



Association of
Police and Crime
Commissioners



PCCs MAKING A DIFFERENCE
PREVENTION
IN FOCUS

Addressing the root causes of crime - helping the vulnerable, children and young people move away from the risk factors that can lead to crime or victimisation.

PCCs MAKING A DIFFERENCE

PREVENTION IN FOCUS

Foreword from APCC Prevention Lead:
Roger Hirst, Essex Police, Fire and Crime
Commissioner - and **Deputy Prevention
Lead: Keith Hunter**, Humberside Police
and Crime Commissioner.



‘Prevention In Focus’ demonstrates the commitment and drive of Police and Crime Commissioners (PCCs) right across England and Wales in investing in early intervention and prevention services in their local communities.

It demonstrates that PCCs are making a real difference working with partners across not just policing but fire and rescue services, health, social care, local authorities and charities. By investing resources upstream we know we can keep communities safe, improve resilience and tackle the factors that can lead to crime.

As part of this whole system approach, PCCs are addressing the root causes of crime, helping to support children and young people to move away from the risk factors that can lead to crime or victimisation. Working with local partners to protect vulnerable people who may be at risk of becoming victims, PCCs are empowering local people with crime prevention measures to help make their local communities safer.

In recognising the importance of this prevention work, the Government has made several recent funding announcements to support prevention initiatives.

These include: funding for **Violence Reduction Units**, now being established around the country to help tackle the causes of serious violence crime, prevent young people from being drawn into crime, and reducing the number of victims; the **Safer Streets Fund**, aimed at preventing acquisitive crime in disproportionately affected areas; **expanding specialist support services** to help young people and their families turn their backs on involvement in **county lines**; and the **Youth Endowment Fund**, that puts early intervention at the heart of efforts to tackle youth offending by supporting interventions and community partnerships working with children at risk of being drawn into crime and violence. In all of these initiatives PCC are leading local partnerships to help deliver transformation and change in their communities.

Read on to find out how 15 cross-party PCCs are making a real difference, via their leadership, commissioning and partnership work, to help prevent crime and keep communities safe and resilient. PCC case studies include: working with women offenders; an award-winning Community Peer Mentor Service; a Safe Schools and Communities Team project; a Young Victims of Crime Service; Adverse Childhood Experiences projects; as well as various sport-based intervention schemes.

**Foreword from Minister for Crime, Policing and the Fire Service:
Kit Malthouse MP**

The best way to fight crime is to stop it happening in the first place. It is therefore my pleasure to contribute to this publication, which showcases the vital leadership role PCCs play in galvanising the local response to preventing crime and serious violence, identifying vulnerability in their communities, and targeting support to prevent crime from happening.



Our Modern Crime Prevention Strategy sets out a whole-of-Government, evidence-based approach to crime prevention and, along with the National Policing Crime Prevention Strategy, focuses on tackling the drivers of crime. To help deliver these strategies, we look to PCCs to exercise local leadership, provide strategic focus, and bring together different partners, and I welcome this edition which highlights how PCCs are working to make their communities and neighbourhoods safer for everyone.

To further support the work of PCCs, I am delighted that we have announced the new £25m Safer Streets Fund which will help enhance local crime prevention efforts. The fund will encourage collaborative working with local partners and communities to tackle acquisitive crime in local hotspots to make real, practical differences to these areas.

The Safer Streets Fund is just one investment this Government is carrying out to tackle crime alongside the recruitment of 20,000 additional police officers, the introduction of Violence Reduction Units, and the recent Early Intervention Youth fund. By taking a whole system approach, together we can stop these crimes from happening in the first place.



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1

NORFOLK PCC

WONDER: Women Offenders of Norfolk Diversion, Engagement and Rehabilitation project

FEMALE OFFENDERS COMING INTO CONTACT WITH THE CRIMINAL JUSTICE SYSTEM OFTEN HAVE COMPLEX NEEDS, YET THEY CAN BE SOME OF THE MOST VULNERABLE AND DISADVANTAGED PEOPLE IN SOCIETY.

A PROJECT LAUNCHED BY NORFOLK PCC LORNE GREEN IS TARGETING FEMALE OFFENDERS WITH THE AIM OF NOT ONLY PREVENTING CRIME, BUT ALSO PREVENTING VULNERABLE WOMEN FROM ENTERING THE CRIMINAL JUSTICE SYSTEM IN THE FIRST PLACE.

Lorne Green said: *“The **WONDER (Women Offenders of Norfolk Diversion, Engagement and Rehabilitation) project** is helping female offenders access the support they need to address the root causes of their offending behaviour. Unemployment, money worries, mental health issues, drug or alcohol dependency - any one, or combination of these, can be contributory factors.*

*Many of the women being supported by WONDER have also been **victims of crime**, such as **domestic** or **sexual abuse**, so the project is also helping to **prevent further harm and victimisation**.*

*In 2017, a **Ministry of Justice funding award** enabled us to run a 12-month pilot focused on women coming into police custody in two parts of the county. In 2018, we worked with the **St Giles Trust** to expand the project throughout Norfolk, **working across the whole Criminal Justice System**.*

Female offenders, and women at risk of offending, are referred to WONDER through community policing, police custody, multi-agency early help hubs, health services, victim services and other help and support networks for vulnerable women. A number of women have also self-referred to WONDER, having heard about the project through housing providers, job centres or foodbanks.

*St Giles Trust’s dedicated **support workers** meet the women to **assess their needs**, agree a support plan and facilitate access to services. In the last year, WONDER has **worked with 156 women**. The areas of greatest need for these women related to accommodation and mental health, with substance misuse and debt being other prevalent concerns. Through regular contact and mentoring, the workers keep track of the women’s progress, in line with their support plan, and set goals.*



Lorne Green: Norfolk PCC



1

NORFOLK PCC WONDER: Women Offenders of Norfolk Diversion, Engagement and Rehabilitation project



*It is too early in the project to claim that re-offending rates are lower as a result, but the women and their support workers report positive changes in their wellbeing, living skills and relationships, as well as being able to manage strong feelings and use their time positively. This is bringing **vital stability** to the lives of these women, as they work towards a crime-free future. And what is even more promising is that women nearing the end of their WONDER journey are now offering peer support to those taking their first steps onto the project."*

WONDER client feedback: *"From day one, my link worker has been my rock. She always listened and never judged me. Before I met her, I was a mess and giving up on life. Now, because of everything she has done for me, I have become the best person I can be and I can't thank her enough."*

WONDER support worker feedback: *"My client was referred to mental health services. I attended all of her appointments and home visits. My client was only too happy for me to be there, as she often struggled to remember details of her meetings. They kept me updated with any concerns they had regarding my client, and I did the same - which really helped with her support plan."*

WONDER support worker feedback: *"My client has successfully won back the care of her granddaughter. She has been completely sober since her arrest, attends weekly AA meetings and is returning to work very soon."*

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USEFUL LINKS:

- <https://www.norfolk-pcc.gov.uk/wonder>

2

DURHAM PCVC
Award Winning
Community Peer
Mentors: saves
precious things not
just money.

THE COMMUNITY PEER MENTOR SERVICE, THAT DURHAM POLICE, CRIME AND VICTIMS' COMMISSIONER, RON HOGG, INTRODUCED ACROSS THE CONSTABULARY AREA, IS AWARD-WINNING.

THIS SERVICE TRAINS VOLUNTEERS TO BECOME PEER MENTORS, WORKING WITH INDIVIDUALS IN PAIRS TO FIND THE REASONS BEHIND THE PROBLEMS THESE INDIVIDUALS FACE, OR WHY THEY FEEL OR BEHAVE THE WAY THEY DO.

The mentors encourage clients to find ways to get help, and **signpost them** to the **support services** they need. The **mentors** all have **'lived' experience**, which enables them to understand and relate to their clients' needs, as they, too, may have a mental health problem, have experienced long-term unemployment, struggled with debt, or had a substance misuse problem.

Ron Hogg said: *"Since first being elected in 2012, the constant pressure to reduce the cost of policing made me want to do things differently. There was an on-going need to re-prioritise in the face of diminishing resources. We also need to **work with our colleagues** across the other public services, as it is much **more efficient** to work together. The challenge is to be **more effective** too."*

*I identified 'frequent' callers to the control room as an area that could be improved. The number of these calls was increasing and starting to become a problem. These callers often did not need police help, but they continued to call the police looking for solutions to their issues. They were also very likely to be frequent callers to our partner agencies too. These people needed help, and this is where we **could make a difference**.*

For instance, **Thomas** was a **very fragile, vulnerable and isolated person**, who had become the **constant victim of crime**. He was a high impact user of the Police, Ambulance and GP services. He had become a hermit, living in fear of his landlord. Having not maintained the property for over 10 years, the landlord had left Thomas **living in appalling conditions** with caved-in ceilings, water running down the walls, no heating or hot water and no facilities to enable him to cook for himself. He was **trapped** and genuinely thought **no one cared**, and the housing conditions impacted on both his **health** and **mental wellbeing**.

Working in partnership, the peer mentors were able to **bring the landlord to account** and **empower Thomas** and make him feel a part of society. Within 11 weeks of the first meeting, he had been helped to move to a new property. On his first night, he was able to have a hot shower and sleep with the heating on for the first time in years. Thomas is extremely happy and has not felt the need to make calls to police or the ambulance service for over three months.

For some clients 'fixing' the issue can be much more complicated. However, just because it is complicated doesn't mean that we can't, or shouldn't, help to support them and make their lives better."



Ron Hogg: Durham PCVC



2

DURHAM PCVC

Award Winning
Community Peer
Mentors: saves
precious things not
just money.

Laura, a young mother of three, was involved in **24 police incidents**, resulting in **16 safeguarding reports** in one year. In her early life Laura **witnessed** both **domestic** and **sexual abuse of her mother**. She was a victim of **child sexual exploitation** and **rape**; a **regular missing person**, she became **drug and alcohol dependant**, and was in a series of **abusive relationships**. She **self-harmed regularly**. The sudden death of her second child led her life further down a terrible path of more abuse, causing her physical and psychological harm.



Laura just needed someone to **trust** and **believe in her**. The project has given her **confidence** to believe in herself. She is now **financially independent**, working full time in her son's school and helping others as a **fully trained Community Peer Mentor**. All calls to the police, from and about her, have stopped, as has her self-harm.

Able led by **Jim Cunningham**, the **Community Peer Mentor scheme** has been a huge success and was the overall **winner** of the **2019 Tilly Awards**.

We calculated that:



Since the implementation of the service, frequent callers have seen:



CONTACT: Sarah Harris at sarah.harris@durham.pcc.pnn.gov.uk

USEFUL LINKS:

- <https://www.youtube.com/watch?v=-KMqSnp6uZ8&feature=youtu.be>
- <https://www.durham-pcc.gov.uk/Victims/Community-Peer-Mentor-Project.aspx>

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DORSET PCC
Safe Schools and
Communities Team

DORSET NOW HAS A TEAM THAT INTERVENES IN CASES WHERE YOUNG PEOPLE ARE AT RISK OF BEING CRIMINALISED.

ITS POLICE & CRIME COMMISSIONER, MARTYN UNDERHILL, HAS INCREASED FUNDING TO EXPAND THE SIZE OF THE COUNTY'S SAFE SCHOOLS AND COMMUNITIES TEAM (SSCT).

THIS TEAM IS A PARTNERSHIP BETWEEN DORSET POLICE, DORSET OPCC (OFFICE OF THE POLICE & CRIME COMMISSIONER) AND THE COMBINED YOUTH OFFENDING SERVICE.

Martyn said: "Young people often don't realise how much of a negative impact a criminal record can have - it can close down opportunities and push them towards a life in which criminality ends up being the only option. **Our approach is to get in early, work with young people and guide them in another direction.**

The SSCT operates an intervention system with top priority given to cases where calls have been made to the police about incidents involving pupils from local schools.

In these cases, including reports of antisocial behaviour or bullying, officers **work directly with schools, talking to young people** and sometimes involving Restorative Justice practices.

The team also carries out work around **digital safety**, including reports of **online bullying** and '**sexting**' between young people. Officers speak directly to young people, explaining the law around sexting and that once images are online, they are there forever. This may also involve talking with parents.

In many cases involving bullying or online harm, officers hold sessions with wider groups making sure individual incidents do not become wider problems. This approach appears to be working, with the number of **incidents** the team manages **decreasing** to 742 last year, from 853 the year before and 951 in 2016-17."

Julie Murphy, Bournemouth, Christchurch and Poole Council's Education Safeguarding Adviser, said: "Teachers can tell children online that bullying or 'sexting' is wrong, but if you have someone coming in to the school wearing a police uniform, that can have a far bigger impact and be supportive to school staff.

"It's a brilliant service, well respected by local schools and is likely to have prevented many more serious incidents from taking place."

One incident involved a **Muslim boy** who had been **fighting at school**, leading to parents making comments about his mother on social media. The team spoke to her and discovered she was being **victimised because of her religion** and this was affecting her son's relationships at school.

They set up a **restorative conference** involving the family, other parents and children. As a result of this, those parents held a **multicultural event celebrating other cultures.**



Martyn Underhill: Dorset PCC

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DORSET PCC
Safe Schools and
Communities Team

SSCT officers also deliver **youth restorative disposals** as part of the “**youth out of court disposal process**”. Support focused on young people who have committed minor offences such as shoplifting or cannabis possession and who are considered, as low risk - such as first-time offenders.

This can include **Restorative Justice sessions** between the young person and the victim, or workshops in which they learn about the impact of shoplifting or the danger of substance abuse. Young people who need more serious interventions or who reoffend soon afterwards are referred instead to the **Youth Offending Service**.

The team provides education and training about issues which can draw young people into criminality, such as **county lines**, and on a wide range of issues from **online safety to domestic abuse**.

They also educate parents and frontline professionals, delivering education to more than **188,000** children and adults across Dorset since 2016/17.

The team won the **Howard League for Penal Reform’s Community Award 2016** in the **Policing and Children Category** and have been finalists in the Children and Young People Now Awards and Restorative Practice Awards.



CONTACT: **Conrad Astley** at conrad.astley@dorset.pnn.police.uk

USEFUL LINKS:

- <https://www.dorset.police.uk/help-advice-crime-prevention/safety-in-your-community/ssct/>

4

**NORTH WALES
PCC**
Early Intervention
Fund

NORTH WALES POLICE AND CRIME COMMISSIONER, ARFON JONES, HAS INCREASED THE FOCUS ON PREVENTION, VULNERABILITY AND REDUCING THE CRIMINAL EXPLOITATION OF VULNERABLE PEOPLE IN HIS POLICE AND CRIME PLAN - PARTICULARLY THROUGH HIS WORK WITH THE EARLY INTERVENTION FUND IN NORTH WALES.

Arfon Jones said: "As the Police and Crime Commissioner for North Wales, I believe it is essential to **work with our partners** to **identify vulnerability** in our communities and prevent crime. My force area encompasses both rural and urban areas, which attract a high volume of tourists during the summer months and the inevitable increase in demand on policing.

One of the main services I commission is the **Early Intervention Fund**. This fund is specifically aimed at **supporting early intervention projects** in the region which add value to the **Adverse Childhood Experiences** intervention projects. This fund is uniquely placed to identify children, families or individuals needing support. Police work is changing and is increasingly less about traditional crime types, but about responding to the wider issues of vulnerability for example, when children or young people go missing, are at risk of exploitation or abuse, have mental health issues or when there is suspected domestic violence in households where children are present.

I recognise that early intervention represents an intelligent approach to spending. It requires small investments to **deal with root causes**, rather than the much greater cost of dealing with the aftereffects. I have supported a number of key projects across North Wales and one particular project is the **Heal and Thrive Programme** which funds practitioners who will support people who have experienced Adverse Childhood Experiences across Flintshire and Denbighshire.

Following the intervention a mum of two from north Wales who was sexually abused aged five, raped at 13 and spent her teenage years as the 'white whore' of gang members has turned her life round thanks to the support of the Heal and Thrive Programme."

Helen said: "When I started the confidence course I wouldn't even look at people serving me in the shop but now we're in a house, my kids go to school, I've done an Open University course and I'd like to work with people who are in the same position as I was. The Heal and Thrive Programme has turned my life and my kids' lives around and through them I've been able to access other services."



Arfon Jones: North Wales PCC



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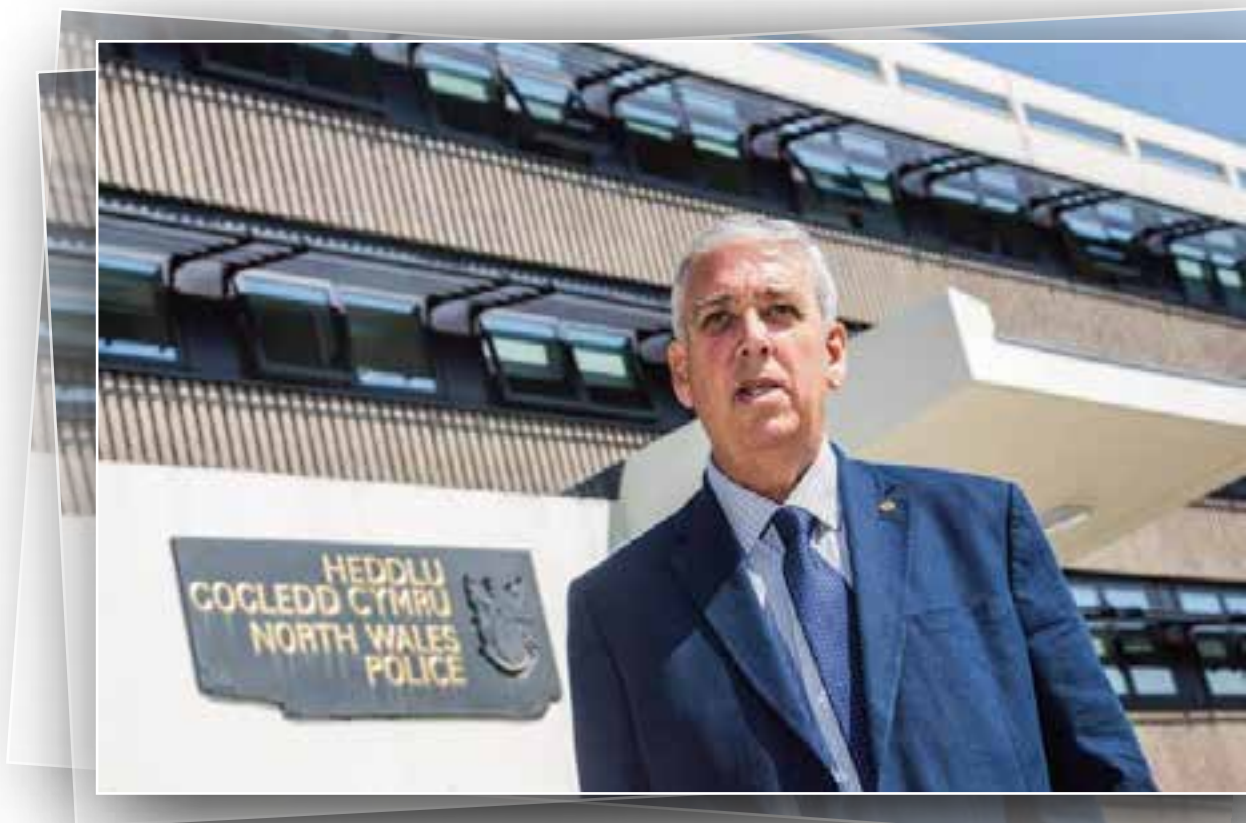
**NORTH WALES
PCC**
Early Intervention
Fund

*"This work illustrates the importance of being able to **intervene early** in someone's life. In this instance, not only has Helen been supported from this desperate situation she was in, it has now given her children an opportunity and chance to **break the cycle of abuse and criminality**.*

*Therefore, I believe crime is a symptom and the **underlying causes of crime** are what have to be looked at and addressed as some people are going before the courts on a daily basis and nothing is being done to prevent crime.*

*The Early Intervention Fund is a good example of how **acting early in the lives of children at risk can prevent this pattern of behaviour** and this is what the Early Intervention Fund is all about.*

I am very proud of all the services that I commission and the work that they undertake on my behalf to prevent crime and support victims, which is helping to make North Wales one of the safest places in the United Kingdom."



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5

NORTHAMPTON-SHIRE PFCC

Community Initiative to Reduce Violence

STREET VIOLENCE, DRUG DEALING AND WEAPON POSSESSION ARE BEING ADDRESSED IN NORTHAMPTONSHIRE BY CIRV (COMMUNITY INITIATIVE TO REDUCE VIOLENCE), A PROGRAMME WHICH AIMS TO DRAMATICALLY AND QUICKLY REDUCE THE FREQUENCY OF ALL THESE PROBLEMS AND MAINTAIN THIS REDUCTION OVER TIME.

Stephen Mold said: "Northamptonshire Police had been successful at enforcement, but it was clear that we needed a **new approach to reducing gang violence** and tackling the **exploitation of children** and young people by county lines.

CIRV works to reduce violence, drug dealing and weapon possession by **giving gang members a pathway out of their lifestyle.**

As a **multi-agency project**, CIRV can deploy a full range of services, support and options to help exit people from gangs, prevent young people joining gangs and reduce the number of victims of gang activity.

The support available is the carrot, but CIRV also has a stick - dedicated disruption officers use focused deterrence against people who are committing crime but do not want to change.

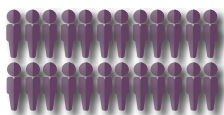
CIRV aims to change lives by opening the door to real opportunity through work or further education. CIRV offers itself as an alternative to drug dealing and violence.

I believe that prevention must be balanced with robust enforcement, so success can be sending someone to prison - this is ultimately a programme focussed on preventing serious crime.

I also invested in a team of Adverse Childhood Experience Support Officers, who play a critical role, visiting a young person to assess the level of risk and ensure that they are being referred to the appropriate service. This team also plugs a gap in service provision for children and families and deals with the underlying causes of an incident. And my new Youth Service will soon build on this preventative work.



Since February 2019 there have been:



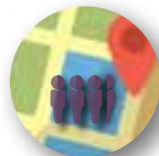
550 REFERRALS



50% of these have been accepted onto the programme, the rest have been supported in some other way



82% of those accepted have then actively engaged with CIRV



35 prolific offenders have volunteered to be monitored via GPS tags - more than anywhere else in the country

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NORTHAMPTON- SHIRE PFCC

Community Initiative
to Reduce Violence

The CIRV team includes **two ex-gang members** and a specialist, who **finds opportunities in industry for participants** and industries that want to help. I think this is unique to us in Northamptonshire."

WHAT THEY SAY ABOUT CIRV:

Centre for Social Justice

"CIRV Northamptonshire is the best violence and gangs intervention we have seen anywhere in the UK".

"The simple and straightforward referral process ..., combined with the genuine offer of a range of credible services and channels aimed at helping young people move away from gang or group violence and related offending, was impressive. Within such a short space of time, it speaks to successful awareness raising and partnership across Northamptonshire ... We are very optimistic for the prospects of CIRV in Northamptonshire, as it continues to develop."

Parent

"I want to take this time to say a big thank you for all that you have done for my son, helping him find an apprenticeship and helping him with the interview side and research ... It's so nice to see a company and team work so hard for teenagers, that in some respect may help them from going down the wrong path and making the wrong choices in their lives ... Please carry on with what you are doing as you are giving hope and opportunities to young people to make a better life for themselves and change."

Social Worker

"This sort of involvement is ground-breaking and, beyond any reasonable doubt, there is significant and positive impact this would bring to the young person and his well-being."



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6

HUMBERSIDE PCC

Youth Engagement initiatives: Tommy Coyle Foundation & 'No More Knives'

IN HUMBERSIDE, THE PCC IS ENCOURAGING A MORE PROACTIVE APPROACH TO YOUNG PEOPLE AT RISK OF BEING DIVERTED INTO CRIME OR IN DANGER OF BEING EXPLOITED BY INVESTING IN LOCAL YOUTH ENGAGEMENT INITIATIVES TO DIVERT THEM INTO MORE POSITIVE LIFESTYLE CHOICES.

Keith Hunter said: *"It is vitally important for us to **invest in the future of our young people**, especially those growing up in areas of high crime and deprivation. All too often the police and other agencies deal with the fallout of these problems, and in my term as PCC I have encouraged **a more proactive approach**, that gets upstream of the problem and finds new **ways to engage with young people** before it's too late.*

*A key issue here is the matter of who should be doing the engaging. Many of these **young people** already have a **disrespect or distrust of authority**. They may have gone through **Adverse Childhood Experiences (ACEs)** which have impacted on their development towards becoming law-abiding citizens. The popular view would be to see them as a disruption in their communities and a demand on resources but putting them through the **Justice system** often only **deals with the symptoms and not the causes**. I wanted to get to the root of the issues.*

*My office was successful in securing almost **£340,000 of Home Office funding** last year which we have used to grow a number of existing small **local projects** and expand their operations across the Humber area, to **work with young people** in some of our most **deprived and challenging areas**. All the projects receiving funding from this award already had a track record of success in the areas where they operated and are now making a positive difference to some of the most vulnerable members of our society.*

*The **Tommy Coyle Foundation** was started by a **local boxing champion** who wanted to use his own experiences to **divert young people** into positive activities **through sport, fitness and healthy eating**.*

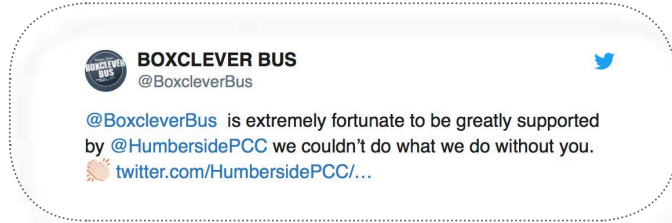
Keith Hunter: Humberside PCC and APCC Deputy Prevention Lead



6

HUMBERSIDE PCC

Youth Engagement initiatives: Tommy Coyle Foundation & 'No More Knives'



***My investment** enabled the purchase of a converted double-decker bus and outdoor boxing ring, which Tommy and his team have taken on the road to residential areas identified as high for ASB reports, holding **activity sessions** for young people."*

Tommy said: "I am proud to be from my local area. I want to give something back, create a safer and better environment, investing time in the next generation. My vision is driven by my passion and it has always been my ambition to be the best fighter. If not for boxing, and the structure that it gave me to channel negative energy in a positive way, I would no doubt have chosen the wrong path. I intend on putting back into the community with the bus, to repay the support that I have received."

'No More Knives' is an **impactful campaign** on the dangers of carrying knives, developed as a **multi-media interactive roadshow** aimed at the young population; It includes a full educational pack for schools. The campaign is headed by **Kayleigh Pepper**, whose **brother was murdered in a knife attack**, and **Mo Timbo**, a **former London gang member** who served a prison sentence and now works to turn young people away from knife crime.

Mo said: "We believe prevention is better than cure and our campaign educates young people about the dangers of knife crime before they are ever enticed into it. What's different about our campaign is the people that lead it; we have people who have family members who have been victims of knife crime, and as the young people hear from us, their minds are engaged, because we are people who have lived this experience."



"My office also **funded an anti-knife crime video** alongside local youth engagement group **The Beats Bus**. The video has had over 22,000 views on YouTube."

CONTACT: David Hudson at david.hudson@humberside.pnn.police.uk

USEFUL LINKS:

- Knife Crime Video:** No More Knives (put em down)
- https://www.youtube.com/watch?time_continue=4&v=2FbgKooEyAs
- <https://beats-bus.co.uk/>

7

ESSEX PFCC

Goodman project:
male mentoring
programme

IN ESSEX, BOYS AND YOUNG MEN (13-18) WHO ARE AT RISK OF ENTERING INTO ABUSIVE RELATIONSHIPS ARE NOW TARGETED BY THE GOODMAN PROJECT; A FIVE-WEEK MALE-MENTORING PROGRAMME, SUPPORTED BY POLICE, FIRE AND CRIME COMMISSIONER, ROGER HIRST.

Roger Hirst said: “For me safe and secure communities are the bedrock on which we build wellbeing and prosperity for all. And that means communities which are well policed; but also, where we all play our role in making sure criminals have no scope to thrive, watching out for the vulnerable and helping the police where we can.

By **working together and preventing crime** happening in the first place, we can make a real difference in our communities and that is why my Police and Crime Plan aims, wherever possible, to prevent crime from happening.

Since being elected in 2016, I have overseen an **increase of 368 officers** in Essex with the majority of these going into local, visible roles which work within communities to help prevent crime. I have also committed to **invest £1.2 million in community projects** over my first term. This will go to groups that work within communities, to support victims, divert people from a life of crime and help prevent crime happening.



Increase
of **368 officers**
since 2016



Investment
of **£1.2million**
in community projects

This investment **engages** with community leaders and activists at a **grass roots level**, builds capacity, and strengthens community resilience.

A recent example of a project that I have supported is the **Goodman project**; a five-week **male mentoring programme for boys and young men** (13-18) who are at risk of entering into **abusive relationships**. The project seeks to **educate young people** about the value of respect and the characteristics of healthy and unhealthy relationships. This equips them with the necessary skills to develop and maintain healthy relationships, helping to reduce incidents of abuse and prevent the escalation of abusive behaviour. The project **engages and empowers young men** to realise they have the capacity to change and the ability to reflect on, and remedy, their behaviour.

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ESSEX PFCC

Goodman project: male mentoring programme

Since its inception in 2017, the project has received **394 referrals** and directly **engaged with 342 individuals**. This **exceeds** the anticipated volume of 200 referrals.

The project was included in an independent review of VAWG interventions in 2019, which found that the majority of people who completed the feedback forms were **extremely satisfied with the project**, rating Goodman as great or good. Those who took part in the intervention all felt that it had a **positive impact** on their behaviour and also highlighted how the project taught them how to manage anger, get on with their families and learn more about appropriate behaviour.

I am a strong advocate that **prevention is better than cure** and that for every person helped to change their behaviour we are investing in our future and in that individual's future, as well as the overall **safety and security of our communities**."

The project has received a range of positive feedback from referrers:

"The students have demonstrated improved relationships amongst their peers and I believe that this is a direct result of the programme."

"The students seem more equipped to talk about how they feel. The course has given the students a great deal of confidence."

"This student appears calmer and more focused since the sessions. I believe these sessions have had a positive impact on wellbeing."

CONTACT: Darren Horsman at darren.horsman@essex.police.uk

USEFUL LINKS:

- <https://youth.essex.gov.uk/schools/good-man-male-mentoring/>

8 SOUTH WALES PCC

Adverse Childhood Experiences: Early Action Together Programme

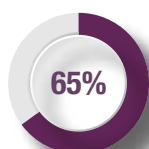
A COMMITMENT TO PREVENTION AND EARLY INTERVENTION SITS AT THE HEART OF THE SOUTH WALES POLICE & CRIME PLAN AND THE COMMISSIONER, RT HON ALUN MICHAEL, HAS BEEN A LONG-TIME CHAMPION OF A PUBLIC HEALTH APPROACH TO PREVENTION.

Alun Michael said: “Our **focus** must remain on a **public health approach to prevention** and I have been encouraged by the way in which partners **continue to collaborate** to tackle issues across South Wales. In my role as Police and Crime Commissioner, I am uniquely placed to act as a catalyst to further **develop partnership working**, break the cycle of harm and improve the well-being of future generations.

Adverse Childhood Experiences (ACEs) - My work with partners to tackle ACEs, beginning with a pilot in Maesteg, has demonstrated the difference made by taking a **Public Health approach** to complex issues. This is based on the belief that “if **it’s predictable, it’s preventable**”. The evidence on ACEs, published by **Public Health Wales**, has quantified their impact; the potential benefit of prevention is massive and could **reduce incarceration by 65%, violence perpetration by 60% and violence victimisation by 57%**.



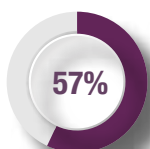
Adverse Childhood Experiences (ACEs) - Key Facts



Reduce incarceration by 65%



Reduce violence committed by 60%



Reduce violence victimisation by 57%



£6.8m awarded



Over 5,000 police officers PCSOs and partners trained

Prevention of ACEs is ideal, but if they’ve already happened, there are big benefits to society if we can **provide individuals with personal resilience**. The award of **£6.8m** from the **Police Transformation Fund** to the four Welsh Commissioners, for the **Early Action Together programme**, a bid led by my team, builds on the pioneering teamwork in Maesteg and we are already seeing the benefits of early action and intervention. Our **Barnardo’s ACE Co-ordinators** have been training frontline professionals to recognise and take a trauma-informed approach to **prevent and reduce the negative impacts** for children and adults who have experienced ACEs. **Over 5,000** police officers, PCSOs and partners have been trained to help improve lives and protect vulnerable people.”

Response officer from Early Action Together programme: “Realising, as response officers, we might be the only opportunity for early intervention and not to miss that, acknowledging we all have a role to play in identifying and responding to vulnerability”

8

SOUTH WALES PCC

Adverse Childhood
Experiences: Early
Action Together
Programme



*My programme is attracting a huge amount of interest, with international colleagues saying that **Wales is leading in this area of work**. A key observation has been that Wales appears to be the only country that is **implementing the ACEs research** and making **changes based on the research** and evidence in policing and criminal justice.*

*'Better Together' - Through an early intervention approach to sustainable tenancy management, I have developed work with social landlord **Tai Tarian**, to address **anti-social behaviour** issues and the rise of **county lines drug crime** within a community in Neath Port Talbot. As well as improved information sharing, this joint approach centres upon a **community office** established within the Bush Row estate. Here, **local residents** can pop in to **chat with housing staff and local police officers** about any housing, policing or safety issues. An evaluation of the project since the opening of the community office highlighted a **16% decrease in incidents reported to the police**."*

Local business owner: "The office has made a difference to the community. There seems to be less trouble. It seems quieter".

Claire Maimone, Tai Tarian Director of Housing: "We have worked closely with South Wales Police on this project for several months and we are delighted to have a base in a central location for people to come and talk to us about their concerns."

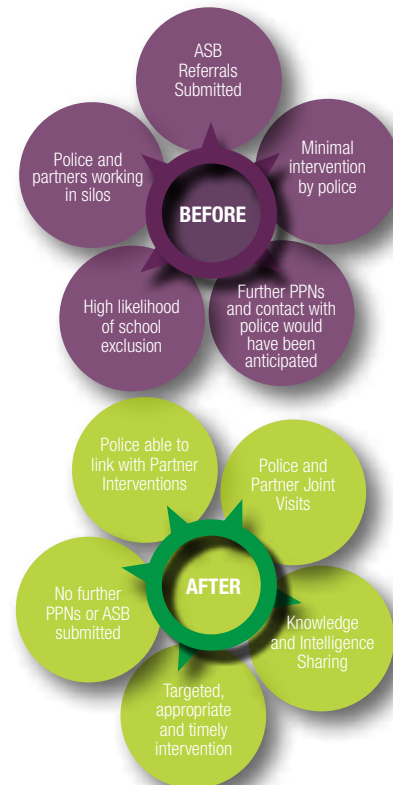
CONTACT: Richard Watkins at
richard.watkins@south-wales.pnn.police.uk

USEFUL LINKS:

- ACEs) Early Action Together - Chris Truscott Video:
<https://www.youtube.com/watch?v=L80vh55F-0A&t=31s>

ACEs CASE STUDY:

Early Action Together (EAT)



BACKGROUND:

- 6 year old
- Decline in school behaviour and attendance
- Anti Social Behaviour (ASB) in the community
- Generally described as 'angry and out of control'
- At risk from being excluded from school
- Parents report not being able to cope
- Already on PACT radar due to ASB and number of complaints to local PCSOs

INTERVENTION:

- Allocated Early Help Family Engagement Officer
- Behaviour escalating, increased calls to police and both Public Protection Notice (PPN) and ASB referrals
- Local PCSO and EH PCSO visit to address community concerns re-behaviour undertaken - EH referral offered and accepted by parent
- Phone contact to arrange home visit, visit takes place
- Non Violent Resistance course offered (and accepted)

OUTCOME:

- Weekly Sessions attended by parents
- Attending the course has had a significant improvement on behaviour, and parental control has returned
- Attending school regularly
- No further complaints from local community
- No longer at risk of exclusion from school

9

MERSEYSIDE PCC

Crime Prevention Fund: Platform for Change project and the Ariel Trust Charity

JANE KENNEDY, MERSEYSIDE'S POLICE AND CRIME COMMISSIONER, INVESTS MORE THAN £3M EVERY YEAR INTO CRIME PREVENTION WORK, UNDERTAKEN THROUGH COLLABORATIONS BETWEEN MERSEYSIDE POLICE AND ITS PARTNER ORGANISATIONS.

This work includes the PCC's hugely popular **Crime Prevention Fund**. Now in its fifth year, the fund offers grants of between £5,000 and £25,000 for **grassroots organisations** which are working to **stop problems before they occur**.

Jane Kennedy said: "Community and grassroots organisations **know the challenges that are affecting their neighbourhoods**. By tapping into this wealth of knowledge and understanding, these small grants can have **maximum impact** and **make a difference** to people living in those areas."

During 2018/19, an estimated **25,000 residents** benefitted from **14 projects** which received a share of £135,000 from this fund. Many of those successful initiatives focused on **working with young people**, with the aim of **preventing them from becoming victims** of, or getting involved with, crime, while guiding them towards a **brighter future**.

"It is important to recognise that **young people** may be coerced, groomed or exploited into carrying out activities on behalf of others. They **need our support** to take them away from danger, **prevent them from becoming involved with crime** and ensure they can enjoy their childhoods. These projects have the potential to save a young person from a life behind bars, whilst also making the community a more peaceful place to live and **reducing the demand on the police and other public services**."

Among those 14 successful organisations were social enterprise **Employability Solutions**, who delivered a hard-hitting project called '**Platform for Change**' (**P4C**). Operating in some of the most economically deprived areas of Liverpool, P4C aimed to **reduce** the occurrence of **violent crime** and be a **catalyst for positive change** in those communities.

Supported by a widespread social action campaign run by the young people in partnership with education providers, P4C offered targeted interventions reaching out to vulnerable young people.



9

MERSEYSIDE PCC

Crime Prevention
Fund: Platform for
Change project and
the Ariel Trust
Charity

This has included intensive **mentoring from experts**, such as high profile figures in the local boxing world, and lifesaving first-aid training delivered with local hospitals and a 'street doctors' scheme.

Such was its success, that the campaign received more than **50,000 online interactions**, leading to **30 secondary school assemblies** and **100 sessions of diversionary activity**."

Earl Jenkins - pastoral mentor at Calderstones School, Liverpool: "Having Platform for Change in school was excellent for us. Not only did the children get an **education on knife crime** and the stats around it, they learned about **gang exploitation** and how it works... The whole session was pitched at a 'real' level and one they could relate to ... A real eye opener for all concerned!"

Another recipient, **educational charity Ariel Trust**, were awarded funding to develop their 'SafeSkills' programme, which works to **prevent the exploitation of children**. Using the input of young people, this year they have focused on updating their **educational package** to include grooming. This new resource has already reached **3,000 young people in more than 60 schools**. Young people who were beginning to engage in risk-taking behaviour have been identified and referred into safeguarding, while other schools have reported a reduction in young people's 'risky' behaviour.

Teacher from school in St Helens: "SafeSkills has made me less judgmental as a teacher, it allows me to listen more and to be better able to prevent risks rather than tell them they shouldn't do things."



CONTACT: [Chloe Griffiths](mailto:chloe.n.griffiths@merseysidepcc.info) at chloe.n.griffiths@merseysidepcc.info

USEFUL LINKS:

- Crime Prevention Fund • Employability Solutions • Ariel Trust

10

WILTSHIRE AND SWINDON PCC
Young Victims of Crime Service

WILTSHIRE AND SWINDON'S POLICE AND CRIME COMMISSIONER, ANGUS MACPHERSON, HAS COMMISSIONED AN INNOVATIVE SERVICE PROVIDING BESPOKE SUPPORT TO YOUNG VICTIMS OF CRIME.

THE YOUNG VICTIMS OF CRIME SERVICE (YVC) PROVIDES YOUNG VICTIMS OF CRIME AGE-APPROPRIATE SUPPORT, IN THE FORM OF COACHING, FAMILY COUNSELLING, GROUP ACTIVITIES LIKE MOUNTAIN BIKING AND THE OPPORTUNITY TO BECOME PEER MENTORS AND JOIN THE YOUNG VICTIMS OF CRIME FORUM.

Angus Macpherson said: "By *enabling young people* to positively come to terms with what has happened and support them in moving past it, YVC helps to **address the gap in support** that can see some young victims of crime later become offenders themselves.

Launched in April 2019, the Young Victims of Crime Service is run, on behalf of my office, by Community First, a **Wiltshire-based charity**.

In the past six months, more than 200 young people have benefitted from the service and I have made an initial commitment of **£104k a year** for the programme from the **Ministry of Justice** grant for victim services.

Community First had previously been running a programme, named Splash, for young people '**facing challenges in their lives**' and this additional funding from my office means that young victims of crime can receive personalised support, according to their needs, and access the service through a dedicated victim referral route.

Through the programme, young victims are also supported through a **Restorative Justice process**, if appropriate, where a two-way conversation is facilitated with the offender, to enable the victim to talk about the impact of the crime committed against them."



Angus Macpherson: Wiltshire and Swindon's PCC



10

**WILTSHIRE AND
SWINDON PCC**
Young Victims of
Crime Service

“Each young person on the programme has a dedicated youth support worker, to support and encourage them, and a bespoke plan designed by the young person, alongside their support worker identifying the help they would like to receive.

***Victims and witnesses** must be at the **heart of everything we do**, and it was clear that a one-size-fits-all approach wasn't the best way to support some of the most vulnerable victims. This programme helps them recover from the crime committed against them, regain their self-confidence and stops one negative experience from turning into another.*

It's so important to me that our young people are given the very best opportunities; early intervention and support programmes, such as these, play a key role in helping them make good decisions and help prevent them from engaging in criminal activity, or being exploited, later on.”

Splash programme coordinator, Dawn Whiting said:

“The launch of the programme has been a very exciting and busy time for the Splash team. We have welcomed three new members of staff to the team, who have all settled in well, and we've made real progress with our first cohort of young victim referrals.

*“We have worked either on a one to one basis or using our group activities. This has helped develop **confidence and self-esteem**, as well as facilitating positive friendship developments. This has been key to enabling those on the programme **to cope and recover from their experience of crime** and has been really enjoyable, productive and inspiring for the whole Splash team.”*



CONTACT: Maria Milton at maria.milton@wiltshire.pcc.pnn.gov.uk

USEFUL LINKS:

- Community First - Splash programme - <http://www.communityfirst.org.uk/yaw/splash/>
- Wiltshire OPCC - <https://www.wiltshire-pcc.gov.uk/>
- Splash annual report - <http://www.communityfirst.org.uk/wp-content/uploads/2018/09/Splash-Annual-Report-2017-2018.pdf>

11

DERBYSHIRE PCC

StreetGames:
sport-based
intervention

DERBYSHIRE'S POLICE AND CRIME COMMISSIONER, HARDYAL DHINDSA, LOOKS AT HOW SPORT CAN CHANGE LIVES, GIVING YOUNG PEOPLE THE DISCIPLINE AND SELF-CONFIDENCE THEY NEED TO CREATE A SUCCESSFUL FUTURE.

Hardyal Dhindsa said: "As Derbyshire's Police and Crime Commissioner, and a former probation manager with many years of experience, I've witnessed first-hand the **power of sport to rehabilitate and reform**. Encouragement is missing in so many young people's lives and yet it is vital to helping them understand their true potential.

I've made it a priority to expand Derbyshire's sporting provision to harness these benefits for the good of all our communities, and **keep young people focused and active**.

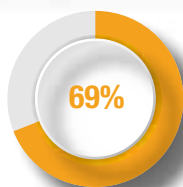
In 2015, I successfully secured funding from the **Home Office Innovation Fund** through a partnership with charity **StreetGames** to maximise **sport-based interventions** as part of our wider efforts to **tackle youth crime**. The project piloted doorstep sports initiatives in seven communities across the UK, including Derby, and saw **Stuart Felce, StreetGames' UK Director** for Sport and Community Safety, seconded to my team to **help shape future prevention work** and understand the role sport can play in crime and antisocial behaviour.

Initially, the project ran between April 2015 and March 2017 and hosted more than 800 sport sessions including football, boxing and multi-sports across the seven areas, **involving some 550 participants aged 14-19**.

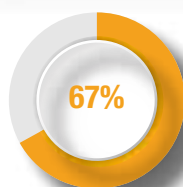
Research by **Loughborough University** found **69%** of participants were **more motivated to engage in activities** as a result of the programme, while **67%** said they were **more active**, **62%** said they were **better at working in a team** and **62%** said they were **more confident** following their involvement in the scheme.



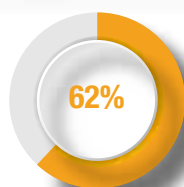
Hardyal Dhindsa: Derbyshire PCC



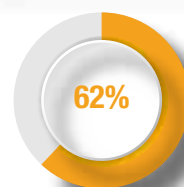
69% OF PARTICIPANTS WERE MORE MOTIVATED TO ENGAGE IN ACTIVITIES



AS A RESULT 67% SAID THEY WERE MORE ACTIVE



62% SAID THEY WERE BETTER AT WORKING IN A TEAM



62% SAID THEY WERE MORE CONFIDENT FOLLOWING THEIR INVOLVEMENT IN THE SCHEME

Furthermore, the research identified **10 critical components** that contribute significantly to the creation of an effective **sports-based intervention** when **designed to tackle youth crime**.

11

**DERBYSHIRE
PCC**
StreetGames:
sport-based
intervention



More details on this insight can be found [here](#). This learning has now been translated into **training** that is **offered to any and all practitioners working with disaffected young people at risk of entering the Criminal Justice System**.

The work with **StreetGames** and the **Doorstep Sport** programme has continued. This summer, we were awarded a further **£319,000** from the **Home Office's Early Intervention Youth Programme**. As a result, we will **support 165 young people** in Derbyshire, and across 11 other PCC areas including Greater Manchester, West Midlands and Yorkshire. This work is **aimed at young people at risk of committing violence**, through high quality sports volunteering programmes within their local community as well as training them to **develop their critical thinking skills through mentoring support**.



We will also be **working with young people aged 10-17 in areas of high crime** to enhance their resilience, confidence, self-efficacy and social skills. Through volunteering, the participants will engage with **1,320 of their peers** and further **reduce the risks of those peers being lured into crime**.

Some young people in Derbyshire grow up with the odds stacked against them. Through a lack of support, guidance, funding and role models, crime becomes the only viable path. These young people deserve a better future and we believe the power of appropriate sport can help us to achieve this."

Stuart Felce, UK Director of Sport and Community Safety at StreetGames, said: "Working with Hardy and his team, we have championed this cause and made significant inroads into building the evidence base and making the case for the role of sport in tackling youth crime!

We now feel that policy alignments within policing, sport and youth justice makes this the perfect time to bring together like-minded PCCs and stakeholders to agree how we use this moment and make a lasting difference to the lives of vulnerable young people living in our communities."

CONTACT: Joseph Orwin at joseph.orwin.4731@derbyshire.pnn.police.uk

USEFUL LINKS:

- <https://www.streetgames.org/impact-programme>



12

THAMES VALLEY PCC
Community Safety Fund: Berkshire Youth Mentored Moves Project

THAMES VALLEY HAS SEVERAL MAJOR PROJECTS TO TACKLE: EXPLOITATION OF YOUNG PEOPLE IN GANGS; KNIFE CRIME; AS WELL AS THE THREAT OF COUNTY LINES.

THESE ARE FUNDED, IN PART, BY ANTHONY STANSFELD, THE POLICE AND CRIME COMMISSIONER FOR THAMES VALLEY.



Anthony Stansfeld: Thames Valley PCC

The Commissioner maintains a community safety budget of approximately £3million to support the delivery of Police and Crime Plan priorities. The majority of the budget is given in grants to county and unitary councils in the Thames Valley area to commission services that help tackle drugs and crime, reduce re-offending and improve community safety. However, in 2018/19 the PCC used 10% to fund Thames Valley-wide and other priority service initiatives.

Anthony Stansfeld said: “One recipient of funding was **Berkshire Youth** which was awarded **£76,193 to expand its prevention programme** to reduce the risk of exploitation of young people into gangs and knife crime.

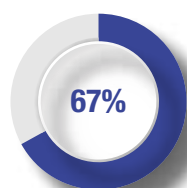
The **Mentored Moves Project** was originally only operating in Bracknell, but funding has enabled its expansion into Newbury and Thatcham.

Mentored Moves **supports vulnerable young people**, aged 11 to 18, who may be involved in gangs, or at risk of exploitation from them, often on the edge of **County Lines drug trafficking**. Some are known to the Youth Offending Team and police. Some engage in criminal damage to property. And many have a range of difficult life experiences; including bullying, troubled family relationships, unemployment or economic hardship.

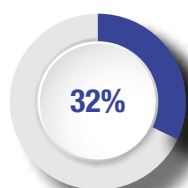
The detached youth work is aimed at transitioning vulnerable young people off the street and into local youth activities, or other local provision. **Youth workers engage** with young people where young people gather. During the transition from street to club, young people receive **one-to-one mentoring** and support from selected, trained community volunteers. The volunteer mentor offers a **‘trusted relationship’** for the young person, who will receive mentoring support for up to one year. Once engaged in youth activities, young people have access to a range of personal development opportunities.

Mentored Moves will support 100 young people across Berkshire within its two-year funding period, aiming to make them feel more socially connected, skilled, independent and resilient.

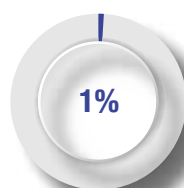
In its first nine months, youth workers have had over 500 contacts with young people:



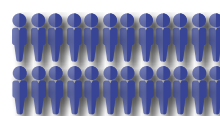
AGED 13-16



AGED 17-19



AGED UNDER 13



500 CONTACTS

12

**THAMES VALLEY
PCC**
Community Safety
Fund: Berkshire Youth
Mentored Moves
Project

Organisations such as Berkshire Youth can help change the trajectory of young people's lives. The Mentored Moves project is effective in working with young people at risk of becoming involved in gangs, knife crime or drug dealing. It is a great example of an intervention programme which is making an impact by providing activities to keep young people off the streets, where they may be at risk, giving them opportunities and forging meaningful relationships with them, in order to prevent them engaging in criminal activity."

Paul Barzey, Youth Work Manager at Berkshire Youth said: "Our targeted, detached youth work in towns in Berkshire is providing **much needed support** to young people. We're building trusting relationships, **detering young people** from getting involved in negative situations; becoming victims of crime or exploitation. Our **joined-up approach**, working in local schools, youth clubs and on the streets allows us to interact with young people in a number of different environments, providing an effective framework to transition vulnerable disadvantaged young people from our streets into local youth activities and making positive contributions to our communities ."

*"I have since awarded Berkshire Youth further funding to deliver projects within my **Early Intervention Youth Fund programme**. This includes funding to expand its Mentored Moves programme as well as placing youth workers within 20 secondary schools across Berkshire to help young people and tackle exclusion."*

CONTACT:

Catherine Marriott at catherine.marriott@thamesvalley.pnn.police.uk

USEFUL LINKS:

- Community Safety Funding • Early Intervention Youth Fund



13

**NORTHUMBRIA
PCC**
YOLO programme
and Violence
Reduction Unit

KIM MCGUINNESS, NORTHUMBRIA POLICE AND CRIME COMMISSIONER, IS TAKING A PUBLIC HEALTH APPROACH AND INVESTING IN PARTNER PROJECTS FOR YOUNG PEOPLE WHICH ARE TRYING TO TACKLE THE ROOT CAUSES OF CRIME.

SHE IS ESTABLISHING A VIOLENCE REDUCTION UNIT, WHICH AIMS TO BRING ABOUT LASTING CHANGE THROUGH A PREVENTATIVE AGENDA.

THIS ADDRESSES THE LACK OF SUPPORT IN THE SYSTEM, PARTICULARLY FOR YOUNG PEOPLE.

Kim McGuinness said: *“For me, the role of PCC is very much about being there for the community; it’s about dealing with things that **cause people to go into crime** in the first place. As a former Cabinet member responsible for public health, I am keen to turn this experience to **tackling the root causes of crime**. I firmly believe some of these causes are embedded in widespread inequality, particularly health inequality. So, tackling this, to improve people’s lives and reduce crime, is my focus.*

A public health approach means treating serious violence as an illness, an epidemic. Tackling serious violence is absolutely a priority for police, but it’s not something for the police alone. We have to work across public services and with businesses and charities to stop serious violence spreading - and to prevent it in the first place.

One such successful scheme in Northumbria is the **YOLO (You Only Live Once)** programme, which was established as a result of a joint bid to the **Early Youth Intervention Fund**, in consultation with the **Youth Offending Service and local authorities**. Since it began at the start of the year, this scheme has received **307 referrals** for consideration - young people who haven’t grown up with the support systems they need and are on the cusp of becoming criminalised. Some of these young people have been caught carrying a weapon or have been involved in substance misuse, which has led to aggressive behaviour. Referrals come both from police and from sources such as youth offending teams and education. We determine suitability for the scheme using a tool developed with partners, which considers a range of **adverse childhood experiences (ACEs)** that can negatively impact young people’s lives.

The scheme is designed to link these young people, who may become involved with serious violent crime, to an **intervention and support** that best meets their needs. For some, this involves group sessions provided by the charity, **Street Doctors**. Others benefit from one-to-one mentoring provided by the **Newcastle United Foundation** and the **Foundation of Light in Sunderland**.



Kim McGuinness: Northumbria PCC

13

**NORTHUMBRIA
PCC**
YOLO programme
and Violence
Reduction Unit

With **mentor guidance**, the young person sets short, medium and long terms **goals** and works to achieve these. To **reward positive engagement**, young people may be taken on group activities such as kayaking, rope climbing and mountain biking; these can increase resilience, teamwork and confidence. These young people may then also access other services in the area such as the **Kicks Programme**, run by Newcastle United Foundation, which helps young people learn about the laws, risks and impact of knife crime.

Work like this can make a real difference, showing youngsters they are worth so much more to themselves and society if they choose a different path."



CONTACT:

Heidi Boden at heidi.boden@northumbria-pcc.gov.uk

USEFUL LINKS:

- <https://nufoundation.org.uk/> • <https://www.foundationoflight.co.uk/>

14

HAMPSHIRE PCC

Preventing Online Harm: Cyber Ambassadors and Preventing Fraud: Safer Pack

MICHAEL LANE, HAMPSHIRE POLICE AND CRIME COMMISSIONER, HAS LED TWO INNOVATIVE PROJECTS TO PROTECT VULNERABLE GROUPS IN OUR SOCIETY FROM CRIME:

CHILDREN VIA HIS CYBER AMBASSADORS SCHEME, AND OLDER RESIDENTS WITH THE PREVENTING FRAUD SAFER PACK.



Michael Lane, Hampshire PCC

Preventing Online Harm - Cyber Ambassadors:

Around one in five 12-15-year olds say they have been contacted online by someone they don't know and 31% of 12-15-year olds say that they have seen hate speech online.

The **Cyber Ambassador scheme** skills up a small number of students in education settings on **cyber safety issues**. These informed students pass on their learning and offer **support to their peers**.

Michael Lane said: "Our lives are increasingly played out online, with younger people in particular making the most of the benefits that technology can bring. However, those who wish us harm are also increasingly using technology and we all need to understand the risks these people, and their activity, create. This innovative scheme supports young people and their families to stay safer online."

Written by young people for young people, delivered to young people by young people, free and sustainable. To date **264 Cyber Ambassadors in 30 schools have been trained**. The recruitment of a coordinator is helping to roll out the scheme further.

Feedback from Cyber Ambassadors:

- "I thought this session was really helpful and it made me more aware of cyberbullying. I'm proud to leave as a cyber ambassador."
- "The training was very useful and detailed. I learnt so much and now I feel confident to help others."

Feedback from teachers is very positive:

"We've had an incident today re: social media and the training works - pupil was advised to block and report ... they'd done it before we got told."

Preventing Fraud - Safer Pack:

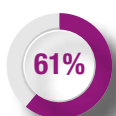
Hampshire Constabulary receives over 700 reports of fraud or attempted fraud each month. Many of these target elderly or vulnerable members of the community, and the consequences can be extremely damaging both financially and emotionally for the victims.



Barriers to reporting scams:



FEELING ASHAMED/
EMBARRASSED



NOT KNOWING WHO
TO REPORT IT TO



NOT RECOGNISING
IT AS A CRIME



FEELING IT ISN'T IMPORTANT
ENOUGH TO REPORT

14

HAMPSHIRE PCC

Preventing Online Harm: Cyber Ambassadors and Preventing Fraud: Safer Pack

Michael Lane said: "I want to raise awareness about the **impact**, financially and emotionally, that fraud has on residents, encouraging more people to come forward and get support, but also for everyone to be alert to criminals who wish us harm.

I worked with Hampshire Constabulary, Neighbourhood Watch, Hampshire Fire & Rescue, Trading Standards, Citizens Advice Bureau, Victim Support and Connect to Support Hampshire in order to develop our anti-fraud campaign and Safer Packs."

The Safer Pack:

- Information customised to meet the needs of those aged 65+ on the **frauds** most commonly targeted **towards older people**.
- Linked to the national **Op Signature** (vulnerable victims of fraud) and **Op Liberal** (traditional doorstep fraud/crime) work
- Easy reference advice cards on fraud, top tips to avoid scams and where to get more information.
- Distributed via **Trading Standards** and **Hampshire Fire & Rescue** safeguarding visits, **Neighbourhood Watch**, **Citizens Advice**, and the **Safer Roadshows**.

The Safer Roadshows:

- With **partner agencies**, over five weeks we attended supermarkets to engage with the **public about scams**.
- Attendance at a number of events targeting at older people: Basingstoke, Gosport, Havant and Portsmouth.
- Presented at Neighbourhood Watch meetings across the region.

Neighbourhood Watch said:

"The Safer Pack has clear information about how scams operate and what to do if affected. We have arranged for a pack to be given to each scheme coordinator in the county. This will greatly improve their understanding of how these scams operate and allow them to support all of their communities."

*"Social media was used to drive visitors to fraud content on my website, targeting users who knew people they felt were vulnerable to scams. We saw a significant increase in page views and people spent more time than normal reading the content. Our two most popular pages were the **Scamnesty page** and the online version of the **Safer Pack**."*

CONTACT: Keely Gallagher at keely.gallagher@hampshire.pnn.police.uk

USEFUL LINKS:

- <https://www.hampshire-pcc.gov.uk/get-involved/taking-action/scamnesty/safer-pack>
- <https://www.hampshire-pcc.gov.uk/cyber-ambassadors>



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**LANCASHIRE
PCC**
Helping people and businesses to 'Be Cyber Wise'

LANCASHIRE'S POLICE AND CRIME COMMISSIONER, CLIVE GRUNSHAW, RECOGNISES THAT PREVENTION IS A HUGE IMPORTANT PART OF WHAT POLICING SHOULD BE, AND PREVENTING ONLINE CRIMES IS A KEY AREA WITHIN THIS.

THAT'S WHY HE LAUNCHED HIS 'BE CYBER WISE' CAMPAIGN, AIMED AT PREVENTING VULNERABLE PEOPLE BECOMING VICTIMS OF ONLINE CRIMES.



Clive Grunshaw: Lancashire PCC

Clive Grunshaw said: "The aim of this campaign was to target both **individual older people** and **small to medium sized businesses** who tend, **statistically, to become victims** more often than other groups. This can be due to lack of technical knowledge, or ignorance of the methods that online criminals often use.

Online crime accounts for over half of all crime committed every day and this is set to grow rapidly. **Prevention** has to be at the forefront of **tackling cybercrime**, and this is the focus of my **'Be Cyber Wise'** campaign, here in Lancashire.

This focus, on raising awareness of the risks and threats, led to the development of the campaign - with advertisements showing simple ways to avoid becoming a victim, and advice on the major techniques, which **Lancashire Constabulary's dedicated cyber-crime team** have seen being used, by criminals, to steal data and money.

The campaign also linked in with **Lancashire Constabulary's Cyber Volunteers and Cyber Specials**, who engage with those most vulnerable, helping them to 'Be Cyber Wise'. This has included presentations at business events, older people's forums and various other engagement activities.

People increasingly live their lives online and our **Cyber Volunteers and Cyber Specials** continue to help those people and businesses most at risk to improve their cyber security across the county. 'Be Cyber Wise' addressed the unique local issues and concerns within the county, but it was also crucial to maintain messaging consistent with national campaigns and strategies such as **'Take Five to Stop Fraud'**.



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**LANCASHIRE
PCC**
Helping people and
businesses to 'Be
Cyber Wise'

*I also fund roles within Lancashire Constabulary to help support and direct the work of the volunteers and **engage with businesses** and the public, understanding how important this is in the **fight against online crime**.*

*I am responsible for the delivery of **Lancashire Victim Services**, which aims to ensure all victims of crime receive the very best support; this helps those who have become victims of online crime and understands that the right support and advice has a key role in avoiding repeat victimisation. By working together in partnership regionally, nationally and internationally, we can stay one step ahead of online criminals in the constantly evolving digital world."*

Ways to Be Cyber Wise

WARY
Always be wary of an email request asking for your details. The email may not be genuine, people aren't always who they say they are. If you are unsure always ask someone.

INFORMED
Always try to stay up to date with the latest cyber scams by visiting our website. Being well informed will seriously reduce your chances of a cyber attack.

SECURE
Always keep your personal details safe and secure and never reveal them. Make sure your password is long and a combination of numbers, letters and symbols.

EFFECTIVE
Always download the latest software update and delete any suspicious emails straight away. If you feel there is a serious threat then you can report [here](#).

CONTACT: Sam Cudworth at sam.cudworth@lancashire-pcc.gov.uk

USEFUL LINKS:

- <https://www.becyberwise.org>



LORNE GREEN
Police and Crime Commissioner
for Norfolk



KEITH HUNTER
Police and Crime Commissioner
for Humberside



HARDYAL DHINDSA
Police and Crime Commissioner
for Derbyshire



RON HOGG
Police and Crime and Victims'
Commissioner for Durham



ROGER HIRST
Police, Fire and Crime
Commissioner for Essex



ANTHONY STANSFELD
Police and Crime Commissioner
for Thames Valley



MARTYN UNDERHILL
Police and Crime Commissioner
for Dorset



RT HON ALUN MICHAEL
Police and Crime Commissioner
for South Wales



KIM MCGUINNESS
Police and Crime Commissioner
for Northumbria



ARFON JONES
Police and Crime Commissioner
for North Wales



JANE KENNEDY
Police and Crime Commissioner
for Merseyside



MICHAEL LANE
Police and Crime Commissioner
for Hampshire



STEPHEN MOLD
Police, Fire and Crime Commissioner
for Northamptonshire



ANGUS MACPHERSON
Police and Crime Commissioner
for Wiltshire and Swindon



CLIVE GRUNSHAW
Police and Crime Commissioner
for Lancashire

Although this 'Prevention In Focus' features fifteen PCCs, all PCCs are making a real difference in their local communities.

Other examples can be found via PCCs own websites which you can access here:

[www.apccs.police.uk/
find-your-pcc/](http://www.apccs.police.uk/find-your-pcc/)



Association of
Police and Crime
Commissioners

☎ 020 7222 4296

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