



Crime Reduction & Community Safety Group

Tilley Awards 2007

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, **within the stated word limit and ensuring the file size is no more than 1MB.** Failure to do so will result in your entry being rejected from the competition.

Completed application forms should **be e-mailed to tilleyawards07@homeoffice.gsi.gov.uk**

All entries must be received by noon on **Friday 27th April 2007**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811. Any queries regarding publicity of the awards should be directed to Chaz Akoshile on 0207 035 1589.

Section 1: Details of application

Title of the project: **'Call Time on Glass'**

Name of force/agency/CDRP/**CSP**: Dorset Police, Bournemouth Division.

Name of one contact person with position and/or rank (this should be one of the authors): Inspector Chris WEEKS

Email address: Chris.weeks@dorset.pnn.police.uk

Full postal address: Police Station, Madeira Road, Bournemouth BH1 1QQ

Telephone number: 01202 222286 (direct dial)

Fax number: 01202 222045 (direct dial)

If known please state in which Government Office area you are located e.g. Government Office North West, Government Office London etc: Government Office South West

Name of endorsing senior representatives(s): Ch. Supt. Robert Boulton

Name of organisation, position and/or rank of endorsing senior representatives(s): Divisional Commander, Bournemouth, Dorset Police

Full address of endorsing senior representatives(s): Dorset Police, Divisional Headquarters, Madeira Road, Bournemouth BH1 1QQ

Please tick box to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):

Section 2: Summary of application

In no more than 400 words please use this space to describe your project (see guidance for more information).

This project, undertaken by the Bournemouth Alcohol Licensing Enforcement (ALE) team aimed to address the high volume of glass related serious assault injuries taking place in town centre licensed premises during 2004/05.

Identified as a problem by the analyst assigned to the team, 46% of all glass related assault injuries in the town centre were found to be of a serious nature (26 such assaults, 12 serious injury) in the financial year 2004/05.

The approach taken was the glaringly obvious but difficult solution, removal of the glass item from circulation in the first place in late night venues, no glass drinking vessel or glass bottle equates to no 'at hand' offensive weapon. During 2004/05 the team liaised closely with the licensing trade at all levels to discover that no suitable alternative product appeared to be available. Polycarbonate substitutes existed that met the need but were only available in limited ranges. There was therefore a reluctance to use such products and indeed they did not meet the needs of the reduction issues, as violent offenders would not consciously differentiate between glassware or polycarbonate vessels to hand.

Three stages were necessary to reach the desired outcome of replacing glassware with a suitable non breakable product:

1. Influence manufacturers by assuring them that there was a need, and therefore a market, for a complete range of quality polycarbonate drinking vessels to satisfy the requirements of the trade as suitable alternatives to glassware. Desired outcome – Full range of products developed.
2. 'Marketing' the voluntary change from glassware to polycarbonate to local licensees as a responsible measure to take. Until the Licensing Act 2003 came into force in November 2005 Police ability to force or persuade a change was virtually non-existent. Desired outcome – Voluntary change by licensees.
3. Enforcing the change from glassware to polycarbonate in premises that displayed a history of violence involving glass related injuries, particularly where licensees displayed reluctance to undertake the change voluntarily. Desired outcome – Change from glassware to polycarbonate in all problem premises.

Evaluation was ongoing at each stage by checking against the desired outcomes. All were reached beyond our expectations. Glass related injuries fell from 26 in 2004/05 (12 serious injury) to 10 in 2006/07 (1 serious injury). Over half of town centre late night venues have switched from glassware to polycarbonate and the drive to do so continues.

Section 3: Description of project

Describe the project in no more than 4000 words (see guidance for more information in particular Section 7 - judging criteria).

In late 2004 the Bournemouth Division of Dorset Police established a proactive Alcohol Licensing Enforcement (ALE) team with a specific remit to address the issue of alcohol related crime and disorder, primarily through working in partnership with other agencies, licensees and door staff. Strong working partnerships were soon developed with other agencies and groups involved in the night-time economy. The team was instrumental in the development of the local licensees forum as well as facilitating a similar forum for local security companies primarily involved in the supply of security staff to late night venues. Links with the Local Authority enforcement team were also made with information and working practices being readily shared. Joint working was also undertaken with these enforcement teams, the Dorset Fire & Rescue Service, Trading Standards and Environmental Health.

