



# 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:

**Safe in the city! - Reducing robbery in Wolverhampton - A partnership approach**

2. Key issue that the project is addressing e.g. Alcohol related violence:

**Robbery reduction**

Author contact details

3. Name of application author:

**Melissa Guest  
Communications Co-ordinator**

4. Organisation submitting the application:

**Safer Wolverhampton Partnership**

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7. Telephone number:

**01902 572014**

**Secondary project contact details**

8. Name of secondary contact involved in the project:

**Billy Corrigan**  
**Communications & Reassurance Officer**  
**West Midlands Police**

**Chloe Shrubb**  
**Communications & Reassurance Officer**  
**West Midlands Police**

9. Secondary contact email address:

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10. Secondary contact telephone number:

**0845 113 5000**

**Endorsing representative contact details**

11. Name of endorsing senior representative from lead organisation:

**Chief Superintendent Richard Green**

12. Endorsing representative's email address:

**r.h.green@west-midlands.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:

**GO West Midlands**

**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:**

The Robbery Task Group is one of seven citywide multi-agency task groups that ensures that the right resources are in place to tackle crime and perception of crime.

A co-ordinated marketing campaign was proposed (to complement police operations) in response to a rise in personal robbery. It was clear the response should not be solely driven from a police level and that crime reduction methods implemented would need to meet objectives of all Safer Wolverhampton Partnership members. Working collaboratively would bring increased resource, inspire fresh ideas and allow a much wider audience to be reached.

**Analysis:**

Data was scrutinised from a variety of sources to produce a problem profile which considered all aspects of the Problem Analysis Triangle. This enabled the group to identify:

- The extent of the problem
- Victim profiles
- Offender profiles
- Offence locations

Analysis suggested that Wolverhampton city centre was the geographical hotspot with white European men between 14 & 24 years old the most likely victims. Mobile telephones are the most commonly stolen items which were often resold on the underground economy.

**Response:**

An action plan was developed which outlined a range of measures proportionate to the problem. These included areas of responsibility, tactical policing responses and timescales.

The group recognised the importance of effective communication to meet these objectives. They invited communication professionals from their organisations to develop a targeted communications strategy alerting young people to the issue of street robbery, with the aim of influencing behaviour change.

The main focus of this application is the development of a robbery awareness campaign and associated marketing materials.

**Assessment:**

Project activity has so far seen:

- ❖ 600 campaign posters displayed across the city.
- ❖ 400 competition winners posters displayed on busses
- ❖ 474 young people attended the Safe in the City launch party, 310 of who gained free admission with a campaign flyer.
- ❖ Approximately 18,000 robbery awareness packs containing themed postcards and a UV pen, distributed at bus stations, schools, youth clubs, mobile phone stores and public events.
- ❖ 10,000 awareness postcards distributed by local businesses.
- ❖ Cycle of Crime Film viewed 835 times on the youTube website and 500 downloads from Youth and Play Services website to enter competition.

Campaign activity complemented more traditional approaches to crime reduction such as increased police patrols in hotspot areas and robust management of prolific and priority offenders all leading to a downward trend in robbery.

**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:**

Wolverhampton is situated in West Midlands, has a population of 236,600 we are populated with nearly 9,000 residents per square mile.

Wolverhampton ranks 28<sup>th</sup> (out of 354) in the Government's Index of Multiple Deprivation (2007) and almost half of the city lies within the 20% most deprived in the country. 22% of the population is classed as income deprived.

The city is ethnically diverse, with just under a quarter (22%) classifying themselves as being of a non-white ethnic origin (9.5% nationally). The proportion of people under the age of thirty is 39%. The city is host to an expanding university and a large further education college.

