



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: Biddulph East Project - Operation Fusion
2. Key issue that the project is addressing e.g. alcohol-related violence:

Author contact details

3. Name of application author: Philip Alford
4. Organisation submitting the application: Staffordshire Moorlands District Council
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Secondary project contact details

8. Name of secondary contact involved in the project: Joanna Mellor
9. Secondary contact email address: Joanna.Mellor@staffordshire.pnn.police.uk
10. Secondary contact telephone number: 01785 233896

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Andrew Stokes, Deputy Chief Executive

12. Endorsing representative's email address: Andrew.Stokes@staffs Moorlands.gov.uk

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

Performance of the two CDRPs in North Staffordshire Police Division was above target in two main areas - criminal damage and violence (woundings and common assault). Initially three particular problems were identified as posing considerable threats to this performance. These were criminal damage in Wolstanton, problems relating to Children's Homes across the divisional area (contributing to both criminal damage and violence) and violence in Biddulph. Of these three, alcohol-related violence in Biddulph East was considered to be the problem where the most impact in reducing the crime levels could be achieved.

Analysis:

More detailed analysis revealed that Biddulph had the highest levels of violence for all neighbourhoods in the Moorlands with a level of alcohol-related violence that was double the district average. Two main hotspot locations were identified which surrounded the town centre licensed premises and also a group of shops in a residential area that included an off-license. Most victims and offenders were aged under 21, which highlighted the issue of underage sales and proxy buying that we knew was a problem from intelligence from Trading Standards and Police. Information from Youth Service revealed that young people in the area suffer from low self-esteem and youth provision for at risk groups in the area was limited.

Response:

The main focus was on reducing alcohol-related crime. The operation coincided with the TUSAC campaign which involved test purchases at licensed premises. Other proposed activities included covert surveillance to identify proxy sales, joint work with police and youth service to engage with young people, raising awareness in the community to encourage the public to report alcohol-related issues and engagement of other agencies in identifying/addressing problems e.g. Healthcare referrals and Alcohol and Drug services in Staffordshire (ADSiS).

Assessment:

An evaluation was undertaken in October, 2007 by the Steering Group and reviewed each element of the project plan. The principal conclusion drawn from the evaluation was that, as the causes of alcohol-related crime were multifarious, a co-ordinated set of interventions was critical to facilitating a successful outcome. Another crucial factor was the establishment of a Steering Group to monitor the impact of the operation on a continuous basis and recognition that the project plan required a flexibility of approach to ensure success. The results indicated that crime levels were reduced for criminal damage, common assault, wounding and ASB by between 20 to 55%.

State number of words: 390

Section C – Description of project Reducing the availability of alcohol in Biddulph East will lead to a reduction in violence.

1) SCANNING:

Three problems were suggested:

- **Violent Crime in Biddulph East (Moorlands)**
 - Moorlands CDRP is significantly over target for common assault
 - Biddulph East has the highest levels of violence, and higher than average levels of domestic and alcohol-related violence
- **Criminal Damage in Wolstanton (Newcastle)**
 - Newcastle CDRP is significantly over target for criminal damage
 - Wolstanton was the third worst neighbourhood area with levels increasing – damage to vehicles was the main type of incident
- **Children’s Homes (Division)**
 - There is a large volume of calls coming from these establishments
 - A large amount of resources are committed to dealing with these incidents

1.1) Which problem to tackle

- **Violence in Biddulph East**
 - Opportunity for multi-partner agencies to be actively involved
 - Lessons learnt can be applied to other areas on both CDRPs
 - Significant concern to the Biddulph East community
 - Reductions in this crime type will have an impact on our overall performance
- **Criminal Damage in Wolstanton**
 - Weakest of the three
 - Lower crime levels than Biddulph East
 - Minimal impact on overall performance
- **Children’s Homes**
 - Interesting project
 - Is it an issue we can tackle ourselves at a later time
 - Does not impact directly on our performance targets

A decision was made by the Police and Community Safety Team to tackle the violent crime in Biddulph East, this decision was ratified by partnership agencies at a Joint Operational Group meeting in February, 2006.

1.2) Further criminal consequences resulting from this problem that had a bearing on this decision.

Crime and ASB Figures for Biddulph East - 2006

Figures from before July 06 are an approximation based on the previous boundaries for this area

	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06
Common Assault	4	10	7	6	10	11
Wounding	15	14	17	12	11	11
Criminal Damage	30	17	31	23	21	19
Anti-Social Behaviour	55	77	57	66	59	106

Crime and ASB Figures for Biddulph East - 2007

	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Common Assault	7	3	4	2	2	9
Wounding	12	17	4	10	14	8
Criminal Damage	26	22	16	14	23	15
Anti-Social Behaviour	58	47	59	43	53	54

1.3) Provision of evidence from other Stakeholders in the area

The principal source of specific data was police crime statistics, but a range of supplementary information was provided through established links with business community, education and through engaging with local residents as part of the Community Pride Days.

a) Supporting agency data

- i) Supporting data provided by the Youth Crime Prevention Panel, identified young people who were known to be perpetrating repeat common assault crimes.
- ii) Joint Licensing Enforcement Group that uses the Top Ten system identified more problem licensed premises in the area.
- iii) Statistical data was provided by Youth Offending Service that identified the number of first-time entrance was significant in the Biddulph area.
- iv) Data provided by the Environmental Health team reported that nuisance noise in relation to licensed premises was most significant on the Biddulph East area.

b) Supporting community information

- i) Reports from the Biddulph Locality Action Group forum.
- ii) Reports extracted from the Police Community Contact Records.
- iii) Business Community – Trade and Commerce expressed concern that local community regeneration was being impeded by both low level crime/ violent offences.

c) Other interested parties

Community and Learning Partnership have become active partners to reduce crime – match funding for the 8 to 13 diversionary activity group targeting socially disadvantaged children/young people and contributing to a similar late night project for 14 to 18 year olds with Stoke City Football Club.

