



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**

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: **'Tackling Night Time Disorder - A Long Term Approach'**

Name of force/agency/CDRP/CSP: **Cumbria Constabulary,
West Cumbria Crime & Disorder Reduction Partnership (CDRP)
and
Business Against Crime, Whitehaven (BAC W)**

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

PC Stuart Burgess (Community Safety Dept.)

Email address: **stuart.burgess@cumbria.police.uk**

Full postal address: **Sub Divisional Police Headquarters
Scotch Street
Whitehaven
CA28 7NN**

Telephone number: **01946 517832**

Fax number: **01946 517937**

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

Name of endorsing senior representatives(s):

Neil Rhodes

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

Cumbria Constabulary - Assistant Chief Constable.

Full address of endorsing senior representatives(s):

Cumbria Police HQ
Carleton Hall
PENRITH
Cumbria
CA10 2AU

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

TACKLING NIGHT TIME DISORDER – A LONG TERM APPROACH

In 2003/4, the Cumbria Policing Plan identified that Violent Crime was an issue and that objectives, set to reduce the problem, were not 'on track'. Preparatory work for the Community Safety Audit (2004) confirmed this and identified that Violent Crime had risen by an average of 17% per annum between the years 2002/4. With the introduction of the Security Industry Authority legislation relating to Door Supervisors and the Licensing Act, it became clear that a long term approach to tackling Violent Crime was needed.

This project looks at how the West Cumbria Basic Command Unit (BCU) in partnership with the Crime and Disorder Reduction Partnership (CDRP) and business community turned around the issue of Violent Crime by focussing on the night time economy in Whitehaven.

This led to two major initiatives:

- Business Against Crime, Whitehaven (BAC W)
- 'NightSafe' (adapted from highlighted best practice).

These initiatives drove a series of targeted projects, detailed below. Their evaluation led to further analysis and interventions, indicating that the SARA process has been cyclical in nature.

The result has been a sustained reduction in Violent Crime by 31% in the target area, achieved over two years. Across the district council area, it has also fallen by 13% and across the whole BCU there has been a reduction of 9.3%. This compares to a national increase of 2% in Violent Crime (2005/6).

BAC W won the Safer Business Award (2005) and was 'highly commended' in February 2007 for 'Managing the Evening Economy'.

The future involves offering more 'carrots' to the licensees to run better pubs, further extension of the radio-link and an application for Business Improvement District status (BIDS).

DATE	INTERVENTION	CRIME FIGURES
October 2004	Launch of 'NightSafe' (publicity drive)	Rising by 17% per annum
Christmas 04	Evaluation of publicity drive	Peak rolling average month
Spring 05	Launch of BAC W, 'Nightsafe', Radio Link. 'Structured Visits' to pubs	Plateau of Violent Crime
Summer 05	Start of warning letters and pub bans	reducing
Autumn 05	Launch of school education initiative	reducing
Winter 05	Evaluation by BAC W, Business Awards	reducing
Spring 06	Incorporation of 'Respect' campaign into 'NightSafe'	reducing
Summer 06	Enhanced 'Structured Visits', 'World Cup' planning	reducing
Autumn 06	Security Industry Authority visits	Violent Crime stabilising
Winter 06	Evaluation of public perceptions. 'Lock 'em Inn' campaign', BAC W Business Award (2007)	Violent Crime stable

TACKLING NIGHT TIME DISORDER

A LONG TERM APPROACH

SCANNING

—

**AN OVERVIEW OF VIOLENT
CRIME IN THE BCU**

THE HISTORICAL BASE FOR THE PROJECT (2002-4)

The Cumbria Policing Plan 2004/5 had the following entry :

'...one area of concern is that of Violent Crime. In 2003/4, the number of violent crimes was not on track to reach the objective of a 14% reduction'.

This piece of understatement did not tell the whole story in that the Violent Crime objective was not so much, 'not on track', but in actual fact, was completely 'off the rails'. Violent Crime had been rising across the county, meaning that the targeted aim and actual position were diverging at an alarming rate.

In West Cumbria the real level of recorded Violent Crime had averaged out at a 17% per annum increase between 2002/4 and the trend was of a continual rise.

Between April 2002 and March 2004, Violent Crime was illustrated as follows:

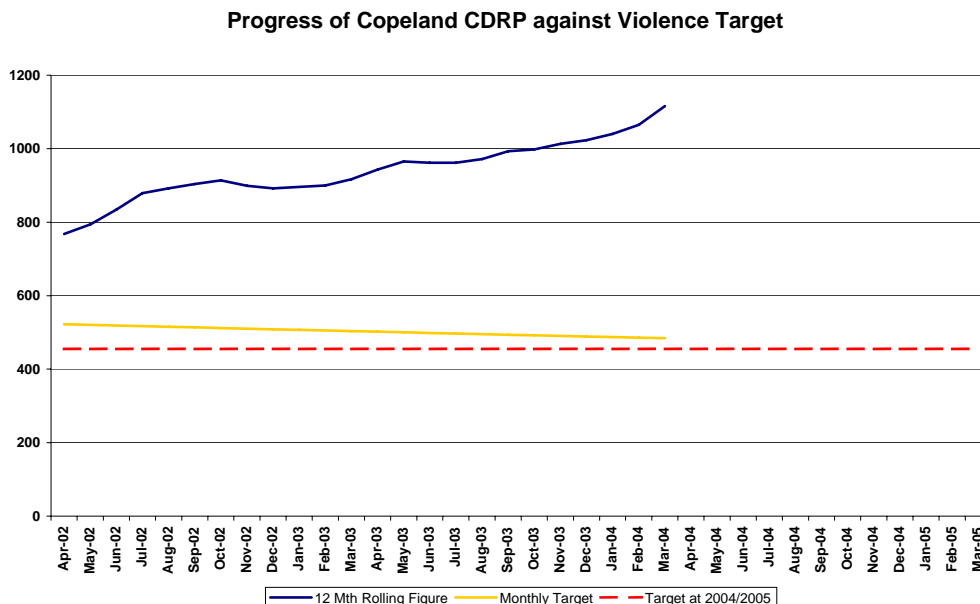


Figure 1 : Copeland District – Violent Crime (April 2002 – 2004)

This submission explains how the West Cumbria BCU responded to this challenge by targeting the evening economy, identifying the 'hot-spots' of Whitehaven and then, by joint working with the business community and partners, turned Violent Crime around with a sustained downward trend lasting to the present day. As this developed, it was rolled out across the BCU.