Despite challenges, the city has made much progress particularly evident in crime, education, cleanliness, public housing and social care. So much so that in 2006/07 the audit commission placed Wolverhampton 19<sup>th</sup> out of 388 areas in terms of improvement in all performance indicators. In part, this success may be attributed to the city's strong partnership culture, close cross-sector relationships and the city being an acknowledged leader in community engagement through its Local Area and Neighbourhood Arrangements, police consultation meetings, forums for young and older people etc. all giving residents and communities a clear and powerful voice with service providers and commissioners.

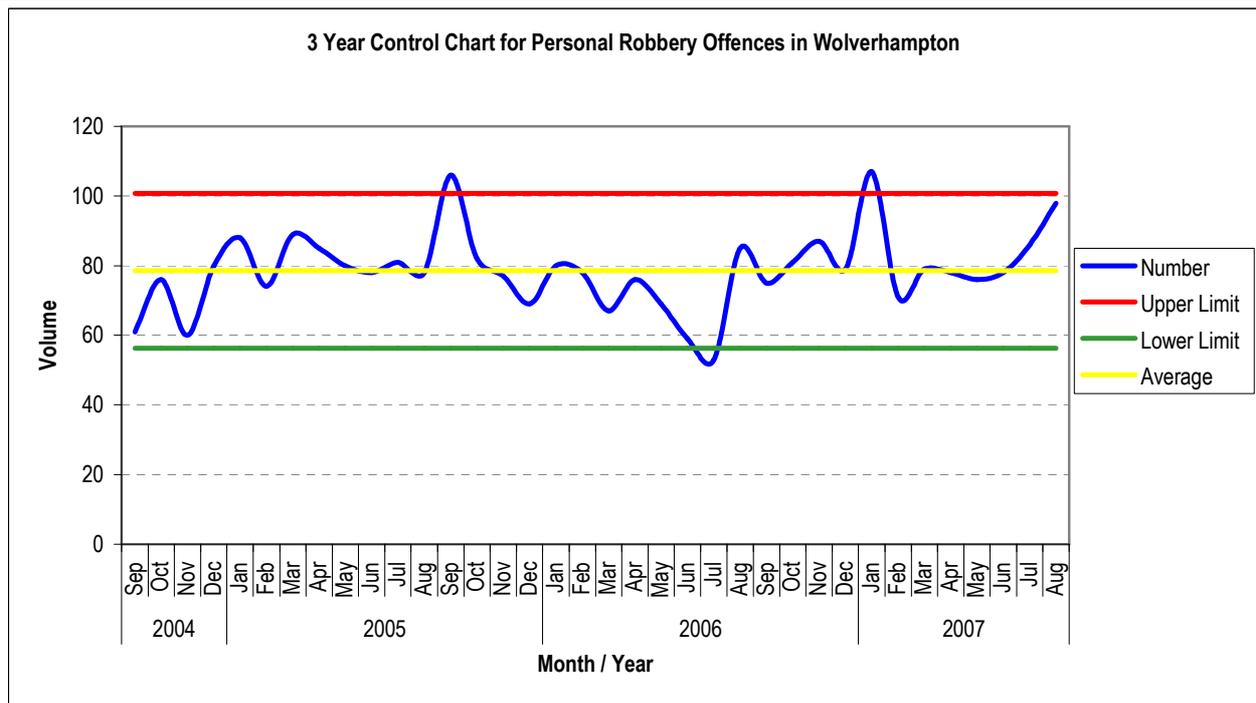
Leading the way in multi-agency working is The Safer Wolverhampton Partnership. Formed in 1998, the partnership empowers members to take action against crime, disorder, substance misuse, anti-social behaviour and environmental crime. Partners include Wolverhampton City Council, Wolverhampton Youth Offending Team, National Probation Service, Voluntary Sector Council, West Midlands Fire Service, Primary Care Trust and West Midlands Police - with representation from the two command units operating in the city.

The Safer Wolverhampton Partnership oversees seven task groups ensuring that the right resources are in place to jointly tackle crime and the fear of crime. The statutory bodies that form this partnership rely on relationships with community and voluntary groups for their invaluable local knowledge. Together their efforts to cut crime in priority neighbourhoods compared to the rest of the city have been a considerable success.

