

Rural Lookout Trial

*Increasing reporting of crime and implementing
CPTED in rural Aotearoa/ New Zealand*

International POP awards, August 7th-9th 2023



Tēnā Koutou

Emma Ashcroft, Practice Lead
Prevention Development

Ngā Pirihimana o Aotearoa/ New
Zealand Police

Tēnā koutou, Tēnā koutou, Tēnā koutou katoa

Ko Highdown te maunga

Ko Pākuratahi te awa

Nō Ingarani ahau

Ko Worthing te Ūkaipō

Kei Whanganui-a-Tara tōku kāinga ināiane

Ko Ashcroft tōku whānau

Ko Gavin rāua ko Lorraine ōku mātau

Ko Emma tōku ingoa

E mahi ana ahau ki Pirihimana o Aotearoa

He Practice Lead Problem solving ahau

He waka eke noa

Nō reira tēnā koutou, Tēnā koutou, Tēnā koutou katoa

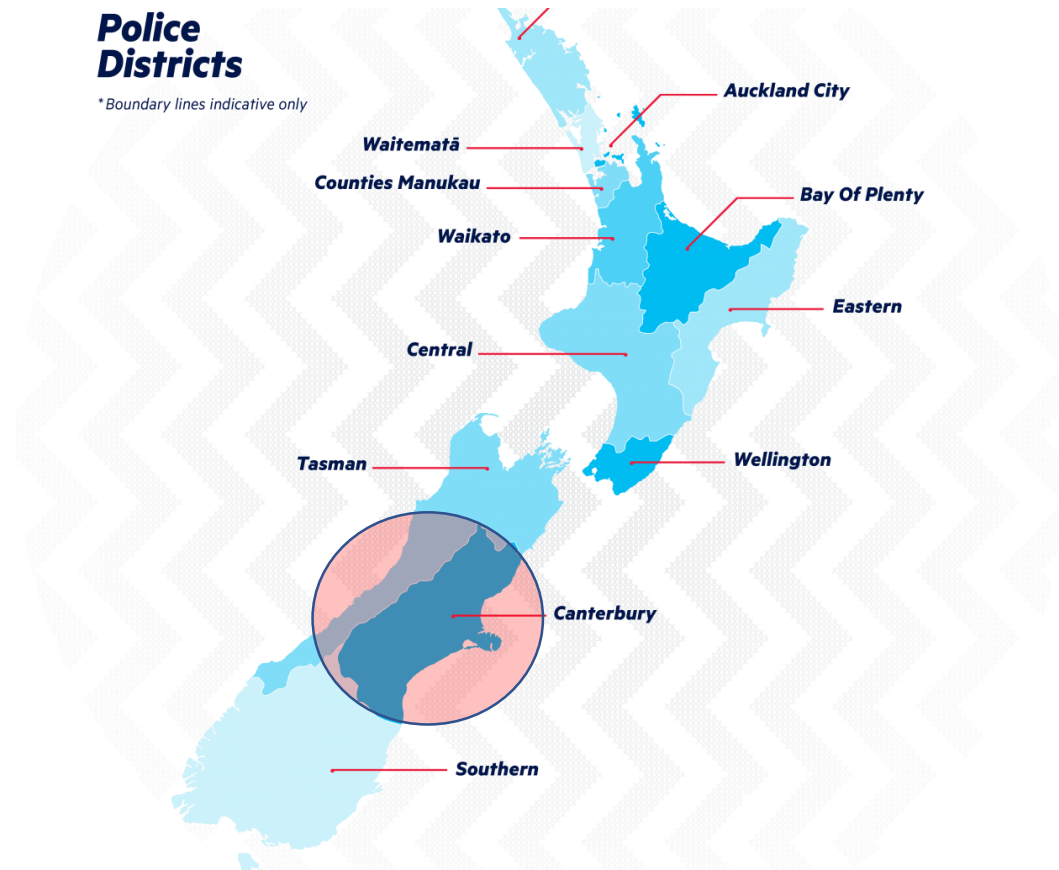
Prevention Development

Embedding a problem solving (POP) approach through:

- Advice and training for utilising the SARA model and CPTED
- Supporting POP initiatives in districts
- Tools and training frontline staff – prevention and community policing teams
- Design, implementation and evaluation of POP initiatives



Rural Crime and Suspicious Behaviour





Scanning the problem

Revisiting the problem solving plan

Stakeholders

Problem owner

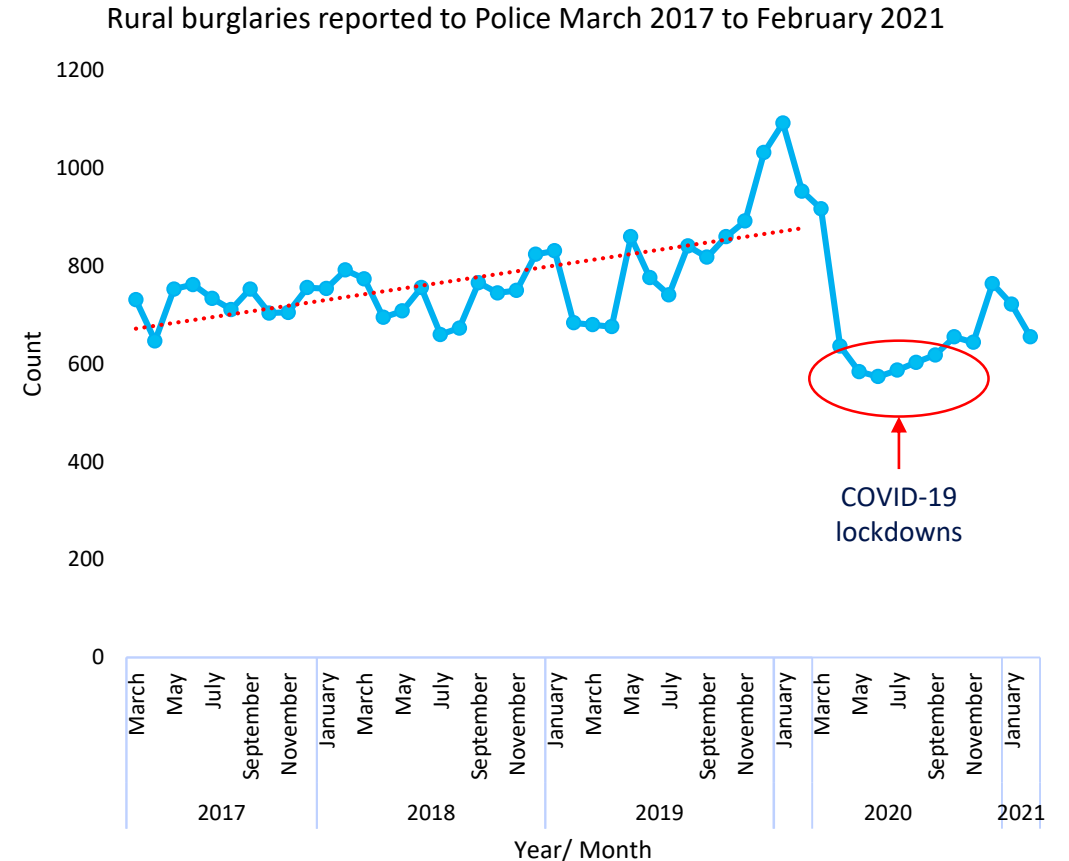
- ❖ Federated Farmers (farmers' advocacy group) – Rural Security Survey (2021)
- ❖ Farmers Mutual Group – Insurance data
- ❖ Neighbourhood Support and Community Patrols New Zealand



What is the problem?

Burglary and theft

- ▶ *Police data:* Chronic problem – increasing trend
 - ▶ 41% of burglaries were repeat events
- ▶ *Rural Security Survey:* 69% of burglary *not* reported to Police
 - ▶ Not enough evidence
 - ▶ Felt Police were not interested
 - ▶ Not enough Police resources
- ▶ *Rural Security Survey:* 71% of burglary and theft victims suspected at least one repeat event



Where and when is the problem?

