



**Burnley Community Safety Partnership**

**Working Together for a Safer Burnley**

***TILLEY AWARD 2004***

**Burnley Football Club Player Cards**

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## BURNLEY FOOTBALL CLUB PLAYER CARDS

### **Summary**

During several events with young people throughout 2003, Burnley CDRP became aware that knowledge of strategy key themes & associated community safety messages was low. Young people showed little interest or no interest in the topics.

We recognised that the messages needed to be communicated in an innovative & appealing way so that they would be taken on board & the information kept for future reference. Endorsement of the messages by players encouraged acceptance & widespread distribution ensured that the information to reached our wider communities.

In order to achieve our objectives the Partnership decided to;

- Partner agencies & young people produced 25 different community safety messages
- We produced 9 000 wall charts on which to collect the cards
- 10 000 copies of each player card were printed (25,000 in total)
- 3 cards released during first Saturday home game of the month
- Releases themed to highlight local/ national initiatives eg launch of FRANK
- Agreed with the club that players will be made available to personally re enforce 'their message' as & when necessary
- Hold regular events on match days eg 'collect a card day' & 'swapsie day.' These events would lead to increased demand and the opportunity to further promote the messages and Partnership.

The project has proved to be extremely successful. Each month 10 000 cards are (widely) distributed by Burnley Football Club, police, fire & rescue service, community wardens, youth & community offices and local paper. Evaluation of the scheme so far;

- Distributors report constant interest in the cards & increased interaction between themselves & young people
- Local schools are using the cards as part of a reward scheme for good behaviour
- Direct feedback from youngsters shows anticipation of future releases
- Youngsters are able to remember topics covered which shows increased understanding
- The project has attracted widespread national interest & has been featured in the Home Office Crime Reduction Centre Digest.

## **Burnley Football Club Player Cards**

### **Description**

During several events with young people & face-to-face contact with residents of the Borough during 2003 Burnley Crime & Disorder Reduction Partnership became aware that knowledge the Partnership & indeed the good work it was doing was limited. Better communication of the work being done in the Borough was a recommendation of the Taskforce Report, produced as a result of the summer disturbances of 2001. However we felt that our work was still not being communicated effectively & vital community safety messages were not getting through, although the Partnership produced a quarterly newsletter & regularly used the media to highlight any good work. It was evident that young people took more interest in initiatives whereby they obtained free 'goodies' rather than just good news stories. They relished the thought of 'getting something for nothing' & took more notice of the message imparted in such circumstances. Furthermore it was clear that anything involving the local football club held reverence for young people, be it an event at the football club or the offering of a Burnley Football Club badge at the end of such an event.

Burnley Football Club, in particular the Football in the Community arm of the club were active members of the Partnership. During a visit to them at their ground, Turf Moor, the Partnership were inadvertently introduced to the Player Cards. The club had during past years produced a small number of these cards to be collected by young supporters accessing their service. Messages contained on the cards were basic footballing skills, player information etc. The previous season (02/03) they had produced the cards in conjunction with 'What Now? Young person's information service to put general useful information for young people on the cards. Both agencies revealed that the cards always proved popular & as only 1,000 copies of each card were produced all were distributed by staff from BFC Leisure & Community Programme.

After initial enquiries & discussions with partner agencies it soon became clear that these Player Cards could be an ideal tool to communicating community safety messages to the young people of the Borough in an exciting & innovative way. As the young people eagerly accepted anything connected to the club we were confident that by using the players to endorse the messages, notice would be taken of them and the messages would be accepted without question. The fact that they were communicated in a tangible way enabled that they would be available for future reference courtesy of the 'collect ability' of the cards.

Key partner agencies were keen to be involved in the development of the messages & also in the distribution of the cards. This made for real multi agency involvement from the outset of the project. At several events run by the Partnership, delegates were told of the project & invited to submit ideas for messages. In this way we ensured that the messages came from a variety of sources & were not purely agency led. Several messages came from young people attending an anti social behaviour conference and some were contributed by community groups. This has encouraged ownership of the messages & further acceptance by peer groups.

*Full list of messages in appendices*

Messages were themed around the core elements of our Crime & Disorder Reduction Strategy i.e.

- Drugs Misuse
- Alcohol Misuse
- Property Crime
- Violent & Hate Crime
- Anti Social Behaviour
- Road Safety

Community cohesion remains an underlying theme running throughout our Strategy.

Although messages were predominantly aimed towards young people, information gleaned from previous season's cards showed us that adults were also keen collectors of the cards and so we provided community safety messages aimed at targeting best value crime eg crime prevention advice for vehicle crime.

It was also felt the cards could also be an ideal way in which to provide sensitive information to sufferers of crime, e.g. domestic violence sufferers. Local help lines & encouraging messages were included & would allow women to access & keep this information free from fear of her intentions appearing obvious to others as the card containing this information was merely one of a set of collectable local football club player cards.

Working in conjunction with BFC & What Now? Services the Community Safety Partnership agreed to produce 25 actual cards (10,000 per card) resulting in total of 25,000 player cards. 9,000 wall charts were also produced to hold the cards. The total cost of 'this project was £8,000 funded by What Now? Services & Burnley CSP with contributions in the form of supplying player photographs, artwork & making players available when and if necessary to personally endorse the messages. Three past players were also included and we highlighted these as 'legend cards' A local company was employed to produce these goods with the end result being a product of very high standard which re enforces our professionalism.

Wall charts were decided upon to accompany the cards, allowing them to be collected in a tidy manner & encouraging collectors to strive for a full set. The charts also gave us a further opportunity to explain the work of the Partnership in a comprehensive way & we took advantage of this, producing full text for the rear of the chart explaining who we were, what we did & why we did it. We felt this added further clarification & weight to the messages. We also provided our contact details should feedback be forthcoming and to make us more accessible to the general public.

Key partner agencies were keen to distribute the cards & we saw it as a way to assist front line staff in building up a rapport with the young of the areas they worked in. By designating them as distributors they became a recognised figure within the communities and they immediately were able to find common ground with the young through the cards. Staff distributing the cards included,

- police officers
- police community support officers
- community wardens
- fire and rescue officers
- BFC Leisure & Community staff
- Youth & Community staff

The local paper also distributed cards through their town centre offices & offered positive media coverage of the cards & accompanying events.

The cards have been released on the first Saturday in each month which coincides with a home game. 3 cards per month are released & the cards are mixed in terms of messages released so as to ensure maintained interest. On occasion the messages have been themed eg fire safety messages around bonfire night & anti social messages released during school holiday periods. This enables us to impact on seasonal crime and disorder issues in particular.

A successful example of the above was launch of the cards on 25th October, 2003. We decided to use this date to coincide with anti racism in football day & really give out a powerful message that racism would not be tolerated in our town & to highlight the fact that the cards addressed serious issues. We gained media coverage in a planned photo shoot prior to launch were we set up a 'team photo', the 'team' consisting of the Captain & another First team player, representatives from agencies (we made sure we had several uniformed staff from different emergency services present) and a number of young people. This approach proved very popular with widespread local media coverage.

*Copies of photographs in appendices*

Further events to have taken place throughout the season have included 'collect a card day' and 'swaps day' Both these events have been hosted by the Club on match days & have on occasion have coincided with days offering cheap tickets to young people. Staffing on the day has been by members of the Partnership who have been on hand to hand out cards, offer advice & generally interact in a positive manner with young people. Staff have made themselves available before, during & after the match for approximately five hours & a conservative estimate of approaches to us by young people on these days is around 600. This is not including the adult supporters who also have wanted to obtain the cards, total number estimated at 400. On launch day alone we distributed 1,000 wall charts & 4,000 player cards.

At the beginning of the project our main objectives were decided as being,

- To raise awareness of Burnley Community Safety Partnership and its good work
- To encourage more effective interaction between the young people of the Borough and distributing agencies
- To raise awareness of community safety issues
- To provide information on various community safety issues

We have used a number of different methods to assess how successful this project has been. We devised questionnaires which were taken by distributors to collectors to establish whether the cards were well received and informative. Responses show the affirmative to both these questions. Verbal feedback from young people has been that they eagerly anticipate new releases and equate the message on the back as being endorsed by their role models on the front. Some have been able to recite the message, in particular those created by the young themselves eg anti social behaviour on buses quote, "If you diss the bus you'll miss the bus!"

The Partnership logo for example is also easily recognised now & young people have been confident in recognising the existence of the Partnership & are able to remember some of the work we have undertaken eg drugs awareness days. This has added to extra confidence by the young of the different agencies and staff, in particular those they may traditionally have been wary of eg police.

Local schools are actively involved in the project. The cards are not only used as a tool to educate youngsters to be responsible citizens but some participating schools use the cards as part of a reward scheme whereby good behaviour earns a player card. This maintains interest in the cards & elevates them to being sought after items. Again distributing agencies take the cards when they visit local schools, thus fostering positive relationships.

Obviously it is difficult to assess whether the young people have taken on board the messages we have communicated to them via the cards, however the above evaluation shows that as a result of this project our young people are better informed & willing to interact with agency staff. In addition to local media interest the project has featured in the HO Crime Reduction Digest and as a result has received national interest from other CDRPs interested in duplicating the project in their area. We intend to continue with the initiative next season and are looking at producing a sticker book as opposed to a wall chart in order to keep the idea fresh & interesting our to young people.

*PLAYER CARD MESSAGES 2003/04 SEASON*

1. **DRUG DEALERS!**  
If you spot them shop them. Call the Burnley Drugline free and in complete confidence on 0800 555 885
2. **MOBILE PHONE THEFT – it's your call!**  
Keep your phone secure and out of sight. Remember: there are thieves about.
3. **FIREWORKS**  
Fireworks are dangerous weapons in the wrong hands. Enjoy bonfire night but do it safely.
4. **RACISM**  
Give racism the red card at football matches. There's no room for racists at Burnley Football Club.
5. **VEHICLE CRIME**  
Motorists: have you locked your car?? Thieves are in operation.
6. **VEHICLE CRIME**  
Motorists: keep your car locked and secure and remove valuables from view.
7. **DOMESTIC VIOLENCE**  
Domestic Violence – don't stand for it report it. Call Burnley Police on 01282 425001
8. **CRIMESTOPPERS**  
Got information about a crime? Call CrimeStoppers free and in complete confidence on 0800 555 111. Who knows, you may even receive a reward.
9. **GRAFFITI**  
Graffiti. Don't scrawl on walls. Your town is our home, look after it.
10. **ANTI SOCIAL BEHAVIOUR**  
Anti Social Behaviour is not cool so don't be a fool.
11. **LITTERING**  
No littering. Find a bin and put it in.
12. **BULLYING**  
Nobody wants to be friends with a bully. If you are being bullied don't suffer in silence TELL SOMEONE TODAY. What Now! Services tel 0800 51 11 11 or text 07786 51 11 11
13. **ROAD SAFETY**  
Traffic is the biggest single killer of 12-16yr olds. Stop and think.
14. **FIRE SAFETY**  
Fire kills in minutes, smoke kills in seconds. Fit a smoke detector.
15. **COMMUNITY SAFETY**  
Your community works 4 U. Y not work for them??
16. **ANTI SOCIAL BEHAVIOUR**  
What does it cost? Good communities that's what. Let's stop it!
17. **VIOLENT AND HATE CRIME**  
Violence knows no prejudice. Stop and think before you hit out.
18. **HATE CRIME**

Everyone has the right to be respected and the responsibility to respect others.

**19. DRUGS**

If you can't talk to your mates about drugs, talk to Frank. The helpline for anyone who wants to know anything about drugs tel 0800 77 66 00 talktofrank.com

**20. ANTI SOCIAL BEHAVIOUR ON BUSES**

If you diss the bus you'll miss the bus! No to anti social behaviour on our buses.

**21. ALCOHOL**

Control alcohol – don't let it control you. Get help if you need it, contact Burnley Alcohol and Drugs Service on 01282 416655.

**22. RACISM**

We all want to be accepted for who we are – let's celebrate our differences. Burnley FC says no to racism... so should you!

**23. DOMESTIC VIOLENCE**

Living with Domestic Violence? You're not to blame, share it with somebody who understands, contact Burnley Women's Aid on 01282 422024

**24. FIRE SAFETY**

Don't drink, fry and die. On average there are 16 000 chip pan fires per year resulting in 3 000 injuries and 30 deaths. Chip pan fires can be deadly if left unattended.

**25. BURNLEY TOWN CENTRE**

Helping to keep our Town Centre safe. We now have in operation;  
CCTV  
CCTV in taxis  
Outdoor Alcohol Exclusion Zone  
Exclusion scheme for troublemakers in pubs (BAND Scheme)  
Community Radio Scheme  
Patrols on the beat

*Player Card Release Timetable*

25<sup>th</sup> Oct 03 BFC v Millwall (H)

- Card 22 Racism
- Card 04 Racism
- Card 15 Comm Safety
- Card 03 Fireworks

8<sup>th</sup> Nov 03 (collected 7<sup>th</sup>)

- Card 01 Drugs
- Card 09 Graffiti
- Card 12 Bullying

6<sup>th</sup> Dec 03 (collected 5<sup>th</sup>) BFC v Sheffield Utd (H)

- Card 06 Vehicle Crime
- Card 21 Alcohol
- Card 23 Domestic Violence (Legend Card)

10<sup>th</sup> Jan 04 (collected 9<sup>th</sup>) BFC v Crystal Palace (A)

- Card 02 Mobile Phone Theft
- Card 17 Violent & Hate Crime
- Card 20 ASB on Buses

7<sup>th</sup> Feb 04 (collected 6<sup>th</sup>) BFC v Gillingham (H)

- Card 08 Crimestoppers
- Card 11 Littering
- Card 24 Fire Safety (Legend Card)

6<sup>th</sup> March 04 (collected 5<sup>th</sup>) BFC v Preston (H)

- Card 05 Vehicle Crime
- Card 16 ASB
- Card 19 Drugs

3<sup>rd</sup> April 04 (collected 2<sup>nd</sup>) BFC v Norwich City (H)

- Card 07 Domestic Violence
- Card 13 Road Safety
- Card 14 Fire Safety

9<sup>th</sup> May 04 (collected 7<sup>th</sup>) BFC v Sunderland (H)

- Card 10 ASB
- Card 18 Hate Crime
- Card 25 Burnley Town Centre (Legend Card)

**Player Card Launch – October 2003 – Turf Moor**



**Front and Back of card No1**