Working in Partnership with Communities – Learning from the 2008 Ealing Halloween and Fireworks Campaign

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London Borough of Ealing

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Why Halloween and Fireworks?

- Crime figures since 2006 – Robbery, Burglary, ASB, Fire
- Halloween Night and Guy Fawkes
- Additional challenges – Diwali and Guru Nanak
- 6 boroughs selected for additional funding
- £30,000 received – NOT for police overtime!

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Key Partners

- Partnership activity led by Community Safety
- Police had own Operational and Patrol plan
- 3 week period – prep week and 2 weeks for the Operation
- CS, LFB, Police and MarComms – input from EHTS and Youth Services…

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Key Partners

…and the Community!

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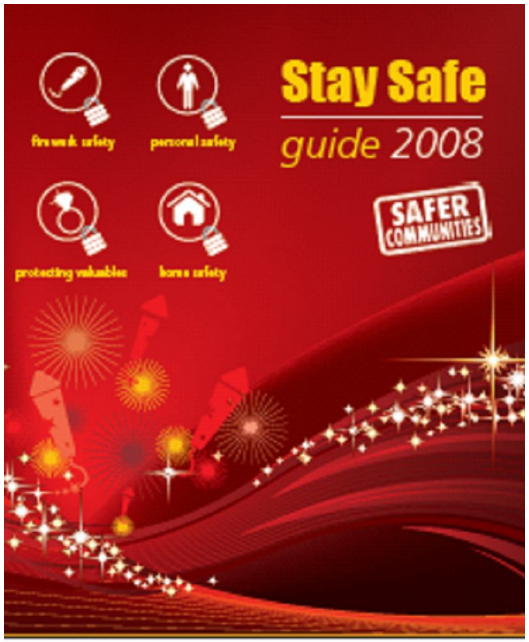
Communications – getting the message across

- Reassurance and Fear of crime – plus a message that lots of activity over the period…
- Fireworks safety and Crime – one campaign – Winter STAY SAFE
- Around Ealing – every home
- Stay Safe Guide, posters and advertorial
- Web pages
- Press releases
- Radio Interviews and TV coverage



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Regulatory activity

- Joint Licensing Visits
- Undercover test purchases
- Diwali and Guy Fawkes Storage Visits
- Preparing for seizures
- Stay Safe materials distributed
- Lots of press on this issue
- Legislation publicised

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The Young, the Elderly and the Vulnerable

- No Trick or Treat
- Referrals for target hardening
- Sheltered Housing sessions
- Fire Brigade referrals
- Additional youth diversionary sessions
- Sessions in schools
- TVU Radio
- ABC letters

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Police Tactics

- Youth Engagement - assemblies and talks to Schools
- Reassurance - SNT visiting local businesses and vulnerable premises
- Prevention - Large scale police operation for key dates e.g. Diwali, Halloween and associated weekend and November 5th. High visibility policing using Safer Neighbourhood Teams, LBE PCSO Team, Safer Transport Team, Borough Support Unit and CID.
- Enforcement - Proactive policing style - e.g. officers empowered to use Section 60 Criminal Justice and Public Order Act
- Intelligence - analysis of offending over last two years combined with current intelligence picture

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Community Safety Marquees

- Every evening for 2 weeks (often more than one per day)
- Attended by other partners
- Whole borough coverage
- Crime prevention resources distributed
- Targeted engagement and high visibility
- Training for key members of public

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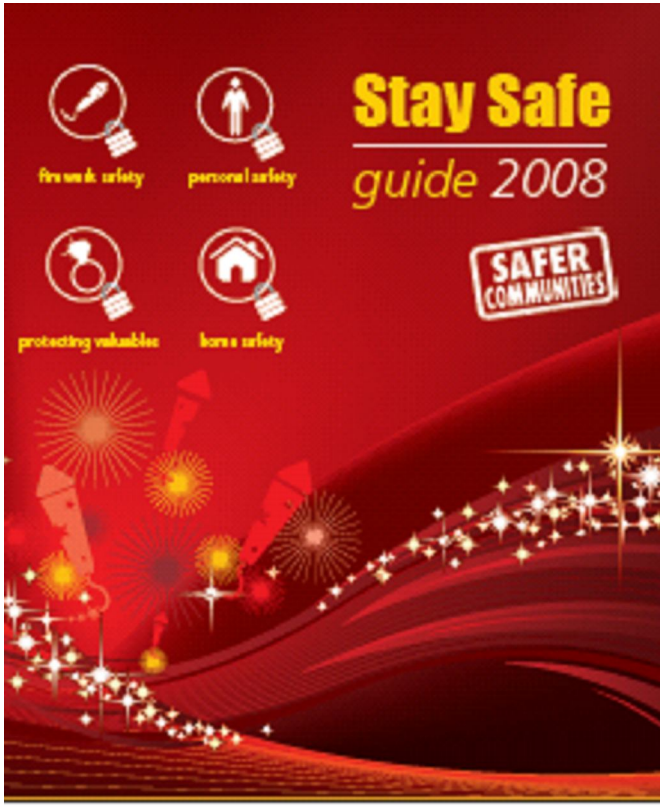

- 4100 Stay Safe Guides
- 600 No Trick or Treat signs
- 1600 Fireworks Safety Guides
- 2000 Personal Attack Alarms
- 400 Robbery chains
- 150 Heinz Tins
- 250 24 hour timers
- 500 Knife leaflets
- 750 Robbery leaflets

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Lessons Learned

- By taking our resources to the public we made more of an impact
- Local people responded well to consistent branding
- Local people took resources from the Marquee to distribute to others and local groups
- Community Crime Prevention Capacity Building
- Resources that help residents stay safe and ‘think’ safe =BIG RESULTS
- Expanding road shows – resident CS champions

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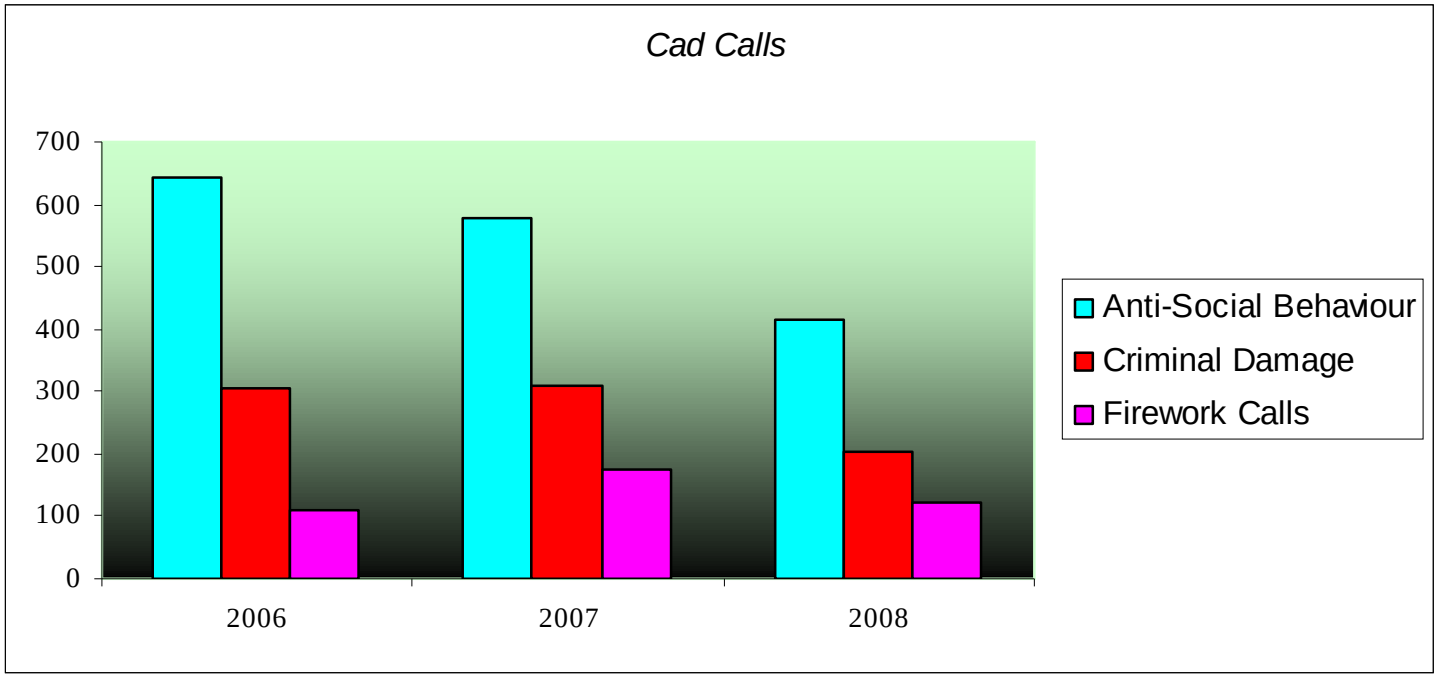
Results



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Burglary figures

	2006	2007	2008
27-Oct	14	15	10
28-Oct	12	5	5
29-Oct	9	12	4
30-Oct	9	8	9
31-Oct	11	13	7
01-Nov	12	8	5
02-Nov	14	19	9
03-Nov	14	9	10
04-Nov	11	6	8
05-Nov	14	12	5
06-Nov	14	13	17
07-Nov	11	16	15
08-Nov	17	17	6
09-Nov	16	21	5
Total	178	174	124

Street Crime

	2006	2007	2008
27-Oct	9	12	5
28-Oct	12	14	10
29-Oct	11	8	6
30-Oct	10	4	11
31-Oct	28	21	14
01-Nov	6	12	7
02-Nov	6	7	6
03-Nov	16	16	9
04-Nov	20	12	10
05-Nov	8	7	8
06-Nov	15	10	4
07-Nov	11	4	18
08-Nov	20	5	17
09-Nov	16	10	6
Total	188	142	131

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