



Crime Reduction & Community Safety Group

Tilley Awards 2007

Application form

Please ensure that you have read the guidance before completing this form. ***By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the guidance.*** Please complete the following form in full, within the stated word limit and ensuring the file size is no more than 1MB. Failure to do so will result in your entry being rejected from the competition.

Completed application forms should be e-mailed to tilleyawards07@homeoffice.gsi.gov.uk.

All entries must be received by noon on **Friday 27th April 2007**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811. Any queries regarding publicity of the awards should be directed to Chaz Akoshile on 0207 035 1589.

Section 1: Details of application

Title of the project: **Youth Engagement with Police and Partners-Incorporating "CoP Cards"**

Name of force/agency/CDRP/CSP: **Royal Borough Of Kingston-Upon-Thames**

Name of one contact person with position and/or rank (this should be one of the authors):

Sgt James Ellis

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Full postal address:

Kingston Police Station, 5 – 7 High Street Kingston upon Thames KT1 1LB

Telephone number: **0208 247 5662**

Fax number:

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

Government Office London

Name of endorsing senior representatives(s):

Chief Superintendent Laura Nicholson and Chief Inspector Tim Pointer

Name of organisation, position and/or rank of endorsing senior representatives(s):

Borough Commander - Borough Liaison Officer at Kingston-Upon-Thames. Metropolitan Police

Full address of endorsing senior representatives(s):

Kingston Police Station, 5 – 7 High Street Kingston upon Thames KT1 1LB

Please tick box to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):

Section 2: Summary of application

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

Youth Engagement with Police and Partners-Incorporating CoP Cards

Problem:

Enforcement activity by the Chessington Safer Neighbourhood Team (SNT) was successfully addressing broader community concerns, but having the effect of alienating themselves in the eyes of some young people. There was a lack of successful engagement between youths of all ages and the Police.

This initiative had three key objectives:

1. To improve engagement between the local Police and youths
2. Encourage youth participation in partnership activities

Which together would

3. Break the cycle of youths joining gangs and becoming involved in anti social behaviour at an early age.

Scanning/Analysis:

- Community mapping exercises over a period of two years detailed where and when problems were occurring.
- Youth Letter Scheme showed a constant stream of 11-year-olds coming to Police notice
- Outreach workers and the SNT identified 67 youths who were members of distinct gangs.
- Home visits to these 67 showed a false perception of there being “nothing to do in Chessington”.
- Schools were contacted to compare issues on the street with those at School.

Response:

- A partnership and community approach to designing the “CoP Card” and then given to every 11-yr-old pupil in Chessington. They had to collect photo stickers depicting the SNT and others evidencing that they belonged to or had joined a club, sports team/activity or the Library.
- www.younglavin.org.uk a website for the Borough's young persons, gave clues on a “CoP Card” page as to where Officers could be found on a daily basis, such as sports or youth clubs, the library or other local events
- A successful youth panel set up with 48 members encompassing four secondary schools being set the task of highlighting safe and unsafe areas of concern through a camera lens.

Assessment:

Evaluation was conducted through an analysis of the stickers collected and feedback from the Youth Panel.

The size of the existing gangs has been reduced from 67 to 14 members. No 11-12 year olds have received youth letters or entered the criminal justice system. The gangs have no new younger members. The most recent mapping exercise showed a huge reduction in Community concerns.

This easily adaptable initiative cost only £350 and is now solely funded by local schools. The card has developed with new stickers targeting the next generation of 11-yr-olds.

Both the Card and camera project are being taken up by other Boroughs and Counties.

Section 3: Description of project

Describe the project in no more than 4000 words (see guidance for more information in particular Section 7 - judging criteria).

Problem:

Through local schools, youth outreach workers, Police statistics and intelligence it became clear that enforcement activity, whilst dealing with the broader community concerns, was alienating the Safer Neighbourhood Team (SNT) in the eyes of young people.