Districts and seasonal trends

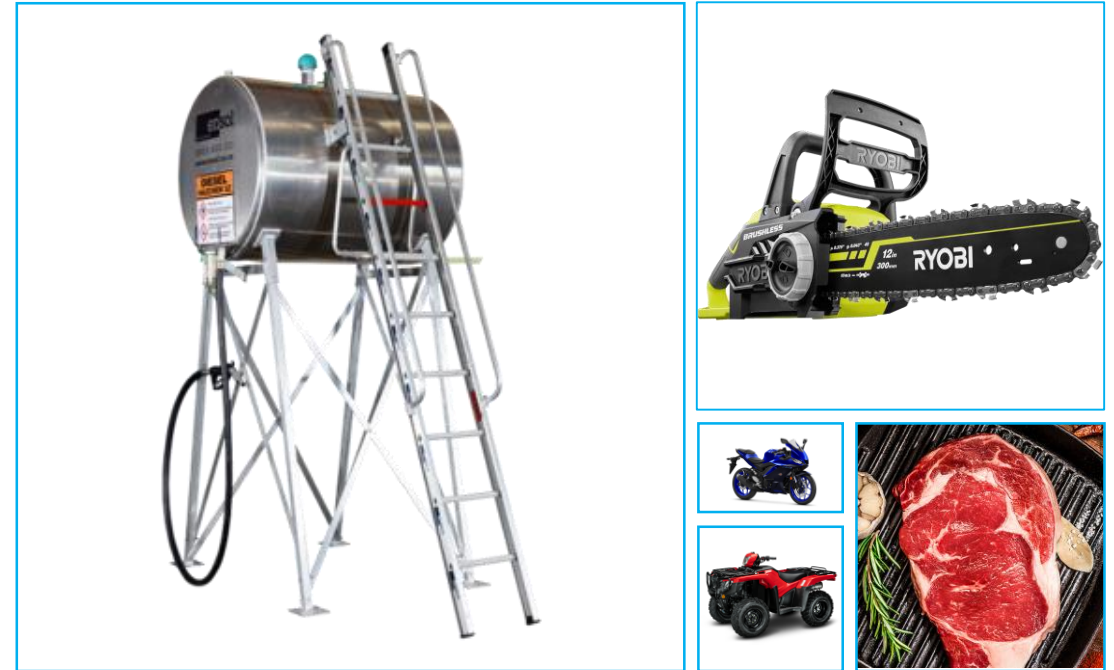
- ▶ High frequency of rural crime in Canterbury
- ▶ Canterbury has the largest increase in rural burglary across 2017-2019
- ▶ *Insurance data:* Canterbury second highest value (\$) of claims for rural burglary and theft
- ▶ Increased reports to Police November-March; insurance claim peaks October-December



What, how and who?

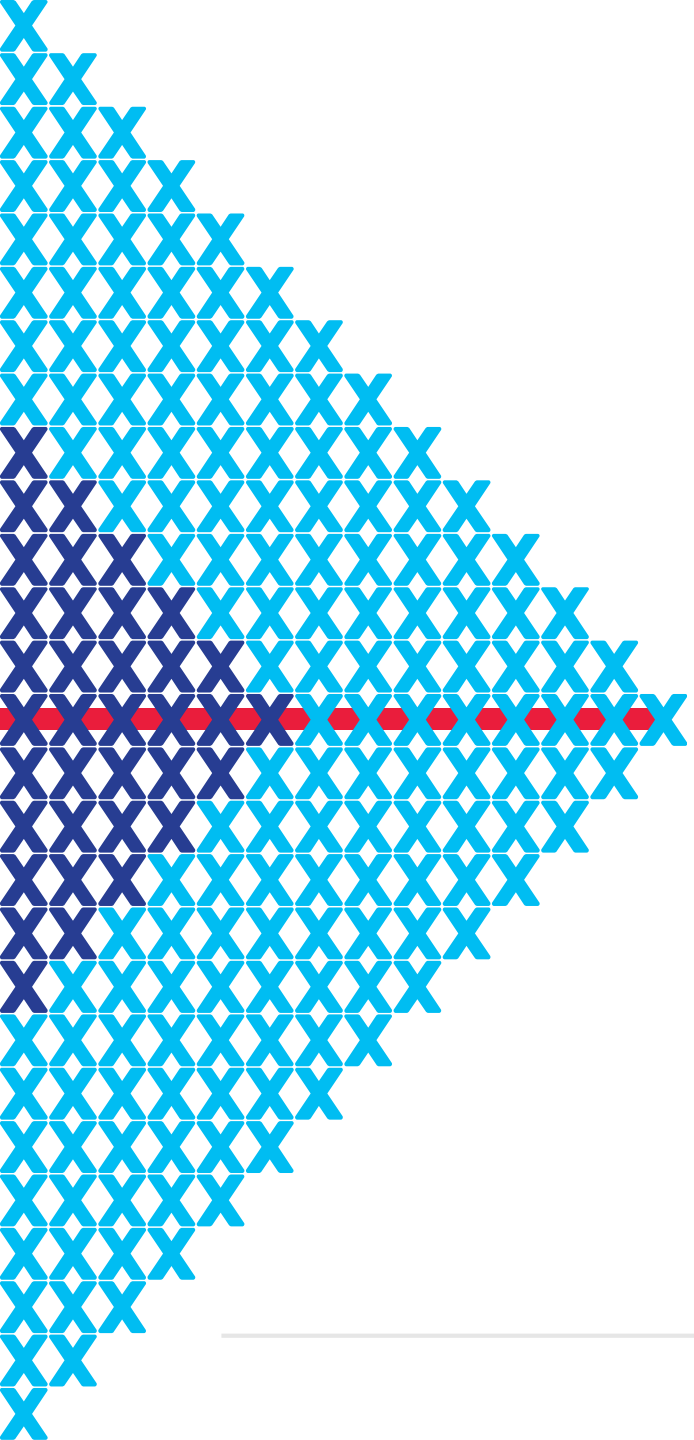
Commodities and methods (Rural Security Survey)

- ❖ Only half of victim improve security post-event
 - ❖ *“We would never lock our houses and we’d leave the keys in our vehicles; I suppose that’s all a thing of the past now”*
- ❖ Victims uninsured; rural residents and workers ‘unconnected’ – desire for prevention advice
- ❖ One-quarter of victims suspect they know the offender – 45% were employees



Problem statement

- ▶ Rural burglary and theft is a chronic problem nationally, with increasing prevalence in Canterbury.
- ▶ However, substantial underreporting to Police limits awareness and intelligence about the problem.
- ▶ CPTED appears to be an under utilised strategy.

