



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:
SAFER NEATH PORT TALBOT CHRISTMAS CAMPAIGN

Name of force/agency/CDRP/CSP:
SAFER NEATH PORT TALBOT PARTNERSHIP

Name of one contact person with position and/or rank (this should be one of the authors):
ANNIE O'REILLY – SAFER NEATH PORT TALBOT PARTNERSHIP – BUSINESS OFFICER

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a.oreilly@npt.gov

Full postal address:
PORT TALBOT POLICE STATION
2nd FLOOR
STATION ROAD
PORT TALBOT
SA13 1JB

Telephone number:
01639 889729

Fax number:
01639 889174

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

WALES

Name of endorsing senior representatives(s):

Ken Sawyers Neath Port Talbot Chief Executive
Superintendent Cliff Filer G Division

Full address of endorsing senior representatives(s):

Neath Police Station, Neath, SA11 3BW

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

Christmas Campaign

Our campaign for the holiday season was developed to address a series of problems that had been identified by a variety of sources and verified through analysis all with a common theme of the Christmas and New Year Party Season and the consumption of excess alcohol.

A range of initiatives which formed the overall campaign were designed to address the problems identified. These included;

1. Poster and mirror sticker campaign to highlight the consequences of binge drinking to prevent vulnerability to sexual assaults and to raise awareness of consent which is at the centre of all rape allegations.
2. Drink spike testing kits – issued in pubs and clubs in order to prevent drink spiking and to raise awareness about the danger of drink spiking and personal safety.
3. Poster campaign to highlight the consequences of excessive drinking e.g. criminal damage and violent crime in order to encourage sensible drinking and prevent alcohol related crime.
4. Media campaign promoting sensible drinking and responsible behaviour to encourage visitors to the area to have a safe and enjoyable crime.

Analysis of Need

Analysis was used to identify peaks in crime associated with Christmas and New Year. Crime figures were analysed to identify “hot spots” and problem areas and types of crime. This enabled us to focus our efforts on particular areas of need.

Outcomes of the Campaign

Following the conclusion of the campaign relevant crime figures for the period were compared to the previous year which demonstrated a reduction in sexual assaults, violent crime, and criminal damage and anti social behaviour all of which had been highlighted as areas of concern.

Headline figures:

Sexual offences **down 15 per cent**

Violence against the person **down 14 per cent**

Criminal damage **down 7 per cent.**

The campaign was a Partnership Initiative between the police, local authority community safety team, licensing department and trading standards.

A surprising outcome was the Lucie Blackman Trust, which campaigns for date rape drugs and drink spiking awareness, used the campaign on advertising literature and requests were received from other BCUs for further information and permission to use the posters and stickers was recently given to Leicestershire Police. The manufacturers of the drink spiking kits in the USA have also contacted the partnership as this is the first time the company has witnessed any evidential link between reducing drink spiking and reducing the number of sexual offences.

Section 3: Description of project

TITLE OF PROJECT

No Consent, No Sex Campaign

Problem 1 - Sexual Assaults

In previous years a number of allegations of rape/ sexual assault over the Christmas period were made which were to be investigated but later proved to be either false or an issue of consent. In many cases alcohol was a key factor. The Community Safety department was asked by senior detectives to reduce the number of false reports through raising awareness about consent, choice and the affects of alcohol.

Initiative 1 - No Consent, No Sex

Poster Campaign in pubs and clubs based on the theme of the Fairy tale about the Frog Prince, particularly targeting women to make them aware of the consequences of drinking too much and becoming vulnerable targets. This was also backed by a hard hitting mirror sticker campaign targeting both men and women. These contained slogans such as "Is this the face of a rapist" and "No consent, no sex" for men's wash rooms and "Is this the face of a princess" and "Your body, your Choice" in the female wash rooms picking up on the Frog Prince poster campaign. This campaign was supported by a radio media campaign – where the fairy tale of the Frog Prince was given a new slant – be careful about who you are kissing on a night out as a handsome guy who may turn into an ugly frog in the morning.

TITLE OF PROJECT

Drink Spiking

Problem 2 - Drink Spiking

There is a perception that drink spiking is a major problem but statistics show that there are very few actual incidents of drink spiking within Neath Port Talbot. However, during the Christmas period many people go out who are not regular club goers and who are apprehensive about the dangers of drink spiking.

Initiative 2 - Distribution of Lucie Blackman spike testing kits

Pubs and clubs within the hot spot areas were given boxes of drink spiking test kits to give to their customers who had concerns about having their drinks spiked. The distribution of the kits was followed up by a media campaign including radio and newspaper articles. There were no reports of any drink spiking incidents during December or January and the feedback from the public was that the distribution of kits was very reassuring.

TITLE OF PROJECT

Don't let a good night out, become a bad night Inn

Problem 3 – alcohol related criminal damage and anti-social behaviour

There is a clear link between the consumption of alcohol during this holiday period and an increase in the amount of criminal damage and anti-social behaviour in town centres and walk-home routes from town centres. This comes at an enormous cost to the police in terms of resources but also to the local authority in terms of vandalism to property such as bus shelters, sign posters, parks and public seating.

Initiative 3 – Don't let a good night out, become a bad night inn posters

Poster campaign in pubs and clubs depicting a party showing people having a good time but also a prison cell showing one of the revellers behind bars. This was also backed up by press and radio coverage warning people to go out, have a good time but not drink excessively which can lead to anti-social behaviour

TITLE OF PROJECT

Business Crime Reduction Partnership

Problem 4 – Repeat offenders committing various crimes in the town centres

Feedback from licensees and police revealed that there was a problem with repeat offenders who go from pub to pub causing public order problems and spoiling the enjoyment of others.

Initiative 4 – The Neath Port Talbot Business Crime Reduction Partnership

The Business Crime Reduction Partnership invited local licensees to join the partnership and to take advantage of local intelligence to ban those who commit alcohol related assaults, public order offences or criminal damage from all pubs and clubs in the town centre following conviction.

Membership of the BCRP entitled members to have access to radio systems so door staff could keep in contact with each other and could be kept informed of any problems in the area.

Other information

Before the commencement of each project, a multi-agency forum was held to identify problems and to develop potential avenues for response. This forum involved the police, community safety team and representatives from licensees, drugs and substance misuse agencies and trading standards.

The projects received support from the Divisional Command Team and the Executive and Strategic Boards of the Safer Neath Port Talbot Partnership as they clearly matched the Community Safety Strategy objectives of reducing urban public disorder, anti-social behaviour and criminal damage in the borough.

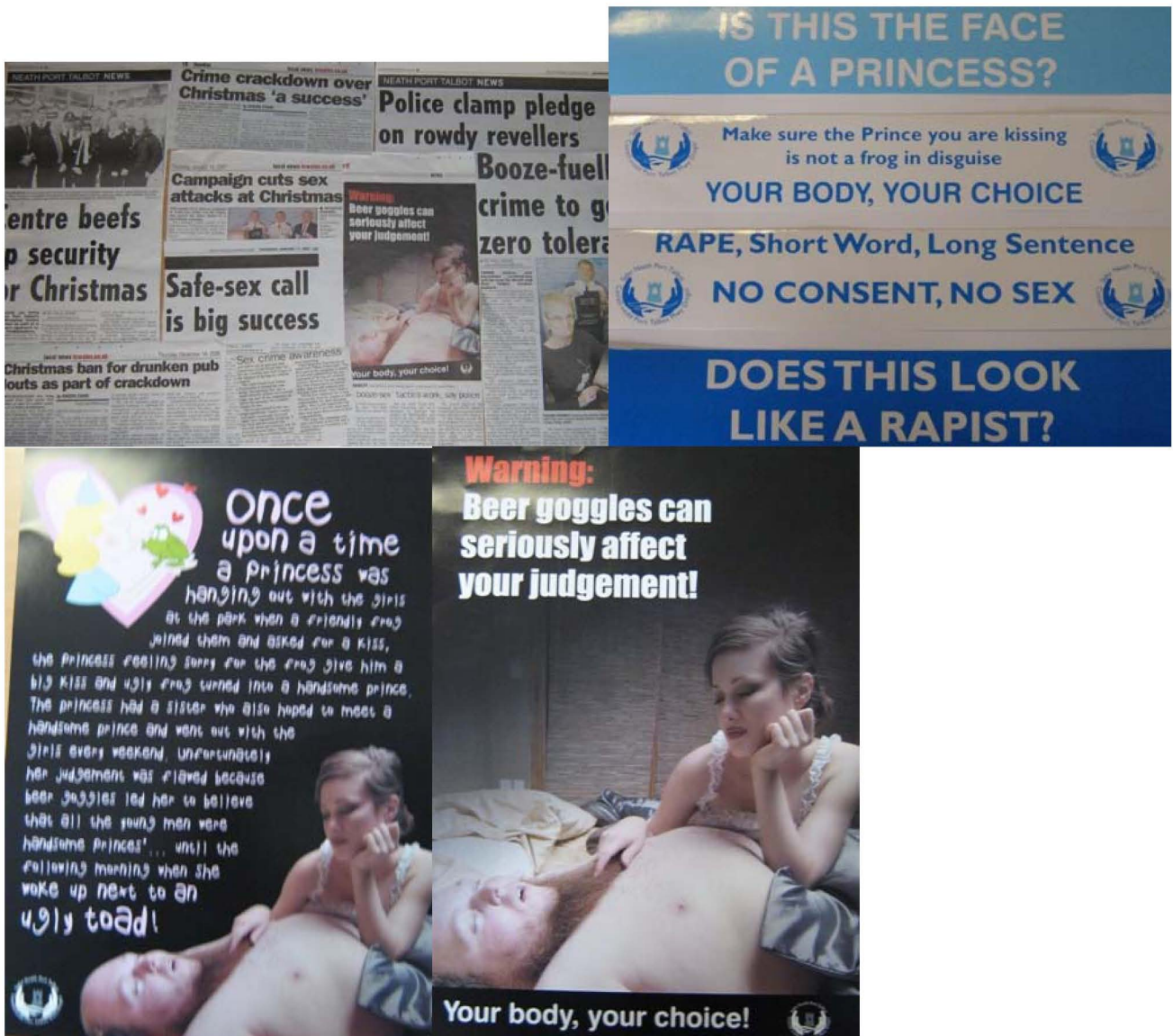
Funding was secured from the Building Safer Communities Fund for the promotional material, while the policing costs such as extra patrols was met via the After Dark Strategy from the Basic Command Unit Fund.

Crime figures have been analysed and have shown a marked decrease in the number of sexual offences, violence against the person and criminal damage which indicates that the aims and objectives were met.

In December 2006 and January 2007 sexual offences were down 15 per cent compared to the same months in 2005 and 2006. Violence was down 14 per cent in the same per cent and criminal damage was down 7 per cent.

Note:

Below are examples of some the press cuttings, mirror stickers, frog prince poster and beer goggles poster



Section 4: Endorsement by Senior Representative

Please insert letter from endorsing representative:

27th April 2007

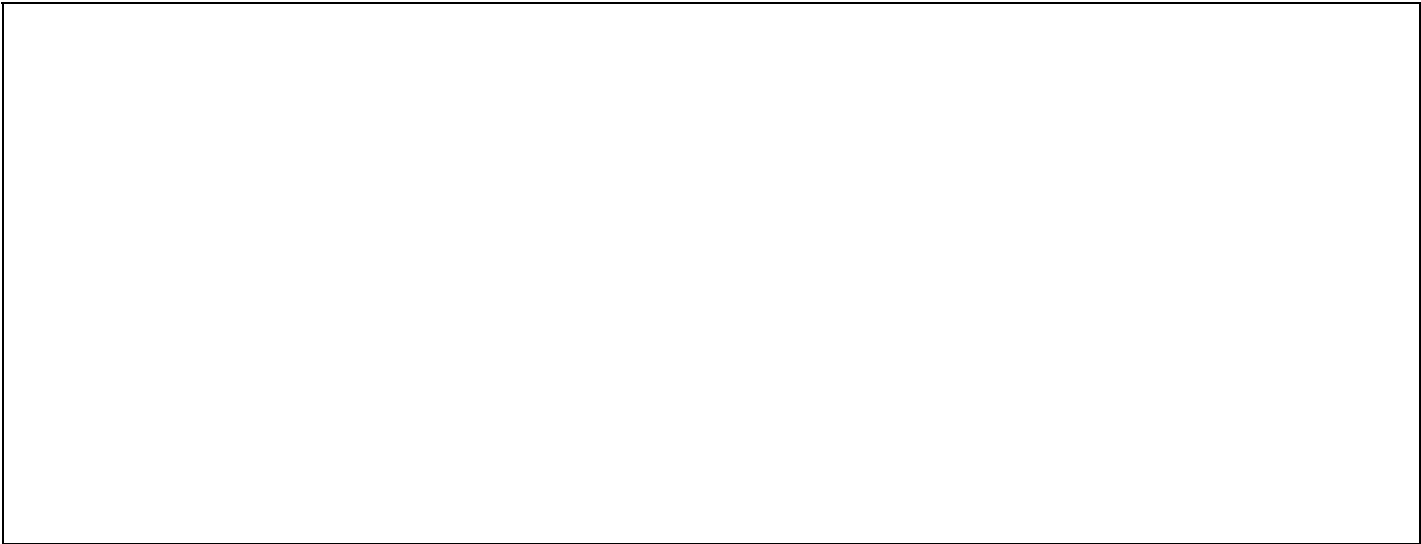
Dear Sir,

As co-chairman of the Safer Neath Port Talbot Chairman I fully endorse the application made by the partnership for the Tilley Awards 2007 for the outstanding success of our Christmas campaign.

The partnership used a problem orientated approach to identify issues associated with the Christmas and New Year holiday period and came up with some innovative projects, which ultimately achieved their goal of reducing violence against the person, criminal damage, sexual offences and anti-social behaviour.

This project reflected the partnership approach we have in Neath Port Talbot, with all partners working with the common goal of reducing crime and making the borough a safer place to live, work and visit.

Superintendent Cliff Filer
Divisional Commander, Neath Port Talbot
Co-chair of the Safer Neath Port Talbot Partnership.



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.