe that young people are the major cause of the problem. In addition there has been an increase in hate crime between young people and new arrivals into the UK as well as an increase in street robberies between young people.

NCC, (Northants County Council) changed from a direct delivery youth service to a commissioned service in 2006, resulting in the closure of estate based youth clubs and a lack of youth provision.

Utilising the strength of a robust partnership structure that has been developed in Corby we conducted a community audit of central ward in Corby, in order to establish areas of concern. Central ward was chosen as it had the highest crime rate in terms of anti-social behaviour and criminal damage. The audit enabled the community to identify their major sociological problems and gain a sense of ownership in finding a solution.

The audit provided opportunity for local agencies businesses tenants and residents through focus group interviews, one to one interviews and presentations to tenants and residents to gain their views and was conducted over a 4 week period to ensure fair representation and access for all.

The result was that anti-social behaviour and criminal damage committed by young people was the major concern by over 90% of participants. The results also showed that boredom, nowhere to go and a lack of good role models were listed as factors in the involvement of young people in crime and anti-social behaviour. With mosquito devices proving ineffective and a lack of respect for PCSOs (Police Community Support Officers) a more effective sustainable solution was needed to divert young people from crime and anti-social behaviour and strengthen relationships between safer community teams and community members.

The consultation showed that the community would like to see more detached youth worker on the estate and talking CCTV cameras to target those responsible for crime. Detached youth workers would provide a diversion through positive activities for young people and would give young people positive role models. It would also give a visible presence on the streets and opportunity for sound partnership working between the police, the older generation and younger people.

As part of our community scanning we visited a detached project recommended by the National Youth Agency. The project in London operated in areas of concern in relation to gang crime and had been so successful it was now mainstream funded by the Youth Service using CDRP funds.

Corby SCT with the assistance from partner agencies successfully secured the funding for a 6-month pilot project, which resulted in a reduction in anti-social behaviour.

Analysis:

SCT (Safer Community Team) and partners successfully secured funding from local business for a 6-month pilot project, which provided 2 rapid response youth workers for central ward. The team were intelligence lead and informed of overnight anti-social behaviour in order to plan their patrols productively. If anti-social behaviour was occurring whilst they were on duty the team were informed by the Safer Community Team and attended the scene as it was occurring, offering street sessions in line with local

policing KPIs (key performance Indicators), for example street drinking / knife crime, diverting to various projects and general on the street engagement. This method of informal education and interaction minimised the risk of alcohol misuse associated with street drinking, and also knife crime and gang related activity by providing positive intervention and diversion to more appropriate intensive youth projects. This methodology proved successful by remaining young people centred and meeting their needs and expectations whilst working within the Every Child Matters Agenda. The visible presence on the street encouraged community members to speak to the detached youth workers about areas of concern in relation to young people. Ensuring feedback was given to community members either individually if concerns had been raised, through presentations to Tenants and Residents Associations or by newsletter or media reports resulted in a tangible confidence between workers, police and the wider community. This resulted in a reduction of reported anti-social behaviour on the central ward of 39% between the Dec 07 and Feb 08 period. (The duration of the pilot scheme). In comparison with the same period the previous year.

Mums praised for drop in youth crime (Corby Evening telegraph)



YOUTH WORK – Karen Dawson, left, and Ellen Hughes chat with a youngster on their patrol

Published Date:

04 February 2008

By [Richard Marsden](#)

Corby reporter

TWO mums have been credited for a drop in town centre anti-social behavior.

The number of recorded incidents in Corby between March 2007 and January this year has fallen by 38% compared with last year's figures.

Officers of the area's safer community team have praised youth workers Ellen Hughes and Karen Dawson for helping to reduce trouble.

The pair, both aged 34, go out on patrols on Wednesday and Friday evenings and speak to youngsters on the street.

The youth workers have plenty of experience in looking after children – Mrs Dawson has three children, while Mrs Hughes has four.

Both live in Cecil Drive, on the Exeter estate.

Mrs Dawson said: "I think the work has contributed to the fall in anti-social behavior.

"We find young people know what they want and Ellen and I can help with that in doing all we possibly can to help.

"If they need anything they can come to us."

Sgt Julie Mead said: "The statistics show a drop in anti-social behavior.

"They keep a record of everybody they speak to.

"It's about interaction with young people."

Police logged 204 fewer incidents of anti-social behavior for the March to January period than for the same eight months in 2006/7.

Groundwork North Northamptonshire and Land Securities put forward £10,000 last year to fund the workers, who patrol the Exeter estate, Corby town centre and West Glebe Park.

Due to requests from youngsters they have met, there is now a football tournament and also a music project in the pipeline.

Ann Marie Lawson, youth development worker for Groundwork North Northamptonshire, said: "It's based around consulting with young people about what they want.

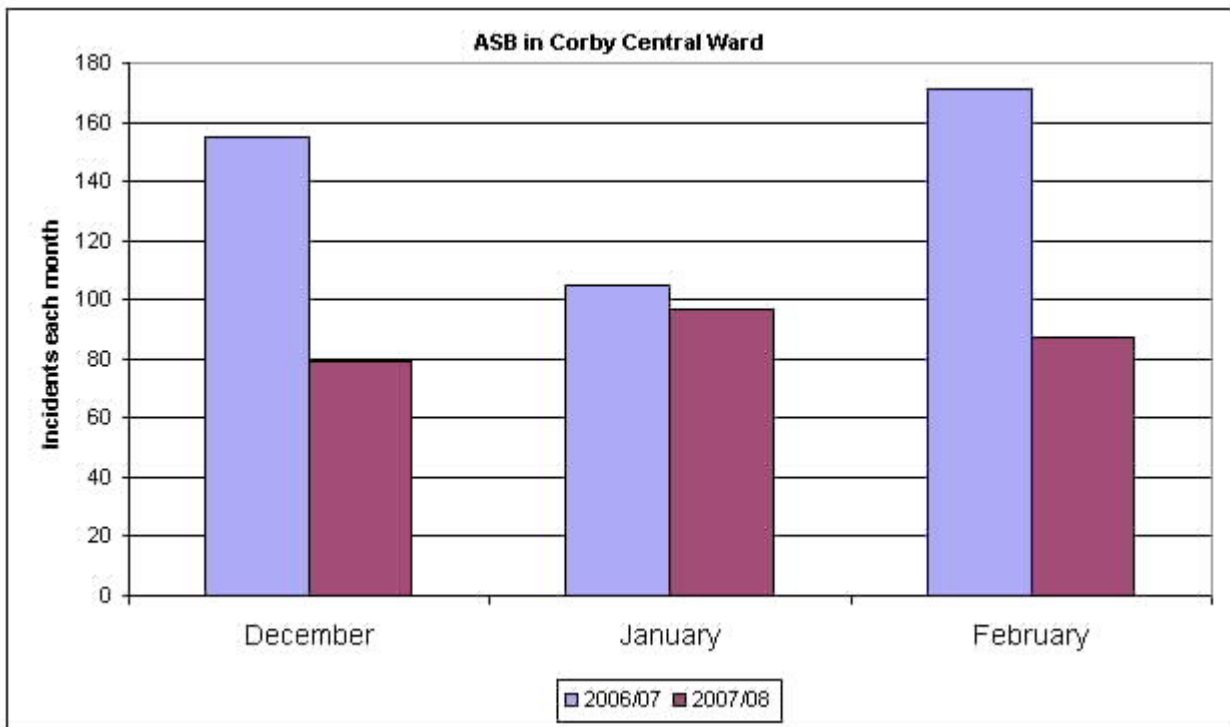
"We're making sure that it is done on young people's terms.

"The majority of their work is at West Glebe Park.

"People from different areas of the town congregate at the park."

The nuisance hotspot will be the first to benefit from one of five talking CCTV cameras due to be installed within the next few weeks.

The full article contains 348 words and appears in Corby newspaper.



Some of the recorded outcomes from the pilot scheme are as follows: -

- 100 Young people have had their awareness raised on the dangers of alcohol misuse

- Over 100 Young people have had their awareness raised on the dangers of drug abuse
- Over 100 Young people have had their awareness raised on the major factors and causes of ASB
- Over 100 Young people have had their awareness raised on sexual health matters
- 52 Young people have a recorded outcome in line with REYS targets (Resourcing Excellent Youth Services)
- 20 Young people are currently participating in an alcohol project in partnership with Northants Voluntary Action group - hours will go towards millennium award accreditation
- 24 Young people have participated in an equality and diversity workshop which has helped understand cultural difference and reduce hate crime towards people of different cultures
- 8 Young people are working towards their youth achievement award accreditation

Effective monitoring and evaluation of the project proved that the outcomes were in line with REYS targets (Resourcing Excellent Youth Services) supported Hear By Right by ensuring young people were involved in decision making and that participants could identify their individual learning.

Analysis of the pilot scheme proved that youth workers, police, council and other partner agencies were working together with clear and measurable outcomes that are transparent. This had impact on the fear and perceptions of crime on the community due to the intelligence lead youth work the pilot scheme had offered.

