



## The Tilley Award 2002

<b>Project Title</b>	<i>The Alcohol Related Violence: Crime Reduction Project</i>
<b>Category</b>	<b>Crime and Disorder Reduction</b>
<b>Home Office Priority Area</b>	<b>Violence Anti Social Behaviour Fear of Crime</b>
<b>Name of Force</b>	<b>Nottinghamshire Police</b>
<b>Endorsing Chief Officer</b>	<b>Mr. Steve Green Chief Constable</b>
<b>Contact Officer</b>	<b>Detective Sergeant 2297 Paul Winter Dangerous Persons Management Unit Headquarters CID Holmes House Ratcliffe Gate Mansfield Nottingham NG18 2JW Telephone 0115 9670555 Ext 1440 Fax 01623 483053</b>



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# **Chief Officer's Endorsement**

*From: Stephen M Green QPM MA  
Chief Constable*

**HEADQUARTERS  
Sherwood Lodge, Arnold  
Nottingham NG5 8PP**

**Telephone (0115) 9672005  
Fax (0115) 9672009**

CC/HW

*30 May 2002*

Dear Ms Perkins

## **THE TILLEY AWARD 2002 – ENDORSEMENT OF AWARD APPLICATIONS**

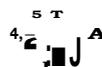
I am delighted to endorse the attached applications for this year's Tilley Awards. Both of these applications are representative of the hard work and commitment shown by members of my force in helping me to achieve my vision.

Three things struck me when I took up my position as Chief Constable of Nottinghamshire, firstly that we faced the work of a small metropolitan area but with the resources of a county force. Secondly that the dominant style of policing in Nottinghamshire was reactive and finally, perhaps as a result of the first two, that many of the communities believed that we had stopped caring about their problems and were losing confidence in us.

We need to manage our demands better, provide a better service to the public in the way we answer and respond to their calls for service. Making the best use of all our resources, together with our partners, we need to target more prolific offenders, protect more repeat victims and dominate more crime and disorder "hot spots" in the county.

It seemed to me that if I was to, make any impression at all as Chief Constable, I had to turn all those three things round. The whole programme of change I have introduced is intended to re-engineer the organisation around problem solving so that every member of the force can make a contribution towards it.

**TRICIA PERKINS  
POLICING AND REDUCING CRIME UNIT  
CLIVE HOUSE  
(ROOM 415)  
PETTY FRANCE  
LONDON  
SW1 H 9HD**



The first application describes an innovative and comprehensive training campaign which complements work to implement my vision "Problem Solving in Nottinghamshire".

The second application which relates to the Alcohol Related Violence: Crime Reduction Project is an excellent example of how problem solving in the county is addressing the Home Office priority areas of Violence, Anti Social Behaviour and the Fear of Crime.

I look forward to hearing from you in due course.

Yours sincerely

A handwritten signature in black ink, appearing to read "Stephen Green". The signature is fluid and cursive, with a large initial 'S'.

**Stephen Green**  
**CHIEF CONSTABLE**

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## **Summary**



*The Alcohol Related Violence: Crime Reduction Project.*

## **Introduction**

The Home Office Targeted Policing Initiatives funded this project.

Its purpose was to address the problems of Alcohol Fuelled Town Centre Violence and the Fear of such Crime.

**A key reason for the project was that the issue was featuring daily in the National News and on the political Agenda. Consequently, the need to address fear of crime was as important as crime reduction.**

Unlike similar projects this was a County Wide Project it therefore needed flexibility to deal with different issues that arise in the varying population centres of the County.

**Crime Pattern analysis defined the problem and hot spot maps were produced.**

**Analysis of City Centre crime trends identified that violence and disorder in Nottingham had increased, but not as significantly as in other Cities such as Manchester and Liverpool.**

**Nottingham had experienced similar growth in capacity and increased consumption of premium high alcohol drinks brands.**

**It was concluded that the two dedicated 'Licensing Officers' who monitored and addressed incidents of violence and disorder with licensees using a problem solving approach were forming part of a solution to reduction of violence and disorder resulting from alcohol consumption.**

Further analysis of the problem using the SARA model and the SPEEDE model identified the Response to the problem:

- Support Full time *Project* manager and Multi-Agency Steering Group
- Prevention - 12 Licensing *Officers* supported by a Data-Base Crime Prevention Initiatives
- Enforcement Targeted High Visibility Policing of `Hot Spots'  
Two High Visibility Mobile CCTV **Vehicles** to Police `Hot Spots'
- Education - High Profile Marketing Campaign Targeting Relevant Groups.  
Alcohol Awareness Training  
Training of Door Supervisors  
Presentations made to various organisations
- Diversion - Custody Alcohol Arrest Referral Workers  
**Hospital Alcohol Referral Worker**
- Evaluation **The Data base produced management information in the form of league tables, which gave focus to the project ensuring an effectively targeted response.**

**A quarterly report was produced and reviewed by the steering group ensuring that constant review of the response.**

The *project was also* evaluated by the Home Office.

## **Sustainability.**

**Evaluation identified a number of successes, in particular a reduction of 19% in alcohol related violence compared to a Force wide increase<sup>st</sup> of 11% for violence against the person in the year 1<sup>st</sup> April 2001 – 31 March 2002.**

**This has resulted in posts with the exception of the Project Manager's being mainstreamed into existing funding.**

# **Description of Project**



## **The Alcohol Related Violence: Crime Reduction Project.**

The principal aim of the project was to develop a coordinated strategy to reduce alcohol related town centre violence in Nottinghamshire and the fear of such crime.

### **The Problem — Scanning and Analysis.**

In the year 2000 opportunity arose for Nottinghamshire Police to bid for funding from the Governments Targeted Policing Initiative and a Scanning exercise was undertaken to identify a priority.

### **Recorded Crime in Nottinghamshire.**

Home Office Crime Figures for the year 1998-1999 indicated that Nottinghamshire had disproportionate levels of Violent Crime.

