



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 or alex.blackwell@homeoffice.gsi.gov.uk.

Section A: Application basics

1. Title of the project: **Engage You(th)**
2. Key issue that the project is addressing e.g. Alcohol related violence: **Youth/community engagement**

Author contact details

3. Name of application author: **Natalie Williams**
4. Organisation submitting the application: **Safer Hastings Partnership**
5. Full postal address: **Safer Hastings Partnership, Hastings Police Station, Bohemia Road, Hastings, East Sussex, TN34 1JJ**
6. Email address: nwilliams@hastings.gov.uk
7. Telephone number: **01424 451843**

Secondary project contact details

8. Name of secondary contact involved in the project: **David Furness/Mike Fagan**
9. Secondary contact email address: dfurness@hastings.gov.uk / mfagan@hastings.gov.uk
10. Secondary contact telephone number: **01424 451438**

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: **Chief Inspector Andy Gooch, District Commander for Hastings & Chair of the Safer Hastings Partnership**

12. Endorsing representative's email address: andrew.gooch@sussex.pnn.police.uk

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government covers your area e.g. GO East Midlands: **GO South East**

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:

Since its inception in 1998, the Safer Hastings Partnership (SHP) had never engaged in a meaningful way with young people, and therefore did not have an informed understanding of what issues concern them, despite Hastings having a notably higher proportion of under-15s than the rest of the county and under-17s being the most likely victims of crime in the town.

Therefore, the Partnership set out to raise its profile among young people and to engage with 200 young people in the 2006/07 and 2007/08 performance years via community safety competitions.

Analysis:

The 2002-05 Crime Audit revealed victims were under-17 years of age in a third of all detected crimes. In 2003 repeat victimisation of young people (11-18) in Hastings, at 10.4%, was double the county rate.

National media reports about high profile ASBOs against children in Hastings undoubtedly contributed to 91% of respondents in the Partnership's 2004 survey being concerned about youth crime.

A youth survey carried out by Hastings Borough Council found that 85.7% believe it is important for young people to have a say in what happens where they live.

Response:

Following a pilot competition in May 2006, the SHP invited all local schools to participate in a competition whereby students developed storyboards about community safety issues. Winning entries were turned into films and broadcast on the Partnership's community TV network.

Due to the overwhelming success of this inaugural competition, the Partnership prioritised into its budget and calendar two schools competitions per financial year. So far these have reached up to 1,300 local youth.

Assessment:

A survey conducted among participating students found:

- 100% said entering the SHP competition(s) made them think about community safety issues;
- 83% feel the SHP is interested in their ideas and thoughts about community safety;
- 74% feel that by entering an SHP competition they can influence the SHP's priorities for tackling crime;

- 65% feel that by entering the competition(s), they are making a difference to the local community.

Repeat victims aged 11-18 has fallen to 2.9% in 2007.

The number of respondents in Partnership surveys stating youth crime as an issue of concern to them has fallen from 91% in 2004 to 29% in 2007.

Entries in the schools competitions have influenced SHP priorities. For example, bullying has never had a high profile with the Partnership, but is now a top priority in its Community Safety Plan 2008-11.

State number of words: 399 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 12.

Scanning:

Since its inception in 1998, the Safer Hastings Partnership (SHP) had never been able to engage in a meaningful way with young people, and therefore did not have an informed understanding of what issues concern them.

Year after year, Hastings Borough Council's Citizens' Panel Surveys and the SHP's own Fear of Crime Surveys flagged up the issue of young people "loitering" as one of the main three causes of adults feeling unsafe in the town.

Recognising the fact that young people aged from 10 to 17 years were responsible for more than a third of detected offences, the SHP has funded or part-funded a significantly increasing number of youth diversion projects over the last five years, the majority of which have focused on young offenders or young people at risk of offending.