INITIAL ANALYSIS
—
**DEFINITION OF THE BCU
PROBLEM
OF VIOLENT CRIME**

West Cumbria BCU comprises the district council areas of Copeland and Allerdale, with a population of around 160,000. Of these two districts, the comparison chart of 'Most Similar Forces (MSF) had Violent Crime in Copeland significantly above the average and was fifth highest out of 15 forces.

Analysis confirmed that Whitehaven (pop. 26,000) had the highest level of Violent Crime in the BCU. This led to the launch of many initiatives across West Cumbria but with particular emphasis on Whitehaven.

Apart from Police data, there were a wide range of agencies that had experienced the impact of Violent Crime in the night time economy and were in a position to influence the result. These included:

THE MEDIA

Media Coverage was becoming increasingly hostile regarding the incidents of Violent Crime. Street residents 'lived in fear' and complained regularly about the noise, rubbish and regular incidents of criminal damage.

LOCAL HOSPITAL/NHS TRUST DATA

The number of hospital episodes per year, relating to alcohol, for the district was 11.7 per 1000 people, compared to a county average of 10.6 (Liverpool John Moores University, 2004).

BUSINESS – NIGHT TIME ECONOMY

The view by those in the night time economy was that there was very little communication between the Police, businesses, other community partners and licensees. There was no 'Pub Watch' scheme or any privation for the licensees to have a point of contact or a co-ordinated approach to tackling violent crime, only a few radios were held by retailers and a real lack of town-centre communication was evident.

COMMUNITY CONCERNS

Public perceptions and the 'Fear of Crime' resulted in many public objections to applications for late night/early morning trading and these were frequently presented at licensing hearings at the local Magistrates Court. Local Police officers provided the Licensing Authority with video evidence of alcohol related disruptions on these streets.

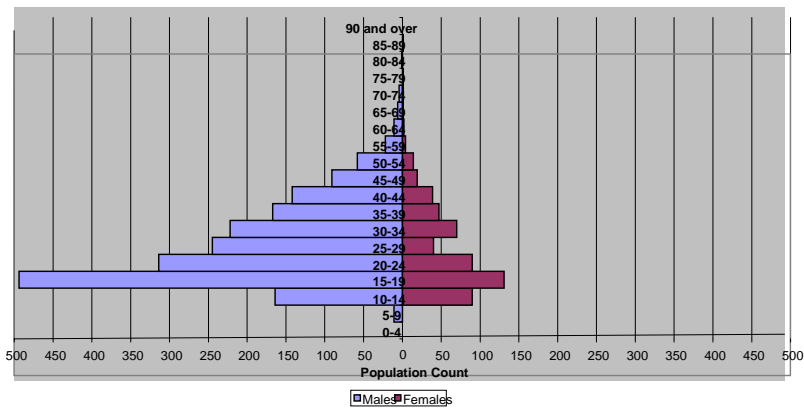
VICTIM PROFILE

Typical victims of Violent Crime were identified as young males. The ACORN classification of victims indicated that 54% were from just two of the main 14 groupings, viz, struggling families and 'blue collar' roots. Similarly, age profile had the two highest groups as 15-19 and 20-24.

OFFENDER PROFILE

Offenders were, again, predominately young males (15-19, 20-24 then steadily decreasing) and with only 22% of them living in the immediate area of the town centre (i.e. Harbour Ward). This meant that most offenders were coming into town from other areas!

Violent Crime - Offenders Population Pyramid for Copeland



LOCATION PROFILE

In September 2004, the Community Safety Audit, looked at the main town (Whitehaven). From a street analysis it showed that 14 streets in the town centre contributed to 20% of the overall Violent Crime in the district. Two streets, in particular, gave rise to 12% of the total Violent Crime reported in Copeland. Not surprisingly, these two 'hot spots' were where there was a particular preponderance of pubs, clubs and takeaways'.

The strong message here was that, by targeting key streets and the premises on those streets, a significant reduction in Violent Crime could be achieved.

Whitehaven Town Centre – Violence by Street Location

Whitehaven location	Total Violent Crime 2001-2004	Percentage all Copeland
Lowther Street	34	1%
Tangier Street	124	5%
King Street	28	1%
Irish Street	6	
Roper Street	11	
College street	2	
Duke Street	187	7%
Scotch Street	15	
Strand Street	21	1%
George Street	12	
Flatt Walks	28	1%
Queen Street	32	1%
Market Place	30	1%
Senhouse Street	20	1%
Total	550	20%
Total all Copeland	2778	100%

TIME, DAY AND DATE PROFILE

The audit showed that Violent Crime peaked on Friday/Saturday nights between 23.00 hrs and 02.00 hrs. Peak months were July, August and December with minimum months being identified as November and May, although the difference between peak and minimums was more dependent on key calendar events, such as New Year, Bank Holidays and sporting events.

LICENSED PREMISES PERSPECTIVE

Despite 81% of all the Violent Crime being relatively low level (i.e. ABH, Common Assault and/or S4/5 Public Order Act offences) incidents were being reported *after* events and often *not at all*. Licensees firmly believed that, by reporting crimes within or outside their establishments or by asking for Police assistance, it would adversely reflect on their reputations and licenses. This inhibited communication between the Police and the evening economy establishments and the lack of regular visits and/or enforcement compounded the problem.