2) ANALYSIS OF THE PROBLEM

2.1) Demographics

- Biddulph is the largest town in Staffordshire Moorlands with a population of 19,500.
- It has higher than average numbers of young people, low incomes and high unemployment; (7% and 16% respectively above the National average).
- It is an area of high deprivation with one Super Output Area in the top 10% nationally.

2.2) Violent Crime in the Area

- Biddulph East had the highest level of violence for all the neighbourhoods in the Staffordshire Moorlands between August 2006 – January 2007

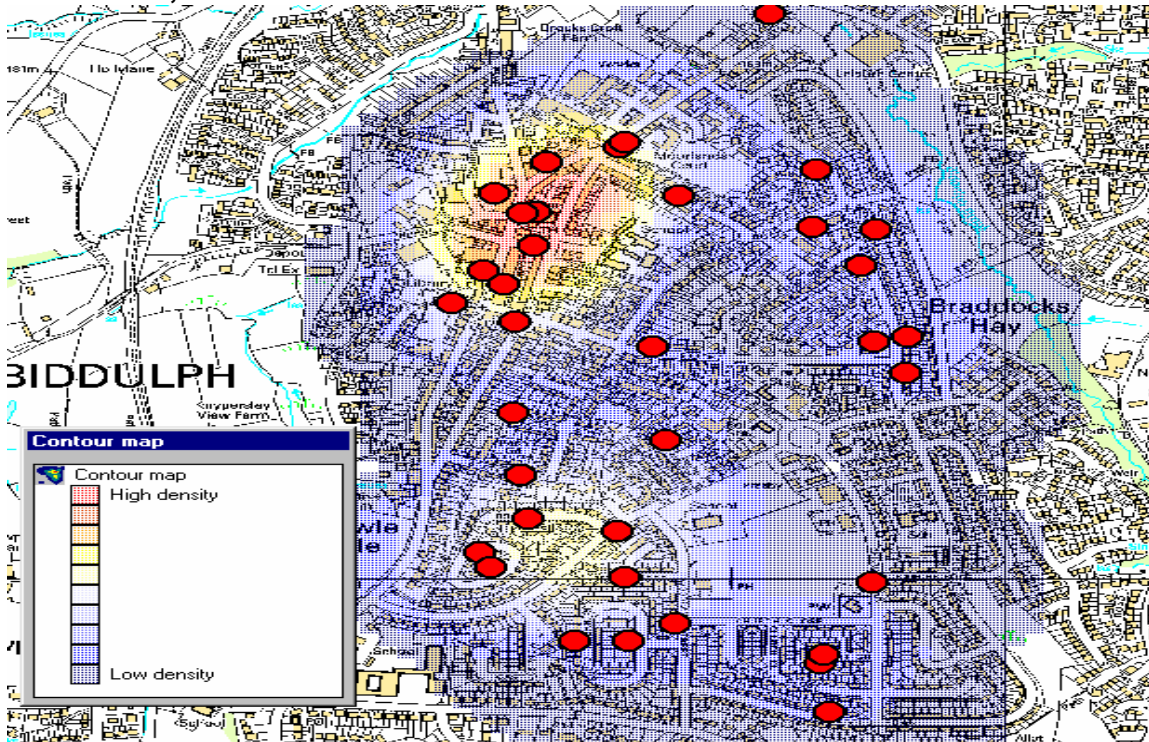
		Neighbourhood	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Total	% age of Moorlands Total
Violence	BL52	Biddulph East	28	27	20	25	28	14	142	16.51%
	BM11	Cheadle Town	16	20	4	11	10	8	69	8.02%
	BL11	Leek Town	8	11	13	11	15	6	64	7.44%
	BL22	Leek West	14	13	10	7	4	11	59	6.86%
	BL31	Haregate	8	9	4	6	9	4	40	4.65%
	BM31	Blythe Bridge	7	6	4	2	7	9	35	4.07%
	BL33	Abbey Green	3	10	11	4	3	2	33	3.84%
	BL21	Westwood	5	5	8	4	7	3	32	3.72%
	BL53	Braddocks Hay	1	7	10	2	7	5	32	3.72%
	BM23	Werrington	1	1	6	10	8	4	30	3.49%
Violence	Moorkands Total		145	143	159	143	126	144	860	100.00%

- The main types of violence affecting the area were common assault and woundings.
- 51% of the violence is alcohol-related this includes domestic violence alcohol-related offences.

Seasonal trends analysis indicates that the area suffers very high levels of violence in July and August, (based on deviation from normal levels shown on the table below).

Crime	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Domestic Burglary			Significant Peak		Borderline Peak		Borderline Peak		Borderline Peak		Borderline Peak		Significant Peak
Burglary Other	Significant Trough			Significant Peak	Borderline Peak				Borderline Peak			Significant Peak	Significant Trough
Theft From MV													
Theft Of MV	Borderline Peak				Significant Peak					Borderline Peak			
Criminal Damage			Significant Peak	Significant Peak		Borderline Peak							Borderline Peak
Wounding		Borderline Peak		Significant Peak	Borderline Peak								Significant Peak
Common Assault		Borderline Peak					Significant Peak	Significant Peak					

LOCATION, TIMES AND DAYS FOR VIOLENT CRIME IN BIDDULPH EAST

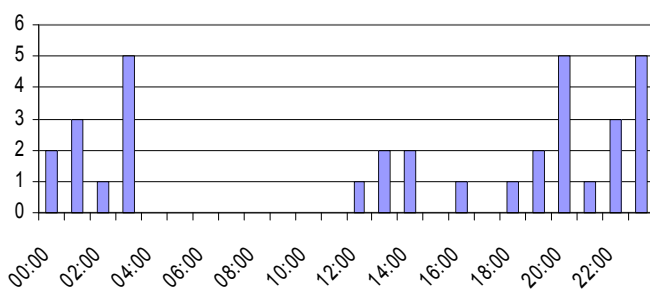


The high numbers of incidents on Mondays is skewed by the number of incidents that occurred on New Year's Day in the Town Centre. This was considered when deciding that intervention activity should be concentrated on Friday and Saturday.

