

## Tilley Award 2006

### 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 and within the word limit. Failure to do so could result in disqualification from the competition.

Completed application forms should be e-mailed to Tricia Perkins; [patricia.perkins@homeoffice.gsi.gov.uk](mailto:patricia.perkins@homeoffice.gsi.gov.uk)

All entries must be received by noon on Friday 28th April 2006. No entries will be accepted after this time/date. Any queries on the application process should be directed to Tricia Perkins on 0207 035 0262. Any queries regarding other aspects of the awards should be directed to Michael Wilkinson on 0207 035 0247 or Lindsey Poole on 0207 035 0234.

Please tick box to indicate whether the entry should be considered for the main award, the criminal damage award or both;



Main award



Criminal Damage Award



Both Awards

#### 1. Details of application

Title of the project – Peterborough Evening Partnership (PEP)

Name of force/agency/CDRP: - Cambridgeshire Constabulary – Northern Division

Name of one contact person with position/rank (this should be one of the authors): - Sally Davies, Community Safety Officer (Police Support Staff) / Joanne Oldfield, Community Safety Manager (Police Support Staff)

Email address: [sally.davies@cambs.pnn.police.uk](mailto:sally.davies@cambs.pnn.police.uk) / [joanne.oldfield@cambs.pnn.police.uk](mailto:joanne.oldfield@cambs.pnn.police.uk)

Full postal address: - Community Safety Unit, Bridge Street Police Station, Bridge Street, Peterborough, Cambs, PE1 1EH

Telephone number: - 0845 456 456 4

Fax number – 01733 424405

Name of endorsing senior representatives(s) – Chief Superintendent Paul Phillipson

Position and rank of endorsing senior representatives(s) – Chief Superintendent, Northern Division

Full address of endorsing senior representatives(s) – Thorpe Wood Police Station, Thorpe Wood, Peterborough, Cambs, PE3 6SD

## **2. Summary of application**

In no more than 400 words please use this space to describe your project. Include details of the problem that was addressed a description of the initiative, the main intervention principles and what they were designed to achieve, the main outcomes of project particularly in relation to the problem, evidence was used in designing the programme and how the project is evaluated.

The partnership, made up of representatives from Peterborough Police, Peterborough City Council, Trading Standards, Licensees and Support Agencies, was formed in March 05 to address the issues arising from alcohol related crime and disorder in Peterborough City Centre.

The following information includes some of the initiatives introduced by the partnership and the reasons for those intervention principles:

- Advertising Campaign (Nightsafe) – the use of posters, information cards and an advertising trailer to promote safe drinking and personal safety messages. Advertising features via local media and Entertainment magazines.
- Sweet Lollipops – handed to customers as they left pubs/clubs at closing time on Friday and Saturday nights – the theory behind their introduction was that if you give people something to do with their hands and mouth, they are less inclined to become involved in altercations. Also encourages dialogue between Doorstaff and customers
- Hand Held Wands – supplied to City Centre pubs and clubs to enable Doorstaff to detect potential metal weapons. Many licensed premises now also conduct pat down searches.
- Signs – supplied to licensed premises to inform customers of random searches and requests for ID
- Drink Detective Kits – supplied to licensed premises to enable bar staff to test a drink if the customer suspects that it may have been tampered with. Accompanied by media campaign to promote personal safety and safe drinking messages.
- Emergency Help Points – four signed telephone kiosks in well lit areas covered by CCTV
- Test Purchasing Programme – introduction of monthly test purchasing programme to highlight on and off-licensed premises selling alcohol to underage persons. Successful prosecutions of Licensees and Sellers.
- Joint Inspection Visits – monthly checks of targeted licensed premises by a multi-agency team to ensure that licensing conditions and health and safety regulations are being met
- Dedicated PEP Website – introduction of website providing personal safety advice, transport facilities, safe drinking messages and the laws etc.
- Improved communications – partnership holds bi-monthly meetings and communicates by regular e-mail bulletins.

### **Outcomes:**

- 19.5 % reduction in night-time Violence Against the Person offences in City Centre
- Increase in shared intelligence information
- Formation of new working relationships

### **Evidence/Evaluation:**

PEP used police statistics and audits to determine our 'target audience' and carried out wide ranging research whilst reviewing best practice and by speaking to existing partnerships.

