

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

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 **PRIDE OF PLACE**

Name of force/agency/CDRP: **HAMPSHIRE CONSTABULARY/ HAVANT CDRP**

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Name of endorsing senior representatives(s) **MR SIMON COLE**

Position and rank of endorsing senior representatives(s) **ASSISTANT CHIEF CONSTABLE**

Full address of endorsing senior representatives(s) **POLICE HEADQUARTERS, WEST HILL, ROMSEY ROAD, WINCHESTER SO22 5DB.**

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.

The Problem

Warren Park and Battins, two wards in Leigh Park, have a total population of 14895 residing in 5633 dwellings. Both wards have been identified as areas of social deprivation (4th quartile nationally). Communities in these wards are affected by disproportionately high levels of crime and anti-social behaviour.

Analysis

A baseline survey was undertaken in the summer of 2004 to establish local priorities, and to develop the projects aims which were:

1. To reduce crime
2. To reduce the fear of crime
3. To enhance the quality of life for residents and workers
4. To develop the existing partnerships between agencies
5. To deliver community based actions

A steering group was formed consisting of representatives from partner agencies under the project name "Pride of Place." The group was responsible for drawing up a list of actions and agreeing what resources each agency could contribute towards achieving the five project aims.

Response

Havant Police obtained funding under the Policing Priority Area scheme for these two wards in 2004. The purpose of the bid was to focus on further developing partnership work within the borough and to seek alternative ways of addressing the local issues.

The project was divided into three key areas:

1. Quality of life
2. Crime
3. Young Residents

Each key area had an operating group consisting of residents and local agencies. Each group was responsible for drawing up a detailed action plan that would help meet the overall project objectives.

A number of actions were implemented ranging from diversionary activities such as sports training sessions to planting bulbs (environmental) domestic abuse awareness campaigns to increased use of ANPR. A media strategy was designed to redress the perceived imbalance in reporting of local stories. This incorporated a marketing campaign for the area.

Assessment

An evaluation was commissioned a year into the project. The results were far better than expected, with all crime reduced by 20% in comparison with -9% for the BCU and -3% in Hampshire. All target areas showed significant reductions and importantly, public reassurance was significantly increased. Partners in the project stated there was improved inter-agency working, more balanced media coverage and perceived improvements in the quality of life for residents.

The longevity of the project is now encapsulated in a Community Advice Centre, situated in the heart of the estate. Offering a range of expert advice, the facility is the embodiment of public sector partnership and local businesses working together to increase community engagement.

3. Description of project

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



Scanning

Warren Park and Battins are wards in the Leigh Park area of Havant. Warren Park has a total population of 7000 people and contains approximately 2478 dwellings. Battins has a total population of 7895 people and there are 3155 dwellings. In the south of both these wards there are pockets of households that lack amenities such as exclusive use of a bathroom or W/C.¹

The Warren Park and Battins areas have been identified as areas of social deprivation.

Both wards suffer from a high unemployment rate, particularly amongst males and youths.

The percentage of residents unemployed for both wards is 2.8%, compared to 1% in the whole of Hampshire. Those that are employed are mostly in semi-skilled manual occupations.

In 2004, and in comparison with the rest of Havant Basic Command Unit (BCU), Warren Park and Battins suffered a disproportionate level of vehicle crime, anti-social behaviour, and disorder and quality of life issues. The remaining problem to address was the image of the estate reflected from media sources, especially the local newspaper 'The News'. There had been occasions where the media seized upon reporting crime issues, focusing on the poor plight of the area and rarely balancing this with positive initiatives that any organisation put efforts into. An example of this was a story headlining using the words 'notorious estate'. It was decided that a fresh, innovative approach was required to address these issues. Two methods were decided upon. Firstly to further implement Neighbourhood Policing according to the recommendations in the Home Office publication 'Building Communities, Beating Crime' and secondly to further increase the involvement of the local councils, statutory and voluntary organisations and residents, to reduce crime and disorder. These efforts would be above and beyond the commitments all agencies already undertake through the Crime and Disorder Reduction Partnership (CDRP). The latter commenced with a successful application to the Home Office for Policing Priority Area (PPA) funding. After consulting residents, school children and partners, the name of the project became '**Pride of Place**'

Analysis

A key part of establishing the project was to gain the views of residents and businesses in each area:

- to ascertain what aspects of their local area caused them disquiet or fear;
- to determine whether there were streets/areas they did not visit and the reasons for such behaviour;
- to determine the extent to which particular anti-social behaviours and crimes were of concern to them.

