



Home Office

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.

All entries must be received by noon on **Friday 25th 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: Community Contacts Email Channel

2. Key issue that the project is addressing e.g. Alcohol related violence: Improving Communication between Residents and Police / Partner agencies.

Author contact details

3. Name of application author: PCSO Chris Howard

4. Organisation submitting the application: Cheshire Constabulary

5. Full postal address: Poynton Police Station, 47 London Road North, Poynton, Stockport, Cheshire, SK12 1AF.

6. Email address: Christopher.howard@cheshire.pnn.police.uk

7. Telephone number: 0845 458 6371

Secondary project contact details

8. Name of secondary contact involved in the project: Inspector Gareth Woods

9. Secondary contact email address: gareth.woods@cheshire.pnn.police.uk

10. Secondary contact telephone number: 01244 613430

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Supt Michael Garrihy

12. Endorsing representative's email address: c/o macclesfield.cat@cheshire.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 West

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:

Poynton is an affluent village which shares a border with Greater Manchester. Poynton has a population of approximately 15,000 residents that take pride in having an active community which aims to retain a village feel. Poynton Community Action Team which is comprised of 4 part funded PCSO's and 1 Pc, identified that local residents weren't reporting minor incidents of criminal damage, nuisance behaviour, ASB, dangerous parking, fly tipping, etc to the appropriate agencies or services.

Analysis:

Poynton CAT holds Community Action Meetings every 12 weeks which are exceptionally well attended, and the information and intelligence gained from such meetings is extremely valuable and relevant.

Residents seemed to be only voicing concerns to the appropriate organisations at these events, and ignoring minor occurrences that were happening around them, believing that somebody else would report issues on their behalf.

Action to resolve these occurrences / incidents only occurred once we had been informed or reported such issues ourselves; working in this manner affected the reaction times that the CAT and other local partner agencies worked towards. Consequently the CAT received negative feedback and criticism that as an action group nothing was resolved in a reasonable time frame.

Response:

As a response to criticisms and concerns from residents, the CAT looked into methods of enhancing the service that is provided to the residents, in particular the communication channels that are already in place.

Canvassing local opinion at the Community Action Meetings and through surveys with local residents it became apparent that the effort required reporting minor problems to the Police / CAT is complicated and time consuming.

The CAT established an email contact channel for the residents to contact ourselves directly; this channel also allows the CAT to pass information, alerts, etc to residents. Residents were required to register with the database; all that was required was the name of the resident and the street that they reside on. Holding these details in our database has meant that information, alerts, updates, requests for information and newsletters have been specifically tailored for each ward within the Poynton area.

Assessment:

Since this email communication channel went live Poynton CAT has had over 200 residents register. The information we have received from these residents has culminated in offenders being prosecuted for numerous offences, and has allowed Poynton CAT to quickly pass information to residents and equally directly to partner agencies for their

attention and action.

State number of words: 400

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 11.

Scanning:

The Problem:

In December 2006, Pcsos Chris Howard and Pcsos Rob Massey joined Poynton Community Action Team, this took the number of Neighbourhood Officers that work in Poynton to 4 full time part funded Pcsos and 1 full time Police Officer. The Pcsos that work the Poynton Beat are part funded by Poynton with Worth Parish Council.

The Village of Poynton is situated to the south of the Greater Manchester Police Area and has a population of approximately 15,000 of which 22% are aged 0-17, 24% are aged over 60 which leaves 54% of the population between 18 – 59 years old. The majority of this cohort work full time in and out of the village and as such can't seem to find the time to report neighbourhood problems / issues to the appropriate agencies. Because such a high percentage of residents work full time Poynton becomes a target for cross-border crime from surrounding districts such as Greater Manchester, Macclesfield, Wilmslow and Derbyshire.

Crime figures.....

The geography in Poynton

In an initial bid to improve the service and level of communication between residents and Poynton CAT the Poynton Beat areas were split into quarters. The Beat was split along the main traffic routes into the village which culminate in the central square.