PEP undertakes focus work amongst customers and is currently the subject of a detailed external evaluation.

### 3. Description of project

Describe the project following the guidance given in no more than 4000 words

The Peterborough Evening Partnership (PEP) was formed 'behind the scenes' in November 2004 and officially launched in March 2005 alongside its advertising campaign, 'NightSafe'. The group was formed in response to a widely accepted need for a multi-agency partnership to tackle the increasing issues arising from alcohol related crime and disorder in Peterborough City Centre during the night-time economy.

Between the period 1/4/04 to 31/3/05, 883 crimes were reported within the Violence Against the Person category from the four City Centre police 'beats'. These figures equated to 16% of the total recorded Violent Against the Person offences for Peterborough. Of these crimes, the highest offence categories related to ABH and Common Assault.

Peterborough City Centre has a wide range of public houses, nightclubs and restaurants located in the heart of the city with the premises ranging from individually owned to corporate venues. Negative media coverage often led to a poor perception of the City Centre, particularly during the evening economy. Whilst considering methods to improve the safety and security of staff and customers, and reducing opportunities for violent crime and anti-social behaviour offences to occur, the partnership was also keen to promote the facilities the City had on offer.

The partnership used Home Office problem-solving techniques including the Problem Analysis Triangle and this approach assisted in gaining a wider understanding of the problems being encountered. This in turn led them to consider possible solutions to address specific problems.

The triangles shown below reflect the partnership's considerations prior to drawing up an agreed plan of action. The action points were subsequently divided into short, medium and long-term initiatives. Whilst some of them will not be referred to in any greater detail throughout this document, they will be the subject of further research and possible future implementation.

#### PAT:

#### LOCATION

Not all licensed premises belong to radio scheme  
Happy hours/multi-drinks promotion  
Volume of people leaving premises at same time  
Lack of police manpower for targeted patrols  
'Binge drinking' culture  
Food outlets concentrated in one area  
Demand for taxi's  
No nightly bus service  
Slow crowd dispersal  
Role of Doorstaff

#### OFFENDERS

Blanket Banning Orders not always adhered to  
Proof of Age/Membership cards rarely requested  
ASBOs not widely used  
Offenders become victims  
Slow crowd dispersal  
Binge Drinking

Violence  
Against the  
Person

#### VICTIM:

Proof of Age/Membership cards rarely used or requested  
Slow Crowd Dispersal  
Binge Drinking

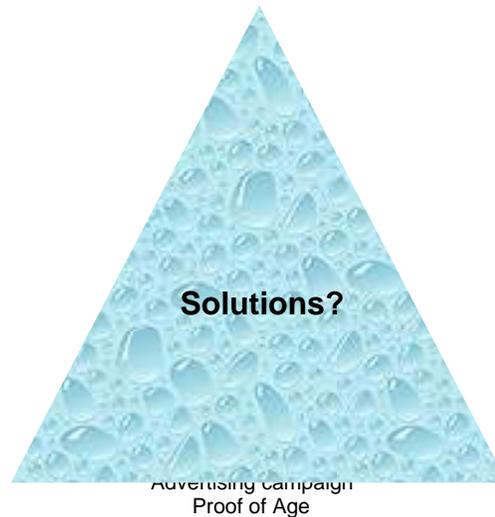
**Possible Solutions?:**

**OFFENDER**

Liaison with management at licensed premises  
Targeted Patrols/Pool night time resources  
Door staff and venue management  
Removing glass from public places  
Promotion of non-drink zones  
Mobile Police Station  
Premises awards  
CCTV – Taxi's  
Chill out hours  
CCTV Room  
Food outlets  
Bus service  
Radio Links  
Taxi ranks  
Helppoints  
Website

**LOCATION**

Offender profiles – age, type, offences  
Banning Orders/Exclusion Notices  
ASBO's/use of media  
Last drink initiative  
Lollipop scheme  
Proof of Age  
Unacceptable behaviour letters



The partnership consists of representatives from Peterborough Police, Licensed Premises, Peterborough City Council, Trading Standards, Support and Advisory Agencies, Taxi Companies, and Late-night food establishments. The licensees have always been recognised as being a major factor in the partnership, as many of the initiatives rely on delivery by a third party, i.e. the licensed premises.

