



# 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](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: Poynton No Cold Calling Zone
2. Key issue that the project is addressing e.g. Alcohol related violence: Doorstep Crime, Fear of Crime, Reduction in Distraction Burglary offences

#### **Author contact details**

3. Name of application author: PCSO Rob Massey
4. Organisation submitting the application: Cheshire Constabulary / Macclesfield Neighbourhood Policing Unit
5. Full postal address: Poynton Police Station, 47 London Road North, Poynton, Stockport, Cheshire, SK12 1AF

6. Email address: Robert.massey@cheshire.pnn.police.uk

7. Telephone number: 01244 612755

#### **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 village in Cheshire is affluent, with a significant elderly population, situated close to the border with the Greater Manchester Police area; and is thus subject to sporadic cross border crime. A link was spotted that showed incidents of unsolicited callers also showing as hotspots for burglaries and other doorstep crimes.

Community Action Meetings are held in Poynton every 12 weeks and the issue of unsolicited callers was raised numerous times. After speaking to residents, councillors, borough council officials and trading standards about unsolicited callers PCSO Rob Massey acted upon the information given.

**Analysis:**

Statistics relating to doorstep crime were collated for Poynton from previous years. These showed that there was a significant issue with doorstep callers, and incidents relating to doorstep crime. These seemed to overlap in specific areas. These areas were identified as hotspots, and labelled possible locations for a No Cold Calling Zone (NCCZ).

Foot patrols were conducted and local residents were spoken to regarding unsolicited callers. It appeared that a significant issue was the failure to report such incidents by residents. In their own words they simply didn't want to bother the Police.

Background research into the habits of doorstep criminals showed they often prey on elderly, vulnerable, wealthy persons in quiet suburban areas to minimise a risk of being caught. They often dupe people into believing they are water board or gas officials.

**Response:**

A NCCZ was used to combat doorstep crime within a hotspot area, and the village of Poynton in general. The reason for setting up a NCCZ is twofold; firstly it is a high visibility deterrent for would-be callers and secondly it is an educative tool that works by increasing a residents knowledge of doorstep crime (and its many guises) thus empowering them to say 'no' to callers.

The group formed to set up the NCCZ was led by PCSO Rob Massey and included members of Poynton Parish Council (PPC), Cheshire Trading Standards, Macclesfield Crime and Disorder Reduction Partnership (CDRP) and the Homewatch supervisor.

**Assessment:**

Since the implementation of the NCCZ no incidents of cold calling have been reported to Cheshire Police or Trading Standards. Reports of doorstep calling have reduced from the village as a whole. Questionnaires are used every 6 months to evaluate the zone; showing that residents have the courage to deal with cold callers. Residents from surrounding areas have asked if their roads can be included.

**State number of words: 399**

**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.**

**The Problem**

PCSO Massey joined the Poynton Community Action Team in early December 2006 with PCSO Chris Howard and started working alongside the existing officers; PCSO Mandy Simpson and PC's Mick Warren and David Jackson. All PCSO's working within Poynton were part funded by the 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. It is relatively affluent compared to surrounding villages and towns, and has a significant elderly population. This has made it a target in the past for cross-border crime including distraction burglary, burglary dwelling and doorstep related thefts.

PCSO Massey quickly spotted a link between incidents of cold or bogus doorstep calling and burglary offences (Distraction Burglary, Burglary Other than in a Dwelling and Burglary Dwelling). Statistics and intelligence indicated three main areas within Poynton that were targeted by doorstep callers and these were highlighted as hotspots. The main areas for concern were Beech Crescent, Mallard Crescent and Vernon Road/Weller Avenue. These three hotspots are located in very different geographical and economical areas of Poynton – the first a residential and elderly population, the second a young family population and the third a mix of both within an ex council estate, now owned by Cheshire Peaks and Plains Housing Trust

**Background to No Cold Calling Zones**

No Cold Calling Zones (NCCZ's) have been implemented in a few counties before Cheshire. The first NCCZ was in Leicester in early 2006 and a few other counties have run them since. The first NCCZ in Cheshire was started in October 2006 in the town of Sandbach. This was initiated and run by Robin Curry, Cheshire Constabulary watch coordinator for the area. It has since been deemed a complete success by Cheshire County Council Trading Standards (CCCTS), Cheshire Constabulary and the local council, showing major reductions in incidents of doorstep calling. The NCCZ set up in Poynton is the first in the Macclesfield Borough.

**Problem Solving**

The fear of crime within Poynton was quite high, especially within the elderly and vulnerable proportion of residents. Once PcsO Massey began working in Poynton he actively engaged with this group of people to understand what type of crime they feared, and why. It appeared that a proportion were worried about being taken advantage of by doorstep callers, as they had no confidence in saying no and turning callers away.

After reviewing statistics and intelligence reports from Cheshire Constabulary and CCCTS, along with what he had been informed of on the street, he began to see a trend emerging between doorstep callers and burglary related crime. He researched an initiative that had been run in a neighbouring village, Bramhall, in the Greater Manchester Police area. This was a No Cold Calling Zone on a small estate. After further researching the initiative on the internet and through liaison with Robin Curry at Sandbach he decided to take matters further and contacted the appropriate authorities to set the zone up; these consisted of Cheshire Constabulary Home Watch, Macclesfield Crime and Disorder Reduction Partnership, CCCTS, and Poynton Parish Council.

**The Partnership Group Formation**

A group was set up by PcsO Rob Massey which incorporated all stake holders in the scheme. The group consisted of Lisa Nicholson representing Cheshire County Council Trading Standards, Howard Murray representing Poynton Parish Council, Jane Thirsk a Cheshire Constabulary Home watch co-ordinator and Martin Forshaw representing the Macclesfield Crime and Disorder Reduction Partnership.

Lisa Nicholson was incorporated into the group as a liaison for Cheshire Trading Standards. Lisa had been involved in the first NCCZ's in Cheshire, and the NCCZ was ultimately her responsibility once it had been set up.

Howard Murray was the Crime, Order, and Public Safety Chairman for Poynton Parish Council, and a major stakeholder in the zone. Howard had funding available and was a major supporter of the zone from its initial concept.

Jane Thirsk was the Home watch coordinator for Macclesfield borough and was also an intelligence officer for Wilmslow, Macclesfield and Poynton. She helped with statistics gathering and acquisition of signage for the zone.

Martin Forshaw is on the board for the Macclesfield Crime and Disorder Reduction Partnership. His input regarding budgets and signage was highly useful, and he provided funds for the resident's information packs.

### **Aims**

The aims of the No Cold Calling Zone project were:

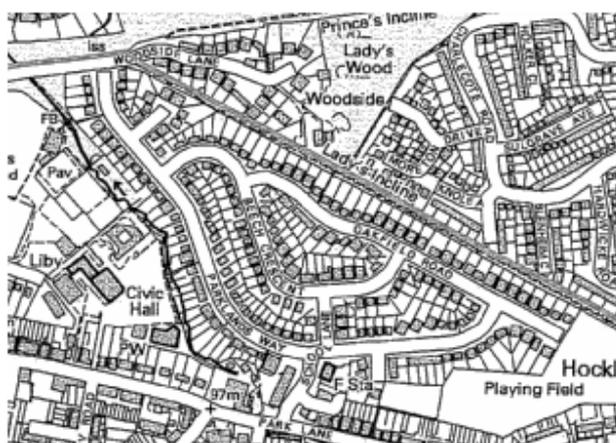
1. To decrease the number of incidents of burglary
2. To decrease the number of incidents of unsolicited callers (albeit bogus or cold)
3. To educate residents on subjects such as the law regarding doorstep calling, and possible guises that are used.
4. To provide residents with a high profile, high visibility zone that will deter would-be callers and empower them to say 'no'.

Success of the project would be judged on several criteria:

1. Reduction in the number of instances of doorstep calling
2. Reduction in the number of instances of burglary
3. To increase the confidence of residents in dealing with doorstep calling (judged by post implementation surveys 6, 12, and 24 months after start)

### **The No Cold Calling Zone Implementation**

Firstly, once all intelligence, statistics and information had been acquired and analysed by Rob Massey it was agreed by the group that a No Cold Calling Zone would be an appropriate approach to combat the problem. The three hotspot areas were discussed and it was decided that the first pilot area would be on Beech Crescent – a well defined area, consisting of 54 houses with a majority of elderly, retired and vulnerable residents. All houses also had driveways, front gardens, fascias and peaked roof's which left them as prime candidates for doorstep callers.



To begin the implementation of the zone the resident information packs, door stickers and street signs had to be sourced. Lisa Nicholson was tasked with gathering the necessary information leaflets and putting the bulk of the packs together. Jane Thirsk was tasked with sourcing companies for production of the signs and gathering quotes. Howard Murray confirmed that the Parish Council would pay for the street signs, and Martin Forshaw agreed that the Macclesfield CDRP would pay for the door stickers. Rob Massey was in charge of culminating all statistics, finishing the packs, arranging press coverage, and overseeing the general implementation of the zone.

Once the street signs and door stickers had been made by a local company ('autographics' - Macclesfield) the task of implementing the zone began.

It was agreed that the zone, street signs, and residents information packs/home visits should all be in place on the

same day. A date was agreed by the group and staffing was arranged by Rob Massey to ensure that the implementation could be delivered effectively. PcsO Massey and 3 other PcsO's were tasked with completing the home visits and delivering the information packs. PcsO Massey arranged with autographics that the signs were to be erected that morning before the home visits took place.