The Wolverhampton Robbery Task group is one of the seven task groups overseen by the partnership. The citywide multi-agency group includes the police, city council, probation service, Youth Offending Team, youth service, Travel West Midlands, local schools and Wolverhampton City Primary Care Trust. This task group was formed in 2005 to respond to the sharp rise in robbery in the city.

The rise was identified through police crime statistics (See Fig. 1) and the concerns of local people who identified robbery as a problem in their neighbourhoods, through public perception surveys (Feeling the Difference and online police questionnaires) and frequent neighbourhood level consultation events such as quarterly meetings which were well attended by diverse sections of the community and partners such as police, housing representatives, local councilors, neighbourhood managers etc.

Fig. 1



It was clear from the outset that any anti-robbery campaign should not be solely driven from a police level. The crime reduction methods put in place would need to benefit other partners. Further gains of a co-ordinated approach would bring increased resources, inspire fresh ideas and allow wider audiences to be reached through a city-based, locally co-ordinated publicity campaign.

Partners with an interest in robbery reduction stood to gain both directly and indirectly. For instance, lower crime rates on the city's transport network would lead to greater feelings of safety, in turn boosting passenger numbers and therefore company profits. This would all stand to support the long term economic development of the city.

Despite the incidents of robbery being rarer than the public's perception - often due to media amplification - the rise was still of significant concern. This is evident in statistics taken from recorded crime statistics, iQuanta, the public's comments in the Feeling the Difference survey and in results from the Wolverhampton Annual Survey 2007.

Previous initiatives to reduce robbery offences had typically been police led and offender focused and therefore minimal funding was allocated to publicity campaigns e.g. despite the partnership approach to Wolverhampton's 2002 Street Crime Initiative, the proposal was offender focused with no publicity materials tailored to the city's specific problems. The initiative instead relied on nationwide publicity materials with media releases co-ordinated outside of the city (GNN Birmingham).

**Analysis:**

In formulating a co-ordinated response, the Robbery Task Group commissioned analysts from West Midlands Police to undertake detailed research into the nature and extent of the problem. This helped them to develop a problem orientated partnership approach, to reducing incidents and further criminal consequences, such as anti-social behaviour, handling stolen goods and funding drug addiction.

Data was scrutinised from a variety of police sources in order to produce a problem profile which considered all aspects of the Problem Analysis Triangle. The profile enabled members of the Robbery Task Group to identify:

- The extent of the problem
- Victim profiles
- Offender profiles
- Offence locations

Used in conjunction with other data sources, the robbery problem profile allowed the Robbery Task Group to make informed decisions and task partners to take positive action in their own areas of business. This approach ensured a

co-ordinated strategic response which included the implementation of patrol strategies in hotspot areas, the development of a robbery specific communication strategy aimed at victims and offenders and the development of associated PR and marketing materials.

The report analysed data from September 2006 to August 2007 which substantiated the anecdotal evidence of stakeholders that robbery was increasing.

Crime Statistics for England and Wales state that in 2005/06, 1.1 per 1000 Wolverhampton residents fell victim to robbery, which is around twice the national average (Home Office 2005/06).

In 2006 there were 901 personal robbery offences recorded this rose to 996 in 2007, representing 95 more victims.

An analysis of the age, ethnicity and gender of the 964 robbery victims whose details were recorded on police crime reports, indicated that males were much more likely to be victims of this crime type, accounting for 75% of all victims. The majority of male victims were between 13 and 24 years old (34%), with the highest number being in the smallest age range, 14 - 17 years (18%) with vulnerability decreasing from 35 years of age onwards.

