



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: Targeting Criminal damage
2. Key issue that the project is addressing e.g. Alcohol related violence: Criminal Damage

Author contact details

3. Name of application author: Abigail Webb
4. Organisation submitting the application: Cheshire County Council
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Secondary project contact details

8. Name of secondary contact involved in the project: Insp Rob Woodward
9. Secondary contact email address: Robert.woodward@cheshire.pnn.police.uk
10. Secondary contact telephone number: 07872678694

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Gavin Butler

12. Endorsing representative's email address: gavin.butler@cheshire.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: GONW

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: Criminal damage accounts for approx 35% of total crime in Cheshire. This is the largest single crime type and directly affects all neighbourhoods. Through extensive community engagement, low level criminality and anti-social behaviour were highlighted as the priority concern for residents. The objective was to reduce criminal damage during 2007-8 by a stretch target of 20% across Cheshire. The project was designed to incorporate the full support of crime and disorder partners and all activity was clearly targeted on offender, location or victim profiles.

Analysis: Criminal damage incidents were broken down over a twelve month period into the six constituent crime and disorder/ local authority areas. For each area the specific type of criminal damage was mapped against time, date location and seasonal trends. The analysis highlighted the largest concentrations of criminal damage in each district through a street mapping exercise. The top 30 streets in each area were proactively targeted for interventions to ensure the greatest reductions were realised.

Response: The top 30 streets in each district were chosen to be the focal point of the partnership intervention. Best practice was sought nationally to assist in creating corporately based action plans which could be delivered throughout each area. Additional interventions could be selected to help reflect individual area needs. Criminal damage action groups were established to deliver the desired reduction in criminal damage. Each partner was selected on their ability to support and assist in delivering the action plans. A lead co-ordinator was appointed for each group; who supervised the tasking and co-ordination of emerging problems and oversaw the problem solving activities of the group

Assessment: The project ran from May 2006 and was formally evaluated by Huddersfield University in April 2007. Whilst many positive activities were reported some areas of improvement were identified. The Home Office statistical bulletin for England and Wales 2006/7 showed that Cheshire recorded the largest reduction in criminal damage in the country and that the County Council Geographical area has reduced criminal damage by **23.8%** from the previous year. The criminal damage project was refreshed to incorporate the review findings which included street mapping analysis. From April 2007 to February 2008 a further **16.7%** reduction in criminal damage was achieved across Cheshire when compared to the same period in 2006/7. Some districts reported in excess of 30% reductions.

State number of words: 385

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:

Criminal Damage is the most prolific type of crime committed within Cheshire, and accounts for 35% of total crime. This situation is replicated nationally and according to National Audit Office calculations for Cheshire, Halton and Warrington in 2006 this equated to £19,407,060 of public and private finances being diverted to this single issue.

It has long been established that people's feelings of safety and security are intrinsically linked to what they can see in their local communities. Criminal Damage is the single largest "signal crime" that influences how people feel about their neighbourhood.

The six Crime and Disorder Reduction Partnerships (CDRP's) within Cheshire were been given the responsibility of reducing crime levels by 15% compared to the 2003/4 baseline to meet the national Public Service Agreement 1 (PSA1) target in 2007/8. Currently within the County Council geographic area there is a deficit gap of 11.9%. Tackling criminal damage effectively represented the biggest single opportunity to achieving success and reaching this target.

Until April 2006 criminal damage was not seen as a priority for any CDRP or any of its constituent agencies. Cheshire County Council's Community Safety Team volunteered to champion criminal damage in each of the district areas. The aim was to progress effective partnership responses and to formulate and implement individual action plans for each area. In the twelve month period that followed a substantial amount of work was undertaken with partners to "join up" CDRP activity.

Criminal damage significantly influences on community satisfaction levels and affects everyone in the community who witnesses or lives with the negative effects, not just the victim. Sustainable reductions in Criminal Damage will provide the largest potential rewards to both communities and agencies where it is most prevalent. Activity was evidence based and commissioned on those neighbourhoods whose need is greatest.

The purpose of the project was to define and implement a formalised county wide approach to tackling criminal damage across Cheshire. The programme was researched and constructed between July 2007 and October 2007, with delivery teams and action plans in place in each of the district areas by November 2007.

