



TILLEY AWARDS 2011 APPLICATION FORM

Applications made to this year's Tilley Awards must be submitted electronically to the Tilley Awards mailbox at TilleyAwards2011@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 www.homeoffice.gov.uk/crime/partnerships/tilley-awards/tilley-awards-11/

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 2011 Awards Guidance will result in your entry being rejected from the competition.

All entries for phase one themes must be received by 1:00pm on 13 June 2011. Late entries will not be accepted. Hard copies of the application form are not required.

All entries for phase two themes must be received by 1:00pm on 5 September. 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.

Project Name: Drive SMART

Location: Surrey – county wide

Theme Addressed: Theme 1 – Anti-social behaviour (driving)

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 2011 Tilley Awards. The information contained within this section will, however, be used to identify the most popular national finalist entered into this year's 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 2011 Tilley Awards guidance. This section should be used as your social marketing opportunity.

FOUR HUNDRED WORDS SUMMARY

Anti social driving (ASD) is constantly voted the single top neighbourhood priority in Surrey. ASD includes speeding, using a mobile phone or not wearing a seat belt whilst driving, bad or dangerous parking, tailgating and aggressive driving.

Surrey County Council and Surrey Police with partners under the banner of Drive SMART have adopted a joint problem solving approach to change motorists' behaviour, make Surrey's roads safer and address the following:

- High perceptions of ASD and limited confidence in police and partners to respond
- Accident levels
- Poor driver culture
- Limited ability to tackle ASD
- Develop and deliver a coherent partnership strategy to tackle ASD

Launched in September 2009 the project had three strategic aims:

- 1) **Reduce the level of anti-social behaviour associated with a small minority of motorists, who disproportionately affect the quality of life for communities** (the percentage of incidents that were reported by a member of the public has decreased from 96.2% (2008-10) to 90.4% (2009-11)).
- 2) **Increase the confidence of the public, that Surrey Police and its partner agencies are working together effectively to combat local anti-social driving issues** (Surrey public's confidence that police in their neighbourhood would deal with speeding motorists and ASD has increased to 71.3% (Jan 10), compared to 64.6% Sept 09)
- 3) **Reduce the number of people killed or seriously injured in road traffic collisions.** (41 fatalities in 2009 compared to 32 in 2010 a reduction of 22%)

Other positive outcomes are:

Vehicle Nuisance Satisfaction has **risen** from 72.7 (Sept 10) to 80.3% (Apr 11).

80,873 **interventions** to educate drivers or enforce against ASD offences

Enhanced partnership working

Sustained operational and communication campaigns to combat this priority issue including:

- 57 Roadside Enforcement and Education Days (REEDs) – **joint operations** by Surrey Police, Surrey County Council and partners **educating** 1,064 motorists on road safety and prosecuting the worst offenders
- 25 **new** Community Speed Watch and 42 School Speed Watch schemes
- **Speed awareness** courses offering 'low-end' speeders the opportunity to attend training as an alternative to a fine / points
- An innovative Theatre in Education scheme aimed to **educate children** and provide pupils with the skills to challenge poor driving
- **Positive** feedback and engagement from residents and those 'educated'

Due to its success, the campaign has been extended for a further year with many activities being mainstreamed.

For information on the campaign and results, visit www.drivesmartsurrey.org.uk

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 2010 Tilley Awards Guidance.

SCANNING

Since the start of the joint neighbourhood survey between Surrey County Council (SCC) and Surrey Police (SP) the acceptance of and tolerance levels around anti-social behaviour (ASB) and in particular anti-social driving (ASD) have declined in Surrey.

Initial indications that a problem existed were identified through the joint neighbourhood survey (JNS) which identified that residents consistently rated speeding motorists and ASD as their top concern. The JNS survey has been conducted quarterly since Apr 2008, has sample sizes of approx 150 per borough and forms the basis of performance monitoring for SP / SCC joint partnership working.

This data was supported by a three month evaluation of the 106 neighbourhood web pages where panel priorities are recorded. Over this period every page reported issues relating to ASD; demonstrating that this was the single top priority and a county wide issue.

Further consequences resulting from this problem were also identified:

- Anti social behaviour – per se
- Dangerous driving and associated traffic construction & use offences
- Driving under the influence of alcohol or drugs
- Collisions resulting in injury or death

The sources of data and key stakeholders used to identify the problem were:

- Central Ticket Office & SP incident logging system – offender profile
- Police Criminal Offender data base – offender profile
- Police incident logging system
- Community Speed Watch activity
- Joint Neighbourhood Survey
 - How big a problem is speeding and anti social driving?
 - Satisfaction with measures to control speeding traffic?
 - Satisfaction with vehicle parking?
- Local and national collision data
- Public complaints and letters
- Media
- Intelligence
- Information/data from local partners and businesses
- 106 NSO web pages and panel meetings
- 11 Local Borough Committees
- 11 Casualty Reduction Officers, the SCC Traffic Management officers and the shared local problem profiles
- Focus Groups

All stakeholders have had an active and valued contributory part to play in the success of this project which was jointly owned and managed through a working group with governance through a joint partnership steering group. Scrutiny has also been given by both Surrey Police Authority and Surrey SCC through established panels and committees.