HEALTHY SCHOOLS

In education a Cumbria Health Related Behaviour Survey is carried out every two years to determine trends amongst young people on a wide range of health related matters.

Key findings from the 2004 survey indicated that 39% of Year 8 & 10 school pupils surveyed had at least one alcoholic drink in the week before the survey. 15% of males and 8% of females in Year 10 admitted that they drank more than 21 units in the seven days before the survey and 12% of Year 10 pupils drank alcohol in a bar or club compared to 7% in the national average.

RESPONSE

INCLUDING
RE-ASSESSMENT
AND FURTHER ANALYSIS

-

A SERIES OF INITIATIVES
UTILISING SARA IN A
CYCLICAL MANNER

SETTING NEW OBJECTIVES

The starting point for new objectives was the Community Safety Audit (2004) and Strategy (2005-8). This highlighted the trend in Violent Crime and regarded its reduction as one of the key objectives.

'We will plan to reduce the level of recorded violent crime by 20% in three years. That is a year on year reduction of 7%'. (Community Safety Strategy 2005 -2008)

Additionally, the new Licensing Act, due to come into effect in November 2005, added further impetus to action crime reducing initiatives.

THE INITIAL RESPONSE AND FIRST EVALUATION

In October 2004, the CDRP launched a publicity drive aimed at under 24s highlighting the problem of Violent Crime in West Cumbria and not just the hot spot areas. Licensees and evening economy businesses were encouraged to join the 'NightSafe' initiative with the incentive of partnership working, information exchange, training, advice and guidance, best practice and free marketing products on request. This initiative, already seen as best practice elsewhere, was the first step in a publicity drive and brought the advantages of a positive working relationship with the media and a regular source of promoting the message; not just in the 'hot spot' towns but throughout the BCU capturing every household, business and member of the public. It also brought a degree of uniformity. Posters and adverts were placed in all public houses, clubs and numerous shops as well as several large public service buses advertising the 'Nightsafe' initiative.

Two months later, in the run up to Christmas 2004, an evaluation of the publicity and marketing campaign was carried out. The objective of this was to establish the effectiveness of the publicity and marketing campaign to act as a basis and foundation for the rest of the initiative.

(Evaluation details given later).

RE-ASSESSMENT

In January 2005, three months after the publicity drive, the Police Community Team at Whitehaven looked at the situation in terms of 'hot spot' locations and the lack of joint working between the Police and the night time business sector.

It was soon seen that to make an effective partnership, there were three main obstacles to be overcome.

- **Communication**

There needed to be better communication between the Police and business community, especially those involved in the night time economy. Part of the way forward was to extend the radio link into the night time economy.

- **Co-ordination**

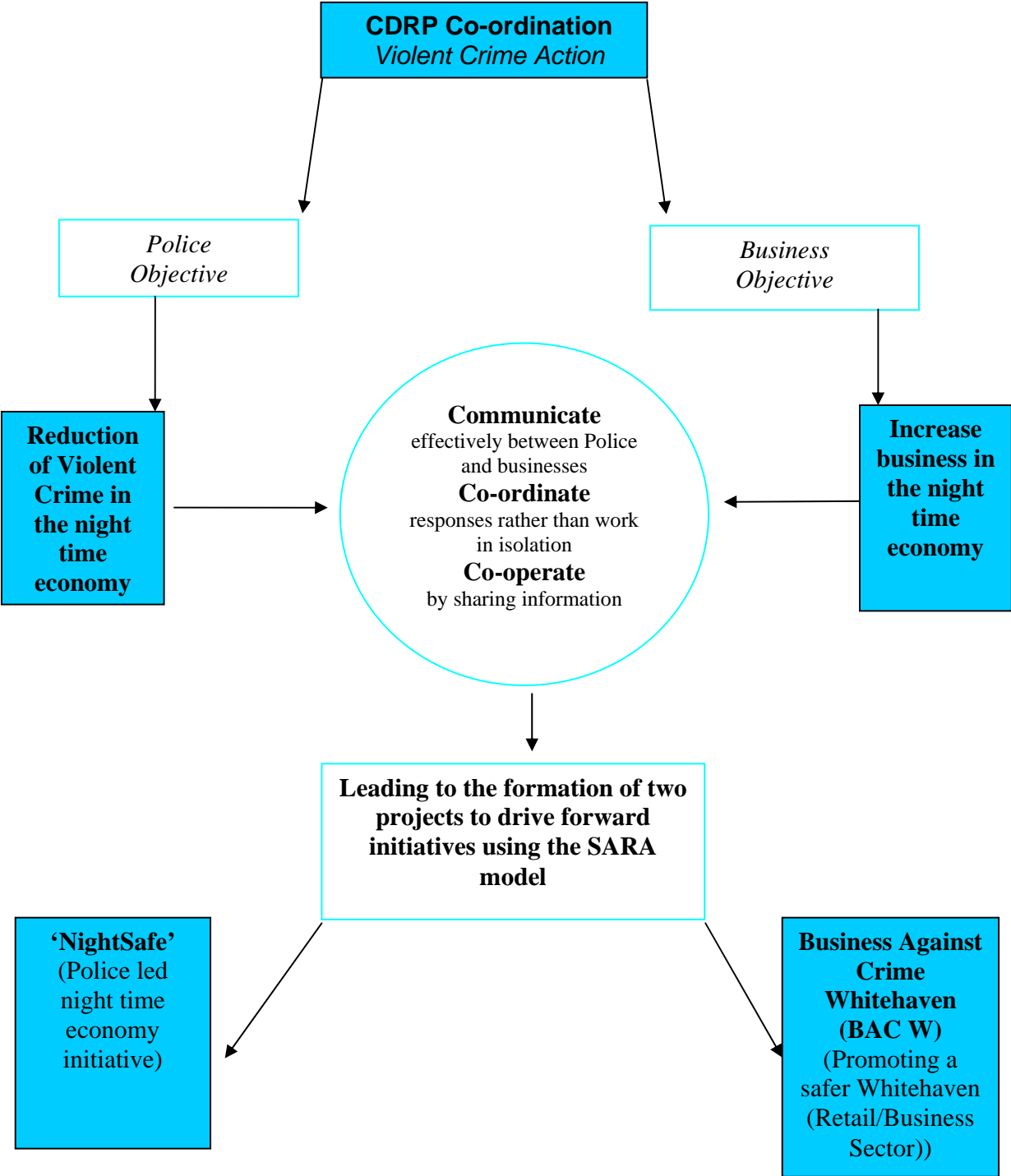
There had to be people able to act on behalf of the Police and businesses to coordinate a working partnership, implement new initiatives and drive the project forward; problem solving as the project evolved. These were seen as the Whitehaven Town Centre Manager and the Police Officers dedicated to policing that area.