The Programme Board was chaired by DCO Mark Cashin and provided the strategic direction for the project. The group consisted of senior officers from relevant agencies and all district authorities and met on a quarterly basis and were responsible for undertaking the following roles

- Reporting progress to the SSCG on a quarterly basis
- Providing leverage where intractable problems arose
- Strategic partnership development
- Owning and mitigating project risks
- Facilitating delivery of business change across the six CDRP's
- Reviewing progress of the project

The project team

The project team comprised of Insp. Rob Woodward Cheshire Police and Abigail Webb Cheshire County Council. They were responsible for

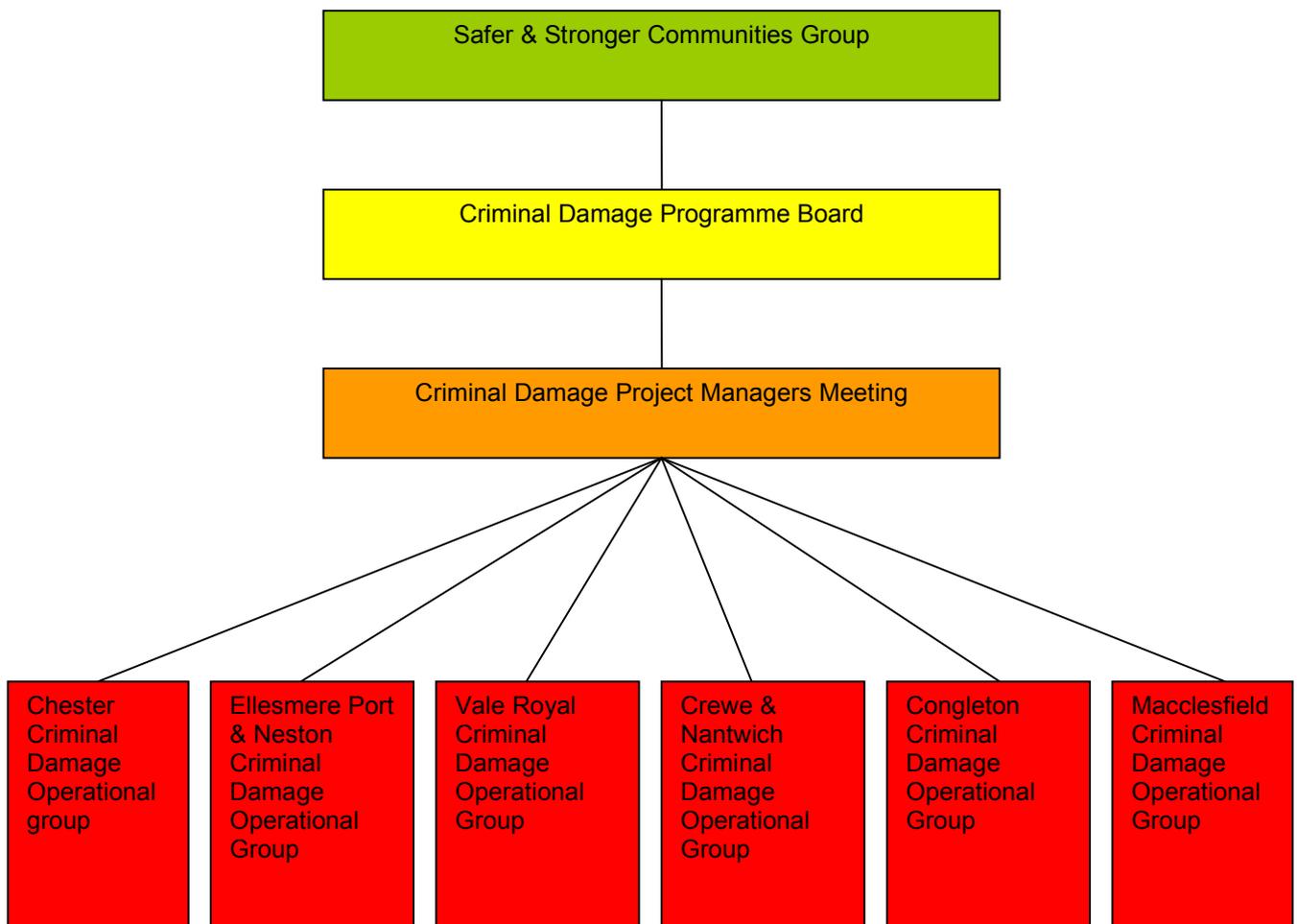
- Construction of the business case and project plan for the proposal including outcomes sought, benefits, delivery and implementation timescales
- Identification of the project the risks
- organisational structure
- intervention strategy
- marketing and communication
- Operational tactical menu

- Stakeholder engagement

Area Co-ordinators

The area co-ordinators comprised of officers from Cheshire County Council and will each cover two CDRP district areas. They were responsible for

- establishing a criminal damage action group in each CDRP area
- Co-ordinating and managing local partners in implementing the localised action plans
- Reporting performance updates and any arising issues on a monthly basis with the project team
- Stakeholder engagement



Project objectives

- To manage the change process for how district areas within the CCC geographic boundary** respond to criminal damage to provide a corporate focus with localised delivery.
- To target coordinated partnership activity on the **most vulnerable 30 street level locations** within each CDRP which have been shown to be subject of criminal damage.
- To decrease the level of recorded incidents of criminal damage by a stretch target of 20% over a twelve month period in those nominated locations. *Baseline figures of April 2006 to be used.**
- To **decrease the levels of repeat victimisation** in those nominated locations **by a stretch target of 20%** over a 12 month period in those nominated locations. *Baseline figures of April 2006 to be used.**

* Risk identified anticipate an increase in reporting over the first 6 months of the project

** This project plan will be made available to Halton and Warrington CDRP's

Analysis:

Canter (2004) showed that in controlled experiments delinquents groups have disproportionately higher negative aspirations when compared against similar non offending groups. Young people involved in the criminal fraternity view their futures in a highly negative sense and hence feel "why not commit the crime" "what does it matter anyway". The most successful way to break this cycle is to change their view of their future selves and to promote more positive aspirations. Active mentorship, coaching, encouragement and the provision of responsibility to these individuals plays a vital role in their change process. As such prevention and diversion opportunities will play a key part in this County wide project.

Criminal Damage is a unique behaviour in that most offenders run very little risk of condemnation by their peers. In the recent national awards to find the "Greatest Britain" a street graffiti artist named Banksy was nominated by members of the public and was successful. His public notoriety was gained by illegally painting some of London's most famous buildings. This one example demonstrates the changes required in neighbourhood culture and tolerance to successfully tackle this crime type.

National research tells us that most damage is opportunistic and hence is heavily influenced by the design of a specific area. High levels of criminal damage readily identifies that community guardianship is low and suggests that other crimes can be carried out without little redress. This ultimately dictates the rate of degradation or possibility of regeneration for any given area.

The most successful approaches to reducing criminal damage involve

- Reducing opportunities
- Reducing incentives
- Reduce offending
- Supporting delivery

The legal definition of criminal damage refers to a crime that has been committed, where a person intentionally or recklessly destroys or causes permanent damage to another person's property.

There are nine separate classifications of criminal damage within the BCS comparator crimes.

However, of these the highest volume criminal damage offence types are:

- Damage to a vehicle
- Damage to a dwelling
- Damage a building other than a dwelling

District	Percentage of Criminal Damage Offences compared with BCS Comparator Crime	Criminal Damage to Vehicles	Criminal Damage to a Dwelling	Criminal Damage to a building other than a dwelling	Criminal Damage Other	Total Costing
Chester	38.5%	41.5%	23.7%	17.4%	14.0%	£2,023,680
Congleton	37.5%	37.6%	19.4%	17.9%	24.9%	£864,144
Crewe & Nantwich	39.2%	42%	28.4%	12%	16.7%	£2,008,176
Ellesmere Port & Neston	44.1%	38.5%	31.1%	13%	17.2%	£1,618,944
Macclesfield	34.9%	43.8%	20.6%	15.9%	20.6%	£1,921,680
Vale Royal	41.7%	39.8%	26.3%	13.6%	20.2%	£1,953,504
Total						£10,390,128

The table demonstrates that criminal damage is a priority crime type in each district.

Within Cheshire from April 2006-March 2007 **625** reported incidents of damage every week.

In order to meet the PSA1 target by April 2008 this will need to be reduced by **74** crimes per week.

Across the CCC geographic boundary this equated to achieving 10.6 crimes per day or 1.7crimes per CDRP per day target.

Academic research into criminal damage and the associated motivations and causations reveal that the three main offending types within Cheshire revolve around:

- Drunks causing damage on the their way home from pubs and clubs
- Children and youths causing damage in neighbourhoods
- Disputes between members of the same family, or between neighbours.