To achieve this, existing independent surveys, such as Crime Concern conducted in 2002, were used to contribute to the baseline. Current crime trends shaped where efforts were to be focused and a resident questionnaire was designed and distributed to five thousand householders. The results from these surveys (conducted in July 2004), provided information to help shape the overall priorities of the work carried out by the project throughout the latter part of 2004 and into 2005.

At the time of the 2004 surveys, it was noted that the results from these would act as a baseline against which to measure the success of the Pride of Place in terms of public perception. In July 2005 therefore, a very similar survey was sent to a representative sample of residents and businesses in Warren Park and Battins. The aim of the survey

¹ Data obtained from Havant Borough Council profile and statistics page of their website: July 2004.

was to determine the extent to which there had been any change in their concerns and views relating to crime and anti social behaviour over the past 12 months. Part of this report therefore details the results of the follow up surveys conducted with residents and businesses in July 2005.

The results of the resident survey, using crime trends and consulting partnering organisations concluded that there would be five main aims to the project:-

1. To reduce crime
2. To reduce the fear of crime
3. To enhance the quality of life for residents and workers
4. To develop the existing partnerships between agencies
5. To deliver community based actions

Specific targets were set for the forthcoming year. It was decided that the main areas were Criminal Damage, Violent Crime and Vehicle Crime. The Pride of Place project ambitiously aimed to reduce the crime rate by 10% for each of these crime target areas.

Response

In order to help meet these aims and develop clearly defined and achievable objectives, a Steering Group was established with representation from partners who had a substantial presence in the local area. These included (but were not confined to²) the police and relevant local authorities, housing associations, the fire service, youth service, education, social services and the voluntary sector with some representation from local residents groups. Representatives from partner organisations were those who, in the main, were in a position to make decisions and influence priorities within their own organisations. The police, as lead agency, seconded a police sergeant to be the project's full-time, dedicated, manager.

The project was divided into three areas; **Young Residents, Crime and Quality of Life**. A number of key partners with a particular interest or expertise in the agreed areas sat on each group (some sat on more than one group as well as the Steering Group). Each group was responsible for drawing up a list of actions and activities that would help meet the overall project objectives and held a series of meetings to help steer the actions and activities.

The Neighbourhood Police Team was established in April 2004 where a team of two sergeants, thirteen police officers and three Community Beat Officers were tasked to police the entire Leigh Park estate (The team covered the entire Leigh Park area which is a further 15000 residents). A specific policy was devised to allow the officers to target known offenders, 'adopt'³ up and coming offenders and the use of mountain bikes, funded by local businesses, were used to regain the streets and increase police visibility. In addition, to demonstrate the commitment from the police to the Pride of Place, when the first Police Community Support Officers were introduced, all of these resources were placed in Leigh Park.

A specific media and marketing strategy was put into place at the inception of the project. A media officer, employed by the CDRP, was tasked as a priority to further develop links with the media. In addition, the project designed and produced a simple logo which resulted in the project having its own identity. This was supported with a dedicated web site to seek alternative ways for residents to get involved and find out more about what is going on in their area. Eventually Pride of Place was marketed and distributed through car/window stickers, balloons, key rings and a series of posters.

A series of meetings were held between the project manager and a wide variety of organisations, both to publicise Pride of Place and to garner support. For example, organisations such as Crime Stoppers were approached in order to assess how best they could assist with Pride of Place, the local media to inform them of the purpose of the Pride of Place project and the company who owned the local shopping centre in order to try and secure premises for a 'one stop shop' for the area. These meetings, whilst crucial in the first instance, continued throughout the period of the project.

Each key area had an operating group consisting of residents and local agencies. Each group was responsible for drawing up a detailed action plan that would help meet the overall project objectives. Within a few months, extensive lists of projects were identified as high impact and low cost and importantly, sustainable. All ideas were deemed to be innovative and effective that would demonstrate the effectiveness of partnership working throughout the Pride of

² A full list is detailed in Appendix A

³ Identifying, in partnership with other agencies, individuals who are likely to engage in criminal activities. Officers will focus efforts on individuals allocated to them.

Place.

The list of activities and projects created by the Pride of Place is too great in number to detail each one. This report will therefore list one significant activity from each group.

The **Quality of Life** group decided to address environmental issues in order to enhance the visual appearance of Warren Park and Battins. In addition, another focus was to create community cohesion by encouraging resident participation in community activities.