Many of the young people engaged by the youth workers became involved in collating a community survey, which related to the views and needs of the community. The survey was intergenerational covered a wide demographic. The survey asked questions on fears, perceptions and local services like PCSOs. The results were surprising.

- Out of 100 Young people aged between 13-19 how many thought the media played a major part in fear and the perception on fear between older and younger people
ANSWER 76
- Out of 100 people aged 30-40 how many thought that young people were more disrespectful than when they were teenagers
ANSWER-9
- Out of 100 people aged 50-80 how many thought that young people were more disrespectful than when they were teenagers
ANSWER-52
- Out of 100 young people aged 13-19 how many admitted to playing games with PCSOs by giving them false information?
ANSWER-72

An area of concern in relation to the 2 youth workers and media coverage of the project was the perception that the workers were two mothers working to combat anti-social behaviour. On reflection this may have had a positive impact initially but in order for the project to move forward and gain further credibility it was important that the workers who had accessed a professional training programme and had become NVQ qualified were seen as professional workers. This was addressed through further programme coverage, attending strategic partnership meetings and reinforcement of the ethos and values of informal education at every appropriate opportunity. Current newspaper coverage now describes them as detached youth workers or members of the JAM team. (Detached youth work team)

Responses:

The analysis indicated that the area needed a preventative approach to anti-social behaviour to provide a long term and sustainable solution rather than a heavy-handed enforcement approach. The ethos of citizen focus and community safety include the needs of young people, so the SCT needed to be able to engage effectively with the young people, who were marginalised due to their age and status in society, rather than build barriers between the generations.

With the support and consultation of the local JAG, Youth officer Ann-Marie Lawson and I prepared a presentation for local business and elected council members to provide them with evidence of the success of the pilot scheme and a three year sustainable business plan, for what was to become the

Corby JAM team.

Jam would provide town wide detached youth work cover, expanding on the success of the pilot scheme. The team would provide a rapid response service to Corby. The success of the pilot was evident and enabled us to secure £40,000 funding from Councillors and Land securities, the company that owns Corby town centre. Land Securities is a national property developer who offered us the seed funding for the pilot scheme and the following JAM project.

We interviewed and employed 9 detached youth workers, who are studying to level 2 NVQ in youth work. The team are fully trained in

- Child Protection
- Working With Challenging Young People
- Minimum Standards in Youth Work
- Conflict Resolution and Breakaway Techniques
- Effective Partnership Working
- Equality and Diversity
- Sexual Health and Pregnancy Testing (C Card registered)
- Alcohol and Drugs Awareness
- Appropriate Adult

There is clear evidence that staff have gained expertise in developing strategies that enable them to put theory into practice. They can reflect and analyse session on the street ensuring effective delivery with clear and measurable outcomes.

Both young people and the Jam team visited local tenants and residents meetings (TARAs) to talk to the community and inform them of the aims and objectives of the JAM team and how they were accessible to the public. The team would be visible with the creation of a JAM logo and 'uniform' to allow the public to see them and recognise them. Posters were created for JAM and placed in local points of contact, for example, community centres, shops, doctor's surgeries etc. The posters contained pictures of the team and contact details for the public to call them directly. The posters were endorsed by the JAG and all of its partners and the intent to prevent ASB to improve the quality of life for the whole of the community is the message it delivered. The team are now well known, respected and trusted in Corby.



We engaged the help of the media to launch the team with both radio and newspaper coverage of the team and MP Phil Hope spending an evening with the detached workers in the hotspot areas, which was covered by the media.

The JAM team became embedded in multi agency working within Corby. They receive daily intelligence briefings from the Police enabling them to deliver an impactful, unique service. The team attend JAG meetings and are aligned to the 4 SCTs within the Corby Borough. They also attend the Safer Schools Partnership meetings to carry forward the work in the schools to the community, targeting the low level offenders at school and diverting them from anti-social behaviour and crime prior to them coming to the notice of the police. Representatives attend the anti-social behaviour groups and make referrals to PTLP (Prevention Through Learning Programme) and other preventative services, due their unique front line local knowledge this ensures the correct level of support for the young person.

The team highlighted an issue of negative communication between young people and PCSOs, something

that as a part of the SCT I was keen to address. I contacted the Training Officer at County Headquarters and negotiated an opportunity for young people to provide a workshop in youth engagement as part of the training for all new recruits.

The partnership worked with the young people to create a training package for PCSOs, giving them tools for successful engagement with young people. This was delivered by the young people themselves at FHQ and was highlighted as the most informative and useful part of the PCSO training by the student officers, in their feedback reports.

The training was also highlighted at the ACPO children and young persons conference by Sir Ainsley Green the children's commissioner and an example of national best practice.



