



# 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: **Early Intervention**
2. Key issue that the project is addressing e.g. Alcohol related violence: **Juvenile Shop Theft**

#### **Author contact details**

3. Name of application author: **Joe Joyce**
4. Organisation submitting the application: **Northampton Retail Crime Initiative**
5. Full postal address: **P O Box 261  
Northampton  
NN1 2WQ**
6. Email address: **info@retailcrime.org**
7. Telephone number: **01604 629181**

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

8. Name of secondary contact involved in the project: **Nick Stephens**
9. Secondary contact email address: **info@retailcrime.org**
10. Secondary contact telephone number: **01604 629181**

**Endorsing representative contact details**

11. Name of endorsing senior representative from lead organisation: **Sheridan New, Chair Board of Directors  
Northampton Retail Crime Initiative**

12. Endorsing representative's email address: **sheridan.new@kingsturge.com**

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 East 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:** When juveniles are detained for shoplifting there is no real deterrent or explanation of the consequences of their actions. Young persons are referred to the Youth Offending Team, but we feel that this often too late for them as they already have gone through the system of police warnings and reprimands. They are often at the final stage nearing a Magistrates Court appearance before any intervention work is done with them.

**Analysis:** Latest information suggests that young persons often treat shoplifting as a joke and often do not understand the consequences of shoplifting. Currently it is estimated that peer pressure is given as a reason for offending by 25% of offenders and bullying by 32% of offenders. Other reasons given for offending given included boredom, lack of money and 'want it now mentality'. Not only did we look at statistics but we also communicated with various agencies that deal with young people in Northampton including the Youth Offending Team, Police Investigation Teams and the Safer Community Teams.

**Response:** With the agreement of the local Police the NRCI became involved with early intervention. The process begins after an Informal Action by the Police is issued to a young person for a shoplifting offence. The Informal Action is unique to Northamptonshire Police and is a method of dealing with a young person that avoids prosecution. It is used by the Police prior to the Home Office approved methods such as final warnings and reprimands etc. There was no follow up by the Police or other agency after a young person was caught and dealt with a first shoplifting offence. The NRCI has filled this gap. Each time an Informal Action is given we are now notified by the Police and we follow up with a home visit to explain to the offender the consequences of their crime. This is in addition to our educational poster campaign which is aimed at schools and youth clubs which also reinforces our message.

**Assessment:** In a continual assessment we keep detailed records to ensure offenders do not come to our notice again. Over the forthcoming months we will be assessing the project to see if the level of juvenile offending has reduced and by how much.

**State number of words: 371**

**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 Northampton Retail Crime initiative (NRCI) aims to reduce retail crime and anti-social behaviour throughout ALL shopping areas of Northampton. The NRCI has become an internationally recognised award-winning scheme through its proactive work. It is best known for its Exclusion Order Scheme that bans persistent retail offenders from stores but there is so much more to the NRCI. The NRCI is led by a Board of Directors taken from a cross section of the business community of Northampton. A Co-ordinator and Administrator are responsible for the day to day running of the scheme and are assisted by the Police liaison Officer who is a serving Police Officer. In brief, the NRCI operates an information-sharing scheme which gathers information from members and the Police at a central point. This information is then analysed to identify crime patterns and persistent retail offenders. The NRCI then alerts members to counter any emerging crime patterns and also targets those offenders identified as 'lifestyle criminals'

The NRCI works in partnership with various agencies including the Police, Northampton Borough Council, CCTV Control Centre, Youth Offending Team, Actuate Learning & Development Ltd, other county and national retail crime schemes including Partners Against Crime in Milton Keynes and the Midlands Regional Crime initiative. The NRCI is a member of the Action Against Business Crime and a holder of the Safer Business Award.

From our work with Police, members and our own personal knowledge we took the decision to focus on the problem of young people being involved in shoplifting. Our research shows that 33.4% of retail crimes were carried out by those aged 19 or younger. In 2007 retail crime accounted for nearly 10% of all crime reported in Northamptonshire. Further analysis shows that retail crime offending peaks on Saturday (12.00 mid-day). We liaised with member stores, Police and the Youth Offending Team.

**Analysis:** We used information gained from the Police, Youth Offending Teams, member stores, Centre for Retail Research, the Public and the Media. We quickly noticed that there was a gap in explaining the consequences of shoplifting to young people, and also that there was no early intervention work with young people who are involved in shoplifting.

We felt that this project ties in well with the school syllabus on Citizenship and is aimed at 12-15 year olds. Although the Youth Offending Team is responsible for intervening with Young People just prior to them going to court there was no-one intervening at an earlier stage.

**Response:** We responded in a number of ways;

**1.** Educational Poster Campaign – this is aimed at young people with specific emphasis on heightening awareness on the consequences of being involved in shoplifting, these being;

Affecting your ability to travel and work abroad

Affecting your ability to work in the UK and getting your own criminal record

Being labelled as a Thief

Restriction on entering shops with family/friends etc if given an NRCI Exclusion Order

**2.** We conduct home visits soon after an Informal Action is given. The reason for these home visits is many and varied.

To understand why they did it – point them in the right direction for help.

Offer the individual and their family support.

Put across the message and the feelings of the business community

Facilitate where appropriate face to face meetings between offenders and store staff.

Our website has given much publicity to the project but also has many topics for discussion and where to go for additional help. [www.retailcrime.org](http://www.retailcrime.org)

Again the whole point of the visit is to stop young people re-offending. Within the retail community there is a lot of misconception about young persons committing shop theft. One of these misconceptions is that ALL young people steal and those that are caught are never remorseful of their actions. We know this is not true and we are actively engaging with young persons. This project and getting young people involved in face to face meetings with their victims demonstrates that the NRCI is determined to see both sides of the issue and is working to reduce the level of offending by young people.

**Assessment:** As the project was only launched in February we are at an early stage. We do keep detailed records on persons we visit to ensure that they do not re-offend. We also analyse current statistics to see what reduction in the number of young offenders has occurred. We will do a detailed assessment at 6 months and also at 12 months. We firmly believe that this is a long term project and results will not become clear until at least a year or more has passed. Maybe even several years!

**State number of words used: 769**

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

15<sup>th</sup> April 2008

Alex Blackwell  
Home Office, Effective Practice & Communications Team  
4<sup>th</sup> Floor,  
Fry Building (SE Quarter)  
2 Marsham Street  
London  
SW1P 4DF

Dear Ms Blackwell

I support wholeheartedly all initiatives to get youngsters and shoplifters on the straight and narrow.

I am delighted at the NRCI's involvement with this project. The NRCI has always been at the cutting edge in the fight against retail crime and this Early Intervention will really help to re-inforce the message that shoplifting is wrong. The NRCI recognises that young persons get involved in crime for a variety of reasons and firmly believe that this project will result in fewer young persons committing crime.

I wish the NRCI every success in their application.

Sheridan New – Chair  
NRCI Board of Directors  
P O Box 261  
Northampton  
NN1 2WQ

**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.