Public meetings were identifying the issue of young people and anti-social behaviour as the number one area of concern for the Community. Specifically highlighted was the belief that there was nothing for young people to do. Successful Police and partnership efforts to deal with community concerns through enforcement and innovative initiatives were achieving a considerable reduction in reported crime and disorder. Between April 2005 and March 2006 there were 259 fewer reported crimes than in the previous 12 months (-16%). However, this was bringing the SNT into conflict with the youths.

It was also apparent that there always seemed to be younger persons moving up the ladder and joining already established gangs replacing individuals that had been successfully dealt with.

Therefore the SNT felt that they needed to look further down the chain at the younger generations who, if not successfully engaged, could go on to cause the type of issues being highlighted by the Community. It was clear that in order to regain the lasting trust and support of young people in the area we needed to promote positive activities and participation in self-development.

The involvement of the following groups were important in both identifying the problem whilst looking at means to address the issues raised and then assist in evaluating our progress:

- The Public
- The Youth and Education Services
- Chessington Environmental Rangers
- Local business's
- Neighbourhood Ward Panel. A diverse group of individuals representing the Ward and working with the SNT in setting local priorities. They include a school headmaster, parish priest and the manager of a local Community Centre.

Scanning/Analysis:

Public Meetings

Since the launch of the Chessington SNT, residents have consistently cited groups of youths on the streets as a concern and therefore a priority for the Police. Community members attending public meetings were split into small groups working with the Ward Panel and asked to place sticky numbered dots on laminated maps of Chessington to pinpoint where they had personal or even perceived knowledge of a specific concern. The dots were then defined on corresponding feedback sheets and given to the SNT analyst who produced a master map showing all the concerns together. Copies of the master map were presented to the residents at the next meeting and an outline of police actions given and feedback invited. The process was repeated at each meeting. The average attendance at these meetings over the past three years has been 80. In February 2005 this process showed the biggest concern for the Community were groups of youths involved in anti-social-behaviour, closely followed by criminal damage/vandalism. The maps from the following three meetings gave similar results.

Chessington Anti-social Behaviour working group

In May 2005 a working group was set up to specifically look at youth anti-social behaviour in Chessington in response to Community concerns. This group consisted of the head of the Council's Youth Service, the lead youth worker for Chessington, the SNT Sgt, representatives from the Youth Offending Team (YOT), Education, the Environmental dept and the Council anti-social behaviour co-ordinator. These partners identified that young people were often the focus of community concerns in the Chessington area through their presence on the streets in groups and other activities in parks and open spaces. A number of attempts had been made through conventional means to engage with the young people but as a group they seemed reluctant to be seen talking to Police or indeed to engage in activities organised by the broader members of the Crime and Disorder Reduction Partnership.

Youth Letter Scheme

The Police Sgt for Chessington had been in place for several years and supported the evidence that younger individuals were always replacing ones no longer an issue. Kingston Police's Youth Letter Scheme had been in place since 2001. This provided a means of communicating with parents of youths coming to Police notice for anti-social behaviour but not arrested. Letters sent to parents were copied into the YOT and Outreach workers. Since 2001 Chessington had seen an average of 11 youths a year aged between 11-13 receiving youth letters. Some of these had since entered the Criminal Justice System and 8 were now Persistent Young Offenders (PYO's).

Gangs

A major concern for the partnership was that because of the numbers within these groups other younger individuals were being drawn in, increasing its size. It was identified that actions were being taken against the problem group but not further down the chain at those youths or siblings who would probably join the gang culture as a natural progression. The outreach workers and SNT were tasked to identify the demographics of these gangs.

In July 2005 a list of 67 identified youths, specifically two gangs, was presented to the working party. After liaising with Council Housing and Education we grouped these individuals by type of housing and the school they went to. This 67 came from 58 different families (some were siblings) and at this stage it was considered that maybe their parents didn't know exactly what their children got up to and perhaps the schools could also add further information.

Problems at the Youth Club

Youth workers were having problems encouraging new younger members to join the clubs mainly because of the already existing group of problem individuals attending the club and its environs thus preventing others joining. Three youth workers had resigned from their position because of the difficulties in working with this group.

