



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: **Tackling the Fear of Crime**

Name of force/agency/CDRP/CSP: **Safer Hastings Partnership (Hastings CDRP)**

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

Natalie Williams, Communications Manager, Safer Hastings Partnership

Email address: **nwilliams@hastings.gov.uk**

Full postal address:

**Safer Hastings Partnership
Hastings Police Station
Bohemia Road
Hastings
East Sussex
TN34 1JJ**

Telephone number: **01424 451843**

Fax number: **01424 451841**

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

Government Office for the South East (GOSE)

Name of endorsing senior representatives(s):

1. David Furness & Mike Fagan

(Also endorsed by: 2. Michael Foster MP DL; 3. Carole Shaves MBE JP)

Name of organisation, position and/or rank of endorsing senior representatives(s):

1. Community Safety Managers (Job Share), Safer Hastings Partnership

(2. Hastings & Rye MP; 3. Magistrate Member, Sussex Police Authority)

Full address of endorsing senior representatives(s):

1. Safer Hastings Partnership, Hastings Police Station, Bohemia Road, Hastings, East Sussex, TN34 1JJ

(2. The Ellen Draper Centre, 84 Bohemia Road, St Leonards-on-Sea, East Sussex, TN37 6RN;

3. Sussex Police Authority, County Hall, St Anne's Crescent, Lewes, East Sussex, BN7 1SW)

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).

"Hell-on-sea", "suicide black spot", "sad symbol of a decline into crime" – these headlines typify the media's portrayal of Hastings in the late 1990s, leaving the town with the unenviable task of finding ways to shake its reputation as a place "plagued by junkies, perverts and criminals... a magnet for the jobless and mentally ill" (The Sun 1997), "home to drug addicts and social drop-outs" (The Mirror 1997), "the suicide capital of Britain" (Daily Mail 1997) and "the last stop for the poor, the maladjusted, the lonely" (Daily Mail 1999).

Combine media coverage such as this with the Hastings CDRP ranking 2nd worst of the 376 in England and Wales for crimes per 1,000-population, and it's no surprise that public confidence plummeted, with 98% of respondents in a local survey in 2000 stating crime reduction should be the top priority for the town.

Since then, crime has fallen by 15% and the Hastings CDRP's progress is reflected in it now edging its way out of the worst quartile, ranking 93rd in 2006.

Yet the fear of crime remained high – disproportionately so – leading to the Hastings CDRP, known as the Safer Hastings Partnership (SHP), launching a robust, holistic and long-term plan to increase feelings of safety among residents and repair the reputation of the town to outsiders.

Its Public Reassurance agenda includes: an innovative, award-winning 11-screen TV network, broadcasting more than 3.5 million community safety messages annually to patrons of McDonalds, Tesco, the local shopping centre and other venues; an interactive website, voted Best Community Site by residents at the local SCIP Web Awards 2006; schools competitions each attracting more than 200 entries and engaging with young people on issues such as anti-social behaviour; and four-page spreads in the local newspaper, known to be a key opinion former in Hastings in regards to feelings of safety.

This approach has so far resulted in the Partnership being invited to hold a weeklong exhibition at the House of Commons in December 2006 to showcase the work that has led to 19.9% and 13.4% increases in the number of residents who feel safe walking alone at night in their neighbourhood and the town centre respectively (2006 SHP Fear of Crime Survey compared with 2001 data). In addition, evaluation of the Partnership's TV network reveals a staggering 20% increase in the number of residents who now realise that crime is, in fact, falling in Hastings.

Ends (399 words)

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).

THE PROBLEM: 'Hell-on-Sea' Hastings

Once a popular seaside resort among wealthy Victorians, Hastings fell into decline, reaching a level of deprivation in 1994 that saw the Government grant the town 'Assisted Area Status'.

While it is true that Hastings has suffered high crime rates, the media spotlight honing in on the town's socio-economic challenges and serious incidents has exacerbated the perception that Hastings is crime-ridden and unsafe.

Hastings Borough Council's (HBC) Citizens' Panel Surveys and the Hastings CDRP's annual Fear of Crime Surveys over the last few years reveal that at least a third of respondents each year feel unsafe in their neighbourhood and in the town centre due to "reports of crime in the media".