The resident representative on the Quality of Life group felt that the poor state of the environment had a huge impact on the quality of life of the community. One of the key projects for this group was the "Clean Sweep" project (Aims 3, 4, 5). It consisted of a series of high profile litter picks within both wards. In order to ensure true partnership with the community, the group worked with the local senior school to develop a logo for the project. The winning logo created by the young people was "Polish the Park." The logo and associated design were printed onto t-shirts which were used by school children at each of the Clean Sweep events.

The Police, Fire Service, local authorities, housing associations and Neighbourhood Watch were key partners in running the events. The Police led the contact with the local infant and junior schools who were eager to be involved in the project; this helped the Police to strengthen relationships with the community. Publicity prior to each event raised awareness with the adult community who, although reluctant to join in the clear up, did take the opportunity to speak to the agency representatives.

The local authority provided the resources for the children and agencies to use (litter picks, gloves, sacks) and provided refreshments for them after their hard work! Representatives from each of the partners joined with a group of children, not only to pick litter but also to encourage them to think about the impact of litter on the environment. During the course of their work, the children were asked to think of ways they could alter their litter behaviour and that of their families and friends.

As well as litter picking, each group was given cameras for the children to carry out Environmental Visual Audits (EVA's). They were encouraged to identify areas that required work to improve appearances – for example, reporting broken fencing, overgrown hedges, etc. At some of these events, the Borough Council's "Sparkly Bugs" kit was used, a simple child – and adult – friendly means of showing how effective or ineffective their hand washing was. In some areas where these events were held, local businesses participated by donating spring bulbs which were then planted at key locations.

The "Polish the Park" project was a successful demonstration of how partnership working can deliver tangible benefits to the community. This partnership is continuing, with the Police, Fire Service, local authorities and housing associations implementing aspects of this project into the daily operations of their businesses.

Additional activities that the Quality of Life group developed and implemented included :-

'Plant A Bulb' (Aims 3, 4, 5) – spring bulbs planted by 100 local school children. This is to get young children involved in making a difference to their area. After planting the bulbs, which were supplied by local businesses and housing authorities, the children would eventually watch their efforts grow. This would have the effect of encouraging children and parents to take pride in their area.

Joint agency open days (Aims 2, 4) held at local supermarkets and other places of community interest, where representatives from - amongst others - Neighbourhood Watch, the police, the fire service attended to speak to the public, provide information and advice. These events were supported by the organisations putting on a visual display, such as the 'Chip Pan fire' to attract the public.

The **Crime Group** took the bold decision to reduce crime by 10% in the areas of vehicle crime, violent crime and criminal damage. In addition Community representatives on this group identified the economic impact that crime was having on local businesses and the need for improvements in communication between businesses and the Police. Domestic abuse contributed greatly to the violent crime statistics. This area was addressed using the media and working with local organisations such as Havant Women's Aid and Sure Start.

To assist the business community, the group developed an information pack for businesses focussing on community safety. (Aims 1, 2, 3 and 4)

The business pack:

- Contains information for business owners on working in partnership with the community
- Invites businesses to join a newly formed Business Association which will facilitate partnership working between businesses

- Advises businesses to contact the local media when they have good news stories
- Contains information on personal safety for owners and workers travelling to and from, and at, work
- Advises on dealing with incidents of crime and disorder
- Provides a leaflet identifying locations of CCTV cameras in Leigh Park
- Guidance to businesses on managing their own in-house CCTV systems.

Additional activities that the Crime group developed and implemented included –

Mobile CCTV Van (Aims 1, 2) - a brand new sophisticated van was tasked through the police to undertake work in the Pride of Place area wherever possible.

Domestic Abuse Awareness Week (Aims 1, 2, 4), a large media campaign was run by Pride of Place where each day of the week the newspaper featured an organisation or a department within the police, to highlight what they do and how they can help people who suffer from domestic abuse.

Domestic Abuse till receipts (Aims 1, 2, 4) - a local large hypermarket (Asda) printed at the foot of their till receipts the telephone number and contact details of Havant Women's Aid with a simple message of 'Don't Suffer in Silence'. Further to this the project purchased mobile phones sim cards for victims of abuse for reassurance purposes.

Purchase of panic alarms (for Victim Support, resource centre and Surestart) were given for reassurance purposes

Domestic Abuse Pack (Aims 1, 2, 4) – in order to improve the standard of investigations by the police, a pack was designed, in consultation with victims, experts in the field of domestic abuse and police. This pack contains information to sufferers of abuse and a risk assessment guide for officers to work through. This raises the profile of domestic abuse in line with other priority crimes such as burglaries and robberies.

