



## Crime Reduction & Community Safety Group

### Tilley Awards 2008 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 [tilleyawards08@homeoffice.gsi.gov.uk](mailto:tilleyawards08@homeoffice.gsi.gov.uk).

All entries must be received by noon on **Friday 25<sup>th</sup> April 2008**. 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.

#### **Section A: Application basics**

1. Title of the project: **Neighbourhood Policing and management in Northumberland**
2. Key issue that the project is addressing e.g. Alcohol related violence:  
**Reducing crime and fear of crime in problem hotspots**

#### **Author contact details**

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#### **Secondary project contact details**

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**Endorsing representative contact details**

11. Name of endorsing senior representative from lead organisation: Chief Superintendent K Lambert

12. Endorsing representative's email address: <mailto:kevin.lambert.7036@northumbria.pnn.police.uk>

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered by e.g. GO East Midlands:

Government Office North East

**14. Please mark this box with an X 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 B: Summary of application - In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).**

**SCANNING**

Croft ward in Northumberland encompasses the town centre of Blyth including a neighbourhood in the top 1.3% of the most deprived areas nationally. Crime rates in Croft ward were the highest in the Blyth valley area in 2004/2005. Residents experience high unemployment, poor health and low incomes. Housing can be of poor quality particularly in the private rented sector. The community is made of a high proportion of older residents and also a higher proportion of young people. There is only one community centre. Open space is limited and associated with problems of anti-social behaviour and drug abuse.

**ANALYSIS**

The key issues:

- Town centre ward in area of multiple deprivation
- Neighbourhood management pathfinder baseline on social economic issues
- Resident views in Lifestyle surveys available at ward level
- Consultation with local people through resident forums/groups and individuals
- Young people's survey

**RESPONSE**

Using the successful bid for neighbourhood management pathfinder and building on work with local people through the creation of a HomeZone, the neighbourhood management Partnership board (ICCQ) was established to bring together local agencies and residents to tackle issues relating to crime, environment, health, and education in a co-ordinated and innovative way. Northumbria police, tasked by intelligence and the NIM process, have been a significant partner, working with local people and agencies to create a safe and vibrant community. The responses as part of this partnership working have been designed with local people and are aimed at problem solving, prevention, creating community trust and confidence whilst using services and agencies to tackle problems particularly relating to anti-social behaviour. Actions have included:

- Special weeks of action with partners across public and community sector and local residents
- Neighbourhood Action plans developed
- Use of multi agency problem solving meetings
- Community surveys to measure impact
- Work with young people to build relationships through sport (especially football and the annual Coast2Coast bike ride) and supporting junior wardens scheme
- Reassurance with older people through forums, sheltered housing scheme and safety events

- Improvements to public space
- Crime and Disorder legislation (ASBO's, ABA's etc.)

## **ASSESSMENT**

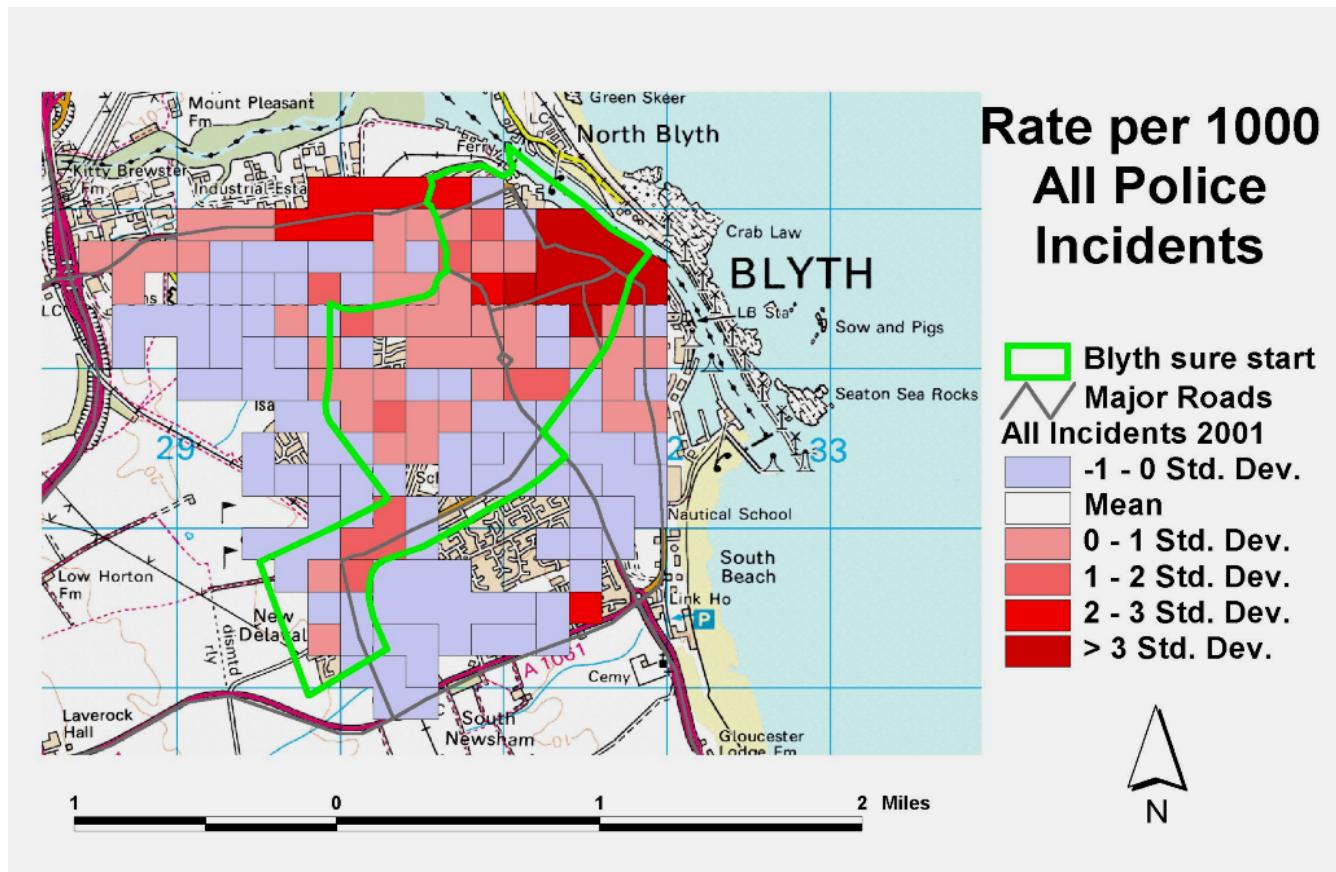
- Increase in resident satisfaction with police services
- Neighbourhood watch group established
- Weeks of Action completed
- Neighbourhood agreements in place
- Public space improved
- Police use of mountain bikes and helmet cameras
- Number of activities with young people recorded