From the geographical profile contained in the analysis the majority of offences were recorded in Wolverhampton city centre, Bilston town centre, Whitmore Reans and Wednesfield, however, the main hotspot for personal robbery (between September 2006 and August 2007) was the city centre with offences commonly occurring between Friday and Sunday from 3pm to 9pm. Friday, Saturday and Sunday offences combined, accounted for 60% of all offences within the city centre.

The most significant location within the city centre for personal robbery was in and around the city's main bus station at Pipers Row and Lichfield Street. Overall 5% of robbery offences could be linked to the city's bus network, with offences recorded as occurring at the bus station, a bus stop, on a bus or streets immediately around the station. This was the highest proportion of offences occurring in a specific location.

Peak times for bus related robberies were between 5pm and 7pm with one quarter occurring on a Friday. This correlated to an increase in travellers due to people making their way home from work, school or college.

In addition, one quarter of these offences occurred on a Friday pointing to the rise in visitors to the city coming to enjoy the night time economy. Offences remained high during the early hours of the weekend, particularly amongst younger victims, suggesting that those on their way home from nights out were being targeted.

As with victims, most offenders were white European males between 14 and 24 years old with the highest number being in the 14 - 17 year age group (476 white European male victims out of a total 964 victims). The majority of offenders acted alone.

Analysis of the results from compulsory drug tests of adults arrested for robbery indicated that 22% were class A drug users which is representative of the extent of drug misuse within Wolverhampton.

Statistics from the Wolverhampton City Primary Care Trust indicate that Wolverhampton has the highest rate of problematic drug users across the West Midlands at 2929 (a third of whom are aged 15 to 24) and the 18<sup>th</sup> highest in England. Drugs use amongst 15 to 24 year olds is the highest in the West Midlands. The city also has the highest prevalence of crack cocaine use across the region.

In the 996 robbery offences studied for the problem profile, mobile phones were taken in 469 (47%) of all offences. The 2005/06 British Crime Survey states that nationally mobile phone ownership reaches its peak with 96% of 16 to 24 year olds and 84% of 12 to 15 year olds owning one. It is therefore unsurprising that across Britain "Individuals aged 12 to 24 were more likely than any other age group to have had their phone stolen in the last 12 months."

### **Response:**

Analysis proved that robbery was on the increase with white European men between the ages of 14 & 24 the most likely victims. Mobile telephones are the most commonly stolen items which, anecdotal evidence from police officers debriefing robbery offenders, suggests are often resold on the underground economy to fund drug addiction.

The Robbery Task Group, in line with the Safer Wolverhampton Partnership, agreed a Local Area Agreement target to reduce robbery offences in Wolverhampton. Funding was drawn down through Government Office for the West Midlands and was used to support a strategic co-ordinated response.

An action plan was developed which outlined a range of measures proportionate to the problem. These included areas of responsibility, tactical policing responses and timescales.

The Robbery Task Group recognised the importance of effective communication to meet these objectives and invited communications professionals from their organisations to join the group and to develop a targeted communications strategy.

The communications sub group were tasked with producing an awareness campaign that would support the objectives of the group and alert young people to the issue of street robbery, with the aim of influencing behaviour change. The main focus of this application is the development of a robbery awareness campaign and associated marketing materials.

Through consultation with 80 young people aged 14 to 21, the communications sub group assessed marketing materials that they could readily access. This group was chosen as analysis highlighted this age range were more likely to be both victims and offenders of robbery.

From the feedback received it became clear that young people did not identify with existing materials and that a brand new campaign would be necessary to make any impact.

KRASH was a magazine produced bi-monthly through Wolverhampton Youth and Play Services. It had a circulation of 7000 with content predominately provided by readers. The magazine also had an online audience. Three stylised poster designs were commissioned from a young artist who had previously illustrated KRASH. The artwork budget was £300 per design.