Rank	Force	Number of VAP Offences	Population	VAP offences per 1000 population
1.	City of London	510	5,180	98
2.	Gwent	11355	556,212	20
3.	Metropolitan Police	131549	7,564,200	17
4.	Greater Manchester	35841	2,575,535	14
5.	West Midlands	31019	2,642,450	12
6.	Nottinghamshire	12051	1,031,772	12

(League table for all Forces in England and Wales)

Violent Crime Impacts heavily on Police Resources and a two- week activity survey of officers conducted in April 2000 showed that 26,292 hours were spent in dealing with crime related enquires.

Further analysis showed that 5501 hours were spent dealing with incidence of violence against the person.

As Violent Crime accounts for 10% of Recorded Crime it represented a disproportionate amount of time spent dealing with these incidents.

Consultation with the 8 Crime and Disorder Partnerships identified assaults and violent crime as priorities.

A City of Nottingham survey of 739 residents identified Violent Crime as the second most important priority (after Dwelling House Burglaries) with alcohol and drug related crime and disorder being ranked fourth.

### **Development of the Night Time Economy.**

The developing Night Time Economy in Nottingham between 1994 and 2000 resulted in the number of premises with late night Licences growing from 35 to 56 an increase of 60%.

New premises also have much larger capacities of up to 2500 people.

Nottingham is not unique, Mansfield, Worksop and Newark also saw increasing numbers of premises.

This resulted in more people being adversely effected by alcohol in the town centres later in to the night with increasing levels of violence and disorder.

The British Crime Survey indicated that 16% of all violent incidents take place in and around pubs and clubs. It also found that alcohol consumption is associated with the victims of violence.

### **Alcohol Related Violence in Nottinghamshire**

GIS mapping was used to identify 'Hot Spots' for Violence and Disorder in Nottinghamshire.

This process identified a clear link between the nighttime economies, and hence alcohol consumption, and **concurrent high levels of reported violence.**

Appendix A demonstrates that the majority of reported VAP offences in these locations occur between the hours of 10pm and 2.00 am for Thursdays, Fridays, Saturdays and Sundays each week either in Licensed Premises or in Public Spaces,

A repeat of the point mapping process for Nottingham and Mansfield for Public Order Offences shows the similar results.

173 Reported Violent Crimes for the Mansfield Town Centre revealed:

- 67% Occurred at the weekend
- 81% Occurred in the evening
- 56% Occurred in the Street
- 65% Occurred at or adjacent to 'Fast Food' or Licensed Premises
- Strangers committed 80%.

The Mansfield Partnership Against Crime also identified a disproportionate fear of crime.

10% of Mansfield Households were surveyed and 91% of respondents felt very safe or fairly safe when using the town centre in the daytime.

**At night the results showed that 80% felt unsafe in the town centre.**

Having considered the above analysis and the fact that other areas of violent crime were being dealt with separately it was determined that the bid to the Home Office would be designed to combat *the* problem of Alcohol Fuelled Town Centre Violence and the Fear Violence.

In designing a response to the problem the findings of the Home Office Crime Reduction Research Series No.2 — Taking Stock by Ann Deehan were considered.

## **Response**

The project Response was designed to follow the S.P.E.E.D.E model in that it focused on Preventative tactics, complemented by enforcement operations, educational and diversionary schemes, and was subject to extensive evaluation; to ensure clear focus for the project, a dedicated project manager supported it.

## **Support**

A Full time Project manager (A Police Inspector) was employed to ensure clear strategic and tactical focus. To provide oversight and to ensure a link with the key executive bodies involved in the project, the project manager was part of a Multi-Agency Steering Group.

This group was chaired by the ACC Operations and had representatives from the Drug and Alcohol Action Teams, The Health Authority, Mansfield Partnership Against Crime as well as the Lead Officer for Violent Crime, Head of Liquor Licensing and representative of the Press Office of Nottinghamshire Police.

## **Prevention**

10 Licensing Officers were recruited in recognition that dealing with situational factors is an effective violent crime reduction mechanism.

This was inspired by an existing approach used in the Nottingham City Centre where two Police Officers had been dedicated to pursue a locally based licensing strategy, working in partnership with local authorities and private sector interests to ensure licensed premises in the City Centre were managed in an effective and responsible manner.

This process was developed on all Divisions of the Force and formal, positive links were made with the industry to contain incidents of violence and disorder inside and around premises.

An investment was made in training for the new staff and all studied for and passed the National Licensees Certificate and National Licensees Drugs Certificate.

With 3500 Licensed Premises it was important that licensing officers only focused on problem premises, this was achieved with an IT system called 'Inn Keeper'.

This database was established and maintained by the Licensing Officers and it holds the following details:

- Details of All Licensed Premises in the County
- Details of All Licensees in the County
- Details of all Registered Door Supervisors in the County
- Details of all Command and Control Incidents at Licensed Premises
- Details of all Visits undertaken by Licensing Officer to Premises in response to incidents.
- Details of any Cautions and Warnings given to Licensees.

The licensing officers were required to visit all Licensed Premises following and incident of Assault at a licensed premise.

The purpose of the visit was to revue with the licensee why the incident had taken place and to agree an `Action Plan' to prevent a future reoccurrence.

