



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.

Section A: Application basics

1. Title of the project: **Easy Tiger!**
2. Key issue that the project is addressing: **Alcohol related crime and disorder and criminal damage**

Author contact details

3. Name of application author: **Jan Brown**
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Secondary project contact details

8. Name of secondary contact involved in the project: **Claire Geddes Marketing and Communication Manager**
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Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: **Assistant Chief Constable Wendy Walker**
12. Endorsing representative's email address: wendy.walker@lancashire.pnn.police.uk
13. Please state which Government Office our organisation is covered by **Government Office North West**

14. Please mark this box with an X to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):



Section B: Summary of application - *In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).*

Scanning:

- Lancaster is a university city in NW England with a large student population.
- Concerns were the increasing number of alcohol related assaults and criminal damage in Lancaster.
- Main period for assaults and damage identified as October to December, peaking during Freshers' week.
- Evidence showed that alcohol increased the risk of becoming a victim of assault or an offender.

Objectives – reduce alcohol related crime and disorder, alter drinking patterns amongst target group, reduce alcohol-related admissions to A&E. Focus on target period - October to December.

Analysis:

- 2005; 296 alcohol related assaults in Lancaster, 19% against students.
- 30% of assaults and 13% of all criminal damage occurred in Lancaster City centre.
- Lancaster University Student Union (LUSU) lifestyle survey reported 80% of students drank alcohol, with average spending of £50 weekly. These results were significantly higher than those nationally.

Response:

'Easy Tiger', an innovative and impactful social marketing campaign. Objectives set using SMART model.

Aims – to develop a social marketing campaign promoting responsible drinking especially amongst students, harm reduction and to establish an identifiable brand.

Thorough use of the media including billboards and radio airtime. Marketing materials for the campaign displayed in licensed premises in Lancaster, combining education and awareness.

12,000 bottles of 'Easy Tiger' branded bottled water distributed FREE OF CHARGE through licensed premises, with 10,000 'alcohol information cards'.

Assessment:

31% reduction in assaults involving 18 to 23 year olds and 18% reduction of student assaults. Criminal damage reduced in Lancaster City centre by 42%.

Assaults in Freshers' week reduced from 14 (2005) to 5 (2006) and from 6 student assault victims in 2005 to **NO** student assault victims in 2006.

A student survey showed 43% changed their drinking habits response to the campaign. Alcohol related admissions to The Royal Lancaster Infirmary Accident and Emergency Unit reduced.

Licensees in Lancaster reported a 64% increase in water sales and requests for water.

The initiative was embraced by all partners and effectively targeted the student population. The campaign aims and objectives were achieved within the timescale and benefits gained for the providers and users of the night time economy in Lancaster.

'Easy Tiger' remains a cornerstone campaign of the Alcohol Harm Reduction Strategy for the Lancaster and District Community Safety Partnership. The project continues into 2008 to target incoming new students and is to be extended to include other further education colleges in the district.

State number of words: 399

Section C: Description of project - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 11.

Scanning:

The Government produced an 'Alcohol Harm Reduction Strategy' in March 2004, in this they identified that "misused alcohol is also a major contributor to a range of harms, at considerable cost". National research also shows that excessive drinking increases the risk of becoming a victim of assault or indeed becoming involved in offending behaviour.

Location

Lancaster has a vibrant night time economy and a city centre, approximately 1.5 sq miles, with 71 licensed premises and 15,000 late night drinking spaces.

Lancaster University campus is located close to the city centre and has a total student population in excess of 20,000. 5,000 new students ('Freshers') arrive each October and are involved in the annual Freshers' week activities.

Police Concerns

In Lancaster in 2005, police statistics showed there were 296 alcohol related assaults of which 19% were committed against students, 30% of all alcohol related assaults and 13% of all criminal damage occurred in Lancaster city centre. Assaults had been steadily increasing in the preceding years.

The alcohol related assaults and damage occur in Lancaster city centre, the main age of the victims and offenders was 18 to 23 years and the excessive consumption of alcohol was the over riding factor. Students figured as both victims and offenders.

The main period for assaults was identified as being October to December, with a peak coinciding with Freshers' week.

Lancaster University Student Union (LUSU)

An orientation survey in 2005 revealed that 8% of students felt peer pressure to drink and this was an increase on previous years. LUSU expressed concern regarding student drinking habits and the need to address current drinking trends. A student life style survey revealed startling results. Over 90% drank alcohol, and on average spent £20 per week rising to £50 per week in Freshers' week.

Retailers and Commercial Concerns

Criminal damage is an issue of concern to retailers in Lancaster City centre who bore the brunt of the damage caused to premises, particularly over the weekend period. The offences were mainly damaged and broken glazing in retail and commercial premises and this created inconvenience as well as repair costs. The Lancaster and District Chamber of Trade and Commerce would regularly raise the issue of criminal damage at police forums.

Lancaster and District Community Safety Partnership

Alcohol related crime and disorder is of concern to the local community and the local Partnership Alcohol Harm Reduction Group formulated an Alcohol Harm Reduction Strategy to tackle this issue. The Easy Tiger campaign, forms part of the response to the problem and ensures that all the agencies that have a stake in the problem are identified, consulted and involved.

Royal Lancaster Infirmary – Accident and Emergency Department

There was hearsay evidence from a number of sources (licensees, student representatives and police) that excessive alcohol consumption was increasing and this was a major factor leading to a need to seek medical attention. This was confirmed by the admissions data to the A&E department.

Historical Response

A number of local campaigns had been undertaken to address the problem of alcohol related crime and disorder, in partnership with student representatives and Lancaster Pubwatch, through the Lancaster and District Community Safety Partnership. Historically the response has been in the form of inert poster and leaflet campaigns. Research with relevant groups such as licensees, student representatives and other users of the night time economy, identified a need for a social marketing campaign that created a recognisable brand aimed at promoting sensible drinking and social responsibility in order to achieve the ultimate goal of the reduction of crime and disorder. The campaign needed to be innovative, impactful and interactive in order to capture the imagination of the target group of 18 – 23 year olds and the student market. It was felt that if this campaign was successful, there would be numerous tangible results which could be assessed through student surveys, licensee feedback and data from the local hospital Accident and Emergency Department in addition to the Police recorded crime and incidents. This would provide a true reflection of the success of the 'Easy Tiger' campaign.

Campaign Objectives

Objective	Target	Accountable Agency
Reduction in alcohol related crime and disorder	10% reduction – October to December	Police
Evidence of an alteration in drinking patterns	30% change in drinking habits	LUSU/Pubwatch
Develop a social marketing campaign	50% positive response to campaign	All partners
Reduction in admissions to A&E were alcohol main factor	15% reduction – October to December	North Lancashire PCT
Set up Easy Tiger website	300 website hits	LUSU

The objectives were set to ensure that they were specific, measurable, time limited and used the appropriate agency.

Analysis:

Data Sources

- Lancashire Constabulary – SLEUTH (crime recording system)
- Student Surveys - Lancaster University Students Union (LUSU), Lifestyle survey, Orientation survey
- National MORI Poll of Student Lifestyles
- North Lancashire Primary Care Trust – Royal Lancaster Infirmary, Accident and Emergency Department data
- Lancaster Pubwatch
- Lancaster and District Chamber of Trade and Commerce

Analysis – Victim, Offender, Location

Location

Lancaster is a university city situated in North West England. The city has a well defined commercial centre which is approximately 1.5 sq miles. Contained within this area are a total of 71 licensed premises, which are mainly restaurants and late night bars and clubs. These licensed premises have a total capacity of approximately 15,000 late night drinking spaces. Many of these venues open after midnight, six premises open after 4am and there is one 24 hour venue within this confined area. The disproportionate number of licensed premises, lateness of the terminal hour of venues, number of students within the area and also the resident local population, leads to a lively and vibrant night time economy.

POLICE DATA

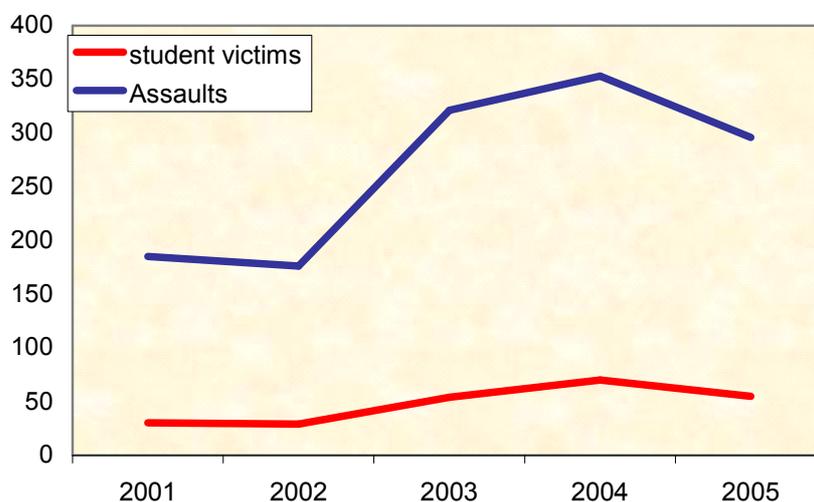
The police data used for the recording of the assault figures have been extracted from the SLEUTH crime databases to ensure accuracy of recording. The ordinary scanning of these databases using keywords proved to be highly inaccurate therefore a precise recording mechanism needed to be devised.

Every assault taking place in the city centre area is assessed in depth by licensing staff to establish whether they are indeed alcohol related, whether the victim or offender is under the influence of alcohol or by the crime occurring within licensed premises. These assaults are then placed in an alcohol related assaults (ARA) database enabling a highly accurate monitoring system.

Assaults - Victims

The trend of alcohol related assaults within the city centre has fluctuated over the 7 year recording period held within the database, this has occurred for numerous reasons such as new crime recording procedures and police interventions covering education, awareness and enforcement. The one constant feature through this time period is the percentage of students as victims of alcohol related assaults, which has always been monitored between 16%-20% which is illustrated by the chart below; students have always been the highest social group of victims.

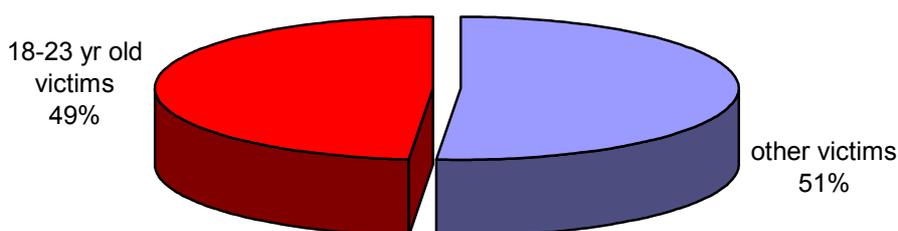
Comparison of student assault victims against total number of victims



The 2005 data contained in the ARA database was analysed to identify other groups that may possibly fall within the parameters of the project. It was believed that an age grouping focus was paramount to encompass the local young people who socialise within Lancaster.

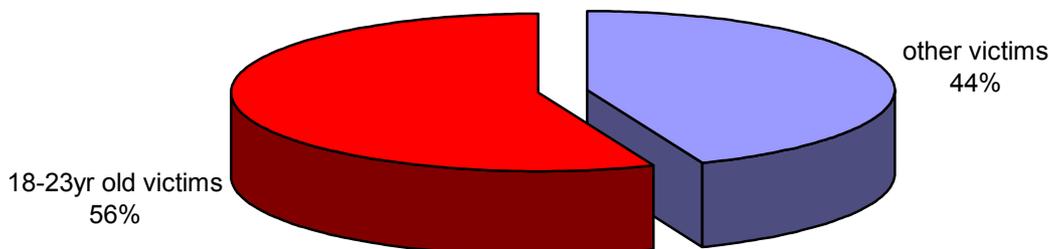
The data confirmed that almost half of the victims of assaults were in the predicted 18-23 year old age range, which included the 55 student victims of assault.

Proportion of Assault Victims aged 18-23 years (2005)



It was expected from brief scanning that the Michaelmas term and the Christmas period would be peak time for assaults. However, greater analysis proved that this period was far more significant than expected, with over 31% of the total student assault victims occurring in this period and a significant rise in the percentage of 18-23 year old victims, hence this period became the focus of the campaign.

Proportion of Assault Victims aged 18-23 years (October – December 2005)

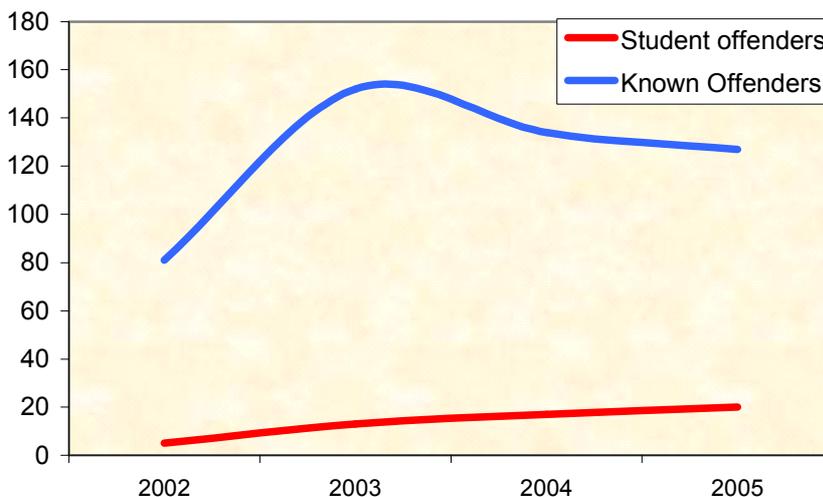


Freshers' week falls within this three month period and it was believed that the week itself was a focus for increased crime and disorder. Analysis proved that the alcohol related assaults during this week were vastly out of proportion to the rest of the year and even the peak focus months. There were 14 alcohol related assaults in Freshers' week of which 6 of the victims were students (2005).