Large numbers of young people from the Goth, Emo and Skate community had been congregating in a busy shopping area in the city. They gathered in numbers to socialise and for safety but were a cause for concern for some shoppers who felt intimidated by their presence at the gateway to the city. A response to these concerns came from an unlikely source when the owner of a local nightclub threw open it's doors on Saturday afternoons. They worked with the city council and police to ensure that they met licensing requirements, non-alcoholic drinks were served at subsidised rates and they kept overheads down by 'employing' young volunteers. The club owner recognised how the growing numbers of young people coming through her doors were vulnerable, particularly to mobile phone theft. She saw the project as a great opportunity to keep her young customers safe and welcomed the opportunity to be involved with launching a robbery awareness campaign.

A double page spread in KRASH magazine was used to launch a poster competition. Young readers were asked the question "How would you tell your mates to keep their stuff safe?" the prize for the poster that best summed up the campaign would be a 'VIP glitter-party' for the winner and ten friends at the nightclub's under 18's event.

Part of the project was not only to produce the commissioned works in poster format but also to produce a series of three postcards depicting messages on how to stay safe, that, together with an ultra-violet marking pen would form an information pack.

Results from the Problem Analysis Triangle were considered when developing themes for these three unique designs:

✓ **Keep it safe - Keep it hidden**

Looked to remove the victim by reminding young people to keep their valuables out of sight. The message was "It's harder for a thief to nick stuff they don't know you've got!" This message was reinforced with tangible consequences that they would understand i.e. "Imagine the hassle of loading all your favourite tunes and mates numbers all over again..."

✓ **Postcode your property**

By reminding young people to postcode and register their property on immobilise.com and alerting to the importance of recording IMEI numbers, this design sought to make stolen mobile phones a useless commodity on the underground market, thus directly impacting on the offender

✓ **Look out for your mates**

The final design aimed to educate young people about how their environment and location can impact on their safety and included simple measures that they can take to overcome this to stay safe.

The communications sub group met with a designer whose business was to produce nightclub flyers. He advised on layout, circulation, timing and life span of flyers, based on his own club-land experience which proved invaluable.

Following this, a focus group was held with young people at a local youth club, to check that messages had been pitched at the right level and appropriate language used. The group gave really positive feedback about where they would like to see the postcards, such as clothes & fast food shops etc, they recognised and identified with the work of the illustrator and said that they would definitely pick up the postcards / flyers if they saw them.

Further meetings were held with other young people, including the Youth Council which gained more positive feedback and further reinforced safety messages.

A media push before the competition deadline saw a good response with local newspapers and radio stations highlighting the competition further reinforcing campaign messages.

Entries poured in from individuals and from young people who had taken part in workshops at schools and youth clubs. One particular group which submitted entries consisted of children who had been excluded from school; they studied the competition in a workshop and produced particularly strong submissions. This experience led the communications sub group to realise that more resource should have been allocated to promoting the campaign through this type of forum. It was clear from the quality of entries received from these groups that their discussions had led to a heightened awareness of the issue. This has now been addressed and thousands of information packs have since been distributed through schools and youth clubs by PCSO's and youth workers in the form of workshop sessions.

The quality of competition entries was so high that two winners were chosen and their designs digitally reproduced and printed in KRASH magazine.

A 'Safe in the City' glitter-party took place at the nightclub's under 18's event in the spring of 2007 and was a roaring success! The young winners clearly enjoyed their prize choosing to spend their afternoon partying behind a roped off VIP area rather than trying to escape!

Club volunteers distributed 500 free-entry flyers depicting the 'Safe in the City' logo in the run up to the event. Out of 474 clubbers, 310 returned flyers, which meant that the majority of young people in attendance were aware of the theme for the afternoon. Messages were reinforced with posters around the club and by the stir that the VIP area caused.



At the end of the event, volunteers circulated information packs to all clubbers. This was the acid test for the information pack and was reassuring to see young people reading them. The packs received lots of positive feedback on the day and very few were swept away at the end of the event. A further bonus was the media attention attracted on the day with our winners giving interviews for the city's two largest independent radio stations.

A double page spread followed in KRASH highlighting the event and further reinforced the anti-robbery message; this meant that the campaign dominated the magazine for the entire spring and summer period of 2007.

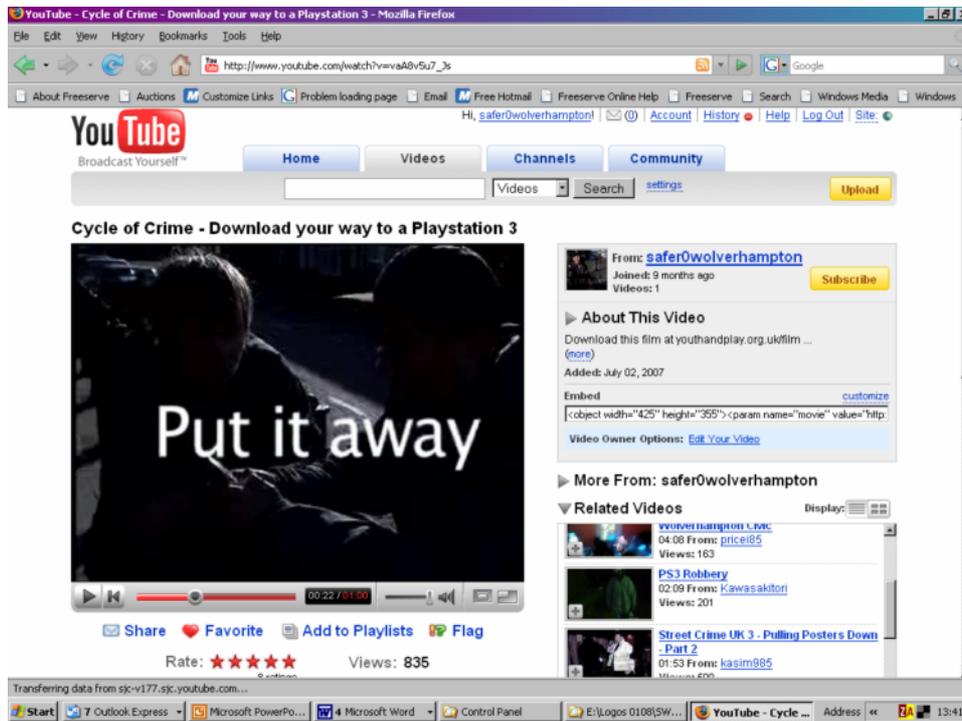


The second competition winner saw their winning design in poster format displayed on every bus in Wolverhampton. This was of particular importance as a high number of robberies are committed on public transport as the problem profile indicated. This poster launch was supported by two multi-agency events which saw police officers, PCSO's, Neighbourhood Wardens, the Safer Travel Team and youth workers teaming up to in bus stations in Wolverhampton and Bilston during the summer holidays. This gave agencies representing the Robbery Task Group an opportunity to promote reassurance and safety messages to a wider audience which included younger and older people. 2000 information packs were distributed at these events which attracted further media attention. A further 5000 packs were distributed to young people at events including 'Crucial Crew' (safety workshops for year six students), Safe Night Out workshops, anti-bullying events and the annual City Show.

Another element of the campaign saw the production of a short film entitled 'A Cycle of Crime'. The joint Youth Service and Youth Offending Team project was funded with a £500 grant from the Robbery

Task Group and saw a group of young people, many of whom were ex-offenders, produce a film with a powerful message as part of their referral orders. The film featured a teenager who stole mobile phones and then went on to become a victim himself. Their message was “put your stuff away”.

The film was hosted on the Youth Service website and featured on YouTube. A competition to win a games console was promoted to encourage its download and a winner drawn from more than 500 entries in October 2007. The film can be viewed by entering ‘Cycle of Crime’ into the [www.youtube.com](http://www.youtube.com) search engine.



In October 2007 the campaign gathered momentum and widespread public recognition. Wolverhampton was an active participant in ‘Not in My Neighbourhood Week’, part of the Home Office Changing Lives Making Communities Safer campaign. The week gave members of the Safer Wolverhampton Partnership the opportunity to showcase the ways in multi-agency interventions are helping to make Wolverhampton a safe city.

A highlight of the weeks activities was the public launch of the police led ‘Operation Skywatch’ which involved the deployment of police officers on hi-visibility and plain clothed patrol in hotspot areas. This activity led to the arrest and detention of a number of prolific offenders as part of enforcement activities. To provide reassurance, kerbside property marking sessions took place which followed on from the success of the bus station initiatives. These events saw the extended policing family team up with young volunteers from the Princes Trust to register mobile phones on the immobilise database via a wireless laptop.



The addition of a multi-media display van showing the ‘Cycle of Crime’ film and a remote controlled ‘eye in the sky’ drone helped to stir up a media frenzy and attracted interest from local newspapers radio stations and prompted a feature on BBC’s Midlands Today. The novelty factor of the drone acted as a hook for the media, helping to communicate the message to much wider audience than promoting property marking in isolation would have achieved. The BBC coverage of the event can be viewed at:

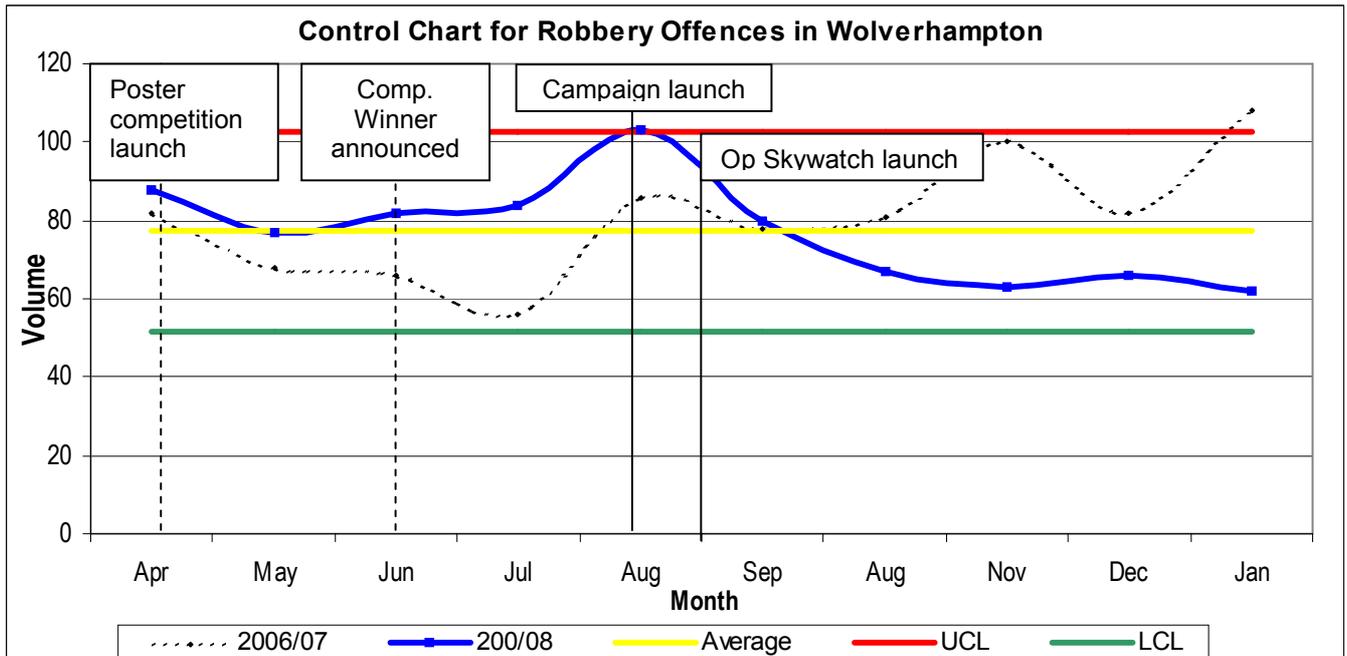
[http://news.bbc.co.uk/player/nol/newsid\\_7040000/newsid\\_7049100/7049121.stm?bw=bb&mp=wm&news=1&bbcws=1](http://news.bbc.co.uk/player/nol/newsid_7040000/newsid_7049100/7049121.stm?bw=bb&mp=wm&news=1&bbcws=1)

