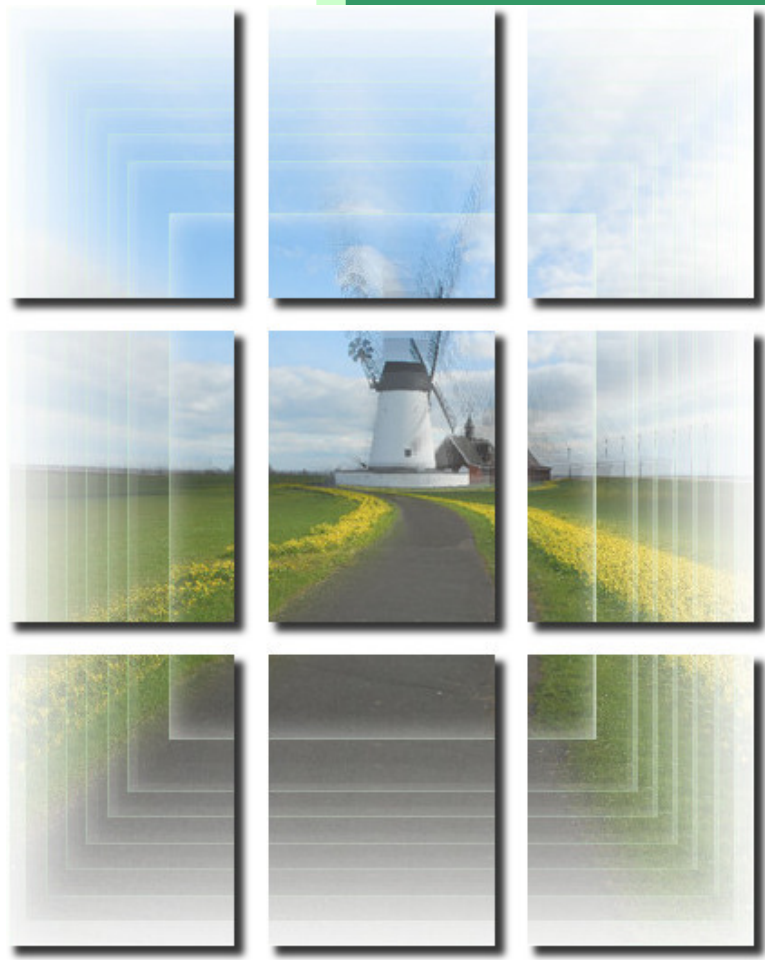


**2009/10**

**Strategic Assessment**

**Fylde District**  
*(refresh)*



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## FOREWORD

Fylde is one of twelve districts in Lancashire, covered by the central authority of Lancashire County Council, the Lancashire Police Authority, Lancashire Fire and Rescue Authority, the North Lancashire Primary Care Trust and the Lancashire Probation Trust. It has a geographical area of 166 square kilometres with a population of 76,500 and over 35,000 households. The main towns within the borough are the towns of Lytham, St Annes and Kirkham. The borough also contains the smaller urban areas of Freckleton, Bryning with Warton and Singleton and many smaller parishes.

Fylde is expected to have a population of 77,300 by 2010 with fewer children and more people over the age of 65. In 2007 nearly 23% of the Fylde population was over 65 compared with a county average of 17%.

Fylde is one of the safest areas of the country when compared with the most similar groups based on population and demographics. The borough is fairly affluent, ranking 235<sup>th</sup> out of 354 English authorities, based on the government's indices of multiple deprivation. The authority's coastline is popular with the older generation. The holiday resort of St. Annes-on-Sea is also popular with families and appears to have avoided many of the problems associated with the changing fortunes of many seaside towns.

The neighbouring town of Lytham contains an interesting mix of shops, bars and restaurants. In 2007, two iconic Lancashire businesses decided to enhance the retail landscape of the town. Stringers Department Store opened an edge-of-town Homelife store to supplement its main outlet, whilst a new supermarket for Booths was built next door.

The Royal Lytham Golf Club course is one of the premier links courses in the world. It will be the venue for the 2012 Open and is also one of the four in the authority that form part of England's golf coast. Lytham Hall is an important local cultural asset that is now open to the public and is being restored to its former glory.

The 100-acre Ribby Hall site offers accommodation, conference, leisure and fitness activities and exemplifies the type of facilities that attract today's visitors.

This strategy outlines the overarching strategic framework for crime and community safety and will continue to support the Fylde Community Safety Plan developed following the Government Strategy and the introduction of the new statutory requirements. As an effective partnership we are committed to further reductions in crime, disorder and substance misuse, working in partnership to reassure the public with continued best practice, innovation and use of intelligence.

The Strategic Assessment was carried out between September and November, 2009 and analysed crime, disorder and substance misuse in Fylde. The analysis and consultation helped confirm the continuation of our six priorities, namely: tackling crime and disorder; addressing the effects of problematic alcohol and drug abuse; children and young peoples' issues; domestic violence; fire safety and road safety. The 2010/11 Strategic Assessment undertaken by the Fylde Crime and Disorder Partnership is effectively a 'refresh' of the assessment carried out in 2009-2010, although it acknowledges the government vision for tackling crime, disorder and anti social behaviour over the period 2008-11 in a new strategy called Cutting Crime: A New Partnership 2008-2011.

## EXECUTIVE SUMMARY

The Fylde Strategic Assessment has been carried out following the guidance published by the Home Office in Delivering Safer and Confident Communities. (2007)

The purpose of a Strategic Assessment is to move all partners to a more intelligence led approach to business planning. To do this we need to work with a range of data sources, develop expert opinion and underpin analysis with a clear understanding of community needs. Data and expert opinion have been interpreted with a clear focus on how this can help to improve the understanding of crime and disorder and substance misuse in our District and to become more responsive to identified needs.

In addition to the use of traditional data sources, the strategic assessment plays a key role in providing a platform for local community concerns and has been incorporated into the Partnership's priorities.

The strategic assessment provides a summary of the analysis of the collected data and ultimately serves to assist the strategic group in developing its partnership plan by

- Revisiting the current priorities and identifying further strategic priorities
- Providing a better understanding of crime, disorder and substance misuse issues
- Providing knowledge of what is driving the problems in order to identify an appropriate response.

The priorities have been identified using a consistent approach and have taken several issues into account in the decision making process. Links have been made to PSA 23 and the relevance to the LAA outcomes. District priorities have been included which are considered would be of benefit from coordination by the County.

During the course of the Strategic Assessment the following processes were undertaken.

- A 'Face the Public' consultation event was held and this supplemented the results of 'satisfaction' surveys and the PACT priorities emerging from local issues. It is acknowledged that community engagement is of paramount importance.
- An 'Away Day' which allowed a consultation with all partners engaged in the CDRP. All partners were able to participate and provide additional information and alignment with their own priorities to ensure the key to addressing and raising public confidence is achieved successfully by tackling crime and disorder issues locally. By having a sound foundation through meeting LAA, PSA 23 and local priorities it will demonstrate to our communities that Partners are working together to reduce crime and improve the quality of life.
- A broad analysis of the data available on MADE, Iquanta and from data held by partner agencies
- Evaluation of the issues which emerged and have a significant detrimental effect on the quality of life of the community.
- Consideration of high volume offences which would seriously affect performance and impact on the community
- Decisions regarding other local or National Strategies, Crime and Disorder legislation and the requirements and recommendations regarding National Indicators.

## INTRODUCTION

The principle of the 2010/11 Strategic Assessment is to present and interpret the summary findings of an intelligence analysis, and provide knowledge and understanding of community safety problems that will inform and enable the partners to;

- Understand the patterns, trend and shifts relating to crime and disorder and substance misuse.
- Set clear and robust priorities for the partnership.
- Develop activity that is driven by reliable intelligence and meets the needs of the local community.
- Deploy resources effectively and present value for money and undertake annual reviews and plan activities, based on a clear understanding of the issues and priorities.

## OVERVIEW PESTELO

The PESTELO analysis shows that one of the biggest challenges for the partnership over the next three years will be financial. The partnerships is seeing a gradual reduction in their grant from the government, but costs are rising due to the effect of interest rate changes and increased demand on local services, such as children's care and waste management. Initiatives, such as Total Place1, may impact our partnerships by encouraging a reorganisation of service delivery and resource allocation to meet this financial challenge.

(See Appendix 5)

## REVIEW OF 2009/10 PRIORITIES

### Crime and Disorder

Following the end of a three year strategy which saw an overall reduction of 18.2% in overall crime, the year got off to a bad start in April with crimes up by 200. To-date total crime is up by 141 offences representing an increase of 6.5%. This month there has been a criminal damage spike with 71 offences of car scratching being recorded. Detection rate is 30.8%.

All crime figures 2167 in 2008 compared to 2308 in 2009. April 408, June 326 and October 320. The average has been 330 over the last 3 years.

Violent crimes are 41 up on the year, 98 crimes in 2009 compared to 55 in 2008.

31 RJ's (Restorative Justice) have been conducted since April.

Assault with less serious injury is 4 up on the year, up 19 in April. Detection rate 47.8%.

Common assault is up 35 on the year, 149 in 2009 compared to 114 in 2008.

The majority of violent crime has not been in licensed premises and the Nightsafe Operation has helped to keep this particular crime to 19 offences year to date compared to 17 last year.

Serious acquisitive crime is up 12 on the year, 269 crimes in 2009 compared to 257 in 2008.

Burglary in dwellings has the highest detection rate of 25.3%, 85 in 2009 compared to 80 in 2008.

July and August had a spate of car key burglaries which was thoroughly investigated with a good result. Auto crime up 8, 173 in 2009 compared to 165 in 2008. A lot of this has come from insecure cars and working to get the message across.

Criminal damage is down 6% year to date, 552 in 2009 compared to 587 in 2008.

The Neighbourhood Policing Team is to be increased in the town centre as this attributes to 30% of the crimes. Work being done with the Coppice Children's Home and Bracken Lodge which is due to open soon. The Nightsafe operation will continue. Funding has been requested from the CDRP for a Christmas Operation to tackle violent crime. A bin labelling initiative has been launched.

ASBOs/ABCs are continuing and the new Drinking Ban Orders (DBOs) can be used where necessary. The newly installed monitored CCTV system in St Annes and Kirkham is proving to be successful.

ANPR is going to be extended throughout Lancashire following successful funding bids by Lancashire Constabulary and the total benefits of this system to Fylde as a whole have to be analysed following a further funding request made to the LSP which has yet to be agreed and ratified.

### **Domestic Violence**

During the period July 2009-September 2009 there were 226 reported incidents which was a 31% increase on the previous quarter and also the same period for previous year. There had been a decrease of actual crimes reported from 79 in 2008 to 56 in 2009. The detection rate is 61.2% and this is due to insufficient evidence and reporting by the victim. An action plan is in place to increase detection rate over 70%. The figures are similar to the rest of the county.

Repeat victimisation is 26% in 2009 compared to 30% in 2008 and these are picked up at the MARAC (Multi Agency Risk Assessment Conferences). The MARAC is held once a month with an average of 5-6 'High Risk' cases being discussed. The administration for Fylde is carried out by Blackpool Domestic Violence Unit and funded by Lancashire Constabulary via monies from the Safer Lancashire Board. All partner agencies provide good representation at the meetings and links are made to substance and alcohol misuse agencies.

### LDAAT & Fylde District

The Lancashire Drug and Alcohol Action Team (LDAAT) is the body responsible for delivering the National Drug Strategy (NDS) in Lancashire. It is a partnership of public and voluntary sector agencies working together to reduce the harm that substance misuse brings to the community. The LDAAT mission statement is to *“work in partnership to reduce substance misuse and make Lancashire a healthier and safer place”*.

Treatment service provision within the district is managed by a range of agencies as follows:

Substance Misuses - Drugs & Alcohol

Young People - Young Addaction North

Adult Tier 3 - Journey to Recovery (J2R)

Criminal Justice - Addaction, known as the Tower Programme

Under the Lancashire Area Agreement (LAA) there are two key National Indicators related to substance misuse:

NI 39 Alcohol related hospital admission rates

NI 40 Drug Users in effective treatment

LDAAT is the responsible agency for NI 40 and reports regularly on progress. LDAAT will provide updates via the Joint Commissioning Group and the county performance group.

### Local Data

#### Numbers in Treatment by Service - Fylde District

Provider	Numbers in treatment
J2R - Core	28
J2R - Shared Care	43
<b>Total - Adult</b>	<b>71</b>
Young Addaction North - Young People's Services	20
Addaction - Criminal Justice	33
<b>Grand Total</b>	<b>124</b>

Between 1/10/08 - 30/09/09, 89% of adults in effective treatment (Tier 3 for twelve weeks or more or successfully completed before) were PDUs

North Lancashire has the largest proportion of current injectors in Lancashire at 32% of all new treatment journeys (2008-03) compared to 28% in East and 20% in Central Lancashire.

Numbers in treatment as a % of population equals 0.16%, the second lowest in the county (behind Ribble Valley at 0.09%); the highest in the county being 0.98% in Burnley.

Heroin continues to be the main drug of choice for those approaching treatment services in North Lancashire at 81%, based on NDTMS data (Q3 09-10); this compares to 73% in East Lancashire and 65% in Central Lancashire.

### Drug Related Crime in Fylde

Fylde police crime statistics for the period April 08 to January 09 Stats show the following:-

- All Drugs Offences - 109 **up 21%** on 90 Offences in 07/08
- Drugs Trafficking - 20 **up 66.7%** on 12 Offences in 07/08
- Drugs Possession - 88 **up 12.9%** on 78 Offences in 07/08
- Drugs (Other Offences) - 1 up by 1 no calculation
- Drug Fraud and Forgery - 87 **down 13.9%** from 101 in 07/08
- Other Drugs Crimes - 60 **up 27.7%** on 47 offences in 07/08

The percentage increases are significant across all but 1 of the above, although it must be noted numbers are relatively low when compared to other areas of the county. However as the national economy continues to shrink under the ongoing recession, it should be noted that such increases are likely to continue as evidence links increases in substance misuse and crime to periods of economic downturn.

### County Wide data

LAA Target	Treatment Target (Lancashire Wide)	Description	2008-09 Target	2008 - 09 Actual
<b>NI 40</b>	Numbers of PDU's in effective treatment YTD	Cumulative figure for numbers of Problematic Drug Users (ie those naming crack and/or opiates as their drug of choice). Effective treatment is defined as being retained in treatment for 12 or more weeks, or subject to a planned discharge following successful completion of their treatment	3884	3,878 - target achieved

	Description	Dec 09
Young People in Treatment YTD	Cumulative figure of young people (under 18) who are in treatment this year (all drugs including alcohol)	609

### Young people

Alcohol continues to be the main substance of choice across North Lancashire for young people, followed by cannabis.

Young Addaction delivers services at tier 2 and tier 3 for young people up to the age of 21, across the North Lancashire footprint. LDAAT manage the contract and report back to local areas via the Joint Commissioning Group; however partners are able to attend in person.

Young Addaction manages the Young Peoples Specialist alcohol worker. A steering group for this post is up and running to ensure that the post meets the needs of the local community.

## Criminal Services

Drug Interventions in the criminal justice system remain a key role in the Government's delivery of the new National Drugs Strategy. All criminal justice drug interventions contribute towards the aim of, "protecting communities through robust enforcement to tackle drug supply, drug-related crime and anti-social behaviour" (*Drugs: protecting families and communities. The 2008 drug strategy, 2008*). The strategy directs the development of treatment and social care intervention programmes in the criminal justice system commissioned through Drug Action Teams, and promotes neighbourhood policing approaches to support communities. The delivery mechanism for criminal justice interventions in Lancashire has been through The Tower Programme. The Tower Programme presents a whole system case management approach to dealing with the range of drug misusing offenders and incorporates the principles of the Drug Interventions Programme (DIP).

Through 2010 the Tower Programme will be dismantled as part of the LDAAT modernisation agenda. North Lancs will have a stand alone Criminal Justice Service provided by Addaction - this contract will be extended by 2 years from April 2010.

Addaction continue to work across all points within the criminal justice system, including the following interventions: Targeted Offender Schemes, Arrest Referral, Conditional Cautioning, Tough Choices, Court Referral, Drug Rehabilitation Requirements (DRR) and Prison Link.

The aims of the Tower Programme are to:

- Reduce drug related offending
- Reduce reconviction rates
- Reduce drug related deaths
- Improve health and social functioning of drug misusing offenders
- Reduce and prevent relapses

This Service is an adult based (18+) drug service

## Adult Services

LDAAT and NHS North Lancashire are currently managing the re-commissioning of adult substance misuse (drug and alcohol) services in North Lancashire. This will have a positive impact on each of the three

districts in North Lancashire with a new service specification in place to deliver services focused on the need of services users and their families and carers. This will also provide an improved data collection system with more local based data at the North Lancashire and district levels.

This re-commissioning work does not include criminal justice or young people's services.

Fylde district have been represented in this development via the North Lancashire Joint Commissioning Group.

LDAAT and NHS North Lancs completed the recommissioning of adult drug and alcohol services in 2009 with a new provider beginning delivery as of 1<sup>st</sup> October 2009. The new service is delivering a new service model which will take some time to embed into the district.

LDAAT will keep the Fylde Partnership fully informed on developments, however members of the LDAAT Partnership have an open invite to the Contract Management meetings for this new contract.

## Data

As of April 2010 LDAAT will be better placed to deliver more localised data. J2R, Addaction and Young Addaction North will all have their own NDTMS codes linking data to the North Lancs locality.

PMF data is now being collected at a district level which will give improved insight into the developments locally. However NI 40 will remain a Lancashire Partnership target and all data for NI 40 will be on a partnership level.

## LDAAT and Fylde Partnership Working Budget

- √ £160K capital for YMCA building providing a treatment venue in St Annes
- √ £3K PPO fund (Flexible Budget)
- √ £1k DVD Alcohol education in schools

## Anti-Social Behaviour

All Anti-Social Behaviour (ASB) incidents in Fylde, which are reported by members of the public to the Police or to Fylde Borough Council, are recorded on either the Lancashire Constabulary SLEUTH system or the council FLARE system. By interrogating both networks it is possible to get an overall picture of the current situation regarding ASB.

The Police figures for the period April - September 2009 show that ASB continues to decline, with a further decrease of 10%. The category Rowdy and Inconsiderate Behaviour, accounts for 70% of the reported incidents. Such issues have been proactively addressed with the use of various 'Tools and Powers'. Consequently in Fylde we now have 12 Anti-Social Behaviour Orders (ASBOs), 7 Adult Acceptable Behaviour Contracts (ABCs) and 2 Juvenile ABCs. The Housing Providers have also been impactful, positively applying the 7 Anti-Social Behaviour Injunctions (ASBIs), which have been applied for and granted by the Courts.

The areas of Fylde which report the greatest incidences of ASB are Central and Ashton wards in St Annes. Over the first half of this year, 25% of ASB has been reported as occurring in this locality. This has been addressed in various ways, such as the Local Strategic Partnership, Central Ward 'Shaping The Place' project, which has been effective in regenerating the area. On a day to day basis, regular liaison with both the Community Fire Safety Practitioner and the Council Community Warden has improved engagement within the local community. Targeted Policing Operations such as Nightsafe and Operation Alleyway, aimed at tackling the late night economy and the juvenile nuisance within the neighbourhood, have been adopted as good practice. The positive outcome is that through the adoption of these interventions, ASB has decreased by 6% throughout Ashton and Central ward.

In comparison to April - September 2008 the Council ASB figures show an increase of 9%. This is explained by increased reporting in the two categories of Animal Problems and Graffiti. As a consequence of the local Police no longer dealing with any reports of stray, lost/found dogs, such matters are now dealt with by the Council Dog Wardens. Also, Graffiti is a recently new category which all CDRPs have been asked to record; hence an increase in council ASB figures.

On a positive note environmental damage and littering complaints have decreased by 32%. The Council's Environmental Protection Officers have over this period been proactively carrying out a 'Tyre and Waste Regulation Survey' at all relevant premises across Fylde. This has publicised the offences related to the disposal of waste and clearly had a positive effect.

The Team are also intending to pursue a multi-agency operation tackling the carriage of waste, working in partnership with the Police and Her Majesty's Revenue and Customs.

The Fylde Borough Council Community and Sport Development Officer has been working relentlessly, putting together a full programme of diversionary activities across the Borough. Residential courses, regular sports and activity events, supported by her Play Workers, Cricket Coach and Sports Development Officer, have ensured sustainability of the council youth programme in Fylde.

Overall, in the Fylde CDRP, between April - September 2009 there is a 6% decrease in ASB compared with the corresponding months in 2008.

### Road Safety

Road Casualties are collated on a County basis and fall into the categories of Killed or Seriously Injured (KSI). The figure for Fylde of 20 for April to October 2008 increased by 5.0% to 21 in 2009.

There were no fatalities in April to October 2008 which increased to 1 in April to October 2009. Slight injuries in April to October 2008 were 164 and these have increased to 182 in the same period of 2009.

Road Safety for the residents of Fylde is a priority area and there is currently a proposal for the LSP to fund a motorcycle for use by the Police in the rural areas of Fylde to address speeding offences.

### Fire Safety Prevention

The threat level is increased due to the high levels of older generation age groups living alone throughout the borough, including rural outlying districts. There is substantial evidence that this is the case in the Fylde area, based upon evidence from county and national statistics relating to fire deaths in this age group.

Campaign feedback from older people including requests for home fire safety checks of which 1814 were conducted 229 carried out within the six super output areas. This represents 13% of the yearly 20% in the target is 1650 actual which is increasing year on year.

The reduction of deliberate primary fires, fatalities and non fatalities from fire is a performance indicator for LFRS and is contained within our IRMP. This would equate to NI49 LAA target. The Government's National Framework for Fire and Rescue Services expects that deliberate fires would be reduced by 10% over the life of the Framework.

### Community Cohesion

The main issues raised in PACT meetings concern the conflict between older & younger people caused by the lack of youth facilities. Raising public confidence is a new police-owned target. Benchmarking is only just taking place and statistics are only currently being formed but are not yet fully available within Iquanta. Throughout the past 18 months, general feedback consultations with the public show confidence levels are constantly in need of improvement, and this has become a central point at all PACT meetings.

Although Fylde scored rank 1st in the place survey throughout Lancashire for community cohesion (with 85.5% of residents getting on well with each

other), there is an increasing concern about travellers purchasing land to provide themselves with a permanent home, as this has had an immediate impact of unrest and suspicion amongst the community.

Although Fylde currently sits in a very good position on community cohesion, we are still taking a proactive approach to driving this forward. We have established a People and Community Steering Group to monitor activities at a local level and provide an early warning mechanism for necessary action. A hate crime booklet has been prepared and will be widely distributed within the community. Community cohesion is considered in all LSP action plans.

The relocation of a new traveller community in Fylde is causing an adverse reaction within the local community. This is having a huge impact on public confidence levels in both Police and local authority services. There is a high level of probability that the level will rise, as there is currently surplus land available for more relocation. Until the outcomes of legal challenges have been finalised, public confidence will remain low. Our ongoing challenge is to raise public confidence and work to this end has already been undertaken by the Policing Pledge and the formation of the District Community Engagement Strategy. Regular reassurance measures are being convened to address all community concerns, informing the public about strategy and outcomes in operation throughout the district. Police, local authority and LCC have these in place within the local strategies. This is included in Home Office guidance together with many other national strategies.

## CCTV

CCTV is a cross cutting provision that has the capability of impacting on all four of the priority actions of PSA 23 (Reduce the most serious violence, progress on serious acquisitive crime, tackle local priorities; increase public confidence and reduce reoffending) as identified in the National Community Safety Plan 2008-2011)

It also has the same capability of impacting on the Local Area Agreements in respect of Safer and Stronger Communities.

The monitored CCTV system will assist policing of the Borough by focusing on the peak times of crime and anti social behaviour within the town centres of St Annes and Kirkham.

## NEW PLACE SURVEY RESULTS

From 2008/09 onwards the Place Survey will be carried out every two years to test the satisfaction and perception of Fylde's residents with the public services provided in the district. The Place Survey is a comprehensive source of data that gives a very reliable picture of performance and satisfaction as perceived by the tax paying residents. Members and partners in the community have a responsibility to build on the strengths and address the weaknesses highlighted by the survey results. The information from the Place Survey will be used by the local authority and partners to inform decision making around resource allocations and service priorities over the coming years.

Communities Secretary John Denham said "the results of the Place Survey based on more than 500,000 people's views and perceptions about where they live demonstrates the importance of listening to local people and what they want for area."

The national headlines from the survey include:

- 86% are satisfied with their local area as a place to live in Fylde (80% nationally)
- 35% agreed that their local council provided value for money in Fylde (33% nationally)

**The Place Survey will ask questions concerned with the following issues:**

- √ Percentage of people who believe people from different backgrounds get on well together in their local area
- √ Percentage of people who feel that they belong to their neighbourhood
- √ Civic participation in the local area
- √ Percentage of people who feel they can influence decisions in their locality
- √ Overall/general satisfaction with local area
- √ Participation in regular volunteering
- √ Perceptions of anti-social behaviour
- √ Dealing with local concerns about anti-social behaviour and crime by the local council and police
- √ Perceptions of parents taking responsibility for the behaviour of their children in the area
- √ Perceptions that people in the area treat one another with respect and consideration
- √ Understanding of local concerns about anti-social behaviour and crime by the local council and police
- √ Awareness of civil protection arrangements in the local area
- √ Perceptions of drunk or rowdy behaviour as a problem
- √ Perceptions of drug use or drug dealing as a problem
- √ Self reported measure of people's overall health and wellbeing

- √ Healthy life expectancy at age 65
- √ Satisfaction of people over 65 with both home and neighbourhood
- √ The extent to which older people receive the support they need to live independently at home
- √ Fair treatment by local service

The Place Survey replaces the old Best Value General Survey previously undertaken by the Council every three years. The survey was most recently carried out in the autumn of 2006 when 2700 households across the district were sent questionnaires to survey their opinions.

### How did Fylde score?

The district of Fylde has scored extremely highly in the Audit Commission's Place Survey, compared against all North West District Councils:

- √ 1st for percentage of people who believe people from different backgrounds get on well together in their local area, ranked 19 of all district councils (352).
- √ 1st for understanding of local concerns about anti-social behaviour and crime by the local council and police, ranked 3 of all district councils (352).
- √ 2nd with local tips/household waste recycling centres, ranked 5 of all district councils (352).
- √ 2nd with keeping public land clear of litter and refuse.
- √ 2nd for overall / general satisfaction with local area with 86%.
- √ 2nd with participation in regular volunteering
- √ 2nd with percentage with prevalence of antisocial behaviour as problem in their area.
- √ 2nd with satisfaction of people over 65 with both home and neighbourhood.
- √ 2nd with perceptions of parents taking responsibility for the behaviour of their children in the area.
- √ 2nd with perceptions that people in the area do not treat one another with respect and consideration.
- √ 2nd with self-reported measure of people's overall health and wellbeing.
- √ 2nd with percentage of people who feel they can influence decisions in their locality.
- √ 3rd with dealing with local concerns about anti-social behaviour and crime by the local council and police, ranked 32 of all district councils (352).

The Place Survey designed by the Audit Commission holds 18 national indicators. Comparing our results with all England quartiles Fylde scored eight in top, ten in middle with an impressive none in the bottom. To see the full breakdown of the results on how Fylde's performance compared against nation averages see our website <http://www.fylde.gov.uk/council-and-democracy/performance/communications/place-survey/>

### Emerging Trends

One of the most significant issues to present itself within Fylde is the emergence of Travellers within a neighbourhood area albeit that our adjacent Policing Division is also experiencing the same issue. The travellers have purchased land to provide themselves with a permanent site but this has had an immediate impact which although currently rated as 'low risk' there has been examples of unrest and suspicion amongst the community. A comprehensive record of incidents and a community impact assessment has been carried out by the Police.

This has to be raised as a possible emerging trend as there are indications that adjoining land has been purchased and approaches made to other landowners.

### Statement of Area Needs

Following the consultation with Fylde CDRP Partners and public consultation our priorities clearly demonstrate that there are several areas of need which the CDRP do not necessarily lead on but have been identified amongst our priorities.

Road Safety; Commissioning of Services in respect of Adult and Young Peoples Alcohol and Drug Abuse, Fire Prevention. There is no specific funding allocated within neither our District for Domestic Violence nor any for ANPR which is of paramount importance in relation to serious and organised crime, extremism and rural acquisitive crime.

The 2010 World Cup is to be held in South Africa in June. During the last world cup, in 2006, domestic violence in Lancashire increased by 56%. In Fylde a number of critical matches coincide with club days, a series of planning meetings have taken place involving all our partners.

## PRIORITIES

The **Top Five Priorities** identified from the Strategic Assessment carried out in 2009/10 have resulted, following the 2009 scanning, analysis and consultation process.

These have been identified as follows:-

1. To make the Community feel safer by tackling the causes of crime and taking positive steps to reduce the fear of crime particularly in relation to Serious Acquisitive Crime. Including rural acquisitive crime
2. To reassure the Community by tackling the causes of Anti Social Behaviour with emphasis on rowdy behaviour and animal related problems. Encourage young people to make a positive impact within the community ensuring that this is properly recognised and there is discouragement of risk taking behaviour.
3. To address the effects of problematic substance misuse (drugs and Alcohol) through increasing awareness and tackling the causes.
4. To create a safer environment for the victims of violent crime including domestic abuse in hotspot wards throughout the borough.
5. To reduce the incidents and consequences of fire within Fylde District. In particular to reduce the risk from fire to older persons and other vulnerable groups. To reduce the number of incidents of arson and its effect on the community and environment.

## REVIEW OF CDRP ACTIVITY 2009-2010

### Fylde Crime and Disorder Partnership

#### Community Safety Plan

Fylde CDRP completed its three year strategy with a very impressive 18.2% overall crime reduction and thanks and recognition goes to all our partners for their contributions throughout this period.

Following the Strategic Assessment carried out in 2009, this document formed the basis of the Community Safety Plan by drawing out the Fylde Priorities, it is significant that they all appear to be LAA targets and this enables us to carry on working with our partners in achieving the targets.

The measures, initiatives and policies which had been implemented during the previous three year strategy had clearly done their job and therefore there will be every effort made to continue them as well as exploring new ones. An 'awayday' was held in September where all partners were invited to participate and contribute towards the planning process for the next twelve months.

Fylde is still very well placed amongst its Most Similar Groups i.e. demographics and population and therefore remains one of the safest places in the country.

The Three Year Strategy which has been replaced by an annual Strategic Assessment and a Community Plan over a three year rolling programme. Funding for Community Safety came from the LCC Area Based Grant although this was only 75% of the previous years funding for Revenue only. Further funding was made available from retained monies by the Safer Lancashire Board who decided how it could benefit the CDRPs. Additional funding came by way of the Police Authority Second Homes.

## **Alcohol**

Fylde CDRP is currently working on collating information and statistics from all partners to produce a District 'Alcohol Strategy'. This will be an interim measure prior to producing a 'North Locality' Alcohol Harm Reduction Strategy along with Lancaster and Wyre, mirroring the North Locality Footprint.

Importantly, the Action Plan for Fylde will be specific to the Fylde CDRP and will address issues which directly concern the people of Fylde. Resources will be aimed at the Health, Wellbeing and Safety of all age groups. In early April, there will be an executive strategy group meeting to commence the process of formulating the Alcohol Strategy and partners called upon will be from Fylde Borough Council Community Safety, FBC Licensing, Lancashire Constabulary, Lancashire Fire and Rescue, Primary Care Trust, Lancashire Drug and Alcohol Action Team.

## **Specialist Alcohol Worker For Young People**

Agreement was reached to continue the work of the Specialist Alcohol Worker for Young People with funding acquired from the LSP. The work will continue to be managed by Young Addaction with ongoing performance contract monitoring conducted by the Lancashire Drug and Alcohol Action Team. Opportunities are ongoing to secure further funding with a view to eventual mainstreaming of this service.

The monies secured from the Lancashire Drug and Alcohol Action Team the LPSA ( Local Public Service Agreement) reward grant money for ' Capital'. The bid for £160k was approved by the Joint Commissioning Group. has initially provided a temporary Youth Café ( Chillies café) on the site of the Ormerod Building on St Albans Road which will eventually also host service provision for both Adult and Children's treatment services from commissioned providers. This will address the many issues and concerns by the local community about the growing numbers of groups of young people found drinking alcohol and the effects this has on their health and the perceptions given to the community about the level of ASB particularly 'Rowdy and Inconsiderate Behaviour'

The Specialist Alcohol Worker will also be able to work from this building and be encouraged to interact with Young People as a service provider. Additionally, the facility will also provide positive activities for young people and allow access to many services.

The Tier 2 Specialist Alcohol Worker for Young People has been in position for 18 months and carrying out her duties regarding school education and services and dealing with referrals as well as group work and one to one work. Formal Evaluation by John Moores University has been very positive along with feedback from Schools and pupils.

### **Diversionsary Activities**

Three additional Youth Shelters have been erected throughout Fylde. They are sited in Memorial Park, Freckleton. Mornington Road, Lytham and Ashton Gardens, St Annes.

There is now information readily and easily accessed on Fylde Borough Council's Website regarding ' Youth Organisations' and this is now linked up to the LCC Positive Activities for Young People Website - Go4 It. Fylde will shortly repeating the distribution of a small 'business card' sized card to young people, with all the relevant website addresses to contact, including FBC, LCC and YMCA Websites.

A working group has been established within the CDRP to regularly discuss providing positive activities and youth provision, maximising resources and exploring new and innovative diversionsary activities. For example, the Fire Awareness Initiative piloted from Wesham Fire Station has proved to be very successful and will be continued.

Programmes of Diversionsary Activities provided by the Community Development Department and YPS are delivered at key times throughout the year particularly in School Holiday periods. This included a week where young people were taken on residential breaks in the Lake District. Previous feedback from similar events was very positive from all partners.

Funding comes from several sources including the Police Authority and the CDRP.

In November, 2009, a multi agency alcohol awareness event took place in Carr Hill School where a DVD was launched earlier in the year and produced by young people from St Bedes High School was screened again for parents. The DVD now forms part of a structured lesson plan entitled 'Makes You Think Doesn't It?'

A 'Not in my Neighbourhood Event' took place in Kirkham in October which was reinforced with other activities and delivered advice, information and high visibility by the Police and CDRP,

A second Fylde Community Safety Handbook has been delivered to over 35,000 households in Fylde. (Additional copies are available)  
Many partners have taken out advertisements within the booklet but it is an ideal opportunity to tell residents about our achievements and to reassure them of ongoing services as well as providing useful contact numbers.

There are regular advertisements published in leaflet form and newspaper supplements which advertise 'Activities For Young People' in Fylde

#### **Recent Successful And Forthcoming Initiatives And Activities:**

- √ Funding a Domestic Violence Outreach Worker
- √ A contribution to the Tower Programme ( Substance Misuse) Arrest referral worker
- √ Policing and Partner Operations to address Violent Crime, Domestic Violence Criminal Damage and Acquisitive Crime and joint alcohol proxy sales operations with Trading Standards
- √ Funding of a Website for the Lytham St Annes Neighbourhood Watch
- √ Funding of Speed Indication Devices to supplement existing ones in Fylde
- √ Jingle Bells ( Jointly provided by LANPAC and the CDRP)
- √ Joint Police and Trading Standards Licensing Operations
- √ Bottle marking labels for alcohol bottles sold in the Lytham area
- √ Cycle locks and cycle coding
- √ Car Park Ticket advertising re crime prevention advice

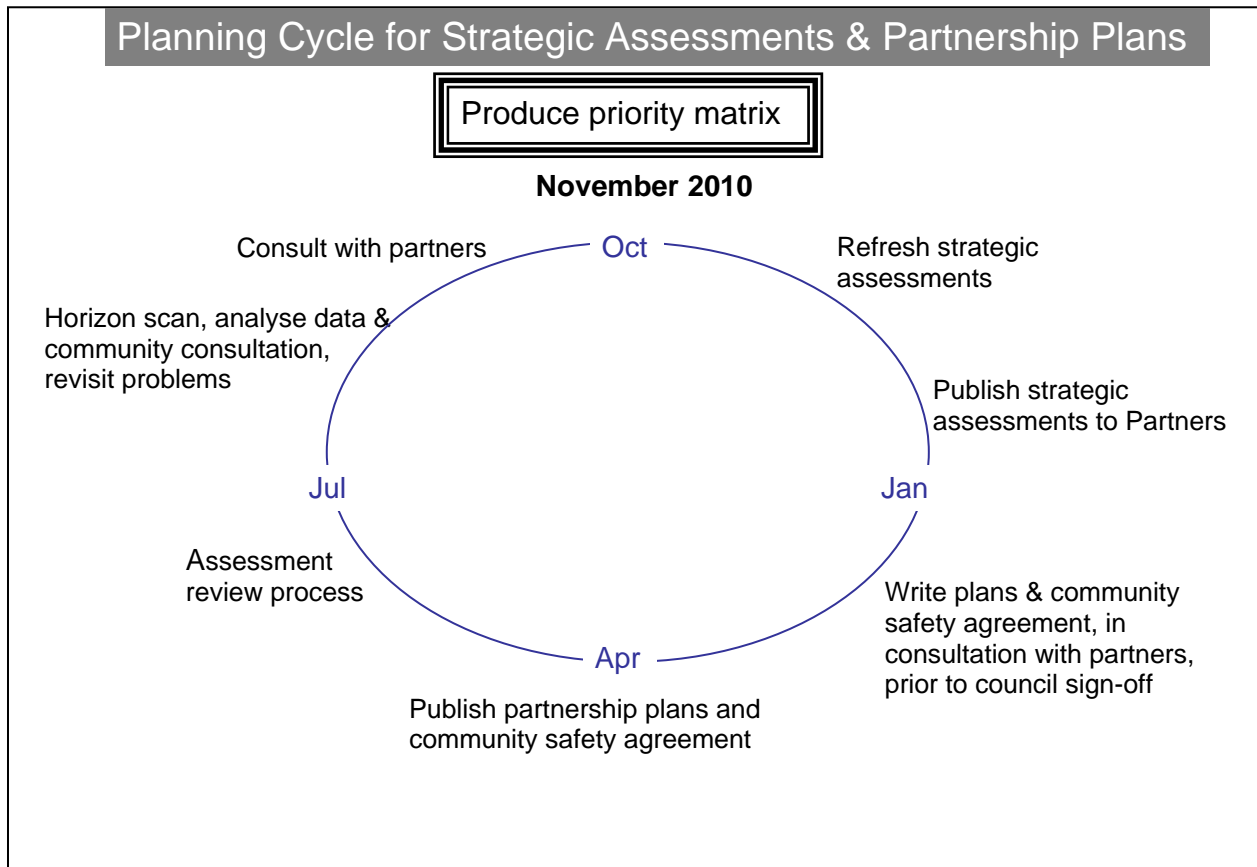
- √ Funding activities for young people from the Prevent and Deter Group.
- √ Bin stickers and crime prevention items bearing messages in relation to 'Keep it Safe, Keep it Locked'
- √ Crime Prevention Leaflets
- √ Selecta DNA Property Marking Kits
- √ Warton ' Gating' Projects
- √ Alcohol Signage
- √ Street Lighting Bids for areas throughout Fylde
- √ Graffiti Removal
- √ Two Cleansweep Operations
- √ A series of 'Prison Me No Way' Education days in three high schools
- √ Four Alcohol Awareness Days in the high Schools during the summer

Each and all of these projects and initiatives have played a significant part in reducing crime and anti social behaviour across Fylde. Targets continue to be met and exceeded within the Fylde CDRP despite limited resources and ever emerging challenges.

Success can only continue with the commitment of partners and the most significant challenge to the partnership is how to address the public concerns and perceptions on crime and anti social behaviour which seem at odds with the evidence on recent trends in crime, policing and justice. The recently announced 'Policing Pledge' and tackling issues that matter to local communities is important and better partnership with Neighbourhood Policing Teams and their neighbourhoods should serve to reinforce the aim to build safer, stronger and confident communities.

## APPENDIX 1 – THE PLANNING CYCLE

The Strategic Assessments are undertaken on an annual planning cycle. See diagram below:



## APPENDIX 2 - DATA SOURCES

- Crime Reduction <http://www.crimereduction.gov.uk/antisocialbehaviour>
- Crime & Disorder Act 1998
- Home Office 2008 Delivering Safer Communities: A guide to effective partnership working  
[http://www.foresight.gov.uk/crime%20prevention/future\\_crime\\_prevention\\_mindset\\_kit\\_march\\_2000.pdf](http://www.foresight.gov.uk/crime%20prevention/future_crime_prevention_mindset_kit_march_2000.pdf)
- Engaging Communities in fighting crime 2008, Louise Casey  
<http://www.restpect.gov.uk>
- Crime & disorder (Overview Scrutiny) 2009
- Alcohol Youth Action Plan 2008
- C.O.R.A data April 2009 to November 2009
- MADE data April 2007 to November 2009
- SLEUTH April 2008 to November 2009
- Shaping the Place, Fylde CDRP 2007 to 2009
- iQuanta BSC Comparative Crime figures 01/04/08 to 30/10/08 and 01/04/09 to 30/10/09)
- Safer Lancashire Community Partnerships 2008/09
- British Crime Survey (Tracker)
- Section 27, Violent Crime Act 2006
- Section 30, Policing & Crime Act 2009
- Department of Health (2006a) New Campaign Urges Young People To Know Their Limits <http://www.gnn.gov.uk/>
- Department of Health (2006b) A Parent's Guide To Drugs and Alcohol. London, HMSO
- Drinkaware (2006) A Guide For Parents. London
- Every Child Matters (2006) Education, Training, Employment  
<http://www.everychildmatters.co.uk/ete/>
- HIT (2003) Drunk - An adult's guide to young people and alcohol
- Data Interchange Hub - <https://www.hub.info4local.gov.uk/dihweb/>
- Places Analysis Tool - <http://www.pat.communities.gov.uk/pat/>
- Floor Targets Interactive - <http://www.fti.communities.gov.uk/fti/>
- State of the Cities database - <http://www.socd.communities.gov.uk/>
- Indices of Multiple Deprivation - <http://www.imd.communities.gov.uk/>
- Data4nr.net - <http://www.data4nr.net/introduction/>
- Neighbourhood Statistics - <http://www.neighbourhood.statistics.gov.uk/>
- Fylde Borough Council resources, CAA reporting and performance management system Escendency

## APPENDIX 3 – PRIORITY SCORING SYSTEM

A detailed appendix including scoring and commentary is available upon request, however this is the generic method used to identify each problem being scored according the following criteria:

Category	Description	Scoring System	
Scale relative to other problems	How big a problem is this compared to other problems which have been identified?	0	This is not a problem in our area
		1	There is some small evidence that this is the case in our area
		2	There is moderate evidence that this is the case in our area
		3	There is substantial evidence that this is the case in our area.
Scale relative to other areas	Compared to Most Similar Families on Iquanta or with those used by the fire service, is the problem worse, the same as or better than other areas?	0	This is better than MSF
		1	This is the same as MSF
		2	This is slightly worse than MSF
		3	This is substantially worse than MSF
Direction of Travel	Is the problem getting worse, getting better or staying the same?	0	Improving
		1	Staying the same
		2	Worsening slightly
		3	Worsening substantially
Level of Harm	Is this problem a signal crime? Is it a precursor to something more serious? Does it disproportionately affect one sector of society?	0	This is not a problem in our area
		1	There is some small evidence that this is the case in our area
		2	There is moderate evidence that this is the case in our area
		3	There is substantial evidence that this is the case in our area.
Financial Cost	What are the financial & emotional costs of this problem as measured by the Home Office cost of crime & cost of fires tables.	0	This is not a problem in our area
		1	Cost is in band 1 on the costs table.
		2	Cost is in band 2 on the costs table.
		3	Cost is in band 3 on the costs table.
Of Community Concern	Does community consultation indicate that this is a	0	This is not a problem in our area

Category	Description	Scoring System	
	real concern?	1	There is some small evidence that this is the case in our area
		2	There is moderate evidence that this is the case in our area
		3	There is substantial evidence that this is the case in our area.
Local Strategies/Targets	Is this included in a number of local partner strategies and plans? For example, community plans, LAA, police control strategy, IRMP, health plans	0	It is not included in any local strategies or plans.
		1	One partner includes it in a local strategy
		2	Two partners include it their local strategies
		3	More than two partners include it in their local strategy or plans
National Strategies/Targets	Is this problem included in national strategies or plans? For example the Respect Agency or National Drugs Strategy.	0	It is not included in any national strategies or plans.
		1	It is a small element of a national strategy
		2	It is a key or primary element of a national strategy
		3	It is covered in several national strategies.
Other	Is there anything else important which should be scored, and if so, please ensure that all problems are scored against this to ensure consistency when scores are ranked. This should be suitably evidenced. Examples could be - cross-border issues, links with other cross-cutting issues	0	This is not a problem in our area
		1	There is some small evidence that this is the case in our area
		2	There is moderate evidence that this is the case in our area
		3	There is substantial evidence that this is the case in our area.
Local Priority	Detail if the problem is a local problem and will therefore be tackled with local initiatives.	n/a	
County Priority	Not all problems can be tackled at the local level and value is added by acting at a County level on this issue. Detail should be added as to why this is considered a County issue. County issues will be pulled together into a County priority matrix.	n/a	

## APPENDIX 4 - DETAILED PRIORITY MATRIX

Problem	Geographic Extent	Scale Relative to Other Areas	Direction of Travel	Level of Harm	Threat Level	Community Concerns expressed	Local strategy/ targets	National strategy/ targets	Other	Overall Score	Rank	Individual Score	Overall Score	Color Code
Fire safety prevention	3	2	1	3	3	3	3	2	0	20	3	0	0 - 6	
Road safety	3	2	2	1	1	3	3	3	0	18	5	1	7 - 13	
Environmental damage or littering	2	0	1	1	0	1	3	2	0	10	19	2	14 - 20	
Shaping the Place' (PROJECT)	1	3	0	1	0	1	3	3	0	12	15	3	20 - 27	
Community cohesion (including pub	2	1	1	3	3	3	3	3	0	19	4			
Domestic abuse	3	0	3	2	3	1	3	3	0	18	5			
Criminal damage, including arson	3	2	2	2	2	2	3	2	0	18	5			
Rural acquisitive crime	2	2	2	2	2	2	2	2	0	16	12			
Violent crime	3	1	1	3	2	2	3	3	0	18	5			
Serious acquisitive crime (burglary,	3	0	2	3	2	2	2	2	2	18	5			
Animal related problems	2	1	3	2	2	2	3	3	0	18	5			
Environmental damage or littering	2	0	0	2	2	2	3	3	0	14	13			
Neighbours	2	1	2	1	1	1	1	3	0	12	15			
Rowdy and inconsiderate behaviour	3	0	1	3	3	2	3	3	0	18	5			
Vehicle nuisance	2	0	2	1	1	1	2	3	0	12	15			
Substance misuse Alcohol	3	3	1	3	2	3	3	3	0	21	2			
Young people hazardous drinking (u	3	1	2	3	2	3	3	3	3	23	1			
Substance misuse drugs	2	0	2	1	2	1	3	3	0	14	13			
Prolific drug users	2	0	1	1	1	1	2	3	0	11	18			

## APPENDIX 5 – PESTELO

<b>Political</b>	<b>Economic</b>
· General election (before May 2010)	· All public sector organisations have seen
· Possibility of a cabinet reshuffle - a new justice minister and/or home secretary	reductions in their budgets from central government.
· Possibility of a new conflict in the world which may increase violent extremism.	· In addition, income from business rates and council tax has fallen.
· The recession may produce a political shift to far-right extremism.	· Costs are rising due to inflation and interest rate changes.
<b>Social</b>	<b>Technological</b>
· Social discontent may lead to an increase in community tensions	· Automatic number plate recognition will make it easier to find criminals and reduce crime.
· Financial hardship will reduce people's freedom to move and may result in more homelessness.	· Selector DNA (for marking property) may prevent theft and make it easier to return property to the owner.
· Fear of crime is greatest amongst older people. As the number of older people in our population is increasing, this fear will also increase.	· CCTV (close circuit television) will improve safety and reduce fear of crime.
· Crime could activities will increase as a result of housing problems & unemployment	· Bluetooth community safety announcements will improve communication between the police and the public.
· There has been a shift in drinking patterns from pubs to in the home.	<b>Legal (proposed legislation)</b>
<b>Environmental</b>	· Coroners & Justice Bill
· Improvements to building and environmental design will reduce the opportunity for crime.	· Improving schools and safeguarding children Bill
· Improvements to street lighting	· Policing, crime and private security Bill
· Impact of travelling community in rural areas	
<b>Organisational (possible changes which could have an impact)</b>	
· Regional and/or Local Government reorganisation.	
· Changes in the way partners share information.	
· An updated local area agreement, which may place community safety higher or lower in the partnership's priorities.	
· A change in the way we set targets so that they are based on public satisfaction.	
· Total Place initiative	