



# 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](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: **Hafan y Mor Crime & Disorder Reduction Initiative**
2. Key issue that the project is addressing e.g. Alcohol related violence: **Holiday Park Crime & Disorder**

#### Author contact details

3. Name of application author: **Sergeant Mark Davies**
4. Organisation submitting the application: **North Wales Police**
5. Full postal address: **Pwllheli Police Station, Ala Road, Pwllheli, LL53 5BU**
6. Email address: **Mark.Davies.1444@north-wales.police.uk**
7. Telephone number: **0845 607 1002 (ext. 85482)**

#### Secondary project contact details

8. Name of secondary contact involved in the project: **Constable Goronwy Williams**
9. Secondary contact email address: **Goronwy.Williams@north-wales.police.uk**
10. Secondary contact telephone number: **0845 607 1002 (ext. 70225)**

### **Endorsing representative contact details**

11. Name of endorsing senior representative from lead organisation:

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: **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).**

#### **Scanning:**

During 2006, a crime & disorder reduction initiative was introduced at the Hafan y Mor Holiday Park, which is located on the Llyn Peninsula between the seaside towns of Pwllheli and Porthmadog, North Wales.

Historically the park had always been a hotspot for crime and disorder which in turn placed a significant demand upon finite local police resources which were also responsible for policing a large geographical area. The situation needed to change as it was quite apparent from the volume and type of call made to the police that the Park and its Security were not dealing and managing crime & disorder problems. They were quite content to "dump" on the police.

#### **Analysis:**

At the end of the 2006 season, a comprehensive crime pattern analysis was carried out using police data. The majority of the crime committed upon the Park, were found to be Burglary other than dwelling (18%), Section 47 Assaults (15.5%) and Theft offences (22.9%). Further analysis of the crimes was carried out using the Problem Analysis Triangle (PAT) and also included feedback from Police staff on their involvement with the Park

#### **Response:**

Sergeant Mark Davies and Constable Goronwy Williams met with the Park Manager and agreed a plan to reduce crime and disorder. The key elements of the plan included the establishment of a Police Liaison Officer to improve relationships and develop a partnership approach to problem solving. A number of measures were put forward by the police for implementation by the park in order to reduce opportunity and these were positively adopted.

#### **Assessment:**

The initiative has had a significant impact upon all crime within the Park during 2007, which has been reduced by more than 50% when compared to 2006. There has been a decrease of 76.9% in the number of Burglary other than dwelling offences. There was an 81.8% decrease in Section 47 ABH assaults. Also, there were 9 theft offences in 2006, compared to 7 during 2007 period.

The key success element of the initiative has been the role of the Liaison Officer and its influence in building effective working relationships and developing a partnership approach to problem solving. There are positive signs that the Park is beginning to take ownership and responsibility for the safety and security of the Park and its visitors and introducing sustainable solutions to reduce the incidence of crime.

**State number of words: 391**

**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:**

During 2006, a crime & disorder initiative was introduced at the Hafan y Mor Holiday Park, which is located on the Llyn Peninsula between the seaside towns of Pwllheli and Porthmadog, North Wales. The site is part of the Haven Holiday Group and has a selection of cafes, bars, entertainment venues, shops and services. There is a wide range of accommodation on site including chalets, caravans and apartments.

The site is open between March and November each year and at the peak period attracts in excess of 6000 holiday makers per week from across the UK. The population of the park is greater than most of the resident population within the areas main Towns.

Historically the park had always been a hotspot for crime and disorder which in turn placed a significant demand upon finite local police resources which were also responsible for policing a large geographical area. The situation needed to change as it was quite apparent from the volume and type of call made to the police that the Park and its Security were not dealing and managing crime & disorder problems. They were quite content to “dump” on the police.

Prior to 2006 there had not been a problem solving approach to reduce crime & disorder within the Park. The service being provided was very much response based. Officers were dealing with calls to the park and not addressing the underlying cause of the problem. There was very limited liaison between the police and the park management to address the problems and this was clearly evidenced by the lack of responsibility and ownership on both sides.

There were clearly opportunities being lost to improve the safety and security of the park and to reduce demand upon police resources through a weak relationship. There was also a lack of confidence on both sides in as much that the police were blaming site management for the problems and they were blaming the police for a lack of effort to reduce crime. There was no partnership working to address the problems on park and evidently a lack of understanding on both sides of the issues that were of concern.

Prior to the initiative, those holidaymakers who offended were not being dealt with in a manner to deter them from re-offending and so continued to be a problem throughout their stay. There was clear inadequacies with park staff and security with selection, training and systems to effectively deal with crime & disorder. This was quite evident by the lack of respect by some offenders towards those persons working on the Park. These people knew that they could get away with offending.

### **Analysis:**

At the end of the 2006 season, a comprehensive crime pattern analysis was carried out using police data. This identified trends and patterns including type of crime, location, times, victims and offenders. The data compared crime from the previous year 2005 and showed that there had been an increase of 1 offence from 70 to 71. The majority of the crime committed upon the Park were Burglary other than dwelling (18%), Section 47 Assaults (15.5%) and Theft offences (22.9%)

Further analysis of the crimes was carried out using the Problem Analysis Triangle (PAT).

In relation to burglary crime it was identified that they were occurring in certain parts of the park which comprised the chalet blocks. These were found to be fitted with poor locks to the external doors and there

were apparent weakness from previous break-ins. The times that these burglaries occurred were between 2000 – 0100 hrs during the week when they were obviously unoccupied and the holiday makers were out in the park venues.

A percentage of the burglaries occurred on a Saturday between 1400-1600 hrs when there was a changeover of occupier. It was identified that these burglaries had been committed when the chalets had been left insecure by new occupiers who had not been security conscious. No persons had been arrested in connection with these burglaries. There was no forensic left at scene and no witnesses. Money was the main loss. The locations of the burglaries were not covered by site CCTV.

In relation to the assaults on Park, these were mainly alcohol fuelled and occurred outside the entertainment venues during 2200-0300 hrs early Sunday morning, between male holidaymakers.

There was also a percentage of domestic related assaults within the chalets between young couples following their return from the entertainment venues. Alcohol was again a factor and children were present. Analysis in relation to the thefts on the park, showed that they were being committed by opportunists at a variety of locations where the victim had left personal items such as handbags including their contents, purses and mobile phones. These crimes occurred during the weekends at the start of the holiday between 1400-1700 hrs. Victims in many of these crimes showed a lack of security awareness and were somewhat sidetracked by the excitement of the holiday.

Following the close of the 2006 season a crime prevention survey was conducted at the park by a Home Office trained and certificated Crime Reduction Officer and Architectural Liaison Officer, with specialist knowledge in all matters relating to crime reduction. This was helpful and also assisted in forming discussion with Park management.

The survey highlighted weaknesses in chalet door locks and frames together with opportunities to target harden the locations by improving lighting and trimming of hedges to reduce areas for offenders to conceal themselves.

In addition to the above analysis feedback was also gathered from local officers who had responded to calls at the park and investigated crime. This enabled us to gain an understanding of attitudes towards the Park. Most felt that the standard of Staff and Security was poor in terms of preventing crime, securing evidence and dealing with offenders and problem holidaymakers.

**Response:**

At the close of the 2006 season Sergeant Mark Davies and Constable Goronwy Williams had a meeting with the Park Manager, Andrew Baker to discuss a response to the problem. This was also a good time as the Park was embarking upon a modernization plan to improve accommodation and entertainment venues. It proved to be an opportunity to influence these developments with reducing crime & disorder. The following is a summary of the key recommendations that formed the basis of a plan to reduce crime & disorder:

1. Constable Williams was to become the Park Liaison Officer. The Manager stated that this had operated to some extent on the Park in previous years, but on an ad hoc basis. It was agreed that this measure would improve relationships between the park and the police,

provide the park with greater access to local police services and clearer understanding on both sides of each others needs. This police role was not a Community Beat Manager Role but had similar characteristics.

2. The Park Manager accepted that there was shortcomings an agreed to increase the security budget by 25%. This would accomodate the training of Staff Security and appointment of a new Security Manager. Staff were also to receive training in line with the requirements of the Security Industry Association. Staff were to be deployed to be more proactive in their approach patrolling “Hotspots” at peak periods. Constable Williams was to provide guidance in relation to preservation of evidence and as part of his role update in relation to crime trends and patterns.
3. The Manager agreed to improve security of the accommodation where weaknesses had been identified through a rolling programme of fitting new door locks, improving lighting and most significantly upgrading the CCTV system and expanding its coverage with additional cameras at hotspot locations.
4. The Manager agreed that there was a need to improve visitor awareness in relation to crime prevention. He did not feel that publicising the incidence of crime was conducive to ongoing business and therefore agreed to produce appropriate literature within the visitor welcome packs to advise holidaymakers upon the importance of the safety and security of their belongings.
5. At the various entertainment venues the Manager recognised the importance of responsible retailing of alcohol. He accepted recommendations to increase security at peak times and for Door staff to be more proactive in identifying potential drink related offences.
6. The Manager agreed to provide alternative accommodation following verbal non violent domestics between partners. This was part of the approach to reduce the incidence of domestic related crime and to be more victim orientated.
7. The Manager agreed to introduce security checks upon staff employed on Security. He also accepted that there was value in the exchange of information on all staff in order to assist with crime investigation as previous experience had shown that some staff had criminal records and were not suitable for the roles that they were performing, such as cleaning accommodation and handling money.
8. The park also employed a percentage of foreign nationals. The Manager agreed to exchange information so that police could monitor concerns regarding illegal immigrants.
9. Police Staff were issued with guidance in terms of responding and dealing with incidents on the park. This was to ensure a uniform response in terms of standards and action. They were to update Constable Williams with any issue.
10. In order to improve and raise standards of crime investigation leading to quality of service all calls to the Park were to be brought to the Duty Police Supervisor

The implementation of the aforementioned recommendations were undertaken through a close working relationship that developed between Constable Williams, the Park Manager and its Security, who would meet each fortnight to review events that had occurred and to review progress. Constable Williams would also regularly visit and contact the Park during his patrol duties. The whole process would be overseen by Sergeant Davies who would monitor and provide support where needed.

**Assessment:**

Assessment of the initiative was an ongoing process of regular meetings with Park Management and Security. This proved to be a key element in the smooth implementation of crime reduction measures.

At the conclusion of the 2007 season another crime pattern analysis was carried out to assess performance.

The Key Findings are as follows:

1. All Crime has decreased by more than 50% when compared to 2006. There were 64 offences in 2006 compared with 29 in 2007.
2. There has been a decrease of 76.9% in the number of BOTD's. There have not been any offences in the Llyn Village area of the park during this reporting period. This was a problem location in the previous reporting period.
3. Theft and Section 39 Assaults account for the majority of Crime in Hafan y Môr. Theft has reduced from 9 offences in 2006 to 7 in 2007. S.39 assault has increased by one, 6 offences in 2006 to 7 in 2007.
4. The majority of Theft offences have been committed in the afternoon or early evening.
5. Friday and Saturdays are the peak days for Section 39 Assaults, with the majority of offences more likely to occur between 22:00 and 03:00.
6. Handbags and money are the main type of property stolen, often as a result of bags having been left unattended or keys to chalets or lockers being lost.
7. The key used to commit a burglary was attached to a fob which had the chalet name and number written upon it.
8. Large quantities of money and technological items such as digital cameras, satellite navigation systems kept within victims' handbags have been stolen.
9. A caravan in an obscured location was the victim of a BOTD.
10. Two outboard engines were stolen – the offender in one offence was apprehended, as the boat was parked in the owners car park, an area covered by CCTV. The other offence, which occurred in an unused part of the park, remains undetected.
11. 4 out of 7 Section 39 Common Assault offences were "alcohol related".
12. The precise name of the chalets where BOTDs occurred were not recorded on the crime report address field.
13. Only 1 of the Section 39 Common Assault offences is recorded as being Domestic. Another offence occurred between acquaintances. The remaining offences occurred between strangers.
14. One assault offence occurred between "friends", but the Offender/Victim relationship was recorded as "unknown".
15. Injuries sustained in 2 "assaults" may be as a result of a fall.

The above results reflect the hard work and effort that has gone into making the site a safer place. The measures introduced to address the incidence of burglary have resulted in a significant reduction.

With regard to assaults recorded, it can be seen that one incident could well have been as a result of a fall by the victim and its circumstances were dubious. There were also another two assaults of dubious cause. Analysing the remainder, all were alcohol fuelled and one involved a staff member as a victim and another as an offender. There was only four assaults at an entertainment venue which reflected the vigilance and increased monitoring at these previous hotspot locations. There has been a significant decrease in S.47 assault cases of 81.8%.

Another positive aspect in relation to the Park Security has been the effective use of CCTV and the proactive patrols by Security Staff. A male was caught on CCTV attempting the theft of an outboard motor from a boat within the Park and challenged by security.

A positive aspect of the ongoing assessment process and close liaison with the Park was that problems were “nipped in the bud” and holidaymakers were firmly dealt with and told to leave the park. The Park adopted a policy of dismissing staff who committed offences and whose behaviour fell below the standards expected. This has sent out a strong message to others about the Park's approach and tolerance towards offending.

Admittedly, there is still work to be done to further improve the safety of the Park. The results so far and the approach that has been adopted strongly indicates that we are on the right path and have laid a solid foundation for future working relationships between the police and park. We continue to work with the Park management to develop sustainable long term solutions to crime and disorder. It is our aim to reduce the amount of time spent by Constable Williams and other officers on the Park and to achieve a situation whereby the Park itself manages its own crime and disorder problems. One of the considerations for the future is to replace Constable Williams with a PCSO.

A review of the crime & disorder for 2007 has already taken place with the Park Management and Security Manager. The following is a summary for this year's plan to further reduce crime & disorder:

- Community Safety/Park Manager to offer crime prevention advice to Boat owners.
- The introduction of safes to be considered.
- Visitors to ensure their electrical items and personal property are “marked.”
- CCTV improvements to be undertaken to help identify any possible suspects/vehicles and prevent crime.
- Leafleting/crime awareness notice boards to be considered in public areas, to remind visitors to be vigilant and keep bags within their sight.
- Crime Reduction and Architectural Liaison Officer to offer advice on new development areas.
- Alcohol Licensing hours/regulations to be reviewed to assist in reducing crime and disorder.
- Locks on doors and windows of caravans and chalets to be improved.
- Security staff to be notified whenever customer has lost accommodation or locker key so that patrols of area can be undertaken.
- Security staff to undertake regular patrols of entertainment venues and areas at peak times of theft offences (afternoon or early evening).
- Accommodation or venue name to be included in address field so that “hotspots” are easier to identify.
- Offender/Victim relationship to be recorded accurately to assist in the identification of trends.

**State number of words used: 2,644**

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

An excellent example of local partnership working that was initiated and implemented by the Neighbourhood Policing Team that has not only led to a significant crime reduction, but has also led to the development of a strong local partnership that will undoubtedly bring benefits to the community and sustained crime reduction for years to come. In a rural BCU that attracts over 3.5 million tourists a year, this successful template will now be extended to other similar sites.

I commend this initiative to you and give it my unreserved support.

Superintendent Mark Jones, Operations Manager,  
Western Division,  
North Wales Police

**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](mailto: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 25<sup>th</sup> April 2008.