Assaults - Offenders

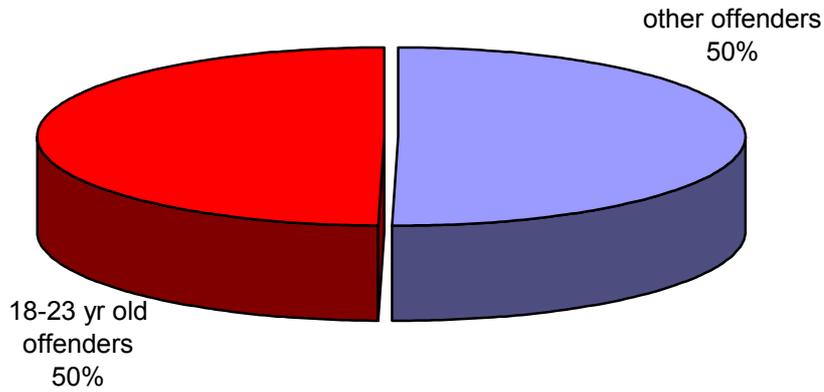
An analysis of the numbers of student offenders over the last 4 years show that it follows a different pattern than that of the victim and this was unexpected. The percentage of students as known offenders has increased each year from 2002, from 6% to 16% in 2005 the chart below illustrated this against known offenders.

Comparison of student offenders against total number of known offenders

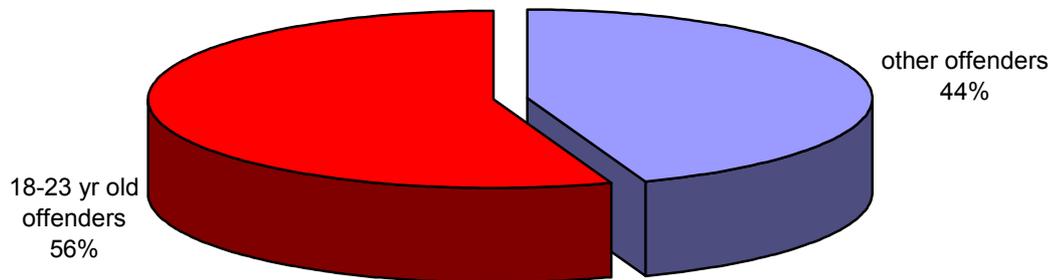


The data for 2005 was examined to establish the extent and the role of the 18-23 year olds in the offender category; a similar pattern was produced to that of the victim whereby about half of the known offenders fell within the age range, which again included the student offenders.

Proportion of Assault Offenders aged 18-23 years (2005)



Proportion of Assault Offenders aged 18-23 years (October – December 2005)



It is clearly shown that there is a significant rise in the proportion of the target age group within the focus period.

Criminal damage

POLICE DATA

The police data used for the recording of the criminal damage figures have been extrapolated from the SLEUTH crime databases covering the incident location of Lancaster city centre.

Criminal damage – victim

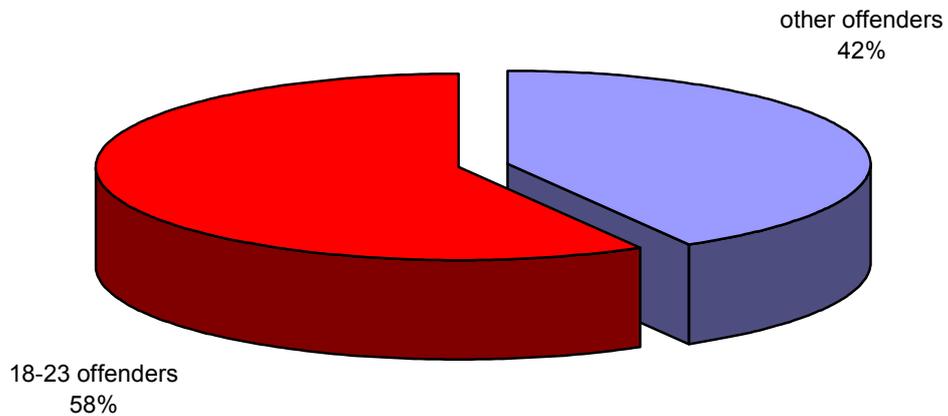
During 2005, 242 premises were the victims of criminal damage and all were located within Lancaster city centre. They consisted entirely of commercial and licensed premises, the damage was predominantly that of broken windows and not surprisingly the majority occurred between 9pm and 4am and on Friday and Saturday evenings.

Further analysis of the hot spot period of October to December reveals that this is a peak time period, with 30% of all criminal damage occurring in these 3 months.

Criminal damage - offender

The data for October to December 2005 was examined to establish the extent and the role of the 18-23 year old in the offender category; the data revealed that almost 60% of alcohol fuelled damage was committed by offenders in the 18-23 age range; of the 21 offenders 13 were students. The majority of offenders were unknown.

Proportion of Damage offenders aged 18-23years (October – December 2005)



STUDENT DATA

Student Surveys

A student lifestyle survey commissioned by Lancaster University students Union (LUSU) found that alcohol consumption by Lancaster University students was higher than the national average.

From a sample of 1,049 students, 82% reported being drinkers with most students spending £16 to £20 on socialising per week. 63% of the sample reported going to the pub as a favourite past time and 49% stated clubbing. This is higher than the national student survey, which was undertaken by Mori which provided figures on 'pubbing and clubbing', this survey showed 40% stated going to the pub as a main social activities, 25% stated clubbing.

An orientation survey conducted with first year students revealed that following Freshers' week in 2005, 25% reported spending £26 to £50 on alcohol in 'intro' week (Freshers' week), 40% spent £50 plus. Perhaps more significantly and disturbing 8% reported feeling under considerable pressure to drink. This figure was up 2% on the previous year.

ACCIDENT AND EMERGENCY UNIT DATA

Data was received from the Royal Lancaster Infirmary Accident and Emergency Department. The information supplied referred only to alcohol related attendances, where intoxication was the only factor for attendance, hence assaults or falls where alcohol was a contributory factor are not included in the data. The data refers to student attendances only.

In 2005, for the three month period October to December, there were a total of 39 attendances, the main age group was 18 to 21 years (34 attendances), and in this age group were 22 females and 12 males. In Freshers' week 2005, using the same recording criteria, there was a total of 5 student alcohol related attendances, 2 male and 3 female.

All though of some use, unfortunately, there were some limitations of the A&E data, this was therefore not relied upon as a main data source.

PUBWATCH / LANCASTER LICENSEES

All licensees within Lancaster city centre are members of the Pubwatch scheme.

Meetings held with Pubwatch members reflected concerns over the activities of customers and the excessive consumption of alcohol. There was particular concern regarding activities both ad-hoc and organised, which occur in Freshers' week.

LANCASTER AND DISTRICT CHAMBER OF TRADE AND COMMERCE

Interviews with representatives of the Lancaster and District Chamber of Trade and Commerce provided evidence that retailers were indeed concerned about the impact of criminal damage within Lancaster city centre on the retail environment. Windows were most commonly damaged and this caused a large degree of inconvenience to retailers as well as the cost of repair.

RESEARCH INTO GOOD PRACTICE

Research into examples of good practice showed that a number of harm reduction projects had been undertaken, both nationally and internationally, eg. Advice re 'spacing' alcoholic drinks with water – Western Australian Network of Alcohol and Drug Agencies; free bottled water being distributed in Edinburgh. However, there was no evidence of an assessment of the success of this type project.

Response:

'Easy Tiger'

A proactive campaign to affect current drinking culture, promote sensible drinking and harm reduction. Encouraging responsibility and spacing alcoholic drinks with soft drinks or water.

PARTNERSHIP WORKING

The analysis of all the data sources relating to alcohol related assaults and damage identified excessive consumption of alcohol being the overall driver for problems occurring in Lancaster city centre. If a change could be achieved in altering drinking patterns, this would enable the main stakeholders to attain a number of realistic targets and reduce the problem during the hotspot period. There was existing activity aimed at reducing crime and disorder in Lancaster city centre and any additional activity would complement and enhance current work.

- Existing activity included police enforcement of licensing legislation, high visibility patrolling in the city centre and 'hot spot' criminal damage routes.
- LUSU organised various campaigns throughout the academic year aimed at raising awareness about alcohol and safety. These activities included presentations at the beginning of the academic year, in partnership with the Police, dealing with personal safety, safe drinking and social responsibility.
- Lancaster Pubwatch held monthly meetings of all licensees in Lancaster city centre, sharing and disseminating advice and operating a banning scheme.

Previous efforts to address excessive alcohol consumption had taken the form of inert, poster/leaflet campaigns. Research with relevant groups such as licensees, student representatives and other users of the night time economy provided evidence that an innovative, impactful and interactive campaign was required to capture the imagination of the target group.

A comprehensive social marketing campaign was developed, aimed at creating a recognisable brand to promote sensible drinking and social responsibility. To encourage a change in drinking patterns, bottles of 'Easy Tiger' water were distributed **FREE** of charge through licensed premises. This was considered to be an innovative method of introducing a change in drinking habits.

EASY TIGER STAKEHOLDERS

- Lancashire Constabulary
- Lancaster University Student Union (LUSU)
- Lancaster Pubwatch
- Lancaster and District Community Safety Partnership (Alcohol Harm Reduction Group)
- North Lancashire Primary Care Trust
- The Lancaster and District Chamber of Trade and Commerce

FINANCIAL PARTNERS

The project was planned and resourced through a number of financial partners.

• Lancaster Strategic Partnership	£4,500
• Lancashire Partnership Against Crime	£2,500
• Crime Beat (Lancashire High Sheriffs' Fund)	£ 500
• Lancaster and District Community Safety Partnership	£2,000
• Lancaster University Student Union	£1,000
Total	£10,500

PARTNERS INDIVIDUAL RESPONSES

POLICE

- High visibility patrolling in the city centre and routes identified as criminal damage hotspots.
- Surgeries with licensees for identified priority premises
- Presentations to all new students attending the University, promoting Easy Tiger as well as personal safety and social responsibility

Activity response to ensure early intervention, pro active policing to deter offending behaviour.

LUSU

- Develop a marketing strategy for 'Easy Tiger' and design artwork
- Direct student volunteers to engage in promoting the campaign through licensed premises
- Responsible management of 'orientation visits' to licensed premises by groups of new students
- 'Easy Tiger' promotion on University campus
- Design and develop the 'Easy Tiger' website – this to include a variety of information and advice in relation to alcohol, safe drinking, health advice and social responsibility

Activity response to promote social responsibility and drink awareness

PUBWATCH

- Publicity material displayed in all licensed premises in Lancaster City centre
- Active participation by all licensees – proactively distributing **FREE** bottled water
- Offering water to those customers who show signs of 'obvious need'
- Distributing 'drop cards' to customers both within the premises and by using doorstaff to distribute them to customers

Activity response to promote sensible drinking and thus reduce potential for drunken injury, damage and violence

NORTH LANCASHIRE PRIMARY CARE TRUST, ROYAL LANCASTER INFIRMARY A & E

- Display marketing materials
- Provision of data
- Provide information for the website

Activity response to promote health awareness and signpost health support networks

LANCASTER AND DISTRICT CHAMBER OF TRADE AND COMMERCE

- Managers of the two main shopping centres in Lancaster (St Nicholas Arcade and Marketgate) reviewing their current CCTV systems with a view to upgrading.
- Reduction of the number of pedestrian entrance and exits

Activity response to improve target hardening

PARTNERSHIP RESPONSE

The partnership that was developed to address the problem of alcohol related crime and disorder considered all available data, involved relevant stakeholders and outlined a response with clear and specific targets and objectives. This resulted in an innovative, impactful and interactive campaign to raise awareness and reduce alcohol related crime and disorder. The project was regularly monitored at all the stages of development ensuring that problems could be quickly addressed.

Assessment:

SUCCESS OF EASY TIGER TO BE ASSESSED AGAINST AGREED TARGETS

Objective	Accountable Agency	Target	Result
Reduction in alcohol related crime and disorder	Police	10% reduction – October to December	31% reduction in assaults in 18 – 23yrs, 18% reduction in student assaults
Evidence of an alteration in drinking patterns	LUSU/Pubwatch	30% change in drinking habits	43% stated change in drinking habits
Develop a social marketing campaign	All partners	50% positive response to campaign	98% campaign awareness
Reduction in admissions to A&E were alcohol main factor	North Lancashire PCT	15% reduction – October to December	32% reductions in admissions
Set up Easy Tiger website	LUSU	300 website hits	400 'unique' hits, Oct 06 – Jan 07

PARTNERSHIP APPROACH

It was considered crucial to the assessment of this campaign, that both soft and hard data, from a variety of sources should be considered. Any reduction in reported crime must be assessed against a perceived change in drinking habits and to confirm that an identifiable market 'brand' had been established.

The long term success of this type of initiative relies on the dedication and co-operation of the licensees and their feedback was crucial to the assessment. The licensees were being asked to give away a FREE product and if this impacted too greatly on their own sales, this would affect whether the campaign could be run in the future.

POLICE DATA

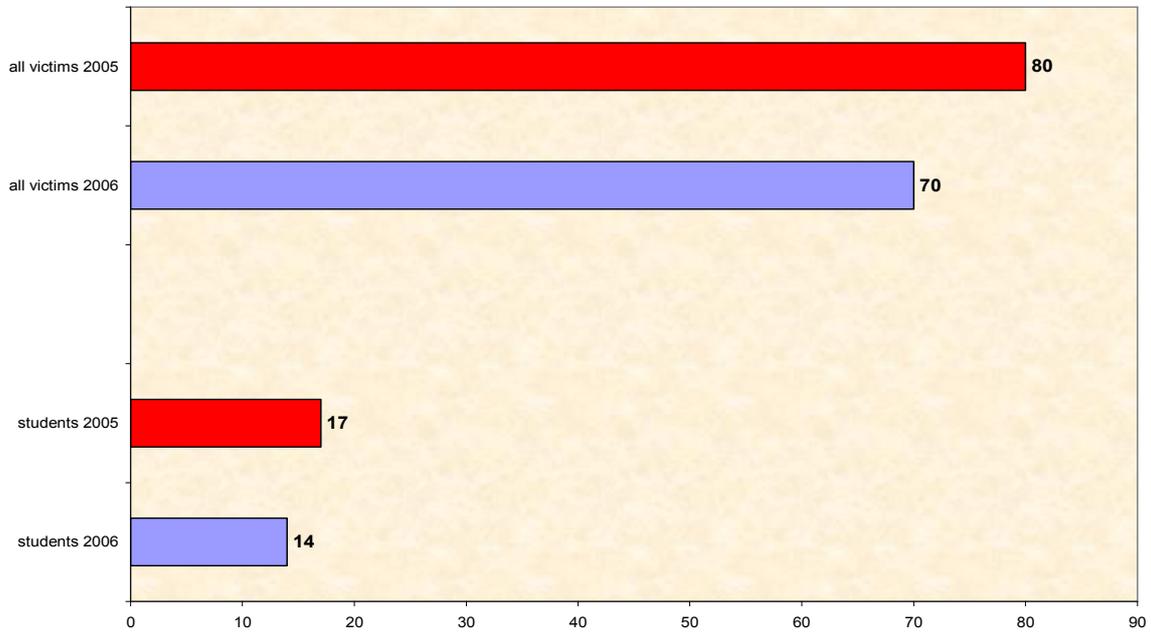
The police data used for the recording of the assault figures has been taken from the *ARA* database.

Assaults - Victim

October to December 2006

During the time period of the project, there were a total of 70 assaults within city centre; a reduction of 13%, the number of student victims reduced by 18%. The number of victims within target age range of 18-23 also fell from 45 in 2005 to 31, a reduction of 31%.

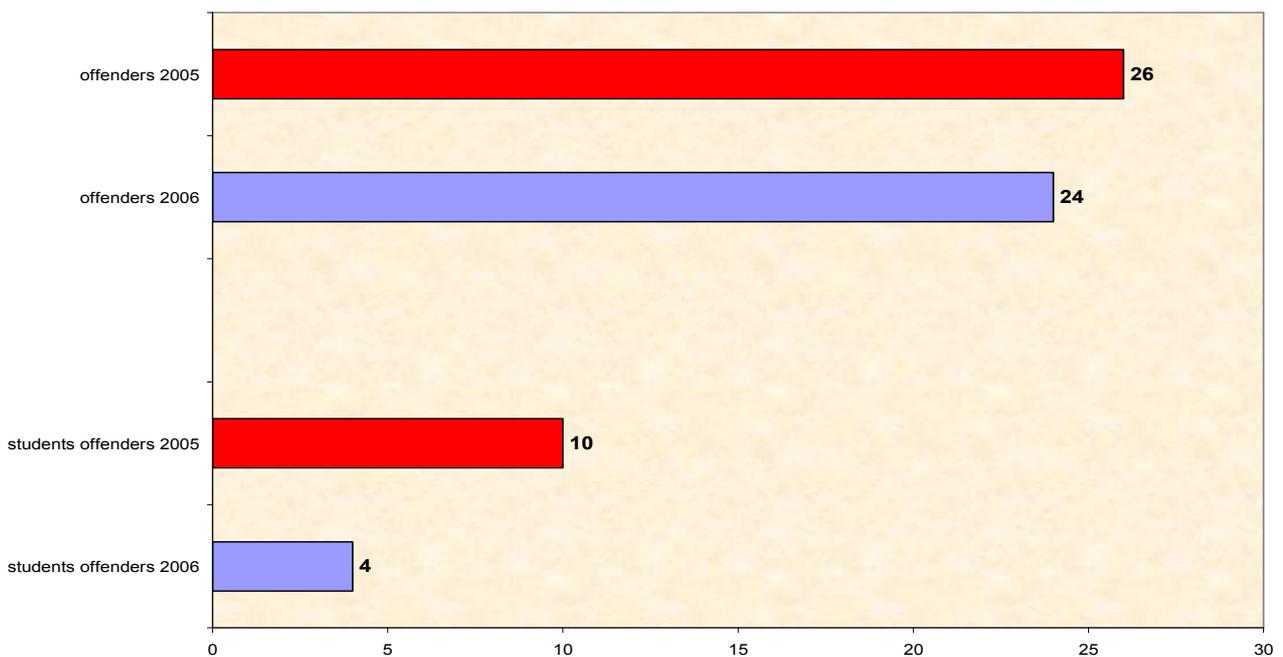
Chart showing the comparison of alcohol related assaults and student victims
October to December 2005 and 2006



Assaults - Offender

The number of student offenders was significantly reduced by 60% from 10 in 2005 to 4 in 2006; likewise there was a significant reduction in the number of offenders within the focus age grouping of 18-23. This reduced by 50% from 20 in 2005 to 10 in 2006.

Chart showing the comparison of student and all offenders
October to December 2005 and 2006



Criminal Damage - Victim

October to December 2006

During the period of the campaign, there were 40 victims of criminal damage, which is a 42% reduction on the same period in 2005. The nature and the time period of the offences being committed remained similar to the previous examined months in 2005.

Criminal damage – Offender

There were a total 13 known offenders during the project this was a reduction of 63% on the same period. Of the 13 offenders only 7 were in the focus age range of 18-23 this is a reduction of 65% on the previous examined period and of these 7 only 2 were students this is also a considerable reduction of 80%.

Project period October to December 2007

'Easy Tiger' was relaunched in 2007 and during this period, although there was a small increase in alcohol related assaults of 7% (from 70 to 75), there continued to be a significant reduction in assaults during freshers week of 60% (5 reduced to 2).

During the same period, criminal damage showed a further reduction of 20% in 2007. There were no student offenders for criminal damage.

A & E DATA (this data was very limited)

- 38 recorded admissions where alcohol was the only factor, within the target age group (39 in 2005)
- reduction from 38 to 26 for the target age group 18 to 23 years
- reduction from 5 to 3 for Freshers' week 2006

LUSU STUDENT SURVEY RESULTS

- 93% stated that they were aware of the 'Easy Tiger' campaign
- 47% recalled the campaign slogan
- 43% stated that the campaign had influenced their drinking habits
- 63% thought that the campaign was a good idea
- The Website had over 400 'unique' visitors (i.e. the number of individual visitors to the website) for the period October 2006 to January 2007.

PUBWATCH SURVEY

- 64% of licensees stated that there had been an increase in water sales/requests for water during the campaign period
- 100% felt that FREE water was the most impactful aspect of the campaign
- 100% stated that they would be willing to participate in a similar campaign

LANCASTER AND DISTRICT CHAMBER OF TRADE AND COMMERCE

- Feedback from retailers was that there was a discernable difference in the level of criminal damage
- Working in partnership with the Police had assisted with CCTV improvements to the shopping centres in Lancaster

CONCLUSION

'Easy Tiger' was a successful campaign and achieved all the objectives set by the partnership. The initiative was very cost effective and used partnership skills to ensure that the finance was used to best effect. The project could very easily be adopted in other areas. The outstanding results are such that a national supplier to the drinks industry has indicated that they would like to discuss involvement for future campaign activity.

The level of the reductions achieved was greater than those anticipated at the onset of the project.

A learning point for this project was a need for an improvement in A & E data; however this is being addressed through the Lancashire Trauma and Injury Intelligence Project.

The interactive aspect of the FREE water was the gimmick that appeared to assist in embedding the 'brand' into the minds of the target group.

This campaign continues to operate successfully due to the make up of social groups in Lancaster and the influx of students annually.

State number of words used: 3917