



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: **Over 50's Crucial Crew**
2. Key issue that the project is addressing e.g. Alcohol related violence: **Doorstep Crime, Personal Safety, Fire Safety, and Road Safety, Internet Safety and Antisocial Behaviour.**

Author contact details

3. Name of application author: **Kate Robinson.**
4. Organisation submitting the application: **South Yorkshire Police.**
5. Full postal address:

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6. Email address: kate.robinson@southyorks.pnn.police.uk
7. Telephone number: **0114 2197016**

Secondary project contact details

8. Name of secondary contact involved in the project: **Sue Butler**
9. Secondary contact email address: sbutler@syfire.org.uk
10. Secondary contact telephone number: **0114 2532978**

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Mick Webster

12. Endorsing representative's email address: michael.webster@southyorks.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: **GO Yorkshire and the Humber.**

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):

X

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:

The aim of the Over 50's Crucial Crew Event is to help people over the age of 50 prepare themselves for such eventualities as becoming victims of Doorstep Crime, street robbery or fire.

The main objective of this project were as follows:

To generally make life for people over the age of 50 living in South Yorkshire safer, by giving them practical advice on everyday tasks and problems and by:

- Reducing the number of victims of doorstep crime
- Increase awareness and provide advice on personal safety
- Reducing the number of fires in the home
- Increase awareness of road safety
- Provide advice on how to stay safe in the home, including internet safety
- Break down barriers and perceptions of young people and anti-social behaviour.

Research and statistics showed that members of the over 50's community are more likely than any other age group to fall victim to distraction burglary or bogus callers. It also showed that people aged 50 plus are the most likely to die in a house fire.

Analysis:

Statistics were drawn from a number of agencies showing that doorstep crime, fatal house fires and road traffic collisions were of major concern.

A lack of understanding and a need for improved safety advice was a serious factor in these areas, as was raising public reassurance.

Previous initiatives that addressed this problem were disjointed and were delivered on a small scale. Information was often uncoordinated and conflicting from the delivering agencies.

Response:

All aforementioned agencies came together to develop a large-scale joint approach to deliver the required information to a targeted group.

During the event attendees were given important safety messages and advice on how to make themselves safe both inside and outside the home.

Assessment:

A questionnaire is distributed to each attendee to complete. Questions such as 'In the last 12 months have you let anyone into your home that you do not know?' and 'Do you keep your door locked when you are at home?' followed by questions relating to the information given throughout the event.

Statistics have been collated since the initiative started and show a distinctive reduction in distraction burglaries year on year.

It is hoped that the event will expand and reach more and more people. Further organisations have started to contact the partnership to express their interest in becoming involved.

State number of words: 393

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:

In South Yorkshire, the over 50's are considered to be a vulnerable group. This is because they are more likely than any other age group to fall victim to doorstep crime. They are also the most likely age group to die in a house fire. Research shows that the elderly community is also concerned about issues such as antisocial behaviour and general safety in the home.

The statistics below show the number of distraction burglaries that have taken place in South Yorkshire in the three years before the event took place.

2003 – 413

2004 – 277

2005 – 451

It is believed that the over 50's are particularly vulnerable to this type of crime as they have a greater tendency to have cash or high value property in the home. Their homes can be more easily identified, for example support rails and elderly complexes.

The statistics below show the number of people over the age of 50 that have died in a house fire:

2004 – 4

2005 – 8

The Over 50's are particularly vulnerable to house fires for a number of reasons:

- They are often chip pan users
- They may smoke
- They may live alone
- Often have a low income
- Many do not have a working smoke alarm
- Many use electric blankets
- Most will be on medication
- Some will have impairment or disability

As there are now estimated to be over twenty million people over the age of 50 in the UK, these issues have become a great concern. The fear of crime has been raised by the publicity generated by distraction burglary type offences, meaning safety in the home is a top priority for a large proportion of the community.

Research examining the effectiveness of public awareness raising regarding these issues showed that although initiatives were being planned and run to address these problems, they were often delivered on an ad-hoc basis and varied from area to area depending on who was delivering the information. For example Trading Standards would deliver information on distraction burglaries / bogus callers as well as the Police. The Fire Service was delivering advice on home safety and road safety as well as the local authorities. There appeared to be no corporate approach to tackling these issues.

With this in mind, South Yorkshire Police developed a partnership with agencies such as Age Concern, Trading Standards and South Yorkshire Fire and Rescue Service to address these concerns.