A briefing took place at Poynton Police Station on the morning and all parties then delivered the home visits over the following 5 hours to a total of 51 houses. Those residents who were not at home at the time had a second visit later that day, if they were still unavailable the pack was posted through their door containing a freepost envelope for the return of the questionnaire.

## **Results**

The following results have been culminated from pre and post zone implementation statistics and intelligence. They relate to incidents reported from Beech Crescent and Poynton Village as a whole.

### **Incidents relating to doorstep calling reported to Cheshire Police for Beech Crescent (Reported to HQ [1] Reported to PCSO [1])**

Mar-07	1 : 1	Sep-07	1
Apr-07	1 : 2	Oct-07	0
May-07	2	Nov-07	0
Jun-07	0	Dec-07	0
Jul-07	1	Jan-08	0
Aug-07	1	Feb-08	0
Total	9		1
Percentage Reduction in Incidents <b>89%</b>			

### **Incidents relating to doorstep calling reported to Cheshire Police for Poynton (Reported to HQ [1] Reported to PCSO [1])**

Mar-07	1 : 2	Sep-07	1 : 1
Apr-07	5	Oct-07	2
May-07	2 : 2	Nov-07	1 : 2
Jun-07	1	Dec-07	1
Jul-07	9 : 3	Jan-08	1
Aug-07	1 : 2	Feb-08	1
Total	28		10
Percentage Reduction in Incidents <b>64%</b>			

The following tables show results from the pre and post zone implementation resident surveys. These relate to Beech Crescent only.

### **In the last 6 months, how often have cold callers been to your door?**

	<b>Pre Survey %</b>	<b>Post Survey %</b>
Regularly	9	0
Sometimes	65	11
Occasionally	23	52
Never	3	37
<b>Total</b>	<b>100</b>	<b>100</b>

**In last 6 months do you believe you have been a victim of bogus callers?**

	<b>Pre Survey %</b>	<b>Post Survey %</b>
Yes	15	0
No	85	100
<b>Total</b>	<b>100</b>	<b>100</b>

**How confident do you feel in dealing with callers at your door?**

	<b>Pre Project %</b>	<b>Post Project %</b>
Very Confident	56	68
Fairly Confident	41	32
Not Very Confident	3	0
Not at all Confident	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

**Conclusion**

The pilot zone has seen an 89% decrease in instances of crime relating to doorstep calling on Beech Crescent in the 6 months it has been in place. It has also had an affect on Poynton village as a whole, decreasing instances of doorstep related crime by 64% in the 6 months it has been operational.

The implementation of the zone has led to strong community bonds being made between residents and Police, before the implementation some residents had little faith in the abilities of such agencies to deal with what they deemed to be minor issues. Now there are strong links between the two which has led to residents feeling more involved with their local CAT and their community. Through speaking with PCSO Massey one resident signed up for the Community Speedwatch initiative, and another three approached him for home security advice.

Shortly after the implementation of the zone the parish council were asked by numerous residents 'how can we get a NCCZ for our street?'

Through educating and reassuring residents by personal visits we have seen an increase in ability to manage cold callers, and a greater confidence in reporting incidents to either the Police or Trading Standards.

**The Future**

The Beech Crescent NCCZ was set up as a pilot for the village of Poynton but also the Macclesfield area in general. It was agreed by all parties before hand that if successful it would be piloted in other areas and expanded across Poynton. Due to its success in Poynton numerous Police Constables and Police Community Support Officers have showed an interest in setting up a zone on their beat areas.

The Beech Crescent NCCZ is entirely self-sustainable and should incur no further costs to any parties involved. The signage was made to be virtually indestructible and vandal proof, however precautions have been made in the Parish Council budget should a sign need to be replaced. The door stickers are fade resistant and should last for many years to come. There are no running costs associated with this initiative and all parties should not have to invest either time or money in the area to keep it active.

The two hotspot areas identified in the preliminary research that were not chosen can be included as the next two pilot zones for their estates. This would ensure that the three main estates within Poynton all have a NCCZ on them.

The original pilot on Beech Crescent can be expanded to cover the whole Parklands Estate, a total of 213 houses. This would not require any further signage as the initial signs that have been purchased can be re-sited to ensure the whole of the estate is covered. The only cost incurred would be from the door stickers at £1 per house totalling £159, and the time taken to carry out the house visits. This is already being looked at and funding has been secured for the expansion from the CDRP. Statistics are currently being gathered and analysed to put in place the two further pilot

zones on neighbouring estates.

If the subsequent areas are deemed successful, and the areas begin to expand and expand to cover estates and then wards, the whole of Poynton could be covered by the NCCZ within 5 years. This will be reliant upon not only the success of the zones but willingness of residents and funding partners.

**State number of words used: 2070**

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

9<sup>th</sup> 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](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.