



## Crime Reduction & Community Safety Group

Tilley Awards 2007

### 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 [tilleyawards07@homeoffice.gsi.gov.uk](mailto:tilleyawards07@homeoffice.gsi.gov.uk)**

All entries must be received by noon on **Friday 27th April 2007**. 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. Any queries regarding publicity of the awards should be directed to Chaz Akoshile on 0207 035 1589.

#### Section 1: Details of application

Title of the project: **Operation Kiddie Cop**

Name of force/agency/CDRP/**CSP**: **Gloucestershire Constabulary**

Name of one contact person with position and/or rank (this should be one of the authors):

**PS 1864 Andy Davies**

Email address: **[Andrew.davies@gloucestershire.police.uk](mailto:Andrew.davies@gloucestershire.police.uk)**

Full postal address:

**Whaddon Safer Community Team**

**Whaddon Police Station**

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**Cheltenham GL52 5HD**

Telephone number: **0845 090 1234 ext 6230**

Fax number: **01242 251124**

**If known please state in which Government Office area you are located e.g. Government Office North West, Government Office London etc:**

**Government Office South West**

Name of endorsing senior representatives(s): **Superintendent Neil Mantle**

Name of organisation, position and/or rank of endorsing senior representatives(s):

**Superintendent, Community Partnership, Gloucestershire Constabulary.**

Full address of endorsing senior representatives(s):

**Headquarters:**

**Gloucestershire Constabulary,**

**No.1 Waterwells,**

**Waterwells Drive,**

**Quedgeley,**

**Gloucester, GL2 2AN**

**Please tick box 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):



## **Section 2: Summary of application**

*In no more than 400 words please use this space to describe your project (see guidance for more information).*

Operation Kiddie Cop was established to improve the safety of pupils at Pittville Secondary School in Cheltenham. The danger posed to pupils crossing the main road outside the school was evidenced when a passing motorist knocked down a pupil outside the school. A number of subsequent Police operations identified that motorists were commonly speeding, not wearing a seat belt or using their mobile phone whilst driving by the school.

Analysis of police operations showed that the tactics being employed were not working and motorists continued to break the laws, risking pupil safety. A decision was made by the Safer Community Team to involve the pupils in a new operation. It was felt by pupils, teachers and Police that the involvement of the children would attract media interest in a long-term solution to the problem and help change motorist behaviour.

The Student Council at the school were consulted as to the best method for increasing the safety of pupils traveling to and from the school. The Council decided that a letter addressed to the motorist written by the students would increase the impact of police actions. This letter was to be personally delivered to the motorist (who had been stopped by Police), by a pupil. This intervention was designed to involve the pupils in initiatives that affected their own safety.

Officers from Whaddon Safer Community Team undertook Kiddie Cop during the morning rush hour. Previous operations had shown that there was a greater density of traffic using the road at this time of day and of students trying to cross the road prior to the start of the school day. Afternoons would see fewer vehicles and students.

During the course of Operation Kiddie Cop there was a 99% reduction in vehicles being reported for the offences previously mentioned. Media coverage also increased with positive headlines for both the School and the Police. There are now regular meetings between the Police and the Student Council that address other issues affecting student safety. The Safer Community Team has assisted the school in delivering a protocol for dealing with pupils that bring knives onto the school premises.

Operation Kiddie Cop achieved its long-term aim when the local council introduced traffic calming measures on the road outside the school in November 2006, primarily as a consequence of the Operation by the police and school pupils working together.

### **Section 3: Description of project**

*Describe the project in no more than 4000 words (see guidance for more information in particular Section 7 - judging criteria).*

#### **Introduction**

Operation 'Kiddie Cop' was set up to improve the safety of pupils traveling to and from Pittville Secondary School in Cheltenham. In setting up 'Kiddie Cop' the officers wished to increase the involvement of pupils from the school with issues that directly affected their safety and quality of life.

'Kiddie Cop' took place in Albert Road, Cheltenham. Albert Road runs alongside Pittville School and is a busy thoroughfare which leads directly into the town centre. The speed limit is set at 30mph but the road "invites" motorists to speed due to the open layout with wide grass verges and lack of street furniture.

