



Home Office

Crime Reduction & Community Safety Group

Tilley Awards 2008 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 tilleyawards08@homeoffice.gsi.gov.uk.

All entries must be received by noon on **Friday 25th April 2008**. 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.

Section A: Application basics

1. Title of the project: Respect in Cumbria
2. Key issue that the project is addressing: Anti-social behaviour

Author contact details

3. Name of application author: Sgt Mark Wear, QPM
4. Organisation submitting the application: Cumbria Constabulary
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Secondary project contact details

8. Name of secondary contact involved in the project: Caroline Tunncliff
9. Secondary contact email address: caroline.tunncliff@cumbria.police.uk
10. Secondary contact telephone number: 0845 33 00 247

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation:

12. Endorsing representative's email address:

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered: GO North West

14. Please mark this box with an X 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 B: Summary of application - *In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).*

Scanning:

As crime has fallen, anti social behaviour has become a greater concern in local communities. In 2004 Cumbria Constabulary carried out its annual public satisfaction survey, 85% of respondents identified ASB as a significant problem.

Analysis:

Surveys carried out in 2004 and 2005 highlighted ASB as the number one concern for Cumbrian communities. In 2005 Cumbria Constabulary dealt with 193057 incidents, almost one quarter of these incidents related to ASB. Partners regarded ASB a police problem. Other agencies capable of addressing the issue had used the tools available to them for tackling ASB on only a limited number of occasions.

Although the percentage of ASB incidents was high, dealing with them from a tactical perspective was not a priority. No co-ordinated approach existed across the County to address this issue. Each BCU dealt with the problem through its own tasking and co-ordinating process. Within this process ASB was a low priority.

Response:

In April 2006 the 'Cumbria Respect' campaign was launched, with the intention of providing a co-ordinated and consistent approach to address the issues of ASB which mattered most to our communities.

Objective; 'with partners tackle and reduce incidents of anti-social behaviour and engage with communities and people of all ages, to help create a safer environment for all who live and work in Cumbria.'

A proactive marketing and media strategy was adopted, fed by key operational activities and events. Campaign themes included; Respect days of action targeted at specific offenders, or offences and a wider use of anti social behaviour legislation, along activities aimed at which challenging perceptions of ASB.

Initiatives included:

Public promotion	Youth promotion	
Billboard advertising	Calendar competition	
Bus ticket advertising	Branded pens and pencils	
Advertising van	Balloons	
Town banners	Pop-ups	
Vehicle stickers	Button badges	
Posters	Branded bookmarks	
Leaflets	Summer schedule planner	
Wage slip inserts	Keyrings	
Beer Mats	Competition certificates	

Assessment:

Improved partnership working, challenging community attitudes and proactive marketing -under one brand - have resulted in incidents of ASB being reduced by 7459 incidents (14%) in 2007.

Successfully addressing community concerns has reduced the number of people countywide who are worried about ASB, from 62% in 2005 to 33% in 2007.

Respect was launched as, and continues to be, the lead campaign for the Constabulary. By respecting community concerns, community respect has been gained.

State number of words: 380

Section C: Description of project - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 11.

Scanning:

As crime has fallen, anti social behaviour has become a greater concern in local communities, instances of ASB are difficult to measure due to the perception of members of the public whose views vary widely as to what is acceptable behaviour.

In 2004 Cumbria Constabulary carried out its annual public satisfaction survey, there were a total of 2506 surveys returned (30%) out of a total of 8345. Of these respondents, 85% identified ASB as a problem, from this it could be seen that a reduction in this perception was needed.

A similar survey was carried out in 2005, 1840 (26%) surveys were returned out of a total of 7006. During this survey people were specifically asked to identify the area of crime which was of the greatest concern to them and identify the area of crime which the Constabulary should place the greatest emphasis on tackling during the following year. Of those surveyed 60% identified ASB as their greatest worry and 62% identified tackling ASB as the first priority for the Constabulary to tackle. Using the data from this survey it could be seen that not only was a reduction in perception needed but we also needed to reduce the number of ASB incidents.

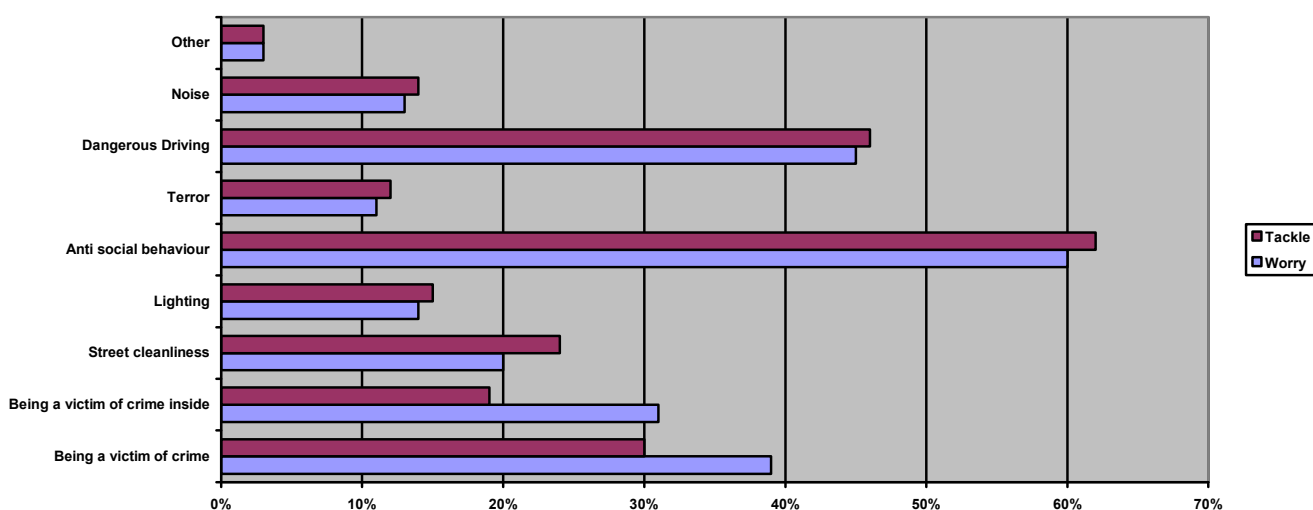
In 2005 Cumbria Constabulary dealt with 193057 incidents, of these 45345 related to ASB. Therefore almost a quarter of incidents dealt with during the year related to ASB

Despite being the number one concern for local communities throughout the county, no co-ordinated or corporate approach for dealing with this issue existed within the Constabulary or externally with partners. Amongst partners ASB was seen as a police problem.

Analysis:

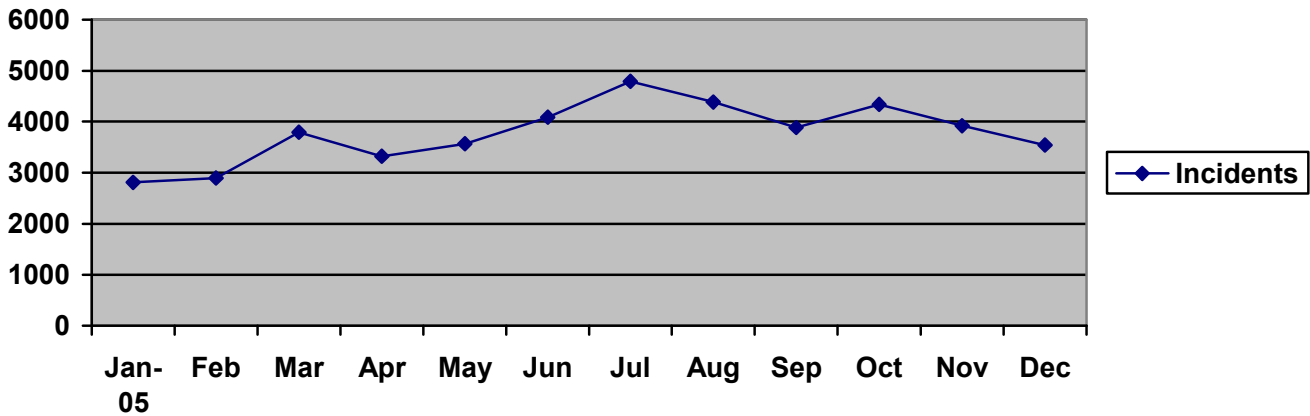
During the 2004 public consultation survey, respondents were presented with a series of issues that concern policing in Cumbria, and asked to rate their importance, 85.6% of respondents regarded the prevention of ASB as an important area of policing.

In 2005 the public consultation survey carried out in 2005 respondents were specifically asked 'Which of the following worry you most in your neighbourhood, and which would you like us to tackle next year?' The chart below shows how ASB was identified as the greatest concern and most significant issue that respondents wanted tackling.



The concerns, regarding ASB, identified through both consultation surveys were mirrored by a rise in reported incidents. In 2004 Cumbria Constabulary dealt with 188988 incidents, of these 41319 related to ASB. In 2005 Cumbria Constabulary dealt with 193057 incidents, of these 45345 related to ASB. Therefore almost a quarter of incidents dealt with by the Constabulary on a yearly basis related to ASB. A previous analysis highlighted that the average cost in officer time to the Constabulary when dealing with ASB incidents was £50 per incident.

The chart below reflects the rise in ASB incidents reported to the police during 2005. Data was taken from the fiscal year as this reflected seasonal peaks and troughs clearly.



Dealing with ASB was seen as a police problem, the majority of other agencies capable of addressing the issue had no tangible way of recording incidents reported to them therefore the analysis of this problem had to rely purely on police statistics. The number of incidents reported to those agencies that did record them was found to negligible in comparison to the numbers reported to the police.

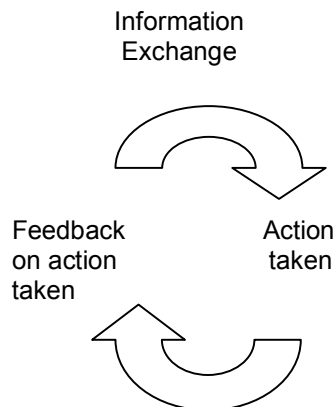
Although the percentage of ASB incidents was high, dealing with them from a tactical perspective was not a priority for the Constabulary. No co-ordinated approach existed to address this issue, each of the three Cumbria BCUs, dealt with the problem through its own tasking and co-ordinating process. Within this process ASB was afforded a low priority. Notionally it was felt that ASB was a youth related problem, to some extent a large proportion of the incidents to which the police responded were youth related.

Within each BCU each Local Policing Team had adopted its own approach for dealing with ASB. It would be fair to say that at this time it was a post code lottery as to how effectively you would be dealt with as a member of the public reporting an incident of ASB to the police.

Between 2003 and 2005 a small pocket of expertise in tackling ASB through partnership working was developed within the West BCU, where community officers at Whitehaven, were working with partners to use the full range of powers to tackle the problem and were delivering the message that this issue would be tackled and not tolerated.

This approach had received recognition from the Home Office and HMIC but more importantly was being positively received by communities within the town. Notionally it was felt that the when action was taken and reported back to communities those communities would have greater confidence in the police and partners. In turn communities expected more to be done about their problems.

From this experience a circle of information sharing developed between the partners involved and communities.



Out with the Constabulary each BCU linked to one or more of the six County CDRPs. Five of the six CDRPs had task groups specifically established to address ASB. Task groups tended to be police driven as a result of partners viewing ASB as a police problem and the police holding all useable data regarding the issue.

Nationally, tackling ASB is regarded as an overarching priority of the Police service in conjunction with partner agencies. In some cases partner agencies are better placed to deal with such incidents, this had been seen at Whitehaven where appropriate use of powers held by partners to tackle ASB had impacted on police calls for service.

The ASB Act had been implemented in 1998, in Cumbria its use had mainly been limited to applications for anti social behaviour orders, the majority of which had been applied for by the police. Partners such as Registered Social Landlords and Borough Councils were capable of taking action through use of this Act and other powers, which weren't available to the police, such as the Housing and Local Government Acts.

The six Borough Councils and ten of the largest Housing management organisations, all of which had links to CDRP, would be key players in implementing and using some of those powers mentioned ante. As an example of the underuse enforcement powers, in the seven years up until the end of 2005 the Housing Associations within the County had used their Injunctive powers to deal with ASB on a mere nine occasions. In terms of ease of use when comparing Cumbria to other areas we found that in Greater Manchester injunctive actions against problem housing tenants had been used on over 900 occasions.

In January 2006 the Home Office launched the 'Respect' action plan. No parts of Cumbria were identified as 'trailblazers' or 'action areas' as part of the National campaign.

In summary through Scanning and Analysis we found;

- Tackling anti social behaviour was the number one community priority in Cumbria
- No consistent approach for addressing the issue of ASB existed.
- No consistent message was being delivered to communities regarding the actions being taken to tackle ASB
- The police could not tackle ASB alone partners had to be fully engaged.

Objective:

In April 2006 ACC (Ops) Mr Graham Sunderland launched the Constabulary 'Cumbria Respect' campaign, following the ethos of the national Respect Action plan but with attention focussed on providing a co-ordinated and consistent approach to address the issues of ASB which mattered most to our communities. The following objective was set;

'tackle and reduce incidents of anti-social behaviour and engage with communities and people of all ages, to help create a safer environment for all who live and work in Cumbria.'

The 4 main strands of this objective were:

- Effective engagement with communities
- Effective information gathering, analysis and exchange
- Effective partnership working
- Effective targeting of offenders

It was intended that the Respect philosophy would be embedded within the Constabulary in the first six months.

Response:

Changing public perception and reducing incidents was paramount. To achieve the objective a corporate response had to be adopted, initially within the police and then with partners, thereby providing a corporate response across the County for dealing with incidents of ASB.

To achieve this operational activities associated with ASB were linked to the Respect message through each BCU tasking and co-ordinating process. Each BCU was tasked with running a weekly campaign themed towards addressing localised issues of ASB, along with a monthly campaign addressing the same issues on a wider scale. These weekly and monthly campaigns were managed through the BCU Tasking and Co-ordinating processes and were fed directly back to ACC (Ops) through the Constabulary Ops Board. Campaigns provided focus at operational level when dealing with the issue of ASB.

Tactical policing methods in the shape of localised campaigns were used to deal with the causes and symptoms of ASB. In turn these campaigns were used to feed the Respect in Cumbria media strategy which was established to address the perceptions and fears of ASB. Both strands of the campaign, operational policing and raised awareness through publicity, ran hand in hand. Some operational and tactical activity themes included; Respect days of action targeted at specific offenders, or offences, high profile policing of ASB hot spots and a wider use of anti social behaviour legislation to name but a few.

A key new approach of using proactive media and marketing coverage was implemented highlighting the messages of Respect in Cumbria as oppose to relying upon a previous reactive media strategy. This strategy involved informing communities of the actions to tackle anti social behaviour in their areas thereby showing that the police were taking the issue seriously. Communities were encouraged to report incidents. When results of action taken was seen in communities, it was envisaged that we would see increased reporting and gain a more realistic picture of levels of ASB.

Proactively engaging with the local media ensured that outcomes of actions taken during the initial phase of the campaign remained a focus in local newspapers and on local radio and television stations. To raise public awareness and community 'buy-in' a proactive marketing campaign, with a budget of £20,000 for 06/07 was adopted. This wider campaign didn't just rely on the reporting of positive action. Opportunities were taken to market the Cumbrian message on a broader theme, some of the initiatives to achieve this included; advertising space being purchased on billboards, banners being displayed at local events, vehicle stickers, t shirts and pens, all of which displayed Respect logo. The intention was to raise awareness of Respect before local holidays and national events such as the World Cup thereby ensuring communities were bombarded with the simple message of 'Give Respect, Get Respect'. The campaign aimed to embed the concept of respect by promoting consideration for others, civility and good manners as well highlighting that everyone has responsibilities.

