



15 October 2010

To: Board Members of the South Cambridgeshire Crime and Disorder Reduction Partnership  
Rick Hylton, Darcy Weaver, Vickie Crompton, Paul Howes, Tom Jefford, County Councillor David Jenkins, District Councillor Ray Manning, County Councillor Linda Oliver, County Councillor John Reynolds, and Chief Inspector David Sargent.

Dear Sir / Madam

You are invited to attend the next meeting of **SOUTH CAMBRIDGESHIRE CRIME AND DISORDER REDUCTION PARTNERSHIP**, which will be held in the **SWANSLEY ROOM, GROUND FLOOR** at South Cambridgeshire Hall, Cambourne Business Park, Cambourne, Cambridge, CB23 6EA on **MONDAY, 25 OCTOBER 2010 at 10.00 a.m.**

Yours faithfully

**IAN SENIOR**

Democratic Services Officer, South Cambridgeshire Crime and Disorder Reduction Partnership

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	<b>AGENDA</b>	<b>PAGES</b>
<b>1.</b>	<b>Election of Chairman (Support Officer)</b>	
<b>2.</b>	<b>Appointment of Vice-Chairman (Chairman)</b>	
<b>3.</b>	<b>Welcome and Introductions (Chairman)</b>	
<b>4.</b>	<b>Apologies for Absence</b> Philip Aldis, Paul Howes, Tom Jefford, Chief Inspector Dave Sargent, Helen Turner and Hannah Waghorn have sent apologies for absence.	
<b>5.</b>	<b>Declarations of Interest (Chairman / All)</b>	

South Cambridgeshire District Council, South Cambridgeshire Hall, Cambourne Business Park, Cambourne,  
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Democratic Services Contact Officer: Ian Senior 03450 450 500

6.	<b>Minutes of Previous meeting and Matters Arising (Chairman / All)</b>	<b>1 - 4</b>
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#### **BUSINESS ITEMS**

7.	<b>Strategic Assessment (Michael Soper)</b>	<b>To Follow</b>
8.	<b>Quarterly Updates (Task Group Leaders)</b>	<b>5 - 18</b>
9.	<b>Update on 2010-11 Funding (Bridget Fairley)</b>	<b>19 - 22</b>
10.	<b>Closer working with Cambridge Community Safety Partnership (Cllr Manning)</b>	<b>23 - 30</b>
11.	<b>South Cambridgeshire District Council Scrutiny and Overview Committee Recommendations (Bridget Fairley)</b>	<b>31 - 32</b>

#### **INFORMATION EXCHANGE**

12.	<b>Update from Road Safety Partnership (Phil Rennie)</b>	<b>33 - 38</b>
13.	<b>Forthcoming consultations (Chairman / All)</b>	
14.	<b>Any Other Business</b>	
15.	<b>Proposed schedule of meetings for 2011 (Chairman / All)</b>	
	<ul style="list-style-type: none"><li>• Tuesday 1 February 2011</li><li>• Tuesday 26 April 2011</li><li>• Tuesday 26 July 2011</li><li>• Tuesday 25 October 2011</li></ul>	

Each meeting will start at 10.00am in the Swansley Room, South Cambs Hall, Cambourne Business Park, Cambourne, Cambridge, CB23 6EA.

#### **OUR VISION**

- We will make South Cambridgeshire a safe and healthy place where residents are proud to live and where there will be opportunities for employment, enterprise and world-leading innovation.
- We will be a listening Council, providing a voice for rural life and first-class services accessible to all.

#### **OUR VALUES**

We will demonstrate our corporate values in all our actions. These are:

- Trust
- Mutual respect
- A commitment to improving services
- Customer service

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**SOUTH CAMBRIDGESHIRE CRIME AND DISORDER REDUCTION PARTNERSHIP**

Minutes of the meeting held on Monday, 26  
July 2010 at 10.00 a.m.

**PRESENT:**

Rick Hylton – Chairman  
Darcy Weaver – Vice-Chairman

Gemma Barron	Partnerships Manager, South Cambridgeshire District Council
Bridget Fairley	South Cambridgeshire Crime and Disorder Reduction Partnership Support Officer
Paul Howes	Lead Officer, South Cambridgeshire District Council
Laura Hutson	DAAT
Detective Superintendent Tony Ixer	Cambridgeshire Constabulary
Tom Jefford	Lead Officer, Cambridgeshire County Council
Councillor David Jenkins	Lead Member, Cambridgeshire County Council
Councillor Ray Manning	Lead Member, South Cambridgeshire District Council
Jenny Massie	Cambridgeshire Constabulary
Pat Mungroo	Magistrate
County Councillor John Reynolds	Lead Member, Police Authority
Chief Inspector Dave Sargent	Cambridgeshire Constabulary
Inspector Chris Savage	Cambridgeshire Constabulary
Ian Senior	Democratic Services Officer, South Cambridgeshire District Council
Helen Turner	Community Safety Manager, Cambridgeshire County Council

**Action****48. APOLOGIES FOR ABSENCE**

Philip Aldis, County Councillor Linda Oliver and Hannah Waghorn sent their apologies for absence.

**49. DECLARATIONS OF INTEREST**

County Councillor David Jenkins declared a personal interest as his son is a police officer.

**50. MINUTES OF PREVIOUS MEETING, AND MATTERS ARISING**

The Crime and Disorder Reduction Partnership accepted the minutes of the meeting held on 26 April 2010 as a correct record.

**Min. 38 – Quarter 4 Performance**

TJ said the Countywide Serious Acquisitive Crime Task Group had not been established so minutes could not be forwarded to the Board.

**Min. 42 – Changes to CDRP Statutory Duties**

The Executive Group had been informed about the changes. There was no need to change the Crime and Disorder Reduction Partnership's name to Community Safety Partnership.

**Min. 44 – Road Safety Partnership**

There was no further information available and no lead officer was in attendance at the current meeting. The Chairman undertook to pursue this matter.

RH

**Min. 46 – Forthcoming Consultations**

In connection with the possibility and practicality of joint CDRP meetings with Cambridge City, the process was not a quick one, involving a reference to the Secretary of State. It was noted that members of the public could attend CDRP meetings as observers. The South Cambridgeshire Crime and Disorder Reduction Partnership requested that it be presented with options in ~October 2010 for staging future meetings. South Cambridgeshire parish councils' concerns about a potential shift of emphasis were noted.

**51. FIRST QUARTER PERFORMANCE REPORT (BRIDGET FAIRLEY)**

The Crime and Disorder Reduction Partnership considered a performance report produced by Cambridgeshire County Council's Research group, covering the three months from 1 April to 30 June 2010.

The report focussed on

- Priority 1 – Reducing Serious Acquisitive Crime
- Priority 2 – Reducing re-offending
- Priority 3 – Reducing Domestic Violence
- Priority 4 – Anti-Social Behaviour (an update)
- Priority 5 – Cambridgeshire Drug and Alcohol Action Team (an update)

In connection with Priority 2, discussion centred on the viability of posts, in particular the Support and Resettlement Officer.

In connection with Priority 3, the major concern was funding now that LPSA grants would no longer be available.

In connection with the update on Anti-Social Behaviour, the major concern was the continuing absence of a Case Worker in South Cambridgeshire, which was having a knock-on effect on other aspects of work falling within the Crime and Disorder Reduction Partnership's remit. GB said that negotiations with Cambridge City Council were ongoing to secure temporary cover for one day a week. In response to a question from County Councillor David Jenkins, GB said that, while seeking to fill the Case Worker post from among those at risk of redundancy, it was nevertheless essential that a successful applicant should possess relevant transferrable skills.

**52. UPDATE ON 2010-11 FUNDING (BRIDGET FAIRLEY)**

The Crime and Disorder Reduction Partnership considered a progress report on funding for 2010-11 as at 26 July 2010.

BF said that the outturn of the Safer and Stronger Communities Fund (SSCF) would be dependent on what progress could be made in terms of addressing the issues arising out of the vacancy for an Anti-Social Behaviour Case Worker. She confirmed that the CDRP Pooled Fund could be rolled over.

It was confirmed that there would be a 10% reduction in SSCF Revenue funding for 2010/11 due to a reduction in the Area Based Grant. This shortfall would be covered from the underspend on the ASB Caseworker post and the Pooled Fund.

Board members discussed the financial constraints facing all organisations at the moment, including the Crime and Disorder Reduction Partnership. However, the CDRP should endeavour to contribute to member groups where such groups had lost grant funding, such as in the area of domestic violence.

**53. "YOUR CHOICE" SCHOOLS PROGRAMME (TOM JEFFORD)**

The Crime and Disorder Reduction Partnership considered the funding plan for 2010-11.

**54. REVIEW OF SAFER AND STRONGER COMMUNITIES FUND REVENUE - 2011-12 (HELEN TURNER)**

RH updated the board with progress in relation to capital bids. TI confirmed that in his view that capital projects would not achieve the outcome needed for the CDRP in relation to Burglary. TI went on to explain that the most effective method of tackling burglary in South Cambridgeshire required staff on the ground

RH asked HT to confirm if the CDRP could convert the remaining capital to revenue funding for the CDRP to support TI comments.

HT

The Crime and Disorder Reduction Partnership considered a report reviewing Safer and Stronger Communities Fund (SSCF) Revenue (2011-12 allocations)

Reference was made to Options 1 to 5 set out in the report. PH said that South Cambridgeshire District Council favoured Option 1 in the first instance, aspiring to Option 4 in the longer term. The Board endorsed this approach

The Board instructed the CDRP Executive Group to begin looking at options around shared services and report to findings to board prior to April 2011.

**55. CDRP FOCUS: SERIOUS ACQUISITIVE CRIME (DAVE SARGENT)**

The Crime and Disorder Reduction Partnership considered a report on Serious Acquisitive Crime.

Chief Inspector Dave Sargent highlighted the challenge faced by Cambridgeshire Constabulary in tackling the displacement of crime into South Cambridgeshire.

The Board discussed a number of issues relating to the need for more effective treatment of crime hotspots affecting more than one CDRP area, and the assessment of South Cambridgeshire in the context of its family group of local authorities.

**56. SCRUTINY AND OVERVIEW COMMITTEE MEETING (PAUL HOWES)**

Rick Hylton (Chairman) would represent the South Cambridgeshire Crime and Disorder Reduction Partnership at the Scrutiny and Overview Committee meeting on 2 September 2010, supported by Paul Howes, South Cambridgeshire District Council's Corporate Manager (Community and Customer Services).

**RH**

**57. UPDATE FROM ROAD SAFETY PARTNERSHIP (CLLR RAY MANNING)**

There was no update.

**58. FORTHCOMING CONSULTATIONS (CHAIRMAN)**

Consultation was imminent in relation to the following:

- Shared services and staffing
- A modified Place Survey

**59. ANY OTHER BUSINESS**

The following were mentioned, in passing:

- Funding for ISPA
- Violent Crime Reduction strategy

**60. DATE OF NEXT MEETING**

The South Cambridgeshire Crime and Disorder Reduction Partnership noted that the next Board meeting would be held on Monday 25 October 2010, starting at 10.00am in the Swansley Room, South Cambridgeshire District Council, Cambourne Business Park, Cambourne, Cambridge, CB23 6EA.

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**The meeting ended at 11.50 a.m.**

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## **Priority 1: Reducing Serious Acquisitive Crime**

### **1.1 Quarterly Progress Report**

**Priority Area: Serious Acquisitive Crime**

**Lead Officer: Ch Insp. Dave Sargent**

#### **Key Achievements during this Quarter<sup>1</sup>**

- 163 people have registered for ecops between July – September 2010.
- Funding applications for SSCF funding made for vehicle crime and burglary projects for £4,500 and £5,000 respectively.
- Detailed report on vehicle crime received and analysed to form basis of funding bid.
- Investigating possibility of adding crime reduction information to Cambourne home information packs for new residents.
- From July – August, 6 Homeshield applications were made.
- Investigating how to work with schools to give children advice about rogue traders to pass onto parents.
- PCSOs to visit homes to reinforce messages to reduce bogus callers.

#### **Areas of Concern for Partnership to Note<sup>2</sup>**

- Scoring process used to apply for funding from the SSCF Board does not take into account the merits of each application.

#### **Recommendations to Partnership to Address Concerns<sup>3</sup>**

- Concerns to be raised at the SSCF funding panel meeting.

#### **Any Items for Publicity<sup>4</sup>**

- Article will be placed in the next edition of South Cambs magazine to reduce burglary prior to the Christmas period.

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<sup>3</sup> Please ensure that, in connection with the above Areas of Concern, your Task Group sets out its Recommendations to the Partnership to address these Concerns, so that agreement can be made (where appropriate).

<sup>4</sup> Please ensure that any items included here for Publicity are not protectively marked.

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## Priority 2: Reducing Re-offending

### 2.1 Quarterly Progress Report

**Priority Area: Reducing Re-offending**

**Lead Officer: Jenny Jolley**

#### Key Achievements during this Quarter<sup>1</sup>

##### Scheme Updates – PPO (all 3 strands)

	PPO	DIP
<b>Clients on Scheme</b>	Deter: 1 C+C and R+R: 5	July-2 Aug-2 Sep-2
<b>New engagements</b>	0	<b>2</b>
<b>Removals</b>	0	<b>2</b>
<b>Crimes Saved FY2010/11 to date (please note each scheme currently applies a different formula to calculate the CSE)</b>	C+C: 19 crimes were saved to date in FY2010/11 (base level), 95 using the F multiplier (a close approximation to BCS)	Apr-Sep 10 <b>5</b>

- Exceptional reporting re: client engagement;  
A PPO was released following a custodial sentence for robbery. Additional conditions were applied to their Probation licence on release including a curfew 19.00 -06.00. Continued monitoring of this is undertaken by the Police to provide enforcement. Full time employment has been gained and interventions with regard to accommodation, drug misuse and offending behaviour have been undertaken. They however continue to pose a threat to the community due to their attitude/behaviour and to push the boundaries with regard to their statutory obligations. This is putting them at a high risk of recall, unless their compliance improves and the PPO team continue to closely monitor any breaches.
- Resource/Treatment/Intervention updates and development of relationships with new partners/access to new services/treatment i.e.  
2 PPOs presently serving a custodial sentence in HMP Peterborough, have expressed a wish to engage with the 'ONE' project, run within the prison by the St Giles Trust. These are the first clients to do so and as such the PPO team is continuing to forge links with the St Giles Trust, in order to ensure that joint Case Management Plans are produced for their release and interventions within the community.
- Interventions fund – Nil

#### **IOM Updates**

Following meetings of the SHRS, the NHS have noted and agreed that there are long term benefits, to be gained from the engagement with offenders and vulnerable persons that IOM will provide.

IOM Interventions directory, this is work in progress. Jenny Jolley is presently working on a directory for IOM within the Southern Division of Cambridgeshire Constabulary. However, this is also a county wide task for the CCJB IOM Working Group. Therefore, a meeting has been arranged with the person tasked by the CCJB (Sam Block) and Jenny Jolley to pool resources and avoid duplication.

The IOM Project Manager (Mark Alexander) is now in post and is liaising with appropriate managers and specialist workers to understand what is currently being delivered. This in turn will shape the design of the

<sup>1</sup> Please ensure that you only highlight those notable achievements recorded against your Task Group's Action Plan.

model that will be adopted across the county. Mark has set up a CCJB IOM Working Group and the first meeting was held on 30<sup>th</sup> September.

## **Areas of Concern for Partnership to Note<sup>2</sup>**

## **Recommendations to Partnership to Address Concerns<sup>3</sup>**

## **Any Items for Publicity<sup>4</sup>**

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<sup>2</sup> Please ensure that you only highlight those concerns that your Task Group considers should be drawn to the attention of the Partnership.

<sup>3</sup> Please ensure that, in connection with the above Areas of Concern, your Task Group sets out its Recommendations to the Partnership to address these Concerns, so that agreement can be made (where appropriate).

<sup>4</sup> Please ensure that any items included here for Publicity are not protectively marked.

## **Priority 3: Reduce Domestic Violence**

### **3.1 Quarterly Progress Report**

**Priority Area: Domestic Violence**

**Lead Officer: CI Dave Sargent**

#### **Key Achievements during this Quarter<sup>1</sup>**

- Online directory of services has been revised and includes contact numbers for Cambridge, South and East Cambridgeshire.
- Domestic Abuse helpline cards have been printed for circulation to organisations including hospitals
- 3 Freedom Programmes have been completed in South Cambridgeshire
- Project being delivered to enable victims of domestic abuse to access outreach support in their communities

#### **Areas of Concern for Partnership to Note<sup>2</sup>**

- Possible reduction in funding for domestic abuse initiatives/posts

#### **Recommendations to Partnership to Address Concerns<sup>3</sup>**

- Partners to raise concerns about funding with County Council and lobby for support for domestic abuse projects

#### **Any Items for Publicity<sup>4</sup>**

- None

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**To: Cambridgeshire Community Safety / Crime and Disorder Reduction Partnerships / Cambridgeshire Domestic Abuse Partnership**

**From: Simon Kerss, Domestic Abuse Partnership Manager  
Cambridgeshire County Council**

**Date: 4<sup>th</sup> October 2010**

**State of the Partnership Briefing: 2nd Quarter 2010/11**

**1. Purpose**

- 1.1. To update Cambridgeshire's Community Safety / Crime and Disorder Reduction and Domestic Violence Partnerships on developmental, operational and strategic issues regarding the work of Cambridgeshire's Domestic Violence Partnership.

**2. Background**

- 2.1. At the July 2009 Community Safety Partnership Officer Support Group, it was agreed that the format of the following report would be aligned with those provided to the Cambridgeshire Domestic Violence Partnership Strategic Group to ensure that partners are provided with an overview of county issues.
- 2.2. The three main priorities of the Domestic Violence Partnership's 2008 – 2011 action plan/strategy are: Prevention & Early Intervention, Protection and Justice and Support. Subsequently, this report will reflect these priorities

**3. Prevention and Early Intervention**

- 3.1. The NI32 repeat rate for Cambridgeshire at the end of the 2<sup>nd</sup> Quarter for 2010/11 is unchanged at 30.5% (Central 27% / Southern 34%).
- 3.2. The review into the Multi Agency Risk Assessment Conference (MARAC) referral threshold, undertaken by the Information Systems and Crime Team at Cambridgeshire County Council, is now complete. The review proposes that the referral threshold be raised from 14 to 17 points to make better use of the resource. The findings of the review have been shared with all MARAC partners for consultation and any changes will be implemented in October 2010.
- 3.3. The county's two new Domestic Abuse Taskgroups (Central and Southern) have now met to confirm membership and roles and have developed their action plans for 2010/11. The Chairs of the new groups are Anna Calvert (Central) and Chief Inspector Dave Sargent (Southern).

**4. Protection and Justice**

- 4.1. In June of this year, a decision was taken by Central Government to suspend all LPSA Reward Grant payments. As Cambridgeshire's Domestic Abuse Unit (DAU) has primarily been resourced through an LPSA Award since 2009, this decision posed serious issues for the continuation of the unit for the remainder of this financial year. In September, it was confirmed that Cambridgeshire County Council would underwrite the staff costs of the unit until March 2011 to maintain service delivery and enable work underway through Making Cambridgeshire Count to progress. However, as there is a currently a recruitment freeze in place at the Council, the Independent Domestic Violence Advocacy Service (IDVAS) is unable to recruit to a vacant post at the DAU. A further post of Programme Coordinator has also been cut from the DAU's plans for this year.

4.2. The suspension of the LPSA Reward Grant has also adversely affected a number of joint projects with the Voluntary Sector, which were outlined in the Quarter 1 'State of the Partnership' briefing (July 2010). Projects that had funding withdrawn as a result of the changes were:

- £25,000 to New Directions to establish a community-based intervention programme for those who use violence in their relationships;
- £5,000 each to Cambridge City and Fenland to establish two new posts of Domestic Abuse Mental Health Support Workers;
- £3,500 to establish a Freedom Programme for Young People in East Cambridgeshire;
- £2,500 to support Parent Programme domestic abuse training.

4.3. Cambridgeshire's Domestic Abuse Unit received a visit from the Home Office's Interpersonal Violence Lead, Claire Gipson, in September. Claire spent several hours discussing issues with staff at the unit, before shadowing an IDVA and ISVA for the remainder of the day.

## 5. Support

5.1. The number of referrals to the Independent Domestic Violence Advocacy Service, per District, for the 2<sup>nd</sup> Quarter of 2010/11 are:

Hunts:	79
Fen:	48
City:	90
East:	37
South:	39

Further information on reporting to the police and trends in reporting are available from the relevant Strategic Assessment and the quarterly performance updates.

- 5.2. Further funding, as a result of joint work between the Constabulary, NHS Cambridgeshire, Rape Crisis and the Cambridgeshire Domestic Abuse Partnership, has been secured and an additional Independent Sexual Violence Advocate post is currently under development. This post will go live before Christmas.
- 5.3. An application has been made on behalf of the Safer Fenland Partnership to the Safer/Stronger Community Fund to resource a further Freedom Programme for Fenland in the March area. If successful, this application will enable female survivors of abuse to attend a rolling 12-week therapeutic programme.
- 5.4. A new Drugs and Alcohol / Domestic Abuse Strategy has now been drafted for the county to include actions on developing joint training and working practices. This Strategy will go live once 'signed off' by the relevant partnerships during this current Quarter.
- 5.5. A project to enable victims of domestic abuse to access outreach support in their communities is also now underway. Resourced jointly via Supporting People and the Domestic Abuse Partnership, this service is delivered from Refuge (Hunts / Fen/ East) and Cambridge Women's Aid (South and City)
- 5.6. The project with Addenbrookes Hospital to locate an Independent Domestic Violence Advocate (IDVAS) within the Accident and Emergency Department part-time for the remainder of 2010/11 will go live on 1<sup>st</sup> November. This post will be responsible for developing referral pathways and awareness within the Trust and will also provide training on signposting and risk assessment to relevant staff. Following a three-month review of outcomes, it is hoped that this service will be extended to Hinchingbrooke Hospital.



5.7. The Making Cambridgeshire Count (MCC) Domestic Abuse Project business plan was accepted by the MCC Chief Executives at a meeting on 22<sup>nd</sup> September and the project team is now moving towards implementation of the plan. Members of the team are meeting with relevant stakeholders over the next few weeks to better explain the implications for service delivery and resourcing. The outline briefing that was agreed by the MCC Chiefs in September is attached to this document as Appendix A. However, considering the current climate of change and uncertainty, it is expected that the plan will be revised in the near future.

## **6. Risks**

6.1. That Central Government's Spending Review will further reduce resourcing to those most in need within Cambridgeshire.

## **7. Recommendations**

7.1. That CDRPs / Community Safety Partnerships support the MCC and Safer/Stronger agenda to achieve excellent services by improving provision, reducing the prevalence of DV and reducing repeat incidents and costs across the county.

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## 4. Update on Anti Social Behaviour

**Priority Area:** Anti Social Behaviour

**Lead Officer:** Insp Chris Savage

### Key Achievements during this Quarter<sup>1</sup>

- Temporary ASB Caseworker employed until December 2010.
- Bar Hill DPPO is being reviewed in November 2010. A report will be produced for the Portfolio Holder responsible for Community Safety and will include crime statistics and details of reports of ASB in Bar Hill.
- Opportunities for joint working being explored with other districts around ASB casework in light of budgetary cuts.
- The recruitment of a temporary ASB caseworker means reviews of ABC's are being undertaken. Appointments were made for 2 reviews in September.

ASB Task Group Stats – Q2	ASB Task Group Stats – Cumulative YTD from April 2009
8 New Cases referred to group this quarter <ul style="list-style-type: none"> <li>• 4 Individuals</li> <li>• 2 Areas</li> <li>• 2 Families</li> </ul>	60 New Cases referred to group YTD <ul style="list-style-type: none"> <li>• 36 Individuals</li> <li>• 10 Areas</li> <li>• 14 Families</li> </ul>

### Areas of Concern for Partnership to Note<sup>2</sup>

- Permanent ASB Caseworker returns in December but will be on annual leave until February 2010.

### Recommendations to Partnership to Address Concerns<sup>3</sup>

### Any Items for Publicity<sup>4</sup>

None.

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of the Local Government Act 1972.

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**SOUTH CAMBRIDGESHIRE DISTRICT  
CRIME & DISORDER REDUCTION PARTNERSHIP**

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**REPORT TO:** CDRP Board

25 October 2010

**AUTHOR/S:** Bridget Fairley, Partnership Support Officer

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**2010-11 CDRP FUNDING – Q2 UPDATE**

**Purpose**

1. To update the CDRP Board on progress with 2010-11 funding as at Q2.

**Background**

2. In 2010-11 the CDRP received funding as follows:

**Safer & Stronger Communities Fund (SSCF)**

- £67,273.23 revenue allocation was reduced to £60,545.90 following a reduction of 10%.
- The Serious Acquisitive Crime Task Group made two SSCF funding applications to the Safer Stronger Board. One application was for £5,000 towards targeted policing to reduce burglary. The second application was for £4,500 to reduce vehicle crime by holding events to distribute crime prevention information and use of a trap car.

**CDRP Pooled Fund**

- £30,287.40 available. The County Council made a contribution of £4,500 in 2010-11. The Pooled Fund does not need to be spent by the end of the financial year.

3. **CDRP Funding Position as at end of Q2 2010-11**

The table in the attached appendix shows the current CDRP funding position and provides progress updates on the projects the CDRP has funded during the current financial year.

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<b>2010-11 CDRP Funding Plan</b>	<b>60,545.90</b>	<b>0.00</b>	<b>32,506.40</b>	
<b>Project</b>	<b>SSCF Revenue</b>	<b>SSCF Capital</b>	<b>Pooled fund</b>	<b>Project Progress Updates</b>
CDRP Partnership Support Officer	27,000.00			Post has been part-time from March 2010.
CDRP ASB Case Officer	27,000.00			Temporary ASB Caseworker has been employed from September - December 2010. Permanent ASB Caseworker returns in December and will take annual leave until February 2011. £225 allocated for CIEH Conflict Resolution & Personal Safety course.
Contribution to enforcement action in Cow Fen Drove, Swavesey.			159.00	Skip has been ordered, filled and removed from site.
Domestic Abuse Task Group	1,545.90			Awareness Raising Event for front line practitioners
Tesco TV			1,560.00	To broadcast messages on Tesco TV at Bar Hill. 24 month package showing 4 messages a year. Messages will be around domestic abuse, burglary and vehicle crime reduction
PPO Interventions Scheme			500.00	See PPO quarterly update
Integrated Offender Management Scheme	5,000.00			Match funding towards post of IOM
<b>Totals</b>	<b>60,545.90</b>	<b>0.00</b>	<b>2,219.00</b>	
<b>Funds remaining</b>	<b>0.00</b>	<b>0.00</b>	<b>30,287.40</b>	

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**SOUTH CAMBRIDGESHIRE CRIME AND DISORDER REDUCTION PARTNERSHIP**

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**REPORT TO:** CDRP Board

25 October 2010

**AUTHOR/S:** Cllr Ray Manning, South Cambridgeshire District Council

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**CLOSER WORKING WITH THE CAMBRIDGE COMMUNITY SAFETY PARTNERSHIP****Purpose**

1. In response to the recommendation by the Cambridge City and South Cambridgeshire Local Strategic Partnership on 23 July 2010, to consider the advantages and disadvantages of closer working with the Cambridge Community Safety Partnership.

**Recommendations**

2. That the South Cambridgeshire Crime and Disorder Reduction Partnership considers the advantages and disadvantages of closer working with the Cambridge Community Safety Partnership and decides whether to
  - (a) further investigate closer working and initiate formal discussions with the Cambridge Community Safety Partnership; or
  - (b) defer making a decision on closer working arrangements if additional information is deemed necessary before a decision can be made; or
  - (c) reject the case of closer working at this time.

**Background**

3. The Crime and Disorder Act 1998 promotes partnership working to reduce crime and disorder and places a statutory duty on police and local authorities to develop and implement a strategy to tackle problems in their area. In doing so, responsible authorities are required to work in partnership with a range of other local public, private, community and voluntary groups and with the community itself.
4. The general view is that no single organisation can hope to reduce crime on its own and that local organisations need to work together to develop comprehensive solutions to improve the community's quality of life. The Crime and Disorder Act required statutory Crime and Disorder Reduction Partnerships (CDRPs) to be set up at a district level.
5. The Police Reform Act 2002 makes provision for the Secretary of State to agree to two or more CDRPs being brought "together as if they constituted only one area". The process for 'merging' CDRPs can be found at Appendix A; this includes a pilot of working together as a merged partnership that would need to evidence that a merger would be successful and reduce crime and disorder. Informal closer working would not require Secretary of State approval as long as the statutory requirements of the Crime and Disorder Act continue to be complied with by both CDRPs.
6. Any decision about closer working should be made with regard to the New Delivery Model of Partnership Working considered by Cambridgeshire Together on 24 September 2010. The Cambridgeshire Together Board agreed to shift the Cambridgeshire approach to working in partnership to a model based on commissioned Task/Finish working based on local priorities, however, has deferred

the decision to decommission the countywide Safer and Stronger Communities Partnership to further consider its statutory functions.

7. Closer working could include anything from (a) a formal merger, (b) informal joint meeting or (c) consecutive meetings to (d) joint projects/shared services. The newly merged Cambridge City and South Cambridgeshire Local Strategic Partnership, at its meeting on 23 July 2010, requested that the Cambridge Community Safety Partnership and South Cambridgeshire CDRP consider the advantages and disadvantages of closer working.

### **Considerations**

8. Historically Cambridge Community Safety Partnership (CSP - herewith both the CSP and CDRP will be referred to as CDRPs for ease) and South Cambridgeshire Crime and Disorder Reduction Partnership have been strongly linked due to geographical location, transport routes and commonality of crime types and offenders.
9. Recent analysis of Serious Acquisitive Crime (SAC) within South Cambridgeshire identified the fact that criminals from the city were likely to be displaced to South Cambs if faced with an increase in police activity in any specific area of the city.
10. Attendance at CDRP meetings includes, by statute, many of the same public sector organisations e.g. Cambridgeshire County Council, Cambridgeshire Constabulary, National Probation Service, NHS Cambridgeshire and the Fire and Rescue Service as these organisations have a wider remit than the district boundary.
11. In a bid for continuous improvement and efficiency CDRPs have sought to review their meeting structure and adapt accordingly. Recent examples of collaborative working at a tactical level with other CDRPs, not just Cambridge, include:
  - Combined City, East and South Cambridgeshire Domestic Violence Task Group.
  - Combined Reducing Reoffending Strategic Board.
  - A joint Street Reps Coordinator across South Cambridgeshire, East Cambridgeshire and Huntingdonshire.
  - Countywide coordination with regard to information sharing agreements, the Domestic Violence Advocacy Service / Domestic Abuse Unit, Prolific and other Priority Offenders and Integrated Offender Management.
  - Jointly funded (by CDRP member organisations rather than the CDRPs) Crime Research Team.
12. A review of the South Cambridgeshire and Cambridge Community Safety Plans shows significant overlap in priority areas, although, for various reasons, not all are showing movement towards collaborative working.

### **Advantages of Closer Working with Cambridge**

13. The following bullet points are examples of the possible advantages to closer working e.g. joint meetings or meetings that follow each other:
  - A greater understanding of and ability to resolve issues/priorities where local authority and neighbourhood policing boundaries are not coterminous.
  - Improved information / data sharing and coordination between organisations.

- A greater ease to work together on cross-border issues e.g. displacement relating to Serious Acquisitive Crime (see para 9 above).
- Smarter use of time, resources and funding; less bureaucracy.
- Less demand on countywide organisations to attend meetings, which should free up time as well as resource from less travel, to increase attendance and deliver against CDRP actions.
- Improved administrative support to meetings (lead officers for some priorities currently prepare and circulate their own papers despite admin support being available to their counterparts).
- Stronger support and position when bidding for countywide funding.
- Sharing of best practice.

### **Disadvantages of Closer Working with Cambridge**

14. The following bullet points are examples of the possible disadvantages to closer working e.g. joint meetings or meetings that follow each other, although many could be overcome through agenda planning, for example:
- CDRP meetings are open public meetings and thought would need to be applied as to how to make meetings accessible to everyone who wished to attend.
  - The formation of a CDRP has a democratic element and local accountability is a significant consideration. The rural/urban nature of the two areas would need to be balanced and the differences in approaches to tackling crime in each area acknowledged even if the priority headings are similar.
  - Potential to exclude issues affecting other districts bordering South Cambridgeshire that may impact on the district and vice-versa.
  - Strategic assessments and Community Safety Plans (statutory documents) would still need to be produced separately and associated meetings held to present the documents (unless a formal pilot merger was agreed).
  - District level problem solving groups concerned with the case management of offenders would likely need to remain due to their local context and contribution from non statutory partners such as Housing Associations.

### **Conclusions / Summary**

15. The Local Strategic Partnership has requested that the Cambridge Community Safety Partnership and South Cambridgeshire CDRP consider the advantages and disadvantages of closer working. Closer working could include anything from (a) a formal merger, (b) informal joint meeting or (c) consecutive meetings to (d) joint projects/shared services.
16. There are a number of advantages and disadvantages to closer working with Cambridge. The CDRP Board is requested to consider these (including adding to the issues highlighted in this paper) and agree a way forward.

**Background Papers:** the following background papers were used in the preparation of this report:

- 23 July 2010 report on Community Safety Partnership (CSP) Alignment to the Cambridge City and South Cambridgeshire Local Strategic Partnership by Ch Insp Dave Sargent.

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**Extract from** GUIDANCE ON MERGING CRIME AND DISORDER REDUCTION PARTNERSHIP AREAS UNDER SECTION 5 OF THE CDA 1998 AS AMENDED BY SECTION 97(3) OF THE PRA 2002, HOME OFFICE 2008

## **The Merger Process**

The process for merging CDRP areas has been broken down into 6 stages:

### **Stage 1**

A proposal to merge must be agreed by all of the responsible authorities across the areas wishing to merge and discussed with the relevant Home Office Regional Director (HORD).

### **Stage 2**

CDRPs pilot working together as a merged partnership.

### **Stage 3**

After piloting working arrangements as a merged partnership, an application to merge is made to the Home Office Regional Director.

The Application should:

- draw on evidence from a joint Self Assessment completed by the 'informally merged' partnership during the pilot phase and joint improvement planning.
- draw on evidence of performance improvement during the pilot period.
- set out any benefits already gained or expected to be achieved and how these impact on reducing crime and disorder or combating the misuse of drugs.
- clearly show that all of the responsible authorities for all relevant areas are in agreement with the merger.

### **Stage 4**

The Home Office Regional Director for the region will consider the application and

- make a recommendation supporting the application – the recommendation should be submitted to the Home Office Community Safety and Local Government Unit (CSLGU) on the merger template together with any other information the HORD considers should be put to the Home Secretary.

If the HORD is unwilling to support the application, he/she should

- discuss with the 'informally merged' partnership what further areas for improvement are needed within a mutually agreed timescale.

### **Stage 5**

CSLGU recommend to the Secretary of State that the application be approved.

### **Stage 6**

Recommendation is approved and Home Office Legal Advisers arrange for an Order (the formal instrument authorising the merger) to be made.

## **Frequently Asked Questions**

### **How long does a pilot period of partnerships working informally together need to be before they can apply for a merger?**

This is something that HORDs will need to consider when processing merger applications. It will need to be of sufficient length to reasonably conclude that a formal merger will be successful.

**What happens if responsible authorities decide that they no longer want to work together as a merged partnership after an order has been made?**

The process of revoking an order to merge partnership areas will inevitably be a complex one which is why we have said that 'informally' merged partnerships should work together for a pilot period before making an application. Whilst requests to revoke an order are likely to be rare, there can be no cast iron guarantee that it will not happen if for example the political landscape at local level were to change. In these circumstances Ministers would need to be satisfied that all responsible authorities in the merged partnership area were jointly seeking to 'de-merge' and that to do so would be in the interests of reducing crime and disorder or of combating the misuse of drugs.

**Can the Home Secretary force CDRP areas to merge?**

The Act enables the Home Secretary to make an order to join together two or more CDRP areas to work as a combined partnership provided he:

- first consults all the responsible authorities in the areas concerned, and
- considers merger to be in the interests of reducing crime and disorder or combating misuse of drugs in the areas concerned.

The process for merger outlined in this guidance assumes that in the majority of cases the CDRP areas concerned will want to merge. However, this may not always be the case. There may be circumstances where it is considered that merger would be appropriate, even if the responsible authorities concerned have not requested it, in order to improve partnership working and overall performance.

**How will merger of a group of CDRPs affect the groupings of 'most similar' CDRPs?**

Revised groupings of 'most similar' CDRPs have been published on [iQuanta](#). We will continue to work with colleagues responsible for producing 'most similar' groupings to ensure that relevant groupings for merged partnerships and 'informal' partnerships working towards merger are reviewed annually so that they will have an appropriate group to benchmark themselves against. Partnerships will need to be aware that their crime statistics and families will only be reported on the merged partnership from April and for this reason, where possible, mergers should be arranged to take place formally on 1 April.

**What happens if after the pilot working period the 'informally merged' partnership decides it wants more time before submitting an application for an order to merge?**

A decision to make an application to merge will need to be taken jointly by all the responsible authorities in the areas concerned and if they decide jointly that they need more time, this is ultimately a decision for them. However, we would expect the HORD to be fully involved in that discussion because an 'informal' partnership should not continue to operate indefinitely if there is no clear intention to merge or if it is clear that merger does not have the full support of all responsible authorities.

**What information or guidance will partnerships receive about this process?**

This guidance has been produced for HORDs and their teams on the procedure to be followed for merging CDRP areas because the role of the Government Offices in the process is central to it. The Home Office does not intend to produce separate guidance from the centre for partnerships.

**What are the responsibilities of DATs and CDRPs in the audit and strategy process and how will merger of CDRPs in two tier areas affect these responsibilities?**

In two tier authorities, county level strategic planning of the drug strategy is critical. It is recommended that partnerships adopt one of the approaches described below, both of which ensure that strategic planning of the drug strategy takes place at county level whilst allowing responsible authorities to meet their statutory responsibilities at district level.



1. DATs and CDRPs should, where practicable, work jointly to produce county-wide crime and disorder and drugs audits, strategies and reports. Such an approach can yield economies of scale and greater synergy. It will support strategic planning by agencies serving the county as a whole. If this approach is adopted, the audits, strategies and reports must have the agreement of all CDRPs and be comprehensive in their coverage of crime and disorder and drugs issues in each CDRP area. Each CDRP will still be required to publish and consult locally on the joint audit and publish the joint strategy locally (this is a requirement of the legislation). Again, in terms of format, partnerships will be free to decide whether to produce combined crime and disorder and drugs audits, strategies and reports or separate documents (e.g. one audit document covering crime and disorder and a separate audit document covering drugs). If separate, the documents will need to be cross referenced and complementary.
2. Where the above approach is not practicable, each CDRP will be required to produce crime and disorder and drugs audits, strategies and reports for their local area. CDRPs are expected to agree the drugs element of these documents with the county DAT in order to ensure consistency with the county-wide audit, strategy and report produced by the DAT\*.

Where a merger order is made, the combined responsible authorities will fulfil their audit and strategy functions under sections 5 – 7 of the CDA 1998 as if they were the responsible authorities for a single CDRP area. Accordingly, they will be required to consult on and publish their joint crime and drugs audit and strategy in the local area to which the order applies.

\* Note: the Crime and Disorder Act 1998 (as amended) places statutory requirements on responsible authorities operating at district level. District level CDRPs need to address the impact of drugs misuse on their local communities. However, that does not detract from the importance of county level strategic planning of the drug strategy. As a result, DATs in two-tier authorities are expected to produce county-wide drugs audits, strategies and reports. This will ensure consistent approaches within unitary and two-tier authorities to auditing, planning and reporting within the revised framework for local delivery of the drugs strategy.

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**SOUTH CAMBRIDGESHIRE DISTRICT  
CRIME & DISORDER REDUCTION PARTNERSHIP**

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**REPORT TO:** CDRP Board 25 October 2010  
**AUTHOR/S:** Bridget Fairley, Partnership Support Officer

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**SCRUTINY AND OVERVIEW COMMITTEE RECOMMENDATIONS**

**Purpose of this report**

1. To inform the CDRP Board of the recommendations made at the South Cambridgeshire District Council (SCDC) Scrutiny and Overview Committee meeting on Thursday 2 September 2010 and propose appropriate action.

**Background**

2. The Police and Justice Act 2006 requires SCDC to annually "review or scrutinise decisions made, or other action taken, in connection with the discharge by the responsible authorities of their crime and disorder functions".

**Recommendations made by Scrutiny and Overview Committee**

3. At the SCDC Scrutiny and Overview Committee meeting on 2 September 2010 the Committee recommended that:
  - (a) The Partnership record instances of domestic violence by area to ascertain if there is any geographic pattern to this offence.
  - (b) The Partnership continue to advise residents on how to keep their properties secure.
  - (c) The Partnership influence the rehabilitation process to help prevent reoffending.
  - (d) The Partnership encourage Neighbourhood Panels to meet in several locations in their administrative areas to ensure that they engage with all communities as well as possible.
  - (e) The Partnership encourage the Police to engage with Councillors and other community leaders with initiatives like the cancelled Councillors on patrol project.
  - (f) The Partnership improve the way in which important data is shared with Partners.
  - (g) The South Cambs magazine include an article addressing the fear of crime by showing the low crime figures when compared to situation nationally.

**CDRP response to recommendations**

4. Each recommendation made by the Committee will be addressed separately below.
  - (a) To be considered by the Southern Cambridgeshire Domestic Abuse Task Group. Data is currently analysed and resources focused accordingly.
  - (b) The Partnership continue to advise residents on home security through a variety of means including articles in South Cambridgeshire magazine, messages on South Cambridgeshire and Police websites and distribution of leaflets at neighbourhood panels and local events.

- (c) The CDRP is represented on the IOM strategic and working groups and is involved in shaping this countywide work.
- (d) Currently the public are consulted regarding the location of neighbourhood panel meetings, which are, arranged where appropriate venues can be identified. John Fuller, Community Engagement Manager has been made aware of the comments by Scrutiny Committee.
- (e) The Police continue to engage with Councillors and community leaders and involve them in initiatives to improve communication and the understanding of the work of the Police. Neighbourhood teams contact key individuals in each neighbourhood on a monthly basis and communicate through a variety of means including quarterly panel meetings, email and the force website. Operation Insight is an ongoing initiative open to elected representatives and other key individuals.
- (f) The revised Countywide Information Sharing Agreement should help improve data sharing between Partnership agencies.
- (g) An article will be placed in the Winter edition of the South Cambridgeshire magazine providing some context to levels of crime compared with other parts of the country.

### **Recommendations**

5. That the CDRP Board agrees the responses made by the Executive Group in response to the recommendations made by Scrutiny and Overview Committee.

## Road Safety Publicity Campaign A1307 2010 Information Sheet

<b>Campaign title:</b>	<b>SLOW DOWN, STAY AWARE and STAY ALIVE ON THE A1307</b>															
<b>Campaign date(s):</b>	<ul style="list-style-type: none"> <li>• October 1st</li> <li>• October 18th – 14th November 2010 – Busback advertising (due to availability)</li> </ul>															
<b>Campaign budget:</b>	<p><b>£10,000</b> - Cambridgeshire &amp; Peterborough Road Safety Partnership</p> <ul style="list-style-type: none"> <li>• Busback adverts</li> <li>• Poster distribution – see enclosed</li> <li>• VMS Messages – zero cost</li> <li>• Heart radio Traffic &amp; Travel sponsorship message – zero cost (part of pre-paid annual sponsorship package)</li> <li>• Star Radio Phone Rangers sponsorship message – zero cost (part of pre-paid annual sponsorship package)</li> <li>• * Potentially Kiss Radio ‘Drive Time’ sponsorship message, tbc...works as above sponsorships – circa 8-10 word message</li> </ul>															
<b>Partner agencies:</b>	<ul style="list-style-type: none"> <li>• CPRSP</li> <li>• Suffolk County Council (Suffolk just distributing posters for us in there areas)</li> </ul>															
<b>Accident/casualty problem:</b>	<ul style="list-style-type: none"> <li>• Repeat run of the successful campaign in 2009 – see data table below:</li> </ul> <table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Year</th> <th style="width: 15%;">Total</th> <th style="width: 15%;">Fatal</th> <th style="width: 15%;">Serious</th> <th style="width: 15%;">Slight</th> </tr> </thead> <tbody> <tr> <td><b>2008</b></td> <td>118</td> <td>6</td> <td>14</td> <td>98</td> </tr> <tr> <td><b>2009</b></td> <td>68</td> <td>1</td> <td>12</td> <td>55</td> </tr> </tbody> </table> <p>2009 represents a 42% reduction in the number of accidents, an 83% reduction in fatal accidents, a 44% reduction in slight injuries, and a 14% reduction in serious injuries when compared to 2008.</p> <p><i>NB. The 2009 campaign has just received a ‘Commendation’ from the Prince Michael International Road Safety Awards 2010.</i></p>	Year	Total	Fatal	Serious	Slight	<b>2008</b>	118	6	14	98	<b>2009</b>	68	1	12	55
Year	Total	Fatal	Serious	Slight												
<b>2008</b>	118	6	14	98												
<b>2009</b>	68	1	12	55												

	<ul style="list-style-type: none"> <li>• A1307 has suffered numerous fatal accidents over recent years....reductions in KSI's on the road are encouraging, and we are keen to continue these reductions, and prevent the risk of improvements being short-lived</li> <li>• Historically the road has been an issue, for example between 2002-2007 the section south of Linton village suffered 152 reported injury accidents: <ul style="list-style-type: none"> <li>- 14 fatal</li> <li>- 30 serious</li> <li>- 108 slight injuries</li> </ul> </li> <li>• Speed is considered a contributory accident factor, strongly linked with wider driver error (some engineering activities being carried out to assist safer driver behaviour): <ul style="list-style-type: none"> <li>- 50 mph limit commitment following public consultation</li> <li>- New static speed camera installed <b>(double check)</b></li> <li>- Specific signage installation 'Slow Down, Stay Aware, Stay Alive'</li> <li>- Engineering works at Cardinal's Green junction <b>(double check)</b></li> </ul> </li> </ul>
<p><b>Campaign aims &amp; objectives:</b></p>	<ul style="list-style-type: none"> <li>• Increase road user understanding that the road itself is not dangerous, it is the driving behaviour on it</li> <li>• To inform road user of safe driving essentials while travelling along the A1307 (e.g. slow down and stay aware)</li> <li>• To change driver attitude and hence behaviour on the A1307</li> <li>• To inform the public of the lowered speed limit and increased enforcement in place in the A1307, both the additional static camera and hi-vis enforcement period</li> <li>• To raise general awareness of the number of accidents on the A1307, and the general need for heightened concentration and lower speed</li> </ul>
<p><b>Target Audience:</b></p>	<ul style="list-style-type: none"> <li>• Regular users of the A1307 and surrounding areas</li> <li>• Residents and workplaces in and around the area and villages</li> <li>• Haverhill residents/drivers</li> <li>• Wider regional users of the A1307</li> </ul>

<p><b>Campaign messages/themes:</b></p>	<ul style="list-style-type: none"> <li>• <b>Slogan: <i>S'low Down And Stay Aware On The A1307</i></b> – these precautions would impact across the majority of the reported contributory factors for accidents, which are, according to the most recent available data: <ul style="list-style-type: none"> <li>• Failed to look properly – A factor in <b>26%</b> of accidents</li> <li>• Careless, reckless and in a hurry – A factor in <b>25%</b> of accidents</li> <li>• Failed to judge other person's path or speed – A factor in <b>19%</b> of accidents</li> <li>• Poor turn or manoeuvre – A factor in <b>18%</b> of accidents</li> <li>• Loss of control – A factor in <b>17%</b> of accidents</li> </ul> </li> <li>• Address human factors outlined above where possible in press releases/media interviews</li> <li>• Driver/road user error is the main accident cause, however specific engineering works have been carried out to assist driver behaviour on the road</li> <li>• Subtle portrayal of 'there is no such thing as a dangerous road' via radio audio</li> <li>• Research on fatal accidents demonstrates that about a third of people dying in road accidents are not wearing their seatbelts (Tomorrow's Roads – Safer for Everyone: The second three-year review) – hence seatbelt message must be included where possible in media interviews</li> <li>• Review of any engineering works/speed camera installation etc</li> </ul>
<p><b>Campaign materials used:</b></p>	<ul style="list-style-type: none"> <li>• Specific busback artwork (clear road snapshot of superimposed road messages 'SLOW DOWN AND STAY AWARE ON THE A1307) plus road signage including Haverhill text</li> <li>• A3/A4 posters (to be distributed to surrounding villages, libraries and workplaces by CCC Distribution Service, targetting to follow later if possible via Mosaic) x 3000</li> <li>• A3/A4 posters distributed in Haverhill by Suffolk CCC x 3000</li> <li>• Heart radio Traffic &amp; Travel sponsorship message</li> <li>• Star Radio Phone Rangers sponsorship message</li> <li>• Police commentary (probably for radio interviews etc)</li> </ul>
<p><b>Campaign activities:</b></p>	<ul style="list-style-type: none"> <li>• Drive along with Police commentary (PC Tony Barrios) and the media as passengers</li> <li>• Busbacks for 4 weeks</li> <li>• Postering across surrounding A1307 and Haverhill</li> <li>• Facebook/Twitter messages</li> <li>• Heart radio Traffic &amp; Travel messages</li> <li>• Star Radio Phone Rangers sponsorship message</li> </ul>

**Monitoring & evaluation activities:**

- Number of posters mailed out
- Opportunities to hear Heart Radio Traffic & Travel messages
- Opportunities to see busback adverts
- Number of press articles and enquiries from wider media for interviews (radio / tv etc.)
- KSI figures assessment for traffic crashes on A1307, post campaign for up to 3 years





### CAMPAIGN TIMETABLE

WEEK 1 04/10/10	WEEK 2 11/10/10	WEEK 3 18/10/10	WEEK 4 25/10/10
<ul style="list-style-type: none"> <li>• Press release about the campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Internal comms e.g. ES News</li> <li>• Facebook/Twitter messaging</li> </ul>	<ul style="list-style-type: none"> <li>• Busback adverts along the route/in the area</li> </ul>	<ul style="list-style-type: none"> <li>• Busback adverts along the route/in the area (continues until Nov. 14<sup>th</sup>)</li> </ul>
<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic &amp; Travel message Heart radio</li> </ul>
<ul style="list-style-type: none"> <li>• Star Radio Phone Rangers message</li> </ul>	<ul style="list-style-type: none"> <li>• Star Radio Phone Rangers message</li> </ul>	<ul style="list-style-type: none"> <li>• Star Radio Phone Rangers message</li> </ul>	<ul style="list-style-type: none"> <li>• Star Radio Phone Rangers message</li> </ul>
<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service along the route and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Posters distributed by Cambridge Distribution Service and Suffolk CCC for Haverhill and wider places as seen as appropriate by Suffolk CCC Road Safety</li> </ul>
<ul style="list-style-type: none"> <li>• VMS messages</li> </ul>	<ul style="list-style-type: none"> <li>• VMS messages</li> </ul>	<ul style="list-style-type: none"> <li>• VMS messages</li> </ul>	<ul style="list-style-type: none"> <li>• VMS messages</li> </ul>

\* A Kiss Radio 'Drive Time' sponsorship may be in the pipeline, and this would be used in this campaign also....

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