The proposal was to conduct a detailed analysis of criminal damage for each CDRP area. This identified hotspots and specific types of criminal damage in each area in terms of time, dates locations, seasonality and repeats and assisted in fully understanding the true nature and extent of the problem at hand. This evidence and intelligence led process supported a coordinated and focused partnership response centered on the priority streets and buildings in each district.

Cognisance was given to the 24 priority wards identified within the Local Area Agreement to ensure that any commissioned activity are centered on the area of greatest need as defined by the Index of Multiple Deprivation (IMD).

A tactical menu of options was produced which were used to formulate specific action plans for each area.

Evidence from the nationally burglary reduction initiative revealed that it is better to concentrate effort and resources on a smaller number of interventions and aim for speedy implementation than rather trying to address all presenting issues.

The following problem solving rationale will be used

- Where is the damage occurring?
- Who/what are the main offenders/victims and locations?
- What is driving the problem?
- What is the nature of the damage?
- How is it committed?
- When is it happening (time, date, location)?

A generic action plan detailing the current best practice was researched nationally shown below for illustrative purposes. The area coordinators will be responsible for providing a bespoke partnership action plan for each CDRP.

- Reduced victims/repeat victims of criminal damage in the most vulnerable locations
- The project directly supports the LAA outcomes sought in the locations of greatest need
- Improved levels of public satisfaction and reductions in the fear of crime
- More efficient use and effective targeting of partnership resources
- The strategy will incorporate the three most vulnerable non-dwelling buildings in each CDRP.
- Identified persistent offenders to be fast tracked to diversionary activities
- Enhanced service provided to the identified most vulnerable locations in each CDRP
- Improved quality of life for community members
- Encourage improved participation by community members-active citizenship
- Improve skills, capacity and satisfaction of staff
- It will support the cleaner safer greener agenda

Response:

The national best practice is primarily drawn on reducing criminal damage is drawn from the work of Hampshire Police which was supported by the Home Office.

In essence they utilise a straightforward assessment of total reported incidents of criminal damage and cross reference these to the most prolific locations.

- They identify how many streets have been subject to criminal damage in a 12 month period (prevalence)
- They identify the number of crimes per street (concentration)

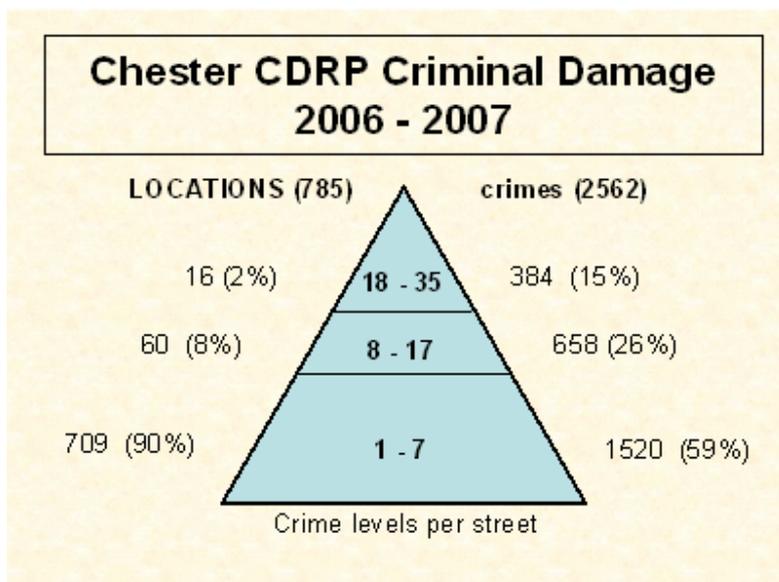
From this analysis it is possible to identify the highest incident street locations which offer the greatest potential for reduction and detection opportunities.

The below chart is a demonstration of how the street concentrations are revealed.

STREETS (2002)	CRIME LEVELS	TOTAL CRIME (8370)	POTENTIAL MANAGEABLE REDUCTION YIELD
1	105	105	5 streets - 479 offences (6%)
1	105	106	
1	83	83	
1	70	70	
1	54	54	
1	48	48	12 streets - 452 offences (5%)
1	45	45	
2	37	74	
5	35	180	
3	35	105	
2	34	68	20 streets - 601 offences (7%)
2	33	66	
3	32	96	
2	31	62	
3	30	90	
3	29	87	
1	28	28	
2	27	54	
2	26	50	
2	24	48	
3	23	69	67 streets (3%) - 1219 offences (15%)
3	22	66	
6	21	126	
9	20	180	
4	19	76	
7	18	126	
10	17	170	
13	16	208	
10	16	160	
15	14	210	
15	13	208	1898 streets (95%) - 5619 offences (67%)
14	12	168	
18	11	198	
25	10	250	
34	9	306	
37	8	296	
66	7	462	
99	6	354	
89	6	446	
147	4	588	
208	3	624	
331	2	662	
838	1	838	

From this, it enables the creation of a problem profile for each location to clearly define where the problem locations exist. The table below demonstrates the prevalence of criminal damage across the Western Police BCU. It quickly reveals that in Chester CDRP district area, 2% of all locations i.e 16 streets accounts for 15% of all reported criminal damage incidents. This process was repeated for each of the other 5 districts.

The below table illustrates the results for Chester CDRP



Chester CDRP

- Between July 2006 and June 2007 there were 2532 offences of Criminal Damage recorded on 785 streets.
- 15% of the offences were committed within 2% of the locations, these are listed below:-

Hatton Rd, WB09	- 35 crimes	Brock St, WA02	- 22 crimes
Blacon Point Rd, WB10	- 30 crimes	City Rd, WA02	- 22 crimes
Blacon Ave, WB09	- 28 crimes	Northgate St, WA01	- 22 crimes
Foregate St, WA01	- 28 crimes	Liverpool Rd, WB08	- 20 crimes
Stamford Rd, WB09	- 27 crimes	Parkgate Rd, WA03/WB15	- 20 crimes
Western Ave, WB10	- 27 crimes	Boughton, WA02	- 19 crimes
Wordsworth Cr, WB09	- 26 crimes	Garden Lane, WA03	- 18 crimes
Sycamore Dr, WB12	- 23 crimes	Whipcord Lane, WA03	- 18 crimes

Assessment:

In April 2007 Huddersfield University delivered an independent evaluation of the project to date. This culminated in CCC hosting a criminal damage conference to share the results of this mid term evaluation with the wider Cheshire partnerships. This opportunity was also used to refresh partner interest in criminal damage, discuss current performance levels and national best practice examples.

The reduction in criminal damage over this period (April 06-April 07) was very encouraging showing a county wide reduction of 23.8%. Whilst this result was impressive it was still noted that a County wide deficit of 11.9% still existed from the PSA1 target in 2008.

British Crime Survey Comparator Offences

Area: Cheshire County Council

Category: BCS Comparator Crime

Important Figures

Out-Turn 03/04:	37,162	(baseline for 07/08 target)
Out-Turn 04/05:	35,225	(5.2% reduction on 03/04)
Out-Turn 05/06:	38,349	(8.9% increase on 04/05)
Out-Turn 06/07:	35,847	(6.5% reduction on 05/06)
Target 07/08:	31,588	(11.9% reduction on 06/07)

Summary of Current Position: This Year -v- Last Year

April to May	Last Year	This Year	Change
BCS Comparator Crime	6,408	5,351	- 16.5%
Acquisitive Offences	2,069	1,955	- 5.5%
Damage Offences	2,790	2,126	- 23.8%
Violent Offences	1,549	1,270	- 18.0%