In addition an information analyst was linked to the team with specific responsibilities around violent crime issues. The analyst also sat on the local CDRP sub committee that had a remit to tackle town centre alcohol related violence in the night-time economy as part of the local crime and disorder strategy.

Various analysis was conducted around the issue of night time economy violence and it was identified that a specific issue was manifest concerning assaults in licensed premises where glassware was being used as a weapon. Such incidents often carry a significant personal consequence for the victim who may well have to bear scarring for life, or worse. There is also a considerable cost to the local community in terms of treating the injury and associated trauma, investigating offences, prosecution of offenders, lost working time by the victim through injury and so on. As a tourism resort the town itself could have suffered, as serious injury assaults inevitably attract local media interest, which often generates a fear of crime within the local community and a negative image for the town.

In the financial year 2004/05 there were 26 recorded glass related injury assaults in licensed premises in the town centre of which 12 (46%) were of a serious injury nature. In fact 86% of all glass related injury assaults in the entire borough of Bournemouth had taken place in town centre licensed venues during the period of the night-time economy.

In addition it was known, but not possible to accurately validate due to reluctance of the trade to share such data, that most venues in the town centre also experienced high numbers of accidental glass related injuries, such as cuts to feet and hands.

The problem could be examined and very simply reduced to one of taking away the availability of the potential weapon, glassware, before it in fact became a weapon. There could then be no glass related injury, serious or otherwise, if no glassware was available to use as a weapon in the first place so the actual hardware was seen as the core issue to resolve. A large number of other initiatives, both Police and partnership led, were being or had been recently introduced into the night-time economy. Alcohol related violence and disorder was a high profile national agenda item for all, including the media. These other initiatives looked specifically towards reducing general disorder and violence and it was felt that these would serve to target the initial disorder issues but that there was still a need to tackle glass related injury at its source i.e. the glassware as a weapon.

The ALE team decided to broadly tackle this issue through inviting licensees to initiate a programme of replacing glasses and bottles with a suitable safe replacement product. The overall desired outcome being a significant reduction in glass related injury assaults and particularly those involving serious injury.

In order to design the project a considerable amount of research was conducted during the latter half of 2004 and early 2005 in relation to the potential products that might be available on the market. It was soon discovered, that at that time, a suitable product was not available that fitted the general needs of the licensing trade or the needs of the reduction initiative. Polycarbonate drinking vessels were an available product but were not produced in a wide enough range to satisfy the general licensing trade. For instance whilst pint/half vessels were produced no suitable wine glasses or champagne flutes existed. Traditionally toughened glass had been considered as a safe alternative to glassware. Whilst a full range of toughened glass products was available on the market national research by the medical profession strongly indicated that it's use as a weapon still resulted in serious injury in many cases. Local recorded crime also corroborated this view and a decision was taken by the team that toughened glass was not an acceptable replacement product. Polycarbonate products therefore met the project requirements but the shortfall in product availability was seen as a first hurdle to overcome.

During the Spring of 2005 the project was developed into three distinct stages. The first stage being to work with the licensing trade at all levels in order to access the manufacturers of alternative polycarbonate products and convince them that there was a distinct need for a full range of products that would satisfy the general needs of the licensing trade. This was unquestionably the first step in the process for obvious reasons with the desired outcome simply being that the manufacturers would undertake to expand their product lines to meet this need. Direct contact was made with one leading manufacturer and close liaison was undertaken with the local licensees, in particular the chair of the licensees forum, Town watch, Mr. Steve HUDSON. Mr. Hudson was the licensee at the biggest late night venue in the town centre, which was operated by Luminar Leisure Ltd.

The second stage of the project was identified as the need to 'market' the polycarbonate product to local licensees as a change that reflected responsible management within a town centre late night venue. Issues with this aspect were complex, besides relying on success in stage 1. Until the introduction of the Licensing Act 2003 in November of 2005 the Police were essentially the only enforcement body in relation to liquor licensing and the 1964 legislation in force offered precious little opportunity for the Police to be able to significantly influence the management and operation of licensed premises. The 2003 Act however was about to change the face of licensing enforcement as well as the general operating of licensed premises, albeit that knowledge of the legislation and just what effect it would or could have was still developing almost to the day that it became statutory, November 2005. In short it completely changed the face of liquor licensing and placed three important new factors into the arena. Firstly the act introduced the requirement for licensees to meet and promote crime prevention issues, secondly it placed the responsibility of liquor licensing approval in the hands of locally elected officials and thirdly it allowed the Police, as well as others, to call a licensed premise before the licensing board over disorder issues.