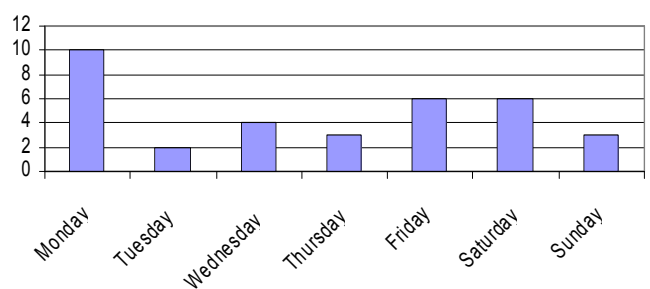
In the Town Centre problems are concentrated around the pubs and a night club. The night club has recently been closed and this is expected to reduce the numbers of incidents in this area

In the Residential areas, hotspot locations are centred on a parade of shops that includes an off-license, which intelligence suggests is involved in selling to underage young people or proxy buying.

Peak Time Analysis of Town Centre Hotspot Aug 06 - Jan 07



Peak Day Analysis of Town Centre Hotspot Aug 06 - Jan 07



As part of the analysis, it was noted that the main time and days for alcohol-related crime was Friday and Saturday, particularly in the evenings/early hours of the morning. This mirrors national evidence such as the Cardiff Violence Prevention Group that indicated peak times of violence and attendances at A & E were at these times.

2.3) Activities Past and Present

There is a police operation running in Biddulph East at the moment called Operation Furnace from June 2006 – targeting:

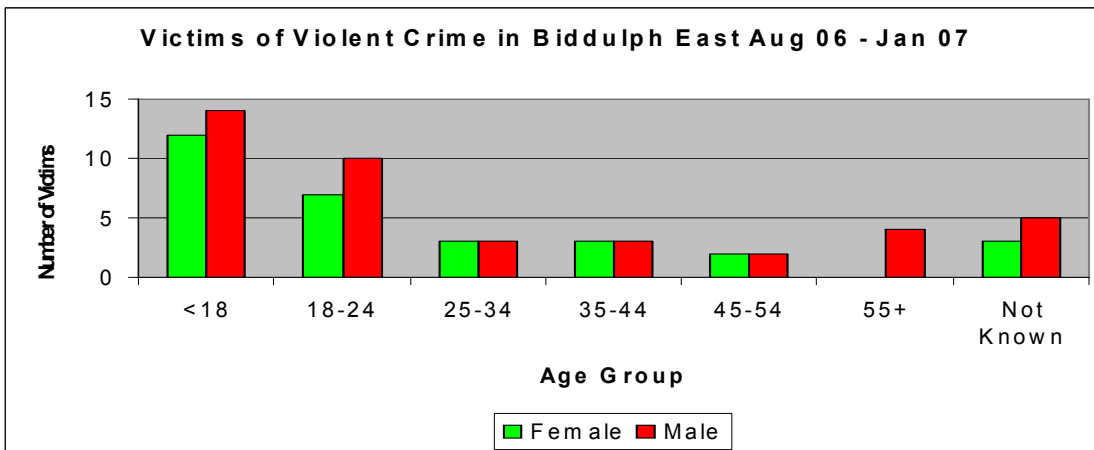
- Violence
- Anti-Social Behaviour
- Criminal Damage

Previous Partnership Activity during August 2006 to January 2007

- Multi-Agency Licensing visits
- Trading Standards have conducted test purchases
- Closure - Dempseys Nightclub
- Community Pride Action Days

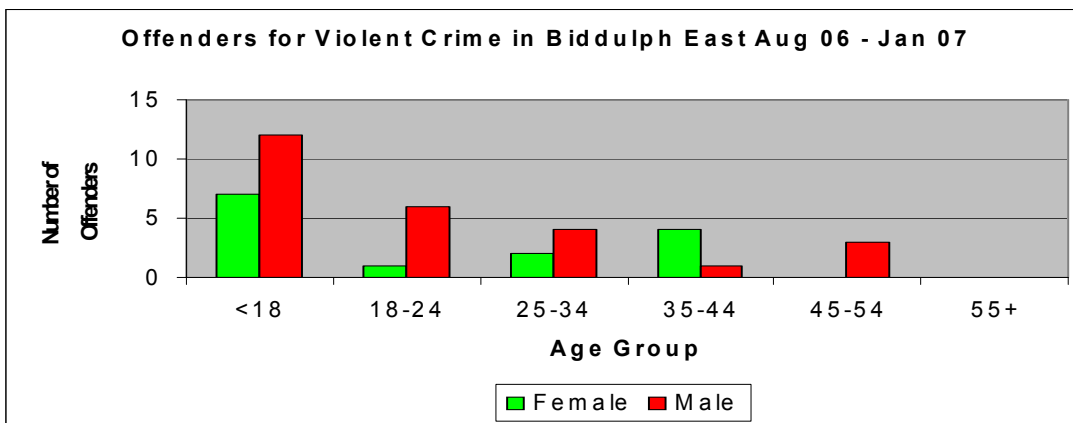
However, these approaches were not co-ordinated and have made limited short –term impact and the problem still persists. Secondly there is a view that because of the limited entertainment opportunities in Biddulph Town an ingrained culture of drinking has been established.