The Jam team was introduced to FHQ control rooms and IRT (instant response team) shifts, both of whom have direct contact with young people. As a result they can also contact the JAM team directly, ensuring that the public receive the correct response to their call.

Jam is also tasked to complete joint reassurance calls to repeat victims of anti-social behaviour, with local PCSOs, so the public find them even more accessible. Feed back on these visits has been excellent after police completed quality checks on the repeat victims they have all highlighted the unexpected yet very welcome contribution from the JAM team, and have called upon them directly with further incidents.

Assessment:

The success or otherwise of this problem solving initiative is assessed in three main ways:

- The level of public satisfaction for the efforts of the team
- The levels of reported ASB
- The achievements of young people who have engaged with JAM

As a result of the intensive focussed efforts of the whole team and a host of partner agencies, Corby Jam has reduced anti-social behaviour and improved public confidence. This effect was noticed around the town of Corby as a whole, not just in the Central Ward area.

- Feedback obtained from the public at open meetings and at the TARA group was extremely positive. Local residents were telling the team that things had never been so quiet and that their quality of life and ability to enjoy their own space in relative peacefulness had never been better.
- Residents who were once suspicious of all young people opened their minds and their community centres for young people, where previously no youth groups were allowed.
- The Jam team engaged with 312 young people in the last 12 months resulting in the following measurable outcomes:-

- 12 young people gained nationally recognised accreditation
- 312 young people gained skills and awareness on issue based topics
- 8 young people gained community sports leadership awards
- 103 young people were involved in planning programmes, projects, presentations and events
- 12 young people were referred to training providers
- 96 young people gained leadership qualities
- 32 young people became involved in volunteering opportunities
- 244 young people had their confidence and self esteem raised
- 264 young people had a change in attitude and behaviour
- 196 young people had improved ability to perform tasks/activities effectively
- 46 young people said their emotional state had improved
- 16 young people had recognised change in self through mentoring and intensive support
- 4 young people were referred to counselling agencies
- 86 young people participated in equality and diversity workshops

In addition we worked with 48 young people not in education, training or employment, 12 are now in education, training or employment and 3 are involved in volunteering opportunities, 30 are still engaged at varying levels in Groundwork North Northants youth programme and 3 were one off contacts.

In line with Northamptonshire Local Area Agreement (Improving Health and Life Chances for young people aged 14 and above) the following National Improvement targets have been met,

NI 112 – under 18 conception rates

- 9 youth workers trained in condom distribution and pregnancy testing.
- 220 young people participated in sexual health sessions.

NI 115 – substance misuse by young people

- 9 youth workers trained in delivering drugs awareness sessions.
- 265 young people had their awareness raised on alcohol and substance misuse.
- 24 young people involved in alcohol conference.
- 26 young people involved in drama and photo comic project to produce 1000 comics for distribution to young people.
- 50 young people participated in “Hammered” project looking at issues around alcohol misuse.

In addition

- Three further youth clubs have opened as result of the JAM team.
- A group has been formed for young Eastern European females, who previously did not socialise outside of school.
- Ongoing PSCO training for all new recruits, which has expanded to all SCT staff, with plans to take the training to IRT.
- Jam team are now trained as ‘Appropriate Adults’.
- Anti-social behaviour has not been highlighted as a local priority since the launch of the JAM team.
- Funding gained from Home Office for residential to work with young people with offending linked to alcohol misuse.

The scheme has offered a positive alternative to enforcement to our young people.

The scheme has developed confidence from local business, to invest in the community. Land Securities centre manager Daniel Pickard has been quoted as stating: -

'This innovative project has been the best five grand I have ever spent!'

The Jam project is featured in the Land securities national brochure as best practice for the company.

To quote Darra Singh, 'Integration and cohesion is not about race, faith or other forms of identity. It is simply about how we all get on and secure benefits that are desirable for our communities and ourselves'

The Jam team have allowed the young people to express themselves and achieve goals they believed were out of their reach.

"I used to get into trouble at school cos I felt stupid and never thought it was worth trying cos I was not really clever or good at anything. Since working with the JAM team and getting involved I know there are things I'm good at and I now love my citizenship classes cos I understand communities and authority better. I got a certificate for citizenship – first certificate I ever got at school." Danielle aged 15.