In the meantime independent enforcement action was coincidentally being instigated against one particular large late night venue in the town that was experiencing significantly high levels of violence and disorder including glass related serious injury assaults. The operators of that premise undertook to work with the ALE team to continue to try and source an alternative polycarbonate product and in fact in April of 2005 made the change from glassware to polycarbonate, albeit they were at that time only able to use the limited ranges that were available. This was seen as a step in the right direction for the problems being experienced at that particular venue but also served to significantly assist the wider objectives of convincing manufacturers for a need to increase product lines and assisting in the marketing endeavor (stage 2) amongst local operators, to market the polycarbonate product locally by allowing operators to see it in use.

The third and final stage was identified as developing a method or process to enforce a change from glassware to polycarbonate in any licensed premise that displayed a significant history of disorder that included glass related injury assaults and where the operators declined to make such a change voluntarily or on the advice of practitioners. It was in this stage that the new licensing legislation was beneficial. A police divisional policy was developed whereby any licensed premise that experienced a glass related assault, post November 2005, would be visited by the ALE team and the disorder issues fully discussed with the operators. Unless exceptional issues were revealed it would be recommended to the operators that they should change from glassware to polycarbonate in order to ensure that no further glass related assaults could take place on their premises. In all cases voluntary agreement was sought from the operators but if this was not forthcoming the ALE team would be prepared to refer the licensee of the premises to the local Licensing board for review. The view taken here was not one of threat but rather that the licensing board has the ultimate responsibility to ensure that the various strands of the legislation were being met by operators and are the formal body to decide on such issues. It is the responsibility of the Police to promote crime prevention but that of the licensing board to ultimately decide on how such matters should be undertaken if dispute arises.

Stage 1 of the project has in many ways been ongoing but successful at a number of different stages as it was only in December 2006 that manufacturers finally mastered the production of suitable polycarbonate wine 'glasses' as these are apparently particularly difficult to manufacture. However they were receptive to the work of the ALE team and the licensing trade throughout. Very soon in 2005 they accepted that there did indeed appear to be a developing need for a wider range of products and responded to this positively. In this regard they have worked hard and developed a close relationship with the ALE team throughout the life of the project, increasing the available range of product lines continually, as is evident from the number of late night venues in Bournemouth that have actually changed from glassware to polycarbonate. This was a crucial stage for this project and its success can equally be measured by the simple fact that the team were able to progress to the second and third stage.

Stage 2 was particularly complex and some times delicate, as the licensing trade has been found to be fiercely competitive and understandably protective of their own trading information. One of the key initial concerns amongst the licensees was how the polycarbonate product, would be received by customers. A major problem was that polycarbonate was being described and seen as "plastic" and therefore imagined as a downmarket product. In order to address this, samples were obtained to give reassurance of the excellent quality and feel of the product. Polycarbonate has the appearance of glass, is lightweight, yet strong enough to park a police van on top of it.

In April 2006 the ALE team linked with the local Bournemouth Echo newspaper who have been very supportive in the bid to make the town virtually 'glass free', running a series of features on glass related assaults and injuries under the banner heading 'Call Time on Glass'. Without doubt, their extensive and regular campaign type coverage has assisted the ALE team in their work and served to raise awareness amongst the general public of the issues involved, whilst offering the reassurance that positive steps were being taken to make Bournemouth safer, and feel safer.

The team also built up a strong working relationship with the Golding family from Newport Pagnell in Buckinghamshire. Blake Golding was unfortunate enough to become the victim of a particularly viscous glass related injury assault in the early hours of Christmas day 2004 whilst working as security staff at a late night venue. In June 2005 the family launched a nationwide campaign to seek the replacement of glassware in town and city centre venues with polycarbonate. The Bournemouth team have worked with the Golding family on a number of occasions since, jointly attending conferences and the like to promote the issue and below is a quote from Mrs. Marjorie Golding, the mother of Blake.