The stakeholders with an interest in ASD reduction were:

- Surrey County Council (SCC)
- Surrey Safer Camera Partnership (SSCP)
- Surrey Police (SP)
- Surrey Fire & Rescue
- 11 Borough Local Committees
- Highways Agency
- NHS - Ambulance Service
- All CSW / SSW in Surrey
- Residents of Surrey
- VOSA
- DVLA

ANALYSIS

The real problem(s) that this project/partnership sought to address were:

- ASD and speeding; high perceptions of such and limited confidence in police and partners to respond
- Killed or seriously injured levels
- Social acceptability / poor driver culture around aspects of ASD
- Limited ability to tackle ASD and speeding at a local level for police and partners based on a lack of equipment, training, priority and coherent strategy with partners
- Improve partnership working and engagement

The objectives of the project/partnership were:

1. Reduce the level of anti-social behaviour associated with a small minority of motorists, who disproportionately affect the quality of life for communities
2. Increase the confidence of the public, that Surrey Police and its partner agencies are working together effectively to combat local anti-social driving issues and;
3. Reduce the number of people killed or seriously injured in road traffic collisions.

Surrey has recorded on average 34.7% (148) more casualties per 1000 population than the England rate during 2006-2008. Surrey is placed 145th out of 149 English counties and unitary authorities for these 3 years' casualty rates.

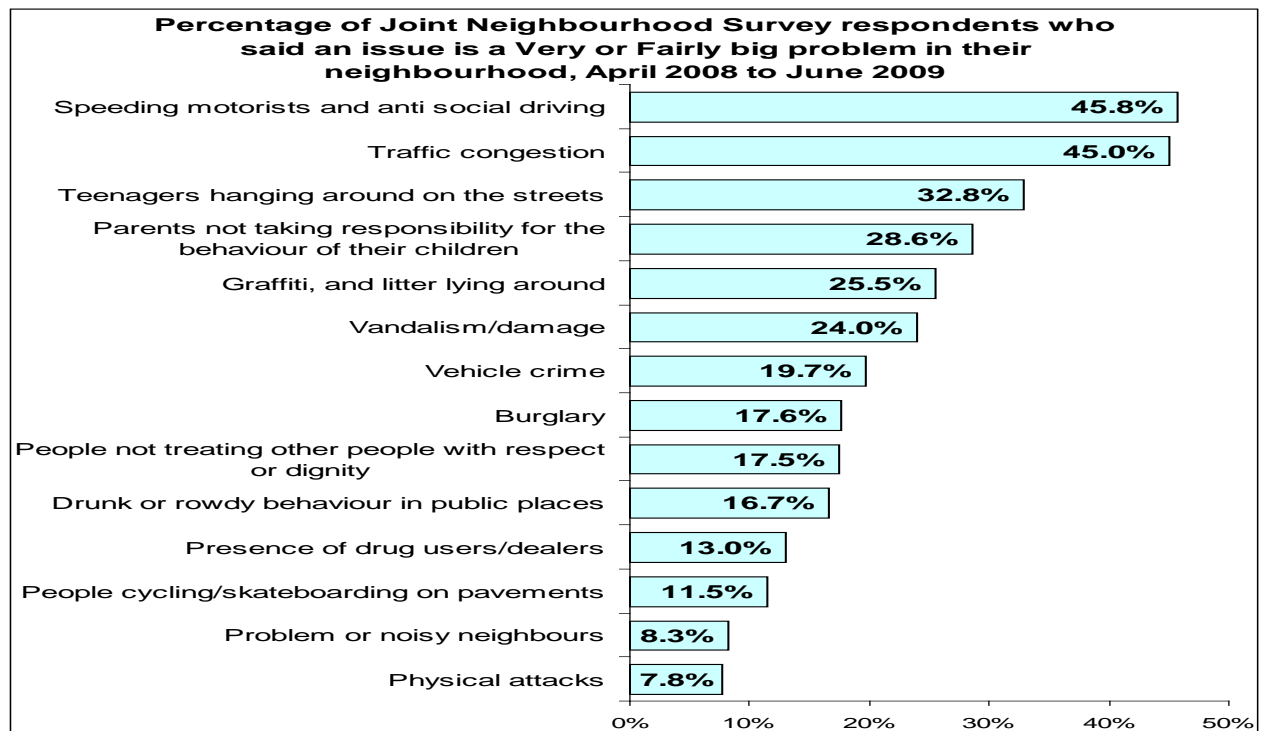
Area	Casualties per 100,000 population				
	2006	2007	2008	2009	2010
Surrey	631	557	535	517	479
Great Britain	439	418	387	370	Not yet available

A survey of 23 council members showed all 23 had ASD brought to their attention by residents.