- **Co-operation**

Finally, there needed to be protocols set up to transfer information such as Police photographs and intelligence to the business sector and to establish trust with the business and licensed sector facilitating the mutual sharing of information.

Finally, to implement these initiatives the CDRP included Violent Crime reduction measures as part of their Action Plan and monitored progress.

Joint working - The way forward



A Time Line of Initiatives

As a result of the re-assessment, the initiative was taken by the Whitehaven Police Community Team to run the project and implement the action plan within the town supporting the Town Centre Manager in the setting up of BAC W.

The next two years led to a number of interventions, which are detailed below. Whilst the overall aim, was the reduction of Violent Crime, the objectives, derived from the analysis, support that aim. In all cases targeted policing and support from the BCU Community Safety Department contributed towards the initiative.

Finally, reference should be made to the Violent Crime timeline graph on page 23.

1/ BUSINESS AGAINST CRIME - WHITEHAVEN (BAC W) (March 2005)

Objective

To co-ordinate the business community, to amalgamate day and evening economies and to drive forward initiatives.

Result

Appointment of Business Crime Manager to facilitate the above.

2/ 'PUB WATCH' SCHEME (March 2005)

Objective (1)

To facilitate communication between licensees. Formalise this into an organisation to deliver initiatives across the night time economy.

Result

A committee was formed and the Business Crime Manager from BAC W co-opted. Meetings were minuted, new members recruited and the day and evening economies amalgamated. A customised constitution, working practises & protocols were drawn up and agreed; joint membership of the Action Against Business Crime (AABC) was negotiated and the sharing of photographs and Police intelligence was actioned. This led to a much more professional image and the 'Respect' campaign became an integral part of 'Nightsafe'.

Objective (2)

Implement a banning system for members of the public who misbehaved.

Result :

- a) Offenders were either warned or automatically banned from all town centre pubs and clubs, sending a clear message to the public, often via the media, that anti-social behaviour and violence would not be tolerated.
- b) In 2006, the 'NightSafe' banning procedures were extended to the West Cumberland Hospital, indicating that violence and abuse against staff would result in a ban in scheme pubs.

Appeals from banned 'NightSafe' members, showed that the banning procedures were having a remarkable effect on the perpetrators. For the first time we were able to establish the process that was beginning to influence behaviour!

Objective (3)

Conditions imposed on Pub Licenses – forward planning to reduce later problems

Result

As applications for licenses under the new act appeared, the Licensing Authority (CBC) agreed to additional conditions being added to individual licenses.

These included :

- a) Licensees and late night/early morning take-aways had to become members of the 'NightSafe' and radio-link schemes.
- b) They also agreed to participate actively in the business issues of the group.
- c) SIA licensed door staff had to be registered and 'signed in' each evening.
- d) CCTV coverage was to be installed on individual premises.

3/ RADIO LINK (Extended from June 2005)

Objective

Extend the daytime radio link to the night time economy, allowing the pubs/clubs to 'police themselves'.

Result

The Radio Link has more than doubled and as some shoplifters saw pubs as their retail outlets, the increased liaison between the two economies, thwarted much of this practice. It also added surveillance and intelligence to the night time economy, benefiting crime reduction. Finally, by providing high communication levels, the added benefit of increased liaison between pubs was taking place.

However, the scheme has not been without its detractors! A typical lament of both town economies is the fact that, those who refuse to pay for a town centre radio or for Partnership membership, gets the same benefit of reduced crime in their working environment as those who do pay!

In the future a Business Improvement District status would eliminate this type of freeloading!

4/ STRUCTURED VISITS TO LICENSED PREMISES (started April 2005, enhanced for 'World Cup' 2006)

Objective

To assist the monitoring process of 'NightSafe' and to assist licensees in what the partnership was looking for, structured visits were introduced. The aim was to improve the running of premises rather than prosecution.

Result

'Structured Visits' were carried out by the Police, (often in company with Fire Service and District Council officials), typically lasting half an hour per premises; normally on busy Friday and Saturday nights. They covered a wide range of issues, from door staff registration to fire safety and from search policies to secure bottle bins. Licensees were advised of any issues arising, both verbally and in writing, and given guidance as to what was expected.

These visits were enhanced in the run up to the 2006 'World Cup' and are now routinely carried out using a Police 'Head-Cam', that records the visit for evidence.

In Summer 2006, the 'Mystery Shopper' initiative enhanced the structured visits by introducing a completely independent process of monitoring the activities of licensed premises and allowed for structured feedback to the licensees.

5/ POSITIVE MEDIA COVERAGE

Objective

Violent Crime had a negative image (see scanning), so there was a positive media campaign to put 'good news stories' into the public domain.

Result

The co-operation of local newspapers with both 'NightSafe' and BAC W started to change attitudes. These were monitored by the Public Perception Evaluation (December 2006).

Further coverage was obtained on several Community TV screens with the message 'Behave or be Banned' being shown in a range of local venues including Tesco's café and McDonalds restaurants.