With headlines in the national press such as "Hell-on-sea", "the lost resort", "suicide black spot of the 90s" and "amid the decay and despair, ordinary families desperate to find a way out", Hastings has found it hard to shake its reputation as a town "plagued by junkies, perverts and criminals... a magnet for the jobless and mentally ill" (The Sun 1997), "home to drug addicts and social drop-outs" (The Mirror 1997), "the suicide capital of Britain" (Daily Mail 1997) and "the last stop for the poor, the maladjusted, the lonely" (Daily Mail 1999).



Incidents such as the murder of Billie-Jo Jenkins in 1997, the shooting of James Ashley during a police raid in 1998, and the kidnapping of two 10-year-old girls in 1999, led to much of this media interest. In addition to national press, one of (if not the) key opinion formers in the town is the hostile and sensationalist local newspaper, which has replayed such stories at every opportunity ever since.

The Hastings Observer sells 21,500 copies per week and its website attracts 200,000 hits per month. There is no local rival publication. By the current editor's own admission, his responsibility is to increase circulation and "bad news sells more papers".

Recent sensationalist and, from the Partnership's point of view, irresponsible front pages have included:

- CCTV images of a man being viciously beaten by a gang. It was not clear until several paragraphs into the story that the incident took place in Eastbourne and the perpetrators were from Eastbourne (a 30-minute drive from Hastings).
- "Armed Raid Terror Hell" was the headline, while the article itself was about an armed robbery in neighbouring town Bexhill, carried out by gunmen from Bexhill.

Similarly negative articles appear throughout the newspaper. In December 2006, the Observer ran four full pages based predominantly on a local resident's comment that "Hastings is worse than Hackney". There was no foundation for this comment; the reporter did not check crime statistics; the woman quoted is neither a prominent local figure nor holds any position of note; no rebuttal from the Hastings CDRP (known as the Safer Hastings Partnership or SHP) or Sussex Police was printed in that edition.

Even when, in April 2004, the Partnership announced significant reductions in crime, including a 4.4% reduction in public place violent crime when predictions had been a 13% increase, the paper focused on the Partnership giving out post-it notes and business card holders bearing its new logo.

Combine media coverage such as this with previous high crime and it is no surprise that public confidence plummeted to an all-time low.

HBC's Citizens' Panel Survey 2000 asked residents what issues were their priorities. The two most important issues were found to be crime-related, with the reduction of burglaries by 8% and the reduction of car crime by 7% considered 'important' by 98% of respondents.

By 2001, the Hastings Partnership was ranked 2nd worst of the 376 CDRPs in England & Wales for crimes per 1,000-population.

The SHP brought together statutory and non-statutory partners, including Sussex Police, HBC and local housing associations, to work together on putting in place numerous initiatives to reverse these crime trends and to aid the socio-economic regeneration of the town.

These measures combined to bring about significant reductions. Sussex Police's figures for the last performance year (2006/07) show that dwelling place burglary has fallen 48% compared to 2001/02, robbery is down 45% and vehicle crime has dropped 53% over that same period. These and other reductions amount to a 15% overall reduction of crime in Hastings.

Reflecting these dramatic reductions, in 2006 the SHP was ranked 93rd CDRP in England & Wales, edging its way out of the worst quartile.

Though crime had been falling year-on-year, public perceptions had yet to catch up, with the Partnership's Fear of Crime Surveys showing that 50 per cent of respondents did not know that crime had been falling significantly over the last five years.

The Partnership's goal, as outlined as a key target in the Community Strategy 2003-2013, was 50% of residents feeling safe walking alone in their neighbourhood at night by the end of the 2008/09-performance year.

With reports of crime in the media influencing the feelings of safety of at least a third of survey respondents, reversing the damage caused by previous high crime and the spotlight of the national media, especially when still facing a particularly sensationalist, hostile and unrivalled local newspaper, requires a long-term strategy of sustained public reassurance initiatives.

THE SOLUTION: Communication

The SHP embarked upon the huge task of tackling the fear of crime three years ago, in February 2004, when the Government Office for the South East (GOSE) allocated funding for a full-time, dedicated Communications Manager, recognising that while partners had achieved significant reductions in crime, it was proving harder to combat the fear of crime and public perception still lagged far behind the reality.

The prioritising of public reassurance extends farther than Hastings, as evidenced by the creation of the Home Office's Fear of Crime Team in 2001.