The main objectives set for this project were as follows:

- Reduce the number of distraction burglaries
- Reduce the number of fires in the home
- Increase awareness of road safety
- Increase awareness and provide advice on personal safety

- Provide advice on how to stay safe in the home, including internet safety
- Break down barriers and perceptions of young people and anti-social behaviour.

To generally make life for older people living in South Yorkshire safer, and give them practical advice on everyday tasks and problems.

The reduction in this type of offence would have a positive impact in crime figures, fear of crime and community safety in South Yorkshire, greatly benefiting the local communities. Trading Standards also have an interest in reducing this type of offence, as do the Local Authorities. Other agencies such as South Yorkshire Fire and Rescue, Road Safety Teams and Age Concern all have an interest in making the elderly community feel safer in their home.

Feedback from support agencies for this age group, for example Age Concern, raised concerns about the fear of crime and vulnerability to these type of offences.

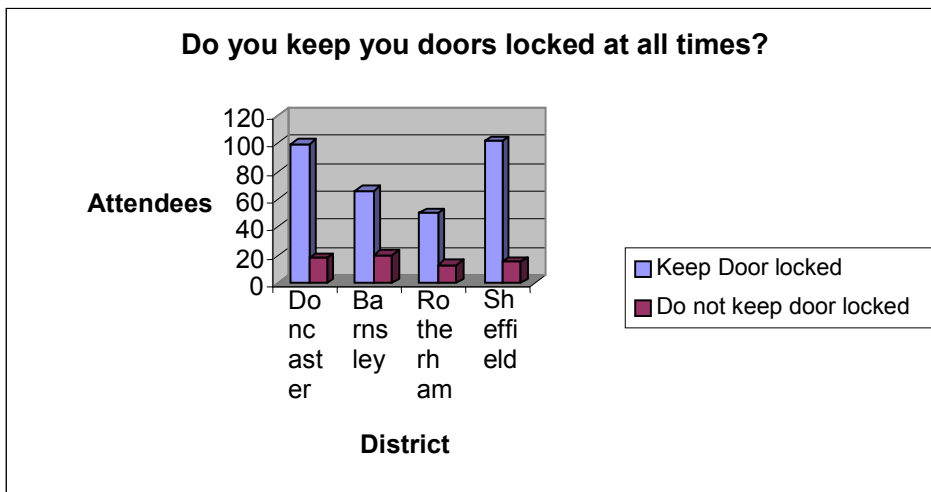
Analysis:

Statistics were drawn together from a number of agencies. South Yorkshire Fire and Rescue provided figures on how many elderly people are killed or seriously injured in house fires in South Yorkshire. South Yorkshire Police and Trading Standards provided information on the number of distraction/sneak in burglaries or rogue trader offences that effects the elderly. The Local Authority Road Safety Teams provided figures on how many elderly or injured or killed in road traffic collisions every year. This information was collated and used to develop the response.

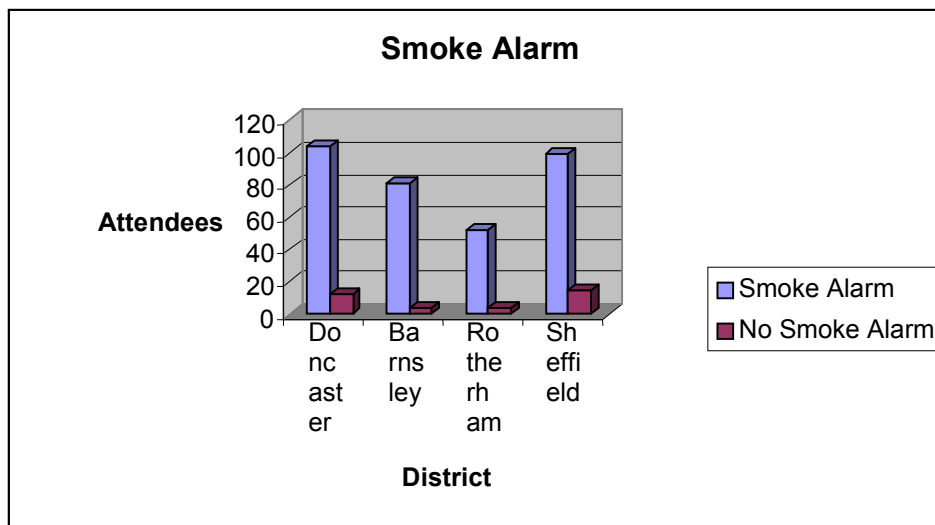
Information relating to the specific problem of distraction burglaries / bogus callers was analysed by South Yorkshire Police and used to develop the 'Doorstoppers' scenario. The 'Doorstoppers' presentation is a short scenario outlining the dangers of bogus officials and highlighting the steps that can be taken to avoid this.

Statistics were collated over a number of years and from a variety of agencies to ensure a 'complete picture' was created.

The following chart shows the number of people who kept their doors locked at all times before the event:



The following chart shows the number of people who had a working smoke alarm before the event:



Victim = The victims of distraction burglary / bogus callers are often vulnerable groups, particularly the over 50's. There is no indication that people who live alone are particularly targeted.

Offender = The offender is an opportunist who misrepresents themselves to trick their way into a victims home. They work alone or in groups. They often have their own transport, however this is not always the case.

Location = The location is the victims home. Further research has shown that particular areas in individual towns are often targeted because they have a high population of vulnerable groups. Offences normally take place during the daytime. There is no indication that a particular time of year is favoured.

As with many crimes, previous initiatives had mainly targeted the offenders, and had not focused on the victim and the location. Work had been carried out in an attempt to reassure the public and to raise awareness of this type of offence, however this was delivered separately by Trading Standards and by the Police. Messages delivered were sometimes conflicting and did not always take a corporate approach.

Although the cause of this offence can be placed with the offender, we have decided to address the victim and the location in an attempt to reduce the number of crimes. The project also aims to improve the levels of fear of crime and provide information on how people can remain safe in their homes, and to erode the barriers between age generations.

The decision was made to address the victim side of the triangle as it is believed that there is a severe lack of knowledge around distraction burglaries / bogus callers. For example, many people are not aware that a password system can be put in place with all utility providers to ensure security.

The location will also be addressed by providing guidance on how to make their homes more secure.

All agencies attended a number of structured planning meetings held throughout the year. Partners also assisted in identifying the issues of greatest concern to this age group and assisted in providing support throughout the event.

Response:

The idea for the event came from the Crucial Crew event which provides safety messages to all year six students in South Yorkshire. Each school visits the Lifewise Centre near Magna in Rotherham, (equipped with life-like sets depicting street scenes, a pub, a shop and a park) every year to allow their children to learn about topics such as hoax calls, bullying and antisocial behaviour.

South Yorkshire Police joined with South Yorkshire Fire and Rescue to develop the crucial crew idea. Partners were invited from Trading Standards, Age Concern, Age Well, Road Safety, and Sheffield 50+. It was decided that a Crucial Crew style event would be best to deliver our messages.

The event is designed to take place over a 10 day period where older people from each Township of South Yorkshire were invited to attend. The event is interactive and based on scenarios acted out at the Lifewise Centre. During the event attendees will be given important safety messages and advice on how to make themselves safe both inside and outside the home.

Purpose:

To reduce the number of people that fall victim to distraction burglary. To raise awareness of personal safety and antisocial behaviour. To provide valuable information on home safety, road safety and fire safety. To make life for older people living in South Yorkshire safer and give them practical advice on everyday problems and tasks.

Attendees are invited to the Lifewise Centre in Rotherham owned by South Yorkshire Police. Once there the organisers, their local SNT Inspector, PCSO's and Station Managers, greet them. This acts as an opportunity for local communities to be introduced to local police representatives. After a brief introduction the attendees then visit five scenarios.

The first scenario covers antisocial behaviour and perceptions of antisocial behaviour, this is delivered by Children and Young Persons Officers and volunteers from a local college. The scenario shows a group of young people in a park and attendees are asked for their opinions on their behaviour. Attendees are expected to say that they are causing anti social behaviour / criminal damage/ general nuisance. The Children and Young Persons Officers then point out that they are actually there as part of a community scheme to pick up litter. The intention of this scenario is to show that not all children and young people are a threat or committing criminal activity. Not only do the attendees gain a lot from this scenario, but the young volunteers also gain an opportunity to assist in this worthwhile project.

The second scenario addresses road safety and covers topics such as wearing a seat belt and stopping distances, this is delivered by the Local Authority Road Safety Team. Attendees are given the opportunity to sit in a car and are asked to place 'markers' where they think they would stop if they braked after travelling at 30mph. This to raise awareness of stopping distances and to remind attendees that their reaction times may alter as they get older.

The third scenario is run by the Fire Service and explains the importance of fire safety. Attendees are asked about the use of electric blankets, chip pans and other common causes of fire.

The fourth scenario covers personal safety, delivered by South Yorkshire Police Crime Reduction Officers. This scenario provides tips on how to use a cash machine safely, how to avoid theft and advice on bogus officials / rogue traders.

The final scenario covers home safety and is delivered by the Local Authority Health Education Advisors. This scenario provides tips on how to stay safe whilst cooking, explains what services are available to the over 50's community and the dangers of postal scams. Research also showed that there is a rising number in the over 50's that are using the internet, almost 50% of over 50's use it on a regular basis. With this in mind we incorporated internet safety into the home safety scenario.

The afternoon session allows the attendees to watch a 'Doorstoppers' presentation which highlights the dangers of distraction burglaries / bogus callers and provides them with advice on what they should do in the event of this happening, what they should look out for and how to make themselves more secure by setting up a password with utility companies. This is delivered by Trading Standards and Crime Reduction Officers. Attendees are also given to opportunity to visit a number of stall-holders such as Neighbourhood Watch, Energy Efficiency, Neighbourhood Policing, Victim Care and Pension Services.

The event can be held anywhere, for example in a theatre, or in a hall. The Lifewise Centre in Rotherham has been chosen for this event as it has a realistic set and is easily accessible. The idea is that the audience from each of the Townships of South Yorkshire will be brought to the centre by coach.

The two-week event is divided up by districts. Sheffield and Doncaster are allocated three days each, Rotherham and Barnsley two days each. This is because the Sheffield and Doncaster areas suffer from a higher level of distraction burglaries, therefore it is appropriate to reach as many people as possible from these areas.

This particular approach was decided upon, as it is a good way to reach a large number of people all at once. It also generates a large amount of publicity, raising the profile of issues faced by the elderly community. It was also felt that attendees would enjoy a day out, the facility to meet new people and to discuss local concerns with their local policing team. It was also the only response that allowed all the different agencies to deliver their messages at the same time and show a joint approach.

Age Concern were involved with the consultation from the very early planning stages. They were able to provide an insight into what the over 50's would like, and ensure we were addressing problems that were actually of concern to them, rather than just to us.

The event places large demands on the lead of this initiative and all partners involved. The event needs to be staffed for two weeks. There are also numerous planning meetings held in the run up to the event. The Lifewise Centre is owned by South Yorkshire Police, so use of this facility is donated. Transport and a buffet lunch are provided for all guests and staff. This is jointly funded by South Yorkshire Police, South Yorkshire Fire and Rescue Service and Trading Standards. All other agencies involved donate their time and expertise for the entire event.

Some difficulties have arisen from inviting more and more attendees. The aim is that guests only ever visit the event once. This is to ensure that we target as many people as possible. However, as the event has always been such a huge success, people are more than happy to come year on year. Recruiting new attendees has proved to be a challenge. This however has been addressed by involving more agencies and sharing the role of inviting guests between them. For example, Age Concern was primarily used to provide an audience for the event, however as the event has developed Trading Standards have taken on this role as well as Sheffield 50+. The NHS will be used in future events to invite attendees.

Efforts were made to increase the number of BME attendees that visit each year as well as other disadvantaged groups such as members of the Doncaster Deaf School. Provisions were made to assist these groups as much as possible. For example interpreters were provided where necessary.

Other logistical issues that have occurred are:

The heating of the venue. This has been addressed by hiring on a short-term basis extra heaters. The Lifewise Centre is now in the process of installing a new heating system. We will also be warning future attendees to wrap up warm, just to be on the safe side.

The transport. The transport used has not always been appropriate for some of our attendees. This has been addressed by researching which transport companies can provide appropriate vehicles and will be used in the future.

This event has strengthened the links between the partners involved. Since this project has been developed, further joint initiatives and projects have been developed and a joint approach at tackling similar interests has been taken.

To allow future events to continue and to ensure the event is sustainable the partnership will now look to external funding. Previous events have been funded jointly by South Yorkshire Police and South Yorkshire Fire and Rescue. However as interest has developed from outside organisations we are looking to develop a sponsorship scheme.

The project aims to tackle new areas of work by programming into the event new crime trends. For example, internet safety has been worked into the Home Safety Scenario as well as other common scams.

Assessment:

The initial idea was to run a burglary initiative, however as the project developed and more partners became involved, it evolved into a safety initiative.

The events that have been run so far have been well received and have attracted excellent feedback. The last event saw over 440 people attend. Every attendee is asked to complete a questionnaire at the end of the day. A review of every questionnaire shows that all attendees enjoy the event, all found it useful, the majority found it better than they expected it to be, and a large proportion asked for more events like this to be held.

The statistics below show that the number of distraction burglaries has reduced since the event has been running. We envisage that they will continue to fall.