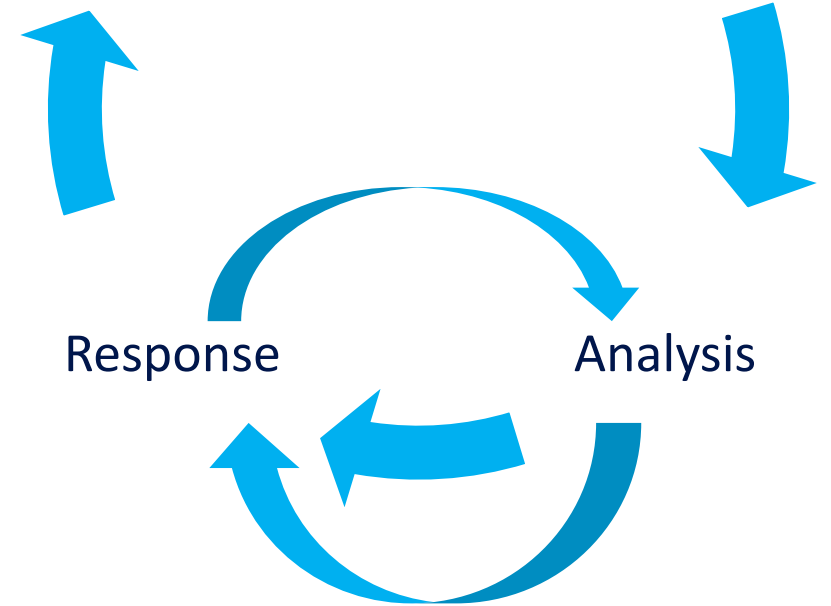


Analysis

Part 1

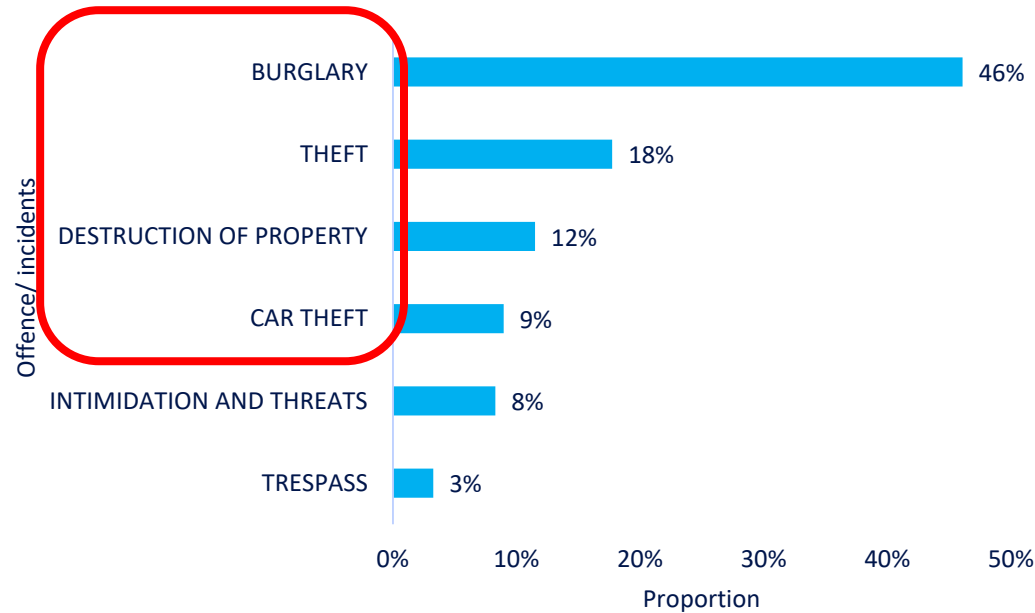
Assessment

Scan



Offences and incidents

Offences and incidents in North Canterbury March 2017 – February 2021

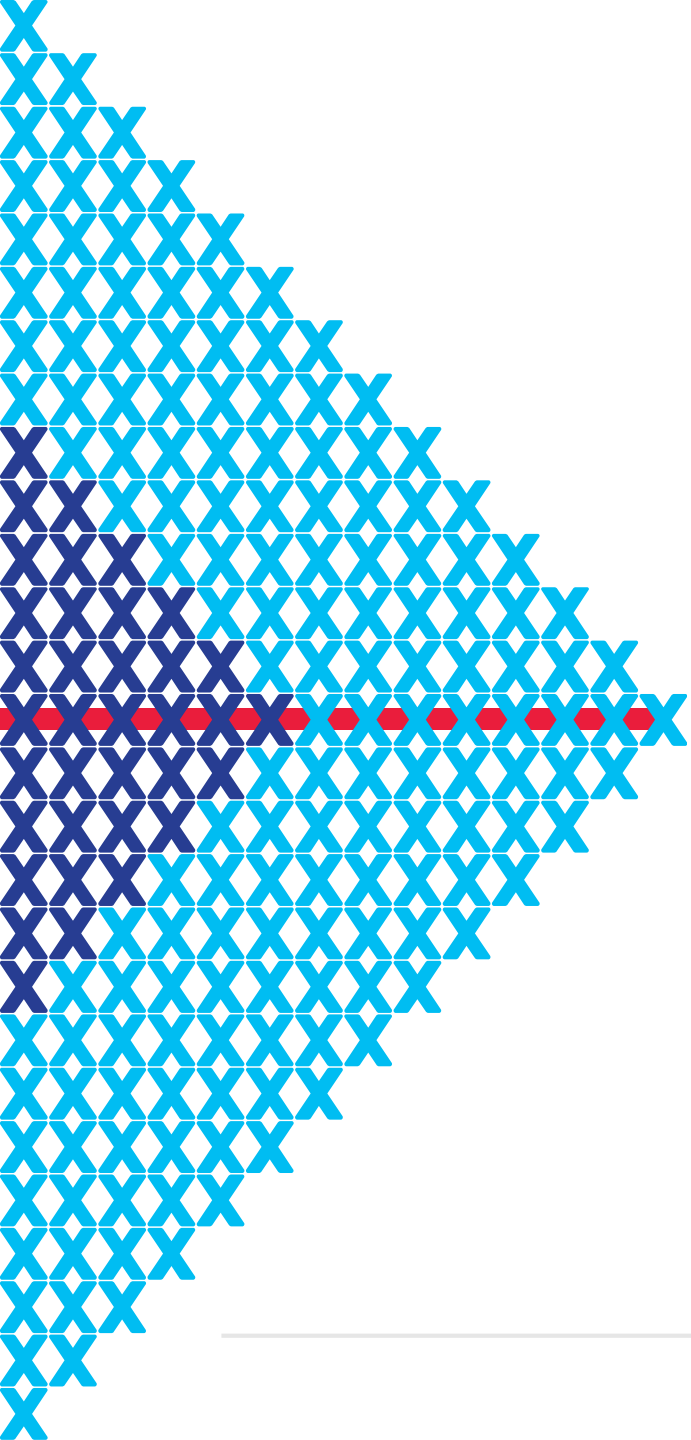


Rural Safety Survey

- Moderate feelings of safety
- Low levels of community connectedness
- Trust & confidence in Police below average
- Two-thirds of crime reported to Police
- Increasing safety
 - Police visibility
 - Security (CCTV)
 - Dangerous driving
 - Community connections
 - Awareness of crime

Hypothesis

- ▶ Lack of clarity and difficult in reporting crime and suspicious behaviour, and a negative perception of Police investment into rural crime leads to underreporting – this limits Police understanding of rural crime in North Canterbury.



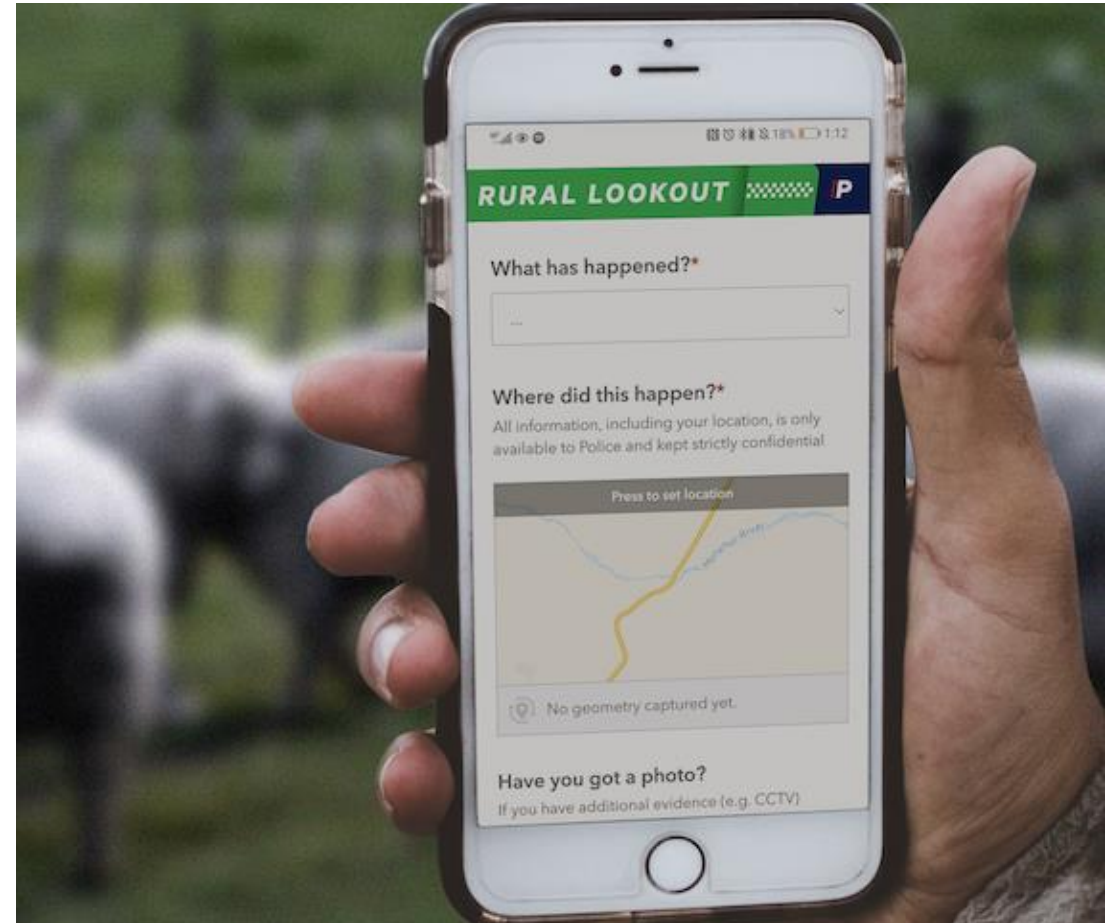
Response

Phase 1

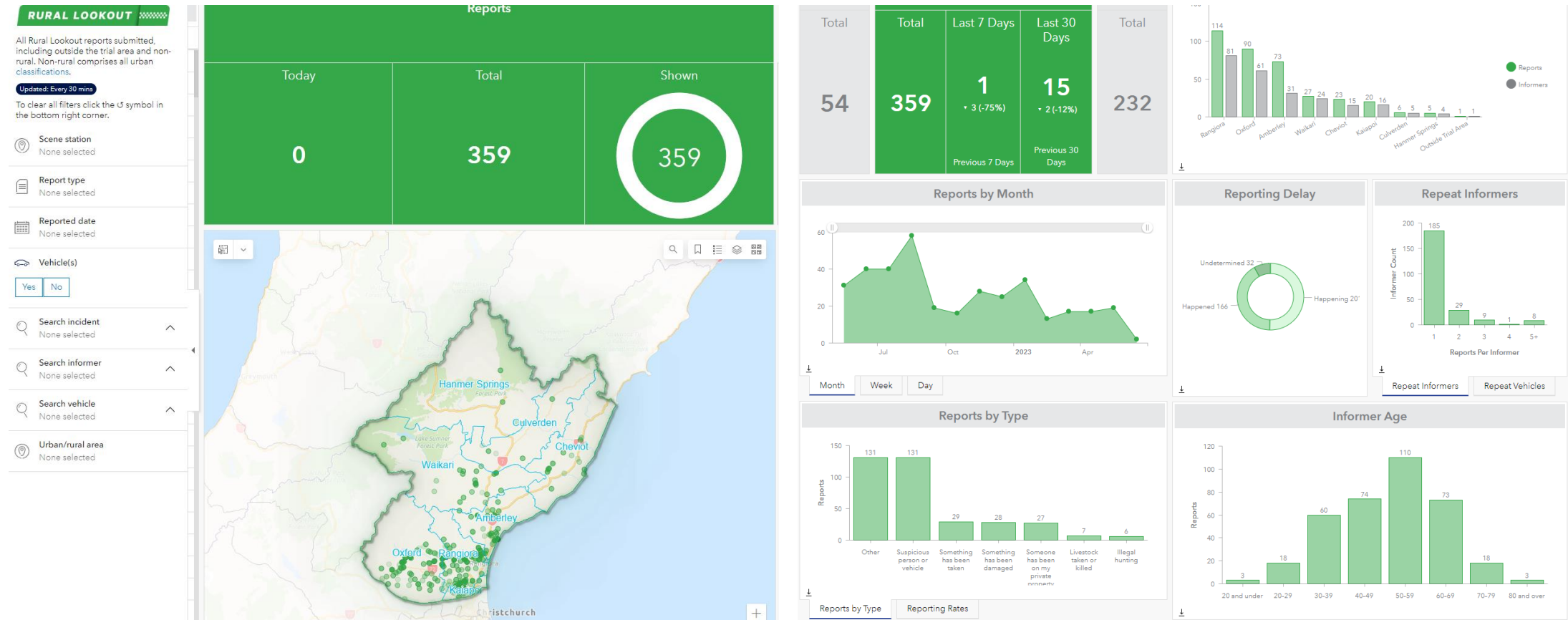
The Rural Lookout App

Easy reporting and geolocation

- ▶ Quick to use
- ▶ Auto-geolocate
- ▶ Upload photos/ videos
- ▶ Ability to create a report while out of range
- ▶ Entered into the national crime & intel database



Rural Lookout Dashboards – App data



Media campaign

Launching Rural Lookout and encouraging reporting

- Posters, flyers in letter boxes, local newspaper and community group newsletter ads social media, community workshops, and radio slots



Sick of rural crime?

Police need your support to reduce crime in the Waimakariri and Hurunui Districts.

Rural Lookout is an app we are trialling to make reporting suspicious activity quick and easy.

Use Rural Lookout to notify Police in a few minutes about:

- illegal hunting,
- trespassing and drones,
- intentional damage,
- antisocial road use, and
- other suspicious activity.

For more information or to send a report from your computer: www.rurallookout.co.nz



Search 'Rural Lookout' on the App Store

Once Rural Lookout is downloaded, you

Reporting rural crime is on the right track

14 Nov 2022, 9:26 am HDC News Items

The Rural Lookout app has seen some great success since its launch date of May 4th.

The downloadable app for a smartphone allows anyone to report crime or suspicious activity, which alerts the Police immediately.

Currently in its trial phase in the pilot districts of Hurunui and Waimakariri, there have been 2651 app downloads and 190 reports, of which 51 have been in Hurunui.



Rural Lookout tackles rural crime

By KATIE STEVENSON

An app designed to help put the brakes on rural crime in the Waimakariri and Hurunui Districts, is proving to be a useful tool.

Six months into a year-long trial in the districts, Police are happy with community use of Rural Lookout.

Supt C Scott says: "There have been 2651 app downloads and 190 reports, of which 51 have been in Hurunui."

"This extra information helps us detect our patterns for the right place, at the right time, and as a result of Rural Lookout we have been able to take action."

Targeted education campaigns in the area most effected. There was a noticeable drop in drone activity following the launch.

"This is a really good example where increased reporting from the community helped Police respond to and tackle a problem in a rural community," Mr Scott says.

Police have been really encouraged by the feedback from the Rural Lookout users we have quick and easy the app is to use.

Some of the feedback from the community was: "It's a great idea, the reason why we reported the incident was because using the app was so easy."

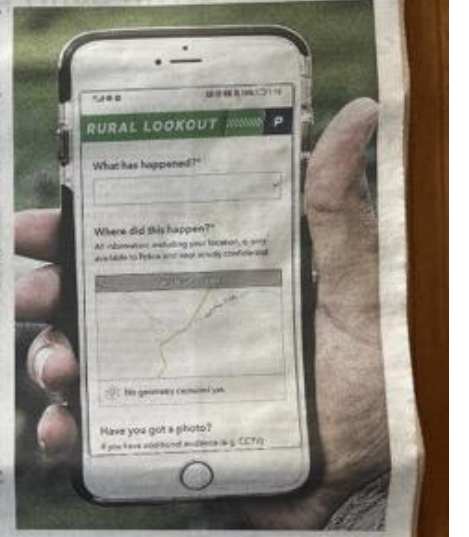
"It was easy to use, very easy to see a report like me."

With the Christmas season fast approaching, Mr Scott says: "We want to encourage everyone to use the app to help us keep the roads safe and secure."

Some vehicles and anything suspicious in the Rural Lookout app does not replace more of dialling 111 for the 100 best helpline.

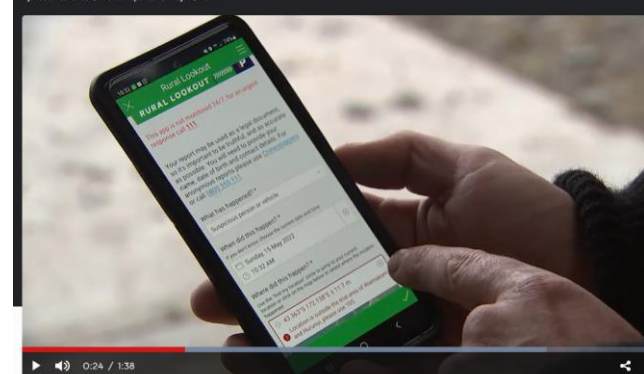
Really important and says: "It's about reporting what you see, not what you think."

He says: "The app is on the App Store on your phone and about 1000 for more information visit www.rurallookout.co.nz



Hopes new app will make rural crime easier to report

By Katie Stevenson, News Reporter | May 16, 2022

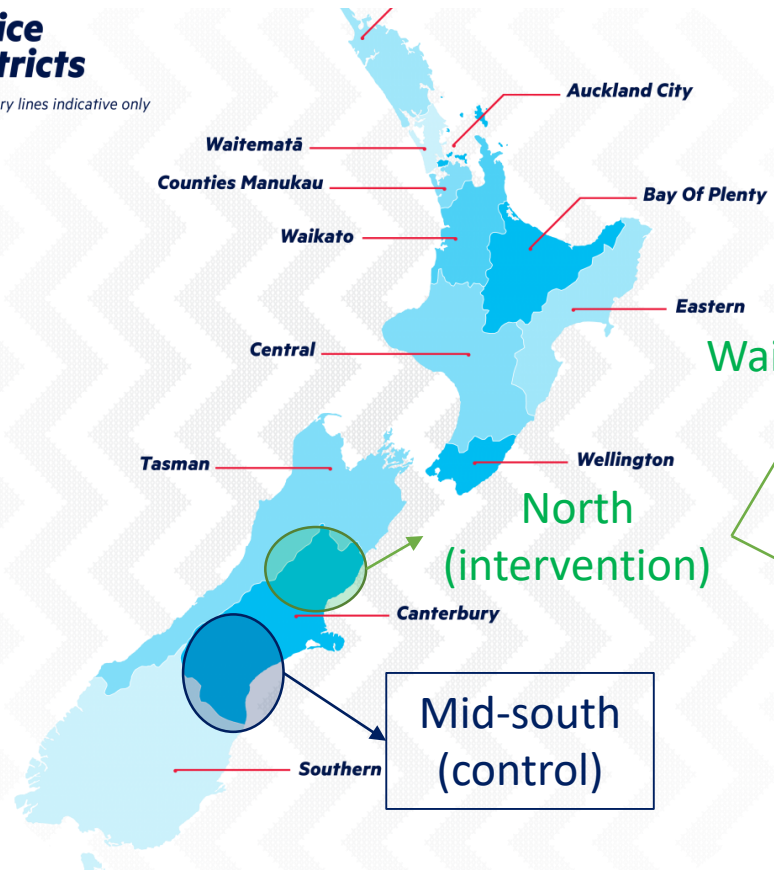


NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa

Intervention vs control areas

Police Districts

* Boundary lines indicative only



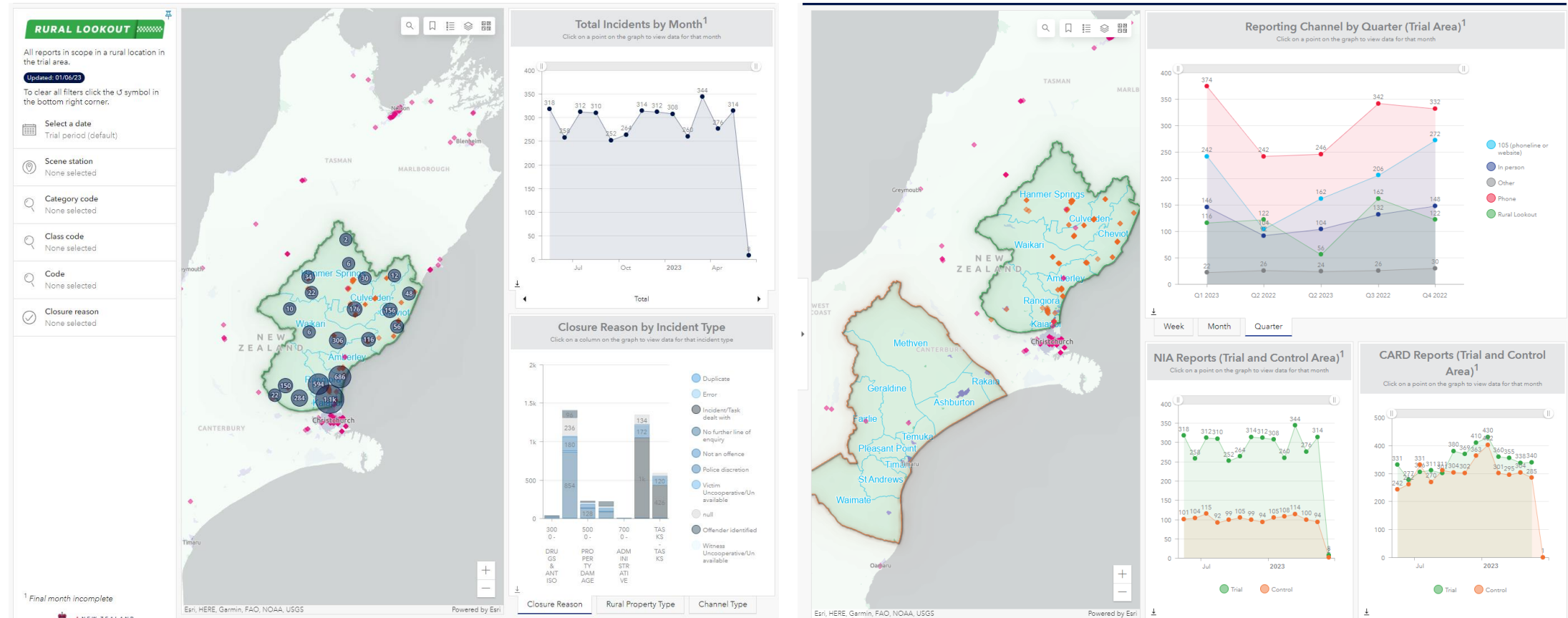
Waimakariri



Hurunui



Rural Lookout Dashboards – All crime data





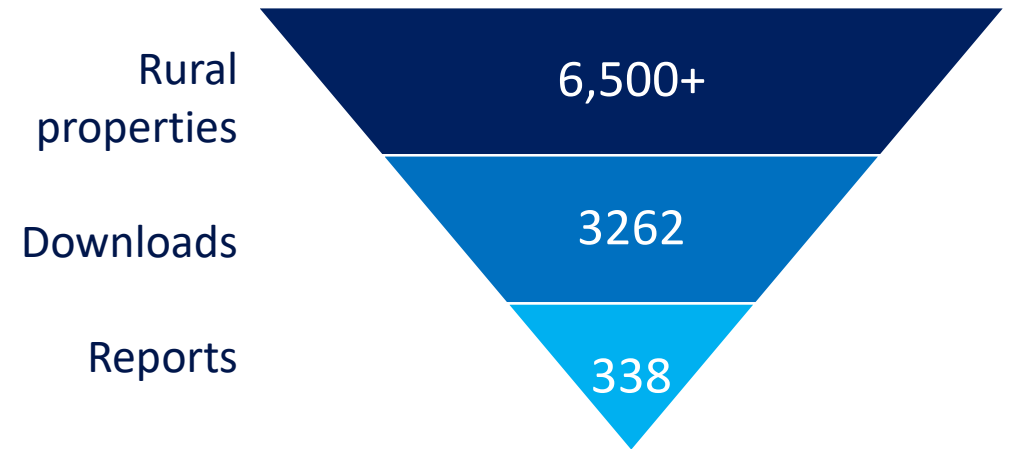
Analysis

Part 2

Rural Lookout App

May '22 – April '23

- 16% of all reports to Police in North Canterbury from Rural Lookout
- Almost half of events reported through Rural Lookout were for suspicious activity



Suspicious activity
49%



Burglary & theft
14%



Drag racing
12%

Rural Lookout App

May '22 – April '23

- 3,262 downloads; 338 reports
- 16% of all reports to Police in North Canterbury from Rural Lookout
- Almost half of events reported through Rural Lookout were for suspicious activity



Suspicious activity
49%



Burglary & theft
14%



Drag racing
12%

All reporting channels

May '19 – April '23; sample analysis

- ❖ Burglary & theft reports increased in '22 – '23
- ❖ 80% of burglary occurred at rural residential private property or commercial farms
- ❖ *Sample analysis (burglary and theft):*
 - ❖ 20% involved vehicles as a target
 - ❖ Dwellings, outbuildings and vehicles were insecure; 1/3 had active security measures
- ❖ Majority of all suspicious drone activity and illegal drag racing reported through the App

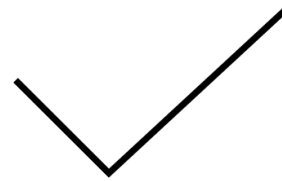


The App

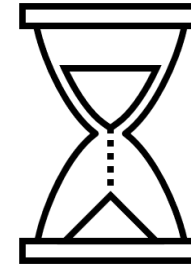
User & Police feedback

- ▶ *"It's fantastic this app. It works really great and was very easy to use. Even for an old bugger like me"*
- ▶ Specific geolocation decreased time searching
- ▶ Ability to easily detect and respond to trends (i.e., suspicious drone activity)
- ▶ Benefits of instant high-quality pictures upload

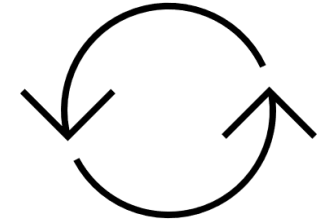
81%



75%



92%



RURAL LOOKOUT

P



Drone activity notice

- Police have become aware of increasing drone activity in your area.
- Police takes drones seriously – we can and will act on people in breach of rules.
- We need your help to make sure drones are used correctly in your area.
- This notice provides key information on the rules around drone use and what you should do if you see a drone in breach of rules.

Hypothesis

- ▶ Poor guardianship and a lack of adequate target hardening on rural property creates opportunity for and inhibits detection of crime and suspicious behaviour in North Canterbury.



Response

Phase 2

Field work

What works for farms and farmers?