"In February 2006 we received a phone call from Bournemouth police, they had heard of our campaign and were already very impressed with the polycarbonate glasses and plastic bottles after a couple of their local venues on police recommendation had made the change from glass, there was to be a pub watch forum as the police were keen to inform other venues of the benefits of being glass free, I was invited as a guest speaker, along with my family. From the first time we met the Bournemouth Licensing Team I like to think we forged a very special bond, we respected them for their broad knowledge, and determination to succeed, they in turn respected us for the unfortunate knowledge inflicted on our family. Bournemouth team have worked continuously to achieve a safer town centre for all its residents and many visitors alike, and their fantastic efforts have been reflected in the huge reduction in A&E on a Friday and Saturday night. In November 2006 we were again invited to speak at a two day conference arranged by the Bournemouth team, the large audience consisted of many licensing officers from around the country, far from keeping their success to themselves they were eager to share their knowledge with colleagues from all around the country, bringing true meaning to the words 'Police Force', this of course was a brilliant platform for our campaign and we feel it enabled us to highlight our cause at a much greater level, for that we will be forever grateful. Since the two day conference we have worked together with the Bournemouth Police on many occasions, sharing ideas and information and sometimes giving presentations together where I feel we have complimented each other, they speaking from a Police point of view and we telling the story from the victims side. We have met and worked with many police areas now, Bournemouth saw past the statistical numbers and involved themselves with real people...we come from Newport Pagnell in Buckinghamshire, on the map we are many miles apart but distance is irrelevant, we are neighbours."

The final stage is almost a fallback position and to date Police have not had to refer any licensed premise in Bournemouth to the licensing board for review on the matter of glass related assault injuries. The policy of interviewing the licensee of any premise that experiences such an assault still stands and will continue to do so. When interviewed the public safety issues of allowing glasses and bottles to circulate in crowded areas amongst persons whose ability to rationalise situations is seriously reduced through consumption of alcohol is pointed out. In such circumstances operators are encouraged to change from glassware to polycarbonate with samples being supplied if necessary. To date all operators finding themselves in this unfortunate position have agreed to voluntarily switch to polycarbonate. The Police view remains that this is a legitimate and productive method of significantly reducing serious assaults and that the Licensing Act of 2003 places a responsibility upon the Police to refer these matters to the Licensing Board for their view to be expressed and acted upon if necessary.

Unlike many other crime reduction initiatives this project is not one that has relied upon statistical analysis to define its results nor tackled a problem from a purely local perspective. Whilst the reduction in serious assault injuries was a local outcome to be achieved all would have failed if it had not been possible to influence the manufacturers at a national level that a need was in existence for them to extend their product lines. Many of the outcomes of this project can be measured, and evidenced as successful, simply because the team has been able to successfully move from one stage to the next. There are now complete ranges of polycarbonate drinking vessels available to the general licensing trade that are quality products and completely acceptable to the general public. No premise has ever reported to the team a fall in customer numbers as a result of the move from glassware to polycarbonate and indeed a number of operators who have made the change, whilst initially sceptical and reluctant, now praise the product openly. To date 33 of the town centres 52 late night venues have changed from using glassware to polycarbonate and this includes all the larger and busier venues, representing well over half of the actual available 'drinking spaces' in the town centre, and two further premises have very recently agreed to change.

In November 2006, assisted by the Government Office for the Southwest, the Bournemouth ALE team hosted a national conference of licensing officers and similarly involved staff from Police forces and related agencies. The conference itself was very successful and the Bournemouth team used the opportunity to promote this initiative on the national stage. Since then numerous enquiries have been received from Police forces from literally all over the U.K. regarding the project, Licensing officers and divisional enforcement teams requesting details in order to begin the process in their own towns and cities. One of the main manufacturers of polycarbonate drinking vessels has reported to the team that they have now sent out, on request, samples of their product to 85 different BCU's who have expressed an interest in seeking their late night licensed premises to change from glassware to polycarbonate solely to reduce glass related serious injury.

On a more 'at home' basis glass related injuries have also fallen in the town centre. As stated above in the financial year 2004/05 there were 26 recorded glass related injury assaults in licensed premises in the town centre of which 12 (46%) were of a serious injury nature.

In the financial year 2006/07 only 10 glass related injury assaults were recorded of which just 1 (10%) was of a serious injury nature. On two of these 10 recorded assaults it has been noted that offenders used polycarbonate drinking vessels as weapons and in neither instance was a serious injury suffered. The premise at which the serious injury glass related assault took place has since made the move from glassware to polycarbonate as have a number of other premises recorded these 10 assaults.

There have been many tangible benefits achieved by this project:

- The number of glass related crimes have greatly reduced, meaning fewer victims.
- Police and Health staff now deal with fewer glass related assaults thus saving substantial amounts of time and money
- Visitors to town centre licensed venues can feel safer.
- Fewer glass injuries as a result of broken glass on dance floors.
- The product far outlasts traditional glass, can be reused if dropped with no likelihood of chipping and cracking.
- Less damage to floors – wooden floors would not require refurbishing or polishing so often.
- Less staff costs due to less glass collectors being required.
- Reduction in insurance premiums.
- Drinks stay cold longer.

It is fair to say that it has not been possible to get manufacturers to seriously consider replacing the wide range of glass bottles used by the general licensing trade with a suitable non-breakable container. Some limited ranges are available in P.E.T. and the ALE team has been instrumental in introducing this fact to local licensees and encouraging them to stock such products. However it is our understanding that there are significant supply issues with regard to drinks in P.E.T. containers and these are issues that are yet to be fully overcome by manufacturers. In the meantime, in addition to the policy described above as stage three of this project, any premise experiencing a glass related injury assault is also requested to decant all drinks into polycarbonate containers rather than allow a glass bottle across the bar. This too has obviously led to a reduction in serious injury assaults and 3 of the 10 glass related injury assaults in the year 2006/07 were in fact by the use of a glass bottle in a licensed premise.

During the last twelve months the work within the project has been recognised for it's contribution to public safety with the following awards:

- The ALE Team and the Daily Echo were presented with an award from the Dorset Criminal Justice System for, "Innovation in Working with Communities to Tackle Crime or the Fear of Crime."
- The Daily Echo achieved a further award from the Energy Media Awards for "Community campaign of the Year".
- Walkabout, Bournemouth has achieved the "SHINE AWARD" from BEDA for social responsibility.
- Bournemouth Town Watch was awarded, "Pub Watch" of the year by The Morning Advertiser.

To conclude, this project has been driven by all partners to ensure life-changing glass related injuries are greatly reduced in Bournemouth's licensed premises. We are proud to highlight all results have been achieved without any formal funding or local sponsorship.

Our project has captured the imagination of local and national responsible authorities and the licensing trade. Police Forces and Licensing Authorities nationally have contacted the ALE Team, to gain a greater understanding of the project, with a view to replicating it in their area. Throughout our campaign we have stated that, " if we can save one serious injury it would be enough" and we believe that we have prevented many horrendous injuries and trauma that families such as the "Goldings" have suffered.

Section 4: Endorsement by Senior Representative

Please insert letter from endorsing representative:

**DORSET POLICE
BOURNEMOUTH DIVISIONAL HEADQUARTERS
MADEIRA ROAD
BOURNEMOUTH BH1 1QQ**

If telephoning please ask for: -
Chief Superintendent R Boulton
Direct dial: **01202 222001**
Fax: **(01202) 223714**

25 April 2007

Alex Blackwell
Home Office Effective Practice
Support & Communications Team
6th Floor
Peel Building (SE Quarter)
2 Marsham Street,
London
SW1P 4DF

Dear Alex,

2007 TILLEY AWARDS

I would like to take this opportunity to add my voice to the attached application to confirm that the project was Designed, developed and executed, as described.

It has achieved very significant results in reducing serious violent crime within my BCU, making Bournemouth not only a safer place but also the perception now is that it feels safer. The teams commitment to improving our town through a POP approach can only be praised and I am fully aware that their good practice is not only being quoted by GOSW, but is also being used in numerous towns and cities throughout the UK as "best practice".

I therefore commend this application for the 2007 Tilley Awards.

Yours sincerely



Chief Superintendent R Boulton
Divisional Commander
Bournemouth Division

Checklist for Applicants:

1. Have you read the process and application form guidance?
2. Have you completed all four sections of the application form in full including the endorsement from a senior representative?
3. Have you checked that your entry addresses all aspects of the judging criteria?
4. Have you advised all partner agencies that you are submitting an entry for your project?
5. Have you adhered to the formatting requirements within the guidance?
6. Have you checked whether there are any reasons why your project should **not** be publicised to other police forces, partner agencies and the general public?
7. Have you saved you application form as a PDF attachment and entitled your message 'Entry for Tilley Awards 2007' before emailing it?

Once you are satisfied that you have completed your application form in full please **email it to Tilleyawards07@homeoffice.gsi.gov.uk**. Two hard copies must also be posted to Alex Blackwell at Home Office, Effective Practice, Support & Communications Team, 6th Floor, Peel Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF.