



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: The writing is off the wall
2. Key issue that the project is addressing e.g. Alcohol related violence: Criminal damage, in particular graffiti

Author contact details

3. Name of application author: Richard Palusinski
4. Organisation submitting the application: Swindon Community Safety Partnership
5. Full postal address: 4th Floor
Premier House
Station Road
Swindon
SN1 1TZ
6. Email address: rpalusinsk@swindon.gov.uk
7. Telephone number: 01793 466543

Secondary project contact details

8. Name of secondary contact involved in the project: Chris Sivers
9. Secondary contact email address: csivers@swindon.gov.uk
10. Secondary contact telephone number: 01793 466152

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Councillor Rod Bluh

12. Endorsing representative's email address: rbluh@swindon.gov.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 South 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:

Swindon was experiencing increasing crime figures contrary to target. Perception of crime was rising steadily. Volume crimes were on the increase, including criminal damage, particularly in the town centre area. As a "signal" crime, criminal damage was seen to affect crime numbers and perception of crime in Swindon.

Other contributory statistics included a one-day count and the council's identified priorities around economic growth and reduction of crime. This count showed that 33 calls in a single day were received by the Council alone on the subject of environmental damage and littering.

Analysis:

Analysis of reported crime types and locations demonstrated that criminal damage represented a significant and increasing proportion of crime in Swindon. This was having a negative effect on public perception and fear of crime and was considered to be a risk to effective economic growth. 44% of respondents to the Local Government User Survey indicated that high levels of graffiti existed, providing the second highest level of crime concern in Swindon.

Response:

A multi agency group was established to proactively address the issue. An action plan was agreed that identified a range of initiatives to address the problem. Each of the agencies took responsibility for delivery of their part of the plan. Regular meetings were held to review progress and effectiveness of the plans, resulting in the delivery of all aspects. Initiatives included work with owners of local commercial premises to agree swift removal of graffiti, identification of prolific tags and taggers, a campaign to warn taggers that positive action was being taken, a structured clean-up of graffiti, use of CCTV, introduction of a graffiti reporting line for council employees and working with local retailers of products used by taggers to restrict sales by age. The work of the partner agencies was highlighted in regular press releases, resulting in significant local press coverage. A publicity campaign in partnership with a local newspaper entitled "shop a tagger" played a key role in identifying prolific taggers and bringing them to justice.

Assessment:

Rising trends in criminal damage across the borough and within the town centre have been reversed. Volumes of criminal damage across Swindon changed over the period of the initiative from a rising trend with an average of 200 reported incidents per month to a falling trend with an average of 150 cases per month, producing a 25% reduction in reported incidents.

State number of words: 395 words

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:

Swindon has had a challenging time addressing a range of crime reduction targets. These targets were set by the Local Area Agreement (LAA) and the PSA. During 2007, crime figures measured across the PSA1 target range and the British Crime Survey's ten comparator crimes were showing an inexorable increase, rather than the decrease that the target required. Crime types making up the target group included thefts, violent crime and criminal damage. Local surveys and intelligence indicated that fear of crime was also steadily increasing. Much of this increase was attributed to the litter and graffiti in the town centre and across the Borough of Swindon.

A one-day count was undertaken to examine the subject of calls to a number of call centres including Police and Swindon Borough Council. This count showed that 33 calls in a single day were received by the Council alone on the subject of environmental damage and littering.

The Council had already identified that the effective tackling of signal crimes including broken windows, litter and graffiti rated highly on their agenda and received a priority approach.

The Council had identified a priority for economic growth and the prevalence of signal crimes was seen as a deterrent to attracting major investment by big name shops and other companies.

Analysis:

Detailed analysis of statistical data identified that criminal damage in Swindon was high; averaging over 200 reported incidents per month, with a steadily increasing trend. Police town centre beat data mirrored that trend. Data from the Town Centre Neighbourhood Police Team (NPT) area showed that one third of reported criminal damage occurred in that NPT area.

44% of respondents to a Local Government User Survey (LGUS) indicated that there were high levels of graffiti and vandalism in Swindon, ranking second amongst the areas of concern. Visual effects of graffiti and vandalism led to high levels of perceived crime and a rising fear of crime.

Swindon has an extensive redevelopment plan for the town centre and it was feared that the levels of vandalism and graffiti might deter commercial investment and affect economic growth.

Safe and clean days had already been introduced across the Borough. These are multi agency days of action in Ward areas, cleaning up graffiti, removing abandoned cars, and clearing litter and fly tipping to improve the environment of the area. Reports from these safe and clean days indicated that graffiti was a significant problem and local residents identified graffiti as an indication of overall crime levels.

These soft and hard data sets indicated that a proactive approach to graffiti was required to reduce crime and the fear of crime.

Response:

A multi agency team was established consisting of:

Cheri Wright, Anti Social Behaviour Manager for the Community Safety Partnership (Chair)
Police Constable Alexander, Town Centre Beat Manager for Wiltshire Police
Bernie Maguire, Town Centre Manager, In Swindon
Geoff Davies, Waste Manager, Swindon Borough Council
Richard Palacio, Environmental Improvement Manager, Swindon Borough Council
Russell Sharland, Trading Standards, Swindon Borough Council
Rob Core, Senior Street Services Officer, Swindon Commercial Services

Using their shared expertise and drawing on the data available and good practice from other areas, this group drew up an action plan that delivered the following initiatives:

“Name That Tag” Initiative:

- Via a partnership with the local media, the most prolific ‘tags’ were highlighted and a reward offered for information leading to the successful detection of the tagger. Information could also be provided anonymously.
- A 24-hour hotline (utilising voicemail) and an email address were established and posters utilised in Council buildings including Community Centres, supportive local shops and businesses.
- After receiving sufficient intelligence, in partnership with the Police, entry warrants were executed, graffiti paraphernalia seized, suspects interviewed and proceedings instituted in appropriate cases.
- Acceptable Behaviour Contracts and Anti Social Behaviour Orders were considered.
- Where admissions were made, Civil Recovery proceedings were considered to recover costs of graffiti removal.
- Six prolific taggers were arrested, with high profile newspaper coverage.
- Reparation and restorative justice was used in two cases.
- Over 50 newspaper articles appeared in the local newspaper, producing a significant positive public response to the project and the perception that the authorities were taking action.

Town Centre Clean-Up Initiative:

- Tagging and graffiti was prevalent on many commercially owned town centre buildings. Whilst it can be argued that commercial organisations should be responsible for dealing with graffiti themselves, a pragmatic approach was adopted whereby an ‘amnesty’ period was offered and a heavily subsidised removal service offered to quickly improve the area.

Town Centre CCTV Enforcement:

- CCTV available in the Town Centre was utilised to track the newly cleaned sites (especially at night) to detect any subsequent incidents of graffiti.
- Zurich Insurance, whilst slightly out of the town centre, supported this initiative with their CCTV facilities as they have suffered persistent graffiti problems.
- Covert CCTV was installed in cleaned areas to detect offenders.
- Images captured by covert CCTV were published in the local newspaper, resulting in a number of reports identifying taggers and, in two cases, parents bringing their children into the local police station.

Utilities Agreements:

- The Clean Neighbourhoods and Environment Act 2005 provided new powers to councils to make sure that the owners of roadside cabinets and similar structures are kept clean of graffiti and fly posting.
- Swindon Borough Council has formal agreements with Thames Water and the Royal Mail and negotiations are ongoing with BT and NTL. As part of these negotiations it was suggested that, due to the difficulties with identification of street cabinets, an identification sticker with a hotline number to report graffiti was displayed on BT and NTL structures.

Graffiti Removal:

- Swindon Borough Council has a policy of removing offensive or abusive graffiti on Council buildings and structures in one working day once the presence of the graffiti is known.
- This policy was widened so that all other graffiti on Council buildings and structures was removed within five working days of the presence being reported. This encouraged members of the public to take positive action in their communities to report graffiti, as they would quickly see the result.

Soliciting use of the Free Graffiti Removal Scheme:

- Swindon Borough Council provided a free graffiti removal service to those suffering graffiti on privately owned buildings.
- Certain premises are more likely to be victims of graffiti (ie end-terraces) but may not be aware of the free removal service. Proactive approaches were made to those houses that had highly visible tags and graffiti, telling them of the free service.

Anti Graffiti Charter (Removal):

- Work had already been done to create this charter and, therefore, this project provided the opportunity to have the charter formally launched. Signatories to the charter agreed to abide by the following terms:
- To help improve the appearance of Swindon’s street scene for the benefit of local people by doing all that is reasonably possible to keep their properties free from graffiti, and to assist Wiltshire Police in taking action against offenders.
- To arrange to remove racist and obscene graffiti within 24 hours of it being brought to their attention.
- To arrange to remove other graffiti within 28 days of it being brought to their attention.

Anti Graffiti Charter (Purchasing):

- Swindon Borough Council had created an Anti Graffiti Charter whereby businesses selling graffiti paraphernalia (whether age-restricted by law or not) agreed voluntarily to record and monitor persistent purchasers of such material.

Test Purchasing:

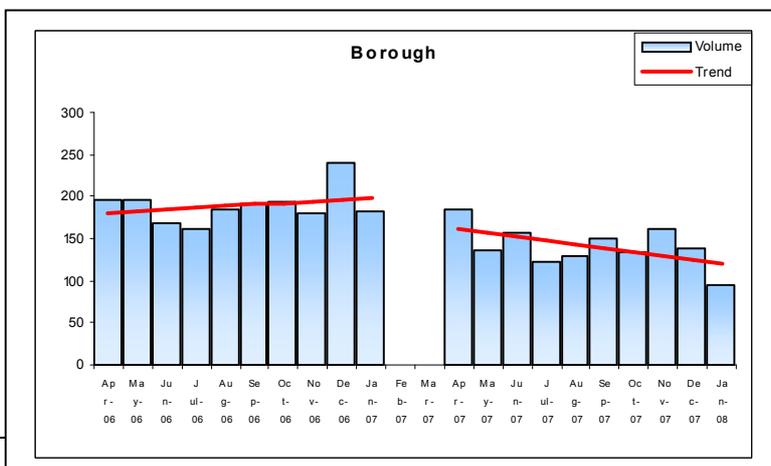
- Under the Anti Social Behaviour Act 2003 it is an offence for anyone to sell aerosol spray paint to anyone under the age of 16. A person guilty of an offence can be fined up to £2,500.
- Trading Standards had not utilised test purchasing to ascertain compliance with this legislation.
- In partnership with the Anti Graffiti Charter, Trading Standards conducted enforcement advice visits to all relevant premises, following up with test purchasing and instituting proceedings where appropriate.

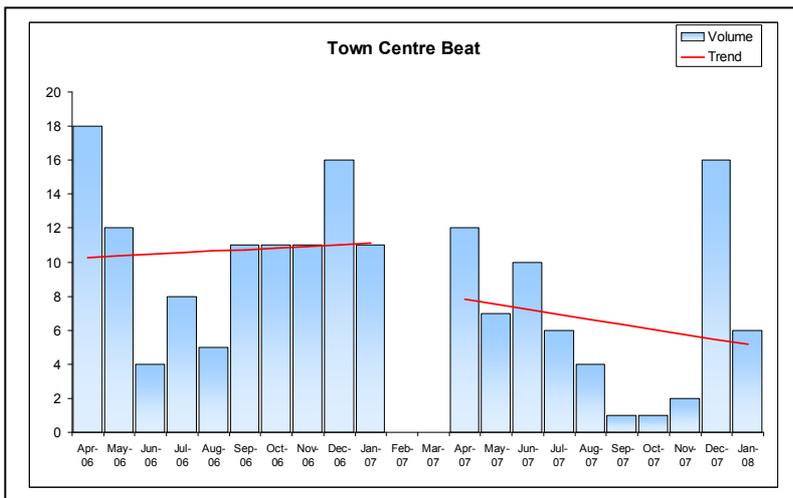
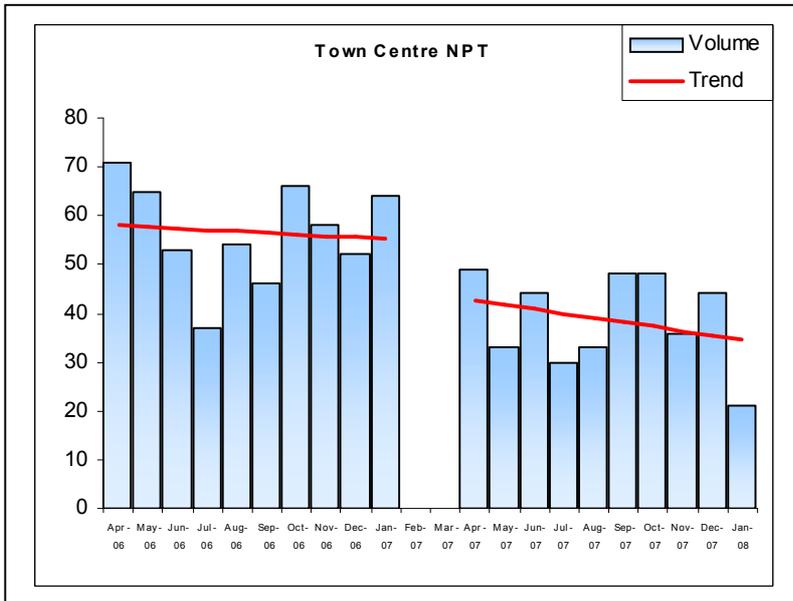
Assessment:

This action demonstrated the effectiveness of multi agency partnership working to address locally identified problems.

The visible difference is marked. The town centre and road approaching the centre have been virtually free of graffiti since the project began, leading to increased public confidence. We eagerly await the outcome of the next perception survey to judge the effect on fear of crime.

In hard data terms, the effect of the initiative can be demonstrated in the following way. Three areas of data collection have been analysed comparing criminal damage figures prior to and after the initiative.





The graphs above demonstrate that, in the case of the whole Borough of Swindon, the project effectively reversed a rising trend in criminal damage, providing a measurable continuing downward profile of offences. This profile has been replicated in the town centre beat, whereas in the town centre NPT area, it can be seen to accelerate a slight downward profile. In numerical terms, the volumes can be demonstrated as below.

Period	Borough Volume	Borough Linear Trend	Town Centre NPT Volume	Town Centre NPT Linear Trend	Town Centre Beat Volume	Town Centre Beat Linear Trend
2006/07	1895	10%	566	-5%	107	8%
2007/08	1406	-25%	386	-19%	65	-34%
% Change in Volume	-26%		-32%		-39%	

BOROUGH

Period	Volume	% Change in Linear Trend
2006/07	1895	10%
2007/08	1406	-25%

TOWN CENTRE NPT

Period	Volume	% Change in Linear Trend
2006/07	566	-5%
2007/08	386	-19%

TOWN CENTRE BEAT

Period	Volume	% Change in Linear Trend
2006/07	107	8%
2007/08	65	-34%

The project delivered a sustainable result. Graffiti in and around the town centre has been maintained at a much lower level. An ongoing arrangement with partners ensures that any graffiti is removed quickly, limiting the risk of more graffiti being added to areas.

Building on the evident success of this project, we have identified that further major projects are appropriate, focussing initially on damage to bus shelters.

In evaluating the effectiveness of the project, both in terms of improved environment and future impact for economic development, Swindon Borough Council determined that the results were so clearly positive that a budget of £100,000 has been added to existing budgets to maintain positive action against graffiti and signal crimes in the coming year. There is also an ongoing commitment to maintain and improve this level of funding.

State number of words used: 1,717

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

From: Chris Sivers
Sent: 24 April 2008 15:37
To: Richard Palusinski
Subject: Tilley Award
Hi Richard

I am pleased to add my endorsement to this Tilley nomination.

I took a close interest in the preparation and delivery of this project, from its initial conception through delivery and assessment. There is a noticeable and sustainable difference in Swindon arising from the project and results have been a major factor in Swindon Borough Council allocating additional funds to maintain the gains that this project has delivered. The project has been very popular with members and note that the Leader himself has taken a personal interest.

I commend the project to the judging group as an example of a successful multi-agency delivery.

Chris Sivers
Director of Community
Swindon Borough Council
Premier House, Station Road
Swindon, SN1 1TZ
01793 466152
07766 368331

Checklist for Applicants:

1. Have you read the process and application form guidance?
2. Have you completed all four sections of the application form in full including the endorsement from a senior representative?
3. Have you checked that your entry addresses all aspects of the judging criteria?
4. Have you advised all partner agencies that you are submitting an entry for your project?
5. Have you adhered to the formatting requirements within the guidance?
6. Have you checked whether there are any reasons why your project should **not** be publicised to other police forces, partner agencies and the general public e.g. civil or criminal proceedings pending in relation to your project?
7. Have you inserted your project name as a footer note on the application form?
Go to View-Header and Footer to add it.
8. Have you saved you application form as a word document and entitled your message '**Tilley 08 entry (followed by project name in brackets)**' before emailing it?

Once you are satisfied that you have completed your application form in full please email it to Tilleyawards08@homeoffice.gsi.gov.uk. One hard copy must also be posted to Alex Blackwell at Home Office, Effective Practice & Communication Team, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received by 25th April 2008.