6/ EDUCATION PROGRAMME (LAUNCHED SEPTEMBER 2005)

Objective

To tackle the issue raised by the analysis of 'Healthy Schools', in that school children in Cumbria have significantly higher intake of alcohol than the UK average, an education programme was required.

Result

The targeting of young people below the priority offending age (15-19) with a DVD entitled 'Carrying the Can'. This was aimed at Year 10 pupils and was launched and delivered to Whitehaven School in Sept 2005. Following evaluation, it was rolled out to all West Cumbrian secondary schools.

7/ SECURITY INDUSTRY AUTHORITY (SIA) VISITS (NOVEMBER 2006)

Objective

To enforce the Security Industry Authority (SIA) registration of door staff.

Result

In November 2005, staff from the SIA and Police officers took part in a police operation to target local pubs and clubs in respect of offences relating to unregistered door staff. As a result, of the seven targeted premises, there were five unregistered door staff that were subsequently reported for offences together with subsequent follow up visits to licensees. All the visits were recorded with 'Head-Cam'.

8/ LOCK 'EM INN (CHRISTMAS 2006)

Objective

To target a key analysis 'hot-spot' with a seasonal campaign.

Result

As analysis had shown that the Christmas period was a peak time for offending, the 'Lock 'Em Inn' campaign was launched for Christmas 2006. Based on a leaflet making a light hearted comparison between the nights in cells to a luxury hotel, the key message was to 'enjoy yourself but don't over do it!' This coincided with banners at the front of Whitehaven and Workington Police Station and considerable press publicity on local and national TV, radio and in newspapers. The result was that Violent Crime remained stable during this 'hot-spot' period.

EVALUATIONS
—
OF THE INTERVENTIONS

The basis of this submission is that initiatives are a long term approach. Evaluations have been an on-going process, leading to an appraisal of the project and giving many issues further direction.

EVALUATION 1 : 'NIGHTSAFE' PUBLICITY EVALUATION (DECEMBER 2004)

Highlighted as part of the initial response this directed the publicity into what *did* work (e.g. posters in pub toilets) as versus what didn't work or was not effective (e.g. posters on buses).

The result of this evaluation, carried out by the Police and other partners within the CDRP, was that in a total of 222 'face to face' interviews, 87% had seen the poster. This was seen as a hugely successful in getting the 'NightSafe' branding into the public domain. Equally, the message and presentation was seen as effective with 76% and 82% giving positive responses. However, when asked if it would make an impact on attitudes, only 28% thought it would!

The result of the evaluation was to :

- Concentrate publicity into areas that work.
- Maintain the branding of 'NightSafe' which was deemed effective.
- Develop and update the message to maintain interest but still keeping the theme.
- Introduce new initiatives under the 'NightSafe' banner.

EVALUATION 2 : SAFER BUSINESS AWARD, BAC W (DECEMBER 2005/ FEBRUARY 06/07)

BAC W used the Safer Business Award to evaluate what had been achieved in the previous year in terms of initiatives such as Radio Link and 'Pub Watch'. In December 2005, BAC W received a national 'Safer Business Award' for their combined work in making Whitehaven a safer and more secure business environment. The scheme was declared 'one of excellence' by Action Against Business Crime (AABC) and subsequently offered as a format, to be used in other parts of the country, on their website.

In February 2006, the success of NightSafe was presented to Tessa Jowell, Secretary of State for Culture, Media and Sport as one of the very few successes of the Alcohol Misuse Enforcement Campaign (AMEC) outside of the Metropolitan Forces, in preparation for the World Cup planning.

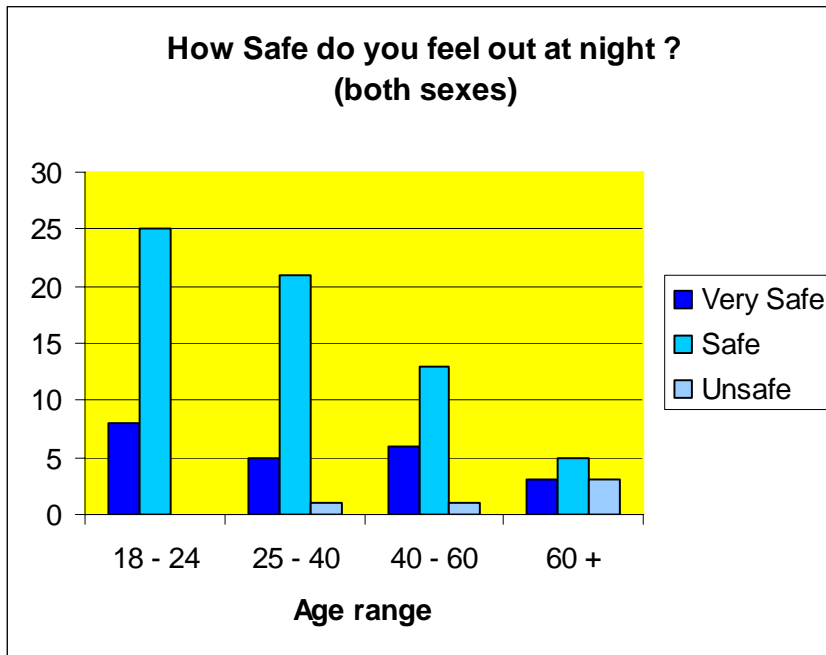
In February 2007, two innovative joint applications (Workington, 'Safe & Sound' & Whitehaven, Business Against Crime) for 'Managing the Evening Economy' and 'Partnership Innovation' received 'Highly Commended' and 'Commended' awards at the AABC Annual Conference. Details of the schemes had been presented to the Home Secretary (John Reid) and Hazel Blears and had received their commendations and support.

Positive results of these Business Awards have been:

- Giving a high profile to the work of BAC W and attracting good publicity.
- Showcasing the work to the business community and re-enforcing its success to the public.
- Providing the justification to extend the local platform of 'good practice' throughout West Cumbria.