Each Pcsos took responsibility for a designated area within the village beat, it was noticed that each beat had similar problems and residents were the last people to report incidents, issues and problems to relevant agencies. It was also identified that residents believed that the CAT were under-performing and not resolving issues. The areas of Poynton where poor communication between residents and other agencies occurred were identified as the more remote areas of the village. In general these geographical locations weren't within easy walking distance of the centre of the village in particular within easy reach of the Civic Centre in Poynton which is seen by many residents as the hub of the village.

Complaints were received from residents whilst the Pcsos were out on patrol that they are hard to contact, and that reporting occurrences, issues and problems is time consuming and overly complicated. Complaints were also made about failure to feedback with updates on progress that has been made by all agencies and what will be happening next.

Analysis:

The village was split into 4 sections and each Pcsos was incorporated as Beat Manager for each specific area, with the hope that local residents would report issues to the Pcsos for their action / delegation to appropriate parties. This approach showed some initial successes but didn't achieve the cohesion that we set out to achieve. Catching appropriate time windows to speak with residents proved difficult through a combination of working shift patterns that the Pcsos work and working hours that local residents work.

Residents with young families were especially busy and found it difficult to find time for reassurance visits and opportunities to pass information to agencies for their action. Local neighbourhood watch programmes were analysed for their effectiveness and although the uptake of this programme was good it wasn't as effective as it could be.

Ideas were explored by the CAT in partnership with the Parish Council and parts of Macclesfield Borough Council with regard to enhancing the communication channels between residents and local authorities.

Surgeries were established to provide opportunities for people to 'drop' in to pass information on to relevant parties, to make complaints and to report issues affecting their immediate neighbourhoods. Initially these surgeries were

designed to run every six weeks with the meetings being held at 2pm one week and then at 7pm in six weeks time, this allowed all members of the community the opportunity to meet with the CAT team, to meet with local councillors, and other local authority members.

These surgeries were well attended with 42 residents attending the first meeting to express concerns, the following surgeries were unsuccessful, on some weeks no-one attended the meetings and the resources allocated to the surgeries were wasted. This surgery concept was trialled in Higher Poynton (one of the more remote wards in the Poynton beat area) with a view to expanding this to each Beat area, because of the poorer than expected uptake of attendance to these surgeries Poynton CAT ceased holding regular surgeries and as such surgeries are now held when required and used to address specific problems.

Thought was given to implementing a system where residents could use a notice board to contact Poynton CAT and leave messages, intelligence ..etc. Again stumbling blocks became an issue with residents stating that they didn't believe they would be able to find the time required.

Response:

Through analysis of the existing Neighbourhood Watch programmes we decided that this style of communication channel would be a good place to start with a view to improving community cohesion. We spoke with Brian Hogan who is the Parish Council Clerk about schemes such Neighbourhood Watch with a view to finding out what methods the Parish Council use to canvas local opinion and invite input from residents.

It transpired that the Parish Council use notice boards outside the Civic Centre in Poynton to highlight local developments, initiatives, gather opinions / input ..etc. Local newspapers such as the Poynton Post are also used to pass information / news to residents. In conjunction with residents a website was developed to publish news, articles, information ..etc, this website also incorporated a forum area inviting residents to post comments, thoughts, opinions ..etc. These methods have a wide audience, the Poynton Post is delivered to every house in Poynton and the website is accessible for anyone with an internet connection.

Poynton CAT 'piggy backed' some of these channels to reach further into the community, every month articles are written and sent to the Poynton Post ensuring that residents are upto date with current affairs within the village. The website (www.poyntonweb.co.uk) was an excellent way to inform residents and to pass out information, however this channel was severely limited by the inability to be able to tailor information to specific Beats with the village. Using the notice boards around the village proved successful to promote upcoming meetings but ineffective when used to appeal for information from residents.

Neighbourhood watch updates which are sent to a co-ordinator via email and then disseminated to neighbours were effective as they allowed specific areas to be targeted with relevant information. However presently only one officer is in charge of sending updates to Neighbourhood watch co-ordinators, this officer couldn't spare any time or resources to amend / enhance the updates that are sent.

Poynton CAT set up an email account that was adapted into a database for residents, local businesses and any other stakeholders could register with to send / receive updates, news, alerts, information directly from Poynton CAT. The email database was established as an account that all members of Poynton CAT have access to and the ability to send updates from.

The Community Contacts Channel was promoted extensively in local media, (Poynton Post, Poynton Times & Community News). Letters were sent home from each primary school detailing what we set out to achieve with the database and encouraging residents to sign upto the channel. Leaflet and flyer drops were done to further promote the benefits of the scheme. Details of the scheme were also printed onto CAM leaflets which are delivered throughout the village to promote meetings.

The initial uptake on registration with the Community Contacts scheme was very positive with approx 100 residents registering with our scheme within the first 2 weeks of the scheme going live. Since then we have had another 100 residents join the scheme. The scheme has been well used with updates from Poynton CAT being sent to each Beat area as appropriate, it has aided us to quickly target alerts to residents in regard to bogus cold callers, rogue traders and crime patterns / trends within each area.

The most successful aspect of how the Community Contacts Channel has been used is in the information we have received from local residents. Information was received from a resident who worked for a local Aeronautical production firm stating that a number of Polish workers employed by the firm were driving vehicles without valid

licences or insurance on these vehicles, the intel also stated that these vehicles were being sold to other workers within the firm. This information was passed to the Road Traffic unit and observations were arranged, consequently a number of the drivers were caught and vehicles were seized. Information on 'flytipping' has also been received through the Community Contacts scheme, this was passed straight to Poynton Parish Council and to Macclesfield Borough Council for the attention of their Environmental Enforcement Officers. Detailed information on where local young people are congregating and pictures of damage caused by these young people are also regularly forwarded through the channel enabling Poynton CAT to pre-empt future meeting points that the young people might use. Information and alerts are also regularly sent from Poynton High School in regard to any issues that they are having with pupils, areas / locations where pupils are congregating and causing a nuisance. The High School also send us weekly updates with pupils that are on exclusion programmes for our information.

Assessment:

The community contacts channel has seen some excellent results from the information received from the public, however the uptake in registration has slowed with a disappointing number of regular registered users. The number of residents held within the database is disappointing and below the number we expected to have registered with ourselves. Reluctance by members of the community to join such a scheme and acknowledge events outside of their daily lives could be a reason for this. New residents join the contact scheme on a weekly basis, and the numbers are growing steadily. Residents are very eager to join with ourselves if they have had previous dealings with Poynton CAT or are having current problems.

Before the contact channel was established the opportunities available for the working resident to engage with the CAT were very limited. The average young couple Poynton CAT looked to target had no contact with appropriate agencies or with the CAT themselves. Utilising current technology and the availability of email as a communication method, has successfully allowed Poynton CAT to reach these communities that we have previously struggled to reach. The credible information received that has been successfully actioned has come from these communities, without such information these occurrences would have gone unchallenged.

The community contacts channel has been effective because of the information received from residents, however this channel is only effective for the residents who have taken initiative and responsibility for their own communities and environments.

Future Development:

Poynton CAT would like to see the channel expanded and emails automatically filtered to the appropriate agencies or groups to improve efficiency. Poynton CAT would like to see some amalgamation with the Neighbourhood Watch scheme. Ideally Poynton CAT would like to be able to reach all members of the community with a quick, efficient service but there are many factors that need to be resolved before this can be achieved.

Because of the current trends towards multi-agency problem solving, the future of this contact channel will be important to the improvement and empowerment of Poynton village and the wider community as a whole. This channel lends itself to encouraging communities to look after each other and ensure that their future development is for the benefit of all members.

State number of words used: 1916

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

9th April 2008

Tilley Awards 2008

In reply address correspondence to:

Supt Michael Garrihy

Telephone : 0845 458 6371

Dear Tilley Awards

I am writing to endorse and support this application completed by the Macclesfield Neighbourhood Policing Unit, Eastern Area BCU, Cheshire Constabulary. If I am required to provide any additional information then I am more than happy to do so.

Yours sincerely

Supt Michael Garrihy
Neighbourhood Policing
Eastern Area BCU
Cheshire Constabulary

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 you 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. 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 25th April 2008.