2.4) Offender and Victim profile



Victims

- 60% of the victims of non-domestic common assaults and woundings in Biddulph East area are under the age of 24.
- All of victims described as White European. None of the offences are described as racially motivated.
- In 66% of cases the victim knows their attacker.



Offenders

- 65% offenders of non-domestic common assaults and woundings in Biddulph East and are under the age of 24.
- In 51% of offences, the offender is described as being under the influence of alcohol.
- The use of weapons is rare in this area.

2.5) Other connected offences that are linked to alcohol-related crime August 2006 to January 2007

Biddulph East has the highest recorded crime figures for other types of crime and further analysis was carried out to establish any other connected offences.

Criminal damage was found to be occurring:

- In the same areas of Biddulph East and at the same times.

2.6) Defining the problem

What	Violence and Criminal Damage
When	Friday Nights between 20:00 and 03:00
Where	Town Centre, Shopping areas in residential streets and the streets linking these areas
Who	Offenders and Victims are young people aged 16-25, both males and females – with a core group of dominant offenders
How	Assaults between young people (unprovoked, no weapons, small groups of offenders often attack small groups of victims)
Why	Alcohol-related due to lack of self esteem and opportunities in a deprived area

2.7) Hypothesis

“Reducing the availability of alcohol will result in a reduction in violence in Biddulph East”

Statistical Evidence:

- Biddulph East has twice the level of violence of the next highest neighbourhood area
- 51% of violence in Biddulph East is alcohol-related compared to a Moorlands average of 41%

Anecdotal Evidence Sources:

- BRIC – Biddulph Resource and Information Centre staff
- Staffordshire Moorlands Youth Team Manager for the area
- School Nurse for the High School and 2 Middle Schools

The main problems identified are with the under 25's who are mostly unemployed and buy from the off-licenses which are cheaper and then drink in the streets that leads on to alcohol-related crime.

2.8) Gaps of information identified and taken into account

Prior to this operation a gap analysis had been undertaken with youth agencies to ascertain if the range of activities currently available to young people on a Friday and Saturday evenings was sufficient.

This analysis revealed that the provision of universal youth activities was considered adequate, whereas the activities for 'at risk' socially disadvantaged groups was considered limited. Furthermore, this analysis considered the different age ranges i.e. 8 to 13 and 14 to 18 groups, together with gender needs. A plan of action was instituted to improve Friday and Saturday evening activity for young people.

3) RESPONSE

The formulation of the project plan embraced a range of interventions both curtailing supply and demand, in recognition that the causal factors were multifarious e.g. the ready availability of alcohol, identification of prominent trouble makers. This required a robust proactive response, deploying a combination of imaginative and tried and tested interventions by partner agencies.

The execution of the response was driven through the establishment of a multi-agency Steering Group, who continued to review and revise the plan. For example, the format of the joint patrol (Youth Service and Police Community Safety Officers - PCSOs) was changed to enable the Youth Service workers to try and engage groups of youngsters who were witnessed drinking, if the engagement was rebuffed, the PCSOs could then be contacted via mobiles to facilitate an enforcement action. The role of the Alcohol and Drug Services in Staffordshire (ADSiS) was revised to work alongside the Youth Workers. Finally the use of Stop and Search forms was passed to the Anti-Social Behaviour Officer to write directly to parents' homes.

3.1) Project Plan

The majority of the project plan actions in the plan were carried out throughout the period of the project (May to September) and others were deployed intermittently to maintain the impact e.g. media articles concentrated on parental responsibility/proxy buying and leaflet drops.

Intervention	Mechanism	Owner	When	Who	Outcomes	Measures	Costs
Enforce Alcohol Exclusion Zone – additional patrols, letters to parents, taking young people found with alcohol home	Control Tools	Police	Targeted on peak days and times – Fridays 18:00 – 02:00	NPU Officers	Reduce availability and consumption of alcohol Reduce drinking in the street Reduce fear of crime	No. of visible audits & questionnaire completed by local residents. SNIQ & SNEVAs No. of seizures of alcohol	£8,000
Tackling Under-Age Sales and Alcohol Consumption Campaign – conducted test purchasing in top 10 premises	Disrupt Markets	Police	Beginning in May	Police, Trading Standards & Licensing	Reduce access of young people to alcohol	No. of illegal alcohol Sales	-
Monitor CCTV Cameras covering the off-license premises	Formal Surveillance	Local Authority	Alternate Friday nights 18:00 – 22:00	CCTV Operatives	Evidence/ Intelligence Gathering	No. of calls to police Identification of under-age/proxy sales	-
Covert Surveillance on Off-Licenses to identify proxy sales	Assist Compliance Control Access to Alcohol	Police	Alternate Friday nights 18:00 – 22:00	NPU Trading Standards	Evidence/ Intelligence Gathering	No. of prosecutions	-
Joint Patrols – between PCSOs & Detached Youth Workers to engage young people and signpost them towards youth activities	Assist Compliance Formal Surveillance	Police and Youth Service	Friday nights 18:00 – 22:00	PCSOs and Detached Youth Workers	Engage young people and signpost to diversionary activities	Reduction in ASB No. of young people signposted to youth services	-
Enforce Application of Challenge 21 Scheme – test application with a “test purchase” style operation	Control Access to Alcohol	Local Authority Licensing	From May onwards	Licensing Units (Police and Local Authority)	Reduce Proxy & underage Buying	No. of Refusals No. of Breaches	£100.00