At the time of 'Kiddie Cop' there were no crossing points for students and the community wishing to gain entry to the school. Indeed there is not even a pavement on one section of the verge thus pupils were forced to run the gauntlet of traffic to get to and from school.

#### **Project Objectives**

The immediate success criteria would be the lack of any further collisions involving pupils travelling to or from school, the implementation of traffic calming measures and the involvement of pupils in the actions of Police.

The long-term objective was the solution to the dangers faced by the pupils crossing Albert Road whilst going to and from the School.

#### **Problem Identification**

In the autumn of 2005 a pupil of the school was involved in a serious personal injury collision whilst crossing Albert Road to attend the school.

As a result of the serious road traffic accident, the Whaddon Safer Community Team (SCT) decided to run a number of traffic operations on Albert Road during the morning rush hour. The aim was to stop motorists who were speeding, not wearing a seatbelt or using a mobile phone. These operations (known as Operation Poppy) were supported by a media campaign in the local press explaining the reasoning behind the police action. During an average operation approximately 40 vehicles would be stopped for the offences mentioned above.

It soon became apparent that the Police operations were having absolutely no effect on the motorists using the road and that the success criteria mentioned at the beginning of this report would not be met. This was evidenced by the consistently high numbers of motorists being stopped and reported for the above offences (30-40 tickets for each operation). It was also impossible to get positive media coverage for our efforts. It became apparent that a "standard" police operation was not sufficiently interesting enough for the local media.

#### **Problem Response**

In analyzing the actions taken so far by Police (PC Aston and myself), we decided that a radical approach would be needed to alter the behaviour of drivers using Albert Road. Such an approach would also interest the local media. It was decided that it would be a good idea to involve the pupils in improving road safety outside the school. Such involvement would lead to a greater chance of meeting the success criteria mentioned previously.

PC Aston approached the Student Council of Pittville School. PC Aston invited the students to assist the Police in the road traffic operation. The student council decided that they should write a letter addressed to the motorists that have been stopped by police. The letter would explain that one of their fellow pupils had been a victim of a car crash outside the school and that they, the pupils, supported the actions of the police in making their journey to school safer.

We suggested that the students should deliver the letter to motorists themselves. The delivering of this letter by a pupil would have a greater impact on the motorist than compared to a police officer handing out the letter. Thus Operation 'Kiddie Cop' was born.

The Operational details were adjusted to accommodate the presence of the pupils. Members of the Safer Community Team worked closely with Mary Barton of Pittville School to make sure that the appropriate risk assessments were correct that and that all issues relating to parental consent were covered. All students involved in Kidde Cop would wear Police florescent jackets.

When a driver is stopped by police they would be spoken to by a police officer in the first instance. The motorist would then be dealt with for any relevant offences. Once the police had finished with the motorist, the student would then approach the vehicle accompanied by another police officer. The student would then hand the driver the letter and move away from the vehicle. The driver would then be free to leave.

'Kiddie Cop' was launched in January 2006. The local media were invited to attend, which they did. At the time of the first operation pupil Emma Suitor (15 years) told the local paper "The drivers looked shocked when a child handed them a letter. It sounds mean but it's meant to be a guilt trip. Someone has already been injured and we are fretting that a child could die". Another pupil, Leanne Jacques, said "they don't expect to see a child and it seems to give them a greater sense of doing wrong".

During this first 'Kiddie Cop' 24 motorists were stopped. Seven penalty tickets were issued for using mobile phones or for not wearing any seatbelts. A further four tickets were issued for excessive speed. All drivers stopped were presented, via a pupil, with the letter. One of the drivers stopped was doing 58 mph in the 30 mph zone, which is an indication of the dangers which pupils faced crossing the road to and from school.

At the end of the operation the student council link teacher, Mary Barton told the local paper "The letter is designed to prick peoples conscience. When a child tells a motorist to slow down it's a far more powerful message".

The media coverage in the local paper was extremely positive. The headlines read, "Motorist's kill your speed, not us:pupils." From the first day of the operation onwards the local paper had a continued interest in reporting the results of 'Kiddie Cop'.