- ▶ Relaxed attitude to security
- ▶ Variation in needs
- ▶ Little utility in dwelling door and window locks
- ▶ Positive response to Police having done the 'leg work'



Response design

Target hardening and surveillance

- ✦ Free security assessment
- ✦ Recommendations from approved list
- ✦ 25% subsidy for hardware *and* labour
- ✦ Police arrange installation with contractors directly



CPTED measures





Assessment

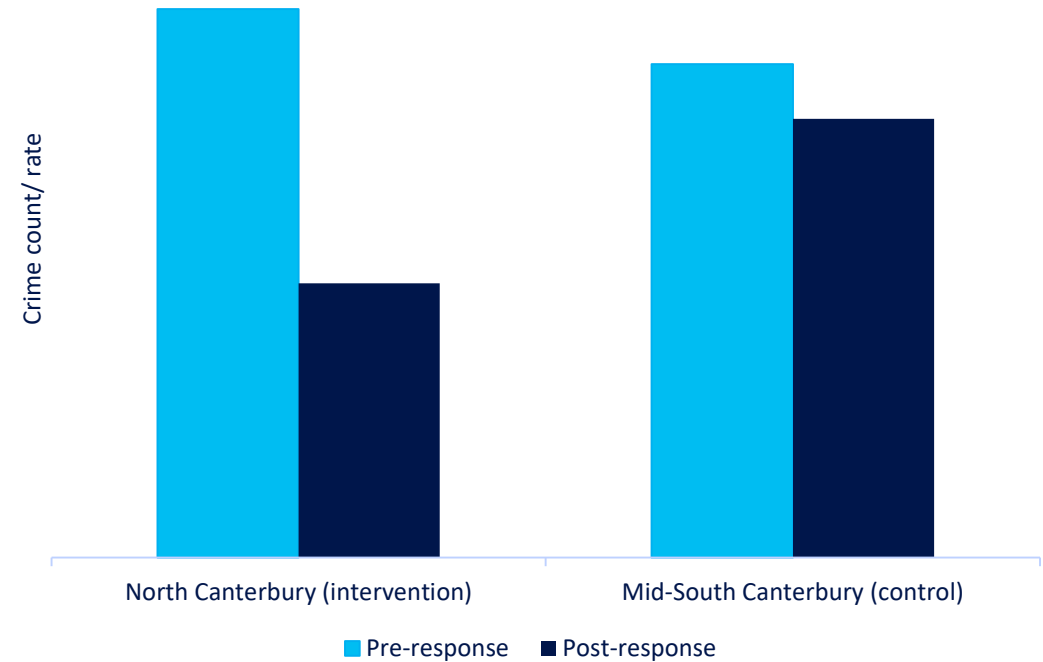
Future

Evaluation plan

Processes, outputs and outcomes

- ▶ Burglary, theft and other crime counts/rates
- ▶ Police, installer and participants perspectives
- ▶ Repeat Rural Safety Survey
 - Feelings of Safety, Community Connectedness and Trust & Confidence

Rural Crime Prevention Trial – response phase 2 outcome
burglary rate prediction



Summary

- ▶ Rural crime – particularly burglary & theft – is a chronic and increasing problem.
 - ▶ Trust & confidence in Police and community connectedness is lower than desirable.
- ▶ Geospatial reporting App received well by the public and offers benefits to Police.
 - ▶ Fuel, small farm items and vehicles are common targets.
 - ▶ Existing installation and use of security measures insufficient for preventing crime.
- ▶ Matched-control trial to test proactive provision of subsidised security measures.
 - ▶ Future activities will also address security in public spaces and community connectedness.

Acknowledgements

Police – Dr Melissa Smith, Noeline Verheyen, Lisa May, Tony Maw, Gerhard Lanz, Deborah Kleuskens, Chloe Usherwood, Matt Edwards, Paul ‘PJ’ Johns, Ally Rutherford, Charlotte Jensen

Partners – Ewan Kelsall & Louise Gibson (Federate Farmers), Guy Taylor & Leah Borough (FMG) and Metro Property Services

Ngā mihi/ Thank you!

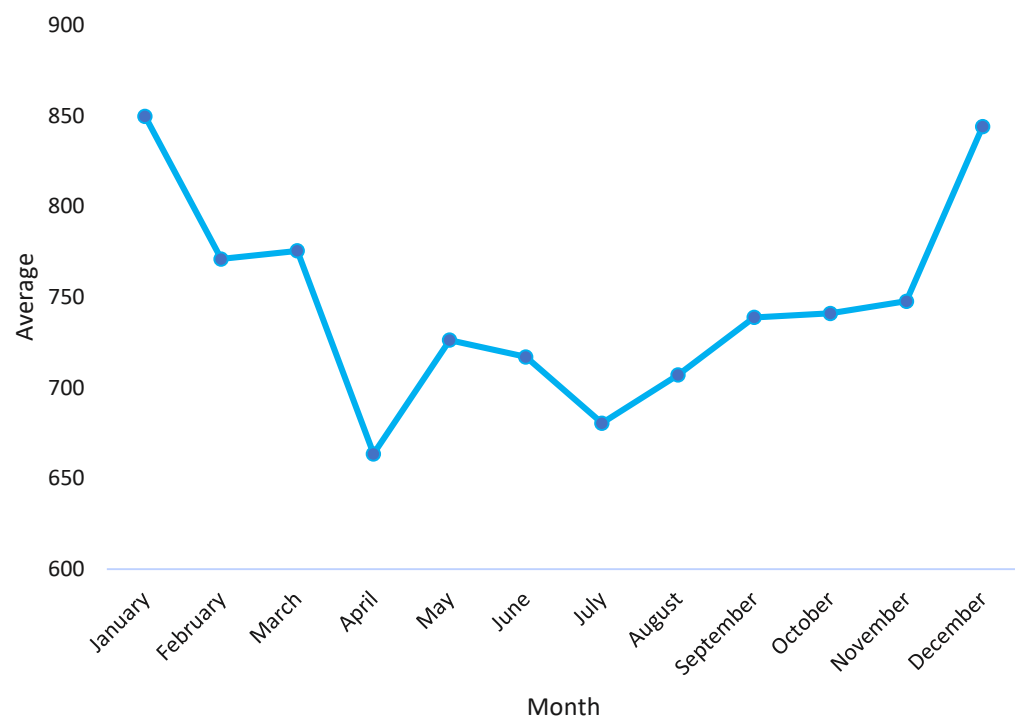


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- ✦ Tseloni, A., Thompson, R., Grove, L., Tilley, N., & Farrell, G. (2017). The effectiveness of burglary security devices. *Security Journal*, 30, 646-664.

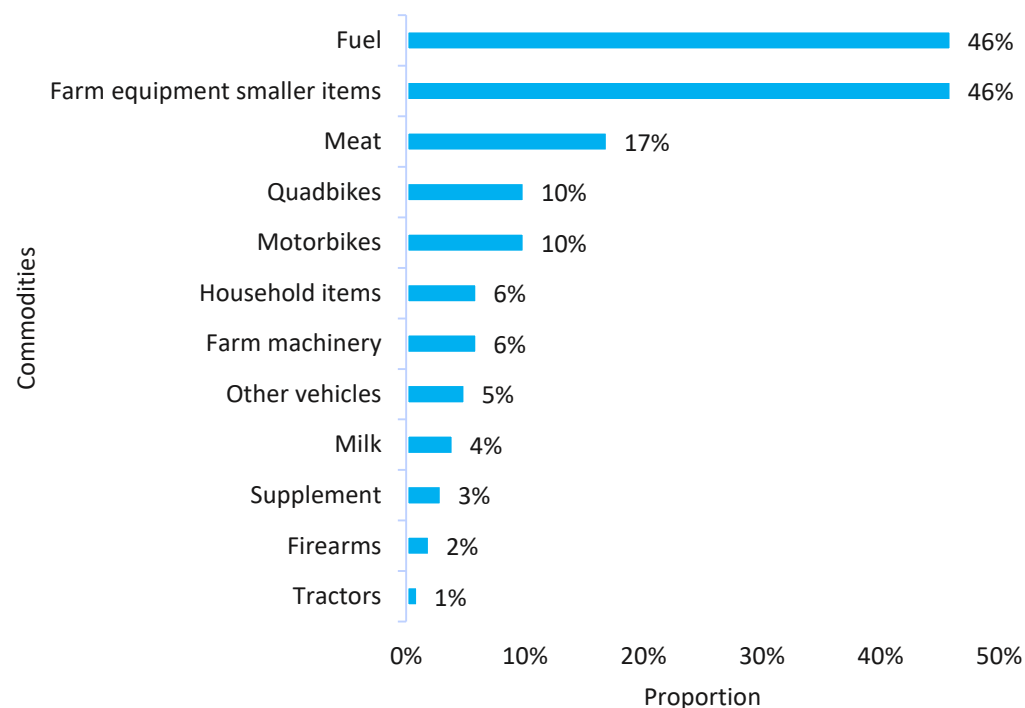
When is the problem?

