



Crime Reduction & Community Safety Group

Tilley Awards 2008 Application form

**Please ensure that you have read the guidance before completing this form. By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the guidance. Please complete the following form in full, within the stated word limit and ensuring the file size is no more than 1MB. Failure to do so will result in your entry being rejected from the competition.**

Completed application forms should be e-mailed to [tilleyawards08@homeoffice.gsi.gov.uk](mailto:tilleyawards08@homeoffice.gsi.gov.uk). All entries must be received by noon on **Friday 25<sup>th</sup> April 2008**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811.

**Section A: Application basics**

1. Title of the project: **“Call Time on Violent Crime”**
2. Key issue that the project is addressing: **Alcohol-related violent crime in the night-time economy**

**Author contact details**

3. Name of application author: **Police Constable Warren Williams**
4. Organisation submitting the application: **Safer Swansea Partnership**
5. Full postal address: **Partnership Office  
Sketty Police Station  
Sketty  
SWANSEA SA2 9BT**
6. Email address: [Warren.Williams@South-Wales.pnn.police.uk](mailto:Warren.Williams@South-Wales.pnn.police.uk)
7. Telephone number: **01792 562853 or 07791744512**

**Secondary project contact details**

8. Name of secondary contact involved in the project: **Chief Inspector Keith Bowman**
9. Secondary contact email address: [Keith.Bowman@South-Wales.pnn.police.uk](mailto:Keith.Bowman@South-Wales.pnn.police.uk)
10. Secondary contact telephone number: **07970805265**

**Endorsing representative contact details**

11. Name of endorsing senior representative from lead organisation:

**Chief Superintendent Mark Mathias**

**Cockett Police Station, John Street, Swansea. SA2 OFR.**

12. Endorsing representative's email address: [Mark.Mathias@south-Wales.pnn.police.uk](mailto:Mark.Mathias@south-Wales.pnn.police.uk)

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered by: **Welsh Assembly Government**

**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).***

**Swansea – “An ugly, lovely town, crawling, sprawling by the side of a bay and a splendid curving shore” - Dylan Thomas**

**‘Policing Christmas – A Drunk and Dangerous Special’** was a BBC documentary which highlighted policing 3 cities in the UK, one being Swansea, over the Christmas 2003 period.

The programme was aired on Sunday 22 February 2004 and displayed Swansea in poor light i.e. a city fuelled by drink, violence and debauchery.

A Violent Crime Task Group, consisting of statutory and non-statutory partners was formulated to discuss issues raised by the programme and review what response, if any, was appropriate to the problems highlighted.

The City Centre is the heart of Swansea’s “Pub & Club land” with a licensing capacity for more than 23,000 customers, essentially condensed into 2 streets, namely: **The Kingsway and Wind Street.**

Within these 2 locations there are over 50 licensed premises.

**The Kingsway:** Is a “destination venue.”

There are 9 nightclubs, numerous fast-food outlets and 3 taxi-ranks on or just off the street.

On a typical weekend night there could be up to 10,000 people on this street at certain times.

**Year-on-year this street has the highest figure for recorded violent crime\* in the BCU.**

**Wind Street:** Is a street approximately 400 yards away and is regarded as a starting point for The Kingsway.

Located on the street are traditional pubs, “super-pubs” the largest having a capacity for 1500 people, restaurants, and fast-food outlets.

**Year-on-year Wind Street has the second highest figure for recorded violent crime\* in the BCU.**

A multi-faceted campaign aimed to run for the 5-week Christmas Party Season was introduced.

Its aim was to reduce violent crime\* through raising the awareness of the actions & consequences of violent crime.

Evaluation of violent crime\* for the 5-week Christmas 2004/05 period compared to the same period 12 months previous, revealed a reduction of over 36%, equating to 71 fewer victims.

Home Office research estimates the cost of serious violent crime to be £130,000 i.e. policing, hospital, court and compensation costs, therefore a potential monetary saving of over 9-million pounds has been achieved in a 5-week period.

**Violent Crime\* for the purposes of this project is violence associated with the night-time economy namely Section 18, 20, 47 Offences Against the Person Act 1871 Section 8(1) Theft Act 1968 & Sections 4 & 5 Public Order Act 1986.**

**State number of words: 398 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

The City & County of Swansea is the second capital city of Wales.

Swansea has a multicultural, residential population of 223,301 (2001 census) who reside within the 7 Sectors of the Police BCU.

The BCU covers a geographical area of 147 square miles.

Swansea attracts many visitors of all ages for its tourism, leisure and sporting facilities.

Additionally more than 30,000 students are educated at further educational establishments located within the BCU.

Within the City Centre is the heart of Swansea's "Pub & Club land" with a licensing capacity for more than 23,000 customers, essentially condensed into 2 streets namely: The Kingsway and Wind Street.

The Kingsway: Is a "destination venue".

There are 9 nightclubs, numerous restaurants, fast-food outlets and 3 taxi-ranks on or just off the street.

On a typical weekend night there could be up to 10,000 people on this street at certain times.

**Year-on-year this street has the highest figure for recorded violent crime\* in the BCU.**

Wind Street: Is a street approximately 400 yards away, it is regarded as a starting point for The Kingsway.

Located on this street are traditional pubs, "super-pubs" the largest having a capacity for 1500 people, restaurants, fast-food outlets.

Thirty-two premises on or just off the street have a license to sell alcohol.

**Year-on-year Wind street has the second highest figure for recorded violent crime\* in the BCU.**

A violent crime task group was formulated which consisted of representatives from the following partner agencies

- |  |  |
|--|--|
| 1. City & County of Swansea            | - Local Authority                        |
| 2. Swansea NHS Trust                   | - A & E Departments at 2 local hospitals |
| 3. Ambulance Service                   | - Ambulance Service Wales                |
| 4. Pub & Club Watch                    | - Swansea City Centre                    |
| 5. Swansea Police                      | - South Wales Police                     |
| 6. BCRP                                | - Business Crime Reduction Partnership   |
| 7. Swansea Bay Racial Equality Council | - Local race advisory group              |
| 8. Fire Service                        | - Mid & West Wales Fire & Rescue Service |

It is well-documented that a major contributing factor influencing violent crime is alcohol. (Evidenced on page 6 line 2 & 3)

Traditionally in the UK over the Christmas period more so than any other period in the year, a significant amount of alcohol is consumed.

Based on these statements it was believed that the "Christmas party season" (1<sup>st</sup> December 2004 through 4<sup>th</sup> January 2005) would be the most opportune period to introduce any measures towards tackling violent crime\*.

These dates were chosen as the "party season" starts early in December and generally continues through to the first working day in January.

The dates would also correlate to the date of the BBC documentary '**Policing Christmas – A Drunk and Dangerous Special**' which originally showed Swansea in such poor light.

## **AIM & SMARTER OBJECTIVES**

The aim of the project is to reduce violent crime\* within Swansea City Centre.

SMARTER objectives

- To reduce the number of violent crimes\* reported to the Police by 20% over the Christmas party season period
- The outcome will be measured by comparing police crime figures for the same period the previous year
- The objective is achievable due to additional resources and funding allocated
- With support from partner agencies the objective of 20% is a realistic target
- The project is restricted to the 5-week Christmas party season, 1<sup>st</sup> December 2004 - 4<sup>th</sup> January 2005
- Evaluation would be carried out on conclusion of the project
- The project would be reviewed by the Task Group in order to establish its effectiveness for all partner agencies and amended as appropriate for future locations or re-runs

The group were aware that by concentrating on reducing the number of violent crimes\*, the aims and objectives of the non-police partners would also be achieved as a by-product, providing all partners with a “win” from the solutions implemented, e.g.

- Less violence would make people more inclined to socialise / visit the City Centre – thereby improving the local business economy, which would impact positively on the tourism and leisure industry of the whole area
- Less violence would mean fewer calls to the Ambulance Service allowing them to meet priorities in other areas
- Less violence would indicate fewer victims visiting the A&E departments, freeing-up valuable resources for other commitments and reducing need for long-term care
- Less violence would reduce the costs for court, prison and probation services.

Crime pattern analysis of violent crime\* within the BCU for the period 1<sup>st</sup> December 2003 through 5<sup>th</sup> January 2004 was conducted. See *Table No. One* below;

<b>Crime</b>	<b>BCU</b>	<b>City Centre</b>
<b>Sec 5</b>	<b>98</b>	<b>64</b>
<b>Sec 4</b>	<b>49</b>	<b>37</b>
<b>ABH</b>	<b>216</b>	<b>77</b>
<b>Sec 20</b>	<b>11</b>	<b>6</b>
<b>Sec 18</b>	<b>18</b>	<b>8</b>
<b>Robbery</b>	<b>12</b>	<b>5</b>
<b>Total</b>	<b>404</b>	<b>197</b>

- **More than 48% of violent crimes\* occurred in the City Centre**
- **Almost 6 violent crimes\* every day occurred in the City Centre Sector**

Data from partners where available was collected and evaluated;

Hospital data showed December as the worst month for assault admissions. See *Table No. 2 overleaf*;

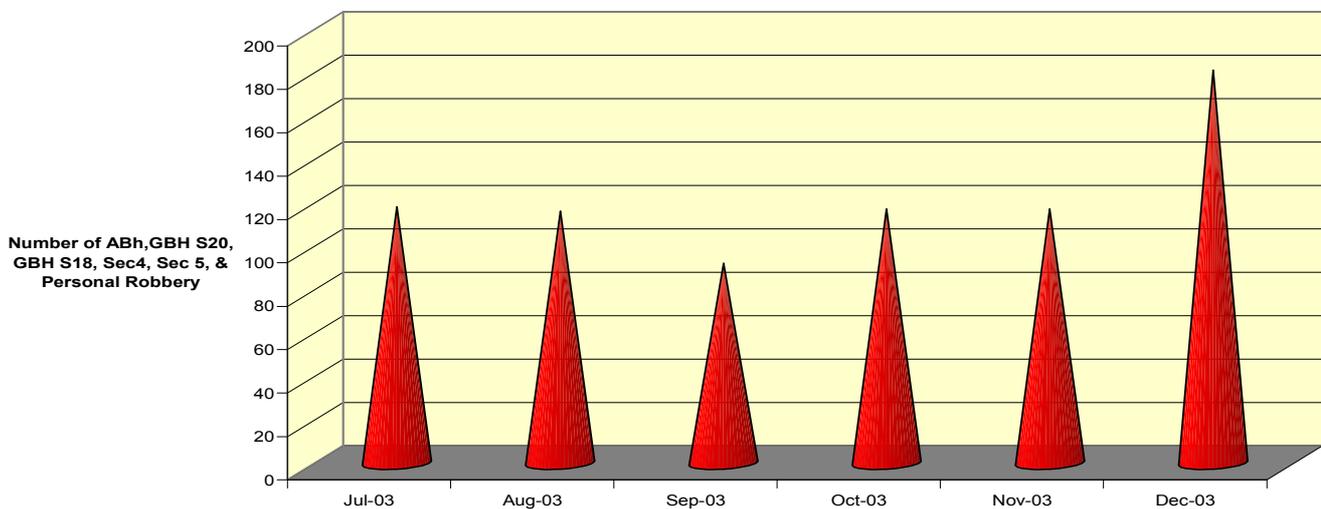
Month /Year	No. of assault admissions
Dec-01	63
Dec-02	56
Dec-03	68

Local authority data showed street cleansing to be more of a problem in December than at any other time in the year. Many businesses complained of people urinating against / or in the vicinity of their premises. This reflected adversely on the City Centre and was a daily onerous task for the local authority's cleansing team.

Further research of Police data was also done to show the 5-week Christmas period in the context of the previous 6 months.

This was done in 2 ways, firstly by grouping the offences together to see which was the worst month – see *Graph No. One* below;

**Violent Crime in City Centre Beat 75 by month July - Dec 2003**



Secondly by isolating the offences to see how many of each specific offence was reported in the City Centre compared with the remainder of the BCU. See *Table No. 3* below.

Offence Classifications recorded in the period 01/07/03-31/12/03	Total for H BCU	% of H BCU's crime recorded in the City Centre	Actual crimes recorded in City Centre Beat 75
HARASSMENT, ALARM/DISTRESS S.5	419	57%	239
FEAR/PROVOCATION VIOLENCE S.4	143	69%	98
ASSAULT OCCASIONING ABH - S.47	972	31%	301
WOUND OR INFLICT GBH W/WITHOUT WEAPON S20	56	46%	26
WOUND W/I TO CAUSE GBH S18	90	43%	39
ROBBERY-PERSONAL PROPERTY	83	46%	38
Grand Total	1763	42%	741

Additional research was completed to establish micro-detail of the previously reported crimes.

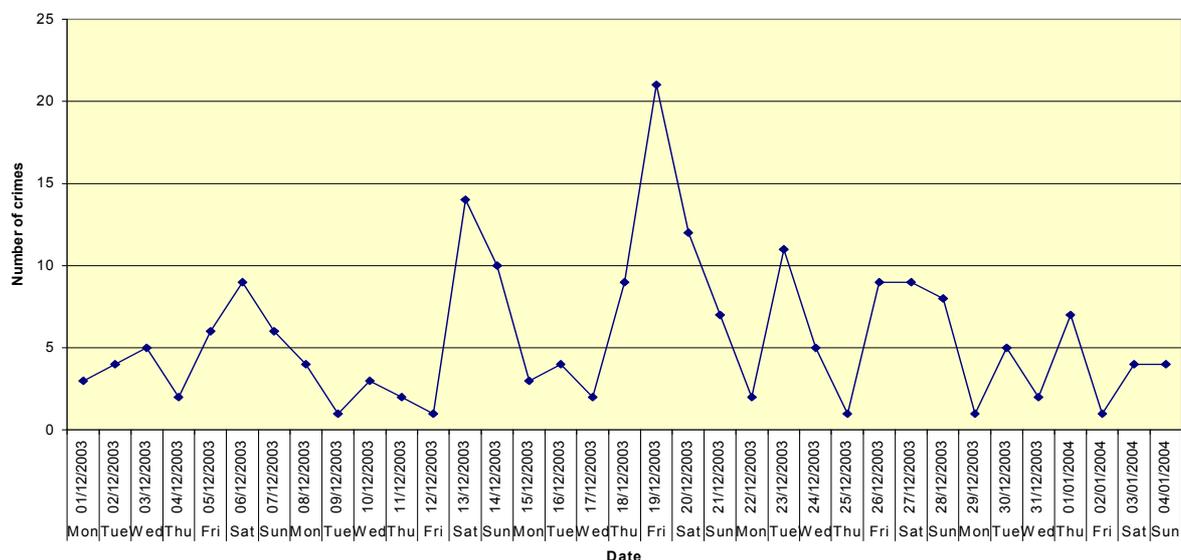
This identified that many of the reported offences were drink-related; free text within the crime details suggests alcohol was a contributory factor in at least 152 of the crimes.

Table No. 4 below; shows the streets where most violence was focused in the City Sector.

Street	Total July 03 - Dec 03	ABH - S.47	FEAR/ PROVOCATION S.4	HARASSMENT, S.5	ROBBERY PERSON	GBH W/WITHOUT WEAPON S20	WOUND W/I TO CAUSE GBH S18
THE KINGSWAY	324	117	55	104	12	17	19
WIND STREET	65	31	11	18	1	1	3
HIGH STREET	46	10	5	21	7		3
NORTHAMPTON LANE	30	11	3	10		3	3
COLLEGE STREET	28	11	6	10		1	
ST MARY STREET	16	10	2	3		1	
CASTLE GARDENS	14	5	1	4	3		1
CASTLE SQUARE	13	7	2	3			1
GROVE PLACE Police Station	13	1		12			
PRINCESS WAY	13	2		9	1		1
THE STRAND	13	5	2	5	1		
CAER STREET	12	7		5			
NEATH ROAD	12	3	4	4			1

Graph No. 2 below indicates that the weekends were periods with highest numbers of violent offences for the City Centre during Christmas 2003 period.

Violent Crimes in all streets Swansea City Centre Beat 75 per Day in period 01/12/03-04/01/04



With a combination of documentary and anecdotal evidence from partner agencies within the task group, combined with crime pattern analysis, the Christmas period was proven to be the busiest period for each partner and the City Centre was the most problematic area for all.

**Therefore the Christmas party season period and the City Centre were chosen for introducing the initiatives.**

## ANALYSIS

### Problem Analysis Triangle - PAT

#### Location

Analysis identifies The Kingsway and Wind Street as the 2 worst locations for violent crime\* within the City Centre.

In 2003 licensing laws differ to now, bars closed at 11:00 for 11:20 with nightclubs closing at 02:00 for 02:20

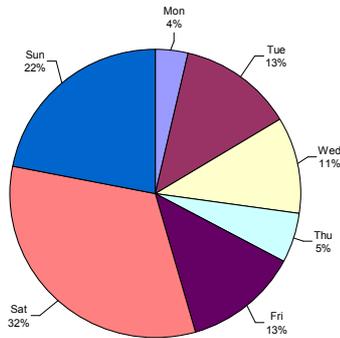
Wind Street's bars would be the starting point.

When the bars closed people would move on to the nightclubs in The Kingsway.

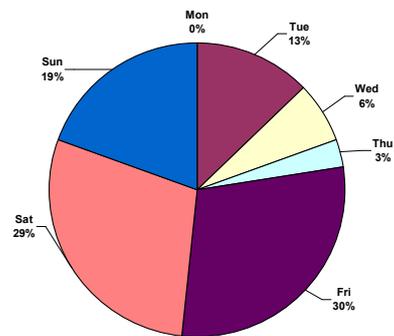
Many would be intoxicated when walking between the 2 locations i.e. Castle Street / Gardens and Oxford Street. Violence was often experienced in these streets and adjoining areas. (Table 4 previous page)

Pie Charts 1 & 2 below indicate which days were the most violent in the city centre.

The Kingsway - Violent Crimes 01/12/03-04/01/04



Wind St - Violent Crimes 01/12/03-04/01/04



#### Timeline for assaults;

Tables below show the number of assaults at both locations broken down into times of the day;

#### The Kingsway (Table No. 5)

6am – 4pm	4pm – 6pm	6pm – 10pm	10pm – Midnight	Midnight – 6am
Nil	2	1	15	37

#### Wind Street (Table No. 6)

2am – 4pm	4pm – 6pm	6pm – 10pm	10pm – Midnight	Midnight – 2am
Nil	Nil	8	15	8

Recording of the premises proved unreliable as some crime reports did not correctly record the premises but indicated the nearest known premise on the street to the assault occurring.

Tables No. 7 & 8 below compare on street offences to named venues

The Kingsway	Number of Assaults
On Street Offences	41
Time & Envy	4
Flares	3
Jumpin Jaks	3
Quids Inn	2
Potters Wheel	1
Kings Diner	1
<b>Total :</b>	<b>55</b>

Wind Street	Number of Assaults
On Street Offences	27
Ice Bar	3
The Toad	1

#### Victim(s)

Identifying a potential victim is as difficult as identifying the potential offender.

Table No. 9 below illustrates the sex and age of the victim, clearly showing males 21-24 were the most featured victim(s).

Victims of ABH/GBH in City Sector Period 01/07/03-31/12/03		
Age Range	Males	Females
Under 20	50	27
21-30	105 ( 67 were aged 21-24)	46
31-40	57	16
41-50	23	18
Over 50	16	1
<b>TOTAL</b>	<b>254</b>	<b>108</b>

#### Offender(s)

Identifying any potential offender for an assault, prior to its commission is very difficult.

Assaults can occur at any time, place, by any amount of people who may know or not know each other, e.g. feuding family/friends, or strangers. They happen in private, in public or in the street.

Triggers can be simply looking at someone the wrong way, accidentally spilling a drink, speaking to the wrong person (offender's partner) or known person(s) airing a grievance.

Drink, drugs or the values of a person, or a combination of all 3 could also be indicators for violent behavior.

Table No. 10 below shows the sex and age of the offender(s) who were detained;

<b>Known Offenders of GBH/ABH in City Beat 75, during the period 01/07/03 - 31/12/03</b>	
<b>Male Offenders - Ages ranged from 17- 81</b>	<b>Number</b>
Male Offenders under 20	2
21-30 (There were 70 aged 20-24)	97
31-40	63
41-50	31
Over 50	16
<b>Total Known Male Offenders:</b>	<b>199</b>
<b>Female Offenders - Ages ranged from 17- 50</b>	<b>Number</b>
Female Offenders under 20	6
21-30	22
31-40	11
41-50	8
Over 50	1
<b>Total Known Female Offenders</b>	<b>48</b>
<b>Total of all known offenders</b>	<b>247</b>

Of the 247 offenders many had Police warnings. Indicating that many were already known to the Police for other reasons. See Table No. 11 below

<b>Offenders had warnings for</b>	<b>Number</b>
Drugs	<b>43</b>
Weapons	<b>46</b>
Violent	<b>62</b>
Offend on Bail	<b>53</b>
Firearms	<b>4</b>
Contagious	<b>2</b>
Mental	<b>1</b>

- 114 victims reported already knowing the offender in some capacity. See Table No. 12 below

<b>Relationship of Offender to Victim</b>				
<b>Domestic</b>	<b>Partner</b>	<b>Wife</b>	<b>Husband</b>	<b>Friend</b>
13	37	1	4	60

- 22 victims included the word “group” indicating that they were attacked by a group of offenders
- 152 victim(s) state “unknown” suggesting “stranger attacks”

## RESPONSE

### **Routine Activity Theory - RAT**

In order for any crime to occur three things must happen **at the same time in the same place**;

1. A suitable target is available
2. A lack of capable guardian to prevent or deter the crime
3. A motivated potential offender is present

To prevent a crime from occurring you only need to remove or improve one element of these elements, i.e. if there is a suitable target but access is denied, the potential offender will be unable to carry out the offence.

### **Suitable target**

People, objects or places can be classed as suitable targets, their suitability as targets is defined by the pneumonic **CRAVED** Concealable, Removable, Available, Valuable, Enjoyable, Disposable **or** the pneumonic **VIVA** Value, Inertia, Visibility or Access

There are many suitable targets (potential victims) that frequented the City Centre i.e. taxi-drivers, Police Officers, door-staff, bar-staff, restaurant staff, cleansing staff or people that are simply socialising.

### **Capable guardian**

A capable guardian is anything, either a person or thing that discourages crime from taking place.

There are sufficient capable guardians in place i.e. police, door-staff, bar-staff, CCTV or lighting, but could they be better deployed?

### **Motivated Offender**

There are numerous reasons why a motivated offender may want to assault a suitable target.

This could be through gain, need, mental illness, society or environmental pressures, beliefs or prejudices. In addition these factors may be influenced or compromised by alcohol and drugs

Having used PAT & RAT to evaluate the assaults, it was decided that a combination approach of tackling the **motivated offender** and modifying the **capable guardian** would reap the best results.

**The 10 Principles of Crime Reduction** were applied to addressing the problems highlighted.

1. **Target Hardening** – Considered, but not achievable - too many potential targets.
2. **Target Removal** – Considered, but not appropriate - too many potential targets.
3. **Remove the means to commit the crime** - in the heat of the moment drinking vessels have become impromptu weapons, with vessels ending up in the faces or across heads of many a target thereby inflicting serious and significant injury.

Glass-related facial injuries are horrific and can leave the victim in a traumatised state for life.

The cost of serious violent crime has been estimated at £130,000 (Home Office figure.)

Consideration was given to distributing plastic glasses.

*Cheers!*  
**SAFER GLASSES**  
PROVIDED IN PARTNERSHIP WITH  
SAFER SWANSEA



- Evaluation of the plastic glass concept was completed with licensees and customers prior to committing to the idea.
- Disposable glasses were not nice to drink from; they were inferior in appearance some licensees feared that using this glass would lead to loss of trade to venues that had the traditional glasses. The glass had little structure; it was easy to spill some of your drink from them – with drink spillage having been identified as a potential trigger for violence, this glass was eliminated.
- Plastic glasses were more rigid than disposable. However when broken, they always, without exception broke into pointed shards. This made the plastic glass worse than glass as a weapon, i.e. the offender could hold the plastic in his hand as an impromptu knife, without fear of being cut and could use the pointed shard as a weapon to cause injury. This glass was therefore ruled out.
- Polycarbonate glasses were reviewed; they were significantly stronger, pleasant in appearance, comfortable to drink from and they kept the drink cooler for longer.

The Safer Swansea Partnership invested in 11000 polycarbonate glasses.

A media campaign was prepared; posters were distributed to participating venues promoting the glass.

In the evaluation prior to purchase the biggest fear amongst licensees was loss of trade through customers' preconceptions.

To overcome this, 11 popular / largest venues in Wind Street and one venue in The Kingsway were chosen to pilot the glasses.

By concentrating on Wind Street, licensees had little to fear from loss of trade as the venue next door also had the polycarbonate glasses.

The venue at The Kingsway was an isolated pub; customer retention was not an issue.

#### **4. Reducing the pay-off & 10. Deflecting Offenders**

A series of 4 posters were designed to educate offenders.

Many offenders glorify violence. There was still a mentality of "let's go out for a pint and a fight" or "I put the boot in!" or "I stuck him" was common language.

To highlight the problems experienced by this mentality, posters were designed with powerful imagery containing subliminal messages.

Imagery used depicted local assaults through the use of glass, knife and biting.

The image drew your attention to the poster; many people have not seen the result of a serious assault. Even the offenders rarely see the after-effect of what they have done.

The statements made on the posters were thought-provoking;

- Hospital waiting times are increased, routine operations are postponed as doctors, nurses and hospital beds are committed to victims of assaults.
- The cost of a serious assault is £130,000 this is paid for by the tax-payer!
- Could this money be put to better use?



The information was an awareness tactic;

Making offender(s) realise when they get involved in violent crime\*, one of their relations could innocently suffer as a result of their violent actions i.e. cancelled or postponed operations.

They also aimed to shock innocent people who had the greatest influence over a potential offender i.e. partner, parent, grandparent, teachers and peers.

The previously glorified statements such as “did you see what I did to him?” could now put into context by the peers who had viewed the sutured face of a violent crime victim or read the thought-provoking statements.

The posters were displayed across the BCU.



**5. Access Control & 8. Rule Setting** - Through working in partnership with the City Centre Pub and Club Watch and the Business Crime Reduction Partnership an “Exclusion Zone” was set up – called “BANNED.”

Any offender arrested for an offence of theft, assault, drugs, drink-spiking, criminal damage, Sec 4 Public Order Act in a members’ premises, subsequently charged, reported or cautioned, then that person would then be eligible to be excluded from **all premises involved in the scheme**.

This additional penalty could act as an immediate deterrent.

Member premises would receive police photographs of the offender from when they were in custody, which were retained in an album viewed by door-staff.

Signage and posters promoting the Exclusion Zone were placed in premises to inform customers that they were in an establishment that promoted the Exclusion Zone.

Information was shared amongst premises via a private radio link, which the Police and CCTV monitored. Other venues then looked out for and refused entry to the indicated person(s)

Three jingles were commissioned from the local radio station and played at various times daily. They promoted the Exclusion Zone and reminded listeners of the thought-provoking statements from the posters.



**6. Visibility / Surveillance**

Bar staff in licensed premises were issued with “T” shirts which displayed the logos “Call Time on Violent Crime” on the front and the “Exclusion Zone” on the rear.

A constant reminder to its customers as the staff went about their work. This showed the customers that the premises supported the Partnership initiative.

At peak times City Centre licensed premises employ more than 300 door-staff.

Door-staff were issued with hi-visibility armbands carrying the Partnership logo.

This made them more prominent and visible to would-be offenders.  
It also identified them on CCTV footage, which assisted with their Health & Safety.

Police patrols were re-deployed to the specific locations and times of violence identified in the analysis.



**7. Environmental Design** – To ease congestion Wind Street has been pedestrianised at peak times

To overcome the problem of people urinating in the street, 6 portable urinals were deployed on key dates and locations over the Christmas periods.

**8. Rule Setting** – Carried out in conjunction with Principle 5.

**9. Increase the chance of being caught** – Police resources were allocated to key streets (see Table No. 4 ) at the indicated times (see Table No.5 & 6)

Existing CCTV cameras were relocated to superior vantage points.

The initiatives were topical discussion points, this encouraged reporting of instances both by victims and witnesses, increasing the opportunity of the offender being caught.

**10. Deflecting the Offender** – Carried out in conjunction with Principle 4.

#### **Appropriate Realistic Cost-effective - ARC**

Having analysed the problem and resources available, the Violent Crime Task Group's solutions are **Appropriate**, they practically address the issue of reducing the number of reported violent crimes through the use of many partners.

They are **Realistic**, engaging people and partners who are capable and enthusiastic to deliver them.

The initiatives amounted to approximately £15,000.

This figure is **cost-effective**, as one serious violent crime incident is estimated at £130,000.

Over a 5-week period many thousands of people witnessed the initiatives first-hand.

Radio station feedback estimated that the message was conveyed to in excess of 230,000 listeners.

The initiatives were covered by local and national newspapers, radio and television articles.

## ASSESSMENT

The aim was to reduce violent crime\* in the City Centre by 20% during the Christmas period; *Table No. 13* below shows how the initiatives implemented had an effect on reported violent crime\*, when compared to Christmas 2003.

Offence Classifications	01/12/03 -01/12/04	01/12/04-04/01/05	No. Difference	%
Section 5	64	37	-27	-42.10%
Section 4	37	16	-21	-56.70%
ABH – Section 47	77	56	-21	-27.30%
Section 20 Assault	6	5	-1	-16.60%
Section 18 Assault	8	10	2	25%
ROBBERY	5	1	-4	-80%
Total	197	126	71	-36%

*Table No. 14* below shows the results obtained on the previously identified 2 most violent streets;

Street Name	01/12/03-04/01/04	01/12/04-04/01/05	+ or - Difference	% Difference
THE KINGSWAY	55	44	-11	-20%
WIND STREET	31	21	-10	-32.25%

Questionnaires were prepared asking licensees, their staff, taxi-drivers, other night-time economy workers and members of the public their views on the range of initiatives.

Licensees who piloted the polycarbonate glasses indicated many benefits of the glasses not previously considered;

- Fewer cuts to feet of female dancers - an enormous benefit to the Health Service (a cut foot usually requires 4 hours treatment time at A&E)
- Fewer staff injuries when cleaning up
- Unbreakable, unlike traditional glass i.e. if dropped would not smash.
- Less-damaging to dance floors
- Quicker to clean-up
- Easier to store
- Lighter to carry for collectors

Eight licensees intended to use the glasses again.  
One went on to buy them for his premises.

Bar staff thought the T shirts “were cool” and were happy to wear them.

73% of the public questioned remembered either hearing, seeing or reading the “Call time on violent crime” campaign.

Of those, 100% remembered one or more of the initiatives put in place.

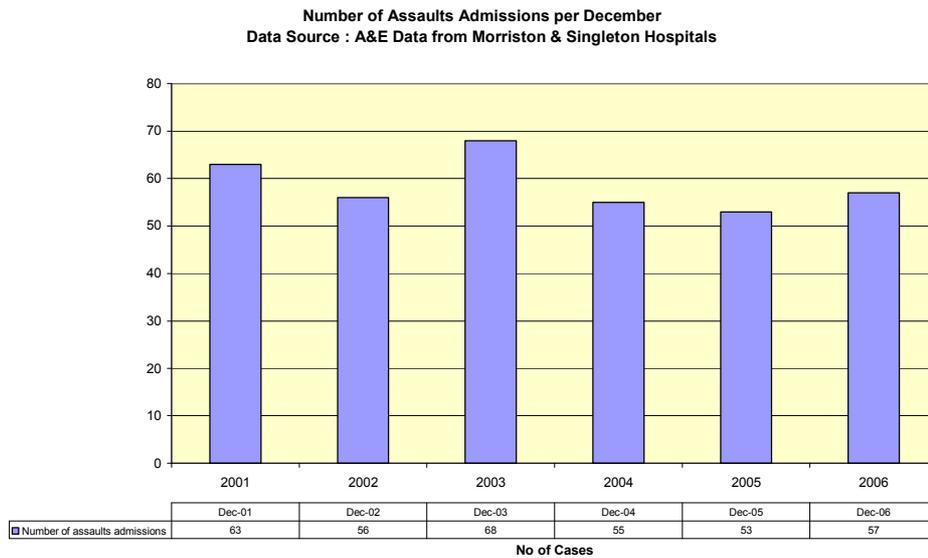
The initiatives implemented were reviewed by the Violent Crime Task Group; members confirmed success for their respective organisations.

**Health Service** data show attacks on medical staff reduced by 18% in December 2004.  
The initiative boosted the morale of employees.

Anecdotal evidence from Dr. Mike McCabe the consultant in charge of A&E confirms that serious night-time economy assaults and foot injuries in Swansea City Centre have reduced since the inception of the campaign. This evidence is also corroborated by the Ambulance Service on the effectiveness of the Triage Centre deployed on key dates in the Christmas period.

The original method of capturing the admissions data includes admissions not specific to Night-time economy; they include assaults from other Sectors, neighbouring BCUs and an adjoining force area. They also include assaults (domestic violence) which are not identified within the original list of night-time economy violent crime offences\* that we aimed at reducing. Therefore the data allowing for these factors is disproportionately high compared to reality.

New data collection procedures started April 2008 on A&E assault admissions from the city centre, this will allow the hospital data to be specific to a street or venue and identify weapons, number of assailants and if known to the victim. Data will also be collected on persons coming into contact with vehicles this will identify the need if any for further pedestrianisation of the city centre. *Graph No.3* below shows the number of assault admissions.



**Ambulance Service Data**

**Use of Triage evolving, experienced crews, in mobile unit, located at key area, reduction in need for emergency ambulances and hospital attendance**

<p><b>Party Season 2005</b> Mobile Unit based in the Kingsway Previously 10-15 calls a night Experienced teams were able to treat at the spot, with only 25% being sent onto A&amp;E by ambulance</p>	<p><b>Party Season 2006</b> Unit based in the Kingsway Demand had fallen to 8-10 calls a night But the number of treatments given by the paramedics in cars did not fall, some calls to other parts of the city</p>	<p><b>Party Season 2007</b> <b>21/12/2007</b> Mobile Unit was moved to busier area, based in Castle Gardens / Wind Street area Increase in number treated in 2006. 9 treated as result of 999 calls, 2 referred by Police &amp; 10 self referrals. Of the 21 treated 10 were referred to A&amp;E, taken by St John's Ambulance or taxi. No emergency ambulances had to be used</p> <p><b>22/23rd Dec 07</b> Unit based in Castle Gardens 14 people seen, 3 taken to hospital only 1 in emergency ambulance</p> <p><b>New Years Eve 07</b> 6 seen, none to A&amp;E</p>
---	---	---

**Social scene changes with closure of Kingsway nightclub, more were attending Wind Street / Castle Gardens area  
Ambulance / Triage Moved**

**Local Authority** data shows that 1115 gallons of urine have been collected since portable urinals were deployed in hot “wet” spot areas. Thus reducing the amount of time spent cleansing the city centre the morning after the night before!

**BCRP** data for the “Banned” scheme between inception and 31<sup>st</sup> March 2008 reveals;

468 offenders have been excluded of which only 14 offenders have re-offended

129 offenders were from outside of the Swansea BCU

71 are currently serving an exclusion order.

Table No. 15 below shows the number of offenders male and female excluded per year

Year	Male offenders	Female Offenders	Total offenders
2005	134	32	166
2006	130	17	147
2007	79	7	86

Table No. 16 below, shows which days of the week were most problematic for members of the scheme

Days of the week most problematic for members of the BCRP Exclusion Scheme	
Saturday	128
Sunday	98
Friday	76
Monday	31
Thursday	30
Tuesday	23
Wednesday	10

**The 2004 initiatives was used as a foundation for each subsequent Christmas period and other key dates;**

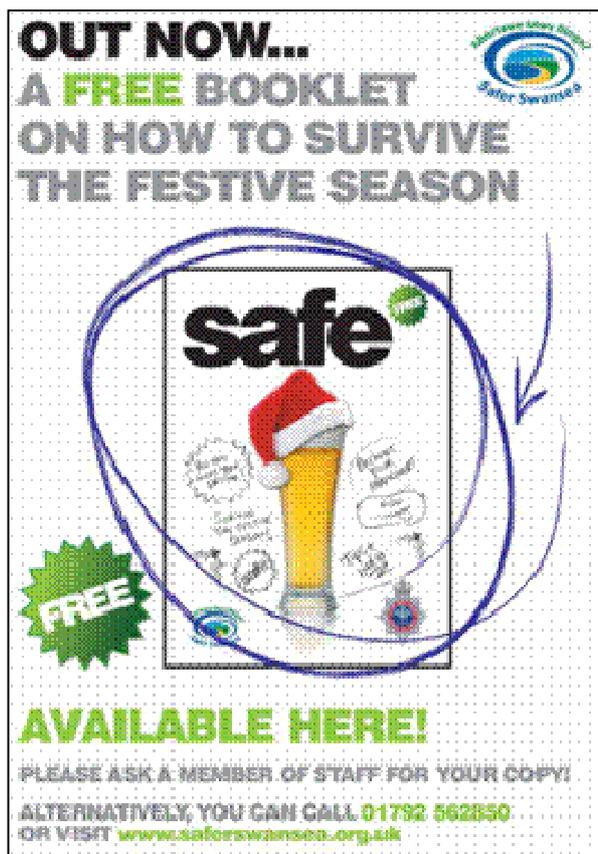
Mini-versions have since been implemented on Bank Holidays and Major Sporting Events i.e.

- Football & Rugby World Cups
- Six Nations Tournament

Additional and / or modified initiatives to the original campaign include;

- Wider publications of the Banned scheme – a quarter of persons excluded were from outside of the Swansea media’s catchment area.
- 11000 bottles of water / soft-drinks were supplied from a mobile police station, sited en route between Wind Street and the Kingsway. Subsequent re-evaluation recommended water only as caffeine in soft drinks was counter-productive
- An additional 5000 polycarbonate glasses were issued to the licensed premises, now being **exchanged** for traditional glasses, which were then recycled

- Taxi-marshals employed on key dates, re-evaluated now employed on a full-time basis
- Designated courts for fast-tracking offenders of violent crime
- College designed new posters, as part of their course work this also heightened their awareness further.
- Licensed premises were subject to a rigorous inspection from a multi-agency assessment team (Fire Service, Local Authority and Police)
- Conditions were imposed on premises which varied under new legislation. The condition states on any day designated by the Police as a Major Event Day, **all** drinks are to be served in non-glass glassware. The Christmas period has 8 days that qualify



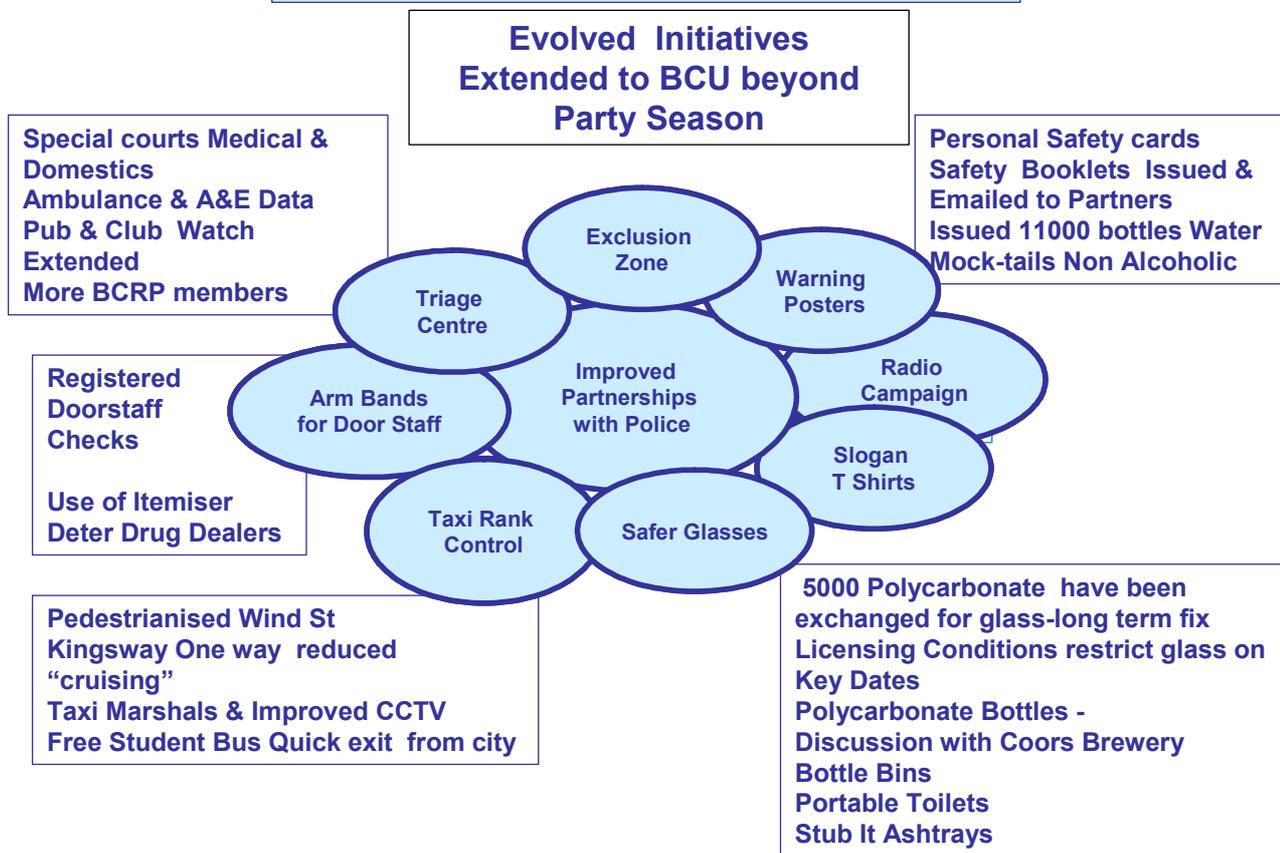
- Publication of booklet entitled "SAFE" - which advised on personal safety, the affects of alcohol, and promoted various schemes in place within Swansea to reduce violent crime – the booklet won first-prize, in the category best handout, out of over 200 submissions across the UK. The booklet was circulated electronically to major employers in the BCU e.g. DVLA, Social Services and Local Authority

- In conjunction with distributing water, chocolates were handed out to persons queuing for taxis
- A positive arrest policy for Section 5 offences was introduced; this diffuses aggressive behaviour earlier in the evening, reducing levels of the more serious assaults later in the evenings

Table No. 17 below shows the results for the City Centre Sector since 2004

Assault type	Original figures for 2004	01/12/05 to 04/01/06	01/12/06 to 04/01/07
ABH - Section 47 assault	77	56	46
Wounding - Section 20	6	5	3
Wounding - Section 18	8	10	3
<b>Totals</b>	<b>91</b>	<b>71</b>	<b>52</b>

### City Initiatives Undertaken Dec 2004- Jan 05



#### The future

By May 2008, A&E Department will commence data-sharing.

Identifying key premises, weapons, nature of attack, number of attackers whether known or not, of all assault victims.

Data from Ambulance Service also expected, which will give greater insight into timings and locations of assaults.

## Awards & Replication

The European Crime Prevention Network recommends the project as good practice for reducing violent crime in the night-time economy <http://www.eucpn.org/goodpractice/showdoc.asp?docid=92>

The initial initiative was replicated entirely by Wrexham CDRP  
[http://www.wrexham.gov.uk/english/council/news/violent\\_crime.htm](http://www.wrexham.gov.uk/english/council/news/violent_crime.htm)

Polycarbonate glasses have since been purchased by CDRP's at;

- Neath & Port Talbot
- Rhondda Cynon Taff
- Bridgend
- Dyfed Powys Police (Llanelli) distribute bottled water. They also implemented the T-shirts and posters at Newtown

**Word count: 3938 words including Tables and Graphs**

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

The application demonstrates the benefits of positive partnership working, both in reducing crime and disorder and in providing reassurance to those living in, working in, investing in, or visiting the Swansea area.

There have been clear benefits to partners in the reduction of costs when providing front-line and support services and more effectively targeting their resources. A better service is therefore delivered to the public because of this.

Initiatives such as the Triage Centre and screening of minor casualties on the street at peak times have led to a reduction in attendances at the local Accident & Emergency Department, freeing staff in this Department to carry out their role in a timely and effective manner.

Other important effects of this initiative include the increased availability of ambulances for other medical emergencies. This has ensured that all patients, irrespective of location, receive appropriate timely treatment and transport in line with the Trusts' Clinical Standards. The Triage scheme as a result is regarded as best practice nationally and has also won the NHS Confederation Award for innovation, as well as providing an appropriate response to the challenges and demands of a modern city centre environment.

The "Call Time on Violent Crime" programme has received international recognition from the European Crime Prevention Network as good practice for reducing alcohol-related violent crime in the night-time economy.

In addition, the "feel good factor" generated by the positive effects of these initiatives means that the local economy benefits, with more and more people now attracted both to visit and to invest in the City Centre due to the diverse, but safer environment.

Working effectively, sharing information and proactively addressing community issues stresses the commitment of local agencies to taking a partnership orientated approach to problem solving. There has been full engagement with partner agencies through the local Tackling Violent Crime group and they have endorsed this submission, providing updates and information when required.

An additional benefit of working increasingly closely with partners has been the ability to share performance data and information across all agencies. This has meant that it is now a simpler process to target individuals and identify peak times and dates when incidents are likely to occur. Staff in Swansea are also working closely with the Welsh Assembly Government, facilitating the development of multi-agency data sharing protocols across Wales.

In addition to the initiatives highlighted in this project, the “Call Time on Violent Crime” programme is continually evolving, with initiatives that cater for times outside the Christmas period and certain groups and sectors within society.

These initiatives have focused on such areas as knife crime and sporting venue violence. An initiative on reducing violence towards health care workers has received praise from the local NHS Trust and has now been adopted by all the NHS Trusts in Wales.

This considerable body of work has not stood still, but continues to evolve, with more improvements being made as feedback is received, lessons are learnt, initiatives are evaluated and improvements and adjustments made as appropriate. This can only lead to further benefits for the wider community of Swansea and all partner agencies.

**Word Count 517**

**Signed:** .....

**Checklist for Applicants:**

- Have you read the process and application form guidance?
- Have you completed all four sections of the application form in full including the endorsement from a senior representative?
- Have you checked that your entry addresses all aspects of the judging criteria?
- Have you advised all partner agencies that you are submitting an entry for your project?
- Have you adhered to the formatting requirements within the guidance?
- 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?
- Have you inserted your project name as a footer note on the application form? Go to View-Header and Footer to add it.
- 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 [leyawards08@homeoffice.gsi.gov.uk](mailto:leyawards08@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), Marsham Street, London, SW1P 4DF and be received by 25<sup>th</sup> April 2008.