Renew the Pub Watch banning Scheme and extend to Off-License Watch	Reduce Anonymity	Pubwatch and Off-License Watch	From May onwards	PubWatch, Licensing Unit (Police)	Preventing Access to licensed premises	No of businesses on the scheme No of people circulated as banned	-
Set up an Alcohol hotline through Crime Stoppers for residents to report alcohol-related issues	Assist natural surveillance Reduce anonymity	Moorlands Housing	From May onwards	Moorlands Housing	Encourage Community Engagement Gather Intelligence	No of Intelligence logs recorded	-
Postcard Drop – to raise awareness of the problem and encourage residents to use hotline	Assist natural surveillance Reduce anonymity	Local Authority	At start of the project	Local Authority and PCT to promote number and leaflets	Encourage Community Engagement	No of Intelligence logs recorded	£500.00
Media Campaign – raise awareness at the outset and then to update community on progress	Alert Conscience Assist compliance	Local Authority	At regular intervals throughout the operation	All Partners	Reduce fear of crime Raise Awareness Generate Intelligence	This may increase reporting of incidents + provide additional intelligence	-
Use of Alcohol & Worker	Alert Conscience Assist compliance	ADSIS	From May onwards	All Partners to refer – ADSIS to act	Raise awareness Engage with young people Reduce consumption	No of Referrals made	£1,000.00
							Total £9,600

3.2) Risk assessment and risk management plan

Identified risks for the project	Risk Management plan	Ultimate impact on the effectiveness of the project
Lack of Funding	Reduce scale of operation	Limited ability to take young people found drinking at home, police resource constraints.
Unforeseen Operational Demands	Police Service staff is called away to respond to greater priority, no fallback position.	Road Crime Team – called away to respond to Bogus Caller gangs.
Lack of Partnership Engagement	Operate flexible approach to accommodate the needs of the different agency participating. Liaison through Head of Service	No problems identified.
Lack of Community, Business and Media Engagement	Use Locality Action Group and Town Centre Co-ordinators to address lack of engagement.	No real mechanism to engage all retailers.
Displacement	Monitor project through Steering group to react according to new hotspots e.g. redeployment of detached Youth Workers	Identified that young people went further a field to consume alcohol in less visible locations.

Project Management – Community Safety Officer

- Project Manager – Community Safety Officer
- The Steering group included representative's from Police, Fire and Rescue, Trading Standards, CCTV Manager, Youth Manager and Anti-Social Behaviour Officer
- Established Steering group to monitor and revise progress on a fortnightly basis - linked to Joint Operation Group
- Performance Monitoring – Number of seizures of alcohol, reductions in domestic alcohol-related violence, reductions in criminal damage, number of prosecutions for underage selling, or proxy buying
- Exit strategy – mainstream some of these tactics into routine activities so that they can be delivered by normal staffing levels

Future ways of working, sustainability and transferability

The establishment of a multi-agency steering group to co-ordinate actions was an intrinsic part of the project and since that time smaller scale operations have followed the same pattern, such as over the Christmas period. Given that the overall costs of the project are relative small the ability to both sustain and transfer this methodology to other Town Centre locations is seen as eminently feasible.

Innovative approaches pioneered by this project

There are four innovative projects to emerge from this piece of work.

- i) The use of joint Youth Service and Police co-coordinative approach to young people.
- ii) The testing of the Challenge 21 policy, by using the results obtained to advise the Off-License Watch scheme which off-licenses failed the test and need to improve control.
- iii) The use of the covert surveillance approach to monitor target premises.
- iv) The joint agency enforcement visits i.e. Trading Standards, Licensing Authority, Environmental Health and Police Licensing.

4) ASSESSMENT: xxx - Vital xx – Useful x - Redundant

Review of the Biddulph East project components – May-September 2007 that were targeted to reduce the availability of alcohol and thereby reduce violent crime.

Introduction

The Biddulph East multi-agency project took approximately three months to plan and used the principles of the SARA model to develop the delivery strategy.

The project had one primary aim that was to reduce the availability and access to alcohol, plus two secondary aims to target the lead young offenders identified as influencing the behaviour of more easily led others and to expand the youth activity provision.

The project initially ran from early May to the beginning of September, but was extended until the end of September.

See Appendix 1 - results of the Biddulph East – Operation Fusion

1) TUSAC (Tackling Under-Age Sales of Alcohol Consumption) xxx

TUSAC operation May-July coincided with Operation Fusion and despite the fact that TUSAC was District wide it allowed the Police and Trading Standards the opportunity of targeting two premises in the Biddulph area that had a history of problems.

The results of TUSAC in Biddulph led to Fixed Penalty Notices being served on the seller and proxy sellers. The off-license received a warning letter about their practice from the Partnership Housing Agency - Landlord.

Recommendation

It was noted that the results of the National TUSAC operation are likely to be incorporated into a national review that will ultimately influence the format of future TUSAC operations.

2) CCTV Operation xx

Whilst the CCTV operatives did provide information on the two target off-license premises, it was felt that the quality of the information was variable.

Recommendation

Community Safety to suggest to CCTV Manager that the guidance and training given to the CCTV operatives, by the Council be standardised to improve the quality of information being passed to the Police.

3) Covert Surveillance xxx

This was a joint operation between the Police and Trading Standards and was quite successful and led to a Fixed Penalty Notice being issued.

Recommendation

To reconnoitre the particular target premise prior to undertaking a covert surveillance operation, to ensure that the premise is suitable for surveillance.

4) Joint working between PCSO and Youth Workers xxx

Originally the idea was that 'joint patrols' between PCSO's and Youth Workers would be conducted, but this was changed to the idea of exchanging mobile telephone numbers to notify each other of concentrations of young people who were consuming alcohol. The feedback indicated that the exchange of information did not transpire.

Recommendation

That future collaborative projects should make sure from the outset that those agencies taking part are actively involved at the planning stage.

5) Enforce Challenge 21 xxx

The principle underlying this initiative was to use selected 18 year olds to ask for alcohol and note the response from the licensee.