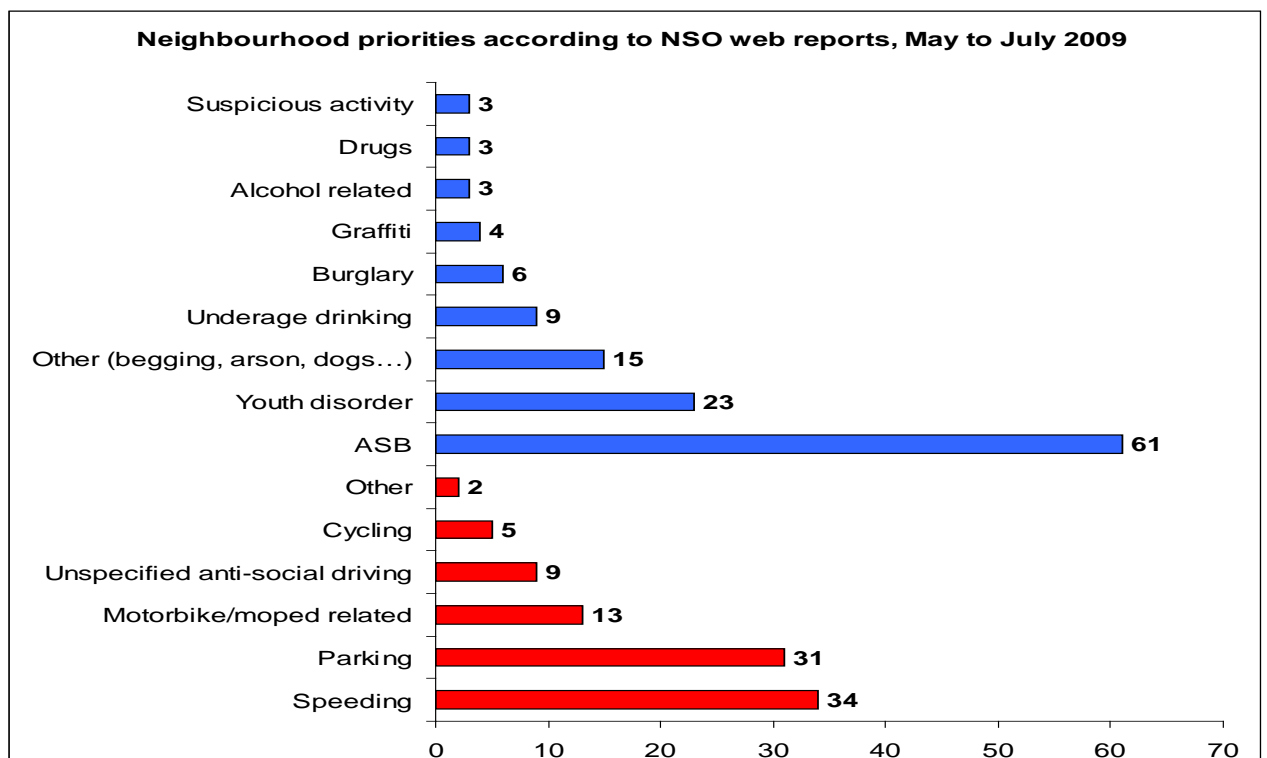
Surrey Polices' Force Strategic Assessment 2008-09 identified "Speeding and anti social driving" and "Parking" as CDRP priority areas for 2009-10. It recommended analysis of vehicle-related nuisance and a joint strategy with public and partners.

The extent of the problem was measured as below:

Residents have consistently rated “Speeding motorists & anti social driving” and “Traffic congestion” as their top two concerns.



Issues relating to ASD were consistently identified as neighbourhood priorities at panel meetings from May to July 2009 across all 106 web-pages.



Issues which caused precipitated or enabled the problems included:

- Surrey is surrounded by a number of strategic roads and two international airports. Many of its occupants travel by car to work or travel within Surrey for work purposes. Off the arterial roads Surrey is a densely populated rural community with predominantly B and C class roads.
- ASD and speeding; high perceptions of such and limited confidence in police and partners to respond
- Social acceptability / poor driver culture around aspects of ASD
- Limited ability to tackle ASD and speeding at a local level for police and partners based on a lack of equipment, training, priority and coherent strategy with partners
- Lack of buy-in to prevention, detection, education, engineering and enforcement.

There has never been a truly cohesive partnership approach to understand and prevent, in the long term, this county wide issue which has historically had a haphazard approach with no structure; partly due to the lack of available equipment but also staff appropriately trained and equipped to own and local resolve ASD issues.

We quickly identified there were no borough based problem profiles and the Casualty Reduction Officers' performance objectives were, with changing technology and public concerns, varied and obsolete. As a result SMART objectives were set around the Drive SMART targets and 11 borough problem profiles were developed based on the NIM model.

The sporadic work in the past had very little evaluation attached to it. Throughout this project each activity of work undertaken has undergone evaluation to inform future activity and funding.