More recently, the latest Home Office guidance, published by the Partnership Performance & Support Unit (PPSU) in April 2006 under the heading Reducing Crime, the Harm Caused by Drugs & Anti-social Behaviour: Delivering PSA 1, PSA 4 & PSA 2, states that communication is a key indicator in measuring the success of CDRPs. It requires evidence that:

- A communication strategy/plan is in place that proactively informs and engages staff, partners, stakeholders and the local community of its objectives, priorities and progress; and
- Communicating success and learning lessons of the Partnership is raising the confidence of stakeholders and the local community, and increasing involvement with its work.

As addressing the fear of crime has increasingly become a Government priority, the SHP has established itself as a leading agency in this area. Its pioneering approach has resulted in opportunities to showcase its innovative measures to cut the fear of crime at both Houses of Parliament.

With the inception of the Communications Manager's role, the SHP developed a robust, holistic and long-term plan to increase feelings of safety among residents and repair the reputation of the town to outsiders.

From standard press releases to an award-winning 11-screen community TV network, the Partnership has utilised a comprehensive range of measures, which, when integrated and working together, have achieved remarkable increases in feelings of safety in Hastings and have started to undo the damage done to the town's reputation.

Initially, this meant increasing tenfold the number of news releases issued about the Partnership, crime reduction initiatives and partners' achievements to local and regional press.

However, with funding from the GOSE, Sussex Police, Sussex Police Authority and a number of other partners, the SHP was able to develop a more far-reaching range of complementary initiatives and, in the process, has become a model of best practice for other CDRPs in England & Wales.

FOUR-PAGE SPREADS

Due to the Hastings Observer being a major influence on public opinion in the town, it was decided that an effective approach may be to 'fight the enemy from within', as it were. Therefore, over the last two years, the SHP has taken out bi-monthly four-page spreads in the local newspaper.

Statutory and non-statutory partners are invited to submit articles on community safety and quality of life issues for inclusion and the SHP retains full editorial control of these pages.

These spreads have featured a number of policing initiatives, the Christmas night bus scheme, various articles on tackling anti-social behaviour and the Home Office's Respect agenda, smoking cessation clinics, fire safety home visits, competitions, crime prevention advice and events, and many other projects.

More than a quarter of respondents to the 2006 Fear of Crime Survey completed it when it was printed in an SHP spread in the local newspaper (27%). In addition, of the surveys completed online, 45% of respondents stated they had seen the spreads.

In total, of those respondents who read the Hastings Observer, at least 67% have seen the SHP's four-page spreads (16% cannot remember; 17% have not seen them).

In order to integrate our newspaper spreads with our other public reassurance initiatives for maximum effectiveness, we have used them to point readers to our community television network, SHP-TV, and to our website, www.saferhastings.co.uk.

SHP-TV

In October 2004, the SHP launched its 11-screen community TV network, becoming the flagship for the South of England. Through SHP-TV, as the system is known, the Partnership broadcasts more than 3.5 million informational films per year.

Locations

Each 42" plasma screen is located at a carefully selected venue where there is not only a high footfall, but also a captive audience.

Originally the screens were located at:

- Two train stations
- College and University Centre
- Burger King
- Tesco
- Information Centre
- Shopping Centre
- Leisure Centre
- Hospital
- GP Surgery

The Partnership and the company behind the network, CCN Ltd, evaluate positioning regularly to ensure maximum exposure. Because of this, three screens have been moved: the Shopping Centre screen was repositioned after assessing viewing trends and finding a preferable site in the centre; the Burger King and Leisure Centre screens are now situated at McDonald's and Sainsbury's.

The current total annual footfall of SHP-TV locations amounts to 12,851,800. Two-thirds of these locations are in wards that fall in the country's 10% most deprived.

The Partnership is in the process of discussing the potential for additional screens to be sited at Hastings Police Station and up to 30 local GP surgeries.

Local Messages

SHP-TV broadcasts a range of public reassurance messages. Most films are 30 seconds in duration and fit into a 30-minute loop. To keep content fresh, national news, sport and weather are updated from CCN's central office on a daily basis.

To give a context to how the network is raising the profile of the Partnership and its crime reduction work in real terms, an animated version of the Partnership's logo appeared on the network 594,312 times during 2006.

At least four new local initiatives are filmed in Hastings each quarter. The SHP, in consultation with various partners and CCN, determines the topics covered by these clips.

In order to avoid the system being counter-productive and actually increasing the fear of crime, the Partnership is very careful about the type of messages that are broadcast, trying to cover a variety of categories, including health, education and seasonal campaigns.

Of the 3,724,348 messages played in the year 2006, 25% related to crime. Locally filmed initiatives are played up to 15,000 times per month across the SHP-TV venues.

To date, locally filmed clips have promoted a wide range of Partnership activities, including the Anti-Social Behaviour (ASB) Unit, Neighbourhood Policing and PCSOs, domestic violence services, smoking cessation clinics, Fire Service home safety visits, Police School Liaison Officers, Bar Watch, Police volunteers, Neighbourhood Watch By Email, healthy eating 5-A-Day messages, youth diversion projects, and many more.



Other Content

SHP-TV also broadcasts clips from the Government's Central Office of Information, covering a broad range of safety messages.

One of the most exciting features of the network is its ability to display emergency messages. If a child went missing in the town centre, for example, we could display their photo and details on selected screens or the entire network within 15 minutes of receiving the information. We can suspend all other programming or intersperse the emergency message with the regular content.

The Partnership has used this facility on several occasions. The majority have been appeals for information about a missing person. But we have also displayed public reassurance messages in the wake of the 7/7 London terrorist attacks, CCTV stills of the perpetrators as part of an appeal for information and advice that there is no need to panic-buy petrol.

Related Projects

Evaluation has shown that the network is an effective tool for informing, reassuring and communicating with local residents.

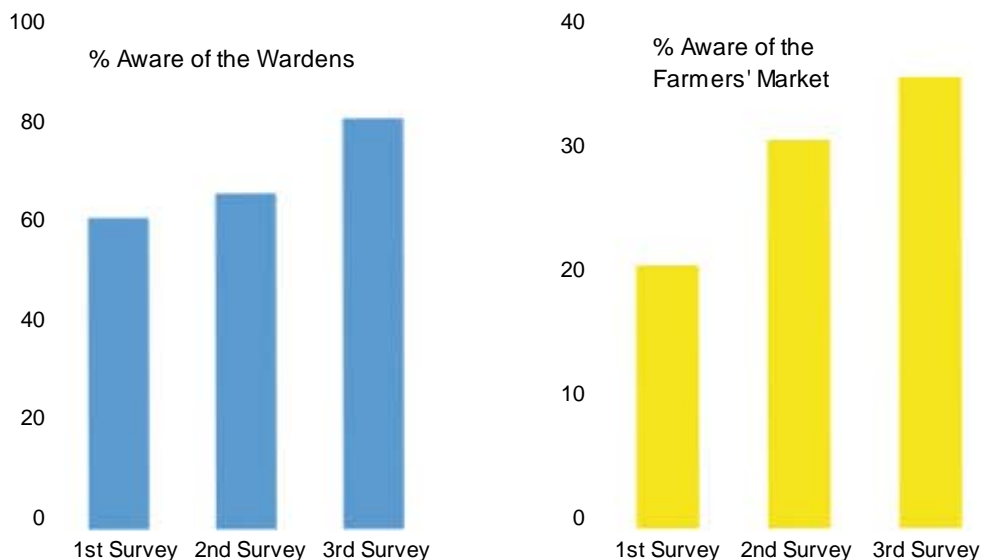
However, the Partnership aims to exploit having its own media to its full potential, meaning that we have launched several 'spin-off' projects, including:

- An advertising exchange with local radio station, Arrow FM, amounting to the SHP gaining more than 15 hours of free airtime so far;
- Engaging with hard-to-reach groups through competitions and, for example, a local GCSE drama class acting out various elements of anti-social behaviour for one film;
- A media player on the SHP website where visitors can view clips.

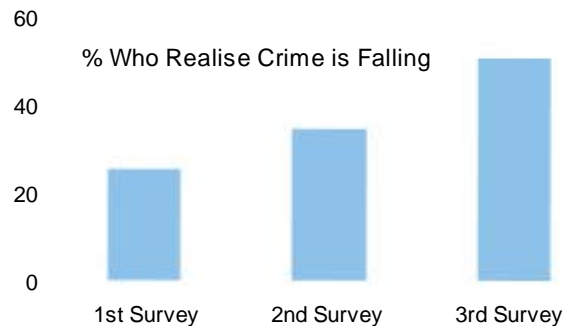
Results

Evaluation of SHP-TV was conducted by the Partnership prior to the launch of the system, one month after going live and three months later. 1,260 people were polled at three different locations.

Results showed an increased awareness among the public of every initiative featured on the system, from the Warden Service to the Farmers' Market.



Most importantly, between the first and final surveys there was a staggering 20% shift in the number of respondents realising that crime is falling in our town.



On the back of this evaluation, the SHP's Communications Manager was invited to speak to representatives of the 74 CDRPs covered by GOSE at its Communications Conference in October 2005.

The conference culminated in an awards ceremony where SHP-TV scooped GOSE's Best New Media Activity Award, as well as factoring in the Partnership receiving a GOSE commendation for its Overall Communications Activity.

A national accolade followed in June 2006 when the Partnership, particularly for its TV network, came second in the Strategic Communications Campaign category at the prestigious Good Communication Awards, which recognise the public sector's efforts towards effective communication with its citizens.

The judges – from a cross-section of communications agencies including the British Printing Industries Federation – praised the Partnership's "innovative use of community TV with a clear impact on local crime perceptions".

The Partnership's 2006 Fear of Crime Survey found that 45% of respondents have seen our community TV screens.

In addition to our own evaluation, an independent company, Evidence Led Solutions, has conducted evaluations of nine networks across the country. The common findings of these separate evaluations reveal that 50-60% of the general public who frequent locations where screens are based report having viewed the information on the screens and around 90% believe the system to be a good idea.

National Recognition

SHP-TV has attracted interest in Hastings from across the UK (see map below). The Partnership has welcomed delegations from various partnerships to hear about and view the Hastings network, and the SHP has been invited to give presentations on its network to a number of other partnerships.

In April 2005, SHP-TV was showcased at the House of Lords as part of a CCN exhibition, where BBC Crimewatch presenter Nick Ross praised the Partnership, saying it "has achieved outstanding results and leads the way in tackling the fear of crime".

Soon after this, the Head of the Home Office's Fear of Crime Team confirmed: "the Home Office currently views Community Partnership Television as an example of 'best practice' as a method for communicating to the public".

The GOSE Annual Report published in July 2005 featured SHP-TV as a case study, and the Partnership again received recognition when it received an invitation to hold a weeklong exhibition at the House of Commons to showcase its public reassurance initiatives.

At the Opening Ceremony of this exhibition, held in December 2006, Criminal Justice Minister Baroness Patricia Scotland congratulated the SHP on its "dynamic" work to reduce the fear of crime.

She said, "The things being done in Hastings are really exciting. I hope what Hastings is doing will be emulated by others."

CCN's community TV networks have been endorsed by Prime Minister Tony Blair, Sir Iain Blair, Lord Mackenzie of Framwellgate OBE, Minister for Health Caroline Flint, then Home Secretary Charles Clarke, MP Glenda Jackson CBE, Sir Trevor McDonald, Jools Holland, Sir Bobby Charlton, and many others.



COMPETITIONS

In May and June 2006, the Partnership ran a pilot competition with Respond, a local voluntary group for disaffected teenagers. Two film ideas were picked as winners: one tackled the issue of adults purchasing alcohol for underage drinkers and was filmed by the young person who developed the idea, with advice and support from one of CCN's professional cameramen; the other promoted getting active and has been one of the most popular clips downloaded on the SHP website's Media Player. Both clips were broadcast on SHP-TV for three months.

After this pilot, the Partnership ambitiously ran a competition across all local schools from July to December 2006, with the primary aim of engaging with young people and stimulating discussion on issues of community safety.

This competition attracted more than 250 entries, and more than 200 school pupils, family members and teachers attended the Oscars-style awards ceremony. The winning entries were turned into films, which were again broadcast on the TV network for three months.

All feedback was overwhelmingly positive. For example, Graeme Lazell, the ICT Coordinator at one of the participating primary schools, said, "Many thanks for organising such a worthwhile competition. I really enjoyed finding out what the children thought about Hastings: such lovely comments about their home town and how safe they feel within it."



Hot on the heels of the success of this competition, the Partnership launched the Respect Hastings Art Competition for 11-19-year-old students at local schools and colleges as part of its status as one of the Home Office's Respect Action Areas. Winning artwork will be used in a new leaflet about Anti-Social Behaviour aimed at young people.

This competition again attracted a high number of entries – almost 200 – and, as one A-level Graphic Design teacher reported, "The theme really interested the students because it is immediately related to their town and their experiences, and because they felt that the work will put across important messages. It raised a lot of discussion in the classroom/studio about many aspects of crime and ASBOs."

The 16-year-old winner in the college category said, "I think the competition is great. It gives us the opportunity to produce artwork that helps the community."

WEBSITE

According to the Government's National Statistics website, an estimated 13.9 million households (57%) in Great Britain could access the Internet from home between January and April 2006. The region with the highest percentage of households with Internet access in 2006 was the South East, with 66%.

Recognising the increasing popularity and accessibility of the Internet, the SHP wanted to make information about itself and its work available online.

Therefore, in April 2004, in connection with a local website company, the SHP launched its own modest site, www.saferhastings.co.uk.

Originally, the site comprised just 10 pages. While this was sufficient temporarily, the site has been developed to be more interactive, attractive, user-friendly and easy to update.

Since relaunching in the autumn of 2006, the website has featured a much wider range of the SHP's initiatives and achievements across its 60 inter-linking pages.

The website brings together all of the Partnership's Public Reassurance initiatives, with it now featuring a number of exciting elements, including:

- A Media Player where visitors can watch SHP-TV clips from the comfort of their own home, which is the most popular of media players belonging to CCN's clients in terms of monthly downloads;
- The Fear of Crime Survey was available online for the first time in 2006: 73% of respondents completed the survey online and the Internet option attracted an unprecedented level of responses (13%) from under 25s, a typically hard-to-reach group;
- Every four-page spread featured in the Hastings Observer is available to download, or visitors can simply view the headlines and click to read more about whichever articles are of interest to them;
- The website has provided the perfect host for full details, terms and conditions of the SHP's schools competitions, as well as for winning entries to be displayed.

Hits on the website increased astronomically over the last few months. From the initial launch to the end of October 2006, there were fewer than 18,000 hits in total. But in November 2006, monthly hits shot up by a staggering 2,000% to 12,365, rising again to 13,071 in December 2006.

The number of hits more than doubled again to reach 29,731 in January 2007, and the most recent figures, from March 2007, show yet another large increase to 47,202.

A surprising number of these hits have come from other countries, and in March 2007 the Partnership was invited to speak at a conference in Italy as a direct result of the organisers visiting the website. At this conference, the measures used in Hastings to provide a safe environment for visiting language students were highlighted as best practice. This is set to lead to a marked increase in the student market, which already contributes a huge amount to the town's economy.

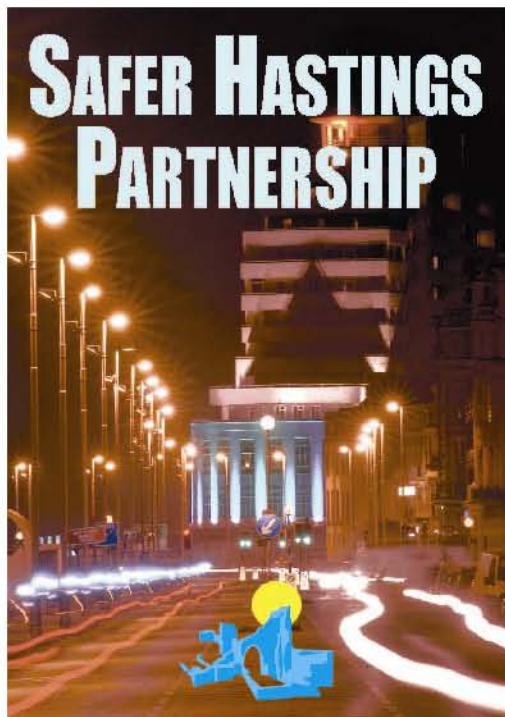
The website has also been a success locally, with it winning the public vote for Best Community Site at the Hastings & Rother Web Awards run by SCIP and Hastings Voluntary Action at the end of 2006.

Latest statistics reveal that approximately 75% of the visitors to www.saferhastings.co.uk come directly, rather than through search engines such as Google or links on other sites.

The phenomenal increase in the number of hits over recent months is arguably due to the significantly raised profile of the SHP locally and nationally.

PROMOTIONAL BOOKLET

A booklet was designed and written by the Partnership to raise awareness of the raft of crime interventions with which we are involved. This has been widely circulated at events from local Meet the People sessions to the House of Commons exhibition, as well as to thousands of local households.



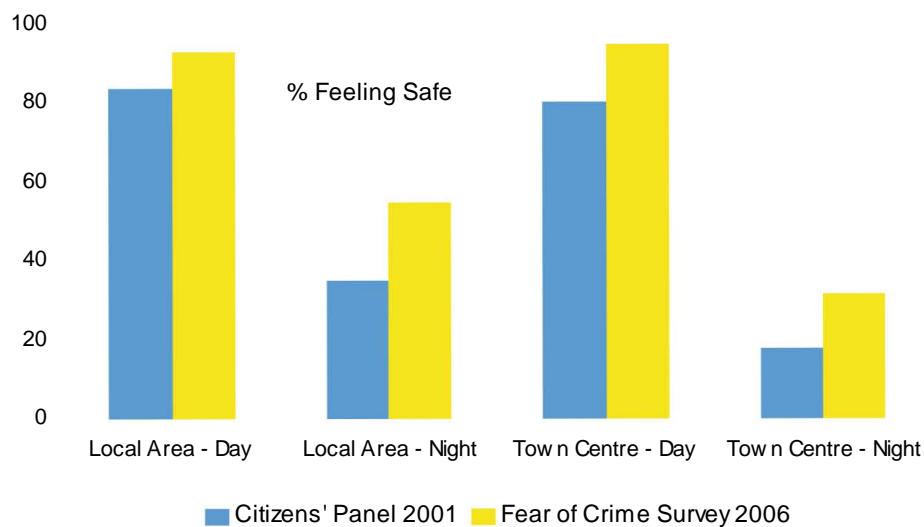
RESULTS: A Reassured Public

The success of individual projects is catalogued above, but the Partnership designed its Public Reassurance agenda so that no one project would stand alone, but, to secure maximum effectiveness, each would complement the others, together providing the robust, holistic and long-term plan necessary to turn the tide of the disproportionate fear of crime experienced by residents and to undo the damage done to the town's reputation concerning outsiders.

Starting in 2004, coinciding with the inception of the Communications Manager’s post, the SHP has conducted annual Fear of Crime Surveys, using the results of HBC’s Citizens’ Panel 2001 as its baseline.

According to the SHP’s annual Fear of Crime Surveys, there have been significant increases in the number of residents feeling safe both in their neighbourhoods and in the town centre over the last five years.

	Citizens’ Panel 2001	Fear of Crime Survey 2006	Difference
Percentage feeling safe walking alone in the area in which they live during day	83.7%	92.8%	+9.1%
Percentage feeling safe walking alone in the area in which they live at night	35.1%	55%	+19.9%
Percentage feeling safe walking alone in the town centre during day	80%	95%	+15%
Percentage feeling safe walking alone in the town centre at night	18%	31.4%	+13.4%



The objective set in the Community Strategy 2003-2013 of 50% feeling safe walking alone in their neighbourhood at night by 2008/09 has been already been achieved and exceeded.

In addition, the profile of the Partnership is rising considerably: in 2005, 58% of respondents had heard of the SHP prior to completing the survey; by 2006, this had reached 73%.

Not only are residents feeling safer, but the wider perception of the town is also improving, leading to large-scale public and private sector investment.

Ends (3,995 words)

Section 4: Endorsement by Senior Representative

Please insert letter from endorsing representative:

Please quote: Tilley07
Your reference:
Date: 23rd April 2007
Please ask for: David Furness
Telephone direct: 01424 451438
Fax: 01424 451841
E-mail: durness@hastings.gov.uk



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

www.saferhastings.co.uk
Safer Hastings Partnership
Hastings Police Station
Bohemia Road
Hastings
East Sussex TN34 1JJ

Dear Sir/Madam,

Tilley Awards 2007: Safer Hastings Partnership's Public Reassurance Work

We are writing to endorse the enclosed entry from the Safer Hastings Partnership's Communications Manager, detailing the significant increases in feelings of safety among our residents due to the measures in place under the Partnership's Public Reassurance agenda.

As you will read in the application, initiatives such as an award-winning community TV network, an award-winning website, schools competitions engaging with young people and four-page spreads in the local newspaper, have had a significant impact on the disproportionately high fear of crime in Hastings, with a 20% increase in the number of residents who now know that crime is falling in our town.

We are confident this work will continue to change perceptions and increase feelings of safety among our residents, as well as promoting a positive image of Hastings to those living outside the town.

Yours sincerely,

DAVID FURNESS & MIKE FAGAN
Community Safety Managers (Job Share), Safer Hastings Partnership

MICHAEL FOSTER MP DL
MP for Hastings & Rye

CAROLE SHAVES MBE JP
Magistrate Member, Sussex Police Authority

