



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: Calling Time On Violent Crime
2. Key issue that the project is addressing: Alcohol related violence:

Author contact details

3. Name of application author: Community Safety Sergeant John Williams
4. Organisation submitting the application: Community Safety Partnership
5. Full postal address: Community Safety Unit
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6. Email address: john.williams.632@nthwales.pnn.police.co.uk
7. Telephone number: 01978 317032

Secondary project contact details

8. Name of secondary contact involved in the project: Rhian Jones
9. Secondary contact email address: rian.jones@wrexham.gov.uk
10. Secondary contact telephone number: 01978 317031

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation: Chief Superintendent Ruth Purdie North Wales Police

12. Endorsing representative's email address: ruth.purdie@nthwales.pnn.police.co.uk

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered by e.g. GO East Midlands:

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

Between 1995 and 2005 Wrexham's population has increased by on average 4.1% which is considerably faster than general growth within Wales. In addition to this there has been a significant increase in the inflow of migrants into the UK, particularly from EU member states from Eastern Europe. National Insurance Number statistics suggest that this recent inflow may have been much greater in Wrexham than in other parts of Wales, particularly with Polish nationals. There is much evidence to suggest that new foreign migrants within Wrexham are actually relatively young.

The Community Safety Partnership acknowledged this increase in population, the significant increase in migrant workers, and the national trend of a rise in alcohol fuelled violence. They then locally interrogated police and A & E data, as well as licensees and club managers through the Night safe forum. They identified through these processes, not only an increase in violent crime during the Christmas period, but also acknowledged the demands placed on emergency services.

Analysis:

Having identified the conditions that gave rise to the problem of alcohol fuelled violence, analysts examined the characteristics and impact of the problem in greater detail. Victim offender profiling was carried out, having already established that a high percentage of violent crime was prevalent in a relatively compact area of the town centre. Analysis was also carried out on pubs and clubs, and A&E data was used to identify hot spot locations.

Response:

Action was then taken to address the problem through collaborative working focussing attention collectively on enforcement, improved safety for the public, and for those working in the town centre. Environmental issues, and media/communication, were also considered which is all fully detailed in the project phase

Assessment:

There were noticeable results achieved during the campaign, a dramatic reduction in violent crime, and no serious assaults reported over the festive period. What was evident following an increased police presence on the streets, and a brief towards low tolerance and targeting of hot spot areas, was an increase of 46% in public order incidents. This obvious increase in police activity helped to quell potential for violent situations escalating towards incidents of violent crime.

State number of words: 357

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

Wrexham is the largest town in North Wales, and has a busy and bustling night time economy. This has grown over recent years and there are currently 30 public houses/bars, 4 nightclubs, 8 restaurants and 4 private member clubs within the town centre area. The number of revellers visiting the town, both from outside Wrexham County and from the many villages surrounding the town, has also increased accordingly. More recently the evening economy in the town centre has become more diversified with Thai, Chinese, Italian and Indian restaurants; however Wrexham is still renowned as a drinking town with the majority of pubs still retaining their vertical drinking bar image.

The majority of pubs and clubs are contained within a small area, mainly confined to two streets, High Street and Brook Street with 68% of all town centre licensed premises located in this area. This coupled with a young diverse population, has often meant a highly concentrated population, at times around six to seven thousand people contained within a relatively small area, this situation fuelled with alcohol has resulted in an expected high concentrated level of violent crime.

Environmental scanning was carried out between 01/09/2006 to 31/07/2007, and it was identified that demands associated with violent crime in the town centre during the Christmas and New Year period placed untold pressure on emergency and medical services, due in the main to an increase in reports of violent crime and the higher amount of alcohol intoxication

This was then raised at the Wrexham Joint Action Group which is a multi agency task and finish group that deals with locational problems, within areas that have not been resolved at a local level. As a result JAG focused partnership activity towards reducing violent crime in the town centre, and developed the Calling time on Violent Crime Campaign

Analysis

Whilst a vital part of tackling violent crime has been responding to incidents and coping with the demands on emergency services, this has often been described as treating the symptoms, but not the illness.

Analysis was carried out on violent crime incidents, using various methods available:-

- A&E data to accurately identify trends and patterns to focus resources on pub premises and hot spot locations.
- Police intelligence systems
- Consultation with licensees and night club managers through the Nightsafe forum.
- Using police community intelligence, to analyse violent crime.
- Use of findings from the People's voice survey to assess the fear of crime within the town centre. When it comes to feeling safe in Wrexham Town Centre, nearly all the respondents (95%) felt safe during the day in the week, and 85% felt safe during the day on the weekend. Over half the respondents (52%) felt unsafe in the town centre at night on a weekday, and 69% felt unsafe in Wrexham town centre at night on the weekend.

Features of the location were then identified looking at where and when incidents were taking place with particular emphasis placed on degree and seriousness of incidents, further analysis was carried out to try and ascertain a correlation between victim and offender, trying to establish how and why they converged with offenders, similarly trying to establish offender types and how they converged with victims.

All incidents in Wrexham town centre area reported to the police during a three year period (5th December to 2nd January 204/05, 2005/06 & 2006/07) were analysed and showed that 53.2% occurred on a Friday, Saturday or Sunday. This analysis also revealed that there had been a 14.4% increase in reported incidents when comparing the data from 2005/06 with 2006/07.

A Problem orientated partnership approach was used by The Community Safety Partnership to address violent crime in Wrexham County in order to reduce violent crime, to tackle the degrees of violence, and improve and safety of everyone within the town centre.

Calling Time On Violent Crime

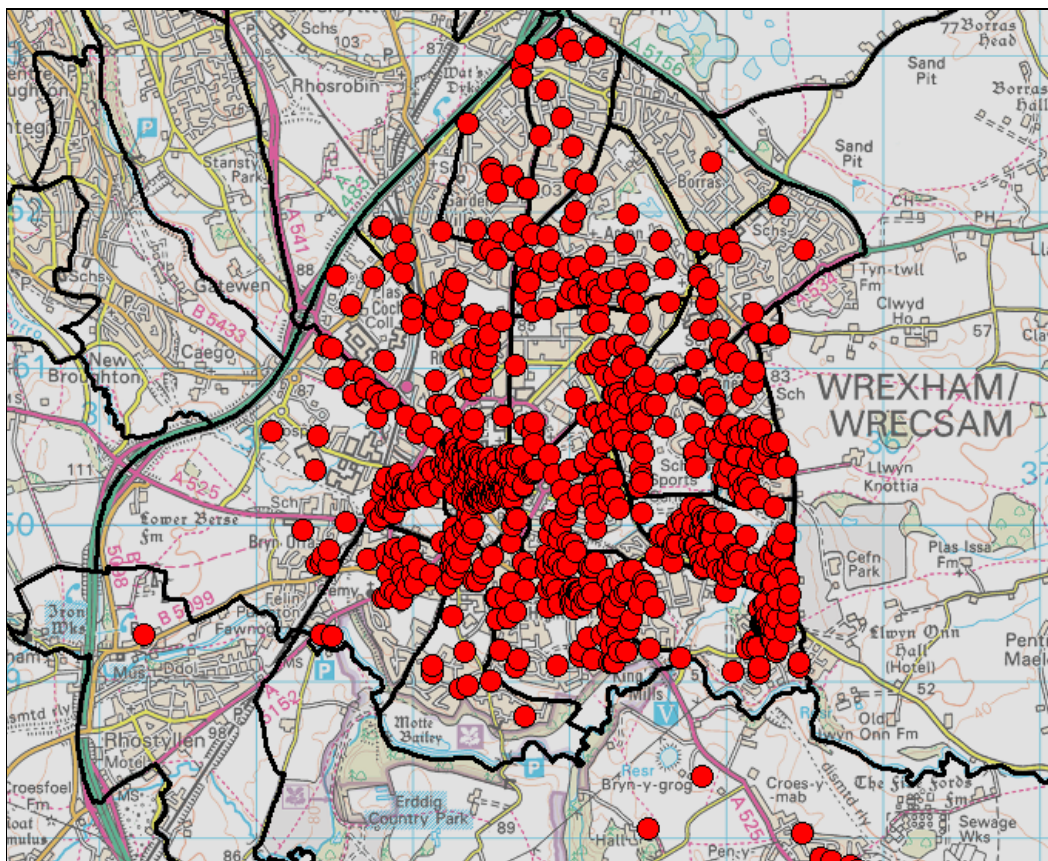
The approach adopted by the partnership moved beyond simply relying on policing methods and tactics, being the only way of dealing with this crime problem. They actually worked closely with other statutory bodies and voluntary groups to achieve reductions in violent crime over the Christmas and New Year period of 2007/2008.

Analysis on police operating systems identified that there were 2,758 violence offences recorded across Wrexham County over the period reviewed. The two wards of Offa and Brynffynnon (which cover the town centre) were the wards with the highest number of Violence Against the Person offences within the Wrexham area accounting for (44.1%) In addition to this Wrexham town accounted for the largest number of Violence against the person offences, which was two thirds of the offences (62.3%) of the total amount of violent crime across Wrexham County

Comparison of reported incidents of Violent Crime

Inspector Area Name	01/08/2006 – 31/07/2007	01/02/2005 – 31/07/2006
Wrexham Town (43,696)	1716	1551
Wrexham North (45,937)	511	475
Wrexham South (39,020)	531	515
Grand Total	2758	2541

Map below illustrates Incidents of violent crime in the town centre



It was also identified during this period that certain nightclubs were more problematic than others, and analysis was carried out during this period on all VAP offences occurring within nightclubs located within the town centre

Premises	No of Offences
Liquid Nightclub	76
Chicago Rock Cafe	26
Central Station Night Club	15
Lloyds No. 1 Bar	12
Scotts Nightclub	12
Envy	10
Honky Tonks	10
South Central Nightclub	10

Response

By adopting a problem solving approach to violent crime, identifying patterns of offences, completing victim offender profiles, this enabled Wrexham Community Safety Partnership to get to the root of the problem, and put in place solutions to improve the response and reaction to violent crime, reduce the fear of crime, and improve the safety of members of the public, emergency services, and those working within the licensed trade and voluntary services

The Wrexham Community Safety Partnership, through JAG developed and co-ordinated the Calling Time on Violent Crime Campaign, and set out to reduce the incidence of violent crime in Wrexham town centre by:-

- Reducing alcohol-related disorder
- Targeting hot spot areas
- Focusing on issues that aggravate violent disorder
- Reducing the number of minor injuries presenting to Accident and Emergency
- Improving the safety of members of the public, enforcement officers, staff involved in the night time economy, and medical staff at A&E departments,
- Reducing the response time to alcohol-related incidents.

Key partners in this campaign included: the Council, Community Safety Partnership, the North Wales Police, licensed premises in Wrexham town centre, fast food take aways, Wrexham Local Health Board, Wrexham Maelor Hospital and the Welsh Ambulance Service.

Various town centre initiatives were agreed, resourced and launched within the Calling Time on Violent Crime Campaign which are as follows :-

Enforcement

- Permanent 'Alcohol Free Zone' signs erected in the town centre, clearly identifying the designated alcohol free area
- Solar powered talking signs sited in key areas issuing warning messages regarding violent crime
- Police Officer deployed to CCTV control room at peak times to provide specialist advice to police officers and other groups

Calling Time On Violent Crime

- Operation Beckham running over the Christmas and new year period providing additional police officers in Wrexham town centre focusing on hot spot areas with specific briefing and targeting
- Criminal ASBO's and banning orders considered appropriate for conviction.
- Responsible Alcohol Sales Campaign-Undercover operations within the town centre by police officers focused on tackling the sale of alcohol to drunks in licensed premises
- Early intervention of violent behaviour by issue of FPN
- Police Territorial Inspector and managers of town centre clubs/pubs discussing violent crime issues within their premises identified through analysis, with a view to improving CCTV, doorstaff training, and improved safety measures.
- Automatic application for exclusion orders through the courts by CPS for any violent offences occurring in the town centre involving licensed premises
- Police Officer dedicated to Wrexham Maelor Hospital throughout the Festive period at key times
- Water bowser deployed on key nights to tackle urinating in the street
- Head cams utilized by police officers on foot patrols within the town centre

Improve safety and reducing the fear of crime

- Rapid Response Initiative, where an Ambulance and a Paramedic were available on key nights to provide roadside treatment and assessments of minor injuries in the town centre
- Street Pastors patrolling the streets during weekend evenings lowering the tension amongst revelers, offering flip flops to young females leaving the town centre, and providing bottled water. In many instances the pastors used these items as means of engagement, and managed to quell potentially violent situations
- Passive drugs dog dedicated to Wrexham, assisting to stifle the availability of drugs on the streets, and into the pubs and clubs.
- 2,000 lollipops distributed to people leaving clubs to calm their behaviour
- North Wales Police utilising head cams on streets, also during visits to licensed premises to capture evidence of disorderly behaviour
- High visibility jackets available for all taxi marshals
- Nightsafe standard enforced through nightsafe pubs and clubs within the town centre
- High visibility reflective jackets for all door staff replicating a uniform message of authority and safety within the town centre, also making doorstaff clearly visible for operational purposes, and identification purposes for CCTV

Media/Communications

- Radio sound bite advertisements, regarding drinking responsibly and staying safe going out from local radio station during the campaign
- Tee shirt and poster campaign "Calling time on Violent Crime" tee shirts given to all bar staff, and fast food staff ensuring that a uniform message was visible to revelers visiting all pubs and fast food establishments during the festive period
- Posters signifying the Violent crime campaign, visible in the pubs and clubs
- Visual Safety messages displayed in Liquid night club with projector equipment, and safety sound messages broadcast intermittently in between music tracks in the nightclub
- High profile launch of the Calling Time On Violent Campaign 12th December at Liquid Nightclub involving bar staff, club managers, pastors, police
- Posters displayed in A&E outlining the fact that violent and disorderly behaviour would not be tolerated, and would be dealt with by positive police action

Environmental

- Toilets in key location (Brook Street) open Friday Saturday evenings and key nights during the Festive period
- Inset coloured lights fitted into the pavements to improve the ambience and mood of revelers

As part of the many initiatives under the 'Calling Time on Violent Crime Campaign', the 'Rapid Response Initiative' was launched. It was born from the difficulties arising from the increased call demand over Christmas and New Year periods, and the increased pressure placed on emergency and medical services, principally due to alcohol and drug related calls.

Specifically, the Rapid Response Initiative aimed to:

- Reduce alcohol-related disorder in Wrexham town centre
- Reduce the number of minor injuries presenting to A&E
- Relieve some pressure and improve safety of medical staff at Wrexham's A&E department
- Reduce the response time to alcohol-related incidents in Wrexham town centre.

North Wales Police (Eastern Division) provided a police radio to ambulance staff to improve communication and to respond more quickly to assaults in the town centre and at A&E. A police constable was based at A & E during these periods to ensure the safety of medical staff and patients. Under the Rapid Response Initiative, the Welsh Ambulance Trust agreed to provide a RRV in the town centre on December 21st (known as Mad Friday), 22nd, 23rd, 24th, 27th, 29th and 31st December in order to react quickly to alcohol-related disorder. Paramedics also treated patients on the roadside in order to reduce the number of ambulance call-outs and referrals to A&E.

It was envisaged that the presence of a RRV would reduce the likelihood of an escalation of violence in the town centre and allow the police to respond more appropriately to serious incidents. The Police experience is that violence escalates whilst injured parties are waiting for an ambulance to arrive on the scene.

During the campaign, it was decided that it was more appropriate for the Ambulance Service to triage and treat patients in the town centre and if necessary further treatment could then be provided at the A&E department of Wrexham Maelor Hospital. The primary reason was that A&E is not far from the town centre and that medical staff would be more comfortable working in their existing environment, as opposed to erecting a temporary "mash unit"

Assessment

The Calling Time On Violent Crime campaign ran from 5th December 2007 to 3rd January 2008, and resulted in a reduction of 67% for common assaults, 30% in section 47 assaults, compared to previous year's figures. There were no serious assaults (section 18 and section 20 assaults) reported during this period, and there was an increase of 46% in public order incidents reported. This indicated an over riding commitment to positive police action, brought by the increase in arrests, following increased police presence on the streets with Operation Beckham, the targeting of hot spot areas, and a focus on lower tolerance towards potential public order incidents

With the rapid response initiative, Paramedics triaged and treated 37 drinkers in the town centre, and 34 were treated outside the town perimeter during the festive period. In the thirty seven incidents responded to in the town centre all of them were well within their eight minute target, indicating that revelers requiring medical treatment were assessed and treated within a relatively short space of time, preventing potentially difficult situations from deteriorating.

Breakdown of types of assaults and comparison between 2005/06, 2006/07, 2007/08

Crime Type	5th December to 2nd January			
	2005/06	2006/07	2007/08	% Difference 2006/07 to 2007/08
Assault a constable in the execution of his / her duty	2	3	2	-33%
Breach of anti-social behavior order	0	2	3	50%
Possess an offensive weapon	1	0	1	100%
Possess knife blade or sharp pointed article	0	0	1	100%
Racially / religiously aggravated fear of violence - words	1	1	1	n/c
Racially / religiously aggravated intentional harassment - words	1	1	1	n/c
Racially aggravated harassment - words	0	1	1	n/c
Section 18 - grievous bodily harm with intent	0	1	0	-100%
Section 18 - wounding with intent	0	1	0	-100%
Section 20 - wound / cause grievous bodily harm without intent	3	1	0	-100%
Section 39 - common assault	5	18	6	-67%
Section 4 words / behavior - fear unlawful violence	2	3	8	167%
Section 47 - assault occasioning actual bodily harm	25	33	23	-30%
Section 4A words / behavior to cause harassment / alarm / distress	1	0	1	100%
Section 5 display sign etc to harass alarm distress	1	1	0	-100%
Section 5 words / behavior - harassment alarm distress	20	33	46	39%
Threats to kill	0	1	1	n/c
Grand Total	62	100	95	-5%

Note: N/C = Not Calculable

Conclusion

Collaborative working between police, ambulance service, voluntary organizations and other statutory partners under the Community Safety Partnership improved the coordination of services, and allowed increased community engagement. There were many safety initiatives, and improved enforcement activity. Voluntary organisations provided support and advice, with the street pastors on the street on key nights using quirky gimmicks like flip flops and bottled water to improve engagement with revelers. The range of initiatives incorporated under the campaign aimed to reduce violent crime in the town centre, and the results were impressive.

There were no serious assaults during this period, and no assaults on police, paramedics, and those involved in delivering services to the night time economy. The results of the campaign were later released to the press and media, with positive messages going into the local papers and radio.

The effects of the campaign and publicity drive will have allowed people to feel safer in the town centre, the community, and Wrexham County, strengthening confidence in law and order, and enhancing Wrexham's image as one that has a vibrant and varied nightlife.

Many of the initiatives introduced for the campaign have now been adopted permanently.

State number of words used: 2,673 Words

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

Chief Superintendent Ruth Purdie

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.