See below



From the outset it was clear that the thrust wasn't just about obtaining ASBOs. This allowed a considerable amount of work to develop with young people to challenge their perceptions and understanding of ASB. This work took on many forms much of which was carried out by Police Community Support Officers and Community Constables. Work ranged from organising sporting events and delivering formalised lessons in schools to challenge pupil's perceptions of ASB. All of these activities were used to feed the pro active marketing and media campaign and were supported with marketing material specifically targeted at children.

See below



By September 2006 it was felt that the campaign had been embedded within the Constabulary and it was time to engage with partners. Partner engagement formed the second phase of the campaign with ACC (Ops) Mr Sunderland setting an additional objective of;

‘engaging partners from across the County in the campaign, to develop, improve and increase partnership working.’

The theme of actions carried out in the first six months of the campaign continued.

Scanning and analysis had identified key partners; Councils and Housing Associations, who through the use of their tools and powers, such as the Housing Act or noise abatement powers, could impact on ASB. Key to increasing the use of tools and powers available to these agencies was training. To deliver this, one of the officers who had developed partnership working at Whitehaven was seconded to the Constabulary HQ, allowing him to work across all BCU, to enhance the operational delivery of the campaign.

Key to this stage of the campaign was raising the awareness and improving the confidence of the police and partners who were capable of addressing ASB issues.

To facilitate this joint training between partner agencies was developed at Local Policing Team Level. Training involved officer's from Local Policing Teams being tasked to bring partner agencies to the events, which became known as Respect Action days. These events focussed on the use of tools and powers available to all agencies to tackle ASB, marketing positive action through the circle of information sharing and engaging with communities. By doing this, each Local Policing Team was given the ability to focus on its on specific ASB problems. Events raised awareness and increased the confidence and ability of those agencies attending to tackle ASB.

Using a wider range of tools and powers, such as Housing Act Injunctions in partnership with other organisations has meant that the response to dealing with ASB became more effective and has not relied on using criminal law alone to deal with an ASB problem as can be seen in the following example:

Officers in Carlisle were regularly called to deal with the tenant of a Housing Association property acting anti socially but who was not breaking any criminal law. Tenants would call the police to complain about the ASB as the Housing Association office closed at 5pm. The police response was ineffective as there was no criminal matter to deal with. Inaction gave tenants a poor impression of the police.

Partnership working between the Housing Association and a local police officer resulted in an Injunction with a power of arrest being obtained. The officer provided evidence of the ASB, the Housing Association used the powers available to them to address the problem. The next time the police were called to deal with the tenant they were able to use the power of arrest to deal with the ASB. The threat of further arrest resulted in the tenant not re offending.

Post training the seconded officer was then made available to provide ongoing advice, guidance and support at an operational level across the County, not just to the police but partners as well. This ensured that the training delivered was taken and put into practice.

As the training events partly focussed on sharing information with communities, increased action resulting from the events was used to feed the media campaign. Emphasis was placed on the joint work of the partners involved rather than the media focussing on work just being police led.

Assessment:

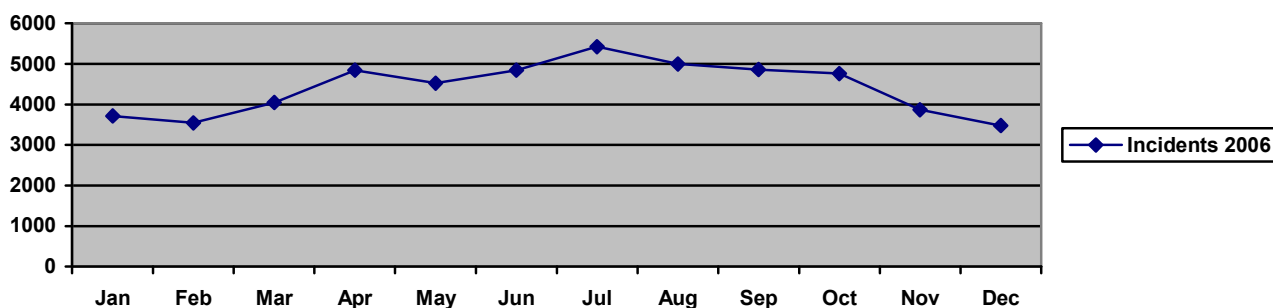
At the outset of the campaign we did not believe that the levels of reported ASB were true. By encouraging communities to report incidents we expected levels of ASB to increase during the first six months of the campaign April to September 2006. This was correct and the increase in reported incidents in 2006 gave us a baseline to work from to reduce incidents.

For 2007a target of reducing incidents by 2%, or just over 900 offences was set was set.

During the Constabulary public consultation survey of 2006, there were 2043 respondents from a total of 6370 surveys distributed. When asked about anti social behaviour 43% of respondents regarded ASB as a worry while 41% believed it was the most important area for the police to address. ASB was still the top priority of respondents.

In this survey respondents were asked if they had heard of the Cumbria campaign, 27% stated that they had. This percentage was regarded as significant for a campaign still in its early stages. It was felt that this significance resulted from the fact that we were tackling the top community priority therefore communities were interested in the campaign.

From all of the data used the peak for incidents was July 2006, this was expected as it was at a time when we were asking people to report more. After July we started to see a steady drop in incidents which hadn't been seen in the previous two years, as incidents had tended to rise in school holiday periods.



After the first six months of the campaign the Respect message was embedded in the daily business of the Constabulary, managed through the tasking and co-ordinating process. The public consultation process highlighted the fact that the message was being recognised by Cumbrian communities. Waiting six months before approaching partners to get involved was the correct thing to do as it allowed the Constabulary to get its own procedures right before engaging with partners. This allowed partners to see the campaign in action which made a stronger selling point when asking them to commit to it.

Key to increasing the use of tools and powers was joint training between partner agencies. Training raised awareness amongst key agencies, best shown by the example ante, this also allowed them to prepare and present cases at court without having to rely on the expense of solicitors this generated efficiency savings for the organisations involved. In the case of the seven injunctions mentioned ante the Housing Association saved £15,000 by presenting the case at court without relying on external legal advice.

All partners within the County who were initially identified as key players are now involved to varying degrees. All those capable of tackling ASB through the use of their tools and powers are now doing so in partnership with Local Policing Teams. In one instance one Housing Association obtained more ASB injunctions in one day in December 2006, (seven in total) than they had obtained in the previous nine years that the power had been available to them. This Association has gone on to use this power on numerous other occasions to deal with problem tenants who the police would regularly get called to deal with. Using tools and powers in this way improved public perception, feedback from members of the public affected by the ASB issue in Carlisle mentioned ante was positive as their perceptions of the Police and Housing Association changed when they saw positive action being taken.

Seconding an officer to provide the operational delivery of the campaign was seen as a wise investment. Training of the type delivered was beyond the financial reach of many of the partners involved. Investing an officer's time to deliver this training and provide ongoing advice, guidance and support at an operational level ensured that positive action to tackle ASB happened.

As the campaign became daily business the necessity of having this officer in post has been negated. The short term cost resulting from the officer's abstraction from the West BCU has produced long term benefits.

From the outset of the campaign ACC Mr Sunderland stated that the thrust wasn't just about obtaining ASBO's. This allowed a considerable amount of work to develop with young people challenging their perceptions of ASB. This work took on many forms which are highlighted in the response and show that this campaign wasn't just about enforcement.

The majority of work carried out with young people has been completed by Police Community Support Officers and Community Constables, working with partners from relevant organisations such as Education. This work has ranged from five a side football matches to calendar competitions through to developing activities for young people with nothing to do to issuing button badges emblazoned with the respect logo. On a more formal setting a PCSO from one BCU delivered lessons to over 3000 school children, these lessons challenged pupils perceptions of anti social behaviour. All of these activities have been used to feed the positive side of the marketing campaign.

Ensuring all Police Officers and Staff are kept informed of media and marketing activities has proved paramount. Targeted distribution of information has been achieved by using Local Policing Team's knowledge of areas and community groups. Officers and Staff are kept up-to-date with forthcoming marketing and media activity via a weekly internal newsletter. The Respect logo is visible on a wide range of internal material.

Marketing the campaign at such a significant level has been a first for the Constabulary. The Marketing and Communications team have linked with operational activity proactively rather than reactively. The marketing activities undertaken in 2006 and 2007 include:

Public promotion	Specific - youth, school and event promotion
Billboard advertising	Respect calendar competition (2006 over 460 entries - 2007 over 1140 entries)
Bus ticket advertising	Respect branded pens and pencils
Advertising van	Balloons
Town banners and bunting	Pop-ups
Vehicle stickers	Button badges
Respect posters and leaflets	Branded bookmarks
Bar / night club tent cards	Summer schedule planner
Wage slip inserts	Ad loop key-rings
Beer Mats	Competition certificates
Take Away stickers	Sports equipment
Branded sweets	Branded sports bibs
Nightclub entrance stamps and tickets	Notepads
Barrow eye projector	Bicycle reflectors
Respect t-shirts	
Trolley key-rings	
Till receipts	
Conference packs	

Localised marketing support continues to link to tactical policing methods in order to address perceptions and fears of anti-social behaviour and successfully deal with the causes and symptoms of such behaviour. This, coupled with generic Respect marketing activities continues to embed the Respect message in the daily business of the Constabulary.

The 2007 public consultation survey saw 1841 respondents from a total of 6408 surveys distributed. When asked about ASB 33% of respondents regarded it as a worry while 34% believed it was the most important area for the police to address. Although ASB was still the top priority those regarding it as a worry dropped by 10% in comparison to the 2006 survey.

During this survey 50% stated that they had heard of the Cumbrian Respect campaign.

Partner engagement has meant that this campaign hasn't just been about the police. Due to its success other agencies, in addition to the key players identified at the outset have adopted the County campaign. These agencies have included the Fire and Rescue Service, Probation and the Criminal Justice board to name but a few. This has meant that the simple message of 'Give Respect, Get Respect' is being delivered to communities from a multitude of sources within the County.

This has enabled the campaign to link to other large cross-partnership campaigns, some examples of which are listed below:

- Alcohol awareness
- Greener, Clearer, Safer streets
- Mini-motos campaign
- Blow the Whistle on Domestic Violence
- Safer drinking
- Wildlife Watch
- Operation Minx – off road motorbikes
- Streetsafe and Nightsafe Operations (violent crime)
- National drink and drug driving campaign
- Roadsafes
- Knife amnesty

The results of improved partnership working and the increased use of tools and powers to tackle ASB along with challenging attitudes and marketing all of these under one brand across the County has resulted in a reduction of 7459 incidents in 2007 against a total of 45819 incidents dealt with in 2006. The reduction in incidents equates to a cost saving to the Constabulary of £372,950. Although the police are still the only organisation that incidents are realistically reported to in any great number it is only through the work mentioned ante that this reduction has been achieved. This reduction is coupled with a reduction in the numbers of people who are worried about ASB from 62% in 2005 to 33% in 2007. By respecting community concerns, community respect has been gained.

State number of words used: 3935

Section D: Endorsement by Senior Representative - *Please insert letter from endorsing representative, this will not count towards your word or 1MB size limit restrictions.*

Letter attached

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 e.g. civil or criminal proceedings pending in relation to your project?
7. Have you inserted your project name as a footer note on the application form? Go to View-Header and Footer to add it.
8. Have you saved you application form as a word document and entitled your message '**Tilley 08 entry (followed by project name in brackets)**' before emailing it?

Once you are satisfied that you have completed your application form in full please email it to Tilleyawards08@homeoffice.gsi.gov.uk. One hard copy must also be posted to Alex Blackwell at Home Office, Effective Practice & Communication Team, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received by 25th April 2008.