For example, a Restorative Justice scheme was launched whereby first time offenders in this age range or those identified as at risk of offending are taken to Lewes Prison, spoken to by an inmate and, where applicable, met by the victim of their offence. This project achieved impressive results: At the end of 2007, 95% of the young people involved in the Restorative Justice scheme since 2005 had not come to significant police notice in the six months since taking part.

However, the Partnership recognised that it was not engaging with young people who had not offended or were not at risk of offending, despite the facts that Hastings has a notably higher proportion of under-15s than the rest of the county of East Sussex and that young people under 17 years of age were the most likely victims of crime in the town.

The Local Government White Paper *Strong and Prosperous Communities*, published in October 2006, states in chapter 2: "Young people in particular often see other groups as making the decisions and holding the power, a feeling which is stronger in deprived areas, reflecting again a deeper sense of disengagement."

Regeneration plans included, for the first time, a university in Hastings, as well as a multi-million pound 6th form/college development. Local regeneration agency Seaspaces advised the Partnership that, between them, the University Centre Hastings and Sussex Coast College are expected to bring an additional 4,000 young people into the town by September 2009.

Bearing all of these factors in mind, at the start of 2006 the SHP set the objective of forging relationships with schools across the town, particularly secondary schools and the local college. The Partnership also set out to raise its profile among young people and, more ambitiously, to engage with at least 200 young people in the next two years (2006/07 and 2007/08 performance years) via community safety competitions whereby young people would be invited to identify key issues for them in the town, as well as suggesting possible solutions. The SHP also aimed to have improved its youth engagement to the extent that it would be sufficiently informed by local young people that its priorities would reflect the issues that concern them.

Analysis:

The Partnership's Crime & Disorder Reduction Audit 2002-05 revealed that young people aged from 10 to 17 years were responsible for 35% of detected offences in Hastings, despite forming just 13% of the resident population.

The Audit also found that victims were under-17 years of age in a third of all detected crimes. Sussex Police data reveals that in 2003 repeat victimisation of young people (11-18) in Hastings was double the county rate (10.4% compared with the East Sussex rate of 5.1%).

All schools and colleges perform below the national average in the achievement of young people at GCSE level. Achievement at Level 3 (A-level equivalent) is also below average and local participation rates in Higher Education are well below Government targets. Hastings has a high level of benefit dependency, dating back at least three generations.

Though the head teacher of one local secondary school had attended SHP meetings in the past, by 2005 there were no links with any head teachers or senior members of staff at any of the 24 local schools (18 primary schools, 5 main secondary schools and Hastings College).

In 2004, the SHP conducted the first of its annual Fear of Crime Surveys. Only 2.6% of respondents were aged 16-24 and filled out the survey of their own initiative. (Those filled in by young people who were stopped in the street or who sit on Hastings Young Person's Council made up an additional 4%.)

The Survey revealed that the most common reason stated by respondents for them feeling unsafe where they live was "youths causing annoyance/loitering" and 91% were fairly or very concerned about youth crime.

In part, this was undoubtedly due to a number of high profile ASBOs on young people in Hastings, including 11-year-old SB, who became the youngest girl to be given an ASBO, and SG, who was also 11 years old when he became the youngest boy to be given an ASBO, the youngest joy-rider and the youngest disqualified driver in the UK.

The details of these ASBOS were reported in the national and local media and revisited by both on numerous occasions. As written in The Independent on 10th February 2005, "Now 12, [SG] was jailed recently after amassing 23 criminal convictions over two years, including vandalism, shoplifting, joyriding, stealing a bike and going equipped for theft."