The partnership agreed a mission statement that encapsulated its aims and objectives for the partnership:

**Aim:**

'To sustain a vibrant Peterborough evening and night-time economy that is safe and feels safe for all'.

**Objectives:**

The projects arising from the partnership will seek to deliver positive outcomes against the following objectives:

- To reduce the number of reported alcohol related crimes in the City Centre.
- To promote the provision of safer drinking and safer clubbing in the City Centre, including support services for visitors and staff.
- To work in partnership with the licensed trade to improve management of licensed premises.
- To reduce the fear of crime, including people's perception of drunkenness, disorder and crimes occurring in the City Centre.
- To improve the movement of people around the City Centre, thereby reducing the opportunities for crime and disorder.
- To engage the local media in a positive publicity campaign aimed at promoting the City Centre and reducing the fear of crime and disorder.

### KPIs:

Key Performance Indicators for the Peterborough Partnership are:

- ❖ To reduce violence against a person.
- ❖ To reduce alcohol related incidents
- ❖ To improve and sustain the public's perception of the City Centre

The partnership is managed and administered by a Cambridgeshire Constabulary Community Safety Officer and Community Safety Manager, based in Peterborough. The partnership reports directly to the Peterborough Community Safety Strategy and Performance Management Board.

PEP also works closely with 'CentreSafe, the City Centre's evening radio scheme. The scheme has approximately 30 licensed premises on board and together with the City Centre's CCTV Control and designated Police Officers, its members are in possession of radios that allow them to quickly and easily communicate with each other. This communication and early intervention helps to deter and prevent anti-social behavior during the nighttime economy. CentreSafe are also responsible for administering the 'Banned from One, Banned from All' policy.

LPSA funding has funded the PEP project until March 2008. It has been introduced as a pilot project in Peterborough City Centre, but it is intended that the project be rolled out to other areas of the City. Certainly some of the operations that have been introduced since PEP's formation have already been undertaken in areas outside of the City Centre.

The following information outlines some of the initiatives and operations that have been introduced since PEP's inception:

### LOCATION:

#### **i) Wands / Signs:**

Immediately prior to the official launch of PEP via the local media, the partnership received Home Office funding for an initiative that enabled it to purchase 30 hand held metal detecting wands. The wands were distributed to pubs and clubs in the City Centre and Doorstaff were encouraged to use them as customers entered the premises, in order to detect any individuals carrying metal objects that could potentially be used as weapons. To maximize the benefits, premises were also encouraged to conduct 'pat down' searches of customers, as those helped in identifying persons in possession of drugs etc. The premises were advised to contact the police to request immediate attendance when any individual was found in possession of an illegal weapon or substance.

Additionally, the licensed premises in the City Centre were supplied with external and internal signs for display in their venues to give customers prior notice that random searches and requests for ID were common place.

The initiative has proved to be a success, as very few, if any, of the licensed premises had previously undertaken searches of any kind. Many of the premises have since confiscated a variety of metal objects and drugs and as a result, some now conduct 'airport style' searches whereby customers are requested to empty the contents of their bags and pockets into metal trays before entering the venues.

#### **ii) Test Purchasing Program:**

In November 2004, PEP and Peterborough Trading Standards launched a monthly test purchasing program in off and on-licensed premises. The agreed program meant that for the first time ever in Peterborough, test purchasing operations relating to sales of alcohol to underage persons would be conducted across the City. The operations were considered as a priority in identifying premises where there was a blatant disregard for the law, and/or a lack of staff training and support.

Prior to the first operation, extensive planning was undertaken by PEP to ensure the health and safety of the young volunteers that would be assisting with the operations. During the first phase of the program, the operations were conducted in licensed premises in Peterborough City Centre. During that time, the volunteers achieved successful

purchases of alcohol in approximately 20% of the licensed premises. However, it became apparent from intelligence information and feedback from licensees that sales of alcohol to underage persons were taking place on a larger scale in off-licensed premises/shops. Therefore, the monthly program was alternated with operations conducted at off-licenses and shops situated in communities in and around the City. Successful purchases were achieved in approximately 80% of the premises and for that reason, many of the test purchasing operations have since taken place in off-licensed premises, supermarkets and community shops.

The premises were/are targeted according to intelligence information provided by Police personnel, Trading Standards, Ward Councillors and members of the public.

The licensee/seller is immediately notified when a sale takes place. Where a sale has been refused, the licensee/manager is later sent a letter on behalf of PEP/Trading Standards advising them that they successfully passed a test purchasing operation. The letter serves to acknowledge well managed premises, but also reminds those premises that regular test purchasing operations are in place.

In June 2005, 500+ licensees were sent letters advising them of the test purchasing program, but whilst raising awareness, it also offered assistance for training staff in sales of age restricted products. Following receipt of the letters, sales of alcohol to underage persons decreased to approximately 40% and less.

Since August 2005, PEP and Trading Standards have strived to bring licensees and sellers to justice. Since December 2005, 15 successful prosecutions have taken place, with the licensees/sellers receiving substantial fines and costs. PEP and Trading Standards have requested that the results be indicated on the Police and Local Authority's Licensing Databases, so that the information can be used as part of license conditions and applications. PEP is also currently compiling further letters to be sent to 500 + licensees to advise them of results of the test purchasing operations.

Future PEP/Trading Standard's action plans include the design and compiling of a training manual and CD ROM that will be distributed to 500 + licensees to assist with both the training of staff in sales of age restricted products and a greater comprehension of the laws. The initiative will be accompanied by training seminars where PEP and Trading Standard's representatives will provide information on age-restricted products and proof of age schemes.

### **iii) Regular Communications:**

In April 2005, an email/fax group of PEP representatives and licensees was set up. This method of communication complimented the bi-monthly meetings held by the partnership. Regular e-mails/faxes are compiled and sent out and these have helped to build and improve communications between all representatives of the partnership.

In November 2005, PEP merged its bi-monthly meetings with those of the CentreSafe partnership (evening radio scheme). The merging has helped to ensure a more joined up approach to tackling crime and disorder during the evening economy and has assisted licensees by restricting the number of different meetings that they were previously required to attend.

It has been widely acknowledged that one of the key successes of the PEP project has been the working relationships that now exist between all involved parties. The trust and understanding that has developed between many of the authorities and organizations has led to increased intelligence sharing and the introduction of a number of initiatives that had previously never been considered.

### **iv) Emergency Help Points:**

In May 2005, four emergency 'Help Points' were introduced across the City Centre. Extensive research was undertaken during consideration of the initiative and consultation with other cities endorsed PEP's view of 'keeping it simple'. The research identified that expensive, hi-tech systems that linked emergency help points through to CCTV and/or Police Control Rooms were often abused rather than used. As a result, PEP decided to identify simple telephone kiosks as a point of reference for anyone feeling threatened or in danger in the City Centre after the licensed premises had closed. In consultation with the City's CCTV Control Room, the telephone kiosks were chosen as they were situated in areas of the City that were well lit and well covered by CCTV. Signs were erected

next to the telephone kiosks identifying them as emergency help points and the local media was used to promote the new initiative. The principle behind their introduction was, and continues to be, that if someone feels threatened during the evening economy, they should call the Police from their mobile phone and inform them of their location. Where possible, and without putting themselves in further danger, the individual is encouraged to head for one of the emergency help points, as the areas are well lit and the CCTV cameras can observe that individual until help arrives. The Police Control Room and the City Centre's CCTV Control Room are aware of the locations and regular e-mails are sent to Supervisors in the Police Control Room to raise awareness of PEP and the emergency help points.

During the first weekend of their introduction, a female rang the police, as she believed that an unknown male was following her. The CCTV Control Room observed the female and area around the telephone kiosk until police arrived and then followed the suspect until he was arrested in a nearby car park.

#### **v) Joint Inspection Visits:**

In December 2005, PEP introduced a monthly programmed of Joint Inspection Visits. The visits are conducted at licensed premises across the City and include representatives from PEP, Police and Peterborough City Council Licensing Teams, Peterborough Trading Standards, Peterborough Environmental Health and Peterborough Fire and Rescue Service.

The Visits are undertaken on a monthly basis and were initially trialed as a 6-month pilot project. In March 2006, the participating authorities held a 3-month interim assessment meeting to discuss the impact of the project and it was agreed that the visits had proved to be of real value.

The multi-agency team consists of at least one representative from each of the aforementioned authorities. The visits have been introduced to ensure that premises are meeting and adhering to the conditions of their license and to legislation relating to the Health and Safety Act. The premises are targeted using intelligence information from the participating authorities. The visits are undertaken on a Friday or Saturday night and are made on an unannounced basis. In conjunction with the licensee/manager, each representative conducts an internal survey of the premise and works through a list of criteria to be checked. The checklist allows each authority to indicate any breaches or concerns and after the inspection visit, each premise is sent a letter outlining the findings.

On average nine licensed premises are visited per month and the inspections have received positive feedback from licensees and customers. They help to ensure that premises become well managed and also provide the opportunity for licensees to pose questions or concerns to a multi-agency team. Customers have frequently asked questions as to the purpose of the visits and have welcomed procedures to improve their health and safety.

#### **vi) Hi-Visibility Vests:**

PEP is currently organising meetings with local Security Companies to discuss the possibility of Doorstaff wearing high visibility vests during the nighttime economy. It is hoped that the vests will provide a corporate partnership approach, visibly extend the policing family and help to distinguish Doorstaff

### **OFFENDER:**

#### **i) Lollipops:**

Alongside the launch of the Night Safe advertising campaign, PEP introduced an innovative initiative that received much attention from the local media. Sweet lollipops were distributed to all licensed premises in the City Centre and Doorstaff were requested to hand them out to customers as they left the premises at closing time on Friday and Saturday nights. Once again, this initiative was researched before its introduction and the theory behind their use was that 'if you give an individual something to do with their hands and mouth, they are less inclined to become involved in verbal or physical altercations'. Furthermore, the lollipops were seen as a way of encouraging and improving the dialogue between Doorstaff and customers.

The lollipops were distributed to licensed premises in the City Centre until supplies were used up in Dec 2005. At this present time (April 2006), a detailed evaluation process is underway to determine the success of the lollipop initiative. The evaluators will use qualitative and quantitative data to assess the outcome of the initiative and any possible re-introduction of the lollipops will be dependent upon the findings. Anecdotally, licensees have reported

that customers have tended to leave the premises more quickly and without protest upon being handed a lollipop.

**ii) Unacceptable Behaviour Letters:**

In September 2005, PEP launched a new initiative aimed at individuals committing acts of anti-social behavior in the City Centre. Any individual issued with a Penalty Notice for Disorder (PND) for an alcohol related offence during the nighttime economy in the City Centre is later sent a letter from PEP. The letter serves to remind them that their behaviour was unacceptable, but also provides a list of contact details for local support and advisory organizations. The individual's details are recorded on a police held database and any individual that is in receipt of more than one letter is considered for referral to partner colleagues and organisations in order to address their poor behaviour.

**iii) Operation Eagle:**

In December 2005, PEP provided substantial funding towards a dedicated police operation in Peterborough City Centre. The operation consisted of a team of one Police Sergeant and six Police Officers and Special Constables who had specific responsibility to patrol the City Centre on Thursday, Friday and Saturday nights during December 05. The operation provided a high visibility presence during the busy festive period and as result, reassurance to users of the City Centre. The operation allowed Officers to employ early intervention tactics to deal with acts of low-level anti-social behavior before they developed into larger scale incidents.

**VICTIM:**

**i) NightSafe Advertising Campaign:**

Prior to the official launch of PEP, the partnership needed to identify an advertising campaign that would capture the attention of their target audience. Police statistics were used to determine the audience, which was defined by intelligence information on individuals that had been involved in violent crime offences in the City Centre. Unsurprisingly, the figures identified that a large majority of those individuals were between the ages of 18 – 26 years and these findings led the partnership to research the most suitable advertising campaign. Having viewed and read evaluation reports of campaigns used in similar towns and cities, the partnership decided to proceed with the NightSafe advertising campaign using posters and information cards showing photographs of a female model accompanied by safe drinking messages.

Despite the statistics identifying that males occupied the biggest percentage of both offenders and victims, the partnership was concerned about the increasing trend of females consuming excessive amounts of alcohol. As a result, it was decided that one arm of the advertising campaign should be directed at females and Peterborough became the first City in the country to use the NightSafe advertising campaign directed at a female audience.

Following the launch of the advertising materials and brand name, a trailer was purchased to display signs promoting the NightSafe campaign. The trailer was and continues to be, moved around the City Centre and is placed at key locations in the vicinity of the licensed premises. All licensed premises were supplied with A4 and A3 sized posters and were requested to display them throughout their venues. In particular, they were requested to place them in cloakrooms and toilet cubicles as evaluation studies from other cities indicated that posters were most frequently read in those areas. The premises were also supplied with two types of credit card sized plastic cards that carried the NightSafe campaign on the front and useful contact numbers on the reverse, one aimed at males and the other at females. Doorstaff at all venues were requested to distribute them to customers as they left at closing time on Friday and Saturday nights.

In December 2005, the campaign also carried Christmas themed messages that were portrayed through posters and the advertising trailer.

**ii) Drink Detective Kits:**

In April 2005, the issue of drink spiking and date rape drugs received much national and local media attention. Whilst there were no specific statistics to indicate a particular problem in Peterborough, anecdotal reports led PEP to consider an initiative that would raise awareness and hopefully allay concerns relating to drug and alcohol spiking. One of the difficulties faced by victims is that traces of the drugs can quickly leave the body. When this is combined

with the fact that the individuals often have difficulty in recalling events leading up to it, it becomes more apparent why it can be difficult to obtain definitive statistics. Consequently PEP decided to purchase 500 'Drink Detective Kits' that allowed customers to have their drinks tested for the 3 most commonly known date rape drugs.

The kits and associated posters were distributed to all City Centre pubs and clubs and an advertising campaign via the local media encouraged customers to request bar staff to test their drink if they suspected that it might have been tampered with. The results were available within minutes and if a positive result came to light, staff were instructed to request immediate help from the emergency services. Where a negative result became apparent, it was hoped that it would allay the customer's fears that their drink may have had any of the 3 date rape drugs added to it.

In August 2005, a further 800 kits were purchased, and on this occasion they were handed to customers as they entered licensed premises in the City Centre. Once again, this received large national and local media coverage.

Licensees have reported that some testing has taken place on request, but to date all tests have proved negative. It is hoped that continued advertising of the drink testing kits within licensed premises will continue to help deter potential offenders.

To accompany the ongoing provision of Drink Detective Kits, PEP has strived to continue to deliver safe drinking messages. These messages encourage customers to consider what and where they drink and the personal safety of themselves and their friends.

#### **LOCATION, VICTIM AND OFFENDER:**

##### **i) Website**

In November 2005, PEP launched a dedicated website – [www.peterboroughpep.co.uk](http://www.peterboroughpep.co.uk)  
The website was introduced to provide a wide range of information relevant to users of the nighttime (and daytime) economy. The information detailed on the website includes updates on the work of PEP, personal safety advice, advice relating to planning a night out, transport facilities, the law regarding alcohol and drink driving, a venues page, a feedback page and links to useful sites.

The launch was held at a City Centre based hotel and was accompanied by the launch of the Night Safe Christmas advertising campaign.

There have been a consistent number of users to the site, with 5013 hits in December 05, 6000+ hits in January 06, 4913 hits in Feb 06 and 5667 hits in March 06.

The website has been promoted using the local media and more recently articles relating to the website and the work of PEP have been published in the Peterborough Neighbourhood Watch newsletter and Peterborough City Council's free newspaper that is distributed to all households in and around the city.

#### **Evaluation and Results:**

PEP is currently the subject of a detailed external evaluation, using statistical information and questionnaires to determine the impact of the project. The findings from the evaluation are expected during Summer 2006 and will help to shape future plans for the partnership

Since PEP's formation, reports of violent crime offences in Peterborough City Centre between the hours of 8.00 p.m. to 08.00 a.m. have reduced by 19.5 % compared to the same period during the preceding year. Within the general violent crime category, reports of Robbery have reduced by 56%, Common Assault by 49%, and ABH by 39.9 %. Early intervention tactics and an increase in the use of PNDs have led to a 400 % increase in public order offences. At first glance, this might appear to be an alarming increase, however this has been viewed as a positive rather than a negative outcome, as those early intervention methods have helped to prevent low-level incidents and anti-social behavior from potentially becoming more serious incidents later on in the evening. However, this intervention work has had a significant impact on the overall percentage reductions.