NWL PSC
NORTH WEST LEICESTERSHIRE PARTNERSHIP IN SAFER COMMUNITIES
IMPROVING THE QUALITY OF LIFE FOR OUR COMMUNITIES

Tackling crime and the fear of crime in North West Leicestershire

Community Safety Strategy

March 2008-2011

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Foreword

By Councillor Trevor Pendleton
Chairman
Partnership in Safer Communities

Together as a Community Safety Partnership we are aiming to transform North West Leicestershire. In dealing with crime, disorder and substance misuse we believe that we are making a real difference in improving the quality of life for those living and working in the district. We also acknowledge that whilst over the past three years we have achieved a great deal there is still more to be done.

It is pleasing to see that following a rise in reported offences over the last 12-18 months that overall, offence levels are once again starting to fall.

During the period 2005-2008 we set ourselves some challenging targets and during the latter part of 2007 we evaluated our progress against those targets, and for the first time this included a strategic assessment which looked at a wide range of crime and disorder issues. The key messages from this evaluation were:

- An overall growth in crime, up around 4% over the last three years, but which is now declining (down an estimated 6% in 2007/08 on the previous year)
- A notable increase in violent crime, criminal damage and theft
- Whilst residents think the district to be a good place to live, perceptions of anti-social behaviour remain a concern for communities (although NW Leicestershire has seen the biggest improvement in this area over the last three years)
- Around 1,000 domestic abuse incidences are being reported annually – the second highest in the County
- There has been a small annual increase in the numbers of people receiving drug treatment, but there is a need for more robust information in the future on the numbers of people associated with drugs, alcohol and treatment
- The disproportionate impact high profile events at Donington Park have on the district's overall crime trends

As a result of this evaluation, we have laid the foundations for significant improvements to the way the partnership itself works, including setting up a Strategy Group to focus our energies. This is discussed in more detail towards the end of this document.

This new strategy is a key component in our developmental process, where we are setting out our new priorities for the forthcoming three years, with a detailed delivery plan for the first year which will be refreshed annually. With ever-improving public services in the district and the wide engagement of partner agencies, this strategy represents just one of a number of strides on the road to a safer North West Leicestershire.

Introduction to North West Leicestershire

The Partnership's Vision statement is:

"We will work together with local people to reduce crime and disorder and the fear of crime in North West Leicestershire, thereby improving the quality of life for our community"

The district

The district of North West Leicestershire is a unique area located in the heart of the Midlands. It sits between Leicester, Burton on Trent, Derby and Nottingham, with a population of around 89,600 in a confined area of 30,000 hectares with around 37,300 households.

There are two main towns; Coalville and Ashby de la Zouch and a large number of smaller villages. East Midlands Airport, the National Forest and Donington Park Race Track all feature prominently in the area. Each of these brings its own challenges to the community safety agenda in the area. The district also hosts stretches of two major roads; the M1, A42 (M42) and A50.

The population of the district has historically been reliant on mining as its primary industry. It has since diversified into distribution, hotels and catering, transport and communications. It is a diverse community, presenting a wide array of community safety considerations.

Context

About this document

This document is the partnership's strategy for 2008 -2011. It outlines the key priorities for improving community safety in the district over the next three years. It is based on a careful analysis of information along with local experience.

This has included:

- a strategic assessment which will now be produced annually to inform how we prioritise our energies and resources;
- feedback from local people and partner agencies;
- research into issues such as making the evening economy in the town centres safer

This strategy forms part of a wide range of activities aiming to improve the district, and is being led by the partnership for Improving North West Leicestershire. It supports the work of many agencies and organisations across the district.

Funding for this three-year strategy has been allocated at a County level. In addition to this, we are seeking to source additional external funding to further bolster the money we have available to support community safety issues.

Crime is a complex problem

The measurement of crime is not straightforward as most of the available data is based on incidents of 'reported' crime, leaving a substantial proportion of crimes unreported, unrecorded and thus unmeasured. It is particularly difficult for instance to have an objective understanding of the nature and extent of domestic violence due to the extent of under-reporting. Success can be measured in two ways; by the increase in reported crime to enable us to tackle real issues, or by a reduction in crime which will show through in a reduction in crime figures.

An effective approach to tackling crime is no longer centered solely on the enforcement role the police take. A more sophisticated and complex approach needs to take place to tackle issues that contribute to crime and this is why it requires the will and commitment of a range of agencies, as well as the public, to address crime issues. This strategy aims to knit together the different contributions those agencies make to ensure a more joined up approach is taken.

Making good progress

Crime is a challenging and complicated issue. However, during the lifetime of our last Crime, Disorder & Drugs Strategy we have had some notable successes in improving community safety. This has included:

- Improving local residents' perceptions about safety issues - consultation with local people in 2007 identified that 71% of local people were very or fairly satisfied with their local area. Local people's perceptions of anti-social behaviour has also seen a dramatic improvement – with around 35% of people in 2004 believing there was a significant problem, down to 18% in 2007
- Improvements in the overall trend of overall crime during 2007. Although crime rates nationally and locally began to increase in 2006 and early 2007, this trend is now beginning to be reversed and there will be an estimated overall reduction in crime of around 6% last year (compared to the previous year)
- Around a 5% decrease in the rate of thefts from motor vehicles using a range of initiatives such as automated number plate recognition and 'Operation Outline' and similar operations. In a similar vein, common assault has decreased by around 5%, reflecting police initiatives that have worked effectively
- Targeting high profile events – each year a number of major events at Donington Park draw large numbers of people to the district and make a significant contribution to our theft and vehicle related crimes. In the period April-September 2007 alone 52 vehicle crimes were attributable to Donington Park, accounting for around 7% of total vehicle crime offences for the whole district. Each year the approach to events like the Download festival and the

Moto Grand Prix is improved, and we are looking to maintain a strong focus on these in future years
- Working with young people through the Positive Futures programme to ensure greater numbers of young people are involved in exciting and motivating activities such as basketball, football and streetdance – as well as working with young people on the fringes of the education system

A changing landscape

Over the last three years since the previous crime, disorder and drugs strategy was published, there have been important changes in government priorities and new local initiatives have been introduced to better tackle crime. Some of the changes include:

- the further extended role of police community support officers to support community safety
- the introduction of programmes to work with young people on reducing anti-social behaviour
- the development of local approaches to tackle alcohol related offences, such as the extension of local alcohol free zones and extending test purchases schemes
- the introduction of the Countywide MAPPOM project to better manage prolific and other priority offenders
- the extended statutory duty for key partner agencies to co-operate on community safety issues
- A greater focus on producing both alcohol and drug strategies to help people with substance use issues, and their impact on the communities in which they live

During 2007 we undertook considerable work on trying to understand how the landscape had changed and what changes are likely in the foreseeable future. We held a workshop in August 2007 with a wide range of local agencies to reflect on this changing landscape and what the partnership's priorities should be in the future.

The challenge that the partnership faces going forward is to produce a flexible strategy that can respond to upcoming developments in the district over the next three years such as the expected growth in housing, retail developments, the expansion of East Midlands Airport and Donington Park events. The strategy also needs to be responsive in its approach to addressing the needs of a diversifying population.

This strategy links to the district's wider community strategy, and Leicestershire County Council's Local Area Agreements. Community safety and this strategy are key to North West Leicestershire District Council's priorities.

Our priorities

Learning lessons over the last few years, examining the strategic assessment and listening to partners has led the partnership to identify the following priorities for the next three years:

1. To work together in partnership to reduce the level and fear of crime by tackling key crimes across the district, focusing on particular geographic hotspots
2. To reduce the incidences of serious and persistent anti-social behaviour and alcohol fuelled violence by working in partnership with local people and agencies
3. To work towards developing a vibrant and safe evening and night time economy within Coalville and Ashby town centres
4. To provide a robust intervention to tackle domestic violence
5. To make children and young people a focus within each of the four priority themes

We have deliberately positioned the fifth priority – around children and young people – as a priority which is integral to the other four priority themes. Rather than have this as a standalone theme, we recognise that children and young people as victims, perpetrators, perceived perpetrators and potential victims or perpetrators is important across all areas of community safety.

As such, children and young people issues will be embedded within each of the four priority themes as they are explored in more detail in the remainder of this strategy.

Involving local people

We try and engage local people in understanding their priorities as well as feeding back information to them on the progress we are making.

This is a key part of making communities feel safer, and the partnership is committed to working to ensure communities play a major part in the decision making and delivery of safer communities. Our key priorities for improving community engagement include:

- engaging local people through the district's neighbourhood forums
- working with existing community groups to establish their community safety priorities
- listening to groups such as the district's Youth Council to get the views of specific groups of people
- providing more information for communities to help them stay safe, through the media and awareness campaigns
- working with the Ashby and Coalville Town Centre Partnerships to reduce business crime and to create a safe and family friendly environment

Principles and equality

The partnership has agreed a set of principles upon which it intends to conduct itself in ensuring that successful outcomes are delivered. These are based upon the values of co-operation, transparency, integrity, equality and accountability.

- Co- operation – recognise that successful partnership working is based upon trust and co-operation between partners and the community they serve and will encourage such an approach in addressing issues of crime and disorder
- Transparency – aim to consistently provide a clear and transparent picture of activity so as to strengthen partnership working and increase confidence of local communities
- Integrity – constantly monitor the impact of partnership tactics and activity so as to maintain a high level of integrity at all times
- Equality – fair and equal access to services and support irrespective of race, religion, sex, age, sexual orientation or disability
- Accountability – be visible and accountable to its community for the decisions and actions it takes on their behalf

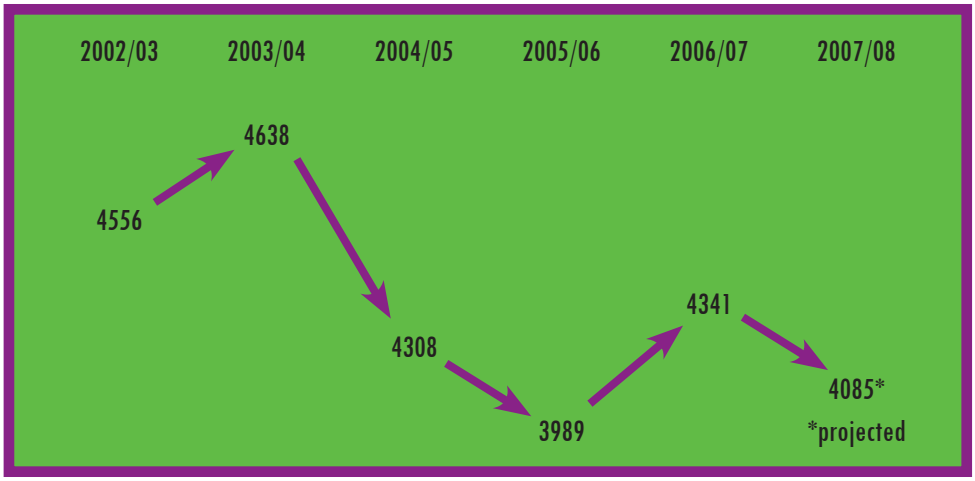
The Partnership is committed to serving all members of its communities effectively and will undertake an equality impact assessment for this strategy. The Partnership will also participate in the Leicestershire multi-agency Hate Incident Reduction project.

Priority 1 - Reducing the level and fear of crime

To work together in partnership to reduce the level and fear of crime by tackling key crimes across the district, focusing on particular geographic hotspots.

Background

Tackling overall crime should be at the heart of any community safety strategy. As a whole, crime has increased nationally and locally in recent years. North West Leicestershire was no exception. However, during 2007 the overall crime began to reduce significantly. By the end of 2007/08 the overall number of offences in the district may be at its lowest level for five years. The graph, below, shows how the overall crime rate has fluctuated over the last five years.



The Partnership is keen for this positive trend to continue and improve further. During the last twelve months particular crimes have fallen consistently. This includes burglary, theft from motor vehicles and common assault. A number of crimes have been remarkably consistent over the last three years, including; public order and theft from stores. Unfortunately at the same time there has been a notable increase in criminal damage and burglary (other than in a dwelling).

Information on drug and alcohol issues is not as complete as the partnership would like. The number of problematic drug users accessing treatment programmes within Leicestershire as a whole has more than doubled over the last five years. Of the 1,322 problematic drug users in treatment in Leicestershire in 2006/07, 13% live within the district, the majority of which (40%) are in or around Coalville. Incidences of recorded drugs offences have been increasing – from 114 in 2005/06, to 177 in 2006/07. The vast majority of these are for class C offences, primarily possession of cannabis.

Improving access and take up of drug treatment services is an important issue in this area. This will become more apparent over the next few months when the North Area Basic Command Unit (which includes the district) joins the Home Office Drugs Intervention Programme. This initiative aims to detect class A drug users arrested for acquisitive crimes via a compulsory drug test. It is anticipated that the scheme will highlight the extent of class A drug use in the District, and highlight the need for rapid availability for drug services and treatment.

Overall, there is a need to focus on crimes such as burglary (within and outside dwellings), drug issues and tackling anti-social behaviour, and we believe this will have a knock on effect on criminal damage and drug issues.

Reducing fear of crime is a major focus for the partnership. Whilst overall the number of offences is slowly reducing, and consultations have identified that perceptions of the district are generally good, it is important to continue to focus on reassuring local people through providing better information, protection for the public through better use of town centre CCTV and working with vulnerable groups such as older people.

Some of the key issues

- Donington Park has a significant impact on the district's overall crime rates. A stronger partnership approach to events at this location could bring significant benefits
- Gaining better intelligence on drug issues – drug usage, quality and extent of drug treatment services and success rates for drug treatment with a view to curbing drug related crime
- Tackling the large proportion of crimes relating to criminal damage and burglary, particularly in 'hotspots' such as Coalville and Ashby town centres and other specific neighbourhoods
- Exploring the links between the misuse of alcohol and criminal damage and the misuse of alcohol and domestic violence
- Reducing underage drinking, as an issue in itself and in order to reduce other related offences
- Better use of town centre CCTV to tackle crime in our town centres and working with businesses to reduce the impact of crime on business performance

Objectives and activities for 2008/09

- To reduce overall crime by 5% by 2011 (through delivering on the specific objectives throughout this strategy)

- To reassure the public and reduce the fear of crime, by:
  - ensuring that CCTV makes a stronger contribution to creating safer town centres in Ashby and Coalville;
  - running promotional awareness campaigns
  - more positive use of local media to provide better information to residents on the safeness of their area
  - undertaking a business survey in conjunction with the Coalville Town Centre Partnership to understand business perceptions, priorities and the impact of crime

- To reduce the instances of spontaneous criminal damage, by:
  - promoting responsible drinking
  - ensuring that licensed premises take on their legal responsibilities with regard to the sale of alcohol
  - to evaluate the patrols of officers both in uniform and plain clothes in regard to their impact on criminal damage
  - where successful, to increase these patrols if funding permits
  - raise alcohol awareness with young people via education campaigns through schools and youth groups

- To reduce the number of sales of alcohol to persons under 18, by:
  - undertaking test purchase operations for on and off-licensed premises;
  - undertaking a number of regular police patrols to confiscate alcohol from on-street drinkers, and to seek additional funding to expand this initiative
  - improving publicity about parental responsibility
  - increasing the number of licensed premises taking part in challenge 21 with a view to curbing sales to tackle under age sales
  - promoting wider awareness about the strong stance towards on-street drinking
  - encouraging businesses to participate in industry good practice initiatives regarding the responsible sale of alcohol

- A real challenge for the partnership is crime generated from Donington Park events. We will look to reduce the number of thefts from persons and vehicles at events at Donington Park by:
  - more effective working with event planning for specific events such as the 'Download' Festival and Moto Grand Prix;
  - more research into crime reduction initiatives geared specifically at such events
  - better education of the public and better publicity regarding safety issues prior to and during the events
  - greater clarity in crime recording regarding the difference between stolen and lost items

- To better tackle drug issues including the provision of better drug treatment services in the area by;
  - more joined up working with Turning Point to ensure the successful launch of the new premises
  - increasing the numbers of people in effective treatment of drug users
  - introducing class A drug testing on arrest and referral into compulsory treatment
  - better educating the public, particularly young people, in harm reduction techniques
  - improving the availability of needle exchange facilities with a view to reducing drug litter finds and associated harm

- reducing the supply of drugs in the area

Outline actions for 2009/10 & 2010/11

- To continue to target high volume offences, likely to include violent crime and burglary but targeting needs to reflect outcomes from the annual strategic assessment and local intelligence
- To further tackle drug related issues including; drug usage and improving the quality and take up of drug treatment services
- To ensure that the performance of the new CCTV contractors is monitored on a regular basis with a focus on improving the role of CCTV in detecting, preventing and tackling crime and reducing the fear of crime

Ref:	Performance Measures
CS 1	Total number of offences (British Crime Survey comparator crimes)
NI 15	Serious violent crime rate
NI 16	Serious acquisitive crime rate
NI 18	Adult re-offending rates for those under probation supervision
NI 19	Rate of proven re-offending by young offenders
NI 20	Assault with injury crime rate
NI 40	Drug users in effective treatment
NI 42	Perceptions of drug use or drug dealing as a problem
NI 115	Substance misuse by young people

Some of our achievements to date

Test purchase operations

During 2007 there were a significant number of test purchase operations, targeted at reducing underage alcohol sales in the district. Most recently in November 2007 a total of 37 off licence premises in the North West District were tested, accounting for 90% of total number of establishments. Of these premises 14 served an underage youth. All of these had action taken against them in the form of either written warnings, fixed penalty notices or summons. Also in November 2007 24 on license premises were tested. 9 of these made alcohol sales to the underage youth. All 9 of the bar staff in question were issued with fixed penalty notices, 7 written warnings were given to the premises supervisors, and 2 premises were reported for summons

Automated Number Plate Recognition

The area had a vehicle fitted with ANPR which is being utilised on a daily basis and is also being used on specific operations to target arterial route thefts from motor vehicles. This is designed to make an impact on vehicle crime.

Targeting high profile events

Over the Summer 2007 we were involved in all the major events at Donington Park, including Download and the Moto Grand Prix. We have also supported Picnic in the Park, Ibstock Country Fair and the Ashby Show.

Drugs

Following Crime Stopper information we conducted a search at a farm located in Ibstock in Summer 2007. We seized over 300 cannabis plants with an estimated street value of £100,000. Police in district are continuing to push drug warrants, with a view to tackling drug dealing, and reducing drug use. We were also successful in identifying and closing a local crack house.

Priority 2 – Tackling anti-social behaviour

To reduce the incidences of serious and persistent anti-social behaviour and alcohol fuelled violence by working in partnership with local people and agencies

Background

Over the last few years, the term anti-social behaviour has come to mean a wide range of things to local people. At one level it can involve dealing with low level nuisance and at its extreme, can include issues such as a crack house closure.

For the purpose of focusing our efforts, the partnership's approach to tackling anti-social behaviour will focus broadly on the Home Office guideline for anti-social behaviour – 'unacceptable behaviour…that causes, harassment, alarm or distress to one or more persons, not of the same household as the perpetrator'.

Nationally, anti-social behaviour is a high profile issue, and this is reflected locally where last year the district received over 4,750 complaints of anti-social behaviour. We have a number of hotspots that we will continue to work on. Across all these hotspots a significantly high percentage of complaints relates to rowdy and inconsiderate behaviour.

Overall, a large percentage of anti-social behaviour complaints involve young people. In a significant number of these cases alcohol is a factor.

Complaints of neighbour nuisance are also increasing. Neighbour disputes have a detrimental effect on the quality of people's lives unless early interventions are made. Intervention and access to services to assist with dispute resolution will be a priority for the partnership.

There has been a lot of recent positive work in the district. In Spring 2007, results from a survey with local people showed that the percentage of people who perceived there to be a high level of anti-social behaviour in their local area had fallen by a quarter over the last three years. This is the biggest improvement of any area in the county, but we want to do more.

Some of the key issues

- Targeting resources and acquiring more funding to tackle anti-social behaviour complaints
- Achieving results will attract additional reporting and improve the satisfaction of local people. This will enable us to attract further funding to deal with anti-social behaviour
- Dealing with complaints, particularly about neighbour disputes, quickly and effectively
- Improving the linkages between different organisations in dealing with anti-social behaviour complaints, particularly where the complaint relates to a council housing tenant
- Focusing on tackling anti-social behaviour issues related to young people
- Educating young people via schools, youth groups etc. in regard to their actions in relation to anti-social behaviour
- Educating the wider community regarding what does and does not constitute anti-social behaviour

Objectives and activities for 2008/09

- To respond effectively to locally identified anti-social behaviour priorities, by:
  - supporting the Safer Estates Group in identifying and dealing with individuals who consistently behave in an anti-social manner
  - targeting resources to reduce incidences of anti-social behaviour
  - making full use of legal powers and solutions available to tackle anti-social behaviour
  - sourcing funding to improve access to mediation services
  - improving residents' satisfaction with the police and local council's handling of their complaint
  - adopting a more responsive approach to tackling graffiti, fly posting, void premises and other vandalism to create a more cared for, friendly profile for the district

- To support and protect the victims of anti-social behaviour, by:
  - responding promptly to complaints of anti-social behaviour
  - referring more residents to support agencies (as appropriate)

- To promote a culture that challenges anti-social behaviour, by:
  - addressing anti-social behaviour involving young people and alcohol through a mixture of interventions
  - working constructively with young people on alternatives to anti-social behaviour through the Positive Futures Programme, the Youth Service and Fire Service education schemes
  - working with partners to promote issues affecting young people, to tackle the underlying causes of anti social behaviour, intervening early where problems occur and broadening efforts to address other areas of behaviour

Outline actions for 2009/10 & 2010/11

- As the community becomes more aware, to encourage residents and individuals to report complaints of anti social behaviour, by:
  - carrying out a media campaign encouraging the public to report anti-social behaviour
  - ensuring all calls are recorded and call handlers are able to direct complaints confidently to relevant agencies
- To examine the balance between increasing the reporting of anti-social behaviour and improving the agencies' abilities to successfully resolve complaints
- To better identify anti-social behaviour hotspots and target resources in these areas; implementing a constructive action plan focusing on education and awareness sessions relating to anti social behaviour and binge drinking
- To seek alterative funding for constructive programmes with young people to ensure continuation of preventative work
- To agree an approach to measure current perceptions of anti social behaviour across the district
- To devise and implement an anti social behaviour survey to measure satisfaction in response to complaints

Ref:	Performance Measures
NI 17	Perceptions of anti-social behaviour
NI 21	Dealing with local concerns about anti-social behviour and crime by the local council and police
NI 22	Perceptions of parents not taking responsibility for the behaviour of their children in the area
NI 23	Perceptions of people in the area not treating one another with respect and consideration as a problem
NI 24	Satisfaction with the way the police and local council dealt with anti-social behaviour
NI 25	Satisfaction of different groups with the way the police and local council dealt with anti-social behaviour
NI 27	Understanding of local concerns about anti-social behaviour and crime by the local council and police
NI 41	Perceptions of drunk or rowdy behaviour as a problem

Measuring Progress
Some of our achievements to date

Public perception
The District Council undertook consultation with local people in 2004 and 2007 which included their perceptions of anti-social behaviour. There has been around a 35% improvement in local people's perceptions over this three year period. North West Leicestershire had the biggest improvement of all the districts in the county.

Better analysis
The District Council has improved its approach to capturing, analysing and understanding patterns of data relating to anti-social behaviour during 2007. This now enables us to have a clearer picture of the extent and nature of complaints and is assisting us in targeting action to reduce anti-social behaviour.

Anti-social behaviour injunctions
Partnership working enabled the successful achievement of three anti social behaviour injunctions in the Measham area which tackled significant anti-social behaviour issues for local people, in Summer 2007.

Respect Challenge
Following the launch of the 'Respect Challenge', nine local projects were funded and a number of nominations were made of young people in the district for individual Respect Awards. These focused on the positive achievements of young residents. The achievements of the projects were celebrated in a ceremony in March 2008.

Priority 3 – A safer evening and night time economy

To work towards developing a vibrant and safe evening and night time economy within Coalville and Ashby town centres.

Background

The district's partnership for Improving North West Leicestershire is placing a strong emphasis on improving the two town centres – Coalville and Ashby. Community safety issues play an important role in the overall proposals to regenerate the town centres. A particular focus will be on improving the safety of the evening and night time economy in Coalville and Ashby. The evening and night time economy plays an important role in bringing local people and people from outside the district back into the town centres in the evening for entertainment and recreation. Ensuring people feel safe is a key part of a wider approach to drawing in new people to the town centres in an evening.

Compared to larger town centres and cities, the scale of crime and disorder in Coalville and Ashby is relatively limited. However, it accounts for a significant amount of the district's overall criminal damage and violent crime. Only ten streets account for 13% of criminal damage offences for the whole district. Chief amongst these are Market Street and South Street in Ashby, and London Road and Belvoir Road in Coalville. These are also the district's 'hotspots' for violent crime. Alcohol misuse, particularly amongst young people, plays a significant role in a large proportion of these offences.

To improve our understanding of the specific community safety aspects of improving the evening and night time economy, the partnership commissioned research in December 2007. The research has significantly shaped the partnership's focus during the next three years. The key issues emerging from the research included that predominantly local people visit the town centres in the evening (up to 84% in Ashby), the majority of people drink at home before visiting the town centre, the vast majority visit the town centre to go to local pubs (70% in Coalville) and there is a significantly low level of actual experience of crime and perceptions of crime - around 3% of those consulted had been a victim of a violent crime and only around 8% of those consulted felt 'unsafe' in either town centre in the evening.

Some of the key issues

- Tackling actual crime and fear of crime in two hotspot areas – Marlborough Square in Coalville *(pictured)* and Market Street in Ashby
- Getting people home safely by improving availability of public transport
- The mismatch between wider public perception of violent crime in the town centres in the evening and the actual crime level and town centres visitors actual experience
- Examining new ideas for making the town centres safer in the evening
- The role of the local media play in influencing public opinion about town centre safety
- Widening the recreational opportunities within the town centre for local people to use in the evening
- Promoting the positive aspects of eating out or visiting the town centre in the evening

Objectives and activities for 2008/09

- To tackle violent crime and criminal damage in hotspot areas in the two town centres, by:
  - improving the visibility of police patrols
  - greater enforcement to tackle on-street drinking
  - exploring opportunities to pilot the use of street wardens or taxi marshalls in Coalville and Ashby town centres

- To improve local people's perceptions of the town centres in the evening, by:
  - working with the local media to promote more 'good news' stories

- targeting public awareness campaigns in Coalville and Ashby, in liaison with the Coalville town centre partnerships and Ashby town council
- working with local on and off-licensees to provide extended training opportunities to licensees, bar staff and door staff
- further developing safe and secure parking areas and examining the role of street lighting

- To ensure more effective use of CCTV in tackling crime in the town centres, by:
  - ensuring an effective and transparent tendering process for the installation and monitoring of the CCTV system
  - ensuring communication channels between the CCTV control room, Police retail outlets and licensed premises are in place
  - proactive monitoring of hotspots that require CCTV evidence, and an increase in the relevant hours when the system needs to be staffed
  - to work closely with other departments within the Council to enable an increase in monitoring hours to cover future events/late licences

- To improve the safety of people who visit the town centres in the evening, by;
  - piloting a project using Bluetooth technology in Coalville to send community safety messages and information to people's mobile phones
  - strengthening and supporting the 'Pubwatch' schemes
  - exploring the possibility of working with bus companies to extend the provision of bus services later into the night

Outline actions for 2009/10 & 2010/11

- Assessing the impact of focused action on hotspot areas with a view to re-targeting efforts
- Examining the effectiveness of the town centre alcohol free zones
- More closely integrating the focus on community safety priorities with wider priority for the overall improvement of the town centres through agencies such as the Coalville town centre partnership
- Examining the impact of pilot programmes undertaken in 2008/09, for the feasibility of wider roll-out

Measuring Progress

Ref:	Performance Measures
NI 15	Serious violent crime rate
NI 20	Assault with injury violent crime

* all of these measures pertain to Coalville and Ashby town centres only, between the hours of 7pm and 4am.

Some of our achievements to date

Ashby Alcohol Free Zone

In January 2008, the partnership created the Ashby Alcohol Free Zone. This extended a previous zone. As well as covering key town centre locations such as Market Street, South Street and North Street, this was extended to cover areas like Hood Park Leisure Centre and the Bath Grounds. This is seen as a key part of the drive to tackling on-street drinking in Ashby town centre.

Training for licensees, door and bar staff

In March 2008, the partnership successfully delivered an accredited training programme for licensees, door and bar staff in the district, aimed at developing and refreshing skills when working in the night time economy and with its customers.

Launch of night-time economy priority

In March 2008, a workshop was held with a range of local businesses and community safety partner agencies that looked at ways of improving safety in Coalville and Ashby in the evening.

Priority 4 – Tackling domestic abuse

To provide a robust intervention to tackle domestic abuse.

Background

Domestic abuse is a significant issue for North West Leicestershire for two reasons. Firstly, due to the high number of reported incidences of domestic abuse and secondly, due to the often hidden nature of the offence.

Over 1,000 incidences of domestic abuse are reported annually in North West Leicestershire – the second highest in the county. The British Crime Survey also estimates that only around 40% of offences are reported.

The partnership's Domestic Violence Forum has been successful in increasing the number of people reporting abuse. There has been approximately a 3% increase in the reporting of incidents in 2007 compared to the previous year. Around 15% of these offences are committed by repeat offenders.

Greenhill, Agar Nook, Coalville and Whitwick are known domestic abuse 'hotspots'. However, there has been a notable recent increase in reported offences in the Measham area and this should be closely monitored. It raises questions regarding the recent demographic change in this area following the influx of people to the area. The identification of these hotspots enables the partnership to target its activities in these areas. The partners work very closely with Loughborough Women's Aid to provide these support services. This includes awareness raising, outreach work and providing support to victims.

The geography of the district also creates some unique challenges for the partnership. The lack and infrequency of local bus services, inaccessibility of police stations and often poor mobile phone signals create barriers to victims reporting crimes. The make-up of our community also poses challenges in reaching out to all types of residents, such as those who are elderly or have a disability.

Some of the key issues

- Encouraging more victims to report domestic abuse
- Tackling persistent repeat offenders
- Raising greater awareness of the offence and avenues of support
- Targeting prevention and intervention work in known hotspots
- Widening outreach work to support victims
- Sustain the good work we are doing with regards to tackling domestic abuse

Objectives and activities for 2008/09

- To ensure the reduction of repeat domestic abuse offences, by:
  - maintaining the momentum of the 12 week 'Freedom Programme'
  - supporting the introduction of Multi Agency Risk Assessment Conferences and the provision of Specialist Domestic Violence Courts
  - continuing to develop work within local educational establishments, for example, through the delivery of the 'Cracking Conflict - Alternatives to Violence' (CC-AV) programme, by identifying facilitators and funding at a district level
  - introducing early intervention processes where drink or drugs are identified as a causal factor through piloting alcohol arrest referral schemes and a new alcohol strategy. This will also hopefully have an impact on other community safety issues, and not just domestic abuse

- To increase the reporting of domestic abuse, by:
  - continuing to raise awareness of domestic abuse with a view to changing attitudes by continuing work with schools and young people (targeted at young people over 11) to challenging the view that violence is an unacceptable form of behaviour, through the CCAV programme
  - enhancing and promoting support services to victims and witnesses including existing out reach work to ensure that there is appropriate and sufficient good quality provision for people affected by domestic abuse
  - building the confidence of victims in services to increase reporting especially amongst those living in isolated rural communities
  - working with local legal professions to set up information points especially within or near to domestic abuse hotspots
  - better meet the needs of particular groups of people e.g. people in rural communities

- To improve the partnership's approach to tackling domestic abuse, by:
  - increasing the membership of the Domestic Violence Forum
  - seeking funding for a part time Domestic Violence Co-ordinator for the district
  - securing ongoing funding for the outreach service hosted by Loughborough Women's Aid
  - securing funding for training of domestic abuse workers around alcohol awareness

Outline actions for 2009/10 & 2010/11

- To explore innovative approaches to domestic abuse reduction programmes.
- To focus more work on reducing abuse by persistent repeat offenders.
- To secure greater funding to further extend outreach work.

Measuring Progress

Ref:	Performance Measures
NI 32	Repeat incidents of domestic violence
CS 2	Number of reported incidents of domestic violence

Some of our achievements to date

Increased reporting

There has been a 3% increase in the reporting of domestic abuse incidences. This has been achieved through increased promotional work in 2007 as well as the use of a part time outreach services, provided by Loughborough Women's Aid.

Domestic abuse art exhibition

In October 2007, 30 young people between the ages of 13-19 from the district contributed to an art exhibition aimed at raising their own awareness, and that of the wider public, around domestic abuse issues. The 'awakening exhibition' was displayed at Ashby library and also at County Hall.

What about other community safety issues ?

The Partnership has deliberately taken a priority driven approach to this new Community Safety Strategy – built around the five priorities explored in detail earlier. However, this process therefore excludes a number of other community safety issues.

These include issues such as road safety, cycle theft, hate incidents, arson and drink driving. Clearly day-to-day community safety activity will continue, and the Partnership will continue to work hard to taking joined up solutions to complex problems as they occur.

Another key area for future focus is East Midlands Airport *(pictured)* as a growth area in the community. The airport brings its own set of community safety issues and priorities, and is a focus area that needs to be observed in the future.

The Partnership has formed a Joint Action Group, which will meet approximately once a month. The group involves a wide range of organisations which will deal with issues as they arise in particular neighbourhoods or areas. In this way, day-to-day community safety activities which do not explicitly feature in the strategy's priorities will also have a focus.

It is also clear that a range of activities can contribute to success in one or more of the priority areas, even when they are not explicitly referenced in this strategy. For example, the primary care trust has a role in dealing with A&E admissions associated with drink related violence and the fire and rescue service has a role in undertaking home safety checks to prevent or minimise deliberate fire setting. These are just two examples of day-to-day community activity undertaken by organisations in the partnership which are invaluable.

The Partnership will also work within the Local Area Agreement towards local and countywide priorities in order to use resources effectively and to get the best outcomes for those who live, work and visit North West Leicestershire and Leicestershire as a whole.

Delivering the Strategy

During 2007, we reviewed the approach the partnership had been taking. One of the key outcomes of this review was a decision to sharpen the focus, delivery and accountability of the partnership. The delivery of the strategy will be supported by:

Our partners

A wide range of organisations are responsible for tackling crime and disorder in the area and support the work of the Partnership in Safer Communities.

The partnership is made up of a number of public services, and voluntary organisations, all of which have important roles to play. A list of useful contacts can be found at the back of this strategy.

Each (statutory) partner within the Partnership in Safer Communities agrees to:

- Participate in the strategic development, performance management and delivery of the partnership's priorities and actions.
- Incorporate priorities and actions from the Community Safety Strategy, as relevant, into their own plans, and therefore provide appropriate mainstream resources to deliver these priorities and actions.
- Provide appropriate attendance to and involvement in the partnership's delivery structure to enable it to function effectively.
- Share data and information in for the prevention of crime and disorder to the benefit of the community within North West Leicestershire.
- Ensure their duties to consider the impact of their actions on community safety under Section 17 of the Crime & Disorder Act 1998 are fulfilled by their organisation.
- Ensure the partnership receives full support from their organisation.

More information

More information on this strategy and the work of the partnership can be found by visiting North West Leicestershire District Council's website, which hosts the partnership's web pages.

This includes progress on the strategy, latest news on projects and initiatives, background crime information and statistics plus links to a number of partner agencies.

Just go to: www.nwleics.gov.uk/neighbourhoods

Partnership Contacts

Community Safety Team
North West Leicestershire District Council
Council Offices, Coalville, Leicestershire, LE67 3FJ
☎ 01530 454704
community.safety@nwleicestershire.gov.uk
www.nwleics.gov.uk

Community Safety Bureau
Loughborough Police Station
Southfields Road, Loughborough, LE11 2XF
☎ 0116 248 4177
www.leics.police.uk

Community Safety Team
Leicestershire County Council
County Hall, Glenfield, Leicester, LE3 8RA
☎ 0116 305 6056
www.leics.gov.uk

Leicestershire Fire & Rescue Service
Leicester Road, Glenfield, Leicester, LE3 8HD
0116 287 2241
infoservices@lfrs.org
www.leicestershire-fire.gov.uk

Leicestershire County and Rutland Primary Care Trust
Lakeside House, 4 Smith Way, Grove Park, Enderby, Leicester, LE19 1SS
☎ 0116 295 7500
www.lcrpct.nhs.uk

Useful Contacts

Leicestershire CRIMESTOPPERS 0800 555 111
Call anonymously with information about crime

www.crimestoppers-uk.org

Neighbourhood Watch
☎ 0116 248 3079
www.nhwleicsnorth.org

FRANK

☎ 0800 776600
www.talktofrank.com

Witness Cocoon
☎ 0116 255 5392

Victim Support
Helping people cope with crime

☎ 01455 233544

In an emergency call 999