



Section C: Safer Streets plan questions

Please confirm whether this is a primary, secondary or tertiary bid. Please also include this information in the saved name of this file before submission:

Tertiary: Sandwell MBC

The below section outlines the primary questions that you will need to answer to outline your plan.

- 1. Scanning and Analysis - Please describe the problem you are targeting through your plan and your analysis of the drivers of this problem. (25%, 700 words max)**

Your answer should include:

- A description of your chosen area and the neighbourhood crime type(s) you are planning to target, including an explanation of why you have chosen both the area and the specific crime types. This part of your answer can also include information on any non-neighbourhood types of crime and disorder you have identified as a secondary target. Examples of evidence you are encouraged to include are:
 - data on neighbourhood crime within your area, including trends over recent years
 - contextual information about how it sits within your force crime rate
 - evidence of why the problem is of significant concern to the community
 - an explanation of how you have involved partners, other agencies and a range of data sources in selecting your area
- Analysis of the factors driving crime in your target area and an overall hypothesis about the problem. Examples of evidence you are encouraged to include are:
 - analysis of previous incidents – including information about victims, offenders, method of offence, locations and times of offence
 - wider demographic information about the area, including information about housing stock and other relevant information from partners – particularly the local authority
 - information from residents and local community groups about local concerns
 - whether your area has previously attempted to tackle this issue, and if so a critical appraisal of how this worked and how this has impacted your analysis
 - you are also encouraged to undertake an Environmental Visual Audit (EVA) to assist with your response to this part of the question. To enable assessors



to easily understand your local area it is important that the key information from your EVA is included in your main answer. You may attach your completed EVA to your application however assessors should not need to refer to this to understand your bid. The EVA does not form part of the word count.



We have selected the West Bromwich Central and Abbey Wards in Sandwell using data, information, feedback and concerns from: Police; residents and community groups; council information; Town Profiles and partners who attend the monthly Town Tasking meetings.

E1010106

	No. of offences	Average	Population of LSOA	Rate per 1,000	Benchmark	x Benchmark
Neighbourhood crime	384	128.00	1557	82.21	18.3	4.49
Vehicle Crime	147	49.00	1557	31.47	8.74	3.60
Burglary	108	36.00	1557	23.12	7.91	2.92
Robbery	76	25.33	1557	16.27	1.16	14.03
Theft from the person	53	17.67	1557	11.35	*	

This LSOA is top 20% of deprivation.
IDACI score is top 30% of deprivation.
IDAOP1 score is top 20% of deprivation

Secondary Crime Types

	No. of offences/incidents	Average	Population of LSOA	Rate per 1,000
ASB & PSW (1-year data)	344	344.00	1557	220.94
Violence	644	214.67	1557	137.87
Domestic Violence	109	36.33	1557	23.34
Hate Crime	63	21.00	1557	13.49

E1010107

	No. of offences	Average	Population of LSOA	Rate per 1,000	Benchmark	x benchmark
Neighbourhood crime	326	108.67	1751	62.06	18.3	3.39



Vehicle Crime	103	34.33	1751	19.61	8.74	2.24
Burglary	129	43.00	1751	24.56	7.91	3.10
Robbery	37	12.33	1751	7.04	1.16	6.07
Theft from the person	57	19.00	1751	10.85	*	

This LSOA is top 10% of deprivation.
IDACI score is top 10% of deprivation.
IDAOPPI score is top 10% of deprivation

Secondary Crime Types

	No. of offences/incidents	Average	Population of LSOA	Rate per 1,000
ASB & PSW (1-year data)	263	263.00	1751	150.20
Violence	457	152.33	1751	87.00
Domestic Violence	117	39.00	1751	22.27
Hate Crime	28	9.33	1751	5.33

E100927

	No. of offences	Average	Population of LSOA	Rate per 1,000	Benchmark	x Benchmark
Neighbourhood crime	329	109.67	1564	70.12	18.3	3.83
Vehicle Crime	95	31.67	1564	20.25	8.74	2.32
Burglary	113	37.67	1564	24.08	7.91	3.04
Robbery	91	30.33	1564	19.39	1.16	16.72
Theft from the person	30	10.00	1564	6.39	*	



This LSOA is top 40% of deprivation.
IDACI score is top 40% of deprivation.
IDAOPi score is top 20% of deprivation

Secondary crime types

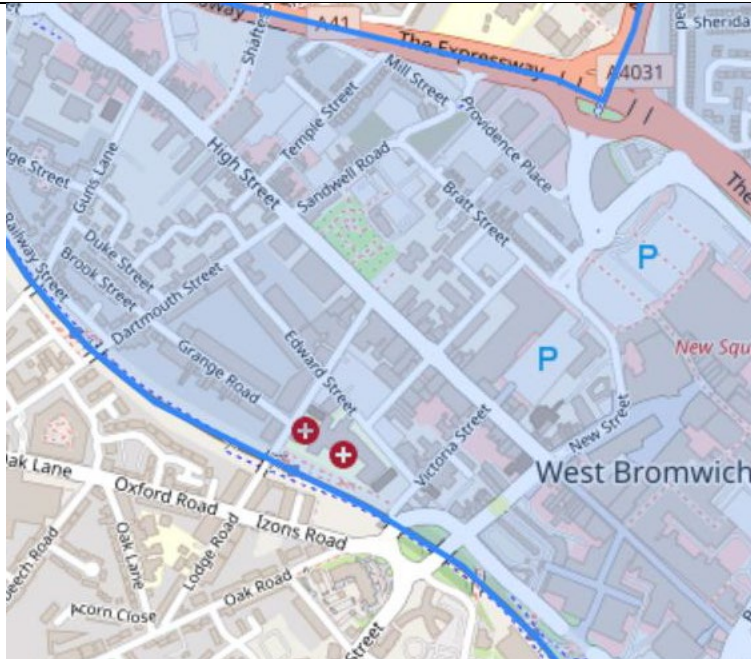
	No. of offences/incidents	Average	Population of LSOA	Rate per 1,000
ASB & PSW (1-year data)	171	171.00	1557	109.83
Violence	274	91.33	1557	58.66
Domestic Violence	59	19.67	1557	12.63
Hate Crime	22	7.33	1557	4.71

There is high income deprivation, unemployment, long term unemployment, child poverty, older people living alone and older people deprivation in both areas which have been intensified by Covid.

Both areas are diverse with higher than the Sandwell and National average for BAME communities who often miss targeted messaging due to language barriers or digital exclusion.

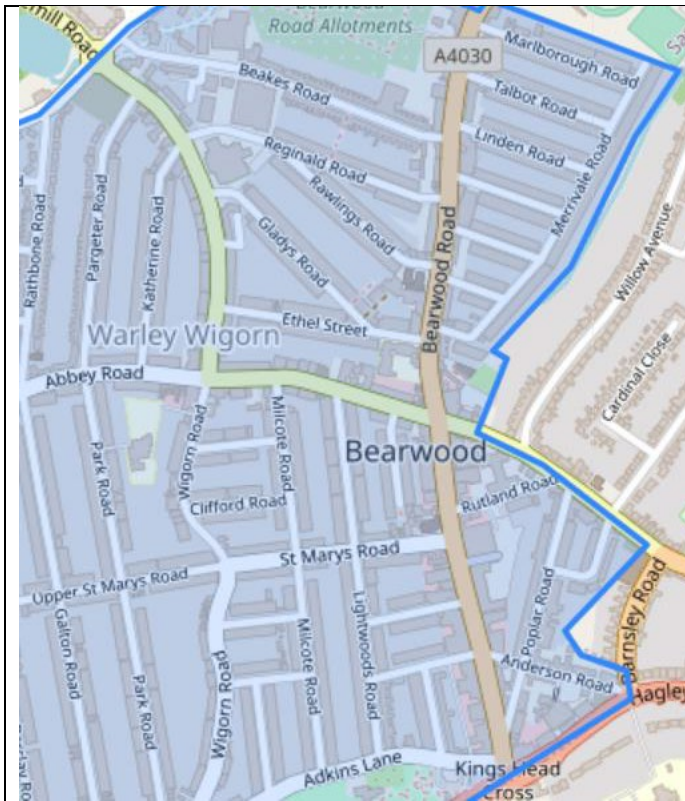
Both areas are similar having: an older high street with areas requiring investment; some empty stores; offices and flats above; alleyways between stores and behind and graffiti and fly-tipping. Established residential areas span out from the commercial arterial routes.

West Bromwich Central Ward is a popular town centre that has had significant investment in the last few years creating a large shopping complex with a range of shops and eateries, a new bus station and a new central college campus Sandwell College with approximately 10,000 students. The High Street, known locally as the Golden Mile, stretches from Dartmouth Square Clock Tower to Carters Green Clock Tower. There are a number of retail shops, banks and food takeaways along this stretch of road. Leading off the High Street there are several residential streets with a combination of terraced house, new apartments and conversions and traditional council housing.



Abbey Ward (Bearwood)

The main shopping area is the High Street (Bearwood Road) with shops on both and side roads leading off which mainly comprise of terraced private dwellings. There is very little off-road parking. There is a park at the top of Bearwood Road and a bus terminus, where the Sandwell border meets Birmingham. There is no CCTV coverage along the High Street.



Issues reported by partners, residents and Businesses for both areas are fed into the monthly Partnership Tasking Meetings and include:

- Aggressive street begging
- Street homelessness
- Drug dealing
- Fly tipping
- General nuisance, ASB and drunken behaviour
- Violence and knife crime
- Trafficking and Modern Slavery.



2. Response: Assessing rationale for action. (35% weighting)

a. Please provide an overview summary of what are you proposing to do to tackle your identified problem and the impact you expect this plan to have on Neighbourhood Crime in the area. (750 words max)

This question is a showstopper and a minimum score of 60% is required. Your answer should include:

- Identification of the interventions you plan to deploy in response to the scanned problem, and how these interventions will address the hypothesis identified in question one.
- Evidence to support why your selected project deliverables and delivery approach represent value for money – the projected expenditure section of your budget toolkit will form part of the assessment for this part of the question
- An estimate of the number of neighbourhood crimes you think your plan will prevent per year, broken down by offence type. This should be based on the number of crimes in your area you are targeting and evidence from the Safer Streets Toolkit about expected impact of the interventions you have chosen
- Any other benefits you think your plan may have either on secondary non neighbourhood crime types (e.g. anti-social behaviour) or broader non crime benefits (e.g. community cohesion or local economic growth). You can also include here any potential unintended negative impacts of your plan (e.g. around fear of crime) and how you will manage them.

Answer:

The interventions we are proposing are a mixture of preventative, protection and diversionary activities.

Installation of CCTV cameras

We are requesting funding for CCTV cameras to be installed along Bearwood Road in Smethwick. Cameras alone will not solve the problems and issues, but when used as part of wider partnership tactics, have proved very successful as has been demonstrated in West Bromwich. Benefits include:

- Linked to the Councils CCTV 24-hour control centre, monitored by licensed operators
- Integral part of West Bromwich Town Tasking – sharing intelligence, established part of multi-agency responses to issues raised



- Assisted police, Trading Standards and other partners in various operations including current Covid responses
- Part of wider responses to combatting drug abuse, drug dealing, street drinkers, aggressive begging & youth crime
- Identification of perpetrators that has led to successful convictions.
- Vehicle crime including car cruising
- Enabling the public to feel safer and confident as part of partnership approach to reassurance and confidence.

The cameras will be linked to the Council's 24-hour state of the art control room and the cost of monitoring will be borne by the Council. There has already been investment in modernising street lighting along the road and this will complement the work we could undertake with businesses around security, blocking off alleyways, discouraging burglaries, vehicle crime including car cruising and theft of and from vehicles as well as having an impact on other crime such as ASB, begging and drug dealing.

Funding for a Community Crime Prevention Officer (CCPO)

We are requesting funding for a 12-month dedicated CCPO to work in both wards. The main focus of the role will be:

- visit repeat victims and vulnerable householders of burglaries to advise on home security
- signpost to services that offers support to victims
- have access to home security packs if victims meet criteria
- have access to a home security budget for one off security measures i.e. installation of security measures, cutting of bushes, security lighting, fencing etc
- visit streets of concern to survey for design out crime measures – look at alley gating to entries etc
- organise cocooning visits to neighbours
- build community capacity - establish and encourage people to get involved and take ownership of their own areas, build social capital.
- visit all businesses along both high streets to offer advice regarding security and engage them in taking ownership for keeping visitors and their premises safe.

This work will run alongside a publicity campaign on crime prevention which will include a video and publicity material in a variety of languages and support from local community groups to get messages out to our communities. We will promote WMNow and encourage



neighbour WhatsApp groups, Neighbourhood Watch and other support and communication mechanisms through co-production with residents.

The CCPO will work closely with: the Sandwell Police Partnership Team which includes a new Vulnerability Officer; the Neighbourhood Police Sergeants and their teams; the Council's ASB team; West Bromwich BID; SMBCs Community Partnerships Team; businesses and their employees; voluntary organisations and residents. This will help develop a sense of community ownership of problems and measures to address them. It is envisaged that by concentrating on these areas crime will be reduced through preventative measures, community engagement and increased resilience and ownership that will leave a legacy at the end of the project of a safer environment and increased feelings of safety and cohesion, which both the Community Partnerships and Community Safety Teams will continue to support.

The cost of employing a CCPO will be £40,000 including on costs

To support the CCPO in their work we are also requesting funding for the following:

- Home security packs that will be offered to 100 vulnerable residents or repeat victims of burglaries, who meet the criteria identified by the CCPO based on vulnerabilities and affordability
- Alley gating for 20 sites identified by the CCPO with feedback from local residents, businesses, communities and the police.
- One off security measures when there are other security needs or installation costs on an individual basis for vulnerable residents – can include fencing, bush cutting, padlocks for sheds etc
- An environment security budget to address minor environmental improvements to increase safety in locations of concern
- Publicity/Printing/video for awareness campaigns to support publicity in different languages, a video that will include a victim's experience that can be viewed by schools, community groups and the public, a Support Your Neighbours campaign and two physical events during our Safer Six campaign in the Autumn of 2021.



b. Please complete the below Response Proposal Template detailing each of the deliverables and their rationale in you proposed plan (no word limit).

If your bid is successful, the submitted version of the Response Proposal template will be inserted into your Safer Streets Fund grant agreement and used to track progress over the course of the fund. An exemplar line has been included in the template to provide some guidance, please remove this for final submission. This template should include:

- Each intervention you propose delivering as part of your plan, including specific totals on how many of each intervention you plan to deploy for each deliverable, e.g. 10 alley gates to be installed; 400 homes to be target hardened.
- The total cost of delivering the entirety of each deliverable, accompanied by an indication of how this figure has been reached, e.g. via a quote from a local provider.
- The rationale behind the selection of each deliverable in this hotspot area, coupled with the evidence that suggests the intervention will work. If you wish to utilise evidence found within the Safer Streets Fund toolkit, you must identify why that evidence is specifically relevant to this situation.

RESPONSE PROPOSAL TEMPLATE

Deliverable	Total cost (highlight where funding is offered as matched funding)	Evidence/rationale
Installation of 8-10 CCTV Cameras	£110,000 based on previous quotes	EVA shows the hot spot locations for acquisitive crime where cameras will be installed. The hot spot locations all suffer with high levels of acquisitive crime. The cameras will act as a deterrent to offenders and will provide evidence and intelligence to the police



Recruitment of a Community Crime Prevention Officer	£40,000 based on Band F Local Government pay scales	EVA recommendation to work with the businesses, employees and local residents encouraging and promoting crime reduction measures. This will gain a sense of community ownership of problems and measures to address them.
Home security packs for 100 vulnerable residents or repeat victims which may include: Security lights x 100 Anti-snap locks x 100 Security chains/limiters x 100 Internal light timers x 100	£20,000 based on quotes when researching	Strong evidence of a positive crime reduction impact based on multiple evaluations as per Safer Streets Crime Prevention Toolkit supported by the EVA. We know that even when vulnerable residents are visited by police following a burglary and advised of security measures, they often don't install them due to vulnerabilities and/or affordability.
1,000 Property markers to be included in the Home Security Packs and given out at to clusters of residents to support cocooning as identified by the Design Out Crime Officer and handed out at safety events	£5,000 based on quotes when researching	Moderate evidence of a positive crime reduction impact as per Safer Streets Crime Prevention Toolkit



Alley Gating for 20 identified sites across the two locations	£30,000 based on quotes when researching and previous costs	Strong evidence of a positive crime reduction impact, based on multiple evaluations as per Safer Streets Crime Prevention Toolkit and supported by the EVA
Security Budget for one off security measures or/and installation on an individual basis for vulnerable residents – can include fencing, bush cutting, padlocks for sheds etc	£20,000 based on research of costs	Supported by EVA in recommendations. We know that even when vulnerable residents are visited by police following a burglary and advised of security measures, they often don't install them or cannot act on advice due to vulnerabilities and/or affordability.
Environment security budget to be spent on improvements to address minor environmental improvements to increase safety in locations of concern	£25,000 based on research costs	Supported by the recommendations of the EVA.
Publicity/Printing/video for awareness campaigns in different languages, a video	£15,000 based on previous campaigns and researched costs	Moderate evidence of a positive crime reduction impact as per Safer Streets Crime Prevention Toolkit



<p>that will include a victim’s experience that can be viewed by schools, community groups and the public. A support your neighbours campaign. Support two physical events during safer Six.</p>		
<p>Officer time From SMBC Community Safety Team, SMBC Community Partnership Team and The Police Partnership Team – support the CCRO to deliver objectives SMBC Community Safety Team Officer to oversee project and Campaigns will be developed and led by the Community Safety</p>	<p>Match funding: £15,000</p>	



Team in partnership with the Police and Voluntary sector – including two campaigns during Safer six weeks in October/November		
Line management and supervision of the CCPO	£10,000	
Project Manage the CCTV installation	£15,000	
Support with Community Engagement from the SMBC Community Partnerships Team	£7,000	
Administration support from SMBC	£6,000	
Total cost of project including match funding	£318,000	





3. **Delivery: Ensuring the proposed activity can be delivered in the requisite timeframe. (25% weighting)**
 - a. **Please provide an overview summary of how you propose to deliver this response within the proposed timeframe. (max. 500 words)**

This question is a showstopper and a minimum score of 60% is required. Your answer should include:

- Please provide an overview of how you plan to deliver your proposal in full by 31st March 2022, including the processes and governance you have in place to ensure both full delivery and value for money are achieved.
- Provide a summary of partnership arrangements for the delivery of the plans including any formal legal, decision making or financial agreements. Please note sign off for all partners involved in delivery of the funding is required as part of the declaration section
- Where delivery relies on a partner organisation, please provide evidence of how you will ensure your partner is able to deliver, including any evidence of existing working relationship on similar projects
- Reference to how you will ensure that you have the relevant expertise in place to deliver, either internally or via partnership arrangements.
- Please consider COVID-19 related mitigations within this summary.



Answer:
The Governance



The proposal will link in with the established Town Tasking Partnership groups and governance will be through Borough Tasking, a sub group of the Safer Sandwell Partnership, Police and Crime Board.

We have strong partnership arrangements and the support of the police and internal and external partners including SCVO, Community Groups and West Bromwich BID to progress this bid. A Commercial Centres Group, meets regularly covering issues of concern across both these areas relating to nuisance begging, street homelessness and street drinking.



A master project plan will be developed referencing timeframe, milestones, outputs, risks and mitigation alongside a lessons learnt diary. An officer within the SMBC Community Safety Team will take on the project management role with the support of our Business Improvement Team. Borough Tasking will monitor and have oversight of the plan and will be updated monthly by the project manager sharing highlight reports.

The project will regularly review progress on the work plan involving the Design Out Crime Officer who undertook the initial EVA and whose recommendations are being acted upon.

CCTV Installation

Our CCTV provision meets all current legislative and regulatory requirements having recently been audited by the National Security Inspectorate against the Surveillance Commissioners Code of Practice. This knowledge and experience means we have access to installers and providers that can be mobilised quickly and effectively to scope out, specify and install the CCTV requirement identified. We have contracted maintenance providers on hand who can also assist with elements of any new CCTV installation. A plan will be developed and led by the CCTV Control Centre Manager who has considerable experience in this area. In preparation, surveys and proposals will be commissioned in good time in readiness for us undertaking the relevant procurement processes to identify preferred providers who can both install and integrate the new CCTV system into our established CCTV control room

Recruitment of the CCPO

This post is integral to achieving our objectives, by working with the community to provide practical support to vulnerable victims and the prevention of crime by giving advice and guidance to residents and businesses around increased security of their premises. Current data from the police shows us that over the last 18 months there have been 127 offences at retail and licenced premises in these areas and the highest offences have been burglary business and community, robbery personal and theft from a person and vehicle crime. The CCPO will be responsible for procuring the elements of the home safety packs and making decisions on how we implement the environmental works around gating and other security measures.

The post will be recruited through the SMBC and managed within the Community Safety Team. (444)



b. Please complete the below (overleaf) Deliverability Proposal Template detailing how you plan to deliver each individual deliverable within the recommended timeframe (no word limit).

If your bid is successful, the submitted version of the Delivery template will be inserted into your Safer Streets Fund grant agreement and used to track progress over the course of the fund. An exemplar line has been included in the template to provide some guidance, please remove this for final submission. This template should include:

- A description of how you will deliver each deliverable in the proposed timeframe. A clear description of roles and responsibilities of all parties that are involved. Within this, we would expect to see (where relevant):
- A summary of partnership arrangements for the delivery of each deliverable, as well as the governance procedures you will put in place to ensure delivery internally and across different partnership groups.
- Notation of the milestones you will have to hit to ensure you deliver this project before the end of the funded period (milestones will be requested in greater detail in your budget toolkit – please utilise the example as a guide on the level of detail required for this template).
- Your assessment of the main risks to delivery (including where delivery is dependent on external factors – e.g. planning permission) – and any mitigating actions and contingency plans you will put in place to ensure the project runs as outlined to time and budget.

**DELIVERY PROPOSAL TEMPLATE**

Deliverable	Partner involvement and governance	Milestones	Risks and mitigations
Installation of CCTV cameras	Local Authority to lead the bid The Local Council will undertake the project management of the CCTV making use of existing frameworks. They will purchase, install and ensure CCTV is maintained throughout and past funding period.	<p>Survey and consultation exercise of the area – June 2021</p> <p>Begin formal procurement process to select CCTV provider – July 2021</p> <p>Complete procurement and begin delivery with successful provider – September 2021</p> <p>Complete full installation of 10 CCTV cameras in hot spot locations – February 2022</p>	<p>Risk: Locations identified in the EVA are no longer viable.</p> <p>Mitigation: Alternative locations to be identified within the LSOA.</p>
Recruitment of the CCPO and purchasing of Home safety packs and other funded improvements.	Post recruited to Sandwell MBC with the Police being part of the recruitment process. Post will work alongside a range of external and internal partners to deliver the objectives of the post.	<p>Advertise post and interviews concluded – May / June 2021</p> <p>Induction and training into post-July 2021</p> <p>Visit all businesses on Bearwood Road, Smethwick – September 2021</p> <p>Visit all businesses on High Street West Bromwich – September 2021</p>	<p>Risk: Delays in recruitment</p> <p>Mitigation: some of the work will commence using existing officers within SMBC Community Safety Team and the Police Partnership Team until post holder established.</p>



		Work with residents in the identified areas – August 21-March 2022 Take part in Safer Six Events – November 2021	
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4. How will you sustain the impact of your plan after the funding period has ended? (15% weighting)

a. Please provide an overview summary of how you will sustain the impact of your plan after the funding period has ended. (max. 400 words)

This question is a showstopper and minimum score of 60% is required. Your answer should include:

- An outline of your plans to ensure your programme is sustainable after the funding period has finished (31 March 2022)
- How long you expect investments in the physical environmental to be effective for and continue to deliver impacts against neighbourhood crimes beyond the funded period
- How you plan to maintain interventions beyond the end of the funding period (21/22) – including, where this cost will fall to a partner, agreement that they are committed to doing this
- How you will continue to engage residents and community groups after the funding period has ended

Answer:

The Interventions we plan to implement will be sustainable beyond the initial funding. We believe we have developed an approach that maximises the best possible opportunity to maintain resources through mainstreaming their use.

The CCTV deployment will be absorbed as BAU within our existing CCTV Control room and operations. The cameras will be linked to the Council's 24-hour state of the art control room and the cost of monitoring will be borne by the Council. Some maintenance costs are



built in, which over time will be absorbed through modernisation of our stock and economies of scale. The control room is managed by fully trained and licensed operators.



The control room will monitor the new cameras and continue to work in partnership with the police, wardens, ASB officers, housing officers, taxi licencing, environmental health and other teams such as our counter fraud teams and Environmental Protection team. On the back of the information we will be able to collate we expect to have an impact on current crime and ASB figures. The longer-term future of the control room is currently being secured by way of a phased upgrade of recording and networking equipment that will see the control room 'future proofed' for the next decade and beyond

With the 12-month recruitment of a dedicated Community Crime Prevention Officer it is envisaged that through the targeted community work undertaken, there will be a vestige of continued community participation and resilience building in these areas. As well as making the area more secure by providing the physical resources during the 12 months, we would like to build community capacity by establishing and encouraging people to get involved and take ownership of their own areas, building social capital. This will help build a legacy in these areas beyond this post and empower the community to take charge of their own spaces. There will be continued support for this delivered by SMBC Community Safety Team, Community Partnerships Team and the Police Partnership Team. Our Tasking arrangements will continue to measure the impact of the project and look at complimentary interventions to enhance the work already started. (352)



b. Please complete the below Sustainability Proposal Template detailing how you plan to ensure sustainable impact of your proposal beyond the funded period (no word limit).

If your bid is successful, the submitted version of the Delivery template will be inserted into your Safer Streets Fund grant agreement and used to track progress over the course of the fund. An exemplar line has been included in the template to provide some guidance, please remove this for final submission. This template should include:

- The identification of the ongoing costs (if any) to each deliverable/ intervention proposed in your bid
- An indication of how these costs will be met and how the intervention will be maintained beyond the funded period, including identifying any partnership agreements
- Information on how you expect each deliverable to deliver impact beyond the funded period

SUSTAINABILITY PROPOSAL TEMPLATE

Deliverable	Identify any ongoing costs beyond funded period	How will these costs be met and the intervention maintained beyond the funded period? Partner agreements should be identified.	How this will deliver impact beyond funded period
Installation of CCTV cameras	£30,000	The Local Council will maintain and monitor the cameras for 5 years. We will build economies of scale into our future maintenance contracts and system upgrades.	The hot spot locations will continue to benefit from the cameras, this will continue to reduce crime in these locations and help the community feel safer. This will continue beyond the funded period.



CCPO - Community Engagement	£40,000	The work developed by the CCPO will be built upon through the Community safety and Community Partnerships Teams.	Ongoing engagement
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