



**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](mailto: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: **Easy Tiger !**

Name of force/agency/CDRP/CSP: **Lancashire Constabulary**

Name of one contact person with position and/or rank (this should be one of the authors):  
**Jan Brown**  
**Crime Prevention Officer**

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**Lancashire LA1 1YB**

Telephone number: **01524 596696**

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

**Local Government Office North West**

Name of endorsing senior representatives(s): **Acting Deputy Chief Constable Mr Adrian Mc Allister**

Name of organisation, position and/or rank of endorsing senior representatives(s): **Acting Deputy Chief Constable – HQ Corporate Services Directorate**

Full address of endorsing senior representatives(s): **LANCASHIRE CONSTABULARY POLICE HEADQUARTERS, PO BOX 77, HUTTON, PRESTON, LANCS PR4 5SB**

**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).*

Lancaster is a university city located in the NW of England with a student population of 20,000+, with 5,000 new students annually.

During 2005 there were 296 alcohol related assaults in Lancaster, 19% against students. 30% of assaults and 13% of all criminal damage occurred in Lancaster City centre.

Analysis showed the main period for assaults and damage was October - December, peaking during Freshers week.

A Lancaster Student Union (LUSU) survey, reported over 80% of students drank alcohol, with average spending upto £50 per week. LUSU expressed concern over the results, which were significantly higher than those reported nationally.

Research in partnership with LUSU and Pubwatch lead to 'Easy Tiger', an innovative and impactful social marketing campaign. 'Easy Tiger' highlights issues surrounding excessive drinking, vulnerability to becoming a victim/offender with a student focus. 'Easy Tiger' launched in October 2006, coinciding with Fresher's week.

'Easy Tiger' combined education, awareness and interaction. 'Easy Tiger' was advertised on billboards, buses and the media. Marketing materials were displayed in licensed premises in Lancaster.

12,000 bottles of 'Easy Tiger' branded water were distributed FREE through licensed premises, along with 10,000 'alcohol information cards'. Campaign aims were to reduce crime and disorder and develop a social marketing campaign promoting responsible drinking, harm reduction and establishing an identifiable brand.

The evaluation of the three month campaign showed a 31% reduction in assaults involving 18 - 23 year olds and an 18% reduction of student assaults. Criminal damage reduced in Lancaster City centre by a significant 42%.

Assaults in Fresher's week reduced from 14 (2005) to 5 (2006) and from 6 student assault victims in 2005 to NONE in 2006.

A student survey showed 43% stated their drinking habits changed as a result of the campaign. Alcohol related admissions to The Royal Lancaster Infirmary Accident and Emergency Unit reduced.

Licensees in Lancaster reported a 64% increase in water sales and requests for water.

The initiative was embraced by the student body and licensees. Easy Tiger is to be introduced into other areas of Lancashire. In terms of sustainability, a national supplier to the drinks industry is looking to support the campaign for 2007.

The intended campaign objectives were achieved and many benefits gained for the providers/users of the night time economy in Lancaster.

'Easy Tiger' is a cornerstone campaign of the Alcohol Harm Reduction Strategy for the Lancaster and District Community Safety Partnership.

### **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).*

#### **SCANNING**

*The Government produced an 'Alcohol Harm Reduction Strategy' in March 2004, in this they identified that "misused alcohol is also a major contributor to a range of harms, at considerable cost". National research also shows that excessive drinking increases the risk of becoming a victim of assault or indeed becoming involved in offending behaviour.*

#### **Location**

Lancaster has a vibrant night time economy and has a city centre, which is approximately 1.5 sq miles, has 71 licensed premises and 15,000 late night drinking spaces.

Lancaster University campus is located close to the city centre and there is a total student population in excess of 20,000. Approximately 5,000 new students ('Fresher's') arrive each October and are involved in the annual Fresher's week activities.

#### **Police Concerns**

In Lancaster in 2005, police statistics showed that there were 296 alcohol related assaults of which 19% were committed against students, 30% of all alcohol related assaults and 13% of all criminal damage occurred in Lancaster city centre.

The alcohol related assaults and damage occur in Lancaster city centre, the main age of the victims and offenders was 18 to 23 years and the excessive consumption of alcohol was the over riding factor for the behaviour.

The main period for assaults was identified as being October to December, with a peak that coincided with Fresher's week.