Table 1

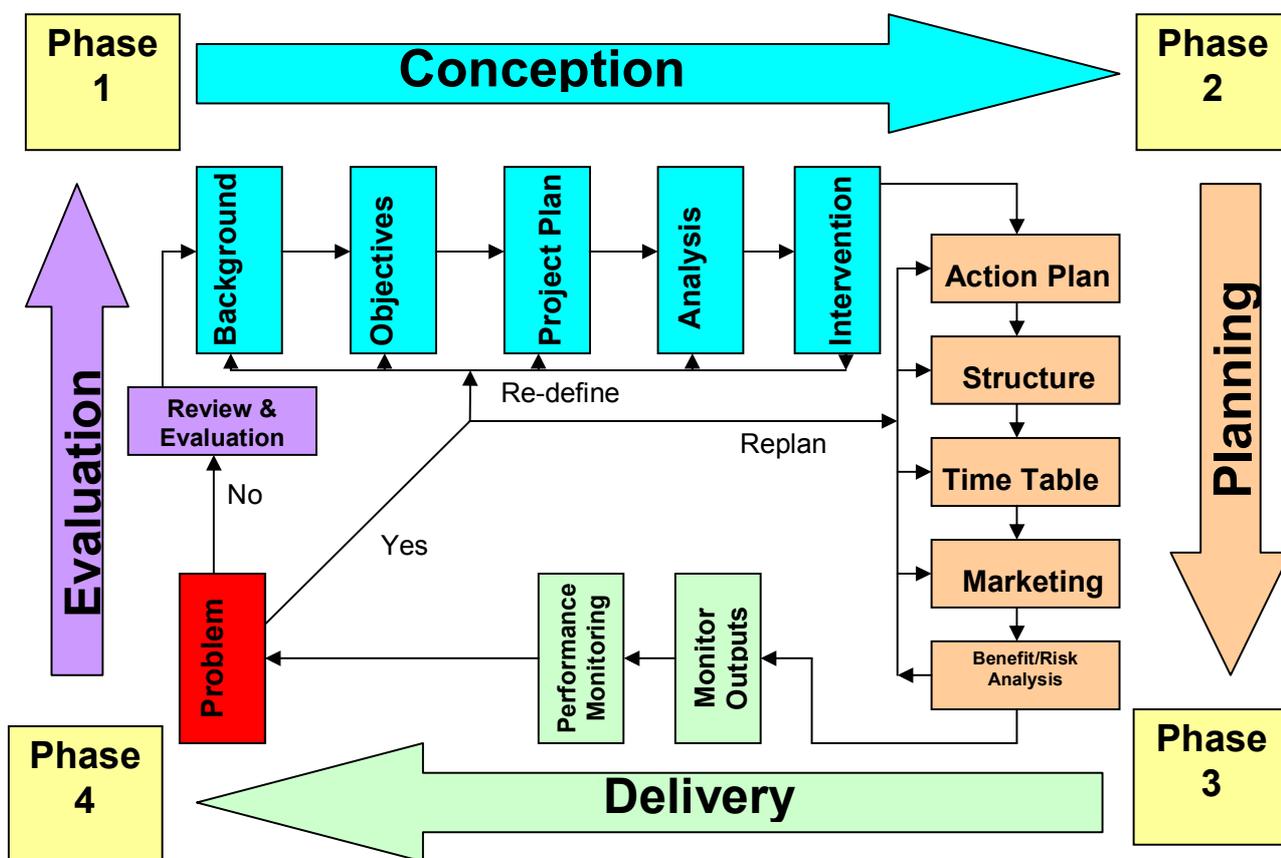
Tracker 2007

The mid term review highlighted some weaknesses in the current county wide approach to criminal damage, namely:-

- Senior level partnership involvement could be improved and would be needed to support each of the district areas.
- A corporate approach to problem solving should be developed which can link to localised action plans for individual district areas
- Broader partnership working should be encouraged to address prevention and diversion aspects of criminal damage
- High incident vulnerable locations such as schools required a fully developed problem solving strategy
- Greater emphasis and concentration of effort was required on repeat victims and locations
- More targeted use of outreach youth work resources

The criminal damage project plan developed followed the below format:

