



Home Office

Crime Reduction & Community Safety Group

Tilley Awards 2008 Application form

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

Completed application forms should be e-mailed to tilleyawards08@homeoffice.gsi.gov.uk.

All entries must be received by noon on **Friday 25th April 2008**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811.

Section A: Application basics

1. Title of the project: Liberation Day
2. Key issue that the project is addressing e.g. Alcohol related violence: Distraction Burglary

Author contact details

3. Name of application author: Marilyn Barratt
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Secondary project contact details

8. Name of secondary contact involved in the project: Phil Cox
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10. Secondary contact telephone number: 01773 572014

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Detective Chief Superintendent Steve Cotterill

12. Endorsing representative's email address:steve.cotterill.1265@derbyshire.pnn.police.uk

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered by e.g. GO East Midlands: Government Office 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:

With distraction burglary being highlighted by several forces as an area of concern as early as 1998, Derbyshire Constabulary and the surrounding forces set up Operation Liberal to look at and seek resolutions to this crime.

Analysis at that time indicated that the Peartree area in Derby had seen excessive levels of this type of crime, mainly in the older person age range, and in partnership with the local city council, these people were targeted with advice and the offer of assistance in providing crime prevention surveys for them.

The response was overwhelming with over 200 replies which took over three months to complete.

Analysis:

Analysis of this work was carried out against a background of continuing rising crime levels and it was clear that despite all the work put in by the officers and staff at that time, the actual results were poor.

A review of the problems was undertaken and it was discovered that not only were the victims suffering from crime, they were in need of a variety of assistance from both the police and associated agencies.

Response:

As a result of this information an initial community event 'Liberation Day' was formulated in consultation with emergency services, local authorities and the voluntary sector and took place at the Assembly Rooms in Derby.

This event formed the basis of an annual series of events which now take place both within and outside of the Derbyshire area and has been shown to be a successful and replicable Older Persons learning experience. This has both reduced and displaced crime from this sector of the community and addressed the fear of crime.

Assessment:

Those attending the events have completed feedback questionnaires, the results of which have been positive. The agreed view from all partner organisations has been the community concerned has seen a reduction in crime, but also a reduced fear of crime.

Repeat incidents, regularly seen in the early days have been reduced to a more manageable level with help and advice being made on a needs basis.

Indirect measures including the extent of requests for information and speaking engagements for the organisers of these events have increased over the last four years and police forces and community organisations have taken on their own Liberation Day events across a wide area of the country.

State number of words: 381

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:

Operation Liberal was set up as a six force consortium in 1998 to tackle distraction burglary. The operation was based in Derbyshire. Early analysis of crime records indicated that the Peartree area in Derby had suffered an excessive level of distraction burglary.

In 1999 using information held by Derby City Council information packs were sent out to all residents in the highlighted area who were over 70 years old. The information packs included crime prevention and fire safety literature as well as a request for a crime prevention survey. The purpose of the pack was to try to discover the level of the residents' knowledge of distraction burglary. The response to this offer was overwhelming with over 200 replies and took over three months and many overtime hours to honour all requests for a survey. This indicated low level knowledge and awareness despite the number of leaflets being produced and distributed about the subject and also a national media campaign.

Britain has an ageing population profile. The 2001 Census showed for the first time that the number of people aged over 60 outnumbered the number of children under 16. This is a trend which is likely to continue. In Derbyshire this equates to 38% of the adult population.

In 2003 Derbyshire County Council Social Services Department published a Best Value Review of Older People in the Community. This review was citizen based and focused on the views of older people. The outcomes of this review were that older people wished to live as long as possible in their own homes maximising independence, dignity and self respect; they wished to feel safe and to be safe; they wished to be healthy and to be reassured about health matters and they wished to have a good quality of life.

Other national research has indicated a connection between being a victim of distraction burglary and the decline in their health. Research carried out by the Home Office indicated that victims of distraction burglary declined in health faster than non-victims of a similar age. Two years after the burglary they are 2.4 times more likely to have died or to be in residential care than others in a similar age group who have not been victimised. 40% of victims reported that the crime had had a significant impact on their quality of life. 80% of victims were in receipt of health and social care and a further 80% had unmet health and social care needs. It has also been found that 10% of victims have unexplained hospital visits in the three months following victimisation.

Operation Liberal developed to become a national operation in 2006. All police forces in England and Wales are members and they send crime information and intelligence to the Liberal Centre on a regular basis.

There are many definitions of older people. The term older people has been broadly used by Cabinet Office, other Government departments and related organisations as those aged 50 and over. The Department of Health National Service Framework for Older People definition of older people is all people aged 55 years and over. The traditional definition of older people used by the British Crime Survey and academia is those aged over 60 years.

It is important to recognise that not all older people are by definition vulnerable or in need of support or services from statutory agencies and other bodies. However accessing information can be problematic if you do not know where to look. Many older people only turn to statutory agencies when they have a problem or some kind of crisis and need to find their way through a number of agencies.

The British Crime Survey indicates that older people are less likely to be a victim of crime than young members of society. However in relation to distraction burglary they are at an increased risk. The fear of crime is high amongst this age group. As people begin to feel more vulnerable and frail they worry about how they would protect themselves should they become a victim of crime. It is this fear of their inability to look after themselves as they would have done when they were younger which impacts on their lives. Often the result of this fear is that a person will stop going out. This increases their sense of isolation and so increases their fear of being a victim of crime. If a person stops going out, they do not have the exercise they need to keep healthy and their diet may suffer. This sense of isolation, fear of crime and inactivity can have an impact on their mental health as well as their physical

health. An Age Concern survey reported that one in five people aged seventy five and over rarely sees their family and friends because of their fear of crime. The survey also highlighted that older people knew very little about any other crime prevention work being done by local authorities or the police in their area. Their main source of information about the level of crime and crime prevention comes from the local media. Evidence shown in the Fear of Crime Toolkit explores in some depth, sensationalist reporting, which often presents a skewed picture of what is actually happening in an area, can contribute to an increased fear of crime.

Analysis:

The information project set up to inform the community how to protect them from distraction burglary was not an appropriate method of addressing the problem as it was an unrealistic expectation of the requests for a survey. Traditionally postal surveys have a very low response rate. The response to the offer of a free crime prevention survey on this occasion was staggering with over 200 replies and it took over three months to honour all requests. This indicated a high level of concern in the area of the occupants' safety.

The requests for a survey were considered. All the respondents were elderly; many lived in social housing and some had communication issues. Some of the communication challenges faced by the Community Safety Unit included impaired hearing and/or sight as well as multiple languages.

The results of the surveys were analysed. Many of the households had unmet needs and required access to other services such as assisted living, smoke alarms, increased incomes and access to support groups. Some of the respondents were isolated and had no contact with other people for a while. Included in the crime prevention survey was a section on quality of life issues. Where it became apparent that the householder was having difficulty with activities of daily living these cases were referred to the Social Services Department.

Analysis of the crime prevention surveys and the supporting national assessments of the age profile of the area; the levels and impact of distraction burglary on the victims and the level of the fear of crime in this age group indicated that it was not a remote problem to be dealt with by the local police force. It required a structured multi-agency response to present to the community information and opportunities to engage and support them. The partnership was made up of all relevant sections of the local authority, the Fire Service, the Health service, voluntary agencies as well as the local Police.

By empowering older people through education, raised awareness, knowledge of and access to support services, they are better protected from becoming victims of this type of crime.

The perpetrators of distraction burglary crimes will travel great distances in their offending. They will be taught their craft from a very early age by their elders. A child born into a family of distraction burglars will have a higher propensity to grow up to be a distraction burglar than any other child. The offenders' usually only steal cash from the victims. Their lifestyles make them not conducive to persistent offending programmes.

Response:

The results of the surveys indicated a far greater problem in this community than had been highlighted by the number of distraction burglaries. The initial response to the problem proved to be an inefficient and ineffective use of time. The community did not benefit as they were not given the opportunity to access the services they needed.

A community event was planned by a partnership of agencies who could offer a response to these needs. Consideration was given to address the isolation and communication issues; the provision of a midday meal and the event was to be free of charge.

Liberation Day was the community event born out of the misguided mail shot based information project. Liberation Day aims to reassure the community and tackle the fear of crime. This is achieved by raising awareness; providing useful information; giving access to free home crime prevention and fire safety checks and presenting information on other initiatives which provide older people with a framework of community engagement to help them feel supported.

Partnership working is crucial to the success of Liberation Day. Organisations and agencies in both the public and private sector have targets and objectives to meet. Often these include engaging with older people within their communities. By including as many relevant agencies as possible partners are able to bring their own priorities to the table and where possible ensure these priorities are met. This partnership working strengthens any links already present. Key partners include representatives from the older community to enable them to have a voice in the shape and content of the day.

The format of the day is a stage programme as well as an exhibition of stand holders. A good stage programme will encourage people to attend the day and may include a piece of drama, song and dance routines as well as bingo or other general entertainment popular with older people. A master of ceremonies is essential to manage the stage programme and to ensure continuity. The drama performed at Liberation Day is commissioned each year from the local performing arts college. The students are studying for a qualification in performing arts and are required to write, produce and perform an original piece of work. This requirement enables an innovative piece of drama about distraction burglary to be commissioned for performance at Liberation Day. It also enhances the learning process of the audience.

Liberation Day offers help and advice and access to a range of services and information on a wide range of issues; the opportunity for older people to become aware of the issues around distraction burglary; a forum to provide community safety and security advice and an opportunity for community engagement to identify key issues.

Representatives from statutory agencies, organisations, charities and voluntary organisations are available to discuss a variety of issues with the people who attend on the day. People at the event are also able to tell representatives from those various organisations what they thought about the services on offer and how they could be improved.

Tea coffee and a midday meal are freely available for those who attend the day as many of them would have been in receipt of some form of midday meal provision.

Young people play an important role on the day. Some help to provide some of the entertainment while other slightly older children are volunteer helpers. They are recruited to help attendees access the venue, obtain information from the stands and to take refreshments to those with limited mobility. The young volunteers each receive a certificate in recognition of their services on the day which is designed to be included in their National Record of Achievement. Their experiences during Liberation Day can contribute to their education as many of the volunteers are studying for a Health and Social Care qualification. They may also be working towards the Duke of Edinburgh's Award Scheme.

Specialist transport assistance is available free of charge to anyone attending the day who may require it.

The financial costs of running such an event are considerable but from a value for money perspective the expenditure can be justified. The added value for organisations represented at the event is considerable. The average cost of organising and staging Liberation Day is £15000. This is dependent on how much support is given for the event and how much has to be bought in. The event is funded locally with the main contributions from the local Police and local authority. Other agencies contribute on a pro-rata basis but the voluntary sector is represented free of charge. Corporate sponsorship is sought often from the utility sector. If this is successful, the sponsors' company logo is featured in all the publicity and on all the literature for the event. The local Police act as the purse holders for the event as they have the systems and processes in place to manage the finances.

No trading or fundraising is allowed at Liberation Day. This decision was made to ensure that no-one was excluded from attending by reason of income or expense. Because of this, companies are not encouraged to attend as stand holders.

Publicity materials are developed to promote the event. Posters are displayed in venues such as doctor's surgeries, housing offices, police stations and any other place where the public may see them. Leaflets are distributed where the public can access them and invitations are distributed through home helps and any organisation which has personal contact with the housebound. There is sufficient information on all the literature for an informed choice to be made. Relevant contact numbers are also included for the booking of assistance and transport. All literature is offered in a variety of formats. The local radio station is invited to promote the event. On occasions the lunchtime programme has been broadcast from Liberation Day. The use of all media opportunities are maximised with information being included on appropriate websites and organisational newsletters. The local newspaper publishes news stories linked to Liberation Day before the event to encourage as many people to attend as possible. They also publish articles on the day and a round up afterwards.

Good management practices are required when planning the day to ensure transparency and accuracy. The Police and local authority alternate chairing the planning process year on year. This provides a degree of ownership to the planning of Liberation Day. Both these organisations have a reputation within the community so would naturally lead on the preparations. There are opportunities for inter-generational work to be carried out. This is useful as bridges can be built between the young and older generations and many myths dispelled. The event is always debriefed. This allows the level of success to be analysed and can form the basis for the development of future events. Both

visitors and stand holders are requested to complete an evaluation form, the results from which are used for future developments.

Assessment:

The first Liberation Day in 2000 attracted approximately 1000 visitors. The day was a quality event in a prestigious venue. It was planned and managed by a partnership and offered a free day for older people with the provision of transport and a meal and refreshments. The people who attended the day who were asked to complete an evaluation sheet. Other consultation was held at the event.

A debrief day was planned to evaluate the event. The attendees' evaluation and the consultation exercises were considered as well as the views of the participating staff. The conclusion was that it was a good day having reached the target audience and a decision was taken to repeat the day the following year.

After the second Liberation Day it became apparent that no one from the black and minority ethnic community in the city was attending the day. A trailblazer event was held a few weeks prior to the main event the following year. A venue at the heart of the community was chosen for the trailblazer and suitable entertainment and refreshments were provided. The layout of the venue and staffing were designed to accommodate the needs of the community. This was a positive course of action which reassured the community and brought down many barriers. Since then members of the black and minority ethnic community have attended each Liberation Day.

Liberation Day is now an annual event embedded in the life of Derby city. Each event is evaluated and debriefed to allow continuous development. The publicity for the event is published in community languages as well as English. In 2007 the range of languages increased to seven to include Eastern European languages. This reflects the changing demographics of the city.

Some organisations have changed their services or service delivery as a result of Liberation Day. One initiative developed as a result of Liberation Day is the Golden Age Centre. The feedback from the day highlighted the need for a social venue for older people. They requested a place where they could drop in for a break when they were in town or could arrange to meet friends socially. The Police, local authority and the Health Services approached the licensee of a city centre nightclub. A night club was chosen as it was in the city centre, fully equipped and available during the day. Permissions were obtained and the night club was opened for four hours during one day a week as a drop in centre for older people. The centre is now self sufficient, managed by the volunteers, offers light refreshments and has a full social calendar. The Derby Older People's Strategic Planning Partnership which includes representatives from the older community, are now planning a permanent purpose built venue for this group.

As a result of feedback from the older people at Liberation Day, many partnerships and work streams have been developed many on a task and end basis. Public transport was an issue so a Quality Bus Partnership was established. This partnership has introduced low floor buses on some routes; improved traffic management systems so the buses run on time and improved bus shelters so older users feel less vulnerable. Opportunities have been created to encourage the older community to participate in the decision making processes in the city. Their views have become part of the city planning process.

In accordance with the accepted definitions of 'older people', Liberation Day is promoted as a day of information advice and entertainment for people over 50. However, feedback from the event indicates that the majority of attendees are female and aged between 70-80 years.

The distraction burglary levels in the original target area of Peartree in Derby have been significantly reduced in the years since the first Liberation Day.

A Liberation Day is now held annually in each of the four Basic Command Units of Derbyshire Constabulary. Each one is tailored to the needs of the local community and is well attended. In 2007 over 4000 older people attended the events. The overwhelming response from the older people is 'we did not know so much was available to us'.

The concept of Liberation Day is a transferable learning experience for older people. It is now being considered if not already run in several other areas of the UK.

State number of words used: 3169

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

Endorsed by Detective Chief Superintendent Steve Cotterill, Head of Crime Support Derbyshire Constabulary.

I wholeheartedly endorse the submission of this application for the Tilley Awards 2008 on behalf of Derbyshire Constabulary. I can confirm that no other organisation associated with the project has submitted an application for consideration of an award.

The initiative of Liberation Days has in my view been instrumental in providing crime prevention advice and reducing the fear of crime to a hard to reach group within our communities. In general terms the success of the initiative lies in the fact that personal contact with potential victims has had a long lasting effect on their ability to protect themselves from this despicable crime. Other measures of 'getting the message across' had failed and it is a real pleasure for me to see a worthwhile initiative producing tangible results with a spin off benefit of communities taking ownership of crime prevention issues for themselves and adopting a greater sense of caring for their neighbours.

I applaud the initiative and will continue to host these events in Derbyshire as I firmly believe this to be an excellent example of partnership working in a true sense.

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.