There have been fluctuations in the number of alcohol related assaults recorded over previous years, however, students remain the highest social group who are assault victims.

#### **Lancaster University Student Union (LUSU)**

An orientation survey in 2005 revealed that 8% of students felt peer pressure to drink and this was an increase on previous years. LUSU expressed concern regarding student drinking habits and the need to address current drinking trends. A student life style survey revealed some startling results. Over 90% drank alcohol, and on average spent £20 per week rising to £50 per week in Fresher's week.

#### **Retailers and Commercial Interest**

Criminal damage is an issue concerning retailers in Lancaster City centre who bore the brunt of the damage caused to premises, particularly over the weekend period. The offences were mainly damaged and broken glazing in retail and commercial premises and this created inconvenience as well as the cost of making repairs. The Lancaster and District Chamber of Trade and Commerce would regularly raise the issue of criminal damage at police forums.

## **Lancaster and District Community Safety Partnership**

Alcohol related crime and disorder is of concern to the local community and the local Partnership Alcohol Harm Reduction Group formulated an Alcohol Harm Reduction Strategy to tackle this issue. The Easy Tiger campaign, forms part of the response to the problem and ensures that all the agencies that have a stake in the problem are identified, consulted and involved.

## **Royal Lancaster Infirmary – Accident and Emergency Department**

There was hearsay evidence from a number of sources, (licensees, student representatives, police) that the increasing excesses of alcohol consumption was a major factor heightening the vulnerability of persons who were socialising in Lancaster. This resulted in some instances to a need to seek medical attention. This was confirmed by the admissions data to the A&E department.

## **Historical Response**

A number of campaigns had been undertaken to address the problem of alcohol related crime and disorder and these have been in partnership with student representatives and Lancaster Pubwatch, through the Lancaster and District Community Safety Partnership. Historically the response has been in the form of inert poster and leaflet campaigns. Research with relevant groups such as licensees, student representatives and other users of the night time economy, identified a need for a social marketing campaign that created a recognisable brand aimed at promoting sensible drinking and social responsibility in order to achieve the ultimate goal of the reduction of crime and disorder. The campaign needed to be innovative, impactful and interactive in order to capture the imagination of the target group of 18 – 23 year olds and the student market. It was felt that if this campaign was successful, there would be numerous tangible results which we could assess as part of the evaluation process. These would include student surveys, licensee feedback and data from the local hospital Accident and Emergency Department in addition to the Police recorded crime and incidents. This would provide a true reflection of the success of the 'Easy Tiger' campaign.

## **ANALYSIS**

### **Data Sources**

- Lancashire Constabulary – Sleuth (crime recording system)
- Student Surveys - Lancaster University Students Union (LUSU, Lifestyle survey, Orientation survey)
- National Mori Poll of Student Lifestyles
- North Lancashire Primary Care Trust – Royal Lancaster Infirmary, Accident and Emergency Department data
- Lancaster Pubwatch
- Lancaster and District Chamber of Trade and Commerce

### **Analysis – Victim, Offender, Location**

#### **Location**

Lancaster is a university city situated in the North West of England. The city has a very well defined commercial centre which is approximately 1.5 sq miles. Contained within this area are a total of 71 licensed premises, consisting mainly of pubs, restaurants and late night bars and clubs. These pubs and late night clubs have a total capacity of approximately 15,000 late night drinking spaces (after midnight). Many of these venues open until after midnight, six premises open after 4am and there is one 24 hour venue within this confined area. With the excessive number of licensed premises, the lateness of the terminal hour of venues, the number of students within the area and also the local population this leads to a very lively and vibrant night time economy.

#### **POLICE DATA**

The police data used for the recording of the assault figures have been extrapolated from the sleuth crime databases to ensure accuracy of recording. The ordinary scanning of these databases using keywords proved to be highly inaccurate therefore a precise recording mechanism needed to be devised.

Every assault which takes place in the city centre area is assessed in depth by licensing staff to established whether they are indeed alcohol related, this may be by the victim or offender being under the influence of alcohol or by the crime occurring within a licensed premises. These assaults are then placed in an alcohol related assaults (ARA) database enabling a highly accurate monitoring to be achieved.