**Assessment:**

The concept of 'Safe in the City' was developed to achieve long term sustainable reductions in robbery, through influencing behaviour change but people are reluctant to change habits acquired over a number of years. In view of this the project was unlikely to see fast gains in terms of dramatic immediate reductions.

That said, Fig. 2 identifies a clear downward trend from the seasonal peak of incidents in the summer of 2007, indicating that there is now greater control. The chart also indicates that rates did not increase during the post Christmas period as seen in previous years.

Fig. 2



This would suggest that we are starting to see a change in behaviour from both potential victims and offenders, indeed the young person who won the film download competition said, "It really made me think about why I should keep my stuff safe, I'm definitely more careful now." Similarly, one of the ex-offenders involved in making the film expressed "I feel really sorry for the boys who were robbed... Working on the film has been a really positive experience. Maybe eventually I could work with young people and even be a role model. I'm not going to be labelled by my crime".

Project activity for the Safe in the City campaign has so far seen:

- ❖ Distribution of 600 campaign posters in public places and educational establishments across the city.
- ❖ 400 competition winners posters displayed on Travel West Midlands Busses
- ❖ 474 young people attended the Safe in the City launch party, 310 of who gained free admission with a campaign flyer
- ❖ Approximately 18,000 robbery awareness packs each containing themed postcards and a ultra violet property marking pen, have been distributed at bus stations, schools, youth clubs, mobile phone stores and public events in the city
- ❖ A further 10,000 awareness postcards have been distributed by local businesses
- ❖ The Cycle of Crime Film has been viewed 835 times on the YouTube website and a further 500 downloaded it from the Youth and Play Services website to enter the competition

Clearly, the marketing campaign was just one element in achieving this downward trend, by complementing traditional approaches to crime reduction. Increased police patrols in hotspot areas, robust management of prolific and priority offenders are complementing action from partner organisations to make Wolverhampton safer. For instance, action to reduce substance misuse through education and support, removing opportunities to offend through environmental activity by improving street lighting and landscaping open spaces (i.e. broken windows theory).

Wolverhampton already had a strong partnership culture and this exercise not only helped to reinforce these relationships but also helped to establish new ones with the private sector. Local businesses historically may have been overlooked but this project has seen the benefits their skills, business acumen and consumer appeal can bring. The Robbery Task Group are now looking to further develop the brand and to maintain links in the private sector.

Project activity is currently seeing:

- ❖ Mobile phone shops in the city issuing a 'Safe in the City' awareness pack with the purchase of new handsets.
- ❖ The installation of large banners in the city centre using the now familiar campaign brand. They promote a reassurance message of Wolverhampton as a safe city and show how local people can contribute by keeping their belongings safe.
- ❖ Beermats issued to licensed premises in the city in line with the link between robbery and the night time economy as established in the problem profile. This will support ongoing police led operations.



And this is only the start! A toolbox that can be picked up and used at any time is now at our disposal and will ensure the sustainability of the project, a toolbox from which the impact is continually being assessed and new innovations added. Stakeholder response has been so strong that partners from neighbouring authorities have expressed a keen interest in extending the brand across the West Midlands region. The Task Group remain committed to reducing robbery in Wolverhampton for the benefit of those who live, work and socialise in the city.

**State number of words used:**

**3,990**

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

To follow separately

**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.