The data used to progress this project has been robust, validated and timely. Data has been over a two year period, the life of the project, and is stable, of quality and longevity. Many of the data sets used are national prescribed for HO returns.

Before each campaign or Roadside Education & Enforcement Event (REEDs) specific analysis was undertaken to identify the key factors of the problem analysis triangle (see below for examples). Identifying those who had responsibility for infrastructure and those who could influence repairs / alterations was also an important factor in the engineering element of road safety and 'designing out'.

Victim – Communities and residents of Surrey exposed to ASD. The families of those killed or seriously injured as a result of ASD and speeding. Families of those prosecuted for driving offences (custodial sentence, loss of livelihood, driving ban). Passengers, particularly children lacking confidence or sufficiently equipped to challenge and influence adult's poor driving.

Offender(s) –

- Males aged 19-30 who drink drive (custody data)
- 17-24 year olds involved in 31% of collisions with excess speed (SCC data 2006/08)
- Males aged 17- 44 most likely to drive whilst using a mobile phone (Central Ticket Office data 2007/09)
- Males aged 16-24 (27%) motor cycle casualties (Local casualty and DoT data)
- Parking – school run parents and commuters

- Mosaic profiles created using offenders addresses, age and gender
- Circa 50% of crimes in Surrey are committed by travelling criminals whose attitudes to legality, road safety and ASD and the subsequent consequences are low.
- Owners with responsibilities of key resources, roads, signage, street lighting etc

Locations – Surrey wide

- Casualty data for collision hot spots (causation factors considered)
- Identified through borough profiles (panel feedback, complaints and partners)
- Mosaic profiles created for target areas using offenders' addresses and potential commuter routes
- 30mph roads for REED days
- 22 pre-agreed SCC / SP priority roads for speeding / collisions

Time / days – Crucial to operational deployment; rush hour traffic, parking on the school run, lighting and sign conditions of roads

The type of road infrastructure in Surrey and its proximity to London, Gatwick, Heathrow and the M25 arterial route means that vehicle usage is higher than the national average per kilometre. As a result congestion is a by-factor which lowers people's tolerance levels generating a 'rat run' county where poor driver culture and some aspects of ASD are socially acceptable to the driver.

1. Launch campaign:

- A bespoke telephone survey 'Driving you mad' was commissioned with 1010 Surrey residents to understand more about the Surrey public's perception of anti-social driving
- This helped to establish current anti-social driving (ASD) habits, perceived danger/acceptability of each, deterrents to the problem and top issues residents feel Surrey County Council/Surrey Police should address.
- Two focus groups were held with Surrey residents to investigate what they understood anti-social driving to be and to inform an overarching campaign name and brand.

Using this feedback:

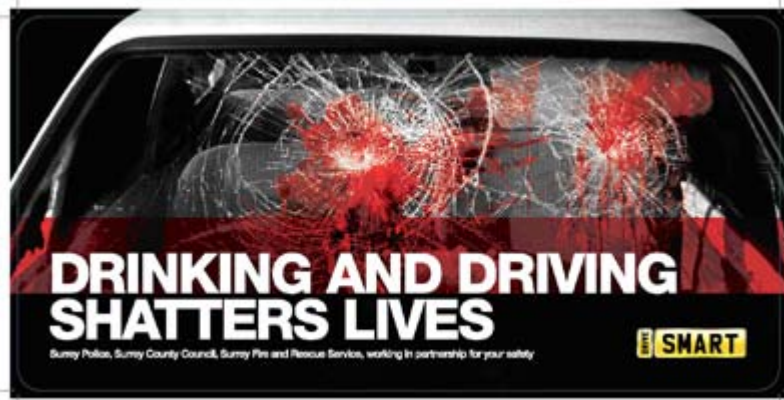
- Drive SMART was developed as a campaign name as respondents felt it clearly articulated what the project was about.
- The 'Selfish' campaign was developed. Focus group respondents felt this design clearly conveyed what anti-social driving is. Parking, mobile use when driving and speeding were identified as top ASD issues police/SCC should address.
- The focus group identified it was important to target people while driving to influence motorist behaviour most effectively. The launch and subsequent campaigns therefore utilised bus backs, billboards and local radio station advertising.
- A bespoke Drive SMART website was produced: www.drivesmartsurrey.org.uk as a central information resource for all anti-social driving issues.
- A range of communications material was produced including leaflets about the campaign and specific aspects of anti-social driving and promotional items including tax disc holders and car stickers. These were utilised by officers at a range of public engagement events to educate the public about ASD and reassure action was being taken to address it.

- Articles were included in the police editions of the neighbourhood newsletters, delivered to every household in Surrey every six months and in SCC's Surrey Matters magazine, delivered across Surrey every quarter.