Average frequency of rural burglary reported to Pirihiimana/
Police March 2017 to February 2021



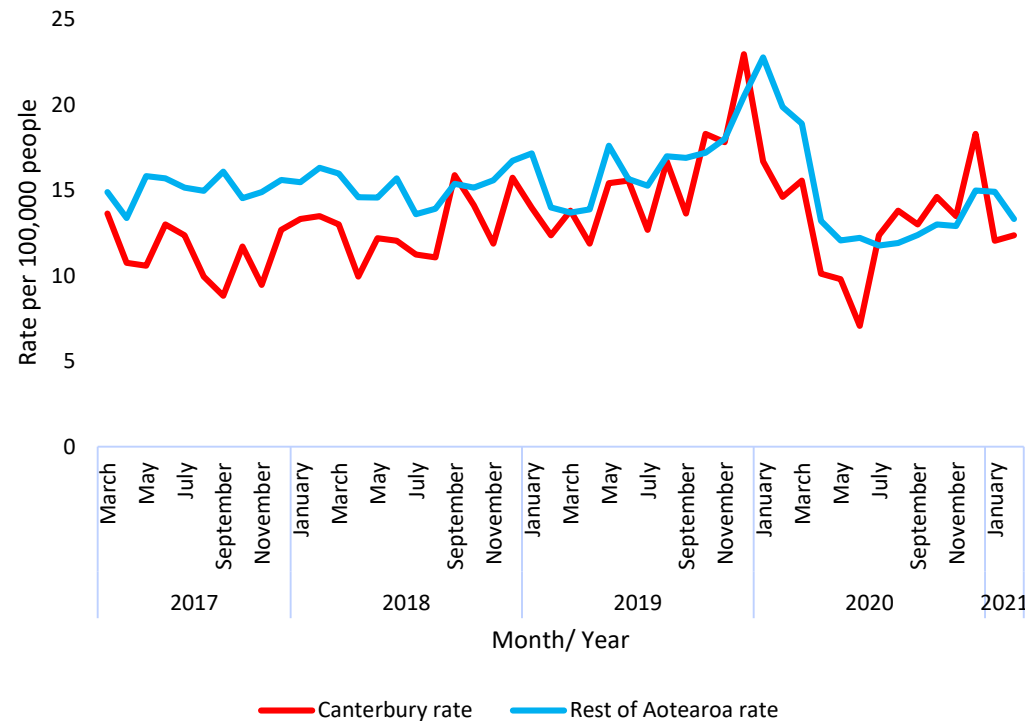
What are the targets?

Commodities targeted in rural burglary and theft victims (Rural
Security Survey 2021)

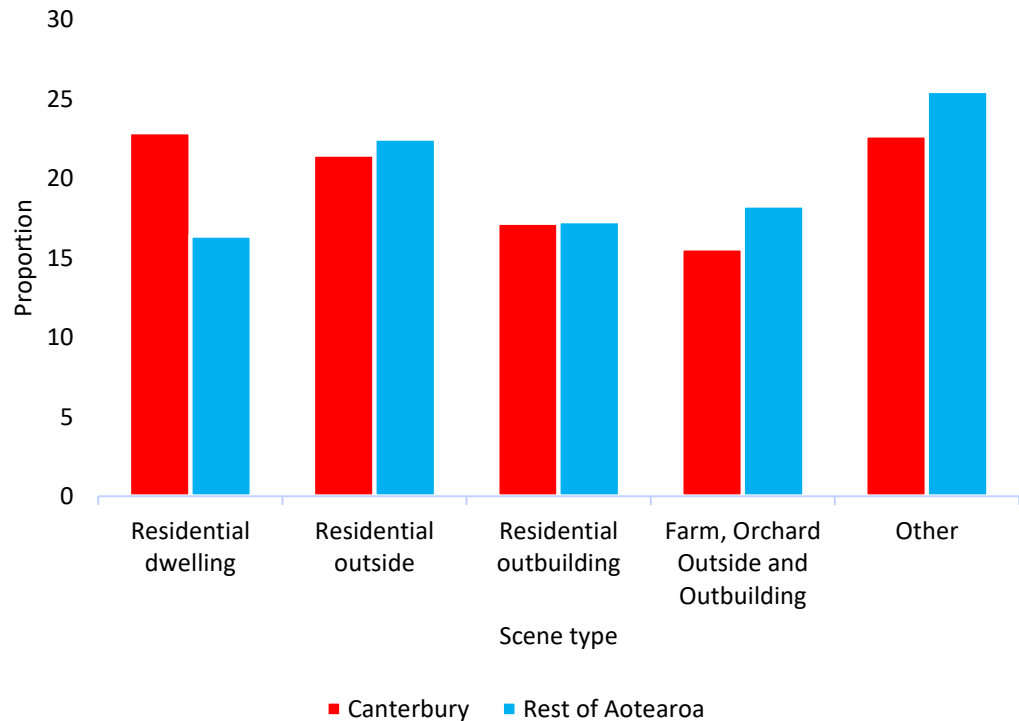


Canterbury vs rest of Aotearoa

Burglary and theft rate in Canterbury compared to the rest of Aotearoa March 2017 - February 2021

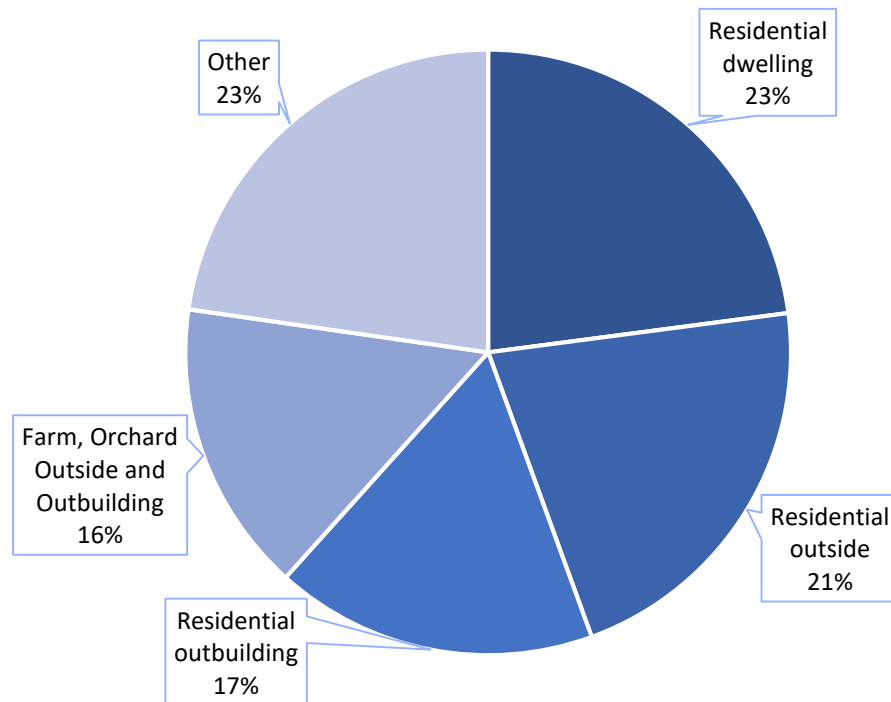


Scenes of rural burglary and thefts in Canterbury vs the rest of Aotearoa March 2017 – February 2021

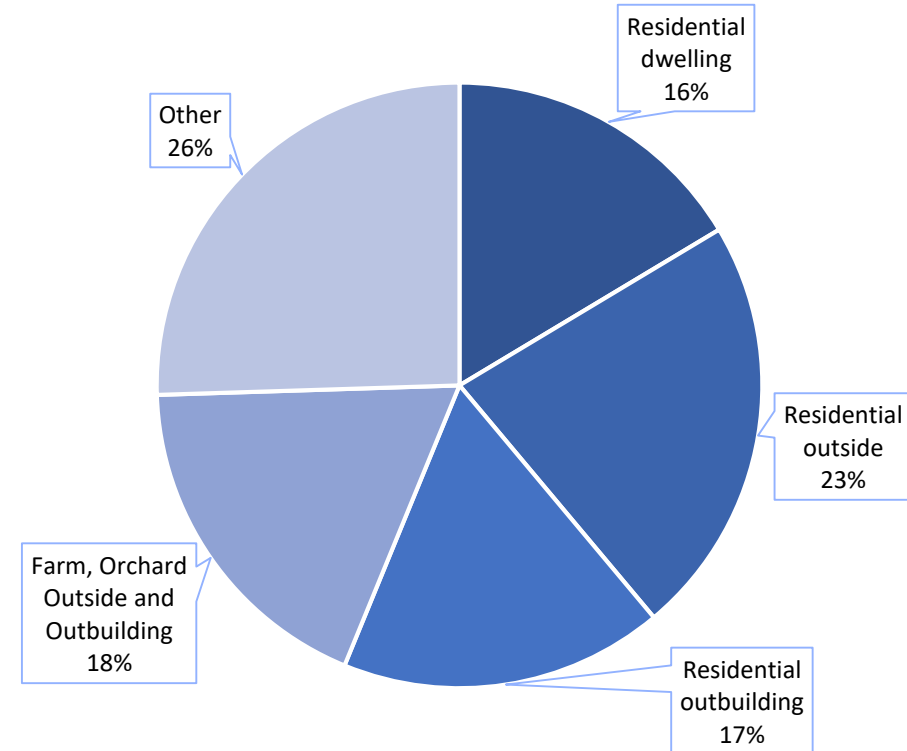


Rural burglary/theft scenes: Canterbury vs rest of New Zealand

Scenes of rural burglary and thefts in Canterbury March 2017 – February 2021

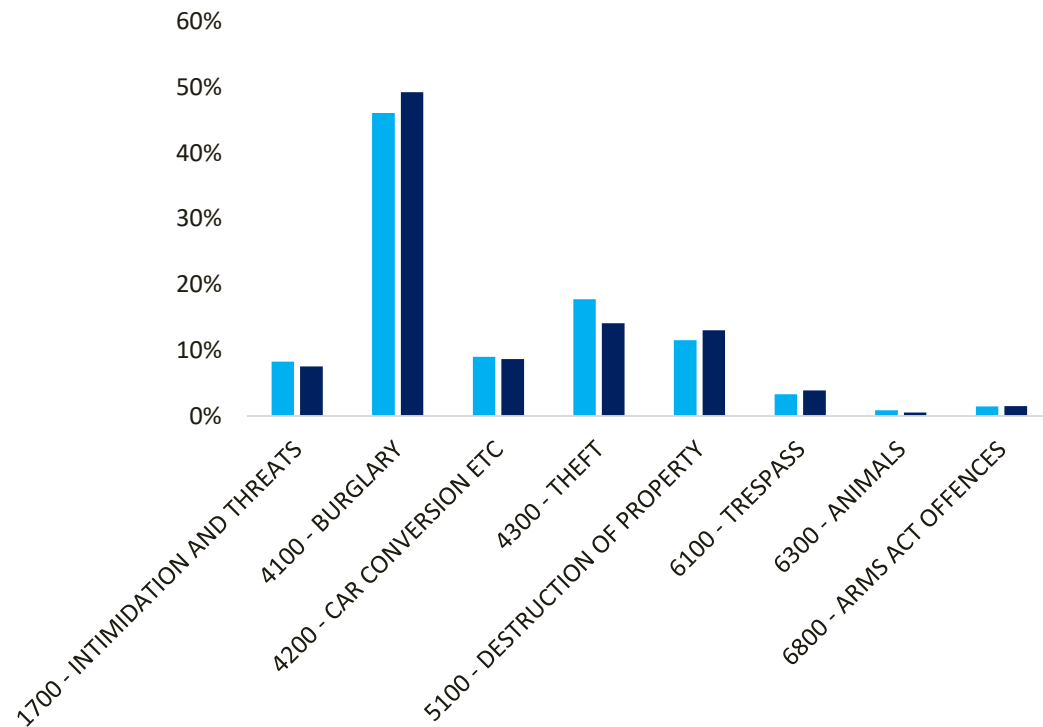


Scenes of rural burglary and thefts in rest of New Zealand March 2017 – February 2021

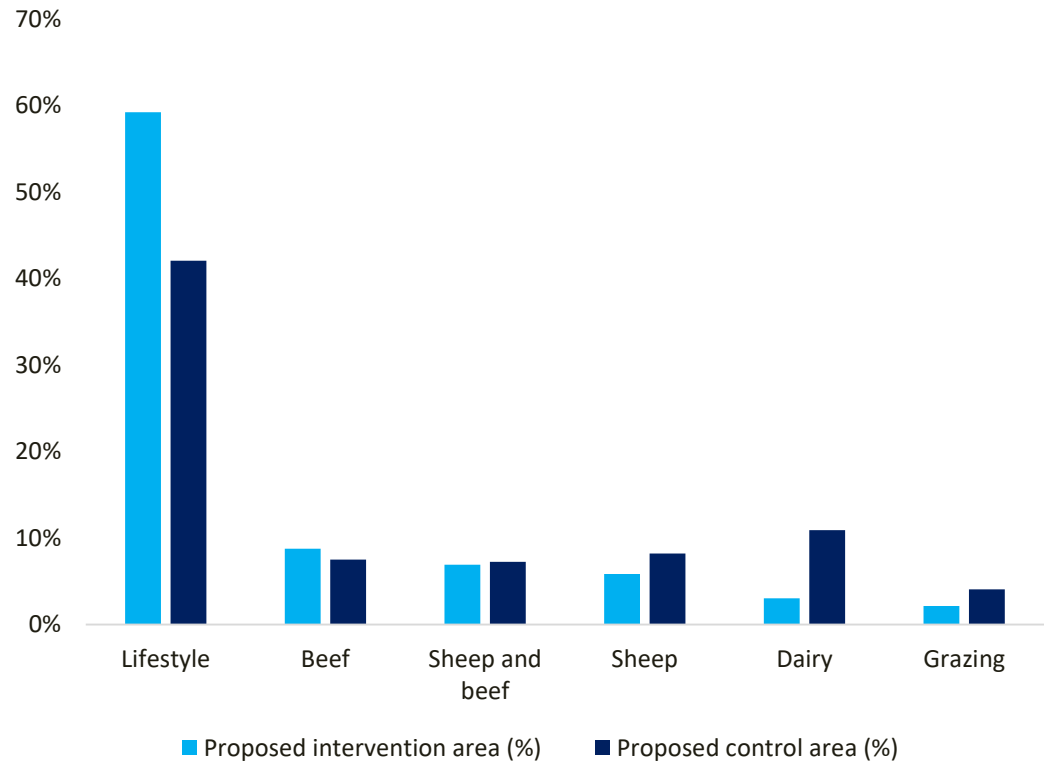


Intervention vs control areas

Offences and incidents in North and Mid-South Canterbury
March 2017 – February 2021

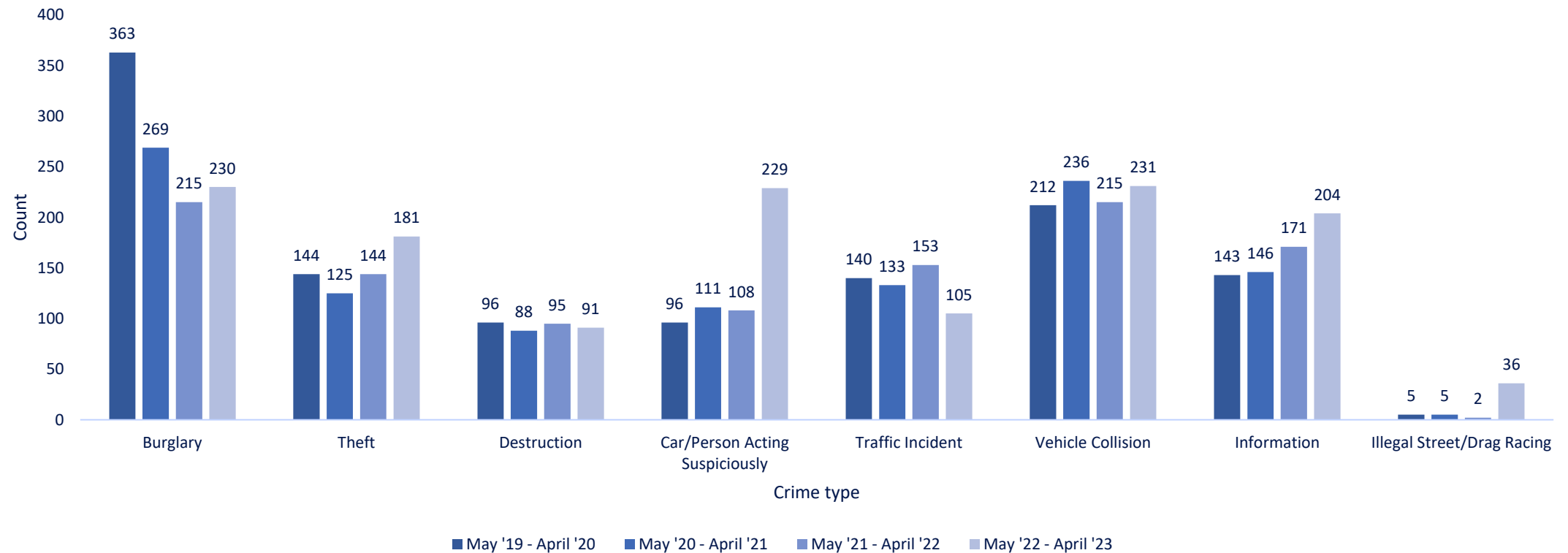


Rural property types in North and Mid-South Canterbury (2021)



Crime trends

Crime and suspicious behaviour reported to Police through all reporting channels May 2019-April 2023



All reporting channels

Reporting crime

Rural Lookout Reports North Canterbury



Offence and incident types reported via the Rural Lookout App