Reducing the arrest time of violent offenders from 14 to 7 days

Increased the use of bail conditions in perceived low level crimes

Increase the use of Automatic Number Plate recognition (ANPR) in Leigh Park

Increase in the number of Neighbourhood Watch schemes in Leigh Park

The **Young Residents Group** decided to engage with young residents by delivering intervention activities focusing on Community safety and awareness. A further aim was to offer and promote self development schemes giving individuals pride and ownership of the community.

Both Warren Park and Battins communities suffer from high levels of anti-social behaviour. In order to increase community cohesion and improve inter-generational relationships, the group wanted to deliver a project that would help young people to become aware of the impact of their behaviour. The group therefore decided to produce an information card. This card, "Pride in your Streets," (Aims 1, 2) and was aimed at senior school children. The information on the card was broken into three components:

- 1) General information
- 2) Essential phone numbers
- 3) General advice

The general information focuses on the impact of behaviour; for example, encouraging young people not to begin fighting, nor display aggressive behaviour. They are reminded that they are individuals and should not be pressurised into behaving in a way they are uncomfortable with.

The card contains a series of phone numbers, covering a wide variety of services a young person may need. The numbers provided are for the Police, Crimestoppers, Talk to Frank, Connexions, NHS Direct, Childline, Bullying helpline, Quit Smoking, Samaritans, SNAP disco, housing advice, Youth Service, Leigh Park Community Development team, Off the Record, Havant Borough Youth Council, Cool 2 be Healthy and HYPAs. Some of these are national numbers; others are local to the Havant and Leigh Park areas.

General advice offers guidance on:

- Only dialing 999 in a real emergency
- Using ultra-violet pens to mark their property
- Keeping a record of the serial numbers of expensive items
- Locking windows and doors when leaving their property
- Ensuring someone knows where they are particularly in the evenings
- Reminding them that drugs are illegal
- Advice on the health and social impact of alcohol abuse.

The project team worked with the local senior school to disseminate these cards to local young people. The school sent out a letter, on behalf of the Pride of Place project, to parents and guardians with the "Street Rules" card attached. In the letter, parents were asked to give their child the card and to discuss it with them.

Following the initial mailing of "Street Rules" cards, the cards are now distributed by relevant agencies to young people in the area.

Additional activities that the Crime group developed and implemented included –

5 a-side football (Aims 3, 4, 5) training for local young residents to encourage healthy living, reduce anti-social behaviour and developing social skills. This activity has now been mainstreamed by the local community development team and now attracts numbers of 40 young residents each week.

Cookery classes (Aims 3, 4, 5) were organised by the local Youth Service to occupy and provide an alternative interest and skill for young residents of the area. This encouraged healthy living, promoted the '5 A Day' campaign and encouraged team work and social skills.

Graffiti Club (Aims 1, 3, 5) – painting of the local skate park to prevent unwanted graffiti. In proven research, where the local young residents have been given ownership of 'their' area, the damage and graffiti is reduced. This was the case with a brand new skate park. Havant Borough Council worked with a local artist and young residents. A design was created and since the painting has been completed no unwanted graffiti has appeared.

An activity covering all aspects of the project was delivered through an initiative called Crime Reduction and Environment Week (CREW). The week focuses on a particular geographic area and each organisation conducts an activity to assist reduce crime and disorder. This is a Hampshire wide campaign but the links created through the Pride Of Place has allowed for increased information sharing, stream lining of procedures and a greater understanding of how each organisation operates. Activities ranged from DVLA collecting numerous vehicles, to Neighbourhood Watch promotion. Groups were formed from streets where there are conservation issues and the full use of probation and the community punishment team. In an exercise in February 2005, the team removed 40 tons of rubbish from a conservation stream.

Assessment

An evaluation was commissioned a year into the project. This was conducted by surveying a further five thousand residents and comparing the results from the 2004 survey. In addition, the crime statistics were analysed to establish what, if any, the difference was between 2003/4 to 2004/5.

Beat areas combined	April 2004	March 2005	% change
Violent Crime	774	723	- 7%
Vehicle Crime	411	262	- 36%
Damage	1050	740	- 30%
ALL CRIME	3079	2455	- 20%
Havant BCU			
Violent Crime	2952	3287	+11%
Vehicle Crime	1757	1166	- 44%
Damage	4358	3603	- 17%
ALL CRIME	14304	13044	- 9%
Hampshire Force area			
Violent Crime	38222	41779	+ 9%
Vehicle Crime	20561	16539	- 20%
Damage	43557	42210	- 3%
ALL CRIME	178543	173072	- 3%

The results were far better than expected, with all crime reduced by 20% in comparison with -9% for the BCU and -3% in Hampshire. All the target areas showed significant reductions and importantly, public reassurance was increased. Partners in the project stated there was improved inter-agency working, more balanced media coverage and perceived improvements in the quality of life for residents. A full evaluation report is available if required.

To understand the resident's views in addition to the postal survey, researchers went out to conduct random interviews in key localities. The responses were recorded and some of the quotes are stated below:-

"We are aware that the police in Havant are doing a great deal to improve lives for the residents. Certainly Botley Drive is greatly improved from what it used to be".

"Pride of Place and neighbourhood wardens have improved communication and cooperation to deal actively with crime and community safety"

“Whilst many of the day to day policing issues and the targeting of offenders would have been addressed as normal, many of the more complicated things would not have been done without the Pride of Place”. One example cited in support of this statement was the closure a local crack house, which was made easier by inter agency working and the involvement of the local housing association. The organisation of the local Leigh Park carnival was made easier in 2005, from a policing perspective, by the links and contacts built up with local neighbourhood and residents associations and other interested parties through the Pride of Place.

One of the primary strengths and successes of the project, mentioned by all, was the extent to which partnership working had been improved – *“the initiative has been superb as it has meant that all the agencies sit in one room and the boundaries of responsibility have become less rigid”.* The majority of respondents highlighted their greater understanding of others’ working practices, priorities and aims. This improved understanding gave many the confidence to believe that such partnership working would continue after the formal end of the project. The Fire Service, in particular, highlighted the benefits of partnership working; *“the Pride of Place has improved communication between the police and the fire service a thousand fold”*, and drew attention to the fact that the Pride of Place has helped the Fire Service achieve targets that it would not otherwise have met in the area – notably the reduction of arson by 60%.

The project received such great support and respect from the partners, Havant Borough Council submitted applications to acknowledge the efforts put in by all and the Pride of Place. The results were that the Pride of Place was successful in winning the national ‘Sustainable Communities Award 2006’ for best Community Project in 2006, beating competitors from Scotland, Bristol and Manchester and regionally winning the Communication Award (GNN and GOSE).

An HMIC inspection conducted in April 2005 at Havant BCU concluded that Pride of Place was ‘a beacon of good practice in the sphere of Neighbourhood Policing’

Sustainability

Partners on the Steering Group have committed to continuing this project and to expanding it to encompass the remaining two wards in Leigh Park. All partners reported that the project had strengthened existing partnerships and forged new ones.

Partners will continue to work together on delivering environmental improvements such as running litter picks and planting initiatives.

Portsmouth City Council and Havant Borough Council are working to ensure their grass cutting, litter picking and street cleansing teams work in a coordinated way to offer an improved service to the residents of Leigh Park.

The Police, Havant Borough Council and the Fire Service have developed a common reporting and monitoring system for incidents of environmental damage.

The Business Association will take ownership of the business pack, working with local partners to ensure that the information is kept current.

Finally, the Pride Of Place now has a Community Advice Centre, situated in the heart of the Leigh Park shopping centre. Funded by the police, in cooperation with the landlords, the brand new facility opened in November 2005. It opens six days a week and is staffed by the partners from the various organisations. Members of the public can drop in and at any given time they will be able to speak to a police officer, neighbourhood watch representative, fire officer, victim support or even a local councillor. This is to increase community engagement, increase receiving community information and offer increased reassurance to the residents and businesses that every local agency, whether statutory or voluntary is eager and committed to continue to do.

Appendix A –Full List of Partners.

ASDA
B+Q
Catalyst Capital
Connexions South East
Councillors for Leigh Park
DVLA
Forestry Commission

Frontlawn Infants and Junior School
Hampshire County Council – Trading Standards
Hampshire Fire and Rescue Service
Havant Borough Council
Havant Women's Aid
Hermitage Housing
HYPA
Leigh Park Community Development Team
McDonalds
Neighbourhood Watch
Park Community School
Portsmouth City Council
Probation Service – Community Punishment Team
Primary Care Trust
Residents of Warren Park and Battins
Resource Centre
Riders School – Infants and Junior
Social Services
Staunton Country Park
Sure Start
Victim Support
Warren Park Primary School