The information collated from mapping exercises and group demographics enabled the SNT and Outreach teams to prioritise their patrols that in turn corroborated the information with regards the locations of congregating youths. This enabled some further interaction with the youths whose perception was that there was "nothing to do" in Chessington. This false perception was encouraged by letters written into the local press by older members of the Community who also were under the impression that there was "nothing to do".

Home visits

In September 2005 the SNT visited the 67 youths and their parents. Letters were given to the parents to further outline the issues at hand whilst pointing out the consequences if the behaviour continued. The parents were asked why their children did not make use of local youth facilities? Again the perception was that there were few activities and those few were expensive. In reality this was not the case but it indicated an area in which we could make a difference. Copies of these letters were e-mailed to each youth's individual school. This totalled seven different schools all of who replied adding their support but also confirming that the vast majority of these youths were also problematic within gangs at school.

Chessington Schools Cluster

The Head Teachers began to meet quarterly during 2005 and the SNT Sgt was invited to attend. The Chair of these meetings also sat on the afore-mentioned Ward Panel. The teachers were informed of the issues and agreed that enhanced engagement with younger children would reap benefits.

Conclusions In October 2005 the Working Party concluded:

- There was a lack of knowledge amongst adults and young persons alike about what youth facilities were actually available in the Chessington area.
- There was not enough information about youth facilities specifically aimed at the younger generation.
- Any initiative should concentrate on age groups that had not as yet come to notice of the Police in any negative way.

From these conclusions it was agreed that we would have three key objectives in addressing the problem:

Objectives

1. Improve youth engagement and familiarisation with the local Police
2. Encourage youth participation in a wide range of out of school hours activities
3. Break the cycle of youths joining gangs and becoming involved in anti social behaviour at an early age

Responses:

Teachers on patrol

To further illustrate the scale of the problem the SNT escorted the local school head-teachers out on patrol in an unmarked mini bus on a December Friday late-shift. It proved a revealing experience for both them and the youths we came into contact with, especially because of the amount of alcohol we confiscated. The primary school-heads still remembered by name many of the youths we encountered on the streets even though many had moved onto secondary education. This exercise in engagement was promoted throughout Safer Neighbourhoods across London as innovative and “best practice”

Engagement

The SNT took up the challenge to find effective means of communicating with the youths of Chessington. It was felt that these needed to be interactive, new and different approaches but able to run alongside already existing conventional methods.

Primary Schools

The 11-year-old pupils in the five Primary schools were identified as being crucial if one of the three key objectives, “Break the cycle of youths joining gangs and becoming involved in anti social behaviour at an early age” was going to be achieved. This is their last year of primary education before moving onto secondary education where experience tells us that parents tend to give their children more freedom which can lead to the potential for them to be introduced to older youths, gangs, the temptation of alcohol, cigarettes and drugs and therefore being on the streets and involved in anti-social behaviour.

The “CoP (Community or Police) Card” (See Appendix A)

The team developed “CoP Cards” and distributed them to every one of the 221 pupils taking part. The front of the card had spaces for the school and youth’s name. It opened up to reveal 8 named spaces and each pupil was set the task of collecting photo-stickers depicting SNT officers by approaching and talking to the officers who would then put a sticker in their “CoP Card”. The other 4 stickers had a partnership theme that if collected evidenced that they belonged to or had joined a Club, sports team/activity or the Library. All the various clubs were consulted before the start of the initiative and almost all had under-12 sections or teams. It was agreed that to obtain the club or sports sticker the youth would approach their team manager/organiser about “CoP Cards” and then that person would write a note confirming the youth’s membership. This note would be handed to the class teacher who would stick the relevant sticker in the card and sign it. Almost all the activities are within walking distance from any point in Chessington and the vast majority of it is very inexpensive if not free. They were also challenged to find the Council Environmental Rangers who would take the opportunity to tell the “CoP Card” youth about their role in removing and cleaning unsightly graffiti.

www.younglavin.org.uk

“CoP Card’s” back page introduced and explained this unique young person’s website. It provides a wealth of information and advice about everything a young person in Kingston might want to know from the age of 12 onwards. This included bullying help lines, advice on drugs, alcohol, young persons and the Law, information about youth clubs and much more. Those with mobile phones could also sign up to free “Text Alerts” which again provided information about local events.

Searching for Clues

The youths were encouraged to regularly log on and navigate to the “CoP Card” page! Here they would find clues about where the SNT would be during the coming week such as patrolling a particular park or attending a youth club or sports event. The idea was to encourage attendance at various activities. This page listed all the clubs and sporting activities in Chessington, their locations, times and contact details for the organisers.

Incentives

The incentive for participation and to encourage the class to work together was a free group day out at Chessington World of Adventures and gift vouchers donated by Woolworths. The class who collected the highest percentage of stickers wins the prize.

Secondary School Youth Panel

The SNT presented a letter of invitation to the pupils at the four secondary schools within the area asking for two volunteers from each school year to sit on a newly proposed “youth panel”. The criteria being that they lived in Chessington and were willing to attend four meetings a year. The Panel was launched at the newly refurbished youth club.

Project Launch

Representatives from all the partner agencies involved including the Mayor of Kingston joined pupils representing all the schools at the launch of both separate initiatives. These received local press coverage.

Assessments:

We felt that we needed to identify clearly defined success criteria if we were to achieve our three objectives.

Objective 1: Improve youth engagement and familiarization with the local Police.

Success criteria:

To secure the involvement of at least 100 young people from Chessington in “CoP Cards” and achieve a 50% sticker collecting total in our first year.

A total of 169 (75%) of the 221 distributed Cards had some stickers in them. Of the remaining 52 Cards, some had been lost and some pupils had decided not to participate. Therefore we exceeded our aim of engaging 100 young people by 69.

Of the 2,645 available stickers the youths actually collected a total 1,414 (53%). 1,016 of these were photo-stickers of the SNT officers, which meant that the youths could now put a name to a face. This figure is better described as **1,016 positive interactions between an officer and a youth**, which demonstrates how approachable the “CoP Card” made the officers.

Success criteria:

To set up and sustain a successful youth panel involving secondary school children.

48 youths volunteered to be on the youth panel. The schools agreed to hold these meetings during school hours, which ensured attendance and rotate the venues amongst themselves. This was intended to address some of the animosity that existed between rival schools by getting their respective pupils to sit down together and jointly raise issues of concern. They took part in a mapping exercise (the same as the adults do at the public meetings) and each school was given a disposable camera and tasked to go out and film areas that they perceived to be either “safe or unsafe” and record their views in an accompanying folder. The British Crime Survey does not include young persons amongst those surveyed and so we thought this would be an interactive means of getting their viewpoints across. These photographs demonstrated that their views were not too dissimilar to the adults. Issues such as dumped rubbish and graffiti were quickly tackled by the council showing the panel that they had a voice that would be listened to. Two members of this panel have now joined the adults Ward Panel to represent the young person’s views.

Objective 2: To increase youth participation in partnership activities

Success criteria:

To increase membership of the youth club.

The 14 remaining problem youths were all banned from the local Youth clubs because of their ongoing lack of respect for the youth workers and intimidation of other youths. This demonstrated to others that gang membership has no actual benefits and has led to an increase in 27 new members at the club.

However, service providers have not abandoned the 14 and extra work is being undertaken by the partnership to deter them from causing future problems. In March 2007, two of these individuals were nominated by the SNT to attend a LIFE Course with the London Fire Brigade, which amongst other things teaches discipline, respect and the consequences of bad behaviour. They successfully completed this and even invited the SNT Sgt to their presentation ceremony. There is now a new rapport between the SNT officers and this group.

Success criteria:

To evidence that the “CoP Carders” were logging onto the www.younglavin.org.uk website.

Between 24 May 2006 - 7 July 2006 the CoP page had 569 visitors, an average of 2.35 hits per child.

Overall hits to the actual site’s home page during this period were:

15,599 2006

compared with the same period the previous year:

13,422 2005

Linda Jackson who manages the Site said, "**The increase is 2177**, this figure has increased in part due to the young people logging to view the "CoP Card" page. Widening the audience for Younglavin has helped with an overall increase in visitors to the site. Younglavin is a multi-agency project and this collaborative working with Kingston Police is one of its strengths".

Success criteria:

To show that at least 100 of each of the Community themed stickers were collected.

The youths collected 81 library stickers (27 of which were newly signed up members). 92 of the 11 year olds evidenced their membership of a club and 123 collected the sticker showing they engaged in an out-of-school hour's sports activity. The Environmental Rangers gave out 102 "it's not Art Stickers" to children showing them the damage graffiti causes and increasing awareness of the impact it has on the local community.

The winning class collected 81% of their stickers and were chaperoned at the amusement park by the SNT.

Objective 3:

Break the cycle of youths joining gangs and becoming involved in anti-social-behaviour at an early age

Success criteria:

To deter all of the "CoP Cards" youths from joining either of the established gangs in Chessington.

The Secondary School Youth Panel has 48 active members. We ensured that the representatives from Year 7 (the first year at secondary) were from those pupils who had engaged in the "CoP Card" scheme during the previous term before the summer holidays. These 8 pupils have told us they all thought it was a great idea especially as they now had our phone number and e-mail details and would feel a lot more confident and comfortable in approaching or contacting any of the SNT if the need arose. They were all asked what they thought of gangs and if they would or had joined any. None of them or any of their former classmates had as yet joined a gang and more importantly they did not feel as if they wanted or needed to.

Success criteria:

To reduce gang membership in 2005 (67 members) compared with that in 2006 by 50% to fewer than 33 youths.

In October 2006 the SNT in company with Youth outreach workers revisited those persons from the original list of 67 that were still causing a problem in the area. **This list of 67, comprising the two distinct gangs, now stood at 14!** More importantly, one gang had actually dissolved completely and the second had not acquired any new younger members. Youth Outreach workers and the SNT have jointly monitored the gang membership. The 14 members have told us that younger kids seem to either fear them, or the notion of being in their gang.

Success criteria:

To show a reduction in the amount of 11-13 year olds coming to notice via the Youth Letter Scheme.

Youth letters are sent and monitored by the SNT with indexed records kept to show who has received them. On average, over a period of 5 years, 11 letters a year had been sent to parents in this particular age group. Since January 2006 no new youth letters have been sent to any 11-13 year olds in Chessington.

YOT figures also show that none of the 221 "Cop Card" youths have been arrested or summonsed in 2006-2007.

Success criteria:

By showing a reduction in community concerns identified at different public meetings by comparing the analysis compiled by the mapping exercises

Comparisons of the mapping exercises between Feb 2005 and September 2006 showed a completely different set of results from that compiled 18 months previously. Whereas before the major issues were groups of youths and criminal damage this had been replaced by issues around anti-social behaviour but not specifically by youths.

100 residents attended the September meeting, the average is usually 80. The "CoP Card" initiative was explained together with its results. Some residents at the meeting stated they had relatives or friends who had taken part and thought it was a great idea. A rousing and very satisfying round of applause was received at the meeting's conclusion.

Funding

Printing costs for the "CoP Card" were only £350. The funding was secured through the Crime and Disorder reduction Partnership and younglavin website. The Card can be easily adapted to any area and is cost effective. The Schools Cluster has solely fund the 2007 "CoP Card".

Problems Encountered/Unexpected Results:**The Name:**

Initially named "CaP Cards" (Community and Police) it was felt that the children might have added an extra "R" to the word CaP. The partners all agreed that "CoP" was a more catchy title.

Printing Delays:

Meant a shorter period for the initial project to run its course. This obviously had an impact on the number of stickers collected as time ran out due to the onset of the summer holidays.

Lack of support:

One school did not embrace the scheme, as the head-teacher was not in favour of her pupils winning the advertised prize. This was reflected in their totals as this school only managed to collect about 10% of their stickers. However the new head-teacher is giving his full support and taking the lead with the "Look what I ate Sticker" which involves the pupils demonstrating they have eaten a healthy lunch on 15 different occasions to get the sticker.

Increased turn outs at organized events:

We received 53 e-mails directly from youths asking us to attend various school functions. Higher turnouts at advertised activities enabled us to promote and then property mark over 100 bicycles. One entire class attended a "Child Safety Week" event as we stated we would be there. The success of the 2006 card has prompted other groups to promote their events via "CoP Cards".

The Chessington schools cluster now wish to set up a Youth panel made consisting of primary school pupils modeled on the secondary school panel. The SNT now undertake guest reading sessions to the under 5's at the local library which have proved extremely popular.

Best practice:

The SNT Sgt and the Youth Service were invited to "workshop" at the recent NACRO Youth Conference in Nottingham, which attracted a lot of interest. "CoP Card" was awarded runners-up position in the 2006 London Problem Solving Awards and was the only one of eight finalists to bring young persons (from the 2006 "CoP Card" winning class) to the workshops to explain their participation. These youths now sit on the Youth Panel.

The recent Joint Area Review by Ofsted inspectors congratulated the partnership on this innovative initiative.

A Developing Success:

The individuals that had been causing a problem in Chessington have not been displaced elsewhere, but other areas that have had similar youth problems are still experiencing them. The "CoP Card" and a successful and active Youth Panel have been a major factor in the achievements shown above. Other areas of London and other forces are now looking at adapting the Card to tackle similar issues. The camera project with the youth Panel has attracted the attention of the London Mayor's office and is due to be rolled out across all of the 625 Safer Neighbourhood Wards in the summer of 2007 as SN4P, "Safer Neighbourhoods 4 People"

The developed "CoP Card 2007" is currently in circulation with a new group of 230 11-year-olds collecting 21 stickers which include those tackling "Road Safety", "Healthy Eating" and "Faith (working with the Borough's inter-faith Forum)" which aims to demonstrate that there are many other different backgrounds and beliefs in the area. This year's clues are also being broadcast on a local radio station (Radio Jackie) during the morning school run.

Final Summary:

This initiative is an ongoing success and achieved its initial objectives. By 2012 the interesting, interactive and fun "CoP Card" will have impacted on almost every Chessington young person over the age of 10.

Young persons now feel more comfortable approaching the SNT and to date are avoiding the gangs.

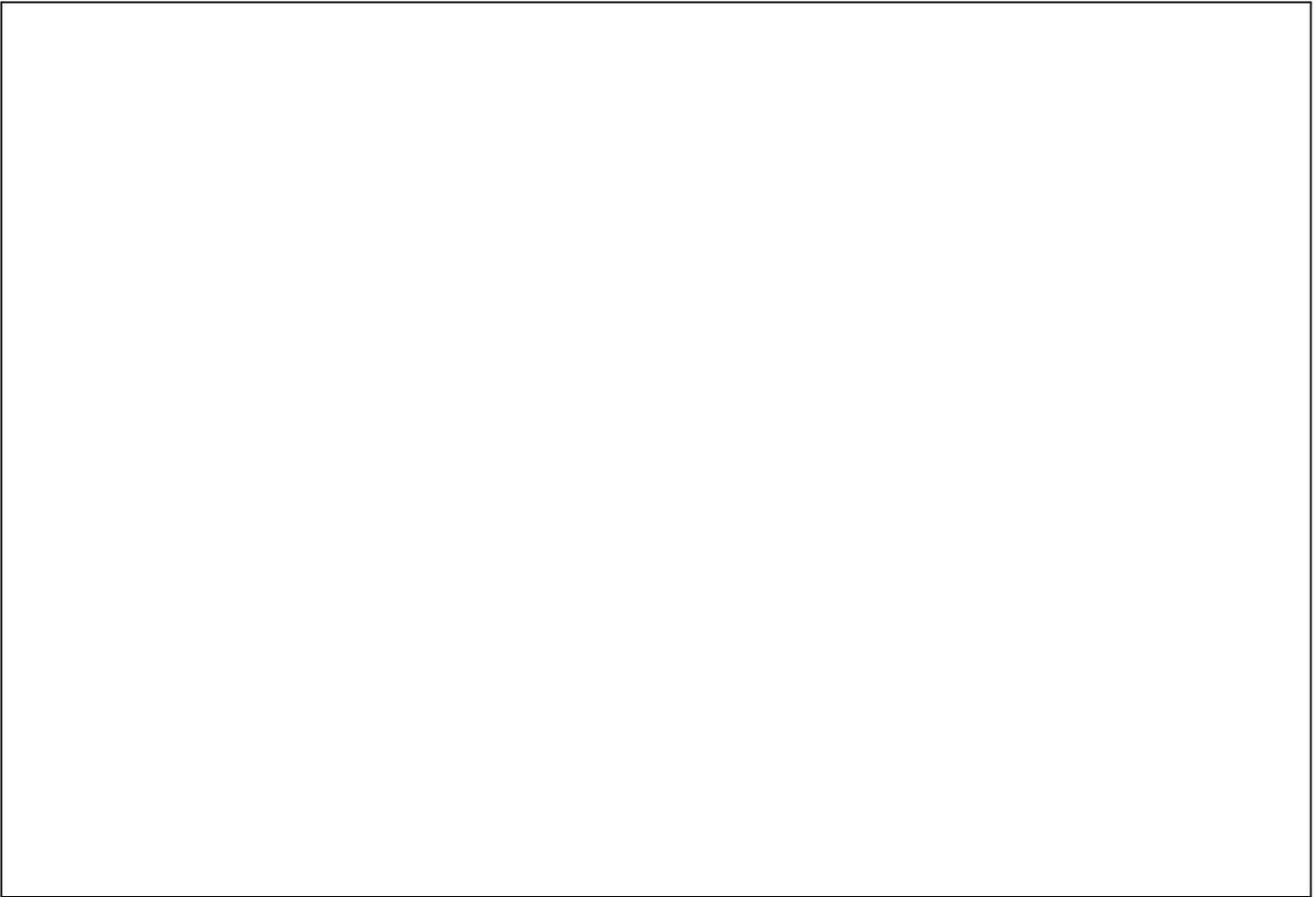
Appendix A.



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Section 4: Endorsement by Senior Representative

Please insert letter from endorsing representative:

The report details an innovative and creative approach to youth engagement led by the Chessington Safer Neighbourhood Teams.

It is in many ways typical of the Kingston approach to Neighbourhood Policing in that it arose from extensive community consultation, thorough research and the engagement with and support of numerous partnership agencies.

The whole ethos of the project was to divert young people from becoming involved in anti-social behaviour through participation in positive activities such as sport, reading and youth clubs. It supports the key aims of

- Every Child Matters,
- The Kingston Crime and Disorder Reduction Partnership youth strategy and the
- Kingston Policing Plan

The project was specifically aimed at 10 – 11 year old junior school pupils at the vital transition stage of their development to prevent them becoming embroiled in “gang” activities on the streets and within schools. It is an ongoing project and this report is a review of progress to date.

Yours sincerely,

Tim Pointer
Chief Inspector



Checklist for Applicants:

1. Have you read the process and application form guidance?
2. Have you completed all four sections of the application form in full including the endorsement from a senior representative?
3. Have you checked that your entry addresses all aspects of the judging criteria?
4. Have you advised all partner agencies that you are submitting an entry for your project?
5. Have you adhered to the formatting requirements within the guidance?
6. Have you checked whether there are any reasons why your project should **not** be publicised to other police forces, partner agencies and the general public?
7. Have you saved you application form as a PDF attachment and entitled your message 'Entry for Tilley Awards 2007' before emailing it?

Once you are satisfied that you have completed your application form in full please email it to Tilleyawards07@homeoffice.gsi.gov.uk. Two hard copies must also be posted to Alex Blackwell at Home Office, Effective Practice, Support & Communications Team, 6th Floor, Peel Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF.