



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: C.A.T.S. (Community Action Through Sport)

Name of force/agency/CDRP/**CSP**: Devon and Cornwall Constabulary

Name of one contact person with position and/or rank (this should be one of the authors): Inspector Julie Whitmarsh (C.A.T.S. Chair)

Email address: Julie.WHITMARSH@devonandcornwall.pnn.police.uk

Full postal address: c/o Bude Police Station, 1-2, Lansdowne Close, Bude, Cornwall, EX23 8BP

Telephone number: 08452 777444 x 5510 or 07921 938177

Fax number: 01288 357515

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 John Green

Name of organisation, position and/or rank of endorsing senior representatives(s): Partnership Superintendent, Cornwall and Isles of Scilly BCU, Devon and Cornwall Constabulary

Full address of endorsing senior representatives(s): Truro Police Station, Tregolls Rd, Truro, Cornwall, TR1 1PY

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): I can confirm that all have been notified

Section 2: Summary of application

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

C.A.T.S. is an innovative partnership scheme developed to promote and reward positive community activity by young people across the area.

Community Problem:

- Increasing crime and anti-social behaviour led to Bude town-centre being designated a dispersal area in 2004.
- Research identified that a significant proportion of crimes were committed by local young people, although the reasons had not been established.
- The area is recognised as having poor socio-economic conditions
- There is an ageing population

Identification of issues:

The introduction of the dispersal area provided powers to target crimes, but also allowed for discussion with young people to identify reasons why ASB had been increasing:

- They felt demonised and disengaged from the community.
- They had difficulties accessing local activities and services, due to a lack of disposable income.
- They felt that positive community work they were doing was not recognised, reinforcing the negative image that existed of young people in the town.

Staff at the school had also identified lack of recognition as a key issue for pupils and this informed the development of C.A.T.S. Young people and key partners, including the PCT, Youth service and local council were involved in the development of the scheme.

The Project:

There are a number of strands to C.A.T.S. including:

- Targeting of projects to areas of high levels of ASB
- Engaging young people in alternative activities, supported by training PCSOs in the delivery of alternative games and providing appropriate equipment.
- Presentation of sports and health based awards to young people, who have made a positive contribution to the community at public awards' evenings.

Impact and Evaluation:

- Over 550 awards have been presented to date.
- 'C.A.T.S.' projects have been delivered in areas identified as having high levels of ASB and crime, e.g. planting a sensory border at a local school.
- There has been significant community support for the awards and wide engagement from key partners.

- Evaluation has shown that where projects have been undertaken reported incidents have significantly reduced.
- Increased positive media coverage of young people in the community.
- Personal impact on some of the recipients of the awards has been significant with a number of particularly challenging young boys no longer coming to the notice of the Police.
- Change in attitude has also been noted within the school environment where the behaviour of key individuals has improved.

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).



C.A.T.S. (Community Action Through Sport) is a community-based project that has been established to promote and reward positive community activity by young people through the presentation of sport and health based rewards at community awards evenings.

The scheme was developed in the small seaside town of Bude, North Cornwall to address some of the issues that had led to the town being designated as a dispersal area in 2004. It was also designed to develop cohesion through promoting engagement across all sectors of the community and to promote healthier lifestyles to all. The overarching aim of C.A.T.S. is to encourage young people to engage with the wider community and to recognise the part they have to play in the present and future development of an area, whilst having a wider impact on crime, anti-social behaviour and the fear of crime.

Objectives of the project:

In addition to the overall aim of the scheme it has 4 specific objectives, which are:

- To increase levels of positive community engagement by young people
- To reduce instances of anti-social behaviour across the area (including development of targeted projects)
- To Increase youth involvement in sporting activities and encourage healthy lifestyles
- To increase access to local sporting facilities

The impact of the project on delivering against these objectives is measured through:

- number of projects being undertaken in the community
- number of young people engaging
- number of awards being presented.
- Impact assessment of projects on reported incidents in the area.

These are easily measured, but the impact on the wider sense of community is more difficult to assess. This is currently being measured through the increasing community support for the scheme and the extension of award support by local businesses and providers. It is also monitored through the engagement with new partners to establish C.A.T.S. projects e.g. Bude Canal Regeneration Committee.

Community Problem:

For a number of years Bude had experienced increasing levels of anti-social behaviour involving young people, particularly during the summer. Research identified that a significant proportion of the incidents were being committed by young people from the community, which was an indication of how they felt they related to the town. A number of initiatives were introduced, designed to impact on this, with some degree of success. However there was no significant reduction in the number of offences and incidents being reported, resulting in the need for further action

to be taken. Following consultation with local partners (e.g. town / district council, Chamber of Commerce) a case was prepared, evidencing the need for Bude town centre to be designated as a dispersal area under the Crime and Disorder Act. This was agreed by all partners and was implemented in the summer of 2004.

The implementation of the dispersal area caused a considerable amount of resentment amongst young people, who felt that they were being victimised and demonised by the order and the negative media coverage that surrounded it. Although this was very negative, there was a positive result in that, it opened up channels of communication between the police and young people in the town. An initial consultation process took place to identify some of the issues that were having an impact on local youths. Through this it was identified that young people felt they were not valued as members of the community and that, although facilities were available in the town they were unable to access them due to lack of available funds. It became apparent that they were taking part in positive activities and as such were making a contribution to the wider community, but this positive engagement was not being recognised, again reinforcing the negative image that existed.

Initial response:

Following these talks gaps in the provision of services for local young people were identified and as a result the police worked with partners to establish an extra evening of youth club in the town, hosted by the local Football Club. This venue was offered as it had been subject to criminal damage and it was felt that positive engagement with a wider group of young people could have an effect upon this. Also a very well supported Police v Youth Club football match took place. This engagement proved to be very positive and impacted not only on the relationship between Police and local young people, but also on the level of anti-social behaviour reported in the area.

Research was conducted following the expiry of the initial dispersal area focusing on the impact of the work carried out in the town.

'A report on the effectiveness of measures taken to remove gatherings of unruly children & youths from the centre of Bude, during the summer of 2004' drew on information from a number of sources. It identified that the town centre had been 'much quieter than in previous years, a fact commented upon by local shopkeepers and hoteliers' and that there had been a 'change in young people's attitude to police officers'. The final recommendation was that projects should continue with funding for youth engagement projects.

During this period Police also engaged with other partners in the town, in particular Budehaven Community School, which had recently been designated as a Sports College. The Director of Sport at the school was also considering how she could recognise positive work that was being done by young people within the school community and beyond – this linked directly to the issues that had been raised to the Police and it was decided that a joint project would bring all these aspects together. A number of options were discussed, but the information from the young people and the designation of the school and the initial success of the football club initiative indicated that to engage young people through sport would be a positive process. This would also have the knock-on effect of increasing access to the local, high-quality, sports facilities, which were being under-used by local young people. From this, C.A.T.S. was developed as a multi-agency scheme with a number of strands aimed at developing young people as part of the local community with a focus on encouraging healthy lifestyles.

The Scheme

An initial meeting was held to discuss the idea with partners, including Police, School, Youth Service, District Council, Primary Care Trust, local businesses and young people. All partners agreed to commit resources towards its development, both directly (through funding of awards) and indirectly (through staff time and promotion of the scheme). These partners now form the core Management Group

Although the project has a number of strands the group decided to focus on one particular initiative that would start the process of positively engaging with young people and establishing the scheme in the community. This initial project was the presentation of health and sports based awards to young people who had made a positive contribution to the community. They also decided that these should be presented at high-profile, public awards evenings, in order to raise the awareness of the positive contribution being made by young people to the local communities. In addition they felt that it was important for the scheme to recognise the activities of all young people in the area – rather than to focus on specific groups (e.g. low achievers). This proved to be a very positive step and the added-value gained through putting 'low achievers' on the same stage as traditionally 'high achievers' cannot be under-estimated.

Following discussion the Management Group identified that the C.A.T.S. awards should be offered on 3 different levels, each reflecting the contribution that had been made by the individual.

Level One – for young people engaging in an activity within a controlled environment e.g. those assisting with extra-curricular activities or giving time to help within a local club.

Level Two – for those engaging in projects or activities that have a wider community impact, whilst still in a controlled environment e.g. beach cleaning, running computer-skills sessions for older people organised by school or other adult-led groups.

Level Three – for those who take the initiative in establishing projects that have an impact in their community, these should be led by young people with other support as required e.g. refurbishment of youth shelter or re-painting of a bus shelter.

Each level results in a different type of reward for the young person and the involvement of the local clubs and providers was sought to ensure that relevant rewards could be made available. Initially there was no funding and community ownership was considered to be crucial to its development and success. Local businesses, sports clubs and other providers were approached and many offered to support awards for presentation. This resulted in very positive engagement with a range of activities being made available, ranging from free swimming at the local Council-owned pool through to surfing, climbing and mountain-boarding lessons. As a result of this support it was possible to offer rewards that reflected the levels of engagement by those nominated, as detailed below.

Level One – Free swim / trampolining at the local leisure centre supported by the District Council

Level Two – Half day's activity (e.g. climbing, surfing, mountain-boarding, kayaking) supported by a number of local providers

Level Three – Full day's activity or specific tailored activity supported by both local and more remote providers.

Although the majority of the awards are donated to the scheme, others are provided at a reduced rate, which therefore required some degree of funding and as a result in 2005 a small amount of money was secured through the Crime and Disorder Reduction Partnership to assist in the provision of awards. This money was also used to purchase C.A.T.S. wristbands, which are presented to the award winners, in addition to the certificates they receive.

Impact:

The Scheme was launched in May 2005 when the initial awards evening was hosted in the town, at which 50 awards were presented to local young people, who had been nominated by a range of people in the community for their work. (It should be noted that a local primary school pupil designed the logo for the scheme). A number of the nominations came from within the school, but one group received an award for a beach cleaning exercise that they had undertaken with the local District Council Beach Ranger.



One particular member of the group had been dealt with by the Police and the school staff for a range of matters on a number of occasions – he spoke to staff present and said,

'I have never won anything in my life and I'm never likely to again. I wasn't going to miss this for the world'

To this date he has had no further involvement with the Police and the fact that this one individual had felt such a degree of pride in receiving his award only served to reinforce the need for such a scheme.

Specific Projects

Following the launch the Management Group continued to work on the development of the scheme, identifying links with existing groups and ensuring that they engaged with other projects including

- B Sky B Living for Sport (re-engaging disaffected year 9 boys).
- Local holiday clubs
- Beach cleaning exercises
- Cricket Force

The group also looked for opportunities to develop specific projects, which would have an impact on levels of crime in a target area, two examples are detailed below.

Sensory Border:

The local Resource Base is a centre for disabled children. Youths were gathering there during the evenings, causing a considerable amount of damage to the area. Young people from the Learning Support Unit at the Community school worked with the disabled children to transform an area adjacent to the base into a sensory border, with the sponsorship of a local garden centre. This was a successful project resulting in a significant reduction in reported crime and anti-social behaviour in the locality:

Reported incidents:

January 05 to August 05 – 7

September 05 – April 07 – 3



The project also assisted in building relationships between 2 groups in the community who otherwise would not have worked together. A direct result of this was that one key individual went on to work with other pupils to establish a group called 'School Force', undertaking basic gardening projects around the school until he moved away from the area some time later. The border that had been established outside the Resource Base was subsequently maintained by pupils from the neighbouring primary school, who were also nominated for C.A.T.S. awards.

Kilkhampton Youth Shelter

The youth shelter in a play park in the village had fallen into disrepair and was becoming a focus for problems. Members of the local youth group approached the parish council requesting permission to refurbish the shelter. This request was supported and funded by the council, although all the work was carried out by the young people, who not only painted the shelter, but also designed tiles to be placed inside. They worked hard on the project and the results were unveiled at the village fete. The reported incidents of anti-social behaviour in the area reduced and the group remained committed to maintaining the shelter following the work that they had done to it, having a very positive impact on the area.

Other projects were also developed across the area, which were generally designed to break down barriers between groups and to encourage young people to engage more widely with the community. These projects were wide-ranging and included:

- A group of pupils working with the local U3A (University of the Third Age) on the development of their computer skills.
- A poster competition to highlight the dangers of not wearing a cycle helmet
- Young sports-leaders running after-school activities for primary school children in outlying villages.

Increased Partnership Support:

The development of the scheme resulted in more partners becoming engaged, both as part of the Management Board and also as providers of awards, with both public and private sector partners committing to continue their support including:

- North Cornwall District Council, which has provided free swimming vouchers for all Level 1 winners
- Local activity centres such as Outdoor adventure, which has pledged a number of activity sessions as Level 2 and Level 3 awards.
- Plymouth Argyle Football Club has agreed to host award winners in their Community Development Team and also their Living for Sport base.

Other people are supporting the scheme in providing more 'health-based' awards with the aim of appealing to young girls, in particular, who are not specifically attracted by the opportunity to take part in some of the more 'extreme' activities on offer.

The growth in the scheme resulted in the need for more support and a pilot project was agreed with the police to engage a volunteer to assist in the administration. This has been particularly successful and has added a great deal of capacity to the management group, bringing new skills to the team and helping to strengthen the community ownership. He has also taken on a project to develop a healthy-eating cookbook to raise the profile of this aspect of the scheme and to raise funds to secure the future development, this has now received considerable high profile political and celebrity support and is to be published later this summer.

Wider Development and Evaluation:

The scheme has continued to develop and was recognised on the national stage in February 2006, when it won the Youth Sport Trust / PGL Innovation Award for Developing Young People through Sport. This recognition resulted in heightened interest in the scheme and opportunities were identified for its wider development. In May 2005 the scheme was extended to Holsworthy in North Devon, which linked with Bude to reward positive action by young people in their own community. One key project from the town was the repainting of a town centre bus stop, which had been damaged on a number of occasions. Young people re-painted a mural in the shelter, which had a significant impact on this part of the town.

Due to the success of the scheme in Bude an opportunity was identified to develop the scheme across East Cornwall specifically relating to reducing criminal damage in the area, linked to Cornwall's Local Area Agreement through the Reducing Crime outcome. Funding has been secured to allow for this development and to extend the project to ensure it continues to meet its objectives.

The alignment of the project to the LAA outcome also puts in place a performance management framework, establishing targets for performance over the next 2 years. These targets will be measured through information available to the management group, in addition to data collected through the local partnership's data analysts. The indicators (to be measured from 1st April 2007) are:

1. The number of awards presented at Level 1, 2 and 3
2. The number of reported offences of criminal damage in areas where projects are being delivered
3. The number of reports of rowdy / nuisance behaviour in areas where projects are being delivered.

These measures will allow for the impact of the scheme to be further assessed but will also highlight any apparent gaps allowing for new projects and initiatives to be developed.

Structure and Sustainability:

The establishment of the scheme across East Cornwall has required the group to develop a structure to support it, bearing in mind that a key element of its success is the very local ownership of the scheme and any impact would be diluted if it was managed from a distant centre. The structure is now in place, with Bude established as a hub and other towns running their own C.A.T.S. partnerships in accordance with the constitution.

All activities that relate to the whole area are managed from Bude and they engage with the other committees to ensure a consistency of approach. This structure allows flexibility for areas to concentrate on the issues that are relevant to them and to develop projects that will have specific impact locally. It also means that young people will be recognised in their own communities, resulting in a positive image of young people being promoted, which will help to

further break down barriers. The flexibility that has been built into this approach means that each C.A.T.S. community is able to develop its own partnership and engage with local providers to build a scheme that meets the needs and resources of the area, targeting local issues and offering activities and awards that encourage young people to access services and providers in their own localities.

This wider development has opened up opportunities to develop new ways of engaging with young people. Currently a package is being developed to train PCSOs in the area to deliver 'alternative' sports in alternative settings (eg. Handball, ultimate frisbee etc where they gather) and to purchase relevant equipment that can be kept at each police station. This will link to programmes currently active in the area, such as HALP (Healthy Active Lifestyles Project) and will allow for positive engagement with young people in their own environment, in a way that will encourage and promote activity. Initial training is scheduled to take place prior to the summer holiday period, when research shows that reported offences of anti-social behaviour traditionally increase. None of this is being done in isolation and is now supported by the Cornwall Sports Partnership, which has offered its resources to assist, not only in the delivery of some of the awards, but also in the planned training of the PCSOs.

Voluntary sector support is seen as key to the scheme's continued success and other areas developing the scheme have gained considerably from early engagement with volunteers. They not only help to further ground the scheme within the community, but also add much needed capacity to the individual Management Groups.

The development of the project within the LAA is also another key factor as this provides recognition of the importance of the scheme ensuring that it is effectively monitored during the life of the LAA. During this time strong links can be made with many of the other Outcomes relating to Health, Children and Young People as well as Safe and Strong communities, with the aim of identifying how the project can receive mainstream support across the area in the future.

Summary:

The project has been active in Bude for 2 years, during which time over 550 awards have been presented to young people in the town and surrounding villages. This has had a positive impact on the young people, who have received the rewards and also on the communities that have benefited from the activities they have undertaken. The scheme recognises all young people, putting them on the same stage to receive their awards and the fact that all are treated equally in this manner only reinforces the positive impact.

One young, particularly challenging, boy was nominated for an award after taking part in developing the sensory border. The nomination meant so much to him that his foster family delayed their holiday to allow him to receive it – to this date he has had no further 'negative' involvement with the Police. It is not easy to measure the wider impact of the scheme, but members of school staff have noticed a marked improvement in the attitude and behaviour of particular young people who have been rewarded through it.

C.A.T.S. continues to develop and the Management Group continually review what has been achieved to date and seek further opportunities to engage young people, whether this is through projects or the rewards offered. It is recognised that not all young people are attracted by activity and although this remains at the heart of the scheme other rewards are being sought relating to other interests that may encourage other young people to engage – eg. Music, film etc. Funding remains an issue, however the scheme is being developed with the support of communities and providers. The increasing numbers of providers who have committed to support the scheme are highlighted by the internet links from www.budehaven.cornwall.sch.uk/cats .

In summary C.A.T.S. is designed to promote and reward positive community engagement by young people. They are the future of our communities and this is just one way of encouraging them to see how they can become part of a community and work with it to the benefit of all.

Section 4: Endorsement by Senior Representative

Please insert letter from endorsing representative:

Alex Blackwell
The Home Office, Effective Practice & Communications Team
6th Floor, Peel Building (SE Quarter)
2 Marsham Street
LONDON, SW1P 4DF

CORNWALL & ISLES OF SCILLY
Basic Command Unit
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Tregolls Road
TRURO, Cornwall, TR1 1PY

23 April 2007

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6003

01872 326081

To whom it may concern,

C.A.T.S. (Community Action Through Sport)

C.A.T.S. is an innovative and exciting project that was developed in Bude, North Cornwall, two years ago in order to address some of the problems being experienced by young people in the town. The scheme was developed as a joint project between Devon and Cornwall Constabulary and Budehaven Community College and is a 'partnership' scheme in the true sense of the word.

Bude is a town with the trappings of a small family seaside resort, however, it is geographically isolated and there are a number of socio-economic deprivation factors impacting the area. It is also an area where there is an increasingly ageing population and this has led to some tensions between sections of the community. The town had seen increasing levels of anti-social behaviour and was subject of a "dispersal order" in the summer of 2004.

It was at this time that Inspector Julie Whitmarsh and Denise May (Director of Sport at Budehaven Community College) started to consider ways of actively engaging young people in the community. This was done with a view to enhancing young people's relationship with the town and to break down some of the barriers that had started to develop between groups in the area. It was from these discussions that C.A.T.S. developed as a project.

Since that time it has continued to grow and I am aware of the considerable impact it has had in the town. This is particularly the case where projects have targeted areas of high crime and disorder and also where disaffected young people have been engaged in community projects. The project not only impacts on young people who are rewarded for their positive activity but also the community as a whole. There has been considerable community support for the scheme as evidenced by the number and range of providers who have committed resources to deliver the awards.

C.A.T.S. is now being extended across East Cornwall, through the 'Reducing Crime' stretched outcome in the Local Area Agreement as agreed by the Community Safety Strategic Group, which I currently chair. The particular focus of this will be around reducing criminal damage in the area, following the positive impact of the scheme on this aspect in Bude. The agreed measurements that have been put in place will only serve to evidence its effectiveness yet further.

In addition to the local backing it has already received it has also gained support of the Cornwall Sports Partnership, which has committed resources to assist further development of the scheme in addition to the delivery of awards. This will only help to further raise its profile across the County. Although sport remains the main focus of the scheme due to the positive health impact it has, other award options are being sought to widen the appeal of the scheme to those less interested in such activities.

The success of the scheme and its potential for expansion across the county is a testimony to those involved from the very start. Their determination to engage with a wider range of partners indicates their commitment to enhancing the role and image of young people.

I strongly recommend this project for consideration for an award.

Yours sincerely

Superintendent J Green
Cornwall & Isles of Scilly BCU

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**. 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.