

FRONT PAGE

ACTIVE CHANGES

CRIME and DISORDER REDUCTION PROJECT

SOUTH YORKSHIRE POLICE

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Project Title: ACTIVE CHANGES

Summary

Throughout the last decade it has been established that the rise in youth nuisance, and youth crime has greatly impacted on community fear directly affecting the quality of life, consequently stretching Police resources.

Previous experience has demonstrated that purely enforcing the law has not only been staff and time intensive, but merely serves to displace the problem from one area to another. Consequently a long-term solution was required. Together with our partners we identified that a generic approach was needed in which we would also be mindful of related health issues such as apathy towards healthy activities, youth obesity, mental health, combating deprivation and promoting social inclusion.

A number of sources of information assisted to evidence and define the problems. For example Police incident logs showed an increase in youth nuisance, particularly during the school holidays. Health Authority figures demonstrated poor health issues in the area. The extensive Objective One work greatly underpinned our assumptions re economic deprivation in the area. The Barnsley Community Safety Strategy, Force and District Plans, and the HMIC report "calling time on crime" provided the overarching aims of this project.

Our response was to bring our partners together to develop a strategy that provided a comprehensive alternative to the illustrated unsociable trends by providing healthy activities during the school holidays that are;

Affordable, accessible, interesting, challenging and attainable.

The impact of this project was measured from its inception with a targeted survey of children from years five and six to identify their needs and desires. We were able to compare the numbers of young people attending the holiday programmes at the relevant Barnsley Premier Leisure venues. The E-District crime analyst measured the falls in the youth nuisance incidents during the project, utilising our internal systems. To fully evaluate the project after event sessions were conducted in the schools who participated in an effort to identify any areas of strengths and weaknesses in order that the plan could evolve. This process was enhanced by disseminating the many letters of thanks that we received from the young people who attended and the letters from those who didn't attend but wished to be informed of the next event.

'ACTIVE CHANGES' has shown that it is a sustainable project having recently completed its third successful programme with further events planned for future holiday periods.

PROJECT DESCRIPTION

Introduction

Project 'ACTIVE CHANGES' was devised in order that we could make a significant impact towards the reduction of youth nuisance and anti-social behaviour committed by young people during the school holidays. This scheme would also address other directly related issues such as community fear, youth boredom, deprivation, social exclusion, youth obesity and mental health.

Scanning

The problems of youth nuisance and anti-social behaviour are not new to the Police service and as such it is difficult to know where the first seed for this project came from. This aside the project is based upon a wealth of information gleaned from many different sources. Although as a service we keep and maintain figures on such issues the early warning signs nearly always originate in the local communities, and that is certainly the case with 'ACTIVE CHANGES'.

The award winning Grimethorpe Neighbourhood Watch Group, who meet weekly, are certainly a good barometer to emerging local issues. They had noticed that due to varying pressures upon statutory and voluntary youth organisations the school holiday programmes were not as successful as in previous years. This leading to a huge drop in numbers of young people attending the activities. Information regarding these projects was sourced at this local level.

The Parish Councils and local Community Partnerships had also seen a rise in the trend of nuisance incidents during the school holidays and duly reported these facts to Community Safety Officers at their respective meetings. Area Forums were also important in identifying and confirming the anecdotal evidence of Police beat officers regarding this trend.

In addition to the rise in related incidents during these periods there was also a rise in the number of letters and phone calls of complaint from the public.

Conversely we noted a lack of use of the Bamsley Premier Leisure facilities during these periods (see appendix).

As outlined this served to confirm the views of our beat officers who reported increased incidents and Conrad messages, which was corroborated by the figures supplied by the District crime analyst.

Liasing with our partners assisted us to access information regarding social and economic depravation and related health problems in the area (see appendix). The Community Safety Partnership provided the Community Safety Strategy Document, which together with our Force and District Plans and the H.M.I.C. report "calling time on crime" provided the overarching aims of the project.

ANALYSIS

To start this process the District crime analyst was tasked to evaluate our internal information on youth nuisance for the District using incidents and crime figures. As anticipated the statistics concurred with beliefs that the incidence of youth nuisance did in fact escalate during the school holidays. This identified the local areas most affected by these issues (see appendix).

Demographics confirm these findings with the figures corresponding to the areas with the greatest economic and social depravation, as illustrated by the statistics generated for the South Yorkshire bid for Objective One funding (see appendix).

It is also of noted that the targeted area is supported by the Single Regeneration Budget, which in turn funds associated projects that support regeneration. In particular, the teenage health project managed by Ann Toy, and funded by S.R.B.5, an important partner in the scheme. Its core business being teenage health improvement and a capacity to fund other projects. It was this partner that provided the relevant health figures (see appendix) that evidence the fact that poor health and social and economic depravation coincide.

It is at this stage that the correlation between crime/nuisance, poor health and the greatest deprived areas can be made.

The Community Safety Strategy was shown to support our intention to divert youth nuisance as it linked such problems with increases in community fear. The Community Safety Audit asked the question, " Does the fear of crime affect how you carry out, your day to day lives". 92% of people responded "yes". It also concluded that "anti-social behaviour, stopping short of breaking the law, can be intimidating, and contributes to the fear of crime".

Having established;

- 1) that youth nuisance rises during the school holidays,
- 2) this behaviour is most prevalent in the most deprived areas, and
- 3) disproportionately ties up Police resources.

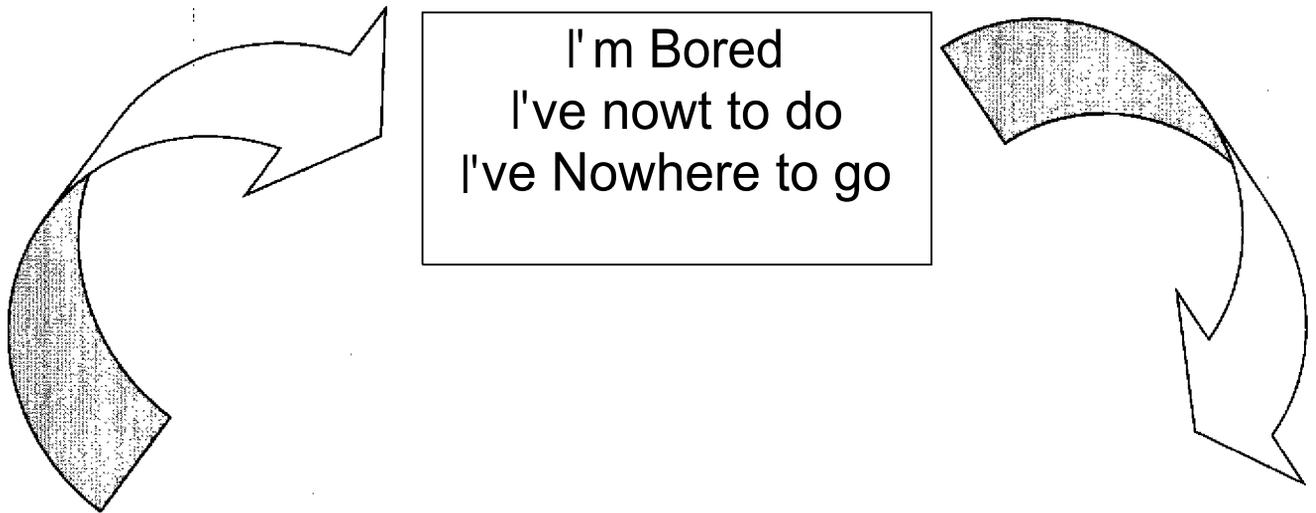
Therefore it was clear that a different approach was required, which took account of early intervention into the young peoples lives, promoting an attitude of social inclusion and moral responsibility. In order to achieve this the age range of our target audience was set at 8yrs to 13yrs. This approach was supported by the HMIC report " calling time on crime" which was shown to endorse our view that merely enforcing the law serves only to displace a problem from one area to another.

An analysis of other diversionary projects was conducted in the targeted communities; these include the summer play scheme run by the Grimethorpe Activity Zone and Grimethorpe Neighbourhood Watch Group. This evidence showed that young people were not attending in the numbers that they did in previous years. Evidence unearthed resistance to the current location of the organisation and the activities on offer as well as a lack of knowledge as to the activity's' existence.

The District's main sports and leisure facility provider, Barnsley Premier Leisure, who were also running school holiday programmes, similarly had problems attracting young people through their doors in sufficient numbers to effect changes in entrenched youth behaviour (see appendix). It was therefore apparent that if 'ACTIVE CHANGES' was to succeed then these issues would have to be addressed, and an effective marketing strategy initiated, that would not only promote the scheme to young people, but also inform our communities of our aims and objectives

Forums were arranged between South Yorkshire Police, Barnsley Premier Leisure and Ann Toy of the Teenage Health Project. These sessions concentrated on how to maximise BPL facilities whilst providing interesting, varied, affordable, accessible, challenging and attainable activities.

We analysed what each organisation could contribute to make the scheme work and the problems jointly, to discover the varied operational issues. Central to the discussion were staffing and funding issues. From the Police perspective the project would be in the hands of a few Community Safety Officers, the rationale being that if the scheme did in fact reduce youth nuisance incidents then this would free up the time of the beat officers. These officers were also the best for such operations as they were already known and respected in the local areas and possessed the necessary community facing skills. The BPL organisation would have to increase their staffing levels for such activities and therefore it was imperative to increase the numbers of young people attending in order that this should become cost effective. From these forums came the framework of 'ACTIVE CHANGES'.



Resources
Funding for
admission/activities
Transport
Commitment of staff
Time
Schools

objectives

- Health issues of kids
- Provide some interest
- Provide somewhere to go
 - Build relationships
 - Influence standards/behaviour



The funding of the project was seen as important and avenues were sought to address this issue. It was known that finance was available from South Yorkshire Police from the 'partnerships with young people budget', and that the Teenage Health Project would support the scheme. However at this stage we did not have all the information about the young peoples needs and desires, and therefore could not finalise a detailed expenditure plan. Therefore it was agreed that a customer survey was required.

RESPONSE

As decided during the analysis stage the project would have to consult the end users, the young people, as to their needs, wants and desires, to ensure a successful programme. As a result a simple survey was created and distributed throughout the target age range, 8yrs to 13yrs in the schools in the Cudworth, Shafton, Brierley and Grimethorpe areas of Barnsley. These areas were selected, as they were broadly representative of other areas of Barnsley that were greatly deprived as per the social and economic indices (see appendix). The survey was valuable on two counts. Firstly, it gave us an insight into why other projects were failing, with the ability to alter our approach. Secondly, it was seen as a platform on which to build our marketing in the area. Two Community Safety Officers who were chosen to conduct the survey. They also possessed the necessary skills to present, promote and generally market the project.

Although the survey was a response to the forum meetings the results were taken back to the partners for further analysis. The information broke down into two main areas of concern, transport and affordability, with the need for interesting activities also being noteworthy (see appendix). With accessibility and affordability being the major issues the need for revenue funding was crucial.

The main passenger transport company in the area, Yorkshire Traction, was approached but had to be discounted due to their proposal being economically unsound. Therefore an alternative was sought with Dial a ride/Community Transport. This provided us with a credible solution to the problem as this organisation was SRB funded and could offer us the service at a reduced cost.

The payment for this service was funded by the Police through the 'partnerships with young people budget' to keep the initial costs to the young people down to a minimum, thus enhancing the marketing package.

Efficient routes for the buses were compiled and pick up/drop off points listed.

The BPI_ staff, in consultation with the partners, produced a programme of events for the five consecutive weekdays of half term holidays for October 2000. BPL created an expenditure plan that accounted for the external funding and internal costs. For the purposes of clarity we will now concentrate on the Dorothy Hyman Stadium, Cudworth programme, as this was the target area for the initial survey.

It was decided that the programme would consist of five activities and that the young people would rotate between them with a break for lunch (provided from home). The activities were lacrosse, football, rugby, athletics and indoor games (team building).

The lacrosse was delivered by a Community Safety Officer who was fully trained as a coach, at an in kind cost to South Yorkshire Police. This sport was chosen as it had recently been delivered in the local schools as part of a development programme, and proved to be highly enjoyable with the young people.

A coach bought in by the Teenage Health Project; again allowing the costs to be absorbed by a partner organisation delivered the football sessions.

Rugby was still developing in the area and so the rugby development officer was very keen to participate in the project.

Both the indoor **games and** athletics were provided by BPL at a cost to that organisation.

Realising that as this was a new scheme and would therefore require an extra push in the marketing arena presentations were given in schools three weeks before the event.

The two Community Safety Officers who had delivered the initial survey again visited the same schools and gave an exciting insight into the week of activities.

Leaflets produced by BPL showing the activities, times and dates, cost, bus/travel information, a parental consent slip and other associated information (see appendix) was given to each child. They were told that if they wished to attend the event then they must obtain their parents consent, recorded on a tear off slip. This slip also contained transport preferences, allowing us to regulate vehicle capacity issues beforehand. Likewise this action allowed all partners to pre plan staffing levels.

The Community Safety Officers revisited the schools on a regular basis to collect the completed forms and re motivate the project.

The projects profile was enhanced by pre-emptive stories about the event in the local newspapers such as the Barnsley Chronicle and the Barnsley Independent (free paper). These stories would continue throughout and after the programme to assist in the perpetuation and sustainability of the project.

Posters were created and placed in prominent positions in all BPL sites, local shops, local public buildings and schools.

The Parish Councils and Community Partnerships and the statutory and voluntary youth organisations were informed of the project and its aims and objectives, together with an invitation to send young people to the programme.

The cost of the event was set at £10 per child for the week. This price could be broken down into £2.50 per day units. As this was the initial or pilot scheme it was decided that these prices would be subsidised by the Teenage Health Project to stimulate interest in this very deprived area. The subsidised pricing structure, available to all, was £5 per child for the week or £1.50 a day.

Although 'ACTIVE CHANGES' was originally a Police idea by this stage it was clear that it had now become an equal partnership project.

Assessment

Assessment and evaluation of the project was split into two distinct sections. The initial evaluation took place during the programme itself. The second phase of the evaluation is an ongoing programme, where we have striven for greater perfection and sustainability through allowing the project to evolve.

Phase one

During the programme the names, addresses and telephone numbers were collated on a daily basis in order that we may compile a database of information, of the young people who attended and on which days. This allowed the construction of plans for future programmes and be in a position to anticipate numbers and provide appropriate staffing levels. It is understood that this database will grow in effectiveness as inputted information increases.

The activities/ sports were continually assessed by the relevant coaches and amended to suit the mood of the particular group on the day in question. This coaching flexibility maintained the interest of the young people throughout the week and built into future programmes. Another area of variable change that was constantly assessed was the weather. We were aware that the weather could play a large part in customer moral. A regular check on this issue,

before and during the event gave us the ability to plan ahead and mould the activities accordingly. This flexibility and continual assessment is best

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demonstrated by our actions on the final day of the programme. During the programme we had noticed that the weather reports were predicting very wet conditions for the end of the week. This enabled us to make arrangements for more indoor activities for Thursday, which as things unfolded were not required. For Friday we arranged to take the group to the BPL Metrodome site in Barnsley Town Centre to utilise the swimming pools and Space Adventure fun tubes. To enable this to happen we had to reform the use of the transport to move the young people from one site to another. Staffing was re arranged to provide escorts and the database was utilised to recognise which of the young people who were going swimming and those who were staying behind for dry side activities. In as such we could account for and supervise every child at every stage of the process.

The issue of transport was also evaluated during the programme and assessments were made regarding the pick up/ drop off points and timings. Where improvements could be seen they were made. This may have meant merely moving a pick up point by 50metres, but if that was important to the young people/parents that change was made.

Throughout this stage of the programme the District crime analyst was reviewing youth nuisance incidents.

It was arranged for the press to attend the event and subsequently report a positive story and thus engender positive feelings within the communities. This was seen as valuable with regards to sustainability.

Phase two

At the conclusion of the initial programme the young people were gathered together and asked a number of questions that would help with our evaluation of the event. Lacrosse came out as the sport that most interested them with athletics coming a close second. These results were surprising as we all thought that football would top the vote. We put the success of the two sports down to the enthusiasm and experience of the coaching staff. When asked the question "If we ran another event would you come", the overwhelming answer was "yes", (evidence contained in letters of support).

These results were confirmed by the later anecdotal evaluations conducted by the Community Safety Officers in the schools.

The statistics showed that substantially more young people used the programme than had used the solely BPL play scheme at the corresponding time a year before.

The youth nuisance figures collated by the District crime analyst showed a fall in the anticipated number of incidents for this time of the year (see appendix).