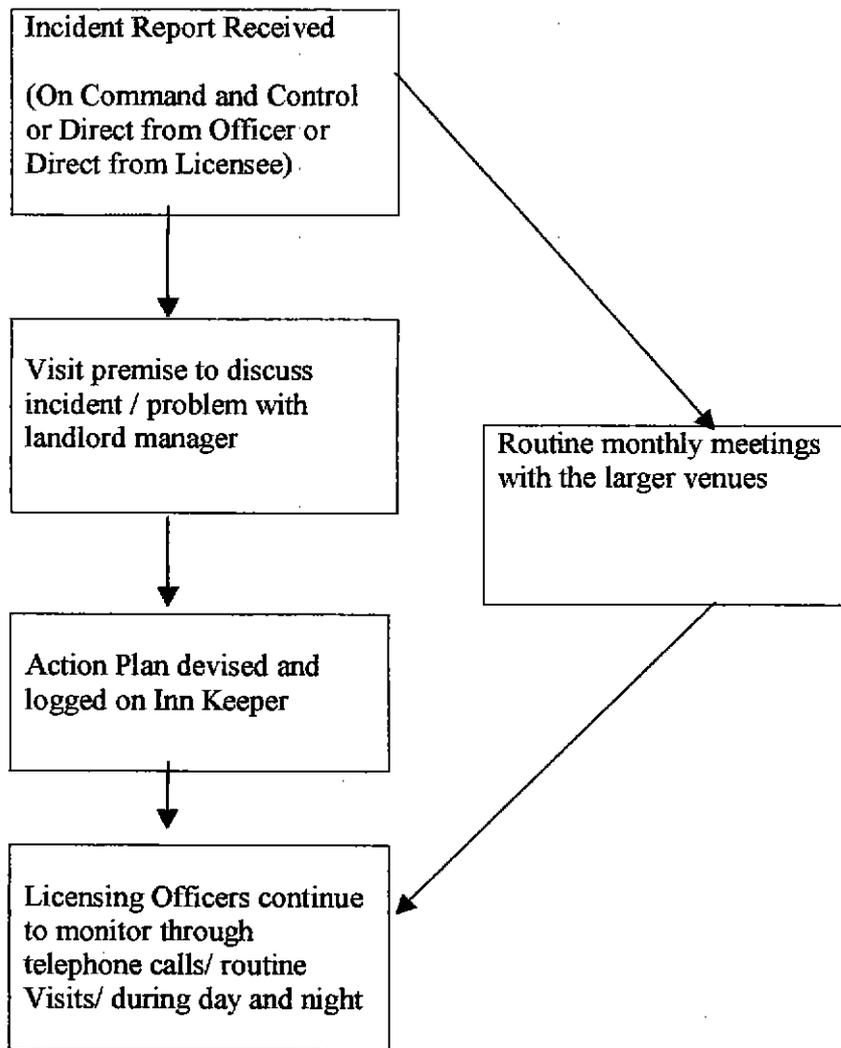
The emphasis of the visits was to encourage licensees to develop their own initiatives to minimise the occurrence of assault.

The priority attached to the visits was one of Education and Advice rather than Enforcement.

This did not prevent the prosecution of serious breaches of Licensing Law.

With larger premises a system of monthly reviews was introduced.

**Flow Chart to demonstrate the work of Licensing Officers**



To assist the Licensing officers it is possible to produce a series 'Top Ten' league tables from 'Inn Keeper'

Pubs and Clubs would be aware of their position in the table and this encouraged them to make changes to the management of their premises to reduce Crime and Disorder.

A policy decision was made that the tables would not be published; they would simply be used to reinforce problems that a premise had relative to rival venues.

To further assist the licensing officers build a good relationship with premises they had access to a Crime Prevention fund.

To secure funding an evidenced based business case was submitted to the Project Manager.

Examples of funding were:

- **Radio Link** A number of these schemes were implemented linking Pubs and Clubs to local CCTV Schemes. This encouraged sharing of information, quicker Police Response and improved evidence gathering. Premises had to make a financial contribution to these schemes.
- **Pager Link** Alternative to radio link for the Pubs in the **suburbs** useful for improved sharing of information and cultivation and development of Pub Watch Schemes.
- **Overt CCTV** Installation of Camera and overt TV monitor schemes for fast food premises
- **H.O. Alarms** Installed in Licensed Premises that co-operated with the Police to ensure improved response to assist a Licensee.
- **Mobile Phone** Allowing Licensees to be in direct contact with Local Officers facilitating a response to incidents in progress\_
- **Video Cameras** Used with **High Visibility Targeted Patrols at Hot Spots.**

## **Enforcement**

### **High Visibility Targeted Patrols**

A key intervention of the project in tackling town centre violence and the fear of such violence was the presence of High Visibility Uniform Patrols targeted to 'Hot Spots'

During the life of the project all major population centres benefited from this type of Policing.

To secure funding a Local Area Command had to submit an evidenced based bid to the Project Manager. The bid would detail the days and the hours when the Operation was planned for justify this with 'hot spot maps' showing that the planned operation corresponded with and was in proportion to Violent Crime Problems.

The project manager developed a standard bid document *see Appendix B*

A condition of grant of overtime was that officers submitted an activity return so that continuous monitoring of the operation could take place. A simple pro-forma return also gave focus to staff ensuring that made a positive contribution when undertaking the duty.

A breakdown of Operations conducted is given in *Appendix C*

In summary there were:

- **104 Policing Operations**
- **13844 Hours of Policing.**
- **755 Arrests**
- **261 Arrests for Violent Crimes.**
- **2204 Visits to Licensed Premises**

A result of the secondary analysis of this intervention was funds being made available on a constant basis to the main 'hot spots' of Mansfield and Nottingham this was because gaps between bids impacted on patrols. The change increased numbers of arrests **and licensing visits.**

### **Mobile CCTV Vehicles.**

The strategy of Crime Prevention by High Visibility Targeted Patrols was further exploited by the purchase of two mobile CCTV vehicles. These fully liveried vehicles were deployed to 'Hot Spots'.

**The vehicles were deployed 183 times and in this time there were only 18 occasions where incidents of Violence or Disorder occurred.**

The vehicles record high quality evidence but this has only occasionally been needed. The principal advantage is as a visible deterrent to crime. This has been supported by qualitative analysis generated from City centre Licensees.

It should be noted that two operators are required and in a busy town centre additional officers on foot are needed for Health and Safety Reasons. This impacted on the deployment of the vehicles.

An image of the vehicle and break down of use is shown *in Appendix D*

### **Education and Marketing Initiatives**

Nottinghamshire Police already made significant inputs into schools to address issues associated with Drugs and Alcohol so primary and secondary schools were not targeted by this project.

The Project Manager had a fund at his disposal of approximately £100,000 to target the link between alcohol consumption and violence.

A major part of this funding was used for a high profile marketing campaign to encourage responsible drinking and reassure the public.

Police crime data and the British Crime Survey identified the most likely offenders and victims as the age group 18-24 years.

This age group was the main focus of the project marketing campaign.

A design competition in Partnership with the Graphic Design Department of Nottingham Trent University was run and the winning design was developed by a commercial organisation.

Focus groups of 18-24's tested the designs and also their perception of alcohol related violence in Nottinghamshire.