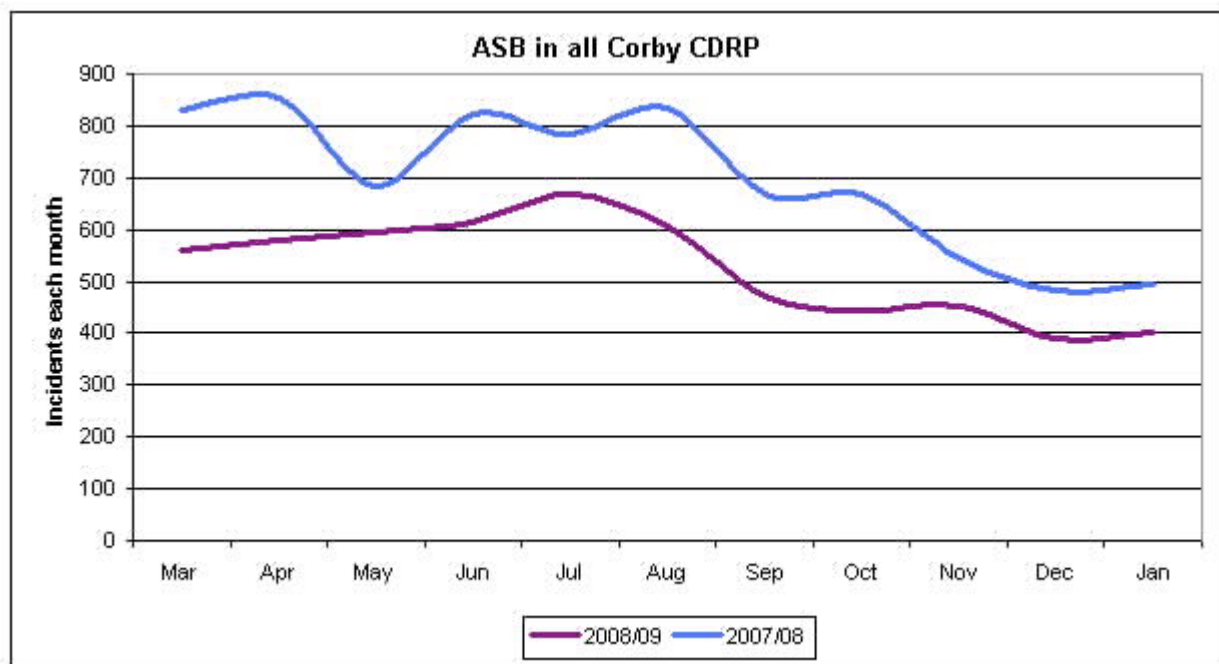
"I used to get drunk all the time and fight! Since being involved in the project I have been involved in drama and making a photo comic and I'm really enjoying it. I still drink sometimes but haven't been in trouble at all!" Shaunnie aged 15.

"I never thought I'd be able to get any qualifications now I've got my CSLA and help deliver sports sessions with youth workers to young people" Stefan aged 16.

They have learnt to respect the community in which they live and that community has learnt to respect its youth.

The JAM team continue to work throughout the borough, supporting the police with operations, including Op Zero, an operation to reduce anti-social behaviour and retail crime in the town and Op Amphill, a home office funded operation to reduced alcohol related crime and violent offences.

The scheme gives consistency and is sustainable for the long term. It has proven to increase community safety and decrease perceptions and fear of crime within the community. All this has been achieved because in Corby we have partners with clear roles and responsibilities. We have the understanding that we are stronger working together. We use continuous innovative consultation with the public. Corby is a community with forward vision and fantastic young people.



State number of words used: 3,196.

Section D: CDRP/CSP Authorization – Applications submitted by eligible Police forces outside England & Wales should be authorized by the BCU Commander or individual of equivalent rank.

14. Name of CDRP/CSP:

Corby CDRP

15. Name of CDRP/CSP Chairperson:

Chris Mallender. (Chief executive of Corby Council).

16. Contact email address:

chris.mallender@corby.gov.uk

17. Government Office;

GO East Midlands.

19. Can you confirm that the partners listed carried out the project as stated?

Yes

20. Can you confirm that the details stated are factually correct?

Yes

21. Is there any reason why the contents of this application should not be made publicly available? If so please state the reason/s and refer to guidance concerning sharing Tilley application submissions.

No

22. Please add any comments in support of this application:

Section E: Pre-marking - this page will not be provided to sift teams to prevent any bias in marking.

23. Has this project been submitted to the pre-marking service?

Yes

No

24. If yes please state pre-marking reference:

Checklist for Applicants:

1. Have you read the process and application form guidance?
2. Have you completed all five sections of the application form in full including seeking authorization from your CDRP/CSP Chairperson?

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 09 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 Tilleyawards09@homeoffice.gsi.gov.uk by 30th April 2009.

Two hard copies (in colour if colour charts/diagrams etc have been used) must also be posted to the Tilley Awards Team at Home Office, CRCSG Communications Unit, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received no later than the 5th May 2009.