The evaluation continued at the next meeting of the partners where the project as a whole was discussed and improvements sought.

It was agreed that five consecutive days of exhausting sport was too much for some of the youngest children and this in turn led to some children missing some of the days. In response we decided that the Wednesday of the programme should be down scaled and contain more indoor entertainment and maybe a film that could be shown on the centres 'Sky' equipment.

Contingencies for inclement weather were also high on the agenda and provisions were made for more active indoor activities should the need arise.

The swimming/ fun tube day at the Metrodome was a huge success and this day was to be scheduled into future programmes. It was clear that this activity grabbed the attention of the young people and would be important if we were to sustain the project. To solidify the safety in the movement of the young people from site to site identifying badges were produced.

Transport was identified as being a major reason why the young people did not access the sporting facilities or other activities. Consequently it was decided to increase the size of vehicle we used from mini buses to a 52-seat coach. This would allow less pick up/ drop off journeys and therefore save on staff time and cost. The anticipated increased numbers of young people accessing the programme would balance these costs. The pick up/drop off points and times were again revisited, lessons learnt and future programmes amended.

The provision of transport was the greatest expense of the project. To combat this position it was agreed to seek funding to buy two mini buses to be run by BPL for this and other planned community projects. In addition the downtime of the vehicles would be utilised by other community groups and schools, thereby promoting the 'ACTIVE CHANGES' project.

Funding was also seen as an important factor if the scheme was to continue to be successful. The two major areas of influence being transport and subsidising entry fees. The Teenage Health Project agreed to continue to support the project and assist with these costs. However it should be noted that the overriding aim is for the project to become self-sustaining. This will be

achieved by market forces gradually raising the entry costs and reducing expenses by utilising the self-funded development coaches.

The success of the project has been continually reported to the Parish Councils, Community Partnerships and Area Forums, where it is cascaded to the public at large.

'ACTIVE CHANGES' continued to attract press attention even after its initial programme had concluded, with articles in the Barnsley Chronicle, Barnsley Independent and the South Yorkshire Police community newspaper 'Serving You'.

Equally important was the commitment and abilities of the staff from all agencies involved. This showed in the delivery of the sports and more so with the preparatory work done by the Community Safety Officers in the schools.

'ACTIVE CHANGES' has recently completed its third programme and we are happy to report that the user numbers have risen each time (see appendix). This is especially good as the programmes have been held in the winter and spring months when we would have anticipated falls in attendance due to weather problems and apathy associated with dark days. All the evidence points to the fact that the project is achieving sustainability as it evolves and grows, with future projects already in the pipeline for the lengthy summer holidays.

'ACTIVE CHANGES' promotes and sustains a change in health, a change in lifestyle and a change in behaviour.

APPENDIX

Index of Multiple Deprivation. 2000 (IMD 2000)

(Produced by Oxford University for the DETR)

Ward Ranks

	IMD 2000 Ward Rank	Health Domain Ward Rank	Employment Domain Ward Rank
English Average	4,207	4,207	4,207
Barnsley Average	1,285	803	983
Brierley Ward	389	146	306
Cudworth Ward	524	228	393

Note: There are 8,414 wards in England

District Rank

Barnsley Borough - Average of Ward Ranks = 16

There are 354 districts in England

% Deprived of Employment 1998

Great Britain	11.5%
Barnsley Borough	20.6%
Brierley	25.5%
Cudworth	24.0%

Deprived of Employment = People aged 16-59 who are either unemployed, on Government training schemes or are long term sick.

The denominator for the percentage rate is people aged 16-59 who are economically active or long term sick.

Miles Crompton
Planning & Transportation Service
Barnsley MBC
25.4.01

DOROTHY HYMAN SPORTS CENTRE

HOLIDAY PROGRAMMES

COMPARISONS

<i>HOLIDAY PERIOD</i>	<i>NO. OF CHILDREN ATTENDING</i>	<i>NO. OF CHILDREN ATTENDING</i>
<i>OCTOBER HALF TERM</i>	1999	2000
	56	419
<i>FEBRUARY HALF TERM</i>	2000	2001
	26	422
<i>EASTER</i>	2000	2001
	105	529

**BARNSLEY PREMIER LEISURE (IN ASSOCIATION WITH SOUTH YORKSHIRE POLICE)
DOROTHY HYMAN SPORTS CENTRE
QUESTIONNAIRE RESULTS**

Jill Ganley, Steve Maddocks, Martin Bancroft

SCHOOL AND NUMBER OF QUESTIONNAIRES COMPLETED	NUMBER OF CHILDREN WHO HAVE VISITED CENTRE BEFORE	NUMBER OF CHILDREN WHO HAVE NEVER VISITED CENTRE BEFORE	NUMBER OF CHILDREN WHO HAVE NEVER HEARD OF THE CENTRE	MAIN REASON FOR CHILDREN NOT VISITING THE CENTRE	MAIN SPORTING ACTIVITIES CHILDREN ARE INTERESTED IN	NO. OF CHILDREN WHO SAID THEY WOULD USE THE CENTRE IF TRANSPORT WAS PROVIDED
<i>Milefeld School (Grimethorpe) Ages 9 & 10. No completed - 24.</i>	13	11	0	Transport	Football and running	Yes - 24, No - 0
<i>Brierley Primary School Ages 7, 8 & 9 No. completed - 55.</i>	13	42	12	Transport and distance	Running, swimming, football & tennis	Yes - 38, No - 17
<i>Ladywood Jr School (Grimethorpe), ages 7,8, 9 & 10. No. comp - 113</i>	28	85	22	Transport, cost and didn't know where centre was	Football, running and swimming	Yes - 60, No - 53
<i>Birkwood Primary School (Cudworth), ages 9 & 10. Number completed - 56.</i>	33	23	0	Not allowed/ parents too busy , to take them	Swimming, football and running	Yes - 38, No - 18
<i>Shafton Primary School, ages 8, 9 & 10. Number completed - 74.</i>	41	33	6	Cost and transport	Running, football, swimming, cricket and tennis	Yes - 65, No - 9
<i>Churchfield Primary School (Cudworth), ages 10 & 11.. No comp. - 27.</i>	27	0	0	N/A	Football, rounders, running and cricket	Yes - 27, No - 0
<i>Pontefract Road School (Cudworth), ages 7, 8, 9 & 10. No comp. - 106.</i>	88	18	0	Cost and time to go (other after school activities)	Football and running	Yes - 90, No - 16
<i>Willowgarth High School (Grimethorpe), ages - 11. No. completed - 76</i>	54	22	2	Transport, cost and not sure of which bus to catch	Tennis, football, athletics and swimming	Yes - 61, No - 15

YOUTH NUISANCE ON CAR BEATS 71 AND 72 FROM 1910212001 - 2310212001

Easting	Northing	Inc No	Date	Time	Day	Type	Result	Street	Area	City	Car Beat
441679	408709	800	19-Feb-01	16:09	MONDAY	YOUTH NUISANCE	YOUTHS - NUISANCE	NANCY ROAD	GRIMETHORPE	BARNLEY	72
439115	409438	440	20-Feb-01	12:20	TUESDAY	NUISANCE MOTORCYCLE	YOUTHS - NUISANCE	SILVERSTONE AVENUE	CUDWORTH	BARNLEY	71
439145	410060	465	20-Feb-01	12:41	TUESDAY	NUISANCE YOUTHS	YOUTHS - NUISANCE	PONTEFRACT ROAD	CUDWORTH	BARNLEY	71
441194	408945	24	20-Feb-01	00:26	TUESDAY	SUSP YOUTH	SUSPICIOUS BEHAVIOUR	KING STREET	GRIMETHORPE	BARNLEY	72
438683	409147	45	22-Feb-01	00:51	THURSDAY	YOUTHS SET BIN ON FIRE	SUSPICIOUS BEHAVIOUR	BARNLEY ROAD	CUDWORTH	BARNLEY	71
439105	409232	1269	22-Feb-01	21:20	THURSDAY	YOUTH NUISANCE	YOUTHS - NUISANCE	BELLE GREEN LANE	CUDWORTH	BARNLEY	71
441060	409000	1061	23-Feb-01	19:12	FRIDAY	NUISANCE YOUTHS	FIRE	NEW STREET	GRIMETHORPE	BARNLEY	72
439624	410597	1279	23-Feb-01	21:35	FRIDAY	KIDS IN KIOSK	NOT AN INCIDENT	PONTEFRACT ROAD	SHAF T ON	BARNLEY	71