The intention of the Safer Community Team was to conduct a 'Kiddie Cop' operation once a month during the school term. During each operation the number of motorists that needed to be stopped began to fall. Such a reduction had not been present during the standard police operations adopted prior to 'Kiddie Cop'.

The Police also involved the residents of Albert Road in this Operation. PC Aston obtained sufficient wheelie bin stickers of the 30 mph road sign that all residents could place them on their waste bins. Thus on rubbish day motorists would be able to see a number of 30 mph stickers along the entire length of the road. The most impact from these signs would be in the early morning (during the morning rush hour) when the pupils would be going to school and prior to the council emptying the bins.

### **Intervention Evaluation**

In September 2006 the Under Secretary of State for Policing, Vernon Coaker MP, met students and staff involved in 'Kiddie Cop'. He expressed his support for this type of operation " I have never heard of this before, it is an extremely powerful message. You can make drivers aware of the criminal repercussions but when you are faced with a child saying "you could have killed me", you cannot avoid that, it has to make you think again".

During the period of 'Kiddie Cop' (2006) members of the Safer Community Team worked closely with the local council updating the members with results of the operation and impressing on them the need to put in place the traffic calming measures that had been planned for Albert Road. Once complete these measures would alleviate the need for further 'Kiddie Cops'.

The last 'Kiddie Cop' operation was undertaken in October 2006. Seven vehicles were stopped but only one of these was for a 'Kidde Cop' related offence. Thus over the period of Kiddie Cop there had been a 99% reduction in traffic offences detected outside the school. Again the local media were used to pass on this positive message, this time the headlines was "Drivers hear our message on speeding". The message that the team gave to the media was that the less tickets that were issued, the greater the success of the operation.

In November 2006 the work on the traffic calming measures in Albert Road began. This work is still ongoing at the time of writing this application (March 2007).

The Pittville student council has made the following comments regarding 'Kiddie Cop', (Operation Poppy was the name which the pupils used for 'Kiddie Cop'):

“Operation Poppy was conducted on a number of occasions in which many students were involved. As two of the students who participated in the operation, we would like to support the Safer Community Team in their nomination. We were pleased to be consulted as students of the school in which we were able to take an active role in improving the safety for students, residents and road users. We felt that we had actually made a difference as official statistics show a huge drop in the number of offenders. It was just one of the ways in which the Safer Community Team become more involved positively in the life and work of school.”

Luke Wyatt and James Radburn  
Participants of Operation Poppy

Mary Barton, Student Council Link teacher has written:

“I consider the work of the Safer Community Team on ‘Operation Poppy’ to be a beacon of good practice. The Kiddie Cop initiative proved highly effective and successful for a number of reasons.

Firstly, the students were able to take an active role in the wider community as informed and consulted young citizens.

Secondly, the cooperation between the Safer Community Team, students and school staff was mutually supportive and beneficial. The students were able to draft and deliver a positive message direct to the drivers, thus enhancing the message that the police were directing to safe road use.

Finally, the impact of the scheme was shown by the steadily decreasing number of offences recorded over time. These positive actions have supported the safety of students, local residents and other road users but also the drivers themselves.

I heartily recommend the Safer Community Team for the Tilley Award.”

Mary Barton

The Head teacher for Pittville School, Julie Winterman, has written:

“I would like to commend the work of the Safer Community Team in securing, with the help of students, an improvement in compliance with the law in front of our school. The fact that young people themselves spoke to adults breaking the law provided both a powerful message for the adults and developed within the youngsters a clear sense of community responsibility. That outcomes could display a clear difference in adult behaviour showed the students involved, and, indeed, the whole school the potential and power of the student voice. I am very grateful to the Safer Community Team for showing that multi-agency working can have positive outcomes for all concerned and for believing that involving young ‘citizens’ in such a responsible project gives them insight into the right way to care for society in the future.”

Julie Winterman  
Headteacher

The success points of ‘Kidde Cop’ for the Safer Community Team at Whaddon where:

- No further road traffic collisions in Albert Road involving pupils going to or from Pittville School during the morning period.
- A 99% decrease in motorists needing to be reported for seat belt, mobile phone or speeding offences outside the school during the period of ‘Kiddie Cop’.
- The removal of the need to police Albert Road on the frequency that was necessary prior ‘Kiddie Cop’.
- The positive messages regarding both Pittville School and the Safer Community Team presented in the local media as a result of ‘Kiddie Cop’.
- The greater communication between pupils, staff and Police at the school.
- There was no cost to the Police for this Operation. All ‘Kiddie Cops’ were conducted during normal rostered days. The Probationer Development Unit was actively encouraged to participate in these operations so that probationer constables could address areas of their own development. I considered using the Road Policing Unit, however the resources that were allocated incorporated the objectives of the operation in their normal working day.

- The development of wider messages of citizenship and the taking of personal responsibility by the pupils to address community problems into their adulthood.
- The introduction of traffic calming measures in the road outside the school in November 2006 thereby significantly improving road safety to the pupils to and from the school.

In short the success criteria mentioned at the beginning of this application had all been met.

### **Additional Benefits**

Some of the other benefits have been more far ranging. The Safer Community Team now holds Police Community Consultative Meetings within the school for the pupils. These meetings are organized as they would be normally in the community and are attended by the Police Authority member for Whaddon and the Whaddon Inspector. At these meetings the pupils have the opportunity to raise questions about issues that affect their quality of life whilst at school.

As a result of the increased communication between the school head and the Safer Community Team, I have now been asked by the Head to write a protocol that provides the school staff with clear advice regarding actions that are required to be undertaken by staff if they find a pupil on school premises in possession of either drugs or a knife. This protocol will also provide police with the necessary actions to be undertaken to ensure that the details of pupils found in possession of either knives or drugs will be forwarded to the necessary agencies for help and support.

# Motorists, kill your speed, not us: pupils

Would you like to order a copy of this picture? Please call 01242 271842

Pictures: Mikal Ludlow E020036-12



■ SLOW DOWN PLEA: (l-r) Richard Ward, PC Alistair McNee and Emma Suiter

■ By JONNY MUIR

**PITTVILLE School pupils have made a stand against motorists who were caught driving too fast near their school.**

Drivers who were pulled over in Albert Road were handed a letter from students.

They urged motorists to slow down because they fear a child could be killed.

Last year an 11-year-old boy was hit by a car as he crossed the road on his way to school.

He suffered a cracked pelvis and was out of class for five months.

Motorists who drove above the speed limit, used mobile phones or failed to wear a seatbelt were given a letter.

## Drivers are pulled over near school

injured while trying to cross Albert Road to our school.

"They were lucky but we're worried about how long it will be before a child is killed."

Emma Suiter, 15, the school council's chairwoman, said: "The drivers looked shocked when a child handed them a letter.

"It sounds mean but it's meant to be a

School council link teacher Mary Barton said there is no pedestrian crossing on the road for the school's 733 pupils.

She said: "The letter is designed to prick people's conscience. When a child tells a motorist to slow down it's a far more powerful message."

Officers from Whaddon's Safer Community Team pointed speed guns up and down Albert Road.

Motorists were pulled over into Albert Drive. An officer spoke to the drivers before the child handed over the letter.

Year 11 student Leanne Jacques, 16, said: "They don't expect to see a child and it seems to give them a greater sense of doing wrong."

Headteacher Julie Winterman said: "We're delighted the school council members had the opportunity to support the police in their efforts to make

# Slow down! You're a danger to pupils

Pictures: Paul Nicholls E69041

## Drivers get a warning from schoolchildren

By RACHAEL ARMSTRONG

**A GOVERNMENT minister has praised pupils at Pittville School for their road safety initiative.**

The Under Secretary of State for Policing, Security and Community Safety Vernon Coaker, spent a morning at the Cheltenham school discussing its successful Operation Poppy.

The pupils have made a stand against motorists who are caught driving too fast.

The scheme involves pupils from the Albert Road school working with road safety officers, traffic officers and community beat officers, to patrol the road for speeding motorists, those without seatbelts and using mobile phones.

Offending vehicles are pulled over and police discuss the offence with the driver. Members of the pupil council then issue a letter warning how their dangerous driving could have seriously injured or killed a pupil.

Mr Coaker was impressed. He said: "I've never heard of this before. It's an extremely powerful message.

"You can make drivers aware of the criminal repercussions but when they're faced by a child saying 'You could've killed me', you can't avoid that, it has to make you think again."

He said the scheme could be used elsewhere in the country.

Last year an 11-year-old boy was hit by a car as he crossed the road on his way to school. He suffered a cracked pelvis and was out of class for five months.

Insp Stephen Norris said: "Drivers can take



**■ IMPRESSED:** Vernon Coaker (centre) with (l-r) PC Lynn Aston, Insp Stephen Norris, Insp Ann Green, chief constable Mick Matthews and Sgt Andy Davies

the police stopping them.

"What they're embarrassed by is being given the letter.

"The realisation when they see how young the children are and how it could be one of them is harder to take."

Head girl Elizabeth Booth, 15, said: "The drivers look embarrassed when they see us, but that's good if it makes them realise they're driving too fast."

School council link teacher Mary Barton said: "We've caught people driving 58mph in a 30mph zone."

Police have helped with the operation since April last year, stopping about 30 each time.

■ Opinion, p8

E680430-4



**■ OUR PROJECT:** Mr Coaker with Michael Bell and Elizabeth Booth

“ The drivers look embarrassed when they see us, but that's good if it makes them realise they're driving too fast. ”

Elizabeth Booth

## Section 4: Endorsement by Senior Representative



*Tel: 0845 090 1234*  
*Fax: 01452 728045*

**Neil Mantle**  
Superintendent, Community Partnerships,  
Gloucestershire Constabulary

County Police Headquarters  
No. 1 Waterwells  
Waterwells Drive  
Quedgeley  
GL2 2AN

### Operation Kiddie Cop – Tilley Award Nomination

It gives me great pleasure to endorse the work, of the officers and staff of the Whaddon Inspector Neighbourhood Area's Safer Community Team, for consideration in this year's Tilley Awards. Neighbourhood policing lies at the heart of local policing services and the work of this team epitomises that commitment.

Road Safety campaigns can tend to come and go with the seasons, or in response to statistics received at national level. The difference with this campaign is that it stemmed from one pupil suffering serious personal injuries in a road collision outside Pittville Secondary School. The consequences of this incident compounded the concerns of local people; the neighbourhood policing team and staff from the school and galvanised action to do something to improve pupil safety.

Local officers were already actively engaged with the school as part of our local community engagement strategy and this provided a ready channel through which those involved could communicate and form their plans. The active problem solving work undertaken by the students, with encouragement from teachers and officers added a powerful new dimension to the initiative. It helped to capture media and parent support for the scheme and has in many ways made it a unique campaign. The powerful effect of a personally written and delivered notice from a pupil, has a powerful and lasting effect on many of the drivers spoken to. This has been borne out in the reduction in offences noted during the operations and the subsequent overall casualty/ collision levels.

In these days of "respect agenda" promotion it is really gratifying to see young people encouraging older members of society to conduct their activities outside the school with care and consideration. It upsets the stereotype that lack of respect is something only demonstrated by the young towards older people.

On a final note it should also be mentioned that other local residents and partner agencies have also been encouraged to take part and support the scheme – creating a truly joined up approach. Our Safer Community Team has acted as a catalyst between the various parties. This has led to long lasting environmental design features being introduced at the location by the local authority and highways department, this has further improved pupil safety.

I wish the police team, and the young people who have worked so hard to make this scheme work, every success in the award process.

Yours sincerely

**Neil Mantle**  
Superintendent

### **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?
7. Have you saved you application form as a PDF attachment and entitled your message 'Entry for Tilley Awards 2007' before emailing it?

Once you are satisfied that you have completed your application form in full please **email it to [Tilleyawards07@homeoffice.gsi.gov.uk](mailto:Tilleyawards07@homeoffice.gsi.gov.uk)**. Two hard copies must also be posted to Alex Blackwell at Home Office, Effective Practice, Support & Communications Team, 6th Floor, Peel Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF.