

# **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 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: **Doncaster 100 SmartWater™ Project**
- 2. Key issue that the project is addressing e.g. Alcohol related violence: Burglary Dwelling and Vehicle Crime

## **Author contact details**

3. Name of application author: Kevin Drewett, Sergeant, Doncaster Crime Reduction Unit

4. Organisation submitting the application: Safer Doncaster Partnership

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## Secondary project contact details

8. Name of secondary contact involved in the project: Sandra Norburn

9. Secondary contact email address: sandra.norburn@doncaster.gov.uk

10. Secondary contact telephone number: 01302 737069

# **Endorsing representative contact details**

11. Name of endorsing senior representative from lead organisation: Superintendent Mick Webster /
Martin Winter( Mayor of Doncaster)

- 12. Endorsing representative's email address:
- 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:
- 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:**

In 2005, Statistics showed a higher than average level of domestic burglary across Doncaster. This was affecting quality of life in Doncaster. Reducing burglary was a key Target for the Safer Doncaster Partnership.

### **Analysis:**

Using the Problem Analysis Triangle, geographical hot spots for domestic burglary, and the circumstances surrounding burglaries were identified, revealing that 35% of them were committed through insecure premises. The Partnership was keen to engage local communities in tackling crime in their area, with the aim of reducing fear of crime and empowering residents to take steps to protect their own homes. The engagement of Neighbourhood Watch Groups and local resident associations was crucial to this.

An effective solution was required that could be implemented across the Borough, that was cost effective, sustainable and a true deterrent to would-be criminals.

### Response:

SmartWater™ had achieved dramatic reductions in burglary in other areas, and it was decided to pilot it in one of the hotspot areas, Hyde Park. The SmartWater™ Strategy for burglary reduction relies upon the intrinsic link that these offenders also commit other crimes particularly vehicle crime, therefore SmartWater™ was used proactively to target known offenders.

Within 2 months of implementation of the SmartWater™ project, Hyde Park saw a 79% reduction in burglary dwelling.

The "Doncaster 100" project was launched in June 2006 rolling SmartWater™ out across the Borough. At the same time, all other elements of the SmartWater™ Strategy were developed to ensure that it had the deterrent effect that was sought, addressing the causes of burglary in respect of the offender, victim and location.

#### **Assessment:**

Today, 20 months later,

- 15,000 households protected
- 32 car criminals caught through SmartWater™ "Trap Car"
- A sustained reduction of 54% in Town Centre theft from vehicle
- Doncaster Schools and College and Council's IT equipment protected.
- Doncaster's Prisoner Process and Custody Suite procedures now adopted Force wide
- Burglary comparison figures showed a reduction of 26% for eligible areas as opposed to 1.5% for non SmartWater™ areas against a Force average of 9.2%
- 91% of offenders in Doncaster aware of SmartWater™ and its uses, effects and consequences
- 74% say this is enough stop them targeting Smartwatered premises

As the Doncaster 100 project continues to roll out and is embedded into police and partner practices, we aim to

make 100% of Doncaster a no-go area for burglars. We're well on the way!

State number of words: 399

# **Section C: Description of project**

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

#### Scanning

Doncaster Borough consists of 21 Wards 11 of which are classified as deprived areas and feature in the top 20% of the Index of Multiple Deprivation 2001. As a result these areas were eligible for additional funding from the Government Neighbourhood Renewal Fund (NRF). NRF funding has been used to fund this project, all statistics, maps and charts referring to NRF and non NRF areas should be read as areas eligible for Free SmartWater™ v non-eligible areas)

In 2005 Doncaster was suffering from a higher than average level of domestic burglary. Twice weekly strategic assessments consistently featured Balby and Hyde Park as the two main hot spots for Domestic Burglary.

#### Analysis

Statistical analysis carried out over the previous 3 month period (1.10.2004 to 31.12.2004) revealed that these two hot spot areas accounted for 14.1% of Doncaster's 672 burglaries with Balby and Hyde Park suffering 48 and 47 respectively.

Geographically, Balby has in the region of 4500 domestic properties and burglaries were scattered across the area. However, Hyde Park has less than 1500 properties and geographical analysis showed that the majority of these burglaries, over 60% on average, were concentrated in an area of just 10 Streets. This area is bordered on three sides by main arterial routes and on the fourth by a car park and field.

Applying the 25 techniques of situational Crime Reduction.

An environmental visual audit of the pilot area was carried out by members of the crime reduction unit to identify which features were contributing to or precipitating the problem.

This audit revealed a design of housing common to both Hyde Park and Balby, and common to other areas of Doncaster that were suffering burglary problems:

- Built mid 1900's rows of terraced dwellings.
- Access by means of rear service roads, pedestrian passageways between terraced blocks
- · Front doors that open directly onto facing footpaths and roads.
- Easy unauthorised access, in particular to rear and sides of end terraced dwellings.

## Other measures being considered at the time

Target hardening of the individual properties. Some of these properties had already been target hardened under a previous scheme, whereby the properties were fitted with 5 lever mortise locks, window locks and reinforced panels etc, at an average cost £85 per household. However it was found that on these types of estates i.e. back to back properties with the alleyway at the rear, nearly all had soft wood framed doors and windows and that with sustained effort and the use of implements such as spades etc, unlawful access was still being gained.

Another option being considered at the time was that of Alley Gates. This was something that was new to Doncaster and was being piloted in a couple of other areas. A survey had already gone out to residents in Hyde Park offering them the option of Alley Gates. At that time this was not progressed as there were significant objections from residents to the proposal.

#### Response

At this time SmartWater<sup>TM</sup> was gaining a reputation in other forces across the country with some considerable reductions in burglary being claimed.

Virtually invisible to the naked eye, SmartWater™ is a water-based chemical solution with its own unique type of DNA coding, which can be detected using UV light. It is available in various forms, either designed to be applied to property so that it can be positively identified as belonging to a particular individual or company or in spray form which is used to spray the actual offender thus forensically linking him/her back to the scene of the crime.

#### PAT and RAT

The SmartWater™ Strategy seeks to address two sides of the PAT and RAT triangles, Prevention and Detection:

#### Prevention

A combination of property marking and signage both in individual houses and the street acts as a deterrent to any potential thief. Marked property reduces the pay off by making stolen goods identifiable to a particular owner.

#### **Detection**

Marked property can be identified as above.

The strategy was examined and its potential recognised. At that time SmartWater™ had mainly been used to protect high value commercial premises such as jewellers' shops. Doncaster saw the potential for it to combat volume crime, in particular domestic burglary, but also comparatively minor offences such as theft from vehicle and copper theft. Since many offenders commit all types of acquisitive crimes, it was felt that this would reinforce the deterrent effects of SmartWater™ across a range of offenders.

It was agreed that the Safer Doncaster Partnership would implement the SmartWater™ Strategy in a small pilot area in Hyde Park, evaluate the outcomes and then consider whether it should be rolled out more widely. Hyde Park was selected for the pilot scheme due to the concentration of residential properties in a small geographical area, and the large number of domestic burglaries.

## **Objectives:**

To reduce the number of burglaries in this area by at least 20%. The overall Target for reducing burglary across Doncaster was 35% over 3 years. However results from other areas indicated that SmartWater™ had the potential to reduce burglary significantly over a small area.

To reduce the fear of burglary amongst residents and improve community confidence and engagement.

The project was implemented over 3 months and included three strands: Education, Delivery and Evaluation

#### **Education**

- Public About SmartWater<sup>™</sup> and how it could be used to protect their property
- Police Train police officers on how to look for and deal with SmartWater™
- Criminals About SmartWater™ and how it could lead to their arrest and conviction

# Educating the public

- Letter drop to residents explaining about the project and that they were eligible to receive SmartWater™ free
  of charge.
- Media launch in the press and radio
- Public Launch headed by the Mayor of Doncaster Martin Winter and senior police officers.

Following the launch of the project in February 2005 Community Service Wardens (CSWs), were utilised to deliver the SmartWater™ kits. It was decided to target two streets at a time (approximately 100 houses per street) A second letter was delivered to these streets requesting that they make contact with the council to arrange delivery. Of 200 properties - only 2 residents responded!

A second letter was then delivered to the remainder of Hyde Park some 1500 properties - only 17 responded.

Despite this promotional activity, by April 2005 very few residents had taken up the offer, despite it being free of charge. It was apparent that the public did not appreciate the value of SmartWater™.

In response, Officers from the crime reduction unit armed with UV torches and items of property marked with SmartWater™ went door to door demonstrating the unique properties of SmartWater™ and how it could be used to protect their property. (NB to avoid cold calling a third letter was delivered to each street on the Monday informing them that officers would be calling on the Friday)

This proved to be effective to a degree with 100% of people spoken to agreeing to accept SmartWater™ in their home but this only accounted for a relatively small number less than 10% of the 1500 or so residents. None the less, street signs were erected at the end of April signifying that this was now an area protected by SmartWater™. Clearly the personal approach was crucial to achieving take-up.

## Educating the Police

#### Training

All Police officers received training on SmartWater™ which included what to look for, how to identify and how to deal with SmartWater™ exhibits. Scenes of Crime Officers were training to examine property and suspects. A Powerpoint briefing aide memoir was put on the force intranet. Awareness training for CPS lawyers and magistrates was also provided.

Education of police officers - Initially training sessions were met with some scepticism by some officers, who although they understood the physical attributes of SmartWater™, could not understand why they were checking *all* prisoners and *property* when the likelihood of finding SmartWater™ was a million to one. It was therefore vital that they understood the psychology behind the strategy and how they could influence the minds and future behaviour of the criminal they were dealing with.

#### **Procedures**

- All property coming into police possession checked for SmartWater™
- New Custody procedures introduced to ensure routine checking of all prisoners
- Powerful UV lights were used for house searches to detect SmartWater™

## **Educating the Criminal**

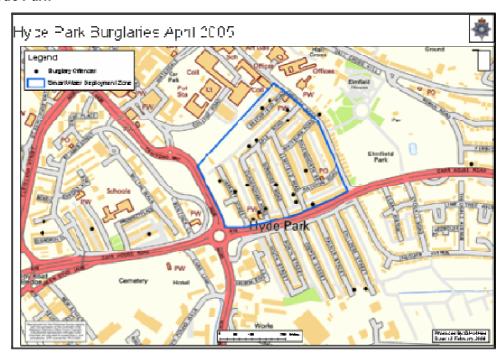
Doncaster on average has a 1000 prisoners per month pass through its custody suite, it was therefore crucial that these prisoners, and as a direct result their associates, were made aware of the forensic capabilities of SmartWater™.

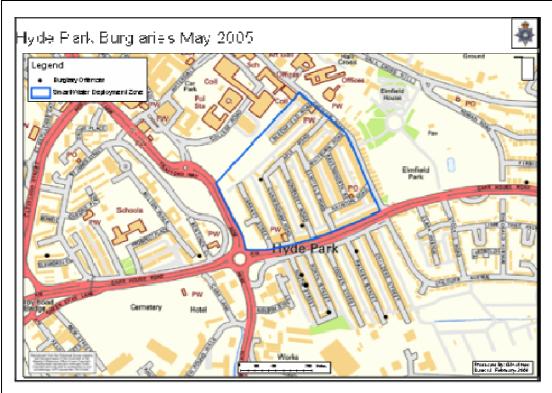
To this end the following were introduced:

- New prisoner process procedures
- · UV Lights installed in the air lock of the custody area
- Signage in the air lock
- Prisoner information leaflets, crude photo copies but cost effective
- SmartWater™ signage "SmartWater™ your forensic link to a criminal conviction!" sprayed on to the cell walls and above the wash basins "No it won't wash off!"
- The use of covert spray systems to catch and convict criminals
- Maximum use of the media to promote the project to criminals and residents.

# Evaluation of the Pilot project Hyde Park

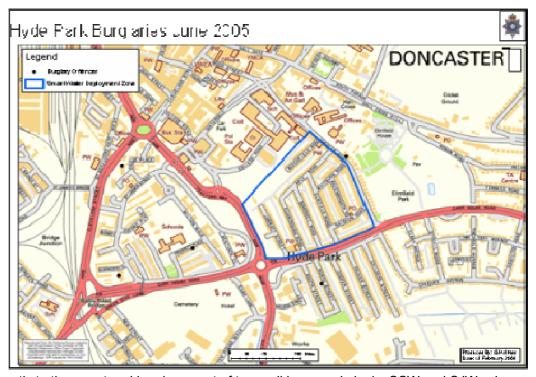
A brief statistical evaluation of the pilot project showed a considerable reduction in burglary for the area. By the end of May burglaries in Hyde Park for that month had reduced dramatically from 28 down to 10 and by June from 10 down to 6





However if one examines the target area (shown in blue on the maps ) it will be seen that in the actual target / signposted area show reductions of 18 down to 2 down to 0 with a slight displacement of an additional 3 burglaries moving just across the road from the target area.

By June 2005 the number of burglaries in this small area of Hyde Park had reduced to zero, without significant evidence of displacement to nearby areas.



SmartWater™ had also led directly to the arrest and imprisonment of two well known criminals, SCW and SJW, who had broken into an unoccupied property that was up for sale, and as a result had been sprayed. Both suspects were arrested two weeks later but SmartWater™ was still present and was able to forensically link them to the crime. There was extensive publicity of this success in the local media. This led to community organisations, including tenants' and residents' groups and Neighbourhood Watch Groups making applications for funding to deliver SmartWater™ in their areas. Over the subsequent 6 months over 2000 residents, across some of Doncaster's most deprived neighbourhoods received SmartWater™.

The Elected Mayor of Doncaster, Martin Winter, who also Chairs the Safer Doncaster Partnership, was so impressed with the dramatic reductions in burglary seen in Hyde Park, that he made it one of his electoral pledges to make SmartWater™ available to all residents of Doncaster.

A project plan was developed to deliver this vision which became known as "Doncaster 100 SmartWater™ Project.", and included provision of Free SmartWater™ to those areas most at risk of burglary, and promotion of SmartWater™ across the whole of Doncaster to residents and businesses.

The aims of the project were:

- To reduce the instances of burglary dwelling across the whole of Doncaster by 8% in line with National PSA targets
- To increase prevention and detection of business crimes
- To reduce the fear of burglary
- To provide reassurance to members of the public that something was being done and improve public confidence in the Police and its partner agencies

It was clear that there would not be sufficient funding to consider providing SmartWater™ free of charge to all residents of Doncaster, and nor would this be an effective use of funding, since many households in Doncaster would be prepared to spend a small amount of money to protect their homes from burglary. A detailed analysis of burglary figures was carried out, and the number of households in the areas with the worst burglary rates was calculated. Based on an ambitious take up rate of 50% in these areas, funding was obtained from Neighbourhood Renewal Fund for 20,000 SmartWater™ household kits for distribution free of charge. Funding was also provided for a wide ranging publicity campaign, to encourage take-up, and essential equipment such as UV lights, spray kits and other hardware to ensure the effective operation of the project.

Doncaster Council Tendered for the provision of a Security Marking product, and the contract was awarded to SmartWater Ltd. The contract provided for:

- The purchase of 20,000 SmartWater™ kits at a cost of £10 each (to be provided free to residents in NRF areas)
- Neighbourhood Watch (NHW) and Tenants and Resident Association groups to be able to purchase for their members from DMBC, at cost price of £10 plus vat
- All residents of Doncaster to be able to purchase SmartWater™ kits at 20% discount off normal price thus
  making it £28 instead of the usual £35
- All Commercial premises to be able to purchase marking products and spray systems at 20% off the normal price.
- · A joint marketing strategy

## The Doncaster 100 Project also met SMART principles.

Specific – To deliver SmartWater™ marking kits to 20,000 homes across Doncaster

Measurable – The outputs were monitored every month

Achievable - Delivery was to be carried out by Safer Neighbourhood teams, using CSWs and PCSOs

Realistic - Targets were carefully calculated to ensure delivery of 50% of households in each area

Time constrained - The project was to be achieved in a period of 2 years

Delivery of the kits was to commence 1<sup>st</sup> April 2006, using the same methodology as that used in the pilot programme. Much of the preparatory work and other aspects of the strategy were already in place from the pilot programme, however the roll out of the project was seen as an opportunity to link SmartWater™ delivery to other crime reduction initiatives that could be delivered by the Safer Neighbourhood Teams.

Training had commenced for all CSW's and PCSO's that would be delivering the kits. This training now also included:

- Delivery of the "Beat the Sneak" message 35% of all Doncaster's domestic burglaries were via insecure doors or windows and could have been avoided.
- How to carryout a basic crime reduction survey of a domestic property using the onion peeling method and to advise the occupants of simple cost effective security measures.
- How to deliver the "Stranger at the door" Working in conjunction with Trading Standards CSW's were trained on how to deliver the message to those most vulnerable to distraction burglaries.

How to gather and record low level intelligence about crime, anti-social behaviour and drug dealing within the community. This is an important part of the project - having a genuine reason to visit a resident and talk with them in the privacy of their own home, can provide invaluable sources of intelligence and opens the door to two way communication.

The SmartWater™ project was seen as an excellent vehicle with which to integrate the CSW's and PCSO's into their community and build confidence in the Safer Doncaster Partnership.

#### Marketing Strategy

A comprehensive marketing strategy was drawn up by the Council's communications team, working with South Yorkshire Police Communications and Smartwater Ltd. A range of communications tools were utilised including:

- Safer Doncaster Partnership TV Network
- Press releases
- Radio Advertising
- Bus back adverts
- Posters and Leaflets
- Website articles on SYP and DMBC websites
- Articles in Doncaster News and Serving You Magazines

This centrally co-ordinated marketing was backed up by area-based awareness raising such as:

- Presentations to NHW and TARA groups
- SmartWater™ in all Schools to protect computers and IT equipment etc
- Presentations and demonstrations to school assemblies with a leaflet to take home to their parents to encourage them to apply for their free SmartWater™ kit.
- School lesson plans on chemical marking provided to all the school heads
- Regular checks carried out using large UV lights on car boot sales, second hand dealers and scrap metal dealers.
- Street Signage in SmartWater™ areas
- Trap Car Signs in all of Doncaster's car parks

## Covert use of SmartWater™ to Catch and Convict criminals

The use of covert spray systems in premises that were subject of repeat burglary quickly led to the arrest of two prolific burglars. The use of spray systems in void properties to combat theft of copper also proved successful resulting in several arrests.

The marking of copper piping and cylinders in unoccupied properties, enabled these to be recovered from local scrap dealers and offenders identified and arrested.

The marking of lead on church roofs and other vulnerable properties has led to recovery and conviction of known offenders. As a result weekly checks are now carried out at all scrap dealers in Doncaster. This has effectively closed down the market for stolen copper and lead.

A covert spray systems suitably placed inside a gaming machine brought to an abrupt end a series of over 35 professional burglaries at licensed premises, 18 of which had been committed in the Doncaster area, the offender was sentenced to 21/2 years.

Trap Cars – By far the most effective and renowned tool in this project has been the use of SmartWater™ trap vehicles. These vehicles are fitted out with index spray systems and covert low lux cameras and alarm systems that alert the police when attacked. These vehicles can be deployed day or night without the need to tie up police resources. This also enables the vehicles to be used in remote locations where traditional rat trap vehicles cannot operate.

By applying the principles of the Routine Activity Theory (RAT) i.e. selecting suitable locations and linking this in with the National Intelligence Model (NIM), the district was able to arrest and imprison 3 of its top 5 Persistent and Priority Offenders (PPO's) in just two weeks. This led to an immediate and massive 75% reduction in vehicle crime in the town

To date these vehicles have resulted in 26 arrests and convictions.

#### Assessment

**Short Term Evaluation** 

#### HYDE PARK BURGLARIES

When the figures for the pilot project were produced, questions arose:

- Q1) Was SmartWater™ a deterrent?
- Q2) Had a prolific offender been arrested?
- Q3) Was it the result of high profile police patrols and the presence of those engaged in the delivery of SmartWater™.

To answer these questions

Q2) Intelligence of the day suggested 3 well known suspects working independently of each other to be responsible for the majority of burglaries within the district. Indeed all three were eventually arrested and charged with offences of burglary dwelling and imprisoned.

However offenders 'a' and 'b' were both at liberty until the last week in June and offender 'c' was still at liberty until the first week in July.

Q3) High profile police patrols now incorporating CSW's and PCSO's was a standard response to high crime areas, although this cannot be excluded as a contributory factor to the reductions, such patrols had rarely produced such dramatic results.

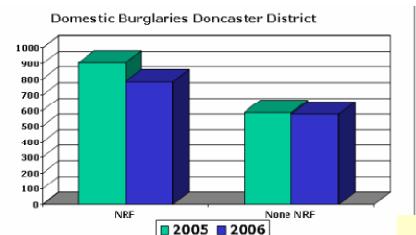
Having considered options 2) and 3) the Safer Doncaster Partnership formed the view 1) that SmartWater™ had indeed proved to have a deterrent effect on criminals, reducing the number of burglaries committed in the target area.

### **Medium Term Evaluation**

As previously stated the Doncaster 100 Project commenced in April 2006. A six month evaluation of the project was carried out in November 2006 and submitted as part of the HMI report on South Yorkshire Police Performance.

## **Domestic Burglary**

The results can be seen below 13.5% Reduction for SmartWater™ areas in Doncaster against a 1.7% reduction for non SmartWater™ areas. This compares with a Force increase of 2.5% for the same period across South Yorkshire **BURGLARY DWELLINGS** 



	2005	2006	Change
NRF	906	784	122
NONE NRF	588	578	<b>J</b> 10
TOTAL	1494	1362	<b>J</b> 132

#### Vehicle Crime

Following the introduction of Smartwater into trap vehicles in January 2006, analysis over the 9 month period to November 2006 showed a sustained reduction of **54%** in town centre theft from vehicle, **274 down to 125**, giving an overall reduction for the district of **26% 840 down to 621**. The trap car has received national recognition and now features on the Home Office web pages as an example of best practice.

## **Evaluation Summary**

Today 20 months later:

15,000 Households in the most deprived areas are protected by SmartWater™.

April 2006 – March 2007 compared with April 2007 – March 2008 showed 26% reduction in burglary in SmartWater™ areas against 1.5% reduction for non SmartWater™ areas giving a reduction for Doncaster of 15% against a force average of 9.2% (NB Rest of force average works out at 3.4%)

Doncaster has the highest arrest and conviction rate in the country for SmartWater™ related offences,

Over 40 Arrests and convictions including:

- · 32 prolific car criminals
- 3 out of top 5 PPO's arrested and imprisoned resulting in an immediate 75% reduction in town centre theft from vehicle
- Prolific burglar sentenced to 2½ years
- · Recovery of stolen computers, projectors, copper and lead

# Qualitative Evaluation - The offenders' perspective

As a result of the success of the Doncaster project, SmartWater Ltd commissioned an independent research study on the deterrent value of SmartWater™ to offenders. The study was carried out by Professor Martin Gill, a leading criminologist from Leicester University. In October 2007 researchers interviewed 101 prisoners at Doncaster who were in custody for or had previous convictions for acquisitive crime. Extracts from the findings of the report include,

# 91% were aware of SmartWater™ and its forensic capabilities

74% said they would abandon their plans to break into a building if a SmartWater™ warning label was on display. (Gill, 2007 p4/5)

#### Offender's quotes include:

"No one would buy it. You would know straight away whose it is cos it's got individual DNA, so you're gonna get caught straight away"

"The idea of the spray puts me off. You can get rid of clothes, but if its under your nails you can't get it off" (Gill 2007 case 7)

(a copy of the full report can be obtained at www.smartwater.com

# Sustainability of the project and Exit Strategy

Prisoner process and custody checking procedures have now become Force policy with all custody suites now being similarly equipped.

The use of trap cars and covert spray systems will continue to form part of the District Control Strategy. The more adept we become in our use of SmartWater™ the more cause the criminals will have to fear it and avoid it.

The media aspect of the project will continue to form part of the Safer Doncaster Partnership communications strategy.

Domestic property marking schemes are now being funded by various housing associations, property builders, NHW association and other community groups.

The use of SmartWater™ by major organisations such as British Transport Police, G4S Cash in Transit Ltd, The Ecclesiastical Insurance Society will continue to raise the profile of the SmartWater™ Strategy.			
The Doncaster experience and the offender research has shown that if the SmartWater™ strategy is implemented properly and driven vigorously by the Police and its Partners then it can be a powerful tool in the fight against crime.			
SmartWater™ will continue to be an important part of the Safer Doncaster Partnership's Acquisitive crime toolkit, making a substantial contribution to the reduction of burglary and vehicle crime.			
Number of words 3872			
Doncaster 100 SmartWater™ Project Page 12 of 3			

# **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 <a href="mailto:Tilleyawards08@homeoffice.gsi.gov.uk">Tilleyawards08@homeoffice.gsi.gov.uk</a>. 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 25<sup>th</sup> April 2008.