**C2 – Response and Impact: What are you proposing to do to tackle your identified problem, and what impact do you expect your interventions to have on crime within your area?**

The causes of acquisitive crime in the Hillfields Area are multifaceted and complex with some **situational features of the area helping facilitate crimes**. The Safer Streets Fund will provide significant resources to help address several of the key issues identified by the police, local authority, stakeholders and residents.

A Design Out Crime Officer completed the**Environmental Visual Audit** of the area accompanied by representatives of the OPCC and NPU. This proposal is based on the EVA and informed by work previously undertaken by the local authority, police and local resident groups. The West Midlands Violence Reduction Unit is investing in a place-based project in the Hillfields area and proposals within this application have been discussed and supported by their local stakeholder group. The EVA identifies key issues and deliverables including:

* Installation of fixed CCTV
* Utilise deployable CCTV
* Additional lighting and the installation of suitable lampposts capable of hosting deployable CCTV
* Commissioning local community groups to engage with all resident groups to engender greater participation in reducing acquisitive crime
* Provision of home security packs for residents
* Addressing situational features e.g. gating alleyways, improved general lighting, removal of raised flowerbeds, promoting Safer Parking scheme (Park Mark) etc.

Our plan **prioritises implementing fixed and deployable CCTV in key areas** with the capability to record images in colour HD **and improving existing street lighting**. The EVA provides a detailed breakdown of streets/areas that require intervention. Our priority measures have been informed by the evidence-based practice identified with the Safer Streets Toolkit that indicates that CCTV and Lighting have **strong evidence of crime reduction impact,** however,we recognise the importance of balancing these approaches with community engagement on crime prevention issues. We believe that **these measures will significantly improve surveillance over the long term, deterring criminal activity and helping build community confidence.**

**Value for money**

The Council are undertaking a procurement exercise for fixed CCTV for the City Centre, this initiative will benefit from the resulting economies of scale. A detailed breakdown of costs is provided in a spreadsheet (attached). Costs are based on a recently completed procurement exercise (undertaken by the local authority) to identify best value in deployable CCTV. A preferred provider has been identified and this will enable us to **expedite the purchase and installation of CCTV equipment**. This is particularly important given potential delays caused by the current Covid 19 emergency, any effects of which we anticipate mitigating through existing arrangements. Improvements to lighting and the replacement or adaption of lampposts to accommodate deployable CCTV will be undertaken through the existing arrangements within the local authority PFI contract. As part of this initiative, the Council will undertake pruning of trees and shrubs on public land at no cost.

**Community Involvement**

A recent murder in this area has made a formulated community consultation exercise impossible and would almost certainly be viewed as insensitive. However, we have used data from the Place Based Joint Strategic Needs Assessment and the Household Survey to identify community concerns. We believe that the infrastructure improvements that will improve natural and electronic surveillance, together with the provision of domestic security packs for their homes, will make residents feel safer. Elected members representing the ward have been asked their views regarding the proposed measures and it is their belief that residents would favourably receive this.

We wish to capitalise on this ‘community confidence’ by commissioning established community groups in the area to engage and provide community support. They will help distribute crime prevention literature across the area and offer home safety kits as a ‘hook’ to engage with local people.

Our overall aim is to raise awareness in how to combat acquisitive crime and to encourage local people to form neighbourhood and street watch schemes. This initiative will be sustained with the support of the local authority and through encouraging applications from the community into the Active Citizens fund managed by the OPCC. We view this work as integral to the overall approach, one that provides opportunities to sustain change over the longer term and beyond that of the SSF.

We will publicise and increase ‘sign up’ to WMNow (West Midland Police’s electronic locality-based information sharing portal). Hillfields already has 469 members and we expect this to see this number significantly increase over the funding period.

Our approach will complement other activities in the area focussed on violence prevention. ‘Permission to Smile is a project helping to improve community cohesion and ‘Places of Peace’ provides safe spaces (using place of worship) for young people after school with emphasis on youth worker led activities diverting young people away from criminality.

**Prevention estimates**

* West Midlands Police aim for a 10% reduction in calls (P1 and P2) across the whole of the impact area.
* Reduction of 5% in total recorded crime in the area.
* 20% increase in WMNow signups in the impact area (police community messaging system) – which may lead to a reduction in total recorded crime.

We will analyse data within the LSOA’s in terms of reduction for specific crime types at the end of the 12-month period.

**Other benefits**

We perceive the main benefits of this project will be the visible improvements in situational prevention for residents. Improvements made to the physical environment demonstrate to the community that agencies are actively working in their community to improve safety and reduce harm. One of the main concerns voiced by residents is around drug dealing and associated violence. Using the Safer Streets Toolkit we have focussed on crime prevention measures that have the strongest evidence of effectiveness in reducing crime; CCTV, better lighting and target hardening using home security measures.

The identification and detection of offenders will be enabled through improved CCTV coverage of the area. Another benefit will be better identification and investigation of environmental crimes, for example fly tipping and litter associated with drugs and alcohol misuse, which blight on the area.

We are seeking to enable local people to have the confidence to reclaim public space. We feel that the proposed measures would go some way to achieving this.