2. Drink drive:

- The target audience was identified as men aged 19-30, as the most frequent drink drive perpetrators according to custody data.
- Evaluation of the 2008 partnership drink drive campaign showed there was a need for greater communication with our target audiences at points of purchase (i.e.: at bars etc. where the decision to drink and drive is made). It also showed the campaign artwork used in the 2008 campaign was effective at influencing behaviour, a key aim of the campaign - 64% felt it would change their attitude/behaviour.
- Mosaic analysis showed the target audience was receptive to online communications and new media.
- The 2008 design was therefore used in a range of communications channels to influence offender behaviour. This included:
 - Bluetooth text messaging in bars, pubs and clubs in Surrey's major towns to target potential perpetrators at the point of decision.
 - Facebook advertising in response to a communications preference for online communications.
 - These new media options complimented bus back, billboards and washroom advertising in bars, clubs and pubs which had proved effective in previous campaigns.



3. Speeding:

- Surrey County Council data (December 2009) showed during the three year period, 2006-2008, drivers aged between 17 and 24 were involved in 31% of all collisions where excessive speed was cited.
- To target younger people specifically a viral film was developed. Mosaic analysis carried out for the drink drive campaign showed online communications was a channel preference for this age range. The online activity complimented outdoor advertising e.g. bus backs and billboards which had proved effective in previous campaign evaluation.



4. Mobile phones:

- Central Ticket Office data (Dec 2007-2009) showed men aged 17-44 were most likely to receive a ticket for hand-held mobile phone use whilst driving.
- Mosaic profiles were created using offender address details for this age range/gender. Mapping this data across the county allowed us to identify routes potential offenders use to travel to work. The profiles also demonstrated a channel preference for online communications.
- The communications response included:
 - Billboard adverts on key routes across the county, supported by radio advertising.
 - Adverts on Facebook, MSN and Microsoft sites and a Quick Response (QR) code was produced linking to the online ad.
 - Mobile phone use was a top ASD behaviour residents felt SCC/SP should tackle. Road shows were held around the county to reassure the wider Surrey community action was being taken.



5. Motorcycle safety:

- Males aged 16-24 were targeted as casualty data showed 27% of motorcycle casualties in Surrey fell into this age group. 90% were male. Previous research for drink drive campaigns suggested the adverts needed to be shocking to be impactful for this demographic.
- A second audience, other road users, was identified as Department for Transport stats show around 75% of motorcyclist collisions nationally occur in collisions involving another vehicle, usually a car.
- The communications solution therefore took a two-pronged approach, targeting motorists at the wheel via bus backs and radio adverts, and young motorcyclists online. The ad produced graphically demonstrated the consequence of an accident where a motorcyclist did not wear protective clothing. A competition was run via Facebook offering the chance to win protective clothing.



6. Parking:

- Two offender audiences were identified: school-run parents and commuters.
- Communications solutions were therefore tailored to these audiences and included:
 - Articles in publications aimed at parents e.g. Primary Times and school bulletins.
 - Banners/flyers for use by officers outside schools and at train stations where parking was identified as a problem.
 - Outdoor advertising (billboards and ad bikes) at parking problem hotspots.



RESPONSE

The following actions were taken to address the problems:

To address the aims listed under scanning, the responses by the Drive SMART project have been thorough and varied, using different tactics and approaches as demonstrated above; education, enforcement and engineering combined with SARA EPIC.

Engineering is expensive and enforcement provides little education. Therefore, to achieve a long term change in driver behaviour we chose education as our primary focus across a variety of age groups.

Six specific operations and an extensive media campaigns have run under the Drive SMART banner. Each operation and communications campaign identified specific audiences and objectives. Where possible MOSAIC profiles of offenders were created to target communications and activity:

1. Launch of Drive SMART campaign ('Selfish', Sept 2009)
 2. Drink driving ('Drinking and driving shatters lives', December 2009)
 3. Speeding ('Ben', Feb/March 2010)
 4. Mobile phone use whilst driving ('Talk SMART Surrey', May 2010)
 5. Motorcycle safety ('Look for bikes', July/August 2010)
 6. Parking ('Park SMART', September/October 2011)
- To address the haphazard approach, gain local ownership, accountability and effectively measure outcomes, an in house recording mechanism was developed ('ASDAM' – anti social driving and monitoring tool).
 - A Drive SMART calendar was created to collate the operations and events
 - Stand alone force-wide automated data base to manage and process the data/intelligence from the CSW schemes
 - Purchasing and training of new equipment to over 450+ staff
 - Improvement in the CJU back office functions to cope with the increase in referrals, interventions and prosecutions
 - Investment in drug and alcohol offenders to reduce repeat offending
 - Comprehensive performance data monitoring

- Bespoke borough SARA EPIC problem profile to list the top Drive SMART-related issues based on public concerns raised at Neighbourhood panel meetings, objective data around speeding and collision figures. These also were the basis of equipment bids for each borough
- Drive SMART Champions who received additional training and ownership of neighbourhood issues to resolve
- Inputs to local and national businesses
- Targeted multi-agency operations have played a key part, for example the Roadside Education and Enforcement days ('REED') 57 such days have been held so far
- 'Bike Safe' to educate and engage with motorcycle riders
www.bikesafe.co.uk/Police-Forces/Surrey
- Redesigned 'Driver Alert' manuals; these show first-time offenders the graphic picture-based consequences of the type of offence they have just committed as alternative to prosecution for their first offence.
- Introduction of speed awareness course - low-end speeding drivers have the option to attend an educational course as an alternative to prosecution for their first offence
- Attendance at a range of public engagement opportunities including the 11 Local Committee meetings
- Partnership working with Mercedes Benz; 'Road Sense' program
- Theatre in Education – dramatic performances delivered to over 4,500 key age groups identified as the most vulnerable
- Supporting 'Safe Drive, Stay Alive' with Surrey Fire and Rescue
- Using new technology; Face Book, Bluetooth, text messaging and a viral film on You Tube to reach the most vulnerable and influential age groups.
- Drive SMART website with interactive test, targeted key messages, operational activity updates as well as a function to report ASD incidents:
www.drivesmartsurrey.org.uk



The actual demands on the lead and partnership agencies in terms of time, money, expertise were:

The initial investment 'in time' for partners was high however once streams of work were underway their completion was achievable as part of the working day with many practices being mainstreamed. The project has not funded secretarial support other than additional back office functions within the Camera Safety Partnership and Central Ticket Office due to the increase in interventions and prosecutions. Expertise was drawn from key partners of the groups or by virtual partners within a robust governance framework.

Once confirmation of the approach was received expression of interests were sought in combating ASD and road safety. A single request was sufficient to gain full support from a wide range of partners who had the required expertise, made time for the additional work required and who quickly started to reap the benefits of the initiative's outcomes and joint working especially the strong branding and sustained communication campaigns. In this second year the membership of both governance boards has been widened.

A few difficulties arose in implementing the response phase such as; forecasting the back office demand with the introduction of new equipment and 450+ trained staff, complexities around tendering especially vehicles, managing expectations of local communities once the programme had been launched but these were addressed quickly through communications, additional support and professional advice.

Partnership working relationships have improved tenfold with regular problem solving and action groups now established as a result of this project. Tackling ASD in partnership and not as silo agencies has become routine business for all agencies involved. Drive SMART has been a catalyst where learning and good practice have been identified and shared.

A goal from the outset was for the use of the equipment, training and changes in working practices to become routine and daily business. The ability to monitor performance through the ASDAM tool has proven this to be the case; combined with increasing confidence and public satisfaction, a reduction in fatal accidents and ASD reports and positive feedback from the public, councillors, partners and staff.

The speed awareness courses (with additional referral courses in the pipeline) may, in the future, provide ongoing revenue for ASD / road safety initiatives under the banner of Drive SMART.

ASSESSMENT

All partnership were working toward the same aims as outlined earlier and measured through the joint neighbourhood survey and national stats such as; KSIs, confidence and satisfaction.

This project has without doubt been a success; the performance outcomes speak for themselves. Another positive has been the fantastic partnership relationship building experience which has grown throughout; including an understanding of expectations, limitations and celebrations of successes through this process that has seen additional work and problem solving going on behind the scenes.

ASDAM – The internal monitoring tool allowed the number of interventions around ASD and the time spent tackling these interventions to be recorded and analysed against public concerns / outcomes / performance objectives

Statistical evidence that the responses were effective in tackling the problem is as follows:

- Improvement in all six areas of Joint SCC / SP neighbourhood survey
- Reduced reports of ASD 17.0% (latest 3 months compared to previous 12)
- Increase in community involvement through 25 new CSW and 42 SSW schemes
- Over 80,873 driver interventions have been recorded on ASDAM, with over 27000 hours being dedicated to this project
- Over 4500 pupils have now seen TiE, which covered issues of speeding, drink and drug driving, wearing seatbelts, distractions, peer pressure, and empowerment.

Communications evaluation:

- 18,674 visits to the Drive SMART website between Jan 2010 / June 2011.
- 525 Drive SMART stories in local, regional and national newspapers, radio, TV and online since launch to June 2011.
- The percentage of people confident the police are tackling speeding and other anti-social driving rose from 65.8% in September to 68.9% in December 2010.

After each of the four anti-social driving campaigns bespoke qualitative research was carried out. Each wave involved face-to-face interviews with 250 Surrey residents in areas targeted with campaign activity.

1. Launch campaign:

- 41% of those interviewed were aware of the campaign. This was set as the benchmark for the subsequent campaigns/activity to be measured against
- 75% felt reassured SCC/SP are taking steps to reduce ASD.

2. Speeding campaign:

- 58% of those interviewed were aware of the campaign
- 83% felt reassured SCC/SP are taking steps to reduce speeding.

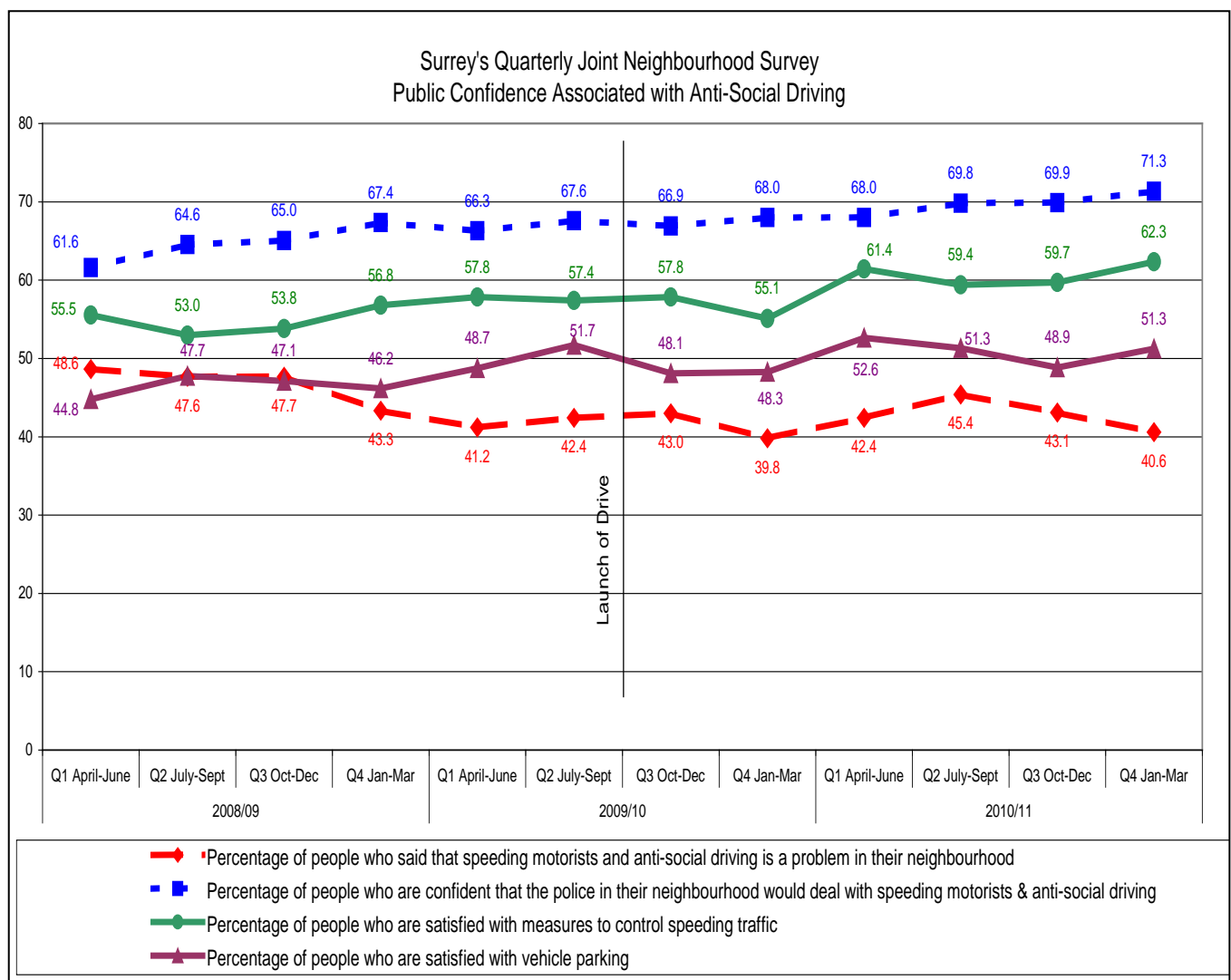
Qualitative evidence of impact is as follows:?

- Positive press articles relating to Drive SMART activity
- Positive feedback, written and verbal, from local councillors and businesses, panel meetings
- Joint Neighbourhood Survey results - confident police are tackling speeding and ASD – Quarter 4 2010/11 **71.3%**
- More partners wishing to become engaged with project
- Several groups being amalgamated under Drive SMART banner and governance

Quantitative results have never improved so much, indicating a strong casual link.

Difficult to prove cause and effect however we are confident of Drive SMART's contributed to an overall reduction in collisions

REEDs made an impact and were viewed positively by most participants. Evidence of a 'ripple effect' with drivers saying they had told their friends / family about the experience.



TiE evaluation

- Q1: Did you enjoy the theatre and workshop and DVD? Yes: 88.74%
- Q2: Did it help you identify behaviours which are unsafe? Yes: 93.05%
- Q5: Is peer pressure a powerful factor in shaping people's attitudes? Yes: 87.18%
- Q10: Do you feel the event has helped you think of ways you might influence someone to stop taking risks? Yes: 86.56%

Feedback from public at REED / TiE events:

- "If you're doing 30 you can stop that much quicker. I mean it's the difference between hitting someone and not hitting someone" - Won 10, male 59
- "I used to assume the limit, now I'm looking" - H008, female, 59
- "It taught me a lesson; I wear my seatbelt now" - W009, male, 21
- "Brilliant, not condescending, very factual, informative, not telling you off like a schoolboy, very professional" - Won15, male, 47
- "The event has encouraged me to speak up if I feel unsafe in a car."
- "It was much more interactive and interesting than other driving safe sessions."

- “To tell other people of the risks they could be taking when driving”.
- “How peer pressure affects judgement”

Drive SMART Confidence – Latest results March 2011

ROLLING YEAR COMPARISON	12 Months up to Sep-09	12 Months up to Mar-11	Quarter 4 2010-11	Direction of travel	Statistically significant?
Percentage of people who are confident that the police in their neighbourhood would deal with speeding motorists & anti social driving	65.8%	69.8%	71.3%	↑	Yes
Percentage of people who are satisfied with measures to control speeding traffic	56.4%	61.8%	63.2%	↑	Yes
Percentage of people who are satisfied with vehicle parking	48.4%	51.8%	52.0%	↑	No
Percentage of people who agree that they can influence decisions affecting the local area	36.0%	40.3%	41.4%	↑	Yes
Percentage of people who are satisfied with their neighbourhood as a place to live	90.9%	93.9%	95.2%	↑	Yes
Percentage of people who said that speeding motorists and anti social driving is a problem in their neighbourhood	45.0%	42.9%	40.6%	↓	No

This initiative overseen by a joint strategic level governance group who made timely and responsive decisions based on the analysis on data/need and gaps in delivery has now been combined with other groups that had focused on casualty reduction issues with a sustained approach of responsive problem solving. Funding has again been committed by SCC (£320,000) for 2011/12 with but the joint intention to mainstream activity with priority and resources continued to be committed by SP and SCC to tackle this issue.

Learning:

- Importance of evaluation on each area of activity to provide qualitative data which informed future expenditure and operational activity
- ‘Prince’ or similar, project management principles should have been applied at the outset due to the scale, diversity, complexities and interdependencies of the sub areas within the project which should have included some project support
- Importance of creating borough problem profiles before committing to purchasing equipment

PART THREE – PROJECT DETAILS

Project name: Drive SMART

Project location: Surrey (county wide)

Contact Details

Application Author's name: Superintendent Rachel Tills
Organisation: Surrey Police
Telephone Number: 07967 986118
Email address: tills3776@surrey.pnn.police.uk

Alternative contact for application: C/Inspector Clive Davies
Organisation: Surrey Police
Telephone number: 07967 988608
Email address: davies2726@surrey.pnn.police.uk

Dates and location of project

Start date: 7/09/2009

End date Ongoing

Please indicate whether the project is:

Ongoing ☒ Completed ☐ Current ☐

CSP name:

CSP area or region¹: Surrey

¹ Greater London, East Midlands, West Midlands, NE England, NW England, SE England, SW England, Yorkshire/Humber, Eastern England, Wales, Scotland, Northern Ireland

Partners actively involved in your project

Please list key partners contributing to the project:

- A. Surrey County Council (SCC)
 - B. Surrey Safer Camera Partnership (SSCP)
 - C. Surrey Police (SP)
 - D. Surrey Fire & Rescue
 - E. 11 Borough Local Committees
 - F. Highways Agency
 - G. South East Coast Ambulance Service
 - H. All Community Speed watch / School Speed Watch in Surrey
 - I. Residents of Surrey
 - J. VOSA
 - K. DVLA
-

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 include² anti-social behaviour, burglary, domestic violence, gang activity, hate crime, knife crime, night time economy, violent crime and criminal damage).

- Anti social behaviour and in particular anti-social driving (using a mobile phone or not wearing a seat belt whilst driving, bad or dangerous parking, tailgating and aggressive driving)
 - Dangerous driving and associated traffic construction & use offences
 - Driving under the influence of alcohol or drugs
 - Accidents resulting in injury or death
-

Resources required for project

Financial budget (£):1,000,000 for first year and £320,000 for second year

Resource budget: Overtime for operational activity from within above amount. No financial allocation for project resources

Source of budget: Surrey County Council (Dr. Povey 'Leader's Initiative')

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?

- Local engagement for this project and a sharing in the success
- Local ownership and accountability through equipment, training and communications support for neighbourhood police officers; resulting in local agreements by county council staff to share issues and address jointly

² The list of crime types provided is not exhaustive

- Perceptions of local residents changing towards increased partnership working and that both SSC and SP are listening and actively addressing their concerns

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?

- Added value of SARA based communications campaign which underpinned all activity
- Importance of evaluation on each area of activity to provide qualitative data which informed future expenditure and operational activity
- 'Prince' or similar, project management principles should have been applied at the outset due to the scale, diversity, complexities and interdependencies of the sub areas within the project which should have included some project support
- Importance of creating thorough problem profiles before committing to the purchasing of equipment
- Appreciating the early pace of project in order to get strands of work 'off the ground' whilst managing the expectations for delivery of each strand simultaneously; having a 'checks and balance process' in place to effectively manage these demands and expectations

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

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

Yes

Q: 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.

Yes

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 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 2011 Tilley Awards once.

☒