

## Tilley Award 2006

### Application form

Please ensure that you have read the guidance before completing this form. By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the Guidance. Please complete the following form in full and within the word limit. Failure to do so could result in disqualification from the competition.

Completed application forms should be e-mailed to Tricia Perkins; [patricia.perkins@homeoffice.gsi.gov.uk](mailto:patricia.perkins@homeoffice.gsi.gov.uk)

All entries must be received by noon on Friday 28th April 2006. No entries will be accepted after this time/date. Any queries on the application process should be directed to Tricia Perkins on 0207 035 0262. Any queries regarding other aspects of the awards should be directed to Michael Wilkinson on 0207 035 0247 or Lindsey Poole on 0207 035 0234.

Please tick box to indicate whether the entry should be considered for the main award, the criminal damage award or both;

Main award

Criminal Damage Award

Both Awards

#### 1. Details of application

Title of the project:	<b>Operation Clean Up</b>
Name of force/agency/CDRP:	<b>Staffordshire Police and Staffordshire Moorlands Community Safety Partnership</b>
Name of one contact person with position/rank:	<b>Inspector 0658 Amanda Davies</b>
Email address:	<b>amanda.davies@staffordshire.pnn.police.uk</b>
Full postal address:	<b>Leek Police Station Fountain street Leek, Staffordshire ST13 6QT</b>
Telephone number:	<b>01785 233860</b>
Fax number:	<b>01785 233863</b>
Name of endorsing senior representatives(s)	<b>DAVID SWIFT</b>
Position and rank of endorsing senior representatives(s)	<b>Chief Constable</b>
Full address of endorsing senior representatives(s)	<b>Chief Constable's Office Staffordshire Police Headquarters Cannock Road Stafford ST17 0QG</b>

## 2. Summary of application

In no more than 400 words please use this space to describe your project. Include details of the problem that was addressed a description of the initiative, the main intervention principles and what they were designed to achieve, the main outcomes of project particularly in relation to the problem, evidence was used in designing the programme and how the project is evaluated.

Operation 'Clean Up' is a multi agency two day activity aimed at the crime and disorder hotspots of Staffordshire Moorlands West Local Policing area, Biddulph and Leek.

The operation has been carried out three times within the locality since October 2005. Agencies including the local Police, District and County Council, Fire and Rescue, Victim Support, Connexions and local Housing Associations have all signed up to the two day sweep.

To assess what is required from each agency, an Environmental Visual Audit is carried out a couple of weeks before the target days. This enables the agencies to allocate the relevant resources. Each agency works their normal working day but in a specified location to give a more visual impact to the local residents.

Evaluation sheets are collected at the end of each day to compile what each agency has achieved, plot this against the outcome that was required and formulate a good positive press release.

The first clean up took place in October 2005 on the Haregate, Leek, within three months of the operation taking place, all crime had been reduced by 19% and damage had been reduced by 49%. This was followed up by the operation going to Biddulph East in February 2006 and then back to the Haregate in April 2006.

To support the operations, a hotline number for Environmental Services was heavily publicised to encourage residents to report and have graffiti removed, vandalised signs, dog fouling and litter, to encourage pride within their community and continue the work the agencies had started. The number of hotline calls has increased gradually over the last few months as confidence in the system has grown.

'Vandoman' a green superhero was developed to be delivered to the children within the localities to teach them about community pride, respect and the consequences of vandalism. The first group, a local youth club, after being delivered the package, with the help of the local community development worker are now organising litter picks themselves.

Operation Clean Up has seen excellent reductions in community issues that more often than not get raised frequently by local residents, litter, dog fouling, vandalised bus stops, parking, and criminal damage. These reductions have had a knock on effect to the reductions in vehicle crime and anti social behaviour. It has also given the residents more confidence in reporting incidents and this has been seen by the increased calls to crimestoppers.

### **3. Description of project**

Describe the project following the guidance given in no more than 4000 words

#### **Introduction**

The theory behind Operation 'Clean Up' came from Killingbeck a Division of West Yorkshire Police where they ran an operation called 'Banrock' which involved 11 partnership hits on the division within a 12 month period. The Locality Action Group from Staffordshire Moorlands West decided to adopt the principles behind this and created 'Clean Up' tailored to meet the needs of their community. By opting for this method, it was felt the community would see a bigger visual impact, all agencies would be involved and more media attention would be raised to support it.

#### **Objectives**

The objectives for the project were to use a multi agency approach to reduce low level crime within the areas of Moorlands West Local Policing Unit identified as crime hotspots, target the problems that cause most concern to the communities living there, influence the 'broken window' syndrome and have a knock on effect to other significant crime types prevalent within those areas.

#### **Method**

To identify which crime types were the highest and what aspects of these were of the most concern to the communities, analyses of the hotspot areas within the local policing unit was carried out. Alongside recorded police crime data we looked at Fire and Rescue data, Environmental Services data and carried out Environmental Visual Audits (Appendix 1, copy of Visual Audit) to drill down to the most significant problems. The area highlighted as the hotspot, Haregate, Leek had already completed planning for real exercise with the residents, and this was plotted against the data already collected to ensure that the community concerns were also met. The analyses identified such things as litter, dog fouling, graffiti, potholes, untidy gardens, abandoned vehicles, drug taking locations, drug dealing, broken windows, vandalised bus shelters and broken road signs, parking issues and groups of youths.

An agency meeting was organised by the Community Safety Manager and Local Policing Commander who took responsibility for the overall running of the operation. Appendix 2 shows the list of agencies involved. It was decided to carry out a full two day multi agency hit to create an 'I can do culture' within the area, increase public confidence in the agencies, reduce the low level crime affecting the communities' lives and make a difference aesthetically to the area.

The two day hit was arranged so there would not be any cost to the partners at all. They worked their normal working day but within a specific location. At the planning meeting each agency knew in advance the areas/problems they were to look at from the data collected and so identified adequate resources for that day.

It was identified very early that we needed an incentive to keep the workers on the hotspot area throughout the whole day. The local Housing Authority gave the group use of a disused shop in the centre of the hotspot area and the Community Safety Team provided a buffet lunch and hot drinks for all agencies involved.

Evaluation sheets played an integral part of the two days. Each agency was asked to fill these in at the end of each day identifying what actions they had carried out. These were used firstly to create a media release of the actions done and secondly to analyse against the Visual Audits to ensure we had done what we had set out to do. By giving an early morning briefing to all managers at the beginning of the operation and handing them the evaluation sheets there and then helped to stress the importance and all agencies were accounted for.

We wanted the operation to be a surprise to the community. Local councillors were told two days before the operation. This was to avoid embarrassment to them when asked by residents what was occurring. The press were contacted the night before with an embargoed press release, and an invite to the Operation briefing on the day.

Alongside the operation the group felt that the residents needed to continue the good work the agencies had started and education of the younger residents was needed to help keep the areas clean and crime free.

Environmental Services had recently introduced a hotline number and they allowed the Partnership to heavily advertise this for the communities to report litter, dog fouling, vandalised street furniture and other environmental issues to be dealt with quickly.

The Locality Action Group was then introduced to 'Vandoman' (Fig.1) this had been used in the Moorlands many years before in one of the local schools. The green superhero life-size cut out was aimed at helping to explain to young residents the impact of vandalism on the communities in which they live. The group updated the package to include the consequences of vandalism including the penalties when caught. The Partnership also had bookmarks with all the issues around vandalism and low level crime printed on to them to have as a memento (aide memoir) following their input. It was decided the package would be delivered by the local police community support workers within local schools and youth clubs.



**Fig.1. Vandoman**

## Results

Appendix 3 shows the events that occurred on the 21<sup>st</sup> and 22<sup>nd</sup> October 2005 on the Haregate, Leek. Three months after the operation comparison crime data was analysed (Fig.2.) showing the impact on crimes such as criminal damage, vehicle crime and anti social behaviour. An overall drop in all crime of 19% was experienced in the three months following the operation. All damage dropped by 49% and anti social behaviour by 16%.

**Fig 2. Monthly crime figures for Leek east (BF13) for before and after Operation Clean up.**

Type of crime	Aug 05	Sep 05	Oct 05	Nov 05	Dec 05	Average before Clean up Aug/Sept	Average after Clean up Nov/Dec	%age Difference
All Crime	95	83	82	74	69	89	71.5	-19%
Burglary Dwelling	5	6	3	7	2	5.5	4.5	-18%
Criminal Damage (Excl MV)	14	19	20	5	17	16.5	11	-33%
Criminal damage to MV	12	10	4	2	4	11	3	-73%
All damage	26	29	24	7	21	27.5	14	-49%
Interfere/tamper with MV	1	4	5	1	1	2.5	1	-60%
Other assault	20	13	15	14	11	16.5	12.5	-24%
Theft from motor vehicle	3	3	4	4	1	3	2.5	-17%
Theft from shop/stalls	5	1	0	1	2	3	1.5	-50%
Theft/twoc of pedal cycle	2	0	0	1	0	1	0.5	-44%
All vehicle crime	11	5	13	5	4	8	4.5	-44%
Anti social behaviour	49	42	48	41	35	45.5	38	-16%
Arson	2	2	2	0	4	2	2	0%

The blue area shows when Operation 'Clean up' took place.

The response from the public was very positive, a public meeting was held the week following the operation and the Local Residents Group offered their services for future operations.

A debrief involving all the agencies was held two weeks after the operation had taken place. This was not only to ascertain the feelings from the agencies on how the operation went, but to identify any issues or problems that could be ironed out for future clean ups. All the agencies were sent thank you letters from the Community Safety Partnership for their commitment and enthusiasm to the operation. All agencies stated they were keen to repeat the process in other areas.

The most significant impact has been from the community. Following this first operation, the residents have responded by organising litter picks themselves, reporting vandalism and issues to the hot line and have maintained the appearance of the estate. Crime stoppers was used as a theme throughout the operation and pushed by each agency through leaflet dropping and explaining the scheme to residents. Crime stoppers saw an increase in calls following the operation for that area.

Because of the impact we felt we had had, the operation has since been repeated twice following further analyses of each of the areas and Environmental Visual Audits being carried out. Once in a different area of the Moorlands and back at the Haregate again. The continued reductions are shown in appendix 4. Debriefs have been carried out after each operation to identify any issues.

Vandoman was delivered to the youth club on the Haregate following the first operation by the local Police Community Support Officer (PCSO). They reported that the children thought it was fantastic and they were certainly not aware of the fines that could be given out for dropping litter and smashing windows. The group, with the co-ordination of the Community Development Worker, are now organising litter picks on the estate themselves. The general appearance of the estate and the attitude of the residents have been a great improvement. The residents report incidents and report vandalism, where before they would have ignored them.

### **Conclusion**

The template for the Operation and the commitment of the agencies has shown that this can be transferred into any location deemed necessary.

The Environmental Visual Audits are an important part in drilling down into the local issues and need to be completed within each area, ideally only three to four weeks before the operation to make them relevant at the time.

It has built strong links between the partners and an understanding of each other's objectives. It has given all the partners some good positive press attention and the willingness to work as a team on community issues in the future.

Vandoman will continue to be rolled out to the schools and the operation will be repeated in other areas across the Moorlands.

The 'Clean Up' has been seen as a success by partner agencies and residents of those areas involved. The key now is to continue to engage the residents and support them in actions they would wish to carry out themselves within their localities, and if required roll out 'Clean Up' to give them a boost.

## Appendices

### Appendix 1. Environmental Visual audit carried out

Signal Event	Haregate	Thorncliffe	Argles	Queens	Westminster	Horsecroft	Windsor	Priory	Prince Charles
Presence of Homeless/Travellers									
Blankets/Clothing left in public									
People Begging									
<b>Groups Hanging about</b>	✓			✓	✓				
<b>Youths</b>	✓			✓	✓				
Adults									
Mixed									
<b>Problem Noisy Neighbours</b>					✓				
Stray/Unleashed Dogs									
Signs of Outdoor Sexual Activity									
Signs of Public Urination									
Physical Disorder									
<b>Poor Street Lighting</b>			✓		✓		✓		✓
<b>Graffiti</b>	✓	✓						✓	
Tag									
Racist									
Painted Over Graffiti									
<b>Other Graffiti</b>	✓	✓						✓	
<b>Litter/Rubbish Lying around</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Vandalised Telephone boxes</b>		✓		✓					
<b>Vandalised Buildings</b>	✓	✓							
Damaged Bus Shelters									
<b>Dog Dirt</b>			✓						✓
<b>Damaged/Abandoned/Burnt out cars</b>		✓							✓
Drugs & Substance Abuse									
Drug/Crack Houses									
Open Public Sales of drugs									
Public Drug Use									
Physical signs of drug abuse									
<b>Traffic &amp; Parking</b>	✓	✓	✓	✓		✓	✓	✓	✓
Broken Traffic Lights									
<b>Broken/Missing/Defaced signs</b>							✓	✓	
<b>Parking on Pavements</b>		✓	✓	✓		✓	✓	✓	✓
Other illegal parking									
<b>Speeding/Reckless Driving</b>	✓						✓		
<b>Other</b>						✓	✓		

## Appendix 2. List of partners involved

- Staffordshire Police
- Staffordshire Fire and Rescue
- Staffordshire Moorlands District council
- Connexions
- Staffordshire County Highways
- Neighbourhood Watch
- Staffordshire County Council
- Moorlands Housing
- DVLA
- Prolific Offenders Project
- Local schools
- Victim Support
- Crime Prevention Panel

## Appendix 3. Partners activity carried out

Agency	Actions carried out
<b>Leek Police</b>	<ul style="list-style-type: none"> <li>• 5 Community Beat Officers and 2 Police Community Support Officers present on the estate during the two days completing, high visibility policing, distributing crime stoppers leaflets and completing resident's surveys.</li> <li>• 2 arrests for the possession of drugs following Warrants</li> <li>• 20 repeat victims visited</li> </ul>
<b>Police Road Crime Team</b>	<ul style="list-style-type: none"> <li>• Over 3,000 cars checked through ANPR</li> <li>• 19 fixed penalty notices issued</li> <li>• 2 summons issued</li> <li>• Drink drive arrest</li> </ul>
<b>DVLA</b>	<ul style="list-style-type: none"> <li>• 10 cars were seized</li> <li>• 5 on the spot fines were issued</li> <li>• 6 prohibitions taken out</li> </ul>
<b>Education Welfare</b>	<ul style="list-style-type: none"> <li>• 4 children returned to school from homes</li> </ul>
<b>Schools litter picks</b>	<ul style="list-style-type: none"> <li>• Churnett middle school collected 7 bags of rubbish</li> </ul>
<b>Neighbourhood Watch</b>	<ul style="list-style-type: none"> <li>• Watch out message and new NHW members recruited</li> </ul>
<b>The Fire &amp; Rescue Service &amp; The Crime Prevention Panel</b>	<ul style="list-style-type: none"> <li>• 232 Fire risk assessments carried out</li> <li>• 232 Packs were given out</li> <li>• crime prevention advise offered to all homes visited</li> <li>• 42 smoke detector referrals</li> </ul>
<b>Staffordshire County Council Highways</b>	<ul style="list-style-type: none"> <li>• 5 streets had pot holes repaired in them</li> <li>• 8 streets has gullies cleaned</li> <li>• 21 streets had security safety checks carried out</li> </ul>
<b>Prolific Offenders</b>	<ul style="list-style-type: none"> <li>• 8 bags of rubbish collected from the 'waste'</li> </ul>
<b>Trading Standards</b>	<ul style="list-style-type: none"> <li>• Dip sample carried out at 'The priory'</li> <li>• Challenge 21 rolled out</li> </ul>
<b>SMDC – Environmental Services -</b>	<ul style="list-style-type: none"> <li>• 21 Streets litter picked at 23 bags of rubbish were collected</li> <li>• 1 bus shelter repaired</li> </ul>

	<ul style="list-style-type: none"> <li>7 streets had ‘no dog fouling’ signs stencilled on them</li> <li>Gum buster was used on Queen street</li> <li>Removal of graffiti in 3 locations</li> </ul>
<b>Connexions</b>	<ul style="list-style-type: none"> <li>1000 leaflets dropped</li> <li>6 responses to the drop</li> </ul>
<b>Moorlands Housing</b>	<ul style="list-style-type: none"> <li>7 day notices placed on many items- including untaxed cars</li> <li>‘Crimestoppers’ leaflets distributed</li> <li>Moorlands Housing contact details left with most residents</li> <li>Numerous letters to be sent out</li> </ul>
<b>Victim Support</b>	<ul style="list-style-type: none"> <li>20 Repeat victims visited and re assured</li> </ul>
<b>Environment Wardens</b>	<ul style="list-style-type: none"> <li>Operation Habit &amp; crime stoppers leaflets distributed</li> <li>Untaxed vehicles reported</li> <li>Dog fouling penalty notice issued</li> </ul>
<b>Leisure Services – SMDC</b>	<ul style="list-style-type: none"> <li>2 sessions ran for 2 of the local schools</li> </ul>
<b>Youth Service</b>	<ul style="list-style-type: none"> <li>Leaflet drops carried out to some homes</li> <li>Leaflets given out outside the schools</li> </ul>
<b>Community Safety Team</b>	<ul style="list-style-type: none"> <li>Operation Habit &amp; ‘Crimestoppers’ leaflets distributed</li> <li>Alcohol probation stickers placed</li> <li>Untaxed cars identified</li> </ul>
<b>Residents surveys</b>	<ul style="list-style-type: none"> <li>General feeling from the questionnaires:</li> <li>The operation is a good idea</li> <li>Most of the residents didn’t know it was happening</li> <li>They hope that it will stop ASB, make the estate cleaner and build bridges between them and the police and other agency staff</li> <li>The feeling is that it should happen as often as possible</li> <li>A 50/50 spit of residents offering to help or not</li> </ul>

#### Appendix 4. Continued reductions seen

	Aug - 05	Sep - 05	Oct - 05	Nov - 05	Dec - 05	Jan - 06	Feb - 06	Mar - 06	Apr - 06	Average before Op clean up Aug /Sep	Average after Oct 05 – End Mar	% Difference
All crime	95	83	82	73	68	65	86	52	44	89	68.8	-23%
Criminal damage (exc MV)	14	19	20	5	17	7	17	9	8	16.5	11	-33%
Total damage	26	29	24	7	21	15	27	10	12	27.5	16	-42%
Interfere MV	1	4	5	1	1	2	4	2	1	2.5	2	-20%
Theft from MV	3	3	4	4	1	1	4	2	3	3	2.4	-20%
Theft/Two MV	8	2	9	1	3	2	1	4	0	5	2.2	-56%
All Vehicle crime	12	9	18	6	5	5	9	8	4	10.5	6.6	-37%
Anti social behaviour	50	42	48	41	35	46	34	33	26	46	37.8	-18%
Criminal damage to MV	12	10	4	2	4	8	10	1	4	11	5	-55%

The blue areas represent when Operation was carried out in Haregate, leek