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**THE TILLEY AWARD 2001
VEHICLE CRIME AWARENESS INITIATIVE
A PARTNERSHIP BETWEEN
GREATER MANCHESTER POLICE,
DIRECT LINE INSURANCE
AND NCP MANCHESTER LTD
COMPILED BY PC STUART J PIZZEY
GREATER MANCHESTER POLICE**

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--Summary,

Home Office statistics indicate that vehicle crime accounts for one-fifth of all crimes recorded by the Police. Although the number of crimes reported have been falling steadily since 1992, around 375,000 vehicles are stolen every year and just under 670,000 reports of theft from motor vehicles are recorded.

Vehicle crime affects many of us and can bring misery and despair. This is reflected in the target set by the Prime Minister, Mr Blair MP, for a 30% reduction in vehicle crime by March 2004.

Manchester city centre is no different than any other major city or town centre in that both workers and visitors opt to use private vehicles to commute to the city centre with over 142,000 vehicle movements per day in and around the city centre of Manchester. Coupled with the facility for in excess of 25,000 parking places per day available for the motorist to leave vehicles unattended, the opportunity for crime is increased.

This creates a policing issue for the city centre, and a resource issue for the senior management team responsible for policing the A3 sub-division.

This particular initiative focused on the seasonal problem created on the run up to Christmas.

The increased use of motor vehicles by visitors to the city centre to prepare for Christmas and for Christmas shopping ensures an increase in vehicle movements within the city centre car parks takes place and more vehicles are left unattended with valuables and shopping. Therefore an increased opportunity for vehicle crime results.

This initiative was a true partnership, with Greater Manchester Police, Direct Line Insurance and NCP Manchester Ltd working closely together to create an operation which would help achieve three key objectives.

- Increased crime awareness
- * Public reassurance
- * Crime reduction

To achieve these objectives an operation was created;

- To provide for a visible physical resource to be made available to 'greet' drivers as they entered car parks within the city centre.
- * To be offered crime awareness advice literature relating to vehicle crime.
To ensure the resource would have a form of radio contact with the city centre CCTV control room, and the Police.
- * To work closely with the car park operator.
- * To have the resource flexible as to the areas to be patrolled ! covered.

Funding was provided by Direct Line Insurance and this facilitated the use of private security personnel to wear High Visibility jackets greeting motorists and 'patrolling' car parks at the same time handing out crime awareness literature for a sustained period of 13 days, from Monday 11th December 2000 and Saturday 23rd December 2000.

The use of Police Crime Pattern Analysis to anticipate and respond to crime trends for effective deployment of security staff.

The use of NCP Manchester Ltd to provide up to date intelligence relating to all car parks within the city centre.

This operation was highly successful.

NCP Manchester Ltd vehicle movements for the period when the security operatives were patrolling on the car parks targeted were totalled as 186,134.

Other selected car parks targeted and patrolled, other than NCP Manchester Ltd property and other on street vehicles where the drivers were offered advice and supplied literature, were estimated at 18,000 for the same period.

Total vehicle crime on the car parks for these time periods were recorded as;

Theft of Motor Vehicles;	Nil
Theft from Motor Vehicles;	6.

An additional outcome of the initiative was a 20% reduction on Direct Line Insurance claims for the area for the corresponding period for the previous year.

This partnership was unusual and unique and appears to demonstrate that effective targeted patrolling of normally crime hot spots and areas of high opportunity for crime have resulted in achieving the key objective of this operation.

- * Increased crime awareness
- * Public reassurance
- * Crime Reduction.

Objective of the Initiative :

The objectives of this initiative for all the partners was to achieve;

- 1, **Increased crime awareness**
- 2, **Public reassurance**
- 3, **Crime reduction.**

Manchester city centre, as with many other town or city centres, has a common crime problem that is vehicle, crime.

Both the theft of and from motor vehicles continues to **be a** problem which causes misery and financial loss to many. Vehicle crime is addressed using a variety of methods including intelligence led policing which in turn leads to overt policing tactics, covert policing and working closely with the car park operators.

As the Christmas period approaches the number of vehicles attending the city centre increases, the number of vehicles using public car parks increases and the likelihood of property of high value being left in unattended vehicles increases.

This increased potential for auto related crime was recognised and a strategy was created to deal with the potential problem and formed part of an overall operation named Operation Yuletide.

Operation Yuletide had a number of sub-strategies which were set to deal with the following issues.

- * Shoplifting
- * Auto crime
 - Thefts from handbags
 - Begging
- * Unauthorised ! bogus street traders
- * Truancy
- * Traffic congestion.
- * Robbery
 - Theft from person,
- * Assaults
- * Licensing offences

As can be seen auto crime featured in the overall operation.

The problem of auto crime, which was highlighted in conjunction with NCP Manchester Ltd and Direct Line Insurance, were identified;

Looking at Police crime pattern analysis to identify seasonal increa

NCP Manchester Ltd intelligence / incident cogs

Direct Line Insurance claims

The key element being that. the emphasis was on crime reduction.
Following on from many months of planning the concept of a Christmas initiative was formed.

Direct Line would provide funding to facilitate the provision of a resource of ten operatives for deployment by the police to,act as welcor,. ---hosts on selected car parks again identified by the police for an agreed period;

The operatives would be required to wear high visibility jackets, bearing the logo of Direct Line Insurance,

Direct Line would also fund a unique crime awareness leaflet to be issued by the operatives to motorist as they entered the car parks covered.

The operatives would parade on at the police station for car park assignment and to collect a communications device.

The operatives would perform 10 hour shift for the duration of the initiative.

Direct Line Insurance selected Project Security Ltd to be the resource and each member was equipped with a high visibility jacket baseball cap and umbrella all bearing the logo of Direct Line Insurance.

Direct Line Insurance also funded a leaflet to be used as part of the initiative;
"Bought in Manchester, Stolen in Seconds"
120,000 were produced.

The security personnel were paired up and issued daily with duties by police operatives from the Operational Policing Unit of Bootle Street Police Station. They were also issued with a Storennet retail radio to link the operatives with the CCTV control room (and the Police who also have officers who carry the radio.)

The car parks were identified by intelligence led policing approach and in view of the large number of car parks owned and operated by NCP Manchester Ltd, the operations director of NCP Manchester Ltd was also involved in the initiative giving information and intelligence to the Police and acting as a liaison between car park staff and the security personnel as they patrolled the car park.

The actual cost of initiative to supply the security staff, the clothing and leaflets was borne by Direct Line :insurance.

Staff costs; At £15 per hour per guard at 10 hours per shift = £150.00p
13 days = £1,950.00p per guard for the duration of the initiative.
Ten guards at £1,950.00p = £19,500.00p
Police support supplied via normal policing duties under Operation Yuletide.
NCP Manchester Ltd. Staffing as per the normal tour of duty by the company.

Clothing; Ten High Visibility jackets, Ten Umbrellas, Ten Caps; Cost £1500.00p

Leaflet; 120,000 "Bought in Manchester, Stolen in Seconds" A6 sized leaflets;
Cost; £1,500.00p.

Implementation.

At the commencement of the operation all the key figures gathered for a briefing held at Bootle Street Police Station.

Inputs were given by the police to the security staff on issues of public safety, the use of the storenet radio, terrorism and the nature of the initiative.

NCP Manchester Ltd gave health and safety advice for the security staff for when they performed duties on NCP Manchester car parks.

Direct Line Insurance reminded the security staff that they were acting as 'ambassadors' on behalf of the company whilst wearing the high visibility clothing provided for the operation.

Direct Line also reminded the assembled that the purpose of the initiative was to raise public awareness to the problems of auto related crime by being high profile and to promote crime prevention.

The staff were not provided to be used to target and become involved in the identification of offenders, and the bringing to justice such offenders unless they had no option.

To ensure the efficient running of the initiative the Crime Reduction Advisor acted as the main liaison between the security staff and the police. With the OPU sergeant collating and monitoring any reports crime and trends throughout each tour of duty.

Each morning the security supervisor would be given tour duties for the staff for the following day and patrol duties for that day for the car parks to be covered.

The staff would also be issued with a storenet radio each morning which would be returned each evening, together with any intelligence.

Quantities of the leaflet would be collected from the police station each morning and split amongst the staff. (quantities would be left at NCP Manchester Ltd car park offices.)

A storenet radio would be lodged in the OPU so assist in communicating with the security staff to redeploy if the need arose based upon up to date intelligence.

Close liaison within the OPU and NCP Manchester Ltd ensured that the car parks identified were the most suitable for the operation based upon number of vehicles used and reports of crimes etc.

The use of other police resources such as the Tactical Crime Unit, the Divisional Traffic Unit were therefore used to target other areas more effectively.

The use of up to date evaluation and the deployment of the staff to a number of car parks ensured that the interest and enthusiasm of the security staff was maintained.

Assessment.

This initiative was a success.

All partners involved in this thought that the strategies adopted and implemented had worked.

Working closely with NCP Manchester Ltd vehicle movements on the NCP car parks covered by the patrols at the times that they were being patrolled were identified. This enabled the analysis to reflect an accurate picture of the total vehicle numbers involved.

NCP Manchester Ltd vehicle movement figures for the 13 day operation amounted to;

186,134

Vehicle movements on other car parks were estimated at **18,000.**

Therefore total vehicle movements amounted to **204,134.**

These figures do not take into account on street vehicles the security staff passed and handed the motorists the crime advice literature as they moved between car parks etc.

The total vehicle crime for the Sub Division for the period of the operation stands at;

Theft of Motor Vehicle	22 reports
Theft from Motor Vehicle	43 reports

The total vehicle crime for the Sub Division on the car parks covered at the times as per the duty sheets during the initiative stands at;

Theft of Motor Vehicle	Nil
Theft from Motor vehicle	6

Conclusion.

These figures are very encouraging and represented a trace percentage of crime for the period concerned when the number of vehicles movements are taken into consideration.

Since no previous operation of this kind has taken place no comparison figures have been produced, however Direct Line Insurance have since reported that a **20%** reduction in claims for the same period of time within the city centre were recorded.