An Evening Forum was then convened with 70 potential stake - holders in attendance. At this event addressed by the Chief Constable views were sought on the designs and assistance gained in the distribution of marketing materials.

The Designs were developed into the following Marketing Tools:

- Beer Mats
- A3 Posters
- Window Stickers
- Heat Sensitive Stickers
- Bus Posters
- Information Leaflets
- Radio Adverts
- Audio Visual Presentation
- Night Club Flyers
- Tee Shirts

The full distribution and samples of the marketing materials is detailed in *Appendix E*

A summary of the penetration of those tools is given below:

- **In excess of 200 Licensed premises displayed the materials**
- **Posters and leaflets were distributed to all Doctors *Surgeries in the City***
- **Buses used for late night services in Nottingham were branded.**
- **The Audi Visual was played on a video wall in a major shopping Centre constantly over a seven-day period and 5000 information leaflets were distributed**
- **Radio Ads were played over a two- week period before Christmas.**

## **Students in Nottinghamshire**

Licensing officers attended all Freshers' Fairs at Higher and Further Education Colleges to raise awareness of the issues.

Surveys were completed to evaluate student perception of Alcohol Related Violence and the *Project* Response.

1500 students took part 59% from the 18-24-target audience; they were encouraged to take part as it secured entry to a prize draw.

The Partnership element of the project was reinforced as Local Cinemas, and Football Teams donated prizes.

They also assisted by playing the Audio Visual Presentation, Display of Marketing Materials, Publicity Photographs in the Local News Papers and using their Match Programmes promoting responsible drinking.

Survey findings indicated that the interventions employed by the Project addressed the solutions envisaged by the students. (See Appendix F)

## **Media and Public Relations.**

A key element of the project was to maximise positive media coverage. During the life of the project considerable positive press coverage was obtained throughout the County.

Additionally the Project Manager was interviewed by Regional TV news and a number of times on different Local Radio Stations.

The Project Manager made presentations to amongst others the British Institute of Inn Keeping and a conference organised by the Nottinghamshire Drug and Alcohol Action Team\_

To promote non-alcoholic drinks in clubs the project was successful in securing a donation of 5000 cans of self-heating coffee.

The value of this funding was in excess of £6000 retail.

In co-operation with the largest club in the County these cans were distributed to clubbers at the end of an evening in the run up to Christmas.

This promotion generated national publicity and over a four-night period there were no violent incidents at the club.

The project also took part in the Portman Group's National Campaign to encourage responsible drinking and this generated 'Free Advertising' that would not have taken place without the project.

At the Second Evening Forum at the end of the project stakeholders were updated on the progress of the project **and links were strengthened between the licensing officers the industry** and the Local Authorities.

### **Alcohol Awareness Training**

To increase awareness of the issues involved in Alcohol Dependency and to Improve working relationships between the Police and other agencies the Drug and Alcohol Action Team ran a series of one-day sessions.

Attendees included:

- Custody Staff
- Arrest Referral Staff
- Accident and Emergency Staff
- Primary Health Care Staff
- Hospital Alcohol Referral Staff

### **Training of Door Supervisors**

Improving the professionalism of door supervisors was addressed in two areas:

1. Only two of the S Local authorities had registered Door Supervisor Schemes at the start of the Project.
2. A review of the qualifications required for Door Staff registration identified a low standard with no work place assessment.

Licensing Officers worked in partnership with Local Authorities and by the end of the project 5 of the 8 insisted on registered door staff as a condition of Public Entertainment Licences.

In partnership with a Private Training Organisation Door Supervisors were encouraged to undertake an advance training qualification involving work place **assessment**.

**83 individuals have attained this higher qualification and 300 students are taking the qualification.**

Evaluation of the success of this element was undertaken by means of a survey and by monitoring assaults by staff on Inn Keeper.

## Diversion

### **Custody Alcohol Arrest Referral Workers**

Employed to identify those persons in custody who have committed offences of violence and disorder whilst intoxicated through alcohol, make assessment of lifestyle and dependency on alcohol.

If assessments indicate that referral to a treatment service be appropriate then they facilitate this.

The numbers of client contacts amounted to 1797 during the life of the project and of those 454 were referred for some form of further assessment or treatment,

Re-offending rates were very encouraging as the average numbers of arrests in the three-month period before and after intervention falling by 75%.  
(Sample size 200)

### **Hospital Arrest Referral**

The problem solving approach identified that people become victims of violence because of the effects of alcohol. It was envisaged that the presence of referral workers within the Accident and Emergency Departments could provide a means of Diversion to enable those people to access treatment services.

In practise this proved problematic as many people presenting at casualty were adversely affected by alcohol.

The Hospital Worker developed contact cards that were put in patients' pockets so that they could seek help at a later date if they so wished.

The Hospital worker made numerous referrals for patients following their admission to hospital, however, many of these were for health related alcohol problems and not violence.

It was identified that this post was necessary but more from a Health position than an alcohol related violence reduction **position**.

During the life of the project the worker saw 377 patients,

.Outcomes for the Arrest and Custody Referral are detailed *in Appendix G*

## **Evaluation - Assessment**

Evaluation took two forms, Day-to-Day monitoring by the *Project Manager* and Independent External Evaluation Funded by the Home Office.

At the commencement of each quarter the project Manager prepared a plan and this was reviewed at the end of each quarter. A report was prepared by the manager and presented to the Steering Group. The report also contained a detailed plan for the next quarter.

At the Steering Group actions were identified and implemented.

Each of the High Visibility Policing Operations were required to produce Activity Returns demonstrating outputs from their intervention.

League tables of Licensed Premises were produced from Inn Keeper and this were monitored and actioned by the Licensing officers.

The Student Survey was used to evaluate the perception of the project interventions with that sector of the target audience.

The business case for mainstreaming of Licensing Officers included a survey of Local Area Commanders to assess value. The response almost universally supported the posts.

A major issue identified at a very early stage in the project was that Nottinghamshire Police does not measure 'Alcohol Related Violence'.

Violence Against the Person is measured but it is not a direct reflection of the Alcohol element. This demonstrated a serious flaw in the intended project performance indicator of reducing Violence Against the Person by 2% over the year in line with the Best Value Performance Indicator.

External evaluation addressed this by systematically reviewing all violence against the person crimes in the year of the project and the preceding year. They identified all VAP offences with a named licensed premise, if alcohol was mentioned as a contributory factor or if the incident had occurred between the hours of 10PM and 3AM around a licensed premise.

## Violence Against the Person in Nottinghamshire compared to Alcohol Related Violence

	April 2000 — April 2001	April 2001 — April 2002	Difference	% Change
Force Reported Violence Against the Person	14806	16507	1701	+11%
<b>Alcohol Related Assaults</b>	2053	1679	-374	-18%
<b>Alcohol Related Disorder</b>	384	300	-84	-22%
<b>Alcohol Related Violence</b>	<b>2437</b>	<b>1979</b>	<b>-458</b>	<b>-19%</b>

The above table illustrates that there has been a reduction of 458 Alcohol Related Violent Crimes or 19% during the year.

Over the same time period the Nottinghamshire Police Recorded Violence Against the Person increased from 14806 to 16507 crimes an increase of 11%.

In this period Alcohol Related Violence has reduced from 16% to 12% of the overall Violence Against the Person.

Evaluation included a survey of 56 Licensees to assess Licensing Officer value:

- 67% Thought advice given by Licensing officers on the law had been extremely **helpful**
- 55% Thought advice given after an incident was very helpful
- 50% Thought advice given by a Licensing Officer following an incident had helped reduce further incidents\_

Comments received also included that the officers:

- Had helped ensure premises were well maintained and managed
- Were an accessible point of contact within the Police Service for Licensees
- Were readily available to give advice and assistance

Criticisms related to Licensing Officers being unable to give financial assistance, to install crime prevention mechanisms such as CCTV and concern that managers could be held accountable for incidents taking place outside their premises, which were beyond their control.

Evaluation of the Marketing Strategy proved difficult.

It was clear from comments made at the focus groups, evening forums, student surveys and Licensee Survey that the marketing material had a significant impact on the target audience.

It was also easy to measure the number of items distributed.

It has not been possible to measure with any degree of accuracy the impact in terms of crime reduction.

The Marketing Material linked closely with media coverage generated and it assisted in keeping the project profile high.

This undoubtedly addressed the fear of crime although this has not been accurately measured.

Interviews were conducted with 23 counselled by the arrest referral service of these 16 identified themselves as weekend binge drinkers, 4 as daily heavy drinkers and three as light drinkers. With regard to the service provided by the referral workers all rated the service as being either helpful or very helpful.

### **Financial Evaluation**

A full cost benefit analysis for the project is being completed in accordance with Home Office data collection tool format.

The project was delivered within the authorised budget allocation

### **Sustainability.**

The performance of each intervention has been reviewed and the following posts have now been integrated into existing budgets:

- 10 Licensing Officers
- 4 Custody Arrest Referral Officers
- 1 Hospital Referral Worker to deal with Substance Misuse rather than just alcohol.

Additionally both CCTV vehicles continue to be used for Crime and Public Order Matters

The Licensing Data Base continues to be maintained and on going maintenance is being met from Force IT Budgets.

It is worth mentioning that the database is available to all operational officers via the Force intra-net.

Divisions continue to run Operations targeting 'Hot Spots' from existing *resources*. In Nottingham each of the City Local Area Commands supply staff on Friday and Saturday evenings to the centre to increase resources. Additional work is being undertaken with the Council to establish if a levee can be added to Public Entertainment Licences to fund additional Policing.

It was identified that it was important for staff to become part of the Divisional Structure and so the Project Manager's Post was not maintained. Some roles performed by the project manager in respect of coordination and dealing with the press are now performed by the Head of Licensing.

The Steering Group continues to meet ensuring that the interventions of the project evolve.

### **Conclusions:**

The Project demonstrated a commitment to the Problem Solving style of Policing in its planning and implementation.

Monitoring and evaluation were ongoing throughout the life of the project and this resulted in decisions being made that have ensured sustainability and integration into Divisional and Health Authority Budgets.

Customer surveys and numerous press articles demonstrated the project to have made a positive impact in reducing Alcohol Related Violence and the fear of **such violence**.

**The aim of the project was to reduce Alcohol Related Violence and in this respect we have seen a reduction of 19% in the year that the *project* ran.**

**This is a significant achievement as in the same period *Violence Against the Person* increased by 11%.**



***Project Manager***  
**Lead Officer, Operation Shield**

**Detective Sergeant Paul Winter**  
**Detective Superintendent George Frame**

# Appendices

# Appendix A - VAP Hot Spot Maps for the County and City of Nottingham

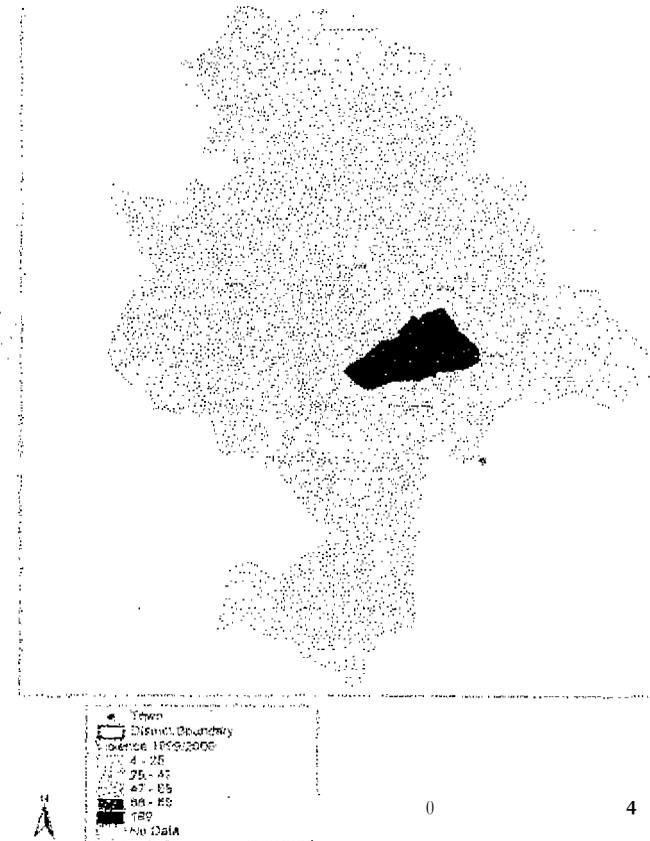
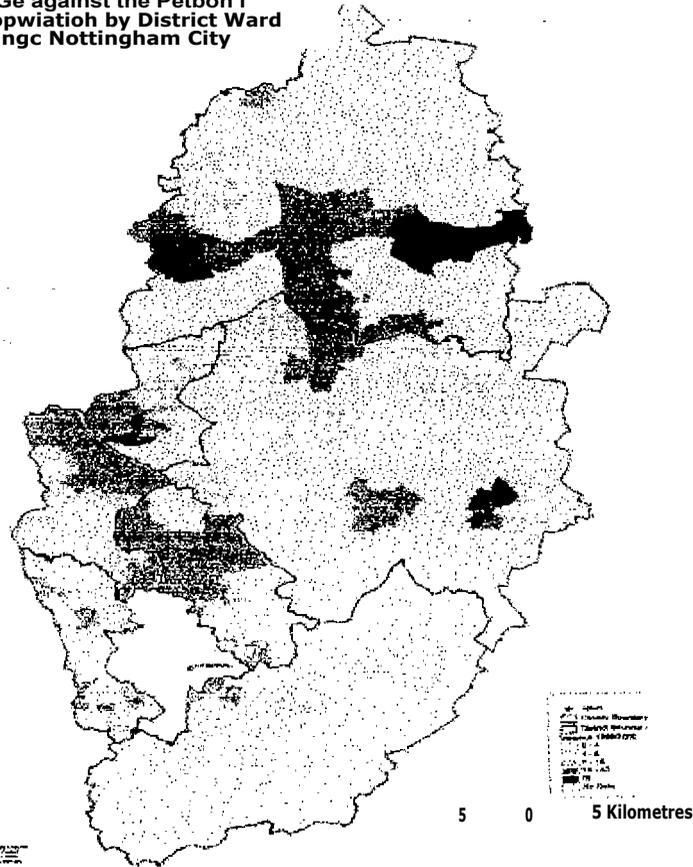
Crime and Disorder Act 1998  
 Police Act 1996  
 Section 37 of the Crime and Disorder Act 1998  
 Section 10 of the Police Act 1996  
 Section 10 of the Police Act 1996  
 Section 10 of the Police Act 1996

Nottinghamshire

Crime and Disorder Act 1998  
 Section 37 of the Crime and Disorder Act 1998

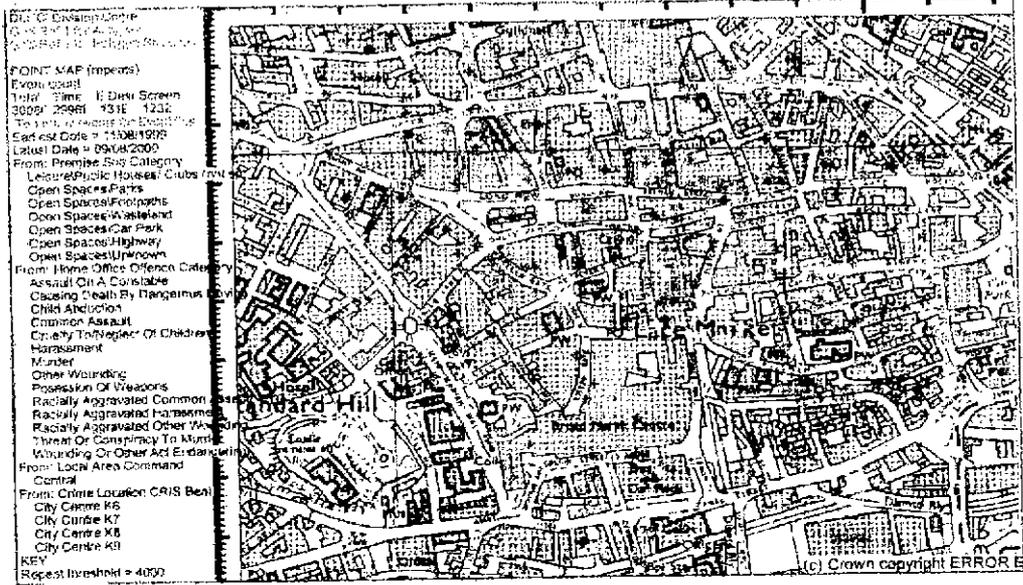
Nottingham City

Section 37 of the Crime and Disorder Act 1998



The major 'Hot Spots' identified from this process were :  
 Nottingham City Centre, Mansfield, Worksop, Newark, Retford, Hucknall, Arnold, Sutton in Ashfield, West Bridgford and Kirkby in Ashfield.

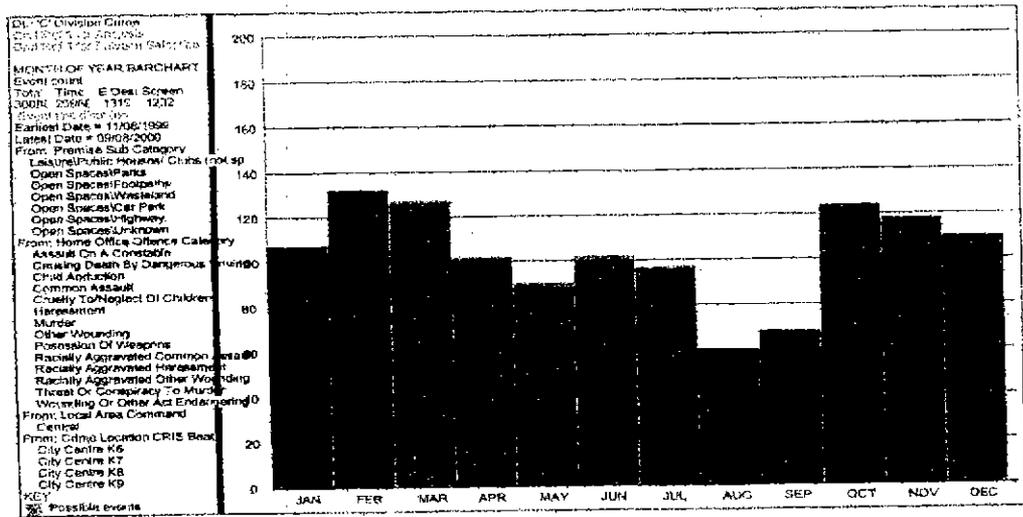
Nottingham City Point Map of VAP



Key

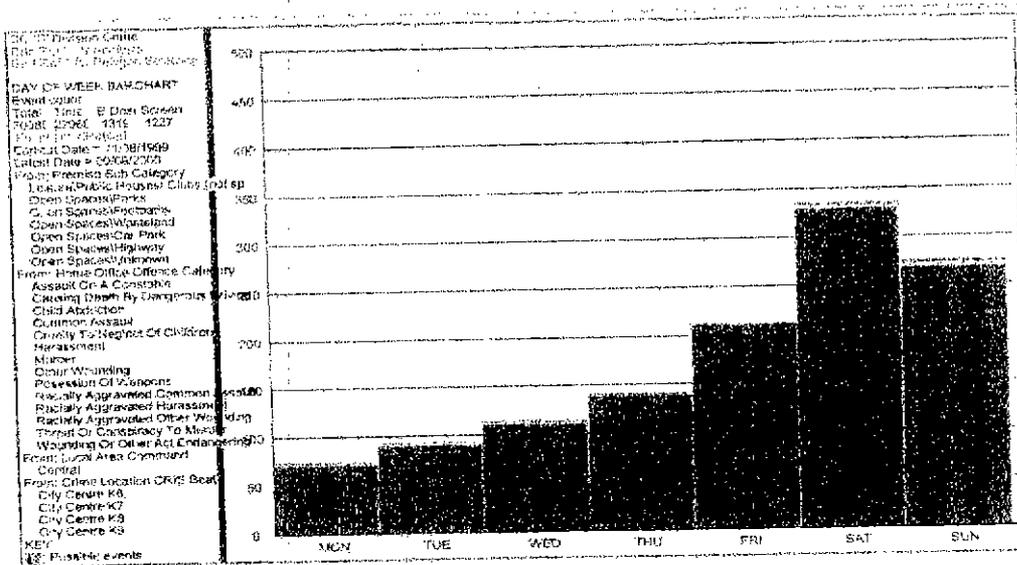
+1 Event,

+ >3 Events, + >5 Events

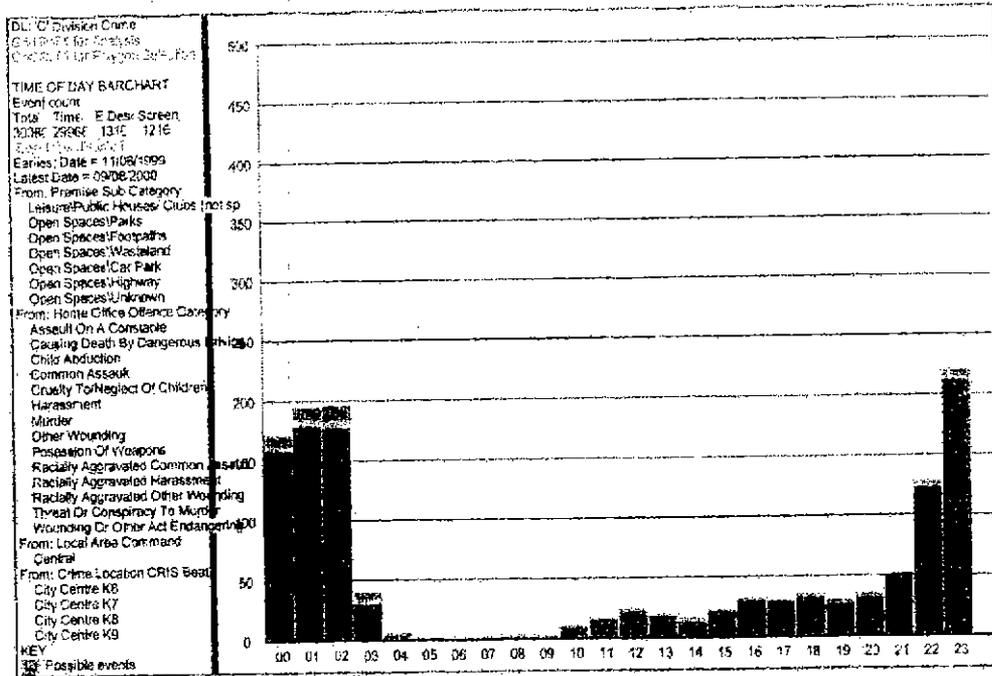


Nottingham City Monthly VAP Offences

## Alcohol Related Violence: Crime Reduction Project



### Nottingham City Daily VAP Offences



### Nottingham City Hourly VAP Offences

**Appendix B - Standard Bid Document for Operations Policing Fund**

Operation Name	
Precise Location of `Hot Spot'	
Commencement date of Proposed Intervention	
Days, Hours and Duration of Intervention	
Number of staff to be deployed (Include staff funded by LAC and Special Constabulary)	
Hours of overtime required for the bid	
Hours of overtime contributed from Division making bid.	
<p><b>Evidence to show that the location</b> is an alcohol related violence hot spot.</p> <p><b>Include</b> `Hot Spot Point Mapping' of the location, time of <b>day</b> for offences, day of the week and month in the year.</p> <p>Also the number of Violent Crimes reported during the last calendar month.</p> <p>Licensed premises <b>contributing to the problem should be identified.</b></p> <p><b>Also include</b> details of <b>other contributing</b> factors such as Fast Food premises, Taxi Ranks etc.</p> <p><b>Continued</b> on next page.</p>	
<p>Page 2 of 2</p> <p>(Continued.....)</p>	
<p><b>Does the request include</b> the use of mobile CCTV vehicles?</p> <p>If yes how will this assist?</p>	
<p>Overtime request in respect of CCTV operators. Also identification of the operators.</p>	
Officer making bid <b>and</b> contact details	

*Alcohol Related Violence: Crime Reduction Project*

Activity Return for High Visibility Policing Intervention

Operation Name	
Precise Location of Intervention Include LAC and Division	
Date(s)	
Hours overtime incurred and details of Officers working, (Overtime sheets to be attached to this sheet) This must be the same as the figure authorised_	
Number <b>and type</b> of crimes reported <b>during intervention.</b>	
Details of any arrests made during the intervention	
Items of intelligence submitted during the intervention	
Licensed Premises visited during the Intervention	
Continued on Page 2 of 2	

Page 2 of 2  (Continued.....) Any action taken.	
Power of <b>Stop and Search used during the Intervention.</b>	
Any other offences detected during the <b>operation</b>  If `Yes' give details	
Was evidential or intelligence material gained from the use of CCTV vehicle.  If yes give details	
Reporting Officer <b>and</b> contact details	

*Alcohol Related Violence: Crime Reduction Project*

**Appendix C - Outputs from the Operations Policing Fund**

**Operations Policing Fund combined Results for all Operations**

Final  
Results

		<b>Violent Crime</b>	<b>Other Crime</b>	<b>Arrest V Crime</b>	<b>Arrest Other</b>	<b>Intelligence Sub</b>	<b>Licensing Visits</b>	<b>Stop &amp; Search</b>	<b>Other Offences</b>
1.12.00	28.2.01	67	<b>244</b>	55	<b>108</b>	37	<b>479</b>	<b>16</b>	16
1.3.01	31.5.01	36	81	32	<b>43</b>	52	345	0	18
1,6.01	3L8.01	48	59	35	69	40	<b>447</b>	12	63
1.9.01	30.11.01	110	147	<b>74</b>	80	47	330	<b>16</b>	119
1.12.01	31.3.02	76	231	65	194	<b>64</b>	603	26	167
<b>Total</b>		<b>337</b>	762	261	<b>494</b>	<b>240</b>	<b>2204</b>	70	<b>383</b>

**Total Arrests**

**755**

**Number of Hours Deployed**

**13844**

**Appendix D - Mobile CCTV Performance**



**Use of the CCTV Vehicle and Number of Incidents of Violence and Disorder**

Quarter	Vehicle Used	Incidents
April — June 2001	10	2
July — September 2001	47	2
October -- December 2001	64	<b>8</b>
January — March 2002	62	6
Total	183	18

## Appendix E - Marketing Materials Samples and Distribution



### Distribution of Marketing Materials

Marketing Material / Key Activity	Number Distributed / Times played	Key Context of Use
Leaflets, Postcards, flyers	131,000	Pubs / Clubs / Educational establishments / Health Centres / Police Stations
Beermats	390,000	Pubs and Clubs
Posters	15,000	Pubs / Clubs / Educational establishments / Health Centres / Police Stations and Buses
Window / Heat sensitive stickers	21,700	Pubs and Clubs
Tee Shirts	1,000	Pubs / Clubs / Student Union
Audio Visual Presentation	100 DVD's	Student Fairs/ Shopping Centre/ Cinema
Student Freshers Fairs	5000 Freshers Bags	Student Fairs — 15
Press Coverage	80 Articles about Project in Local Press	<b>Local and National Coverage + Radio and TV</b>
Radio Adverts	Played 20 times	Commercial Radio Station

## **Appendix F - Student Survey Findings**

**Sample Size 1530 Target Audience 18-24 Years 59%**

### **Concluding comments**

- The most effective strategy identified to prevent alcohol related violent crime was more police on the streets 86% most effective. This possibly suggests that for these respondents at least, police on the streets are a visible deterrent.  
(86% is the combined figure of first (70%) and second (16%) rated most effective).
- All the other strategies were considered secondary, with CCTV 53% and Licensing Officers 39%.  
(53% is the combined figure of first (15%) and second (38%) rated most effective). (39% is the combined figure of first (11%) and second (28%) rated most effective).
- The least effective strategies were Referral Workers with 62% and marketing campaign 74%.  
(62% is the combined figure of fourth (42%) and fifth (20%) least effective).  
(74% is the combined figure of fourth (22%) and fifth (52%) least effective).
- With reference to Licensing Officers and Referral Workers, it may have been the case that respondents did not understand the nature of their respective roles. In this context respondents may have constructed their own definition of what each does and therefore are unable to make fully informed comments as to their effectiveness.
- With reference to the marketing campaign strategy, respondents may have viewed it sceptically, as it does not offer an immediate solution.
- With the completion of this survey it should be realised that Nottinghamshire Police have spent valuable time and effort talking face to face with over 1,500 members of the public about issues \_\_\_\_\_ regarding alcohol related violent crime.

## **Appendix G - Outcomes from Referral Workers**

	<b>January – March</b>	<b>Year End</b>
Outcome		
Refused to be seen	25	141
Left before able to see	49	140
Not permitted to see	12	37
Follow up – Brief intervention	42	118
Underage		3
Language difficulties		5
Information given	234	853
Referred to non-statutory agency	13	25
Ref. To statutory agency	26	135
Currently treated by NADT	5	16
Not recorded		17
Total	406	1498 ,

There were 118 individuals offered Follow up by way of Brief intervention/Motivational interviewing the outcomes for these can be broken down as follows;

<b>Break down of Brief Intervention Results</b>	
Failed to attend	26
Currently receiving ongoing support /awaiting appointment	25
Reduced Alcohol pattern and frequency of drinking Discharged	17
Required further help –Referred to Statutory Agency	38
Required further help –Referred to Non Stat Agency	4
Required help with other issues-Referred to Appropriate Agency	5
Remanded into custody- Follow up arranged	3

### **Client Contacts Kin<sup>gs</sup> Mill Hosital**

April – September 2001	117
October – December 2001	116
January - March 2002	144
Total Patients Assessed	377

### **Kings Mill Patient Type January -- March 2002**

Alcohol (65 Male – 24 Female)	89
Opioids (38 Male – 16 Female)	54
Other (1 Male)	1
Total (104 Male – 40 Female)	144