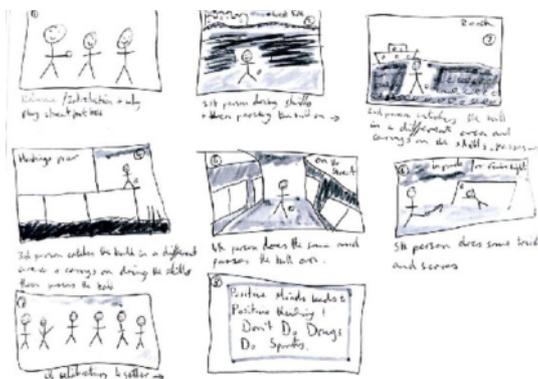
In addition, the Partnership found that no matter how much it promoted its public meetings, the same 30 or fewer people attended, and no young people. In an attempt to make public meetings more accessible, the location of meetings was changed, with venues picked strategically. However, this had no impact on the number of attendees and made very little difference in terms of attracting young people.

Yet in the one youth survey carried out by Hastings Borough Council less than half of the 1,000 young people surveyed say they feel safe in the town centre after 7pm (47%), almost a third claim to have been a victim of crime (29%), 73% want to see more positive images of young people in the media and 85.7% believe it is important for young people to have a say in what happens in the area in which they live.

With increasing direction from central Government and the Government Office for the South East that engaging with the young people is a vital duty, and the creation of the Youth Task Force "to focus on delivering positive outcomes for young people - including steps to prevent them getting into trouble and encouraging them to have respect for their community" (www.respect.gov.uk), at the start of 2006 the SHP set out to engage with at least 200 young people over the next two years.

Response:

Initially the Partnership decided to run a pilot competition in May and June 2006 with Respond, a local voluntary group for disaffected teenagers. The SHP invited around 30 young people involved with Respond to come up with storyboards for films. The brief was intentionally opened up to include all aspects of community safety, in order that the teenagers involved could choose to focus on the issues that matter to them.



Two film ideas were picked as winners: one tackled the issue of adults purchasing alcohol for underage drinkers and was filmed by the young person who developed the idea, with advice and support from a professional cameraman; the other (pictured above) promoted getting active rather than getting into trouble and has been one of the most

popular films downloaded on the SHP website's Media Player. Both films were broadcast on the Partnership's community TV network, SHP-TV, for three months. (There are 11 SHP-TV screens in Hastings, at venues including McDonalds, the local shopping centre, Tesco, Hastings College, University Centre Hastings, etc.)

After this pilot, the Partnership ambitiously ran a storyboard competition across all local schools from July to December 2006, with the primary aim of engaging with young people and stimulating discussion on issues of community safety.

The SHP Schools Competition 2006 was open to all students aged 4-16 attending primary and secondary schools in Hastings. Again, the brief was wide so that children and teenagers could explore the issues that mattered most to them.

In the first instance, the Partnership wrote to all of the head teachers and chairs of governors, inviting them to participate. These letters were followed up by phone calls and, once a school confirmed its interest in taking part, a second letter was sent out with further details. Through these letters and phone calls, the SHP was able to establish designated points of contact at nine of the 18 primary schools and three of the five secondary schools, and to start building relationships with the schools through these contacts.

As an incentive for schools to sign up for the competition, the Partnership emphasised that the topics would fit neatly into Citizenship & PSHE attainment targets set out in the National Curriculum. In addition, the winning primary school and the winning secondary school would each receive with a high quality digital camcorder.

To encourage students to submit well thought out entries, prizes included digital camcorders, games consoles and cinema vouchers. There was the opportunity for partners to get involved by sponsoring age categories, donating prizes, sitting on the judging panel and/or speaking at the awards ceremony.

At the same time as running the 2006 competition, the Partnership for the first time made its annual Fear of Crime Survey accessible online, where it sat alongside all the competition details at www.saferhastings.co.uk, with the intention of increasing the number of young respondents.

In the SHP Schools Competition 2006, 50 students were short-listed: 25 primary; 25 secondary. Each of these students received a certificate and a goody bag, so partners were able to place promotional items and information leaflets in these bags for the students to take home.

Following the pattern of the pilot, the winning entries were turned into films, which were again broadcast on the TV network for three months and on the Partnership's website. The winning students were presented with DVDs of the films made from their storyboards, and a copy was also given to their schools.

All feedback was overwhelmingly positive, so hot on the heels of the success of this competition in January 2007 the Partnership launched the Respect Hastings Art Competition for 11-19-year-old students at local schools and Hastings college as part of its status as one of the Home Office's Respect Action Areas.



The brief for this competition was obviously more specific, in that it focused solely on anti-social behaviour. However, within that heading, students were still given the freedom to explore 12 different topics, including litter, graffiti and street drinking.

Again, exciting, top quality prizes were offered as an incentive to both schools and students, in addition to the promise of winning artwork being used in a new leaflet about Anti-Social Behaviour aimed at young people, which would also be passed to the Home Office's Respect Task Force.

The Respect Hastings Art Competition enjoyed the same success as the previous competition, and led to other developments with local schools, so at this point – March 2007 – the Safer Hastings Partnership decided to prioritise into its budget and calendar two schools competitions per financial year.

Therefore, in September 2007, the SHP launched its second storyboard competition, this time opening it up to 17- and 18-year-olds, as well as all local primary and secondary schools, and, in January 2008, the Partnership began its second art competition.

Assessment:

Each of the Safer Hastings Partnership's competitions for young people has been an outstanding success, not only in the number of young people who have taken part, but also in changing the mindset of the Partnership and bumping new issues onto the top of the SHP agenda.

The entries from the young people involved with Respond highlighted issues that concern them that were a surprise to the Partnership. For example, there were more entries from this group of disaffected teenagers demonstrating the dangers of adults supplying alcohol to under-18s than entries on any other topics combined. This flagged up an issue to the SHP that had previously not been a major focus, pre-empting the increasing national focus on youths binge drinking.

The SHP Schools Competition 2006 attracted 253 entries from eight local schools. This was much higher than anticipated as schools had been contacted 'cold', and the Partnership's initial objective was to engage with 200 young people in the first two years, rather than in the first competition alone.

The 50 short-listed students were invited to attend an Oscars-style awards ceremony along with two guests per person. With local dignitaries, teaching staff, parents and students, there were more than 200 people at the inaugural awards ceremony, where they heard about the work of the SHP, its partners and its achievements in reducing crime in Hastings.

The judging provided an opportunity for partner agencies to take ownership of the competition, and seven agencies were represented on the judging panel.

All feedback was overwhelmingly positive. For example, Graeme Lazell, the ICT Coordinator at one of the participating primary schools, said, "Many thanks for organising such a worthwhile competition. I really enjoyed finding out what the children thought about Hastings: such lovely comments about their home town and how safe they feel within it."

There was significant positive coverage in the local newspaper and on the local radio station about the competition and the young people who took part, which in turn led to schools that had not participated contacting the SHP to enquire about the next competition.

Following on, the Respect Hastings Art Competition was expected to attract a far lower number of entries due to the fact that primary school students were not eligible to participate. However, teachers from two of the secondary schools that had not entered the first competition contacted the Partnership to say they had read about the first competition in the local newspaper and would like to take part. Likewise, Hastings College tutors were keen to get involved after hearing about the success of the storyboard competition.

In the end, the Respect Hastings Art Competition attracted 194 entries from four of the five main secondary schools in the town and Hastings College, but the real success of this competition was the doors it opened in terms of the SHP working on other projects with two local secondary schools and the relationship it facilitated with Hastings College.



In addition to the winning artwork being used in an anti-social behaviour leaflet aimed at young people, one of the winning entries (pictured above) provided the opportunity to involve students from the winning 6th form in the filming process. The SHP took the student behind the idea, plus his teacher and some of his fellow students, across to Medway, which also has a community TV network, to a school that has a 'green screen'. The students were filmed committing various acts of anti-social behaviour and the film was used on the Hastings and Medway community TV networks. This collaboration received prominent coverage on ITV's regional news.

Other periphery benefits arising from the schools competition include a GCSE drama group taking part in filming at one school, while students at another acted in an anti-bullying film.

Through the competitions and these other activities, solid relationships have been built with local schools, particularly the secondary schools, and Hastings College, to the point where SHP staff have been invited in to promote competitions in lessons, where they are also able to talk about the Partnership, its priorities and community safety in general.

By the time the SHP decided to build two competitions into its annual budget and calendar, the reputation of the competitions had grown to the point where partners wanted to take more ownership, businesses wanted to get involved and our Home Office Regional Deputy Director asked to sit on the judging panel of the SHP Schools Competition 2007.

These factors led to the competition expanding to welcome entries from 6th form and college students, which accommodated the growing number of partners wanted 'hands-on' involvement. So, the 2007 storyboard competition doubled in terms of the number of main prizes on offer (now six instead of three), as new categories were added. In addition to the original primary school and secondary school prizes, there was now a 6th Form/College category and, because of sponsorship by East Sussex Fire & Rescue Service, Sussex Police Authority and Network Rail's No Messin' campaign for young people, the Partnership added the themed categories of Fire & Road Safety, Anti-Social Behaviour and Railway Safety.

The Odeon cinema donated almost £250 in cinema tickets, providing 18 runners-up prizes. Network Rail's No Messin' campaign (aimed at youth) donated four MP4 players. In fact, only one prize was purchased by the SHP in the 2007 storyboard competition, with all others being donated or paid for by partners or sponsors.

Our Home Office Regional Deputy Director was joined on the judging panel by the High Sheriff of East Sussex and representatives of 10 partner agencies/sponsors, including the local Odeon Cinema and the Hastings Excellence Cluster.

On this occasion, the competition attracted 464 entries from twice as many local schools. Again, more than 200 students, teachers, parents and local dignitaries attended the awards ceremony, where the films based on the winning entries were shown. All the feedback was, once again, overwhelming positive.

The second art competition, which ran from January to March 2008, was also a great success, with the number of entrants (364) almost double that of the Respect Hastings Art Competition.



Through the four schools competitions, the Partnership has engaged with up to 1,300 children and young people attending local schools.

In January 2008, a survey was conducted among students at one of the secondary schools involved in the two competitions held in 2007. The findings were:

- **100% of students said that entering the SHP competition(s) made them think about community safety issues;**
- **83% feel that the SHP is interested in their ideas and thoughts about community safety;**
- **74% feel that by entering an SHP competition they can influence or make a difference to the SHP's priorities for tackling crime (4.3% don't know);**
- **65% feel that by entering the competition(s), they are making a difference to the local community;**
- **Prior to entering an SHP competition, only 22% had heard of the SHP, and comments on the feedback forms suggest that these had heard of the Partnership via its community TV network or fellow students who had entered the competition(s);**
- **Since entering an SHP competition, 83% feel they now understand what the Partnership is and who its partners are.**

Comments from students include:

- By entering the competition "I feel that I am doing my part for the community".
- The SHP is "taking our ideas and using them to benefit Hastings".
- Entering made one student "think about how these anti-social behaviour acts were going on around me and mainly how small actions had a big effect".

Following one competition awards ceremony, a secondary school teacher emailed the SHP saying, "We enjoyed the ceremony and I think there is more opportunity to combine school and community awareness issues in this way. Competitions like this one give us the opportunity to embed many aspects of the curriculum into our teaching as this covered ICT, Art, Citizenship to mention a few. We took the approach of incorporating the competition into our teaching, which was beneficial as we had automatic content and the boys were more motivated, achieving higher levels than they would normally as they had a specific aim and audience to write about in their evaluations. Some of the boys on your short list were special needs pupils and it was particularly good for their self-esteem. We are also grateful that they boys' hard work was acknowledged in a special way. I would be very interested in meeting with you to discuss how we could take advantage of this idea and exploit it to the fullest for all the schools in the area."

After the 2008 art competition, an A-level tutor said, "A HUGE thank you for the awards ceremony last night. As always, it celebrated the achievements of the students and pupils in such a positive and motivating way. The students really appreciate the presence of the mayor and other 'celebrities' (as one student described the officials today!). They enjoy the opportunity to invite their family and friends to witness their success.

"The students learn so much through the competitions, particularly related to community and safety issues. They really appreciate the fact that their ideas and designs are valued enough to be rewarded and published. We were in desperate need of a new digital camera for the course, so our prize is also greatly appreciated and will be used by many students over the next few years."

The competitions also make a difference to individual students, as another teacher confided, "[The competition] produced such a positive response for all those involved. In particular, [Child A] who won one of the main prizes is not the sort of pupil to get picked for many things. [Child A] is a lively, sociable character but is usually in 'bottom sets' for most academic subjects and not at the top of the list for any of the special treats or activities that go on in school. I am sure that this kind of success will make a big difference to [Child A]. [Child A's] dad was absolutely thrilled to bits and I don't think you can over-estimate the effect of winning in these circumstances."

Six months later, this teacher reported that Child A's confidence had remained much higher than it was prior to the competition, indicating that winning a main prize had caused a "lasting change".

In the week following each awards ceremony, the Partnership's website experiences a massive increase in hits, usually around 300-400%, because the students and teachers know that the winning films and artwork will appear on the site the day after the winners have been announced.

As mentioned above, the Fear of Crime Survey has been 'live' on the website at the same time as the 2006 and 2007 storyboard competitions, and has seen a significant increase in the number of respondents in the 16-24 age bracket, with this now rising to 13% both years. The percentage of respondents in all other age brackets is 13-17%, meaning that we are now hearing from all age ranges equally.

The number of respondents in Partnership surveys stating youth crime as an issue of concern to them has fallen from 91% in 2004 to 29% in 2007.

The number of repeat victims aged 11-18 has fallen from 10.4% in 2003 (double the East Sussex county rate of 5.1%) to 2.9% in 2007 – in line with the county rate of 2.7%.

Entries in the SHP schools competitions have influenced the Partnership's priorities and have even changed its mindset. For example, bullying has never had a high profile with the Partnership, but is now one of the top priorities in its emerging Community Safety Plan 2008-11. More than this, the way the SHP thinks about young people has changed, in that we are much more focused on addressing their needs and longer-term engagement, rather than coercive interventions.

The one problem that the success of the schools competitions has presented is that the Partnership now needs a strategy for handling all of the interest from schools about working together on other projects.

State number of words used: 3,910 words

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

Please quote: Tilley08_Eng
Your reference:
Date: 23rd April 2008
Please ask for: Chief Inspector Andy Gooch
Telephone: **0845 60 70 999 ext 60221**
Fax: **01424 451841**
E-mail: andrew.gooch@sussex.pnn.police.uk



*Safer Hastings
Partnership*

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Bohemia Road
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Tilley Awards
PPSU
4th Floor
Fry Building
2 Marsham Street
London
SW1P 4DF

Dear Sir/Madam,

Tilley Awards 2008: Engage You(th)

I am writing to endorse the enclosed entry from the Safer Hastings Partnership, which details the problem-oriented approach to engaging with young people in Hastings who have not offended and are not known to be at risk of offending.

As you will read in the application, the Safer Hastings Partnership has experienced great success at engaging with 1,200 children and teenagers via its competition for schools, as well as building relationships with these schools and local businesses.

This partnership approach to engaging young people has led to 83% believing that the Safer Hastings Partnership cares about what they think about community safety in our town. It has also bumped issues such as bullying to the top of our agenda, and contributed to a changing mindset at the SHP, whereby we are now much more able to understand the issues young people face and to empathise with them.

Yours sincerely,

CHIEF INSPECTOR ANDY GOOCH
District Commander for Hastings and Chair of the Safer Hastings Partnership

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.