

2008/09 Crime Figures Publicity

1. The final outturn of 2008/09 crime figures show an excellent reduction of 18% from 17,653 in 2007/08 to 14,470, and 30% reduction from 20,534 in 2003/04. In terms of rates per 1,000 population the reduction from 2003/04 is 34% from a rate of 114.3 to 75.6 in 2008/09.
2. We are keen to celebrate this excellent achievement but also to use this information to assist in our drive to provide reassurance for residents and reduce fear of crime.
3. There are a number of vehicles that could be considered for this purpose:
 - a) Issuing press releases, one has been issued by the Council on behalf of the partnership in April however we received minimal coverage, and a further one will be issued in July when the national crime figures are released by both Council and the Police.
 - b) Providing the information on all partnership websites. Text is already on the Safer Stockton website, the Police and Council websites. Partners are encouraged to duplicate this on their websites.
 - c) Adding text to payslips has been scheduled for June 09 for the council, other partners are urged to check if this can be done within their organisation.
 - d) Sending the message out via Message of the Day, this has been requested in April to all council staff. Again members are urged to follow this principle within their organisation.
 - e) A stamp advertising the reduction has been ordered for both the Police and Community Safety admin and it is intended to be used on every envelope that will be sent out in their mail.
 - f) A page has been put on the police page of the LIFE Channel which is shown in many doctors surgeries across the Borough at no cost to the partnership and the same will be used on the partnership page on the screen in the library.

The following suggestions will incur a cost to the partnership.

- g) A three month bus promotion on the outside rear costs £6,108. (there may also be design costs to be added to this) To use the inside as well incurs an additional cost of £1,627.
- h) Using the screen situated on the Castlegate Shopping Centre for one full year campaign would cost as follows:-

10 seconds £1,300
20 seconds £1,560
30 seconds £1,820

- i) A full page advertisement in Stockton News at £750 as well as editorial that will be submitted throughout the year.
 - j) A page in Stockton Sparkles (distributed to all homes in the Town Centre area). Members will recall that our recent analysis of the MORI results showed that this area had a higher level of fear of crime as fewer residents in Central Stockton felt safe walking outside alone in both the daytime and after dark, than across the Borough as a whole.
 - k) Lamp post banners remain in place for the full year. For town wide coverage we would need four in Stockton High Street; two in Billingham, Yarm and Thornaby at a total cost of £2,500.
 - l) A radio campaign from TFM at a cost of £7,500 for three months for a basic 30 second commercial.
4. Members will be aware that we have a limited partnership budget of £5,000 per year, this is made up of:
- £2,000 Cleveland Police Authority
 - £1,000 Stockton Fire Service
 - £1,000 Cleveland Police – Stockton District
 - £1,000 Stockton Council Community Safety
5. The budget for 2008/09 was used for the production of our strategic plans the Community Safety Plan, ASB Strategy, Domestic Violence Strategy and the Violence Reduction Strategy. £750 was used for the summary of the Community Safety Plan in the May edition of the Stockton News. There is a small carry over of £321 from 2008/09.
6. For 2009/10 a half page has been booked for the May edition of the Stockton News to provide a summary of the Partnership Strategic Assessment at a cost of £375, this leaves a remaining balance of £4,946.
7. Members are asked to consider the following:
- a) agreement on the message see attached suggestions.
 - b) the most suitable and affordable promotion campaign to be used.
 - c) the adoption of the principles outlined in a to d in point three.
 - d) a possible increase in the partnership budget with those responsible authorities who are currently not contributing providing a yearly allocation in line with other partners, which would increase the resources available to us.

1.

CRIME RATE IN STOCKTON



34%

THAT'S 6,064 FEWER CRIMES OVER THE LAST FIVE YEARS

2.

CRIME RATE IN STOCKTON

DOWN BY 34% OVER THE LAST 5 YEARS

3.

CRIME RATE IN STOCKTON



30%

FROM 2003 TO 2009