

## **SAFER CROYDON PARTNERSHIP'S CONFIDENCE ACTION PLAN**

We want to have more of a strategic focus on this work area, but to do this we need much more input from all partner agencies.

This plan is meant to be fluid and flexible as SCP members may decide to change the proposed key issues set about below, to better suit the needs of a specific area. This is a starting point, and as such we are requesting that all partner agencies:-

- Include any activities that you have planned, or would like to plan for the coming year
- Think about our key messages – as further suggestions are welcome

### **Our challenge**

The 2014-2017 Safer Croydon Community Safety Strategy identifies 'improving public confidence' as a key priority. So how do we make our communities feel safer? A good start is to ensure everyone has confidence in the services that tackle crime and antisocial behaviour in local areas.

Consultation shows that, despite significant reductions in overall crime and ASB, the public think things have not changed, and Croydon continues to experience negative perceptions of crime and ASB that are no longer supported by the stats.

This lack of confidence also affects our crime data, as those who feel nothing has changed will not feel motivated to report crime.

We therefore need to get back to grass roots and engage on a very local level to ensure we match people's safety concerns with the work we are doing, keeping them informed and encouraging them to come forward – reporting crimes and letting us know what is bothering them.

We also need to work on improving the environment, as areas will be perceived to be safe only if they look clean, are clear of fly-tips and work is being done to tackle street drinkers and begging in a visible, joined-up way. Residents need to see it, before they will believe it.

## What we plan to do

The Safer Neighbourhoods Teams have kick-started this confidence plan by gathering residents' key concerns from the areas they cover. We have used this to map up a year-long plan, based around the findings of the five Safer Neighbourhood Police Clusters that cover the borough.

Each cluster area will get a two-month focus, with at least two actions/events focused on the public's local concerns. We have not included December and August in the plan, as these months will have a seasonal holiday focus.

May June	South-west	Key Concerns:	ASB BURGLARY THEFT FROM MOTOR VEHICLES
July <b>Aug</b> Sept	Central	Key Concerns:	ASB, BURGLARY, ROBBERY
Oct Nov <b>Dec</b>	North-west	Key Concerns:	ASB, BURGLARY, ROBBERY
Jan Feb	North-east	Key Concerns:	ASB, BURGLARY, THEFT FROM MOTOR VEHICLES
Mar Apr	South-east	Key Concerns:	ASB, BURGLARY, TRAFFIC

In addition partner agencies will be delivering borough wide campaigns and we need to capture these as well, and we also need to start thinking about how we might influence the national press.

The purpose of this work is to:

1. **Understand local problems (ULP)**
2. **Improve the local environment (ILE)**
3. **Develop community engagement (CE)** also need to think about

These are the key messages:

- 1 **Let's beat ASB**  
Think about your own behaviour  
Think how – and when – you should report it
- 2 **Don't bring home the burglars**  
Secure your home when you go out  
Lock up and they won't rock up
- 3 **Robbers see your possessions differently**  
It's not just your goods that could take a hit
- 4 **Make sure your vehicle's not a 'victim'**  
Don't leave valuables on show in the car

July **Aug** Sep

**Central Wards:** Broad Green, Addiscombe, Fairfield, Waddon, Croham

**Key Issues:** ASB BURGLARY ROBBERY

**Borough Wide** Anti DV World Cup Campaign continues (started mid June 2014) **Done**  
 Don't Mess with Croydon (on-going)

Our priorities	Action/event	Date	Area & focus	How and what we are doing	Comments
<b>CE</b>	<b>Safer young people</b>	July-Aug	All	Summer parks programme for hard-to-reach young people	<b>Done</b>
<b>CE</b> <b>ULP</b>	Anti-Robbery Campaign targeting children going back to school who are the group most at risk of mobile phone theft and personal robbery	Sept 1 <sup>st</sup> for 2 weeks	Central	Led by police with Council and Croydon BID. High visibility patrolling in hot spot area (West Croydon transport hub) Students from Croydon College input on survey design. Findings to help inform future actions.	<b>Done</b> Excellent results; ie, no robbery incidents during the operation
<b>ILE</b>	Croydon Council weekly e-bulletin	Sept weekly	All	Target – at least 1 positive crime article	<b>Done</b> / on-going
<b>CE</b>	Safer Neighbourhood Board	Sept 17	Central	First public meeting – showcase of crime prevention activity by partners and community groups.	<b>Done</b> Need future dates for public SNB meetings (three per

				SCP to promote Fear of Crime Survey stop and search guidance leaflet designed by young people (Youth Council) for young people	year)
<b>ULP</b> <b>CE</b>	Launch Fear of Crime Survey	Sept 1st	Central	Online and hard copy Target 1,000 respondents End-of-year data will provide a baseline for the next year	<b>Done</b> Need all partners to promote and encourage their networks to participate
<b>ULP</b> <b>ILE</b> <b>CE</b>	Don't Mess With Croydon campaign	On-going		Education Easier Reporting Enforcement	On-going
<b>ULP</b> <b>CE</b>	<b>Anti-DV</b> How to report domestic violence		North-west	Hard hitting Decaux Posters	<b>Done</b>

Oct Nov Dec

**North-west Wards:** Norbury, West Thornton, Selhurst, Thornton Heath, Bensham Manor

**Key Issues:** ASB, BURGLARY, ROBBERY

**Borough Wide:** Anti DV, Halloween, Fireworks, Burglary, Personal Safety

Don't Mess with Croydon (on-going)

Fear of Crime Survey

CE	National Personal Safety Day	Oct 6 <sup>th</sup>	Central	BID leading this promotion in the Whitgift Centre, delivering personal safety tips to encourage confidence when out and about	Done
ULP ILE CE	Reassurance campaign		North-west	Use the findings of the Fear of Crime Survey to: Start a twitter Aid local, quick comms Roll out reassurance messages for residents Help officers engage more effectively.	Done Multi-agency week of action, London Road, West Croydon
CE	Halloween and Fireworks			Key safety messages	Further details to follow
ULP CE	<b>Anti-DV</b> How to report domestic violence		North-west		Further details to follow
ULP ILE CE	Work to raise awareness of Neighbourhood Watch and encourage membership in Croydon		North-west	Articles in Your Croydon weekly SCP e-bulletin	Need good-news stories
ULP ILE	Don't Mess With Croydon campaign			Education Easier Reporting	On-going

<b>CE</b>				Enforcement	
<u>Jan Feb</u>					
<b>North East wards:</b> Upper Norwood, South Norwood, Woodside, Ashburton, Crystal Palace Triangle					
<b>Key Issues:</b> ASB BURGLARY, THEFT FROM MOTOR VEHICLES					
<b>Borough Wide:</b> DV, Don't Mess with Croydon					
<b>CE</b>	<b>Anti-drugs message</b> Leader's message sent to local papers Don't mess with drugs message sent to schools		North-east		With links to new 'Turning Point' contract
<b>ULP</b> <b>ILE</b> <b>CE</b>	Work to raise awareness of Neighbourhood Watch and encourage membership in Croydon		North-east	Articles in weekly e-bulleting SCP e-bulletin	Need good news stories
<b>ULP</b> <b>CE</b>	Stop and search				Further details to follow
<b>ULP</b> <b>ILE</b>	High street crime prevention event				Further details to follow

CE					
ULP ILE CE	Don't Mess With Croydon campaign			Education Easier Reporting Enforcement	On-going
ULP CE	<b>Anti-DV</b> How to report domestic violence		North-west		Further details to follow
<p><u>Mar Apr</u></p> <p><b>South-east Wards:</b> Shirley, Heathfield, Fieldway, New Addington, Selsdon and Ballards</p> <p><b>Key Issues:</b> ASB BURGLARY TRAFFIC</p> <p><b>Borough Wide:</b> DV, Don't Mess with Croydon</p>					
ULP ILE CE	Don't Mess With Croydon campaign			Encourage reporting	On-going
ULP ILE CE	Safety of young people on streets and public transport				Further details to follow



ULP ILE CE	Don't Mess With Croydon campaign			Encourage reporting	On-going
ULP CE	<b>Anti-DV</b> How to report domestic violence		North-west		On-going
<p><u>May June</u></p> <p><b>South-west Wards:</b> Coulsdon West, Coulsdon East. Kenley, Purley, Sanderstead</p> <p><b>Key Issues:</b> ASB BURGLARY THEFT FROM MOTOR VEHICLES</p> <p><b>Borough Wide:</b> DV, Don't Mess with Croydon</p>					
ULP ILE CE	Establish partnership response to street drinking and aggressive begging ASB, identified as local priority from Jag and Bid.			Safer Streets New signs Prosecutions / case studies	Further details to follow
ULP ILE CE	Don't Mess With Croydon campaign			Encourage reporting	On-going
ULP CE	<b>Anti-DV</b> How to report domestic violence		North-west		On-going

<b>The following are just suggestions at this stage:</b>					
	<i>Repeat Fear of Crime Survey</i>	<i>May 2015</i>		<i>Previous survey completed November 2014 – these results will help to inform progress to date and track trends</i>	
	<i>Work with the Croydon Safer Neighbourhood Board (SNB) and help promote the public events for the coming year</i>				
	<i>Stop and Search Monitoring Group</i>			<i>Links to SNB</i>	To be developed
	<i>Over the next three years we will work with the road safety team to monitor road deaths and put in measures to reduce them</i>		<i>CS Strategy</i>	<i>Links to South-east priorities - Traffic</i>	To be developed
	<i>How can we better support victims of crime and ASB</i>				New ASB legislation - the Community Trigger
	<i>How can we promote and support our Community Champions and Business signing up to Keep Croydon Tidy</i>				To be developed

	<i>Pledge</i>				
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