The results of the operation indicated that over 50% of licensees sold to 18 year olds sold without asking for I.D. These results were passed to the local Police Constable who was responsible for the Pub/Off-License scheme, which enabled her to reinforce I.D regulation.

Recommendation

That the frequency of this operation could have been increased and improved liaison with the local Police Constable responsible for the Off Watch schemes may have driven the message home to licensees.

6) Leaflets/Posters/Media and Crimestoppers Hotline xx

It was difficult to quantify the impact of the publicity campaign as the focus of the publicity was to reduce proxy sale buying by parents and older friends. However, some changes to the media approach are suggested in the recommendations.

Recommendations

To consider working with the local Press team for the area, using their local knowledge and experience to broadcast the message. To review how to sustain a high profile media campaign throughout the operation.

7) Alcohol Education – Middle and High Schools xxx

It was noted that the Personal Social Health Education (PHSE) County Alcohol Lead and Trading Standards Officer met with Biddulph High School Deputy Head and revised the alcohol education delivered in Biddulph High School to complement the work of the Biddulph East project.

Recommendation

Community Safety to liaise with Deputy Head of Biddulph High School with regard to arranging for Trading Standards to provide alcohol education for the pupils.

8) Road Crime Team xxx

The Road Crime Team undertook operations in May and July and stopped a number of vehicles for drink driving checks and offences. The general view was that the work of Road Crime Team was complementary to Operation Fusion.

9) Youth Services xxx

During the period of Operation Fusion with the exception of August the detached youth workers remained in Biddulph and were able to cajole and coerce young people to participate in the mainstream youth activities that were taking place at the Leisure Centre.

It was noticed during August when the Youth Service closed there was an increase in the Biddulph East crime figures, showing the important role played by the Youth Service. See point 11 made by the ADSiS worker.

Recommendation

To consider putting in place youth related activities during the Summer months.

10) ADSiS Alcohol Worker x

The original intention for the ADSiS worker was to allow them to work alongside the Youth Services and PCSOs, in actuality this did not occur for different reasons. Whilst the ADSiS worker was able to engage with young people on the Streets the impact of this role was questionable.

Part of the feedback especially during August from young people was that there was only a limited range of activities available and they had insufficient monies to use the Leisure Centre.

11) ASB Officer xxx

The role of the ASB Officer was to target the most serious ringleaders and to write to either young people or their parents who had been stopped by the Police because of their behaviour – (street drinking). Concern expressed that some of the stop forms completed by the Police took some time to come through to the ASB Officer.

Recommendation

The ASB Officer and the Biddulph Sergeant to create a system that ensures that stop search forms are passed to the ASB Officers within 24 hours from the time they have been issued.

12) Healthcare Professionals xx

It was noted that the School nurses had reported that none of the children they saw in the 'clinic' had any alcohol-related issues.

13) Fire Services xxx

Out of the 200 young people who were breathalysed during the FARS events held in May in July only 25% were over the alcohol limit.

Recommendation

To make sure that sufficient breathalysers are available for the FARS event.

14) Targeted covert operation – problem licensed premise xxx

A particular licensed premise in Biddulph was identified as being associated with underage drinking and use of drugs. A raid involving 30 officers in September resulted in a number of arrests and a plan to hold a license review.

Recommendation

To deploy this particular high impact tactic against problem licensed premises in subsequent multi-agency operations.

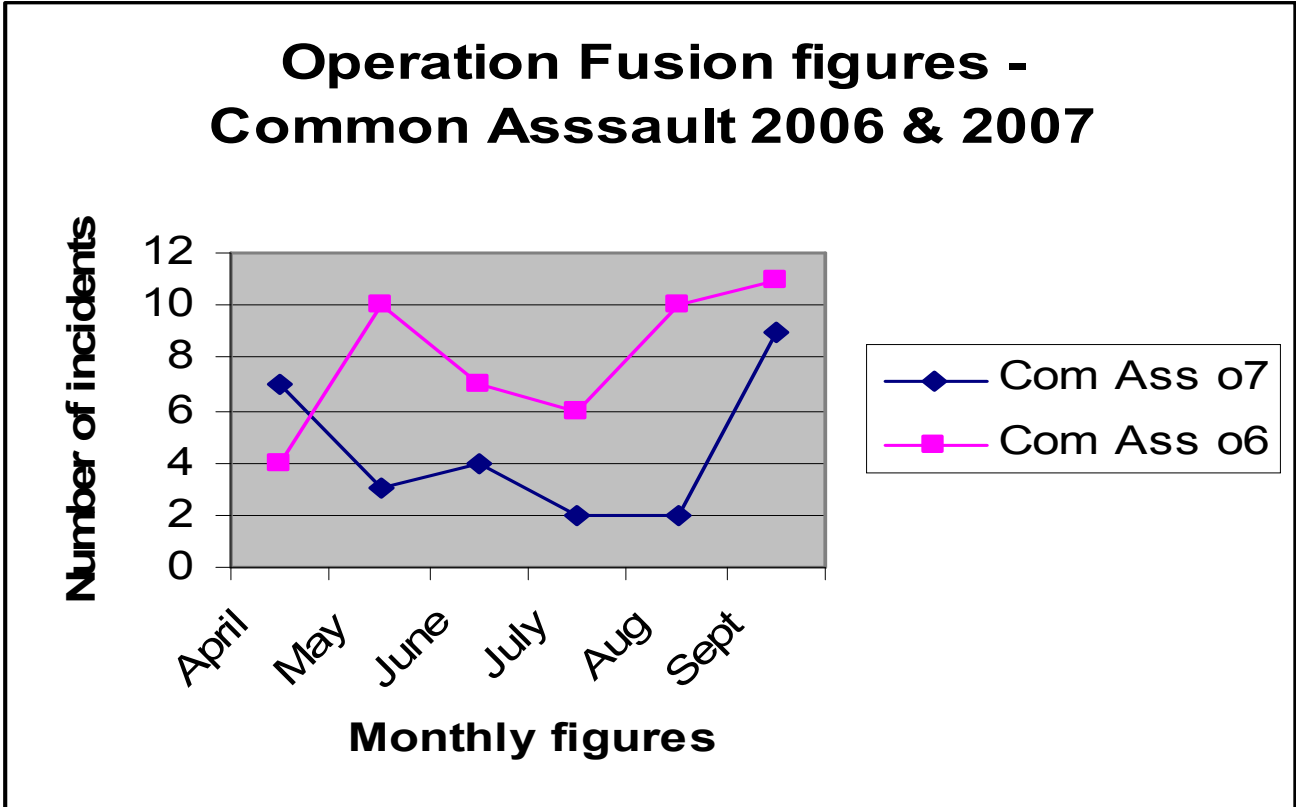
Review of partnership engagement

It was considered by the Review Team that the project may have benefited by involving the Leisure Centre manager and the Biddulph Pub Watch Chair.

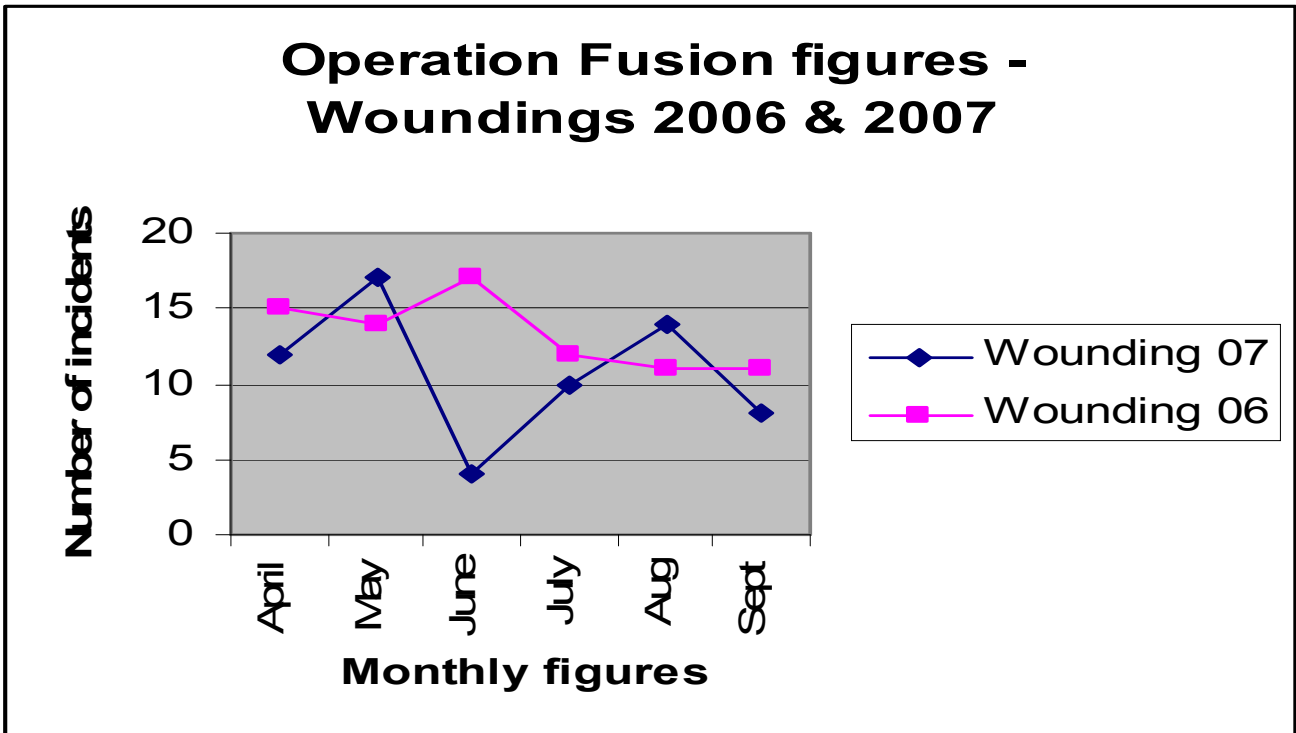
Appendix 1

The results of the Biddulph East – Operation Fusion are detailed below.

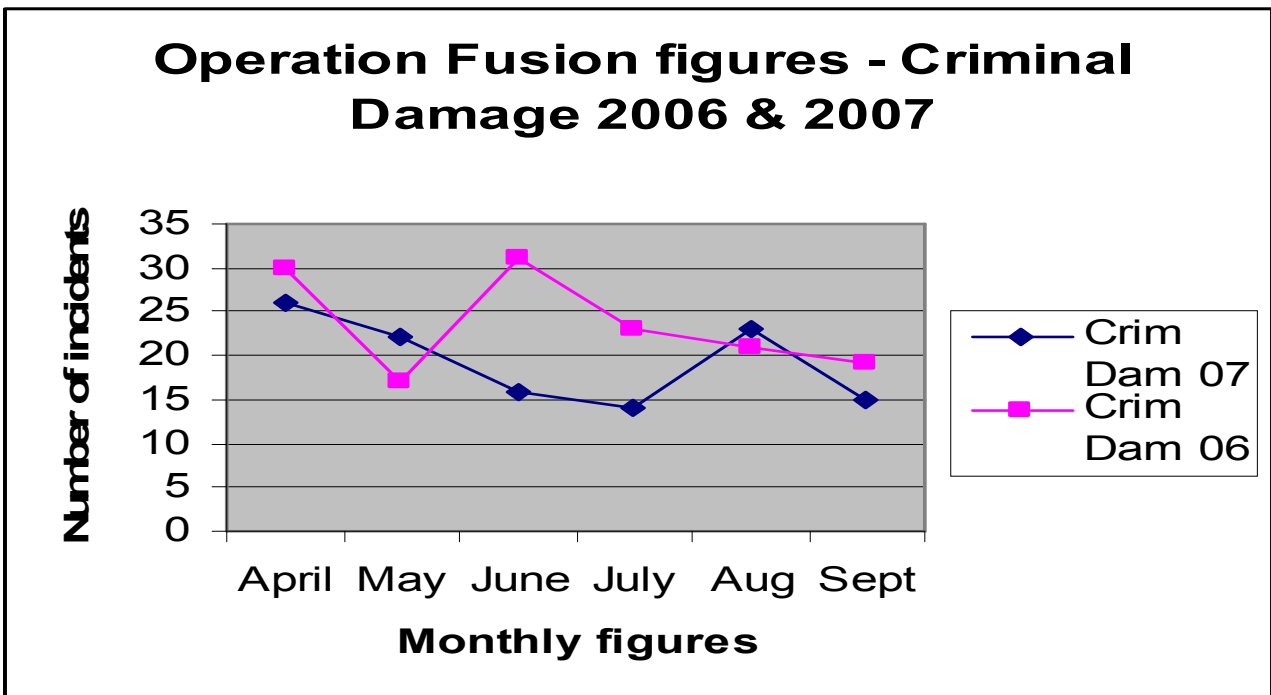
Common Assault



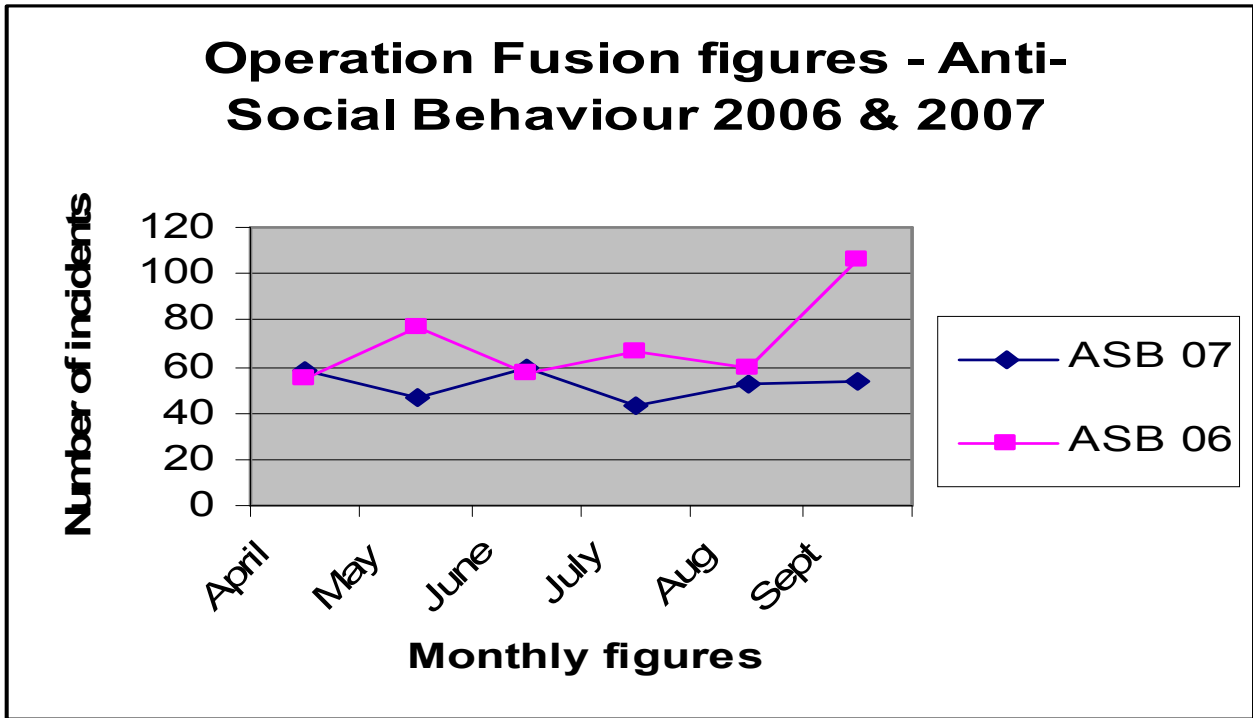
Woundings



Criminal Damage



Anti-Social Behaviour



Comparisons

	Monthly average for May – Sept 06	Monthly average for May – Sept 07	% Percentage difference	Numerical difference
Common Assault	8.8	4	<54.55%	<4.8
Wounding	13	10.6	<18.50%	<2.4
Criminal Damage	22.2	18	<18.90%	<4.2
ASB	73	51.2	<29.90%	<21.8

Conclusions

The key message to emerge from this project is that as this problem is caused by a wide range of factors, some of which are socio-culturally ingrained in the life blood of this community, it requires a response on a number of different levels to try and break this cultural link. The approach therefore tackles head on the suppliers of the alcohol through a variety of interventions i.e. Challenge 21, TUSAC, Multi-agency licensing visits, Covert Surveillance Off-License Watch and a visible Police presence on the streets.

The project is also aimed at reducing demand through educational messages through e.g. Youth Service, Healthcare School Nurses and Young Person Substance Misuse Team. Finally the project used a media campaign to target parents and also asked local residents to pass information through to Crimestoppers as to where the young people were gaining access to alcohol and where they were drinking.

State number of words: 3,978

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

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 and Communication Team, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received by 25th April 2008.