EVALUATION 3: NIGHTSAFE PUBLIC PERCEPTION SURVEY (DECEMBER 2006).

This survey provided age related information as to how safe people thought they were when 'out and about' in the night-time economy. Under the age of 24, no-one surveyed, both sexes included, felt unsafe when out in the town centre at night. However, as the age range rose, the feeling of safety started to decrease.



The result of the evaluation was :

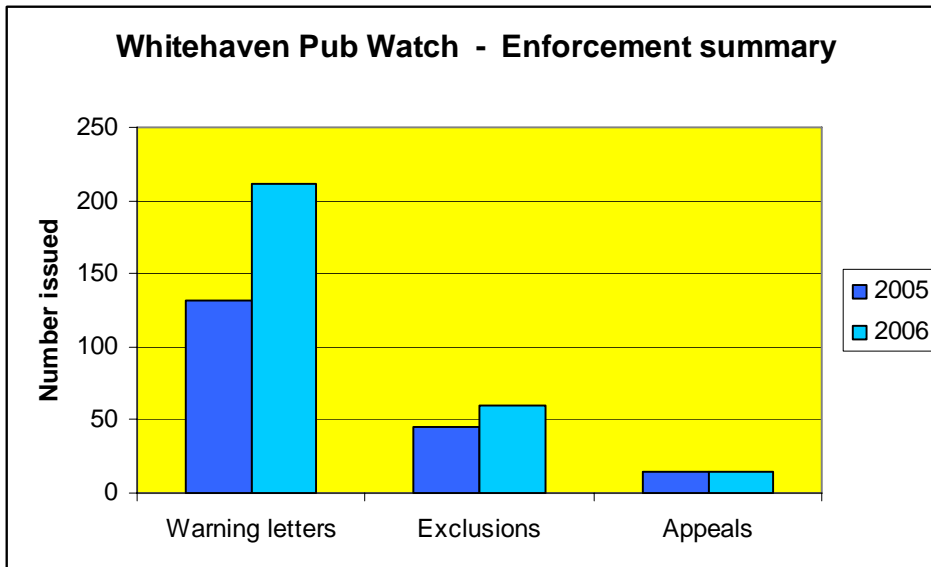
- A snap-shot across the BCU area of public concerns about the night time economy which enabled informed decisions about local and age related differences within the BCU.
- The nature of the consultation by uniformed Police Officers, primarily in supermarket entrances, allowed publicity to be seen and re-enforced the 'NightSafe' message.
- Finally, as the evaluation was in December, it allowed the targeting of resources to the analytical 'hot-spot' of the Christmas/New Year period.

EVALUATION 4 –'PUB WATCH' (ON-GOING)

Since the inception of the Whitehaven 'Pub Watch' Scheme, all nine towns within the BCU have their own schemes, operating under the 'NightSafe' protocols.

Since the beginning of 2005 records have been kept of all perpetrators of crime who are either cautioned, sent warning letters or banned from all town premises by 'Nightsafe' members at monthly meeting. All members are expected to respect these decisions that impinge dramatically on the social activities of the criminal fraternity.

So successful is the Partnership's impact on local society there is little evidence of re-offending ! Banning trouble-makers from the pubs and clubs have had a greater effect (and is economically cheaper) than sending them to prison! The West Cumbria Pub Watch has now cascaded throughout the country and was recently mentioned in House of Commons Parliamentary Debates when Rt Hon MP Hazel Blears endorsed the West Cumbria Pub Watch scheme as an excellent example where police are working tremendously hard with local authority and other partners in making a difference.



The result of the on-going monitoring have been:

- Sharing good practice across the BCU, as all nine towns have active Pub Watch Schemes linked to the 'NightSafe' branding.
- To reduce and tackle problems as they arise.
- To ensure a prompt response to banning orders, photo requests and general administration.
- To highlight to the media, positive stories as they occur.

EVALUATION 5 – VIOLENT CRIME FIGURES (ON-GOING SEE GRAPH ON PAGE 23)

The effectiveness in the local strategy needs to be compared against a Force background as well as the National situation.

The targeted area of Whitehaven has shown a 31% drop in violence since the peak period of December 2004. Compared to this, the Copeland District area and wider BCU area have seen reductions of 13% and 9.3 % in terms of Violent Crimes relating to licensed premises.

Nationally, this compares to a 2% increase in total Violent Crimes in 2005/6 (Home Office Statistical bulletin 12/06).

Although, not the main thrust of the project, the Whitehaven Local Policing Team area saw a reduction in all forms of crime in 2006. Whilst there is no evidence to show cause and effect, it is likely that the increased patrols, extension of the Radio Link and other initiatives contributed to the reduction. Total Violent Crime reduced by 15.3%, Violent Crime (Actual Bodily Harm) reduced by 23.8%, Serious Violent Crime reduced by 31.7%. Robbery was down by 9.1%, Burglary (dwellings) 16.7%, Burglary (other) 26.6%, Criminal Damage 2.1%.

THE FUTURE DIRECTION

(2007 – 2008)

- Extension of Radio Link to the West Cumberland Hospital and outlying areas of Whitehaven.
- To seek funding to attract more administrative support to the BCU area.
- To provide more 'carrot than stick' to the licensees, by organizing the 'Best Bar None' & 'Business Excellence Awards' in 2007/8.
- Working with the district councils to provide a more uniform approach across the council areas.
- The ban on public smoking in licensed premises will be dealt with appropriately.
- Working with the business community aiming to take the town centre towards a 'café culture'.
- Seeking Business Improvement Status (BIDS) if the required funding is secured.
- Introducing a new public safety initiative to link both economies to the 'First Responder' scheme (already in place) to provide emergency response in the town centre area at night.
- Upgraded CCTV and amalgamation with Workington for monitoring.
- Obtain further resources to expand PubWatch co-ordinator's and identify repeat offenders across the BCU.