#### **Assaults - Victims**

The trend of alcohol related assaults within the city centre has fluctuated over the 7 year recording period held within the database, this has occurred for numerous reasons such as new crime recording procedures and police interventions covering education, awareness and enforcement. The one aspect that has remained constant through this time period is the percentage of students as victims of alcohol related assaults, which has always been monitored between 16%-20% which is illustrated by the chart below; also students have always been the highest social group of victims.

### Comparison of student assault victims against total number of victims



More specifically, the 2005 data contained in the *ARA* database was analysed to identify other groups that may possibly fall within the parameters of the project. It was believed that an age grouping focus was paramount to encompass the local young people who socialise within Lancaster.

The data confirmed that almost half of the victims of assaults were located in the predicted 18-23 age range, which included the 55 student victims of assault.

### Chart showing the extent of the age group 18-23 as victims



It was expected from brief scanning that the Michaelmas term and the Christmas period would be peak time for assaults. However, greater analysis proved that this period was far more significant than expected, with over 31% of the total student assault victims occurring in this period and a significant rise in the percentage of 18-23 year old victims, hence this period became the focus of the campaign.

### Chart showing the extent of the age group 18-23 as victims

October – December 2005

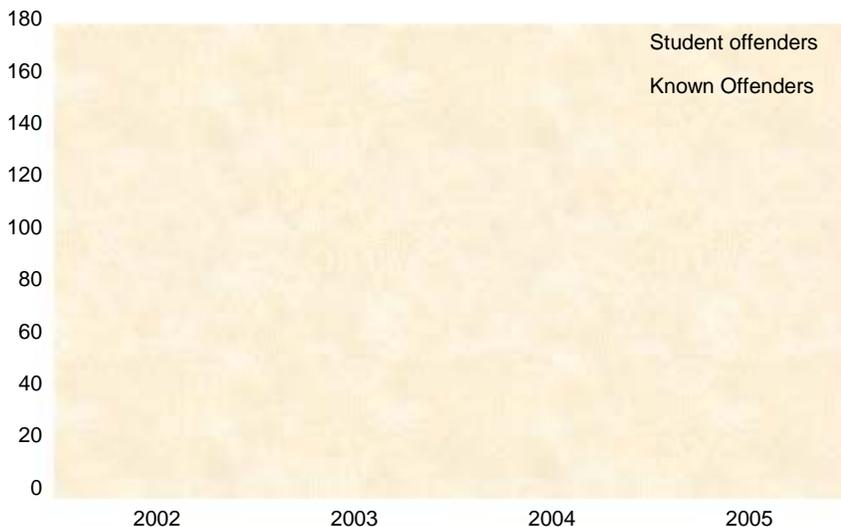


Fresher's week falls within this three month period and it was believed that the week itself was a focus for increased crime and disorder. Analysis proved that the alcohol related assaults during this week were vastly out of proportion to the rest of the year and even the peak focus months. There were 14 alcohol related assaults in Fresher's week of which 6 of the victims were students.

### Assaults - Offenders

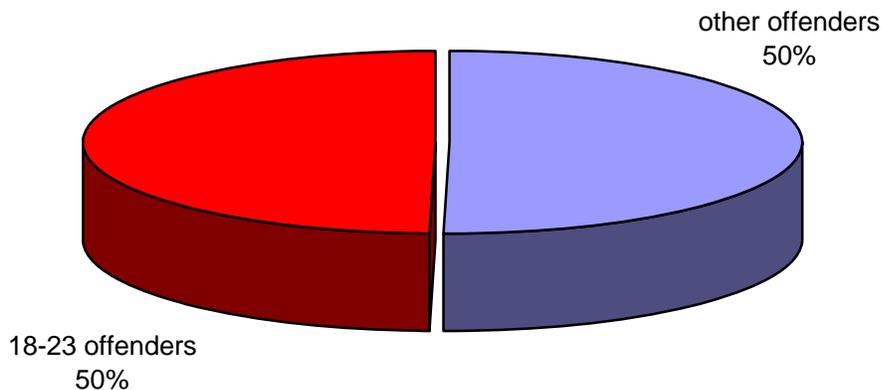
An analysis of the numbers of student offenders over the last 4 years show that it follows a different pattern than that of the victim and this was unexpected. The percentage of students as known offenders has increased each year from 2002, from 6% to 16% in 2005 the chart below illustrated this against known offenders.

### Comparison of student offenders against total number of known offenders



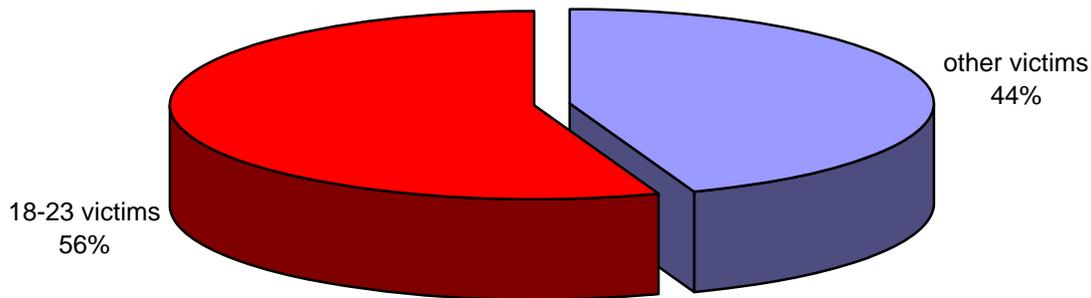
The data for 2005 was examined to establish the extent and the role of the 18-23 year old in the offender category; this produced a similar pattern to that of the victim whereby about half of the known offenders fell within the age range, which again included the student offenders.

**Chart showing the extent of the age group 18-23 as offenders**



**Chart showing the extent of the age group 18-23 as offenders**

**October – December 2005**



It is clearly shown that there is a significant rise in the category of assaults within the focus period.

## Criminal damage

### POLICE DATA

The police data used for the recording of the criminal damage figures has been extrapolated from the sleuth crime databases covering the incident location of Lancaster city centre.

### Criminal damage – victim

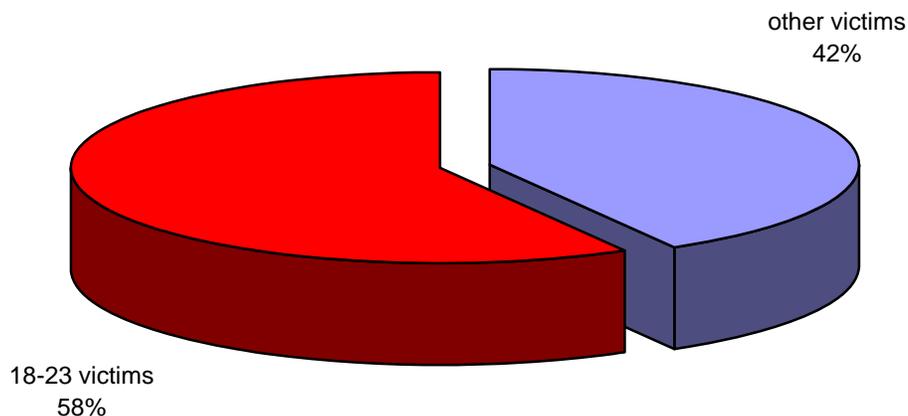
During 2005 there were 242 premises, which were the victims of criminal damage, all of these victims were located within the Lancaster city centre. The victims almost entirely consisted of commercial and licensed premises, the predominate damage was that of broken windows and not surprisingly the majority occurred between 9pm and 4am and on Friday and Saturday evenings.

Further analysis of the hot spot period of October to December reveals that this time period is out of proportion with 30% of all criminal damage occurring in this 3 month period

### Criminal damage - offender

The data for October to December 2005 was examined to establish the extent and the role of the 18-23 year old in the offender category; the data revealed that almost 60% of alcohol fuelled damage was committed by offenders in the 18-23 age range; of the 21 offenders 13 were students.

**Chart showing the extent of the age group 18-23 as offenders**  
**October – December 2005**



## **STUDENT DATA**

### **Student Surveys**

A student lifestyle survey commissioned by Lancaster University students Union (LUSU) found that alcohol consumption by Lancaster University students was higher than the national average.

From the sample of 1,049 students, 82% reported being drinkers and most students reported spending £16 to £20 on socialising per week. 63% of the sample reported going to the pub as a favoured past time and 49% stated clubbing. This is higher than the national student survey, which was undertaken by Mori which provided figures on 'pubbing and clubbing', this survey showed 40% stated going to the pub as one of their main social activities, 25% stated clubbing.

An orientation survey conducted with first year students revealed that following Fresher's week in 2005, 25% reported spending £26 to £50 on alcohol in intro week (Fresher's week), 40% spent £50 plus. Perhaps more significantly and disturbing 8% reported feeling under considerable pressure to drink (both their own internal pressure and peer pressure). This figure was up 2% on the previous year.

### **ACCIDENT AND EMERGENCY UNIT DATA**

Data was received from the Royal Lancaster Infirmary Accident and Emergency Department. The information supplied referred only to alcohol related attendances, where intoxication was the only factor for attendance, hence assaults or falls where alcohol was a contributory factor are not included in the data. The data refers to student attendances only.

In 2005, for the three month period October to December, there were a total of 39 attendances, the main age group were 18 to 21 years (34 attendances) and in this age group there were 22 females and 12 males. In Fresher's week 2005, using the same recording criteria, there was a total of 5 student alcohol related attendances, 2 male and 3 female.

### **PUBWATCH / LANCASTER LICENSEES**

All licensees within Lancaster city centre are members of the Pubwatch scheme.

Meetings held with Pubwatch members reflected concerns over the activities of customers and the excessive consumption of alcohol. There was particular concern regarding activities both ad-hoc and organised, which occur in Fresher's week.

### **LANCASTER AND DISTRICT CHAMBER OF TRADE AND COMMERCE**

Interviews with representatives of the Lancaster and District Chamber of Trade and Commerce provided evidence that retailers were indeed concerned about the impact of criminal damage within Lancaster city centre on the retail environment. Windows were most commonly damaged and this caused a large degree of inconvenience to retailers as well as the cost of repair.

## RESPONSE

### 'Easy Tiger'

*A proactive campaign to affect current drinking culture, promote sensible drinking and harm reduction. Encouraging responsibility and spacing alcoholic drinks with soft drinks or water.*

## PARTNERSHIP WORKING

The analysis of all the data sources relating to alcohol related assaults and damage identified excessive consumption of alcohol as being the overall driver for the problems occurring in Lancaster city centre. If a change could be achieved in altering drinking patterns, this would enable the main stakeholders to attain a number of realistic targets. There was existing activity aimed at reducing crime and disorder in Lancaster city centre and any additional activity had to complement and enhance the current work in order to be successful.

Existing activity included police enforcement of licensing legislation, high visibility patrolling in the city centre and monitoring 'hot spot' routes for criminal damage.

LUSU organised various campaigns throughout the academic year aimed at raising awareness about alcohol and safety. These activities included joint presentations at the beginning of the academic year, in partnership with the Police, to talk about personal safety, safe drinking and social responsibility.

Lancaster Pubwatch held regular monthly meetings of all licensees in Lancaster city centre, sharing and disseminating advice and operating a banning scheme for known troublemakers.

Previous efforts to address the issue of excessive alcohol consumption had taken the form of inert, poster and leaflet campaigns. Research with relevant groups such as licensees, student representatives and other users of the night time economy provided evidence that an innovative, impactful and interactive campaign was required to capture the imagination of the target group of 18 – 23 year olds.

A comprehensive social marketing campaign was developed that was aimed at creating a recognisable brand aimed at promoting sensible drinking and social responsibility. To encourage a change in drinking patterns, bottles of 'Easy Tiger' water would be distributed **FREE** of charge through licensed premises and this was considered to be an innovative method of introducing a change in drinking habits.

## Campaign Objectives

- Reduction in alcohol related crime and disorder (benchmark figure of 10%)
- Evidence of an alteration in drinking patterns
- To develop a social marketing campaign promoting responsible drinking, harm reduction and establishing an identifiable brand.
- Reduction in admissions to A&E where alcohol was the main factor
- To target the peak identified problem period of October to December with a specific focus on Fresher's week.
- To increase the level of partnership activity, providing community reassurance

A robust evaluation process was formulated, this to include student surveys, licensee feedback and data from the local hospital Accident and Emergency Department in addition to analysing the Police recorded crime and incidents.

## EASY TIGER STAKEHOLDERS

- Lancashire Constabulary
- Lancaster University Student Union (LUSU)
- Lancaster Pubwatch
- Lancaster and District Community Safety Partnership (Alcohol Harm Reduction Group)
- North Lancashire Primary Care Trust
- The Lancaster and District Chamber of Trade and Commerce

## FINANCIAL PARTNERS

The project was planned and resourced through a number of financial partners.

• Lancaster Strategic Partnership	£4,500
• Lancashire Partnership Against Crime	£2,500
• Crime Beat (Lancashire High Sheriffs' Fund)	£ 500
• Lancaster and District Community Safety Partnership	£2,000
• Lancaster University Student Union	£1,000
<b>Total</b>	<b>£10,500</b>

## PARTNERS INDIVIDUAL RESPONSES

### POLICE

- High visibility patrolling in the city centre and routes identified as criminal damage hotspots.
- Surgeries with licensees for identified priority premises
- Presentations to all new students attending the University, promoting Easy Tiger as well as personal safety and social responsibility
- Working with partners to develop and ensure the success of the 'Easy Tiger' campaign

### LUSU

- Develop a marketing strategy for 'Easy Tiger' and design artwork
- Direct student volunteers to engage in promoting the campaign through licensed premises
- Responsible management of 'orientation visits' to licensed premises by groups of new students
- 'Easy Tiger' promotion on University campus
- Design and develop the 'Easy Tiger' website – this to include a variety of information and advice in relation to alcohol, safe drinking, health advice and social responsibility

## **PUBWATCH**

- Publicity material displayed in all licensed premises in Lancaster City centre
- Active participation by all licensees – proactively distributing FREE bottled water
- Offering water to those customers who show signs of 'obvious need'
- Distributing 'drop cards' to customers both within the premises and by using doorstaff to present them as customers are leaving

## **NORTH LANCASHIRE PRIMARY CARE TRUST, ROYAL LANCASTER INFIRMARY A & E**

- Display marketing materials
- Provision of data
- Provide information for the website

## **LANCASTER AND DISTRICT CHAMBER OF TRADE AND COMMERCE**

- Managers of the two main shopping centres in Lancaster (St Nicholas Arcade and Marketgate) reviewing their current CCTV systems with a view to upgrading.
- Reduction of the number of pedestrian entrance and exits

## **PARTNERSHIP RESPONSE**

The partnership that was developed to address the problem of alcohol related crime and disorder considered all available data, involved the relevant stakeholders and outlined a response that has clear and specific objectives. This resulted in an innovative, impactful and interactive campaign to raise awareness and reduce alcohol related crime and disorder. The project was regularly monitored at all the stages of development to ensure that should any problems arise they could be quickly addressed.

## **ASSESSMENT**

### **SUCCESS OF EASY TIGER TO BE ASSESSED AGAINST AGREED TARGETS**

- Reduction in alcohol related crime
- LUSU market research and student surveys
- Health authority statistics
- Survey responses from licensees
- Evidence of alterations of drinking patterns
- Website 'unique' visitors

### **PARTNERSHIP APPROACH**

It was considered crucial to an accurate assessment of the impact of this campaign that both soft and hard data, from a variety of sources should be considered. Any reduction in reported crime must be assessed against a perceived change in drinking habits and to confirm that an identifiable market 'brand' had been established.

The long term success of this type of initiative will rely on the dedication and co-operation of the licensees and their feedback was crucial to the assessment. The licensees were being asked to give away a FREE product and if this impacted too greatly on their own sales, this would affect whether the campaign could be run in the future. If the campaign objectives are achieved, this should also be reflected in the number of admissions to A & E.

### **POLICE DATA**

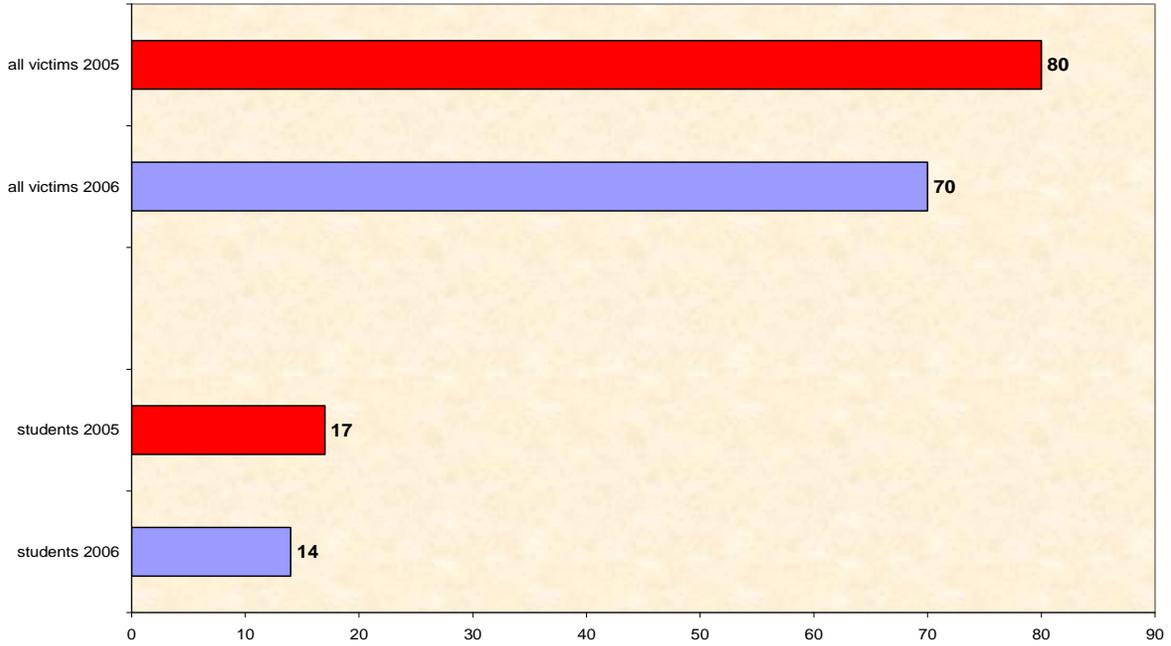
The police data used for the recording of these assault figures has been taken from the *ARA* database compiled by the licensing Unit giving a highly accurate method of comparison.

#### **Assaults - Victim**

October to December 2006

During the time period of the project, there were a total of 70 assaults within city centre; this was a reduction of 13%, the number of student victims of assault reduced by 18%. The number of victims within our focus age range of 18-23 also fell from 45 in 2005 to 31, a reduction of 31%.

Chart showing the comparison of alcohol related assaults and student victims  
October to December 2005 and 2006

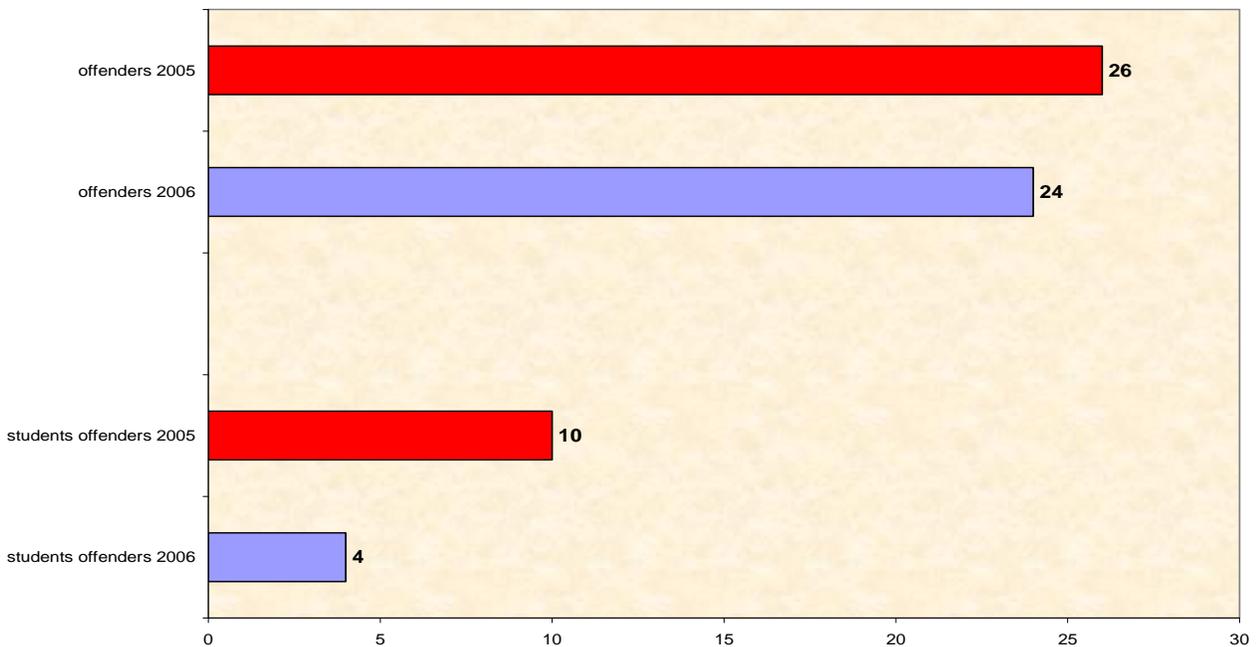


### Assaults - Offender

The offender data for the same period was analysed and the number of known offenders reduced by 33%, some account must be taken that as the overall assault figures has reduced then the number of offenders would have to reduce.

The number of student offenders was significantly reduced by 60% from 10 in 2005 to 4 in 2006; likewise there was a significant reduction in the number of offenders within the focus age grouping of 18-23. This reduced by 50% from 20 in 2005 to 10 in 2006.

Chart showing the comparison of student and all offenders  
October to December 2005 and 2006



## **Criminal Damage - Victim**

October to December 2006

During the period of the campaign the analysis reveals that there were 40 victims of criminal damage, which is a 42% reduction on the same period in 2005. The nature and the time period of the offences being committed remained similar to the previous examined months in 2005.

## **Criminal damage – Offender**

There were a total 13 known offenders during the project this was a reduction of 63% on the same period, as the principal offence was drastically reduced then this result was not unexpected. Of the 13 offenders only 7 were in the focus age range of 18-23 this is a reduction of 65% on the previous examined period and of these 7 only 2 were students this is also a considerable reduction of 80%

## **A & E DATA**

- 38 recorded admissions were alcohol was the only factor, within the target age group (39 in 2005)
- reduction from 38 to 26 for the target age group 18 to 23 years
- reduction from 5 to 3 for Fresher's week 2006

## **LUSU STUDENT SURVEY RESULTS**

- 93% stated that they were aware of the 'Easy Tiger' campaign
- 47% recalled campaign slogan
- 43% stated that the campaign had influenced their drinking habits
- 63% thought that the campaign was a good idea
- Website – had over 400 'unique' visitors (i.e. the number of individual visitors to the website) for the period October 2006 to January 2007.

## **PUBWATCH SURVEY**

- 64% of licensees stated that there had been an increase in water sales/requests for water during the campaign period
- 100% felt that the FREE water was the most impactful aspect of the campaign
- 100% stated that they would be willing to participate in a similar campaign

## **LANCASTER AND DISTRICT CHAMBER OF TRADE AND COMMERCE**

- Feedback from retailers was that there was a discernable difference in the level of criminal damage
- Working in partnership with the Police had assisted with making CCTV improvements to the shopping centres in Lancaster

## CONCLUSION

'Easy Tiger' was a successful campaign and achieved all the objectives set by the partnership. The initiative was very cost effective and used partnership skills to ensure that the finance was used to best effect. The project has been as accepted as best practice within the Northern Division of Lancashire Constabulary and is to be implemented in other areas of the County. The outstanding results are such that a national supplier to the drinks industry has indicated that they would like to discuss involvement for the campaign in October 2007.

Although the main focus of this campaign ended on the 31<sup>st</sup> December 2006, the message regarding drink awareness has continued with licencees still reporting an increase in requests for water. Since 1<sup>st</sup> January 2007 there have been continued reductions in alcohol related assaults and criminal damage Lancaster city centre. For the reporting period to 31<sup>st</sup> March 2007, assaults reduced by 26% and criminal damage by 40%.

This campaign must continue owing to the make up of the social groups in Lancaster and the new influx of students every year. The interactive aspect of the FREE water was the gimmick that appeared to greatly assist in embedding the 'brand' into the minds of the target group. An exit strategy has been discussed with our partners and it has been agreed with LUSU and Pubwatch that they will continue with 'Easy Tiger' – suffice to say, this will be with the full support of Lancashire Constabulary.

**Section 4: Endorsement by Senior Representative**

*Please insert letter from endorsing representative:*

### **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](mailto: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.