2003 – 413
2004 - 277
2005 – 451
2006 – 419 (first event)
2007 – 328

The statistics below show the number of deaths caused by house fire since the event has been running.

2004 – 4
2005 – 8
2006 – 12 (first event)
2007 - 11

From the event, 152 people were sign-posted for a Fire Service smoke alarm check.

The planned outcomes were to reduce the number of people that fall victim to distraction burglary, house fires, and road traffic accidents. These reductions have occurred. The overall objective was to help older people feel safe in South Yorkshire. Feedback from the questionnaires completed by attendees show that the information delivered was well received and that the event raised their sense of community and reduced their fear of crime.

The partnership have successfully developed an annual event for audiences from the over 50's age group from across the South Yorkshire area. This has now grown to accommodate larger audiences and has been acknowledged as a huge success, not only within our own communities but also from others in neighbouring areas.

Although it is hard to attribute statistical evidence of a reduction in distraction burglaries to the event alone, the overall objective, 'To generally make life for people over the age of 50 living in South Yorkshire safer, and give them practical advice on everyday tasks and problems' can definitely be attributed to the event. Anecdotal evidence gathered from participants at the event showed that they not only feel safer in their home, but they feel able to protect themselves. Some of the comments recorded in the questionnaire feedback are as follows:

"Keep on doing what you are doing, it's brilliant!"
Mrs. Ibbotson, Sheffield.

"Very hard to improve on a good formula. Keep it up."
Mrs. Perkins, Barnsley.

The majority of the attendees voted the information provided throughout the day as 'very useful'

Additional outcomes:

Attendees at the event had the opportunity to meet their local SNT Inspectors and PCSO's and raise any issues or concerns with them.

Attendees had the opportunity to network with people of a similar age from their community. One of the most common feedback comments was that attendees felt that there was very little for them to become involved in within their own communities. The event had provided them with an opportunity to meet people of a similar age from the same area, improving their sense of community.

Attendees left the day feeling empowered. The information was well received and all attendees left with an improved knowledge of distraction burglaries / bogus callers. The most rewarding aspect was that all the attendees really enjoyed the day.

Each year more and more agencies become involved in the event. The partnership has grown since the event was first run in 2006. Each agency brings a new aspect to the event, whether it be attendees or ideas for scenarios.

Media coverage of the event. The amount of publicity that was generated for the event and consequently for the Force was well received. It also highlighted the problems facing the over 50's community and raised the profile of some of the smaller charities involved.

Below is an article from South Yorkshire Police publication 'Billboard'

'Rotherham's Lifewise Centre was the setting for the popular Crucial Crew initiative which saw more than 400 over 50s receive practical advice on staying safe.'

'Such was the success that participants, all from South Yorkshire, said that the event 'could not be improved upon'

and was 'very informative'.

The Lord Mayor of Sheffield opened the event which ran for two weeks. The audience received safety tips and advice from South Yorkshire Police, South Yorkshire Fire and Rescue, Trading Standards and local authority road teams. Issues tackled were personal and fire safety, home and internet security.

Young volunteers were also on hand to demonstrate how to deal with antisocial behaviour incidents, often associated with youths.

Crime and Disorder Reduction Officer, Kate Robinson, who helped to organise the event said:

"The event is very popular with the over 50s community and its success is growing year on year. We try to make it bigger and better every time."

Improved links between South Yorkshire Police and partner agencies. Strong relationships have now been developed between South Yorkshire Police and Trading Standards, Local Authorities, Age Concern, South Yorkshire Fire and Rescue Service, NHS, Agewell and Sheffield 50+.

Lessons learned:

Target areas. In the future areas will be targeted as to whether they suffer high levels of distraction burglaries / bogus callers.

Attendees. Future events will see attendees invited by more agencies to ensure the event is representative of all of South Yorkshire.

For the future:

Move with times and crime trends. Previous events have included scenarios on antisocial behaviour as it is of particular concern to many communities. However it is envisaged the scenarios will be altered in the future to compliment current crime trends.

Carers will be invited. People who care for the elderly or who have a role in assisting the over 50's will be invited to the event with the view that they will disseminate information back to a number of people who are not able to attend.

The event is going to continue to expand to reach as many over 50's as possible each year.

The initial aim 'To generally make life for older people living in South Yorkshire safer, and give them practical advice on everyday tasks and problems' has been achieved:

*"Please have more events like this in the future."
Mrs. King, Rotherham.*

*"A very educational trip. Very satisfied."
Mrs. Smethurst, Rotherham.*

Total number of words used: 3733.

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

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.