Based on one town's success (Whitehaven) existing and future initiatives will be 'rolled out' throughout West Cumbria, forming a mighty deterrent to the criminal fraternity!

(Articles: Whitehaven News - 2005/6)

Town centre policies achieve fall in serious violent crime

BY JULIE MORGAN



■ SGT RICHARD FARNWORTH: Pub scheme very effective

SERIOUS violent crime in Whitehaven town centre has fallen by a third, new figures show.

Burglaries are down by nearly 17 per cent, while car thefts have reduced by nearly a third, say Business Against Crime Whitehaven (BACW).

The group, set up in March 2005, includes police, shops, pubs and town centre businesses and is dedicated to "making Whitehaven a safer place to live, work, trade and visit."

Sgt Richard Farnworth, a

■ 'Substantial reduction' celebrated

Whitehaven town centre officer, said: "Whitehaven is the only town in West Cumbria to achieve a substantial reduction in violent crime.

"This is a good example of the police working in partnerships being far more successful than on their own. The vast reduction in crime is a result of improved communications between the police, pubs, shops and businesses."

Sgt Farnworth said the town's Pubwatch scheme,

which bans those who carry out alcohol-related offences, from local pubs and clubs, had been particularly effective.

"One person has been banned from entering pubs in the town centre for two years. Offenders can appeal, and the letters we receive from them say the ban has ruined their social lives and resulted in them breaking up with their girlfriends!" Sgt Farnworth said. "They soon get the message that we won't accept their

anti-social behaviour and it is not worth offending.

"The West Cumbria Pubwatch Schemes are now as good as any in the country."

A cheque for £3,000 was also handed over to BACW from Whitehaven Heart and Angina Support Group, along with £300 from Cumbria Newspapers Charitable Trust and other donors, towards two defibrillators based in the town which will be used by "First Responders" drawn from the group.

Anne Laine, business crime manager, said: "The County Council Highways Department, having heard of this initiative, have offered to include the 'hosting points' of these machines on the new tourist map stands."

■ Figures are: violent crime (down by 15.3 per cent); violent crime (actual bodily harm, 23.8 per cent); serious violent crime (31.7 per cent); robbery (9.1 per cent); burglary (dwelling, 16.7 per cent); burglary (other, 26.6 per cent); criminal damage (2.1 per cent); theft of a motor vehicle, (16.4 per cent) and theft of a motor vehicle (29.1 per cent).

THE WHITEHAVEN NEWS
www.whitehaven-news.co.uk
16/06

Home Office uses Whitehaven anti-crime scheme as role model

WHITEHAVEN'S Businesses Against Crime application to the Home Office for a Safer Business Award was so impressive that it is now to be used on the Home Office Website as an example of best practice.

Anne Laine, Business Crime Manager, said: "We received the award and were then told that we were to be used on the website because we were a proper constitution that matched all the criteria.

BY EMMA MCGORDON

the judges were so impressed with our partnerships and the way we work.

"Whitehaven has come such a long way with town centre safety that we really are leading the way in Cumbria."

The group is made up of several partners including The Whitehaven Chamber of Trade, police community officers, pub licensees and

doorstaff and shops and security.

The radio links via walkie-talkies between the police, shop owners and licensees were cited as one of the strongest points of the application meaning that a community police officer could be at the scene within minutes.

Anne Laine said: "The radio links play a huge role. If somebody has an ASBO for example and is not suppose to be in the town centre we have

their photograph in the office and if they are spotted by a security guard in one of the shops they can then radio the police

"We can also track any undesirables or known shop lifters who are in the town and keep tabs on them."

There are now plans for extra and improved CCTV links and even the possibility of having life-saving equipment in the town.

"We are looking into rais-

ing funds to have defibrillators in the town centre and trained first responders so that if anybody has a heart attack for example the equipment is there to help them," said Anne.

The partnership is growing so rapidly that there is now a need for administration staff who would work on a voluntary basis in the Whitehaven Pottery.