**State number of words: 394**

**Section C: Description of project - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 12.**

## SCANNING

Croft and Cowpen Quay are neighbourhoods that make up the Croft ward in Blyth, Northumberland. Including a town centre, the area is ranked one of the top 1.3% nationally in the Index of Multiple Deprivation. The ward has a population of 4867 (2001 census) and has seen a disproportionate decline in population compared to the rest of the town. There is a higher proportion of very old people counterbalanced by a higher than expected proportion of very young single parents according to baseline research compiled by the neighbourhood management pathfinder in 2004. Most of the housing is pre 1960s older type terraces with a wide mix of tenure within a single street. Open public space is scarce and of poor quality away from the town centre square. Crime and perceptions of crime were a major concern for residents in the 2004 MORI survey carried out for the neighbourhood management pathfinder. An example of the mapping done in 2003/04 by the University of Teesside shows some of the evidence that was presented to make the case for neighbourhood management pathfinder status in Blyth:



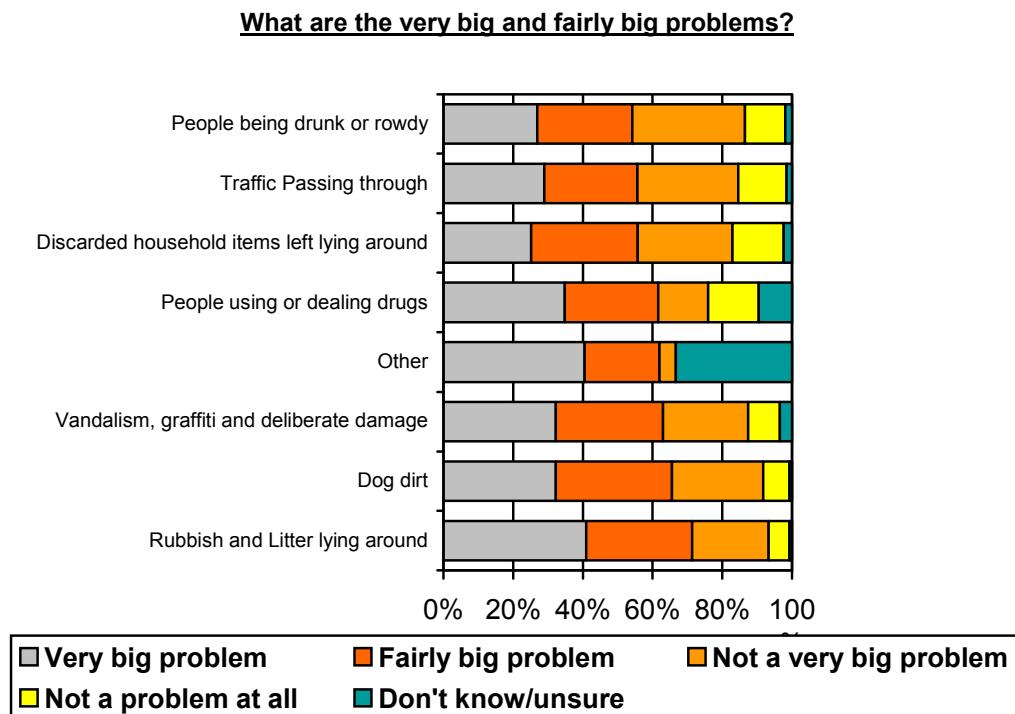
This and a range of comprehensive baseline data was collected for Blyth Valley Council, ICCQ and Blyth Local Strategic Partnership. Together with views from local people through surveys, focus groups and individual contact a picture was revealed of high unemployment rates, poor health outcomes and low resident satisfaction levels of the area, particularly among young people.

Croft and Cowpen Quay are neighbourhoods policed by Northumbria Police within its Northumberland Area Command. Neighbourhood policing is well established, consisting of response teams, dedicated neighbourhood beat managers, community support officers and CID, being managed by a neighbourhood Inspector. However the use of intelligence led policing provides access to a range of additional police resources including traffic officers, dogs, mounted section, area response teams and covert officers.

Scanning of all the available data produced initial priorities for ICCQ, The Neighbourhood policing team and its partners to tackle:

- Crime related problems including drug dealing and drug use, antisocial behaviour and teenagers hanging around the street, and the response to these by the police
- Croft in 2004/05 had highest reported crime rate per thousand of all Blyth wards
- Environmental problems such as litter and rubbish, vandalism and the maintenance of footpaths and pavements
- Under provision of facilities for young people of all ages
- Lack of feeling that residents can influence the decisions made by local people
- Low satisfaction levels of the ward from young people
- Few community based activities organised
- Housing problems related to stock condition and poor management especially in private rented sector
- Few social facilities for older people

An example of resident views is shown below from a 2005 household survey:



ICCQ, Northumbria Police and its partners were then tasked with engaging local people and agencies in tackling these priorities, incorporating them into the following objective:

***"TO CREATE A SAFE, DISTINCTIVE AND VIBRANT NEIGHBOURHOOD WHERE EVERYONE FEELS SAFE AND SECURE IN THEIR LIVING AND WORKING ENVIRONMENT."***

## **ANALYSIS**

The identification of problems and issues was based on an evidence base of quantitative and qualitative data, gathered with support by private and public sector partners. The exercise continues as an integral part of partnership working based on a problem solving model similar to the PAT 2 triangle and incorporated into a community development approach. The factors that were considered in the design of interventions and activities were:

### **Features of the Location**

Town centre ward of ex mining and shipping industry base town

Mixed tenure housing including Housing company, Registered Social landlords, private rented and owner occupier

Older housing, most pre 1960

Hotspot for environmental services, especially fly tipping and unsightly back lanes

Hotspot for crime associated with town centre night time economy

One first school

One community centre

Limited green areas and play space

### **Features of the Community**

Mix of tenants in private and public rented properties, owner occupiers, older people's accommodation

High proportion of young single families

High proportion of very old people

Declining population

Residents on low incomes

High percentage of people on disability benefits and unemployment benefit

Only one residents' group already established prior to 2004

Concentration of drug treatment and support services in the town centre

Young people after first school age scattered outside ward to 14 different schools

### **Issues, Risk factors, Offenders**

High level of young people not in education or training

Number of well known persistent offenders

History of people involved in drug abuse and dealing

High levels of anti-social behaviour

High percentage of people feel unable to influence local decisions

### **Evidence base**

The evidence base used to prioritise interventions and determine joint approaches was both quantitative and qualitative. Consideration was also given to building a robust baseline in order to facilitate monitoring and evaluation. Thus repeat surveys and data that is regularly updated was included whenever possible. In order to enable the views of local people to influence actions and determine priorities, more qualitative information was gathered from community surveys, group work and individual contacts, especially before and after targeted weeks of action that emerged as one of the most useful tools to meet joint objectives. A joint initiative with Northumberland Care Trust on mental health carried out research on perceptions of well being to add depth of understanding to the volume of data available. It was also important that a whole view of the community was sought which included economic, health and education information

### **Quantative data**

The Jill Dando Institute devised the Vulnerable Localities Index as a means of comparing different components i.e. criminal damage, income deprivation and vulnerability against a mean average of 100 for all wards in the Northumbria Police area. Croft and Cowpen Quay scored as follows:

Criminal damage (highest index): 220 – 251

Income deprivation: 226

Vulnerability: 155 – 185

Northumbria Police provided crime data covering burglary, criminal damage, drugs, violence against the person, motor vehicle crime and antisocial behaviour.

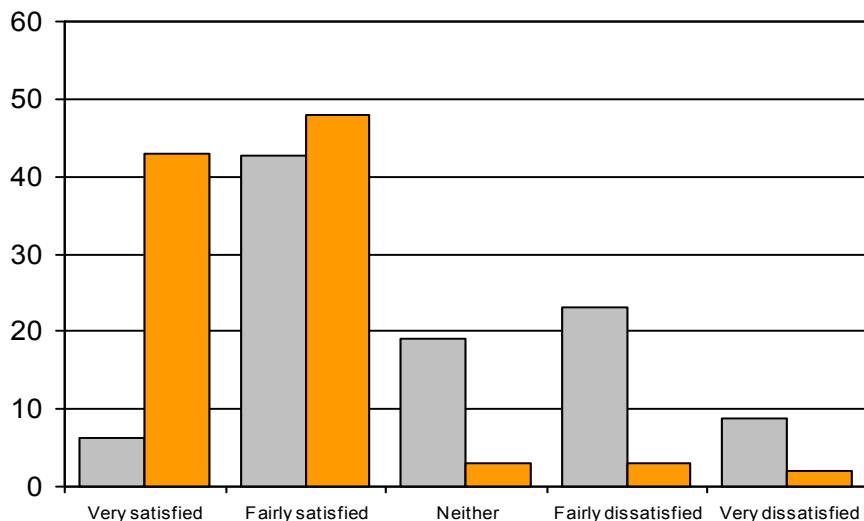
## **Qualitative data**

A group of lifestyle surveys complement the quantitative data. They include the:

- Mori 2004 Neighbourhood management household survey
- Blyth Valley Lifestyle survey
- ICCQ community surveys
- Blyth Valley Young people's survey

All the surveys include a question on perception of living in an area, for example below:

**Satisfaction with the Neighbourhood**



**■ ICCQ Phase 1 Survey 2005 ■ BVBC Community Survey 2004**

The information compares the views in the hotspot areas with those generally and provides a baseline for further analysis and impact assessment.

## **RESPONSE**

From the analysis of the data, the partnership decided that interventions and actions should be focussed on improving the delivery of services, engaging local people in solutions and problem solving and creating opportunities for the development of young people who from the community surveys were perceived as problematic in the area. Also young people themselves were the least satisfied with the areas they lived in and had problems relating to educational achievement

The order to achieve the objectives set and address specific practical issues, the following goals were set

- Reduce all crime by 2% each year
- Increase resident satisfaction of an area by 2% each year
- Increase satisfaction with police services to match or exceed comparator average
- Use weeks of action as showcase campaigns to build community confidence and increase joint co-operation with agencies and local community
- Establish neighbourhood action plans to sustain improvements
- Engage young people in activities to promote positive self image and healthy choices
- Set up community support structures such as resident groups, forums and neighbourhood watch to act as a focal point for local people
- Create a multi agency team to address issues relating to housing and environmental issues
- Improve at least two areas of public space
- Use Crime and Disorder legislation to decrease incidents of anti-social behaviour
- Trial the use of equipment for community police teams to overcome difficulties of access

Some of the activities chosen to achieve the goals are stand alone activities which are used to address particular issues, for example the successful annual Coast2Coast bike ride which involves police, sports and paramedic staff working with young people to train for and complete the Coast2Coast bike ride, thus building individual relationships and raising aspirations of young people.

However the response that delivers most of the goals and brings together the best partnership working has proven to be the weeks of action.

### **Better Together – weeks of action**

The partnership has developed a model of working which ensures that problems are tackled in a community in a co-ordinated way with greatest impact from all of the partners involved. Crime and community safety are a major element of the weeks of action complementing actions of a broad range of agencies in response to community concerns. The partnership has completed four weeks of action, developing a model of good practice which fulfils the elements of an effective partnership approach to problem solving.

There is a clear relationship between what happens during a week of action and the problems identified. This is achieved through the pre-planning and planning stage of the week of action in any given neighbourhood. Community views are sought through surveys delivered door-to-door. Responses are collected through face to face interviews or by post, email depending on the circumstances and resources identified. An example is shown below of a before and impact survey. If possible local volunteers are used as part of the information gathering exercise. Planning meetings which bring together the Police, local agencies and local residents identify from the survey and service information the key problems to be addressed that week. During the build up to the week, further information is included in planning templates which put frontline staff at the heart of the solutions and ensure ownership of the activities in the coming weeks.

The planning period is also a time when local agencies can become familiar with each other's work and constraints. An example of this was the role of the housing providers in a week of action where the Police had been unaware of the housing officers and the complaints that they had received which overlapped with issues of crime and community safety.

Resources are identified within the range of partners which can raise unexpected outcomes – two housing providers were able to provide mountain bikes for police teams as many of the problems with access were due to the design of their estates.

At planning stage, the breadth of the partnership is increased with partners from different sectors able to contribute thus ensuring that activities meet more than one aspect of the problem solving triangle. For example Police teams increase visibility by additional patrols, intelligence led policing targets specific offenders and ‘hot spot’ areas of signal crime and implement several high viz operations but also interact with the local community as part of sporting activities, social events and celebration events such as rewarding good neighbours (our “canny neighbour” awards).

A key element of this period is a highly visible communications strategy that incorporates information about what is to be done about also leaves local people with a reference point for after the main week of activity is over. The partnership ensures that the week is not just a one-off clear up but that relationships are built and sustained, information remains with local people, follow up work is identified by mainstream agencies.

An area walkout involving agencies and local people provides an additional audit of the area. Walkabouts are programmed for the evening so that issues not always apparent in the daytime can be identified. The “night walks” are very useful to engage local people who are not actively involved in community groups and organisations.

During the activity, the Neighbourhood management team co-ordinates activity, works proactively with partners to solve problems as they arise and is able to suggest alternatives when necessary. Local people are actively involved throughout the campaign, providing information and feedback which is immediate and relevant.

Action during the week is very practical with demonstrable and clear results. As important is the volume of information that is collected for future work that then is incorporated into a future action plan, neighbourhood charter or agreement. Responsibility for future action is clearly assigned and the neighbourhood management team act as the co-ordinating point.

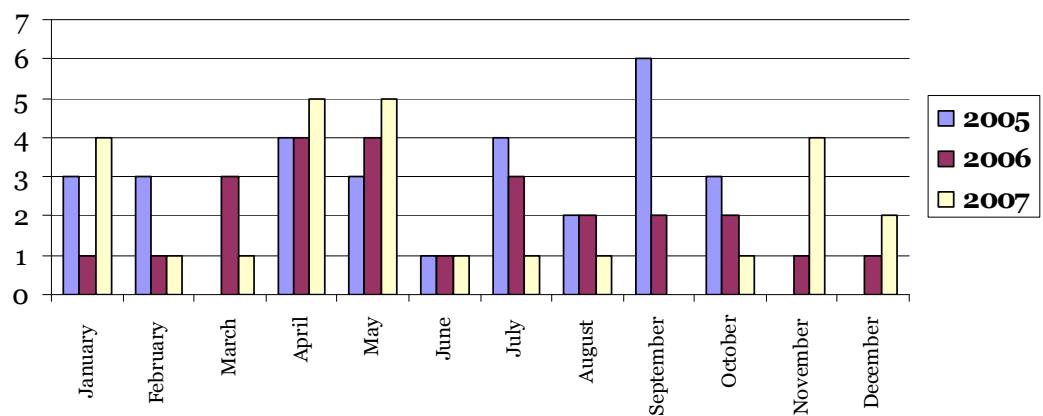
Weeks of action allow new partnership working to develop building new relationships to develop with agencies and local people. As a result of them, agencies such as street cleansing, community wardens service and Sure Start have adjusted working practices as savings and efficiency improvements have been demonstrated.

With regard to neighbourhood policing, the model has provided a blue print for future working providing a sustainable and effective partnership approach to problem solving which encourages local people to help shape and deliver the solutions to local issues. The model does not require huge additional resources, rather a better use of existing resources including personnel and contributions in kind.

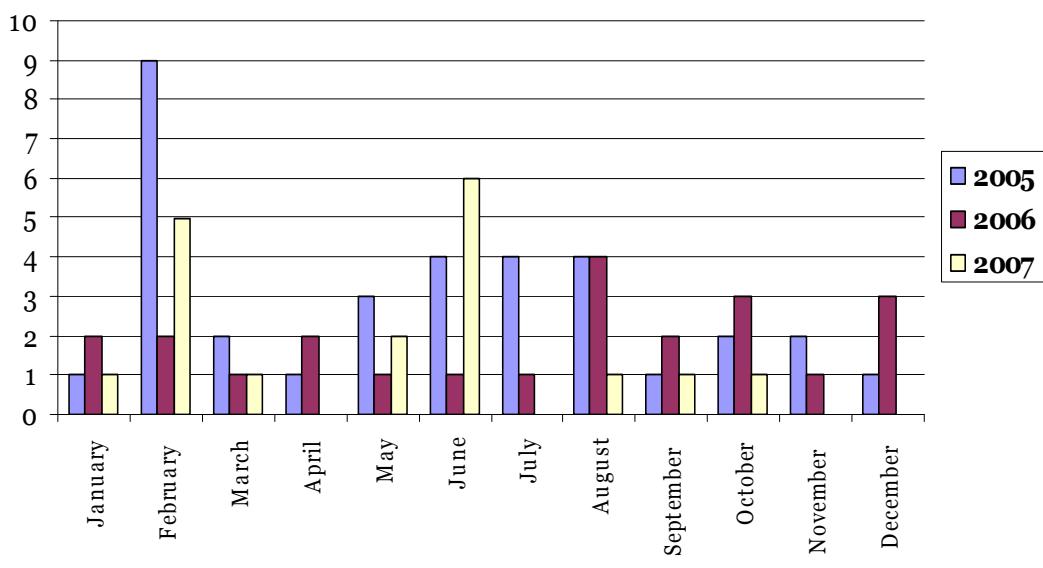
The Better Together concept includes all the tools needed to achieve the goals that have been outlined.

**ASSESSMENT: Measuring impact, identifying results**

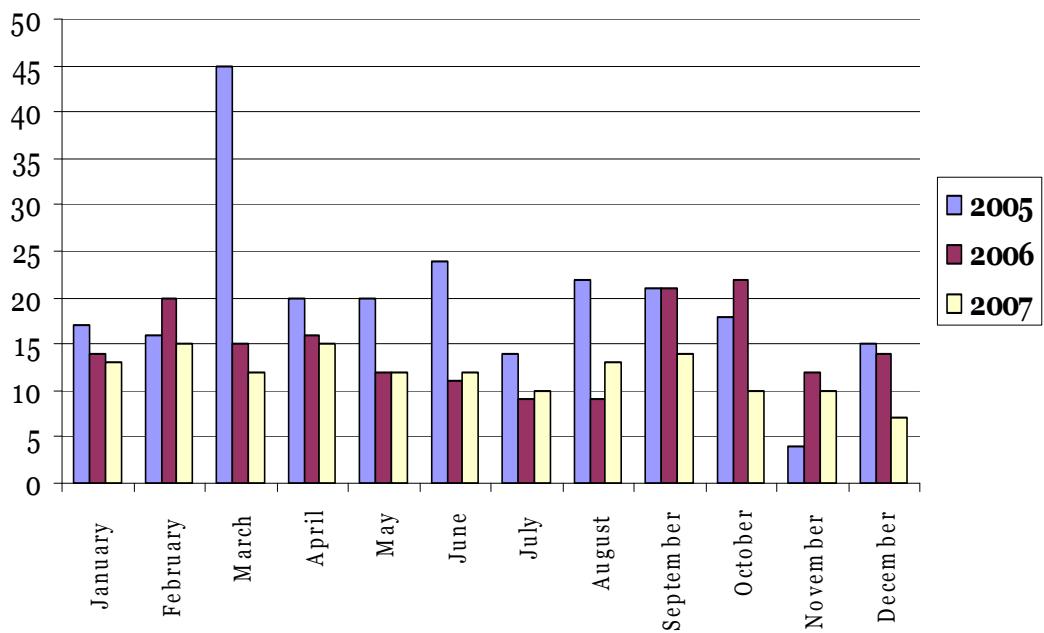
**Burglary Dwelling Croft and Cowpen Quays  
2005-2007**



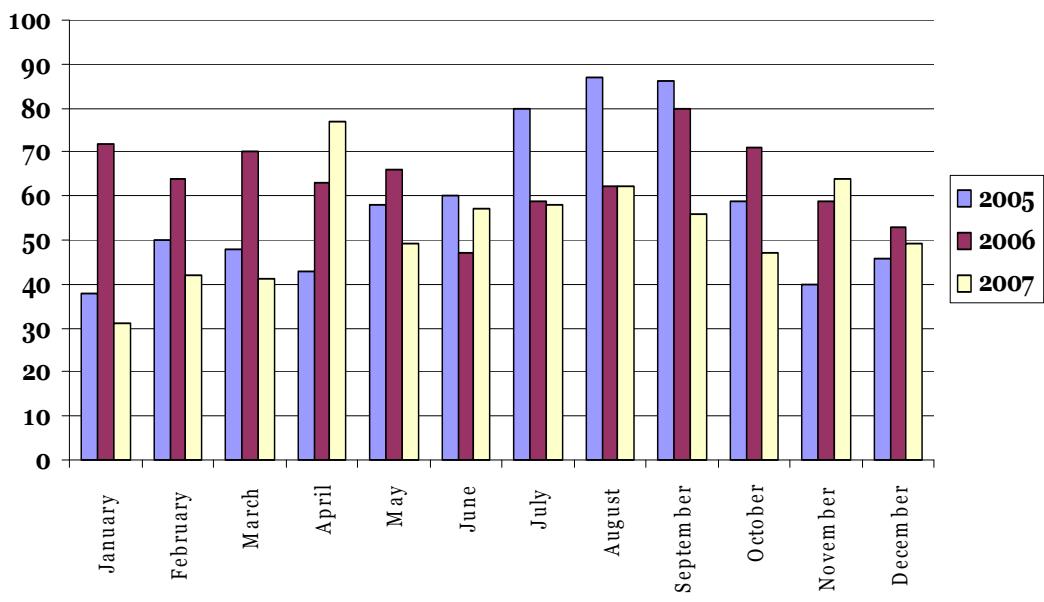
**Burglary Other Than Dwelling Croft and Cowpen Quays 2005-2007**



### Criminal Damage in Croft and Cowpen Quays 2005-2007



### Anti Social Behaviour in Croft and Cowpen Quays 2005-2007



The Neighbourhood Policing teams focused activity on key signal crimes through intelligence and tasking via the NIM process. Priority offenders and 'hot spot' areas were targeted through overt and covert operations leading to many successful results. A partnership media strategy ensured a strong positive message was delivered to the community building trust and confidence throughout the area.

During this period 5 ASBO's, 129 ABA's and 2 injunctions were served on individuals by Northumbria Police and Blyth Valley Antisocial Behaviour Unit.

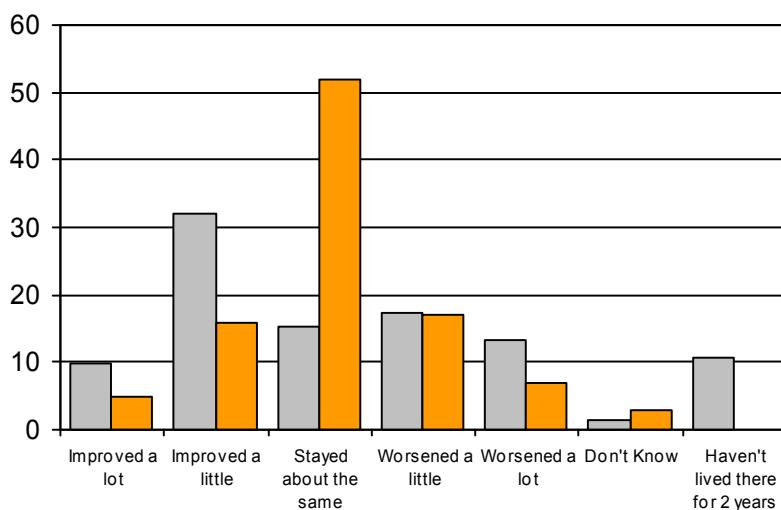
#### **Social indicators:**

Evaluation has been inbuilt into the model of neighbourhood working with evaluations held every two years. This enables a like for like comparison of the effectiveness of the approach. A survey in 2004 was updated in 2006 allowing the views of local people to be fed into in the assessment. Also as the survey is calibrated against a comparator area, inferences can be drawn in relation to the difference that a neighbourhood approach makes.

Our assessment process allows the partnership to measure success against a range of indicators both qualitative and quantitative.

Social capital and well being indicators are included to build a rounded picture of impact both on the residents who may be suffering the effects of crime or fear of crime, and those perceived to be the source of the problems, in this case with special reference to young people. The following chart shows the results of a community survey in 2005:

**Opinion of residents on whether neighbourhood has improved**



**ICCQ Phase 1 Survey 2005**  **BVBC Community Survey 2004**

In 2007 a larger independent Ipsos-Mori Household survey reported that:

- 81% of residents are satisfied with their neighbourhood and only 24% who have lived in the area for over 3 years believe it has got worse. This is significantly more favourable than the national Pathfinder average.
- There has been a significant increase in satisfaction with local police services increasing from 54% to 61%. Residents are significantly more satisfied with the service they receive when reporting low level crimes.
- Addressing drug dealing as a local priority has now fallen from 18% to 6% and there has been a decrease in resident perception of burglary as a problem from 41% to 26%.
- The proportion of residents dissatisfied with how car crime is dealt with fell from 44% to 32%.
- Residents are more content with how graffiti and vandalism are now dealt with and 62% of residents are satisfied with the service they receive from the police when they report teenagers hanging around/causing trouble. This is significantly greater than any other comparator.

- Residents are now more concerned about facilities for teenagers, rubbish/litter and play areas for young children.
- 79% of residents cite they have no problems with getting any local services.
- There is overall resident satisfaction with health, social care and housing.

Local Newspapers have helped to send out positive messages with headlines which have included:

*"Crackdown on drinking in town's historic car park"*

*"ASBO injunction after man threatens police"*

*"Residents fight youth disorder"*

*"Community has real Blyth spirit"*

*"Family evicted after repeated complaints"*

*"Youngsters build new relationships"*

Target hardening has included shed alarms, cat bells to deter shop lifters, car alarms and seizure of motor cars and mini motos to stop 'boy racers' in the area.

Environmental improvements have been carried out including the creation of a multi-use games area, supported by sports and youth workers. Two new residents groups have been established and the existing one strengthened. A neighbourhood watch scheme has been set up as a result of the work to with residents' groups. Practical support in the shape of mountain bikes and police helmet cameras have provided a highly visible additional resource in the area which generates increased confidence from the community.

There has been a significant increase of activities for young people as a result of the partnership approach. The local Midnight football leagues in 2007 won the national title in the Game On initiative. The leagues grew out of a series of informal games organised between local young people, the police and the partnership sports development worker. Over 300 young people take part in dance activities organised through the partnership and the Coast 2 Coast bike ride prepares 10 – 12 young people for a gruelling physical challenge involving team working and personal commitment. Many of the young people have been identified by the workers as those who could be at risk of anti-social behaviour.

Success in engaging older people has been measured through the increase in participation in a range of community activities. Two successful safety themed events brought together agencies such as police, community wardens and CAB with local older people to provide practical help and advice. An active older people's forum meeting weekly and supported by Age Concern provides a useful sounding board for agencies and a consultative mechanism for a range of organisations.

Sensitive recording of contacts and case studies enables the partnership to monitor the effectiveness of the neighbourhood partnership approach. The following case studies which is compiled by the partnership provides an insight to the impact on the lives of residents:

#### **Case study – young person Richard Parker**

Richard is a resident of the Croft ward and is 15 years old. He confesses that before he became involved in the dance activities he had little idea of what he wanted to do. He did not believe that he could achieve much generally, let alone in the area of dance. He got involved in some of the football arranged by the sports workers and then had the chance to be part of the first group of boys to take part in breakdancing classes. From then he has become passionate about dance, taking on training, coaching, and performance and generally having a good time with others in the class. The group have had the chance to compete and perform with some of the best instructors in breakdancing.

### **Case study – resident Margaret**

Margaret approached her local councillor who was a neighbour with some of the other residents who had had weeks of noise and anti-social behaviour from a new tenant in the street. She was at the point where she would not leave the house due to fear of her home being the target of the nuisance neighbour. The worry became the main focal point of her life causing lack of sleep, loss of confidence and growing anxiety. Together with the local police team, neighbourhood wardens, the councillor and ICCQ, the problem was eventually resolved over time. During that time, Margaret became interested in the neighbourhood activities that were in the area. She became a volunteer with the older 50s forum, eventually becoming treasurer of the group. She is part of the “Tellers of Tales” drama group who perform all over the region and is now training in community theatre with the Theatre Royal in Newcastle. She also became a volunteer with a sheltered housing scheme’s lunch club. She passes on her experience in dealing with the anti-social behaviour issue with other residents and has a new outlook on life. The problem did not clear up straight away and due to the nature of the area, could reoccur; however Margaret has now the resilience and skills to meet future challenges and enjoys a rewarding life as a volunteer.

### **CONCLUSION**

The joint National Centre for Police Excellence (NCPE) and the Association of Chief Police Officers (ACPO) document ‘Practice Advice on Professionalising the Business of Neighbourhood Policing’ describes the purpose of neighbourhood policing as allowing the police service to address the expectations of the community through:

- Access – to policing or community safety services through a named point of contact
- Influence – over community safety priorities in their neighbourhood
- Interventions – joint action with communities and partners to solve problems
- Answers – sustainable solutions to problems and feedback on results

Sir Ronnie Flannagan in his Review of Policing (2008) states “Neighbourhood Policing....will only be successfully mainstreamed if it is entrenched within a much broader and multi-agency approach known as Neighbourhood Management”. Furthermore he states “...Neighbourhood Management involves the joining up and seamless delivery of local services within neighbourhoods...” and “Neighbourhood Policing needs to become a core activity occurring within and through local partnership structures...”

The assessment of our approach since the beginning of the partnership working with Northumbria Police, ICCQ and its partners would lead us to conclude that the organisations involved are in the forefront of the policy priorities set both by central and local government. Neighbourhood policing and neighbourhood management have placed the citizen at the heart of the process. As well as a strategic vision using quantitative and qualitative evidence, the partnership is grounded in a practical, problem solving paradigm bringing together agencies and local people.

It has become apparent during the period of partnership working is that no one organisation or sector of the community is able to deliver the significant changes that are needed to create a safe and vibrant community for all. Neighbourhood policing and neighbourhood management with its partners have created the grass roots environment necessary for the process to grow.

**Acknowledgements:**

Partners include:

Local people of Blyth

Improving Croft and Cowpen Quay Neighbourhood Management Initiative and its partnership

Northumbria Police

Blyth Valley Borough Council – including councillors, Streetcare, Environmental Protection, Community Development teams, housing and other departments

Safer Neighbourhoods Unit

Northumberland County Council, including community wardens

Northumberland Youth Service

Arson Task Force, Fire and Safety Academy

Blyth Valley Arts and Leisure

Guinness Trust

Places For People

Home Housing

Citizens' Advice Bureau

SILX Teen Bar

Sure Start Blyth

Northumberland Care Trust and Mental Health Trust

Age Concern Northumberland

Residents' organisations of Blyth

Action Team for Jobs

**State number of words used: 3741**

**Section D: Endorsement by Senior Representative - Please insert letter from endorsing representative, this will not count towards your word or 1MB size limit restrictions.**

It is my pleasure to endorse this application for the 2008 Tilley Award. It describes an intelligent and broad based partnership approach to Neighborhood Management and is surely an example of best practice. The partnership have not taken the 'quick win' approach, rather they have built a sustainable and far reaching solution that has demonstrably improved the 'citizen focus' of local services, resulting in higher levels of satisfaction.

Kevin Lambert MBE

Chief Superintendent  
BCU Commander

### **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 e.g. civil or criminal proceedings pending in relation to your project?
7. Have you inserted your project name as a footer note on the application form? Go to View-Header and Footer to add it.
8. Have you saved your application form as a word document and entitled your message '**Tilley 08 entry (followed by project name in brackets)**' before emailing it?

Once you are satisfied that you have completed your application form in full please email it to [Tilleyawards08@homeoffice.gsi.gov.uk](mailto:Tilleyawards08@homeoffice.gsi.gov.uk). One hard copy must also be posted to Alex Blackwell at Home Office, Effective Practice & Communication Team, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received by 25<sup>th</sup> April 2008.