Chart 1



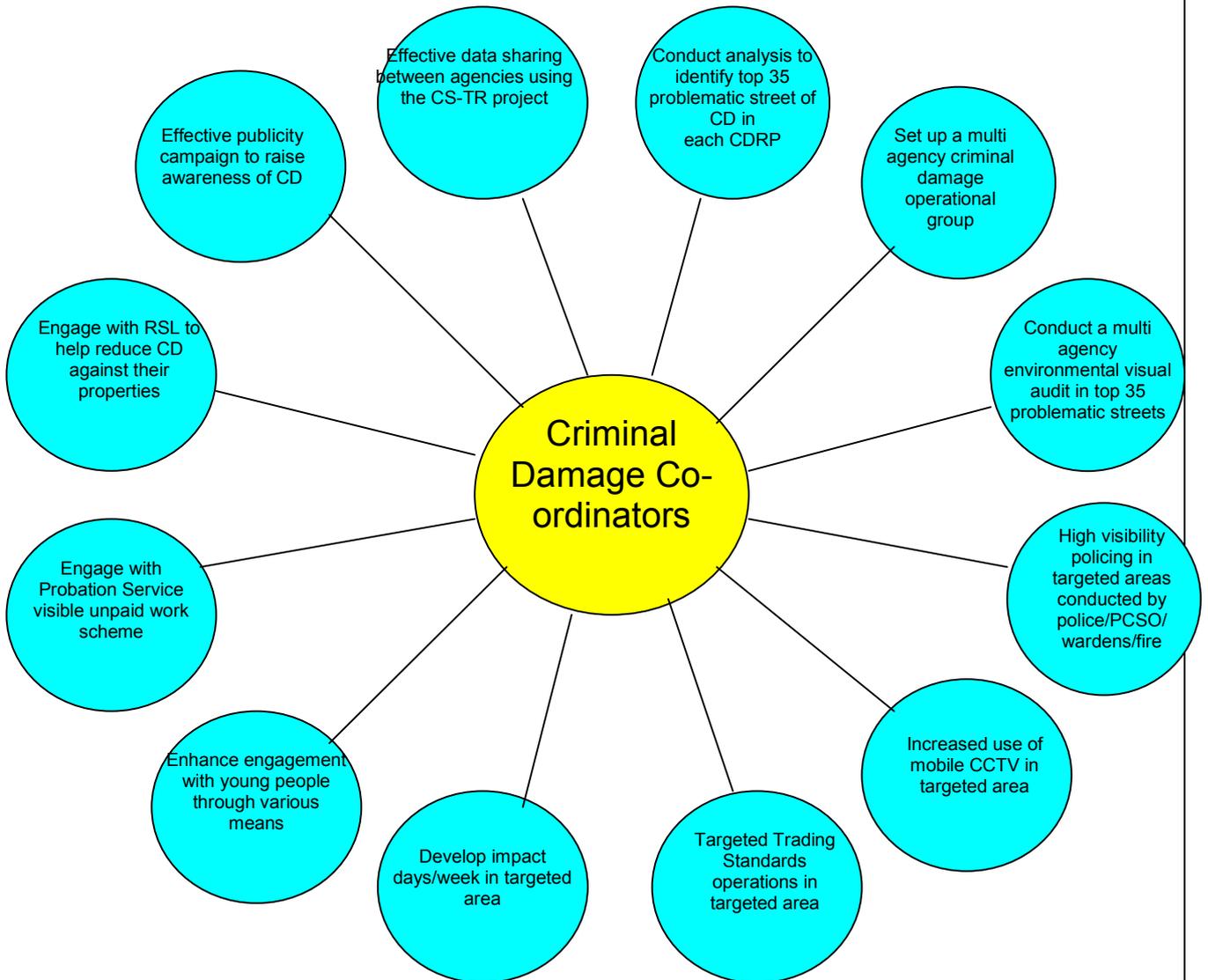
Selected Intervention

With details of which were the most problematic streets in each CDRP area it was relatively straightforward to identify where the greatest reduction opportunities existed and where ultimately where activity should be focused.

n.b. This process is transferable across any crime type.

National best practice was sought to assist in the construction of criminal damage action plans across Cheshire. The interventions were designed around enforcement, prevention, intelligence and communication opportunities.

The below diagram illustrates the generic action plan.



Conclusion

The Criminal Damage Project was initiated in direct response to meeting the 2008 PSA1 target for reducing overall crime by 15% from the 2003/4 target across Cheshire. Government Office Northwest had previously expressed concerns during 2005/6 on the likelihood of some district areas performance and ultimately on whether Cheshire would meet this target.

The project commenced in May 2006 and by April 2007 had delivered an impressive 23.8% reduction on the previous year's total (original target being 20%). In order to gain an independent insight into what had worked and what had not Huddersfield University conducted an independent evaluation. The finding of which helped to determine to work programme for the 2007/8 period. From April 2007 to February 2008 a further 16.7 % reduction was

delivered. Whilst this missed the refreshed target of 20%, it was always recognized that this was a very ambitious target.

Cheshire has now been rated as having a very good chance of meeting the 2008 PSA1 target in April 2008 and four of the six CDRP areas are equally rated. This is in stark contrast to the situation in 2005/6.

With the implementation of the new Local Area Agreement (LAA) for Cheshire in July 2008 we are keen not to lose the momentum and successful outcomes that are currently being delivered.

Whilst there is no specific "volume crime" National Indicator to select within the LAA it has been negotiated with each district area that criminal damage will remain as a local indicator for Cheshire as they recognise it as an enduring issue.

The real benefits have been realised in those communities previously blighted by criminal damage. With active and targeted cleanups, prosecutions and deterrence activities there are several thousand fewer victims of crime than prior to the commencement of the project.

State number of words used: 2,437

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