

Stafford Borough Community Safety and Wellbeing Strategy

2020 - 2024



**Community
Wellbeing
PARTNERSHIP
STAFFORD BOROUGH**

Contents

Foreword	1
Introduction.....	2
Local Context	3
Approach	3
Overview of community safety and wellbeing in Stafford Borough	4
Partnership Aims and Priorities.....	7
Priority One: Primary Prevention.....	8
Priority Two: Secondary Prevention.....	9
Delivery Plan	12
Appendices.....	19
Appendix One: Strategic Direction / Links.....	19
Appendix Two - Serious Violence	20
Appendix Three - Overview of the CWP Priorities	21

Foreword

Welcome to our Community Safety and Wellbeing Strategy for 2020 – 2024. The strategy outlines the Community Wellbeing Partnership's aims and ambitions for Stafford Borough to continue to be a safe place to live, work, visit and socialise and where people have a greater sense of wellbeing. This new version of the strategy not only encompasses new statutory duties relating to Serious Violence but takes a community wellbeing approach in providing preventative and early help support for issues in order to improve the general wellbeing of our residents.

Community Safety and Wellbeing is a hugely complex area of work that requires a number of different partners from the health, voluntary and public sectors working effectively together to improve standards of living for all residents. With reduced budgets across the public sector, all sectors need to continue to introduce innovative ways of working together to ensure we continue to reduce all criminal activity and improve the general wellbeing of residents.

With this strategy, we have an opportunity to make a real change and have a really positive impact, to change the lives of some of the most excluded in our Borough and to improve their lives and those of their children.

Cllr Jeremy Pert
Cabinet Member for Communities and Health

Introduction

The Crime and Disorder Act 1998 placed a duty on local authorities to work together with key partner agencies and organisations to develop and implement local crime reduction strategies. These partners are the Local Authority, Police, Fire and Rescue, Probation and Clinical Commissioning Groups. In Stafford Borough this partnership is the Community Wellbeing Partnership (CWP)

A comprehensive Strategic Assessment is undertaken in Staffordshire and Stoke-on-Trent every three years and an annual update is undertaken in the remaining two years. This is an annual update to provide the Community Wellbeing Partnership (CWP) with a review of their current community safety priorities to check that they are still the most important crimes or themes for the partnership to focus on. The Community Wellbeing Partnership and the Police, Health, Fire and Crime Commissioner have a duty to have regard to each other's priorities and ensure that these are reflected in their partnership plans.

The partnership priorities for Stafford Borough were assessed to make sure they were still the most relevant for the CWP to focus on during 2020-2024. Data from a wide range of sources was analysed to show how the Borough compares with other areas for the priority crime types and how volumes and rates have changed over time and how they vary by ward. Information from research was used to describe any notable risk factors and victim and offender characteristics as well as approaches to partnership working. This enables the Partnership to determine how being a victim of crime and the importance of feeling and being safe impacts on an individual's wellbeing. In society today it is evident that the face of crime is changing and the type of crime being committed is becoming more complex, which has a huge impact on victims of crime. Over the past few years we have seen increases in issues such as cyber bullying, criminal and sexual exploitation and as a partnership work hard to try and implement preventative and early help initiatives to support individuals at risk.

The new Serious Violence Act placed a statutory duty on community safety partnerships and other partner agencies to ensure that the organisations work together to share information, data and intelligence and encourage partnership working to prevent and tackle serious violence. From children to the elderly, serious violence can affect people across all stages of life. Many survive serious violence but suffer physical, mental, and/or emotional health problems throughout the rest of their lives. We are committed to stopping serious violence before it begins. By approaching serious violence through a public health approach we aim to deliver sustainable reductions in serious violence and improve the health and quality of life of all residents and visitors to Stafford Borough.

We aim to address this through understanding the issue and local needs, addressing risk factors that increase the likelihood of somebody becoming an offender or a victim. Prevention and early help support will be central to our approach and will require the commitment of a range of agencies and communities in Stafford Borough and surrounding areas.

Local Context

Stafford Borough is one of eight district and borough councils that make up Staffordshire in the West Midlands. Stafford is the county town and the borough is the largest district geographically, predominantly rural, with 32% of the population living in these areas, its economic scale score of 84.71 ranks it as medium size by British standards. The borough has over 134,800 residents and has a lower proportion of people aged under five, under 16 and aged 16-64 compared to average. The population is projected to increase by 3% by 2027 with a significant growth in people aged 65 and over. 5% of Stafford residents live within the most deprived national quintile.

Stafford Borough is also experiencing growth with an additional 7,000 new homes to be built in the town over the next 15 years. The redevelopment and inward investment will also bring its own challenges in terms of licensing and policing resources that will need to be given some consideration going forward.

Although some areas of Stafford Borough demonstrate positive results in terms of key quality of life indicators, there are a number of areas where families and communities face multiple issues such as unemployment or low incomes, low qualifications, poor housing or ill-health (physical and/or mental).

Life expectancy for men in Stafford is higher than the national average and women's is similar to the national average. However both men and women who live in the most deprived areas of Stafford Borough live four and six years less than those living in less deprived areas. Healthy life expectancy is similar to England for both men and women at 65 and 66 respectively.

Approach

We will continue to work in partnership with a broad range of agencies to understand the causes and consequences of crime and violence; focusing on early intervention and prevention, being informed by evidence and evaluation of interventions. A wide range of statutory and non-statutory agencies will be involved, as well as expertise from communities and the voluntary sector.

All of our outcomes for our residents, families and communities are affected by a wide range of social, demographic, environmental and economic factors which are inextricably linked. It is often the same families and communities that have poor outcomes and who more likely to be the victims and also perpetrators of crime and anti-social behaviour.

There is increasing focus upon public sector organisations working in partnership with each other, the voluntary, business sectors and communities to plan, design, resource, build and deliver services around people, families and communities in the most disadvantaged communities to support them to improve their life opportunities. This approach to place based working helps to look at issues in a more holistic way, to identify support at the earliest opportunity and to identify any gaps or duplication of

effort. It is recognised that at a district level that this kind of place based approach is well established and this is evident through the early identification of issues through mechanisms such as the Partnership HUB and the Stafford Borough Supporting Schools Programme. This multi-agency approach is something that we will work with partners to continue to develop.

We will develop a health in all approach with our partners to ensure that the wellbeing of local people is at the forefront of everything we do.

Overview of community safety and wellbeing in Stafford Borough

During 2017 - 2020 the partnership focused upon preventing and providing early help support for domestic abuse, anti-social behaviour, criminal exploitation, substance misuse and mental health. An overview on activities can be found in appendix three.

This section contains an overview of reported community safety activities and wellbeing in Stafford Borough. The key points are:

- During 2017/18 there were approximately 8170 crimes reported to the Police in Stafford. This was an increase of 11.3% or 829 crimes on the previous year which was a smaller increase than seen nationally (13%)
- The rate of all crime in 2017/18 in Stafford was below the England average. The rate of crime has seen a significant increase over the last five years. Stafford ranks fourth lowest out of the nine CSP areas within Staffordshire and Stoke.
- Priority wards in Stafford have an all crime rate (117.5 per 1,000 population) which is 2.7 times higher than non-priority wards (43.5 per 1,000 population). Priority wards make up 24% of the population and account for 45% of all crime.
- The biggest increases in crime were seen in robberies, possession of weapons offences, bicycle theft and public order offences.
- Changes and improvements to Police recording have contributed to some of these increases in recorded crime it could also reflect an increased willingness by victims to come forward and report certain crimes which is more actively encouraged by police forces. This does not necessarily mean there is more crime overall in society, but it does mean that partners are dealing with more activity.
- For crime types that are already well reported and recorded there do seem to be some genuine increases – this affects crimes such as burglary which increased very slightly by 2%, vehicle offences which increased by over a fifth, bicycle theft increased by 46% and there was also an increase in shoplifting of 15%.

- The independent Crime Survey for England and Wales, and hospital statistics. While violence has increased by 94% in police crime figures between 2012/13 and 2016/17, it fell by 26% on the Crime Survey and by 17% in hospital data. However, the hospital data, which are unaffected by the changes to police figures, also show that certain types of serious violence are genuinely rising, and have been since 2014/15. In the Serious Violence Strategy, Police recorded knife crime has risen by 36% between 2013/14 and 2016/17.6 However, there is evidence that around half of these extra offences are due to improved police recording – across the same period, hospital admissions for assault by sharp object show an increase of only 18%. Offences involving firearms increased by 31% between 2013/14 and 2016/17. Here too there is evidence that part, but not all, of the increase is due to specific improvements in the recording of firearms offences. Homicide, which includes both murder and manslaughter, and is not affected by police recording changes, has risen by 18% between 2013/14 and 2016/17.
- Stafford is resident to 134,800 people. The population has a lower proportion of people aged under five, under 16 and aged 16-64 compared to England. There are more people aged 65 and over in Stafford compared to average.
- The overall population of Stafford is projected to increase between 2017 and 2027 by 3% with a significant growth in people aged 65 and over (17%) and aged 85 and over (37%). The rate of increase in the number of older people in Stafford is faster than the England average and equates to 1,300 additional residents aged 85 and over by 2027.
- Stafford has more adults aged 16-64 in employment compared to the national average. Unemployment and youth unemployment rates in Stafford (as at May 2018) are lower than the national average.
- The gap in the employment rate between those with a long term health condition and the general population is 37%, higher than the national average (29%). Other vulnerable groups (for example those with mental health conditions or who have a learning disability) have relatively low employment rates.
- Overall life expectancy at birth in Stafford is 81 years for men, higher than the national average, and 83 years for women, similar to the national average.
- Life expectancy is 5.4 years lower for men and 5.8 years lower for women in the most deprived areas of Stafford than in the least deprived areas.
- The rate for alcohol-related harm hospital admissions is 796, worse than the average for England. This represents 1,121 admissions per year. The rate for self-harm hospital admissions is 177. This represents 226 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+) and smoking prevalence (in routine and manual occupations) are better than the England average. The rates of new sexually transmitted infections, killed and seriously injured on roads and new cases of tuberculosis are better than the England average. The rates of violent crime (hospital admissions for violence), under 75 mortality rate from cardiovascular diseases and under 75 mortality

rate from cancer are better than the England average. The rate of excess winter deaths is worse than the England average.

Safeguarding

All children and adults at risk of abuse or neglect have the right to live their lives to the fullest potential, to be protected, to have the opportunity to participate in and enjoy any activity, and to be treated with dignity and respect.

The CWP has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm whilst engaged in services organised and provided by the Council. We believe that safeguarding is everyone's responsibility.

Homelessness

Stafford Borough Council is firmly committed to preventing homelessness and helping people to find housing that meets their needs. The homelessness strategy has three overarching priorities, these are:-

- The prevention of homelessness;
- Ensuring there is sufficient accommodation available for people who are, or who may become homeless; and
- Ensuring there is satisfactory support for people who are, or who may become homeless, or who need support to prevent them from becoming homeless.

Partnership Aims and Priorities

We aim to:

To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and wellbeing.

In order to deliver our approach, we will foster robust partnership working to deliver two priority areas that will focus on improving the wellbeing of individuals:

Primary Prevention – seeking to prevent the onset of crime and violence or to change behaviour so that crime and violence is prevented from developing

Secondary Prevention – halting the progression of crime and violence once it is recognised and has started to become established. This is achieved by early identification / diagnosis followed by prompt, effective support, treatment and/or diversionary activities.

And work with partners on:

Attitudinal Change – changing attitudes and behaviours towards all types of crime and violence at a societal, community and personal level

As such, as a Partnership we will work together to aim to:

- **Work jointly** at every opportunity; having a **multi-agency strategy** supported by **strong, partnership governance and delivery** arrangements;
- Provide **effective strategic leadership**; ensuring an integrated approach, with relevant partners involved and held **accountable** for their contribution;
- Understand the **risk and profile of violence** within our communities;
- **Involve communities** in shaping and delivering responses to violence;
- **Not be constrained** by organisational / professional boundaries;
- Develop and maintain a **public health model that understands and addresses the root-causes of violence**; including prevention, early intervention, targeted support, specialist provision, recovery and enforcement activities / services (to respond to all levels of demand);
- Base our interventions on **data and intelligence**;
- Root our response in **evidence of effectiveness** to address the problem;
- **Break the cycle** of serious violence within families;
- Focus on **addressing risk factors** that can impact on an individual's vulnerability and susceptibility to becoming a victim or offender of violence;
- Target interventions to help **mitigate and protect children** against these factors;
- Generate **short, medium and long term** solutions;
- Adopt a framework of **continuous learning**;
- Implement robust **workforce and community development**;
- Ensure synergies with **other related strategies** and services.

Priority One: Primary Prevention

Our ultimate aim is to prevent crime and violence in order to improve the wellbeing of our residents. Gathering data to identify new trends is core to prevention and changing outcomes in the longer term. Also critical is support for the development of a range of programmes which help children to be the best they can be.

We will:

For Children, Young People, Parents and Carers

- Continue to develop the Supporting Schools Programme to raise awareness of violence and violent crime and broader vulnerabilities such as anti-social behaviour, exploitation, substance misuse, mental health, domestic/sexual abuse

- Support the development of a strong and consistent approach to PSHE (Personal, Social, Health and Economic (PSHE) Education) with schools and other educational establishments to reduce impulsive and aggressive behaviour and to increase social competence and resilience;
- Support communities, businesses and residents in raising awareness of the causes of crime, violence and related services;
- Advocate for early years support as crucial to preventing violence;
- Support parents and children from the most deprived areas in improving the life chances of their children;
- Maximise opportunities to work with children and families before issues arise and when they do arise, respond in a swift and coordinated way;
- Work with parents and communities in designing and delivering safer communities;
- Encourage community cohesion and greater intra-community support;

For Partnerships and businesses

- Have crime and violence recognised as a shared strategic issue for relevant partners;
- Ensure relevant bodies are sharing timely information as a mechanism to understand and respond to local needs and to prevent crime and violence;
- Work with a range of early intervention services to identify potential victims and potential offenders;
- Strive to give those with no voice, a platform to change their outcomes;
- Advocate the role of everyone in preventing violence and the importance of equitable, respectful relationships; raise awareness about what it is to be a role model;
- Equip professionals with the skills to recognise and respond to adverse childhood experiences;
- Support the development of peer mentoring, encouraging people who have previously accessed violence-related services to become mentors;
- Promote a whole-system approach to criminal and violence-related issues, supporting the development of integrated pathways between all services.

Priority Two: Secondary Prevention

By developing prevention mechanisms that specifically target those at risk of either committing violence, or being the victim of violence, we will support the reduction of crime and violence in order to promote sustainable and positive change.

For Children, Young People, Parents and Carers

We will:

- Work with schools to agree a standardised approach to partner / police support and input;
- Support the introduction of mentors (against violence) into targeted schools;
- Support the work with higher education establishments to prevent sexual assault;

- Through the Supporting Schools Programme, support schools in reducing exclusions and 'off-rolling' from school;
- Support families experiencing crime and violence in order to prevent the intergenerational cycle of crime and violence from continuing;
- Through a place based approach, build a network of women and men with 'lived experience' who volunteer to mentor and support those who seek to change their lives;
- Work with homelessness organisations to look at the provision of alternative models of accommodation, in order to support a stable environment for those most at risk of violence and victimisation;
- Support a multi-agency place based approach in taking enforcement and disruption action (county lines, drug markets etc) and utilising statutory powers effectively and proactively;

For Partnerships and businesses

- Support a place based approach to dealing with crime, serious violence and vulnerability as a way of co-producing better outcomes in communities;
- Work with the licensed trade to help reduce crime and violence;
- Work with voluntary and faith groups in developing and supporting the mentoring of our most at risk young people as a way to change behaviour;
- Commission a range of effective, joined up related services able to meet the needs of potential victims and potential offenders; (Re-Solv; Right Stuff)
- Support the development of vulnerability education / prevention programmes, support to those considered more vulnerable to / at risk of violence;
- Divert children away from harm through targeted intervention via Right Stuff Boxing

We will work with partners on **Attitudinal Change**

We will work to prevent serious violence and crime from happening in the first place by challenging the attitudes and behaviours which foster it and intervening as early as possible. This will take all community members and professionals to work with us and to change mind-sets in believing that crime and violence is preventable.

We will:

- Champion the agenda;
- Inform and educate to help change society's views about the nature and causes of violence and the way ahead;
- Seek to influence public opinion and the role of the media;
- Facilitate a more positive relationship between communities (community members and public/voluntary sector organisations) and the service providers;
- Continue to work with victims and the families of victims, keeping them at the heart of our prevention work;
- Support the development of a widely accessible knowledge base for injury and violence prevention and control;
- Design a more targeted pro-social media approach to more vulnerable / at risks groups;

- Engage with both the traditional and non-traditional media to promote a positive image of the County as well as promoting young people more positively.

Implementation

The implementation of this strategy will be overseen by The Community Wellbeing Partnership (CWP). The CWP will ensure that planning and programmes are delivered effectively, in a structured coherent manner, in the appropriate communities and in a timely fashion. It will govern the agenda, establishing strategic priorities, joint commissioning intentions and budgets, challenging and managing performance, sharing good practice, championing achievements and identifying and managing risks. Performance reports from commissioned services will be presented to the CWP each quarter.

Delivery Plan

Primary Prevention

We Will	How	Timescale	Owner	Working With
Continue to develop the Supporting Schools Programme to raise awareness of violence and violent crime and broader vulnerabilities such as anti-social behaviour, exploitation, substance misuse, mental health, domestic/sexual abuse	Continue to engage with schools through the Supporting Schools Programme. We will work with schools to use relevant and up to date signposting information, promoting the Supporting Schools website for pupils, parents and teachers	For the duration of the strategy	Stafford Borough Council	Entrust, CWP (Statutory and voluntary agencies) New Era, Staffordshire Womens Aid, Resolve, Right Stuff
Support the development of a strong and consistent approach to PSHE with schools and other educational establishments to reduce impulsive and aggressive behaviour and to increase social competence and resilience	Through the commissioned provider, Entrust, we will run workshops for schools to support with any new directives. We will support an information sharing platform for schools.	For the duration of the strategy	Stafford Borough council	Entrust, CWP
Support communities, businesses and residents in raising awareness of the causes of crime, violence and related services;	Through the place based approach we will share data on the locality. We will encourage community cohesion and work with residents to take enforcement action where necessary.	For the duration of the strategy	CWP	Statutory and voluntary agencies, communities, town centre partnership

We Will	How	Timescale	Owner	Working With
Advocate for early years support as crucial to preventing violence;	Through awareness campaigns	For the duration of the strategy	CWP	Statutory and voluntary agencies and communities
Support parents and children from the most deprived areas in improving the life chances of their children;	Through the Supporting Schools website we will signpost parents to support services. We will support the voluntary sector to strengthen their community offer through the placed based approach.	For the duration of the strategy	CWP	Statutory and voluntary agencies
Maximise opportunities to work with children and families before issues arise and when they do arise, respond in a swift and coordinated way;	Community mentors will continue to be trained to identify those at risk to sign post to early help support.	For the duration of the strategy	Stafford Borough	CWP, voluntary agencies, communities
Work with parents and communities in designing and delivering safer communities;	Through a public health approach we will look at root cause to focus prevention activities	For the duration of the strategy	CWP	Statutory and voluntary agencies, communities
Have crime and violence recognised as a shared strategic issue for relevant partners;	Strategic Boards will influence operational groups. Partnership meetings will hold training and information sharing workshops	For the duration of the strategy	CWP/ Stafford Borough	Statutory and voluntary agencies
Ensure relevant bodies are sharing timely information as a mechanism to understand and respond to local needs and to prevent crime and violence	Weekly operational partnership meetings will continue to operate to address issues collectively	For the duration of the strategy	Stafford Borough	Statutory and voluntary agencies, communities
Work with a range of early intervention services to identify potential victims and	Partnerships with voluntary and community based	For the duration of the	Stafford Borough	Statutory and voluntary agencies,

We Will	How	Timescale	Owner	Working With
potential offenders;	services will be formed through placed based activity. Mentors will be given referral pathways to give them confidence to refer and signpost	strategy	Council Youth Net Re-solv Right Stuff	communities
Advocate the role of everyone in preventing violence and the importance of equitable, respectful relationships; raise awareness about what it is to be a good citizen;	Press releases and campaigns will inform communities. Commissioned services such as social prescribing will signpost communities to help and support.	For the duration of the strategy	CWP	Statutory and voluntary agencies, communities
Support the development of peer mentoring, encouraging people who have previously accessed violence-related services to become mentors;	Community mentors will be supported to share experiences and support others.	For the duration of the strategy	CWP	Statutory and voluntary agencies, communities
Promote a whole-system approach to criminal and violence-related issues, supporting the development of integrated pathways between all services	This will be led by strategic boards. Agencies will work together to identify the root cause and ensure referral pathways are effective	For the duration of the strategy	Police	Statutory and voluntary agencies, communities

Secondary Prevention

Action	How	Timescales	Owner	Working with
Work with schools to agree a standardised approach to partner / police support and input;	Entrust will work with schools attending Stafford borough head teacher and pastoral leaders meetings and updating the partnership	For the duration of the strategy	Stafford Borough	Statutory and voluntary agencies
Support the introduction of mentors (against violence) into targeted schools	We will work with the Staffordshire Commissioner to support this approach when it has been implemented	For the duration of the strategy		Statutory and voluntary agencies
Support the work with higher education establishments to prevent sexual assault	The Supporting Schools Programme will work with Domestic Abuse commissioned services. Staffordshire Women's Aid will provide training for teachers	For the duration of the strategy	Stafford Borough	Entrust, Staffordshire Women's Aid, New Era, CWP
Support families experiencing crime and violence in order to prevent the intergenerational cycle of crime and violence from continuing;	Statutory agencies will signpost families to diversionary activities and support services	For the duration of the strategy	CWP	Statutory and voluntary agencies, communities
Work with homelessness organisations to look at the provision of alternative models of accommodation, in order to support a stable environment for those most at risk of violence and victimisation;	Weekly partnership meetings will enable a multi agency approach and decision making	For the duration of the strategy	Housing Options	Statutory and voluntary agencies
Support a multi-agency place based approach in taking enforcement and	We will continue to hold multi agency meetings at both	For the duration of the	CWP	Statutory and voluntary agencies,

Action	How	Timescales	Owner	Working with
disruption action (county lines, drug markets etc) and utilising statutory powers effectively and proactively	strategic and operational levels feeding into communities through both commissioned and voluntary services as appropriate	strategy		communities
Support a place based approach to dealing with crime, serious violence and vulnerability as away of co-producing better outcomes in communities;	We will continue to hold multi agency meetings at both strategic and operational levels feeding in to communities through both commissioned and voluntary services as appropriate	For the duration of the strategy	Police	Statutory and voluntary agencies, communities
Work with the licensed trade to help reduce crime and violence	We will contribute to the Local Responsible Bodies Group and Town Centre Partnership to offer information, advice, support and guidance	For the duration of the strategy	Stafford Borough	Statutory and voluntary agencies
Work with voluntary and faith groups in developing and supporting the mentoring of our most at risk young people as a way to change behaviour	Stafford Street Pastors work the night time economy of Stafford Town centre to support the vulnerable. Youth Net have been commissioned for 12 months to engage with youth people to explore the root cause of issues. The work from this will inform prevention and support activity	For the duration of the strategy	CWP	Statutory and voluntary agencies
Commission a range of effective, joined up related services able to meet the needs of potential victims and potential	Re-solv, Right Stuff and Youth Net have been commissioned to educate,	For 12 months with the possibility of	Victim Gateway	Statutory and voluntary agencies

Action	How	Timescales	Owner	Working with
offenders	support and divert those at risk	extension		
Support the development of vulnerability education / prevention programmes, support to those considered more vulnerable to / at risk of violence;	We will promote any available programmes and signpost where appropriate.	For the duration of the strategy	CWP	Statutory and voluntary agencies, communities
Divert children away from harm through targeted intervention.	The Right Stuff have been commissioned to work with children at risk of school exclusion to encourage them into positive activities. Youth Net have been commissioned to carry out detached youth work to directly engage with those “on the street” at risk of harm	12 months with the possibility of extension	CWP	Statutory and voluntary agencies, communities

Attitudinal change

Action	How	Timescales	Owner	Working with
Champion the agenda	We will promote the work we carry out and provide updates.	For the duration of the strategy	CWP	Statutory, Voluntary agencies and the community
Inform and educate to help change society's views about the nature and causes of violence and the way ahead	Awareness campaigns and press releases	For the duration of the strategy	CWP	Statutory and voluntary agencies
Seek to influence public opinion and the role of the media	Awareness campaigns	For the duration of the strategy		
Facilitate a more positive relationship between communities and the service providers	We will share initiatives and outcomes	For the duration of the strategy	CWP	Statutory and voluntary agencies
Continue to work with victims and the families of victims, keep them at the heart of our prevention work	Work to engage families in positive activities	For the duration of the strategy	CWP	Statutory and voluntary agencies
Support the development of a widely accessible knowledge base for injury and violence prevention and control	We will work with the Staffordshire Commissioner to support this approach when it has been implemented	For the duration of the strategy	CWP	Statutory and Voluntary agencies
Design a more targeted pro-social media approach to more vulnerable/ at risk groups	Utilise research information to understand the demographics of communities and how best to reach them	For the duration of the strategy	CWP	Statutory and voluntary agencies
Engage with both the tradition and non-traditional media to promote a positive image of the County as well as promoting young people more positively	Multi agency communication groups have been re-established and will work together on campaigns	For the duration of the strategy	CWP	Statutory and voluntary agencies

Appendices

Appendix One: Strategic Direction / Links

This Strategy has links to numerous national and local strategies and delivery structures. These include:

- Drug Strategy (2017);
- Alcohol Strategy (2012);
- Serious and Organised Crime Strategy (2018);
- National County Lines Action Plan (2016);
- Ending Gang and Youth Violence (2015 – 2018);
- Working Together to Safeguard Children and Keeping Children Safe in Education 2018);
- Troubled Families Programme;
- Serious Violence Strategy (2018);
- National County Lines Action Plan (2016);
- Ending Gang and Youth Violence (2015 – 2018);
- Staffordshire Early Help Strategy;
- Stoke on Trent Early Help Strategy;
- Safer Fairer United Communities for Staffordshire 2017-2020;
- Stoke-on-Trent Safer City Partnership Plan 2017-2020;
- Staffordshire Community Safety Agreement 2017 – 2020;
- Staffordshire Safeguarding Boards Strategies / Plans;
- Staffordshire Domestic Abuse Strategy; Breaking the Cycle (2017-2020);
- Staffordshire Policing Plan (2018/19)

(List not exhaustive)

We recognise that activities to address violence overlap with these agendas and we will seek to support and complement, rather than duplicate, existing activity. As such, we will ensure that the Strategy and supporting action plan builds upon this existing activity and, where possible, is delivered through established partnership arrangements.

Appendix Two - Serious Violence

For the purpose of this document, the World Health Organization (WHO) definition of Violence has been adopted:

“the use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development or deprivation”.

This provides a broad, inclusive basis for the strategy and supports the approach being taken.

National Context

- Serious Violence is a national priority due to its growing prevalence and impact
- There has been a significant rise in serious violence, with increases seen in homicide, knife and gun crime experienced in virtually all police force areas since 2014. Offences of Robbery have also risen significantly since 2016. The violence is often gang-related and the association with drugs markets, particularly crack cocaine has clearly been evidenced. Too often children and young people become the victims of gun and knife crime resulting in the tragic loss of life.
- The detrimental impact on communities is also evident, particularly with the exploitation of young people, in many cases by organised criminal groups running ‘County Lines’, and the speed of issues emerging in an area can be frighteningly fast as organised groups infiltrate an area and take hold.
- As such, the Government published its ‘Ending Gang and Youth Violence: Community Engagement’ report in 2014, which highlighted key principles for successful community engagement as part of the solution to combating gang and youth violence. It also reinforced the principle that ending youth violence requires an end-to-end approach, from prevention to rehabilitation, from a range of statutory and non-statutory partners including the local community, public agencies and businesses.
- The Government then launched its “Serious Violence Strategy” in April 2018; striking a balance between enforcement, early intervention to tackle root causes of violence and a strengthened partnership response. The key themes of the strategy are: Tackling county lines and misuse of drugs; Early Intervention and Prevention; Supporting Communities and Partnerships; Effective Law Enforcement and Criminal Justice Response.

Appendix Three - Overview of the CWP Priorities

Domestic Abuse

Domestic Abuse is recognised as an under-reported issue, with much abuse hidden. Stafford Borough has seen a significant upward trend in reported Domestic Abuse incidents since May 2014. While this is not necessarily a negative trend (confidence in reporting meaning that victims are not suffering in silence), it has an impact on the CWP's ability to manage the issue from a resourcing perspective.

There were a total of 2188 incidents of domestic crimes reported to Staffordshire Police in Stafford Borough in the 12 months ending October 2019, which is equivalent to approximately 16.2 crimes per 1000 residents aged 16 and over. Compared to the previous 12 months ending October 2018 this is a 9% decrease. Victims are disproportionately young women (aged 20-34) although there are victims in all age groups.

To address this the CWP commissioned healthy relationship workshops to be delivered in schools. The outcomes of these were that young people were able to:

- Identify different emotions and how to respond to them
- Identify the characteristics of a healthy, respectful relationship
- Identify the characteristics of an unhealthy and disrespectful relationship
- Seek appropriate help and intervention
- Have a better understanding of the rights and responsibilities of young people, agencies and communities
- Better understand equality and diversity
- Increase confidence and social skills
- Increase a sense of self-identity

During 2019/20 Workshops will be delivered to teachers to enable them to confidently deliver a lesson on Healthy Relationships to children from Year 6 in primary schools and Year 9 in high schools. These lesson plans include the new Government guidance for Relationships Education and OFSTED recommended standards.

During 2018/19 we provided specialist one to one outcome focussed support to 76 children and young people affected by domestic abuse or sexual abuse in Stafford Borough.

The following outcomes were achieved:

- 68% reported increased safety
- 86% reported improved health and wellbeing;
- 77% reported improved confidence and self-worth;
- 72% reported improved skills, knowledge and confidence to establish boundaries and assess abusive and healthy relationships.

Measures were put in place to allow victims of domestic and sexual abuse and their families to remain in their own property feeling confident of their security. The Sanctuary scheme provided a safe and secure environment through the provision of security measures as identified by the police and other relevant agencies. It reduced the potential homelessness caused by domestic violence and a potential reduction in repeat victimisation and incidents of domestic violence.

From 1 April 2018 to 31 March 2019 a total of 26 victims of domestic abuse have been able to remain in their own home through the provision of a sanctuary.

The Independent Sexual Violence Advisors (ISVA) were commissioned to give victims of sexual violence:

- An increased awareness of their rights and available legal, welfare, health and practical choices.
- An improved sense of emotional wellbeing and self-esteem.
- Greater feelings of safety.

Between April 2018 and March 2019 50 women in Stafford Borough received support from the ISVA service.

Anti-Social Behaviour

Due to the high volume of ASB incidents seen in Stafford Borough CSP (as per across the County) the severe harm it poses to communities and repeat victims and the fact that it is a key priority for residents of Stafford Borough means ASB has been chosen as a strategic priority for Stafford Borough CSP. The combined impact of volume and frequency is causing both capacity and capability issues and impacting on the CSPs ability to deal with the problem whilst maintaining public confidence.

In the 12 months to the end of October 2019 there were 3472 incidents of ASB reported to the police in Stafford Borough, which equates to approximately 25.8 incidents per 1,000 populations. There has been no change in this rate from the previous 12 months.

It was identified that an early help/intervention programme to address anti-social behaviour and exploitation and ensures young people are provided with information and support networks to get them into positive activities was needed.

The commissioned project worked with 70 different young people during 2018/2019 who between them attended 3100 sessions.

Student feedback

(Year 7) – Because of what's going on at home it really helps me cope

(Year 7) – I feel a lot of anger all the time but I feel different in these lessons.

(Year 7) – Everyone is different to me in class .People use my differences against me , but not in these lessons.

Staff Feedback

Deputy Head - There is clear evidence of a slowdown in the number of Behaviour Cards issued per child who is accessing the Boxing Club

44% of the cohort continued to access the activity in their own time.

Substance Misuse and Mental Health

Stafford Borough CWP recognises the impact that drugs, alcohol and mental health can play as risk factors impacting victims and offenders across their chosen priority areas. As such they have been identified as cross-cutting themes

The project commissioned by the CWP makes Stafford Borough a safer, healthier place for all community members to live by running a specialised preventative/early intervention alcohol/substance misuse and mental health outreach service providing advice, information, outreach and community sessions and signposting. The service is there for all community members although the work targets hotspot areas identified in the strategic assessment. Community sessions have been running to identify areas and groups which need the most support in the borough. The resilience-building programme works not just with young people and those who may be struggling but also with parents, family members and the wider community – a vital but under-utilised source of social capital in prevention and early intervention work. It is helping to create an environment where community members talk, listen and support their children, families and neighbours and are able to spot the signs that someone is struggling and many need a little extra support. The ultimate aim is that more early support comes from within the community.

From November 2018 to July 2019 354 adults and 641 young people had direct intervention through community groups on prevention and early intervention, 37 volunteers have been recruited and trained and 27 individuals had direct signposting and support to access services.

Social Prescribing

Social prescribing is a way for local agencies to refer people to a link worker. Link workers give people time, focusing on 'what matters to me' and taking a holistic approach to people's health and wellbeing. They connect people to community groups and statutory services for practical and emotional support.

Support Staffordshire carried out a pilot with 3 Doctors Surgeries within the borough. Over the entire scheme the pilot exceeded the number of referrals originally intended by 65 people (81%).

Main reasons for referral

Main Reason for Referral	Number of Referrals
Advice and information	50
Social activities and Befriending	44
Exercise and outdoor activities	14
Skills based learning opportunities	8
Volunteering	3
Finance or welfare benefits	26

The pilot has shown that patients felt that they had been given a voice and health choices, providing a platform for greater improvement and change moving forward. There was a huge increase in overall confidence and self-esteem for the majority.

Placed Based Approach

A place-based approach targets an entire community and aims to address issues that exist at a neighbourhood level. As a partnership we wanted organisations to showcase their work and the differences their organisation and volunteers make to peoples lives on a daily basis. We want to support voluntary organisations to network, build relationships and explore new ways of working to assist them in supporting their communities.

Groups have been established in the Highfields and Doxey wards. Together they hope to grow the aspirations of their residents, work with young people around wellbeing and happiness, work closely with the schools, support families with financial issues and recruit and engage volunteers.