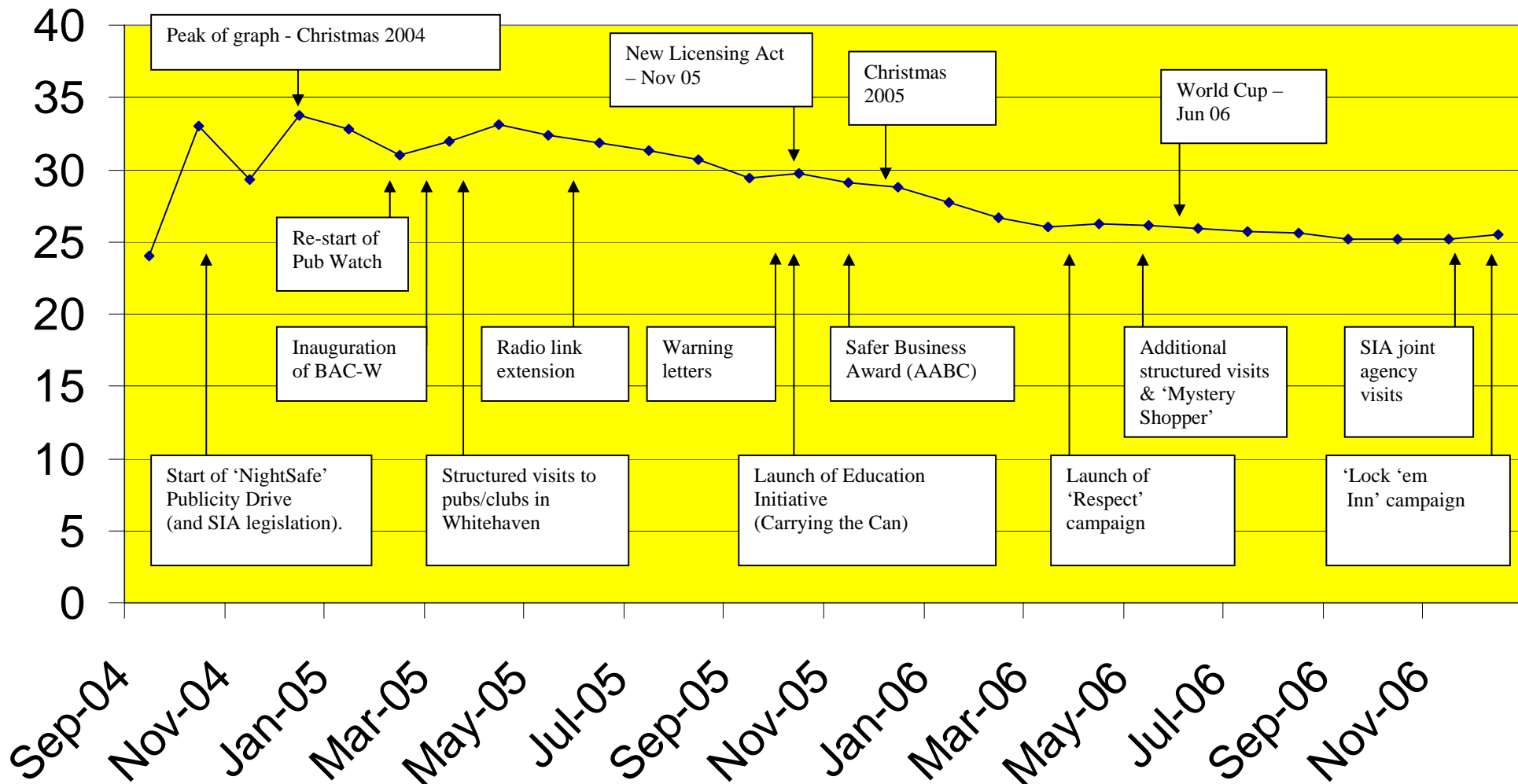
To become involved call Anne on 07591 00010

Hospital moves to stamp out jobs

WEST Cumberland Hospital is to become a member of the Nightsafe group.

It is part of the area's Pubwatch scheme which sees troublemakers banned from licensed premises. It will mean that anyone being physically or verbally abusive at the hospital, can be excluded.

Violent Crime - Whitehaven town centre (rolling average)



See attached PDF 'Lock Em Inn'

Section 4: Endorsement by Senior Representative

Please insert letter from endorsing representative:

Our facilities:

The 'Lock'em Inn' is open 24/7, 365 days a year.

It is disinfected on a regular basis, and was purpose built in 2001.

Select meals provided

Some cells en-suite

All major credit cards and belongings confiscated

Telephone (1 call only per guest)

(CC)TV in all rooms

Sturdy locks on all rooms as standard

Wipe-Clean mattresses

Free shuttle bus to the doorstep
(with secure cage)

All guests entered on to our
National Database

New for 2006 – Fully non-smoking
throughout

About us:

Situated in one of the safest counties in England, West Cumbria has a vibrant nightlife with something to offer everyone. Our services are tailored towards those who overdo it and spoil a good night out.

The **NIGHTSAFE** initiative promotes a safe night out. Anyone caught fighting, swearing, shouting and indulging in drunken behaviour could be banned from pubs and clubs.

How will you pay?

About our 'charges':

- Minimum £80 fixed penalty notice
- Fine of up to £5,000
- Criminal record
- Possible prison sentence
- Possible loss of job
- Named and shamed in local press
- Banned from all pubs and clubs
- Increased chance of STD's and unwanted pregnancies

How to find us:

The police have CCTV and radio links with pubs and clubs and patrol officers (uniform and plain-clothes). We have Promat identification, DNA, fingerprints and other forensic technology. Rest assured – if you qualify for a stay – **we will find you.**

**Your night out.
Your choice.
Don't spend it with us.**



**Don't overdo it
Friends stick together
Get home safe
Don't ruin it for others.**

www.cumbria.police.uk

Play safe and don't reduce yourself to a statistic.

Worried about possible STD's? – Tel : 01900 705050



Why not recycle this leaflet by passing it on to someone who might be the kind of guest we cater for!

Nightsafe



**West Cumbria's premier accommodation
with lots of bars!**



**– New from 2006 –
Fully non smoking throughout**

Recently awarded 5 Golden Handcuffs

An unforgettable experience!



Our friendly staff are always ready to greet you!



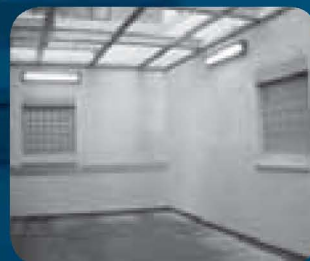
Your security is our top priority.

Warm food lovingly reheated in seconds!



We're always there to keep an eye on your comfort.

Exercise and relaxation - take a stroll in our beautiful paved grounds.



Don't just take our word for it! Listen to some of our customers:



"It was the worst night of my life - the bloke in the next cell didn't shut up for 24 hours."

25 Year old male
Currently unemployed



"We just had a bit of a fight but they kept us in 'til Monday. Now we're banned from every pub in town. Where will we drink?"

Best Mates - names withheld
Office workers



"My head's a shed. By midnight I'd lost it and can't remember much after that. The missus went ballistic when she found out and as for the kids... "

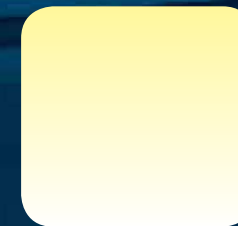
35 year old father of three
Self-employed



Special Weekend Breaks

Minimum stay 4 - 6 hours
or

Why not make a long weekend of it?
Get arrested on a Saturday and stay with us until court on Monday



"I was drunk before I left the house. By the end of the night I had wet myself and been sick. The Police had to take me to hospital."

15 Year old girl
(Parents informed)