

# **Understanding the Perception of Crime in East Staffordshire**

**November 2019**

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# Acknowledgements

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We would like to thank the following organisations, their representatives and participating young people for their contributions:

- ◆ East Staffordshire Local Strategic Partnership and Community Safety Partnership
- ◆ Staffordshire Youth Union – a countywide council of young people aged 11-18, including 4 representatives who are elected Members of the UK Youth Parliament for Staffordshire.
- ◆ Burton Sea Cadets
- ◆ Burton Police Cadets
- ◆ Riverside Church
- ◆ Uttoxeter Heath Community Centre
- ◆ Uttoxeter Networking Forum

"I don't feel as safe as in the day but this is because of the perceived risk after dark and not based on actual data." (Survey respondent)

# Executive Summary

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## Background to the project

This research is the second of four pieces of work commissioned by the East Staffordshire Local Strategic Partnership on behalf of the local Community Safety Partnership. All four themes have been identified as priorities by partners, and areas of work that would benefit from additional insight prior to determining the best and most relevant interventions moving forwards.

Most people will have come across crime at some point in their lives – through a media headline about knife crime, a friend who has had their purse stolen or first-hand experience of being a victim of, or witness to a crime. Although people might encounter crime through headlines, conversations or experience, it is easy for our perceptions to be distorted.

It is quite common for people to believe that crime is more prevalent than it is, or people think their risk of being a victim is higher than it actually is. These perceptions can also differ depending on personal and social characteristics.

## Research Aim & Objectives

The overall aim of the research is to understand the perception of crime in East Staffordshire, particularly after dark. The aim comprises three component research objectives which are:

- ◆ To compare and contrast the perceptions of crime and the types of crime people fear in Burton Town, Uttoxeter Town, and Rural Communities.
- ◆ To understand the places where people feel safe and unsafe and what makes people feel that an area is unsafe.
- ◆ To highlight what people think authorities can do to improve these perceptions.

## Evaluation Methods

Utilising both quantitative and qualitative research approaches, SCVYS conducted the following evaluation activities in the compilation of this report:

- ◆ **desktop analysis** of local and national data and reports
- ◆ **online survey** promoted via SCVYS member organisations
- ◆ **focus groups** with Uttoxeter Networking Forum and Staffordshire Youth Union

## Key Findings

- ◆ The types of crime people fear overwhelmingly point to Violence and ASB, particularly after dark which would be consistent with the levels of recorded crimes highlighted.
- ◆ Predominantly people's fear of crime was explicitly and recurrently linked to the visible presence of gangs/groups of people (not necessarily young people) and visible littering from substance abuse or public alcohol consumption that also heightened people's fear of crime.
- ◆ Differences in cultural norms contribute to some negative perceptions of crime. Drinking alcohol in the street might be considered acceptable by some communities whereas for others this might be viewed as antisocial.
- ◆ In relation to unsafe places there was a particular focus on town centres after dark. Isolated locations such as canals and open spaces such as parks, were also deemed unsafe because of a lack of lighting or a limited visibility to other people.
- ◆ Common characteristics of a safe place included the presence of positive relationships with friendly / trustworthy people; familiarity of an area and less exposure to crime. These places are considered safe because they are inclusive and instil a sense of community.
- ◆ Respondents placed a greater emphasis on having a more visible police presence and improved physical deterrents to reduce people's fear of crime.

## Key Recommendations

- ◆ Better promotion of and accessibility to positive statistics and stories about crime prevention and reduction in neighbourhoods.
- ◆ Improve education support and a take collaborative approach to prevention.
- ◆ Invest in relational youth work support and longer term outcomes for young people.
- ◆ Share positive stories of community activities / involvement, with a focus on breaking negative stereotypes.
- ◆ Target police presence in identified hotspot areas/estates, particularly after dark.
- ◆ Encourage residents to become more actively engaged in their communities.
- ◆ Facilitate greater cultural awareness and understanding of diverse communities.
- ◆ Consider the use of physical deterrents where appropriate and based on demonstrable need.

# 1. Introduction

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## 1.1 Introduction to the Research

This research project was funded by the East Staffordshire Community Safety Partnership who were seeking to understand the perception of crime in the Borough and more specifically to gain a better understanding of the disproportionate fear of crime versus the risk of being a victim of crime in East Staffordshire, particularly after dark.

## 1.2 Where is the research located?

This research sits within the field of Community Safety. In Staffordshire there are two established partnership groups; one for the City and one for the County, in addition to eight district-based governance structures. In East Staffordshire this responsibility sits with the Local Strategic Partnership who commissioned this piece of work. The local community safety priorities for East Staffordshire as identified in the Locality Deal Fund 2019-20 include:

- ◆ Domestic Abuse
- ◆ Anti-Social Behaviour (ASB)
- ◆ Public Place Violence (including Youth Violence)
- ◆ Road Safety
- ◆ Substance Misuse
- ◆ Protecting Vulnerability (including modern slavery, honour based abuse, CSE and child abuse, victims of radicalisation, organised immigration crime, hate crime, mental health)

## 1.3 Research Aim & Objectives

The research aim and composite objectives were outlined and clarified by the East Staffordshire Communities, Open Spaces & Facilities Manager in early August 2019. The overall aim of this study is to understand the perception of crime in East Staffordshire, particularly after dark. Underpinning this aim are the following research objectives:

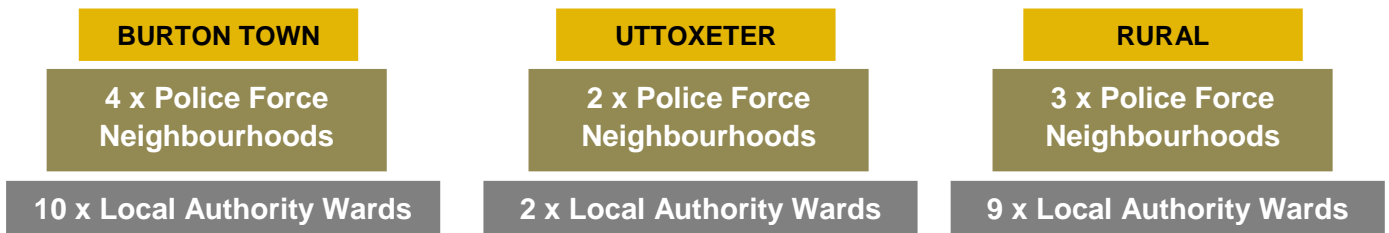
**Research Objective 1:** To compare and contrast the perceptions of crime and the types of crime people fear in Burton Town, Uttoxeter Town, and rural communities.

**Research Objective 2:** To understand the places where people feel safe and unsafe and what makes people feel that an area is unsafe.

**Research Objective 3:** To highlight what people think authorities can do to improve these perceptions.

For ease of reference, the main body of this report will be structured into sections pertaining to each of the three geographical areas outlined above; Burton Town, Uttoxeter Town, and Rural communities. To provide further clarity to the geography, each of these three top tier areas include a number of Police Force Neighbourhoods (PFNs) and composite Local Authority Wards (LAWs) and these will be highlighted within each section.

Police Force Neighbourhoods were included to align recorded crime data from Staffordshire Police with local authority wards. Rural and urban local authority wards were classified as per the East Staffordshire Data Pack produced by the Staffordshire Observatory.



Each of the three geographical sections will also include the following:

- ◆ The age range demographic of survey respondents
- ◆ The number of survey respondents by PFN
- ◆ Recorded crimes by PFN and category for the period August 2018 - September 2019
- ◆ Findings & Analysis relating to the research objectives

# 2. Desktop Review

## 2.1 Introduction

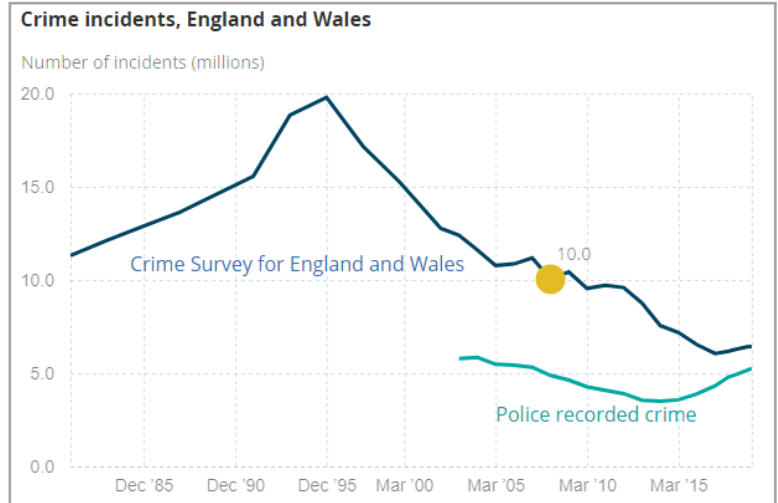
This section will provide a brief analysis on what has already been published in the context of the research aim and objectives, pulling on both national and local material where available.

## 2.2 A National Perspective

In providing some national context it seemed appropriate to use the Crime Survey for England and Wales (CSEW) undertaken by the Office for National Statistics with approximately 25,000 individuals on an annual basis. The purpose of the survey is to ask people about their experiences and perceptions of crime in the last 12 months.

In terms of **'Perception of Crime'** the latest survey for the year ending March 2019 highlighted that 81% of respondents thought 'Nationally' crime had gone up 'a little' or 'a lot' in the past few years compared to 72% the previous year. The perception of 'Local' crime indicated a lower level in that 50% of respondents thought crime had gone up 'a little' or 'a lot' in the past few years, compared to 43% the previous year. So overall both elements showed that people's perception of crime had increased, with greater emphasis attributed to the national picture.

The following chart gives some insight into whether this perception is true. The CSEW provides a consistent measure of crime and includes crimes not reported to the police. Over the past four years it has shown a decrease in the overall level of crime (navy blue line), down to 6.4 million incidents in the year ending March 2019 (excluding fraud).



The number of crimes recorded by the police (light blue line) has risen each year over the same period to 6.0 million (including fraud) and 5.2 million (excluding fraud). This is mostly because police forces have improved their recording practices, and more victims have come forward to report crimes, as demonstrated by the narrowing of difference between overall crime and reported crime.



You could argue that this perception is likely to have been influenced by local/national media coverage particularly on violence related crime e.g. knife crime. Furthermore, nationally published crime figures linked to particular types of crime at that time may also provide some validation to people's perceptions. In January 2019, BBC News cited:

- ◆ Violent crime recorded by police in England and Wales had risen by 19% in a year
- ◆ Robbery went up by 17%, as did recorded sexual offences, according to the data released by the Office for National Statistics (ONS).
- ◆ Overall crimes recorded by police went up by 7% with a total of 5,723,182 offences recorded.
- ◆ Stalking and harassment offences recorded by police, had risen by 41%.
- ◆ Public order offences went up by 24% to 427,134. In this case, while the ONS said changes in recording practices might have had an impact, there could also be a "genuine" increase.

### 2.2.1 Risk of Victimization

The risk of victimisation of crime varies across different groups in our communities, with factors such as employment and housing status contributing to a higher risk of victimisation. The types of crime suffered also differs between different social characteristics. Both the Office for National Statistics (ONS) and CSEW have indicated some differences and correlations between the risk of victimisation and worry about crime as highlighted below.

**Age:** The age group to suffer the highest rate of crime were 16 to 24 year olds; 19.6% within this group had been a victim of a crime, with 8.1% being a victim of personal crime (e.g. robbery, theft from the person and other theft of personal property). However, people in younger age groups tend to worry the least about some types of victimisation, with 16 to 34-year-olds the least worried about burglary, robbery and online crime.

This compares with the oldest age group, 75 and over, who suffered the lowest proportions of crime overall and personal crime; 4.9% and 1.1% respectively. ONS research indicates that older age groups tend to worry more about possible victimisation, with 35-44 year-olds most concerned about burglary. The older age groups, spanning 55-64 year-olds and 65-74 year-olds were also most concerned about online crime and identity theft. This highlights a disproportionate level of worry versus actual risk of victimisation.

**Gender:** Men were more likely to have been a victim of violence, robbery and vehicle-related theft, than women. Women were twice as likely as men to be a victim of domestic violence and over five times more likely than men to have been sexually assaulted.

**Employment status:** Unemployed people were more likely to be victims of crime, compared with those in employment. Retired adults have a lower risk of burglary and vehicle-related theft than

those in work. Students were almost twice as likely to be victims of theft from the person than the average adult in England and Wales.

**Housing tenure:** People who rented were more likely to be a victim of a violent crime, burglary or vehicle related theft than home owners.

**Geographical area:** Areas with higher rates of unemployment also have higher levels of burglary, criminal damage, other household theft and vehicle-related theft.

### 2.3 A Local Perspective - East Staffordshire

Local data published by Staffordshire Observatory in its latest East Staffordshire Locality Data Pack (2018) showed the Borough as having the highest rate of violent crime of all districts in Staffordshire and was one of three districts in the county with a higher rate compared to England as a whole. In terms of Anti-Social Behaviour (ASB), the Borough ranked third highest in the County and is of a similar level when compared to England. The Borough also recorded the highest rate of alcohol related crime compared to Staffordshire and Stoke-on-Trent.

More currently, Staffordshire Police data taken from the [POLICE.UK](https://www.police.uk) website, shows that there were 10,269 recorded crimes in East Staffordshire during the 12-month period spanning September 2018 to August 2019. Overall, this represents a **3.42% decrease** from the previous 12 month period, when there were 10,663 offences.

Unsurprisingly, the two most prevalent types of crime committed across the Borough for the same period were Anti-Social Behaviour (32% / 3,248 crimes) and Violence & Sexual Offences (30% / 3,054 crimes). Again predictably, these incidences were most geographically concentrated in the Burton Urban (29%) and Burton Town & Uxbridge (23%) neighbourhoods. Uttoxeter Town also ranked quite high, particularly on ASB related incidents.

#### 2.3.1 Perception of Safety & Victimization

In terms of a snapshot of people's '**perception of safety**' in East Staffordshire, results taken from the last Feeling the Difference (FtD) survey in October 2018, highlighted that:

- ◆ **99% (148)** felt very / fairly safe outside in their local area during the day / **1% unsafe**
- ◆ **82% (123)** felt very / fairly safe outside in their local area after dark / **18% unsafe**

Furthermore, in terms of actual '**risk of victimisation**' the survey highlighted that nearly twice as many people are fearful of being a victim of crime (11%) compared with those who have actually experienced crime (7%) in East Staffordshire, reflecting similar findings from national research conducted by the ONS.

# 3. Evaluation Methods

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## 3.1 Research Aim & Objectives

The overall aim of this study is to better understand the perception of crime in East Staffordshire, particularly after dark. Underpinning this aim are the following research objectives:

- ◆ To compare and contrast the perceptions of crime and the types of crime people fear in Burton Town, Uttoxeter Town, and Rural Communities.
- ◆ To understand the places where people feel safe and unsafe and what makes people feel that an area is unsafe.
- ◆ To highlight what people think authorities can do to change these perceptions.

## 3.2 Research Approach & Collection

In an attempt to meet the above research aim and objectives, SCVYS decided to adopt a mixed methods approach that comprised both qualitative and quantitative elements, as highlighted below. The timescale allocated to the data collection phase spanned a two-month period during August/September 2019.

### 3.2.1 Desktop Review

A brief analysis of secondary research was undertaken in the form of local and national reports, articles and data which would provide a broader context to the research aim / objectives. This would also assist in highlighting any similarities or differences within the subsequent findings and analysis section.

### 3.2.2 Online Perception of Crime survey

For this second piece of research a further online survey was developed, comprising 17 questions in total, including both closed / open ended formats. This would enable quantifiable results to be extracted e.g. demographics / percentages, which would be supplemented by open ended questions to elicit the feelings and opinions of respondents. The questions posed within the survey included:

- ◆ What is your age and home postcode?
- ◆ Do you fear any types of crime in your local community during the day?
- ◆ What types of crime do you fear during the day and why do you feel this way?
- ◆ Do you fear any types of crime in your local community after dark?
- ◆ What types of crime do you fear after dark and why do you feel this way?

- ◆ Are there any places in your local area where you feel unsafe during the day?
- ◆ Tell us which places you feel are unsafe during the day and why you feel this way?
- ◆ Are there any places in your local area where you feel unsafe after dark?
- ◆ Tell us which places you feel are unsafe after dark and why you feel this way?
- ◆ Tell us about any places in your local area where you feel safe and what makes you feel these places are safe?
- ◆ What do you think could be done to improve people's perceptions of crime and unsafe places?

### 3.3 Promotion of the research and survey

The research brief was promoted by SCVYS in the following ways:

- ◆ Emailed research brief and survey link to 35 member organisations based in East Staffordshire, who in turn could then promote to their users and networks
- ◆ Sessions run with Burton Police Cadets, Burton Sea Cadets, Riverside Church and Uttoxeter Heath Community Centre enabling the completion of surveys with users
- ◆ Discussion and survey completion with members of the Uttoxeter Networking Forum
- ◆ Focus group with Staffordshire Youth Union relating to Research Objective 3.
- ◆ Social media posts on SCVYS [Twitter](#) and [Facebook](#) pages

### 3.4 Data Analysis

The data analysis phase comprised two key elements:

**Quantitative Analysis** - Data from the survey was downloaded into an Excel spreadsheet to enable the respondent's answers to closed ended questions, to be quantified and presented. For example, Age range demographic, postcode locations, Yes/No or other category-based answers.

**Qualitative Analysis** - Responses to open ended questions would be analysed from the survey via spreadsheet, and focus group via facilitators notes. This would enable common themes to be drawn and categorised, supplemented by any pertinent quotes to elaborate on any particular themes.

The subsequent sections will analyse the respective findings from the evaluation undertaken and structured to align with the three aforementioned geographical areas of Burton Town, Uttoxeter Town and Rural Communities of East Staffordshire.

# 4. Burton Town

## 4.1 Geographic Coverage - PFNs & LAWs

The survey analysis undertaken for Burton Town relates to responses received from residents within the areas listed here:

## 4.2 Survey Cohort

For Burton Town we were able to analyse data provided by a total of 231 survey respondents.

The age demographic breakdown and PFN geographic location of these can be seen below:

Police Force Neighbourhoods			
Burton Town & Uxbridge	Branston	Burton Urban	Winshill & Stapenhill
Composite Local Authority Wards			
Anglesey Burton	Branston	Eton Park Horninglow Shobnall Stretton	Brizlincote Stapenhill Winshill

PFN	No. of Survey respondents
Branston	52 (23%)
Burton Town & Uxbridge	63 (27%)
Burton Urban	51 (22%)
Winshill & Stapenhill	65 (28%)
<b>Totals</b>	<b>231 (100%)</b>

Age Group	Burton Town Survey respondents
10 and under	5 (2%)
11-18	159 (69%)
19-25	10 (4%)
26-35	17 (7%)
36-45	18 (8%)
46-55	9 (4%)
56-65	5 (2%)
65 and over	8 (3%)
<b>Totals</b>	<b>231 (100%)</b>

## 4.3 Recorded crimes by PFN and category between Sept 2018 - Aug 2019

The following table shows the number of recorded crimes by category and PFN area in Burton Town. It also highlights the percentage of those crimes in comparison to the overall total recorded.

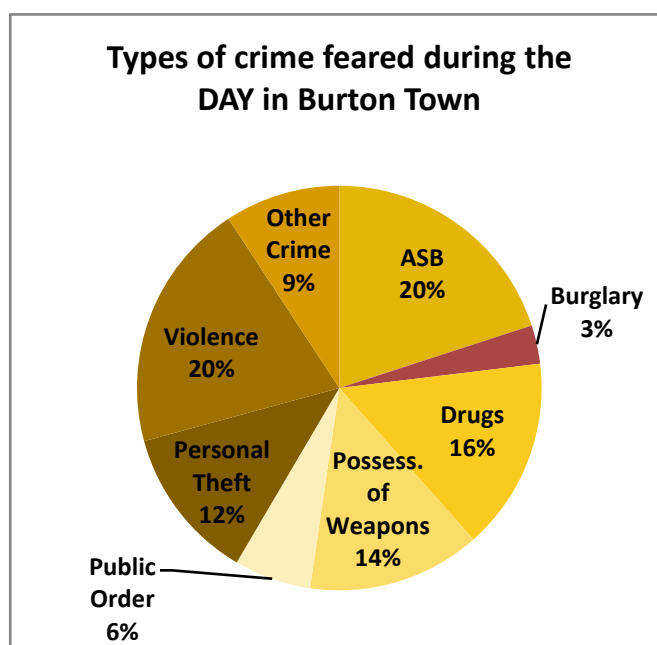
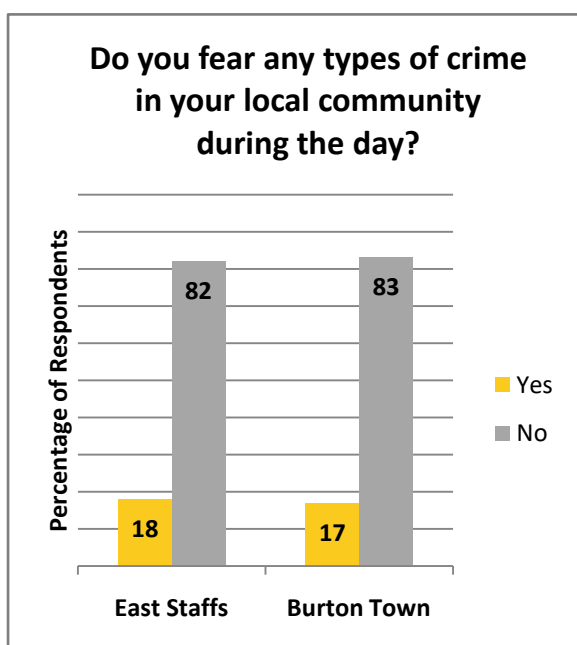
	BURTON TOWN recorded crimes by PFN Sept 2018 - Aug 2019							
	Burton Town & Uxbridge		Branston		Burton Urban		Winshill & Stapenhill	
Anti-Social Behaviour	843	32%	176	33%	953	34%	537	29%
Bicycle theft	90	3%	14	3%	32	1%	8	0%
Burglary	91	3%	22	4%	96	3%	83	5%
Criminal Damage and arson	159	6%	30	6%	226	8%	195	11%
Drugs	77	3%	11	2%	55	2%	25	1%
Other crime	27	1%	12	2%	46	2%	38	2%
Other theft	193	7%	41	8%	197	7%	81	4%
Possession of weapons	20	1%	2	0%	18	1%	7	0%
Public Order	134	5%	27	5%	102	4%	57	3%
Robbery	16	1%	2	0%	15	1%	10	1%
Shoplifting	299	11%	20	4%	37	1%	34	2%
Theft from person	26	1%	2	0%	5	0%	2	0%
Vehicle crime	70	3%	35	7%	136	5%	82	4%
Violence & Sexual Offences	600	23%	134	25%	879	31%	683	37%
<b>Total Recorded Crimes by PFN</b>	<b>2,645</b>	<b>100%</b>	<b>528</b>	<b>100%</b>	<b>2,797</b>	<b>100%</b>	<b>1,842</b>	<b>100%</b>

Source: <https://www.police.uk/staffordshire/#neighbourhoods>

As alluded to earlier, and which is consistent with the Borough as a whole, the two most prevalent types of crime committed across all PFNs in Burton Town were ASB (1st) and Violence & Sexual Offences (2nd), with the highest numbers recorded in Burton Town & Uxbridge and Burton Urban neighbourhoods. However, in Winshill & Stapenhill the reverse was true, with the highest number of crimes relating to Violent offences (37%) and ASB coming out lower at 29%. Across the whole PFN however, ASB had reduced by 5% on the previous year's figures with Violence related incidents remaining at a static level.

#### 4.4 Fear of Crime and Types of Crime feared during the DAY

The indication from the survey is that **17%** of respondents in Burton Town stated they fear crime within their local community **during the day**, which is slightly lower than those living in the Borough as a whole. To highlight the types of crime people fear, these were categorised to align with the those listed within the recorded crimes data above.

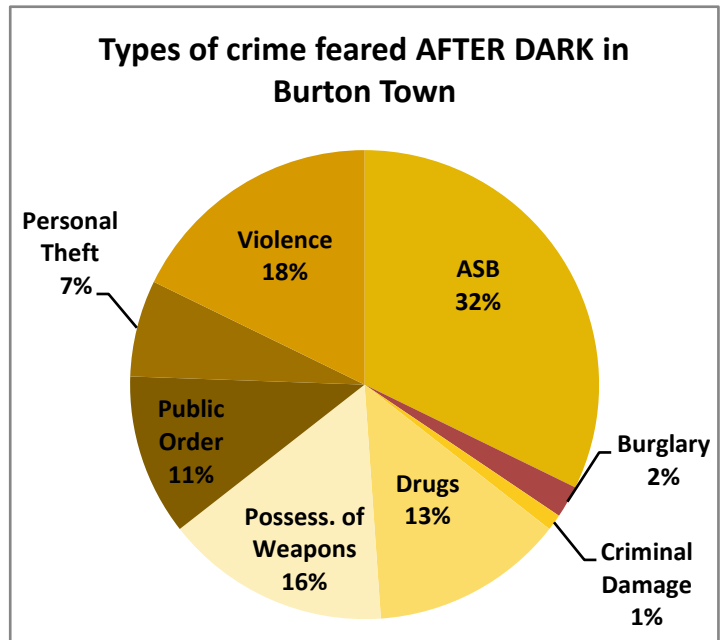
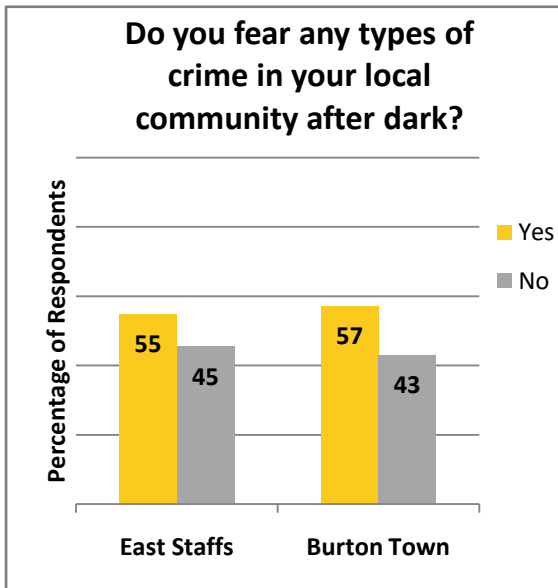


Survey responses highlighted that **20%** of people were mostly fearful of **violence** during the day. Some respondents fear several types of crime and particularly linked violence to the use of a **knife** and **drug dealing or use**, with a geographical focus being placed on Anglesey ward. Of the 20% who mentioned **ASB** as a factor, the primary reference was to street drinking.

The key reasons given by respondents for being fearful of violence related crime in their local community during the day, were the **visible presence of gangs hanging around** (25%) and the general view that **crime rates are high or going up** (23%) with some referring to media/news coverage. Interestingly, 15% stated it was because they themselves had been a **victim or knew a victim** of violence near to where they live.

## 4.5 Fear of Crime and Types of Crime feared AFTER DARK

The indication from the survey showed **57%** of respondents in Burton Town fear crime within their local community **after dark**, which is a slightly higher level compared to those living in the Borough as a whole.



From the 57% who said they feared crime after dark, **32%** cited **ASB** as their main concern followed by violence, with the predominant references being to drug / alcohol abuse and again the **visible presence of gangs / people hanging around** (30%) where they live. 14% of respondents said they were fearful due to their own anxiety/cautiousness. Geographically, 76% of those citing ASB as a concern were respondents from the wards of Anglesey, Branston, Horninglow and Stapenhill. One resident from Anglesey highlighted a number of elements that informed their view:

**"It's an unsafe area that consists of large gangs. There are a lot of issues within the community I live in, including gang wars, local diversity in religion, drug or substance abusers, arson attacks, etc. You know [your] area is not safe when you cannot even walk the streets on your own and have to rely on transport to get you from A to B due to it being unsafe." (Aged 19-25)**

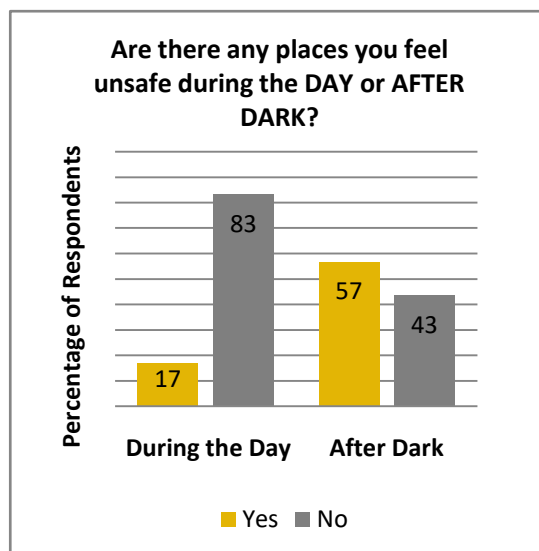
Within half a mile of this person's postcode location there were 124 crimes recorded (mostly relating to ASB/violence) during September 2019. So this could imply that their view is substantiated and not an inaccurate perception. This might also explain why they feel more likely to be at risk of being a victim of crime. **Source:** <https://www.streetcheck.co.uk/crime/de143ae>

Furthermore, 32% of recorded crimes in Burton Town were classified as ASB. This could justify the fear across respondents to the survey who are aware that ASB is the most predominant crime in Burton Town.

Other than the sample quotes included, without aggregating down further to street level and comparing crime locations to the respondent address we are unable to provide a more comprehensive insight to substantiate people's views versus the reality of crime being committed in the vicinity of where they live.

#### 4.6 Safe & Unsafe Places in Burton Town

From the survey, **57%** of respondents in Burton Town stated that there were places where they felt unsafe after dark compared to just **17%** during the day. When asked about the places they felt unsafe the majority of responses (spanning both day / after dark) referred to specific areas near to where they live - including particular street names/estates, a local park or wooded area (these are detailed below).



The key reason cited why respondents felt unsafe both during the day and after dark was the **visible presence of gangs or unsavoury individuals hanging around** (45%).

For the 'after dark' question, 30% of respondents commented that in some places there was a **lack of lighting and limited or no visibility to other people** which made them feel vulnerable. Particular isolated locations such as parks/open spaces, wooded areas and canal bridges were referenced.

#### Unsafe Places

Of those choosing to state the places they felt unsafe, a summary of locations is listed below:

Burton Town & Uxbridge	Burton Urban
<ul style="list-style-type: none"> <li>Anglesey: Queen Street / King Street</li> <li>Uxbridge Street</li> <li>Play Area / Park by Burton Library</li> <li>Tesco &amp; Burton Town Centre (McDonalds)</li> <li>Brewhouse Car Park</li> </ul>	<ul style="list-style-type: none"> <li>Eton Road Park / Recreation ground</li> <li>Horninglow Road: Under the canal bridges</li> <li>Horninglow: Carver Road</li> <li>Shobnall Park</li> </ul>
Branston	Winshill and Stapenhill
<ul style="list-style-type: none"> <li>Clays Lane Park</li> <li>Regents Park Road</li> <li>Local wood (Bean's Covert)</li> </ul>	<ul style="list-style-type: none"> <li>The park and field</li> <li>The high street and the woods</li> <li>Washlands / Ferry bridge</li> </ul>



A young person from Branston highlighted:

**"Drugs have become an increasing problem around my area, in our local wood there is a fire circle that has ends of spliffs and cigarettes and clear bags that did have weed in. Police could easily catch them as I always see them in the woods" (Aged 11-18)**

### Safe Places

In terms of safe places, 49 respondents from Burton Town chose to answer this optional question. The most common safe places cited and the reasons why included:

Safe Places - Where	Safe Places - Why do you feel like this?
1. Home, friend's house or school	<ul style="list-style-type: none"><li>• The positive relationships held with people they trust (particularly at home/school)</li></ul>
2. Their street or local estate	<ul style="list-style-type: none"><li>• Familiarity of an area</li><li>• Friendly people</li><li>• Don't see or are not aware of any crime</li></ul>
3. Local community facility, pub or shop	
4. Burton Town Centre	<ul style="list-style-type: none"><li>• Greater police / PCSO presence</li><li>• CCTV</li><li>• More people around</li></ul>

# 5. Uttoxeter Town

## 5.1 Geographic Coverage - PFNs & LAWs

The survey analysis undertaken for Uttoxeter Town relates to responses received from residents within the areas listed here:

Police Force Neighbourhoods	
Heath	Uttoxeter Town
Composite Local Authority Wards	
Heath	Town

## 5.2 Survey Cohort

For Uttoxeter Town we were able to analyse data provided by a total of 24 survey respondents. The age demographic breakdown and PFN geographic location of these can be seen below:

PFN	No. of Survey respondents
Heath	16 (67%)
Uttoxeter Town	8 (33%)
<b>Totals</b>	<b>24 (100%)</b>

Age Group	Uttoxeter Town Survey respondents
10 and under	0 (0%)
11-18	11 (46%)
19-25	2 (8%)
26-35	2 (8%)
36-45	0 (0%)
46-55	4 (17%)
56-65	3 (13%)
65 and over	2 (8%)
<b>Totals</b>	<b>24 (100%)</b>

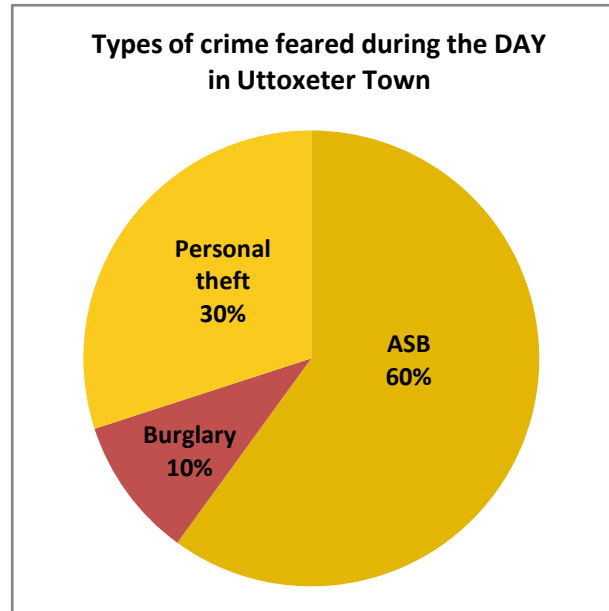
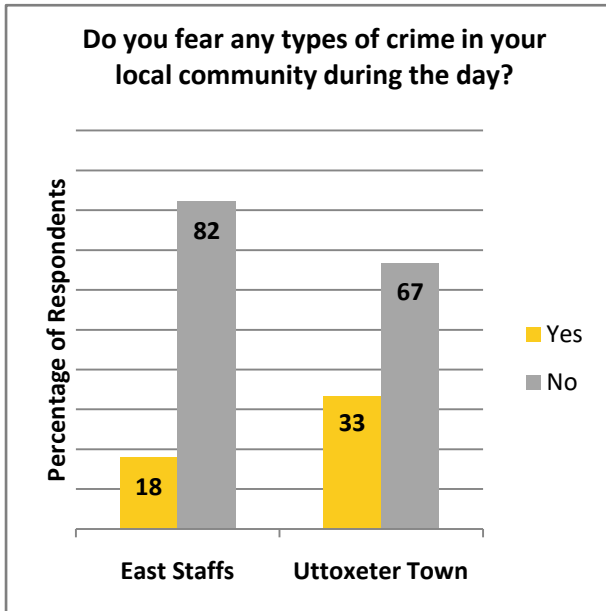
## 5.3 Recorded crimes by PFN and category between Sept 2018 - Aug 2019

The following table shows the number of recorded crimes by category and PFN area in Uttoxeter Town. It also highlights the percentage of those crimes in comparison to the overall total recorded. Again ASB came out as the most prevalent crime type with 458 incidents across the whole PFN. However, this had decreased by 9% on the previous year when there were 503 recorded crimes. Violence related offences had remained at the same level as the previous year. Both crime types were more common within the Town rather than Heath ward.

	UTTOXETER TOWN recorded crimes by PFN Sept 18 - Aug 19			
	Uttoxeter Town		Heath	
Anti-Social Behaviour	313	41%	145	37%
Bicycle theft	2	0%	1	0%
Burglary	34	4%	14	4%
Criminal Damage and arson	62	8%	27	7%
Drugs	9	1%	4	1%
Other crime	13	2%	9	2%
Other theft	46	6%	34	9%
Possession of weapons	4	1%	1	0%
Public Order	14	2%	18	5%
Robbery	2	0%	4	1%
Shoplifting	29	4%	4	1%
Theft from person	8	1%	0	0%
Vehicle crime	20	3%	26	7%
Violence & Sexual Offences	205	27%	107	27%
<b>Total Recorded Crimes by PFN</b>	<b>761</b>	<b>100%</b>	<b>394</b>	<b>100%</b>

## 5.4 Fear of Crime and Types of Crime feared during the DAY

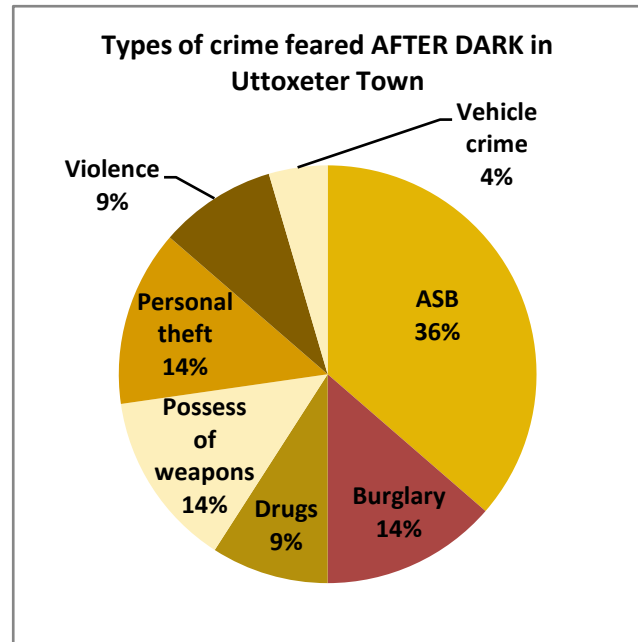
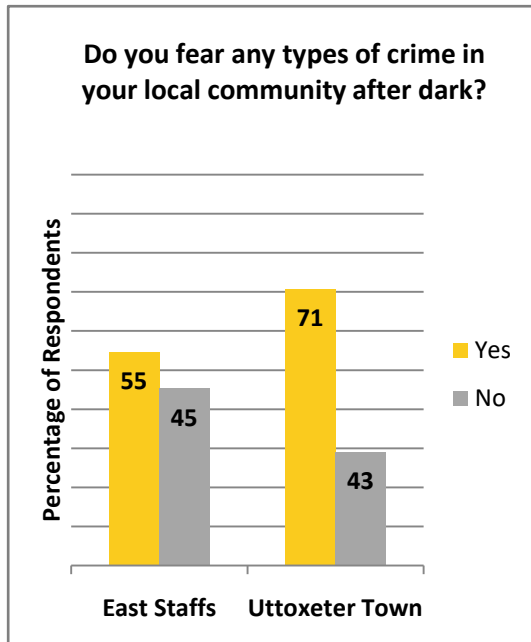
The indication from the survey is that **33%** of respondents in Uttoxeter Town PFN stated they fear crime within their local community **during the day**, which is of a higher level to those living in the Borough as a whole.



Survey responses highlighted that **60%** people were mostly fearful of **ASB** during the day, followed by **personal theft** (handbag / purses) which was specifically highlighted by the over 55 age group. The key reasons given by respondents for being fearful of ASB and theft in their local community were the **'visible presence of gangs/young people hanging around'** particularly by Asda, the Town Hall and park. For example, of the 8 recorded crimes against 'Theft from person', 88% were committed in or close to Uttoxeter High Street, and could therefore validate people's views.

## 5.5 Fear of Crime and Types of Crime feared AFTER DARK

The indication from the survey is that **71%** of respondents in Uttoxeter Town fear crime within their local community **after dark**, which is higher compared to those living in the Borough as a whole.



Of those who said they feared crime after dark, **36%** cited **ASB** as their main concern, followed by possession of weapons, personal theft and burglary with 14% of respondents fearing each of these crimes. Knife crime was cited only by 11-18 year olds whereas personal theft and burglary was more prominent in the 46-66+ age bracket.

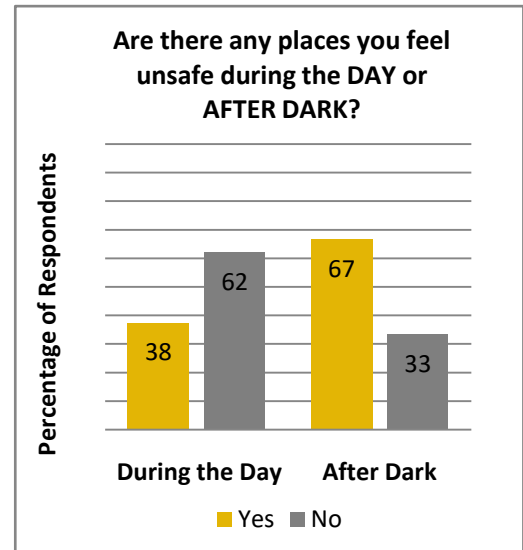
Once more this fear was attributed to the **visible presence of gangs / young people hanging around** and referencing the same locations as above i.e. outside Supermarkets, the Town Hall and local parks. One young respondent stated:

**"I've seen and smelt teenagers around my age smoking 'weed' and a lot of antisocial behaviour happens, especially around Asda and Tesco Express" (Aged 11-18)**

## 5.6 Safe & Unsafe Places in Uttoxeter Town

From the survey, **67%** of respondents in Uttoxeter stated there were places they felt unsafe after dark compared to just 38% during the day. When asked about the places they felt unsafe responses included:

- ◆ Town Centre (Market Place and Town Hall)
- ◆ Local parks (Bramshall Road / next to Uttoxeter Heath Community Centre stated)
- ◆ Outside supermarkets (Asda/Tesco Express stated)
- ◆ Car parks (Dovefields, Bramshall Road Recreation ground and Uttoxeter Heath Community Centre stated)
- ◆ Johnson Road (Heath)
- ◆ Play area in Heath where recent vandalism was referenced



The key reason cited why respondents felt unsafe was again consistent with the reasoning behind people's fear of ASB, namely the **visible presence of gangs and older teenagers hanging around** with comments relating to the smoking of drugs, drinking alcohol and using abusive language to passersby.

One respondent referenced Johnson Road as an unsafe place. When this was looked into further, they lived just under half a mile away from the location. For the 6 months spanning March to August 2019 there were 31 crimes recorded on or near Johnson Road, of which 74% related to ASB / Violent offences. This number of recorded crimes represents a 55% increase on the previous 6 month period when there were 20 offences. So in this example, if the respondent knew about these incidents occurring, does this rightly justify their perception despite the risk of ever becoming a victim being low.

### Safe places

In terms of safe places, 9 Uttoxeter respondents chose to answer this optional question. The most common safe places cited showed some parity with Burton Town and included **'home'** alongside **'public buildings'** such as shops and other community facilities. The reasoning behind people's feeling of safety in these places comprised having family and good neighbours around, alongside more physical reassurances such as CCTV and security in public buildings.

# 6. Rural Communities

## 6.1 Geographic Coverage - PFNs & LAWs

The survey analysis undertaken for Rural Communities relates to responses received from residents within the areas listed here:

Police Force Neighbourhoods		
Needwood	Tutbury and Rolleston	Uttoxeter Rural
Composite Local Authority Wards		
Bagots Crown Needwood Yoxall	Rolleston on Dove Tutbury and Outwoods	Abbey Churnet Weaver

## 6.2 Survey Cohort

For Rural Communities we were able to analyse data provided by a total of 36 survey respondents.

The age demographic and breakdown and PFN geographic location of these are below:

PFN	No. of Survey respondents
Needwood	7 (19%)
Tutbury & Rolleston	22 (62%)
Uttoxeter Rural	7 (19%)
<b>Totals</b>	<b>36 (100%)</b>

Age Group	Rural Communities Survey respondents
10 and under	2 (6%)
11-18	20 (56%)
19-25	0 (0%)
26-35	0 (0%)
36-45	5 (14%)
46-55	4 (11%)
56-65	4 (11%)
65 and over	1 (3%)
<b>Totals</b>	<b>36 (100%)</b>

## 6.3 Recorded crimes by PFN and category between Sept 2018 - Aug 2019

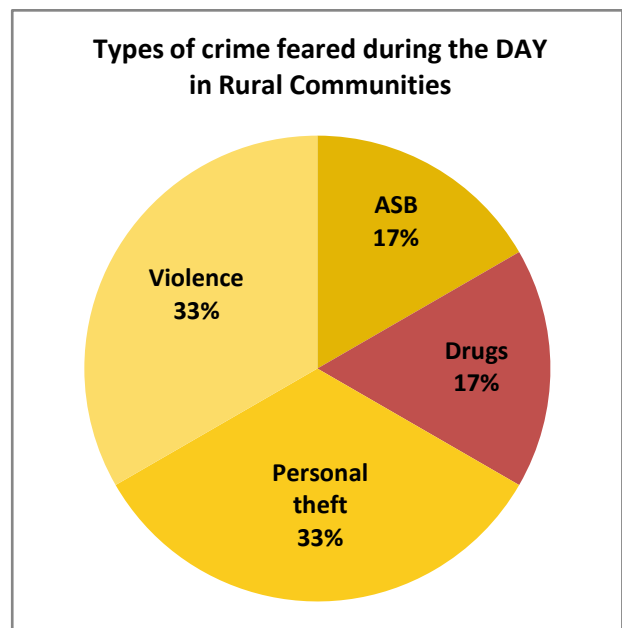
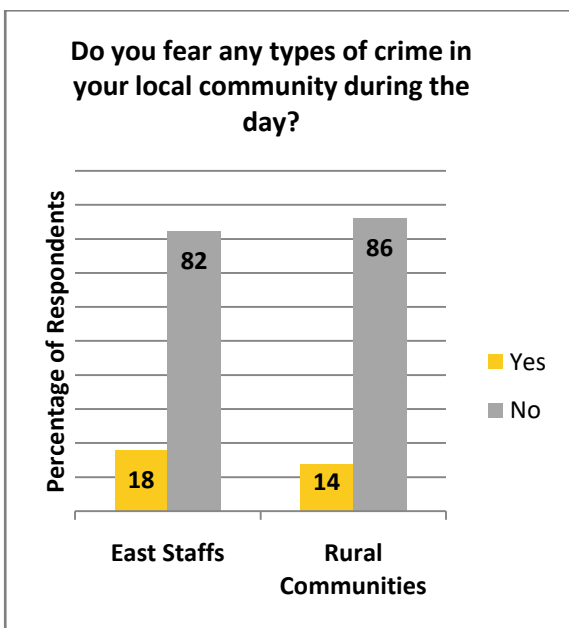
The following table shows the number of recorded crimes by category and PFN area in East Staffordshire's Rural Communities. It also highlights the percentage of those crimes in comparison to the overall total recorded.

	RURAL COMMUNITIES recorded crimes by PFN Sept 18 - Aug 19					
	Needwood		Tutbury & Rolleston		Uttoxeter Rural	
Anti-Social Behaviour	108	17%	103	32%	70	21%
Bicycle theft	2	0%	1	0%	1	0%
Burglary	80	13%	35	11%	16	5%
Criminal Damage and arson	36	6%	30	9%	32	9%
Drugs	5	1%	7	2%	8	2%
Other crime	55	9%	9	3%	11	3%
Other theft	61	10%	17	5%	31	9%
Possession of weapons	2	0%	1	0%	3	1%
Public Order	16	3%	13	4%	12	4%
Robbery	0	0%	0	0%	0	0%
Shoplifting	1	0%	4	1%	2	1%
Theft from person	2	0%	1	0%	0	0%
Vehicle crime	41	6%	23	7%	17	5%
Violence & Sexual Offences	226	36%	82	25%	138	40%
<b>Total Recorded Crimes by PFN</b>	<b>635</b>	<b>100%</b>	<b>326</b>	<b>100%</b>	<b>341</b>	<b>100%</b>

Interestingly, Violence & Sexual Offences came out as the most prevalent crime type with 446 incidences across Rural Communities. This has seen an increase of 4% on the previous year when there were 430 recorded crimes. The level of ASB related offences had in fact decreased by 11% on the previous year's level. Both crime types have a higher prevalence within Needwood ward, whereas in Tutbury & Rolleston, ASB is the most recorded crime.

#### 6.4 Fear of Crime and Types of Crime feared during the DAY

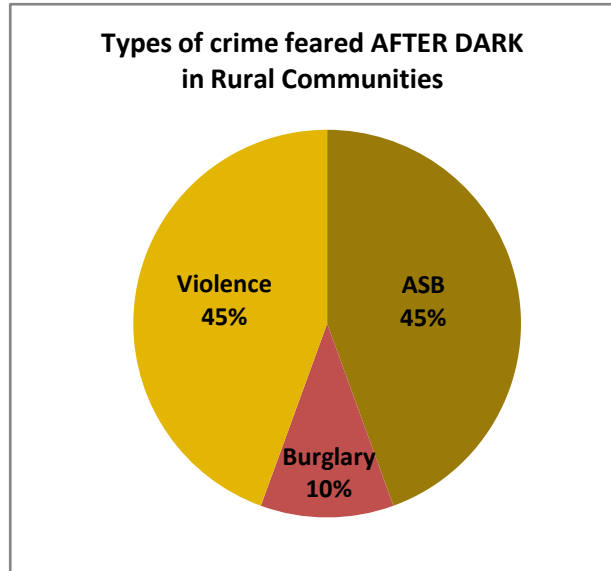
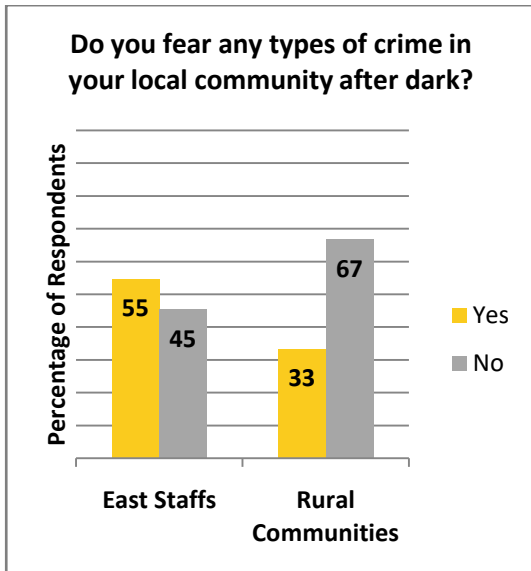
The indication from the survey is that **14%** of respondents in East Staffordshire's Rural Communities stated they fear crime within their local community **during the day**, which is of a lower level to those living in the Borough as a whole.



All of those stating they fear crime during the day were in the 11-18 age bracket, highlighting that they were mostly fearful of **'Personal theft' and 'Violence'** (33% each), which was mainly linked to their own general anxiety/cautiousness.

## 6.5 Fear of Crime and Types of Crime feared AFTER DARK

The indication from the survey is that **33%** of respondents in East Staffordshire's Rural Communities fear crime within their local community **after dark**, which is noticeably lower compared to those living in the Borough as a whole.

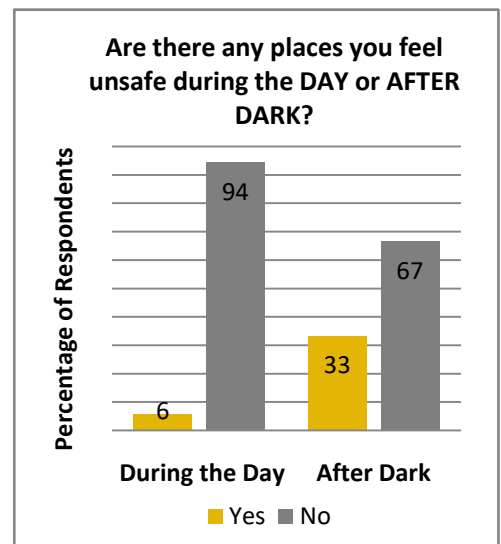


Of those who said they feared crime after dark, **45%** cited **ASB** and **Violence** as their main concerns. Once more this fear was attributed to their own general anxiety/cautiousness supplemented by a **'visible presence of groups of young people hanging around'** which was cited in particular by a few individuals in the 46-65 age bracket residing in the Tutbury & Outwoods ward.

Surprisingly, no responses included reference to agricultural crime which may be due to a low sample size who would not necessarily experience this type of crime.

## 6.6 Safe & Unsafe Places in Rural Communities

From the survey, **33%** of respondents in Rural Communities stated there were places they felt unsafe after dark compared to just 6% during the day. When asked about the places they felt unsafe, no specific areas within the rural wards were cited. The majority of those responding who highlighted unsafe places after dark actually referenced locations within urban centres e.g. Eton Park, Shobnall Park (Burton Town); Heath Community Centre Park (Uttoxeter Town). From this you could infer that people from rural communities might avoid





urban area locations because they perceive them to be unsafe, particularly after dark. This inference might be affected by the bias in methodology through predominantly targeting the survey at organisations in urban areas and whose main target audience is young people.

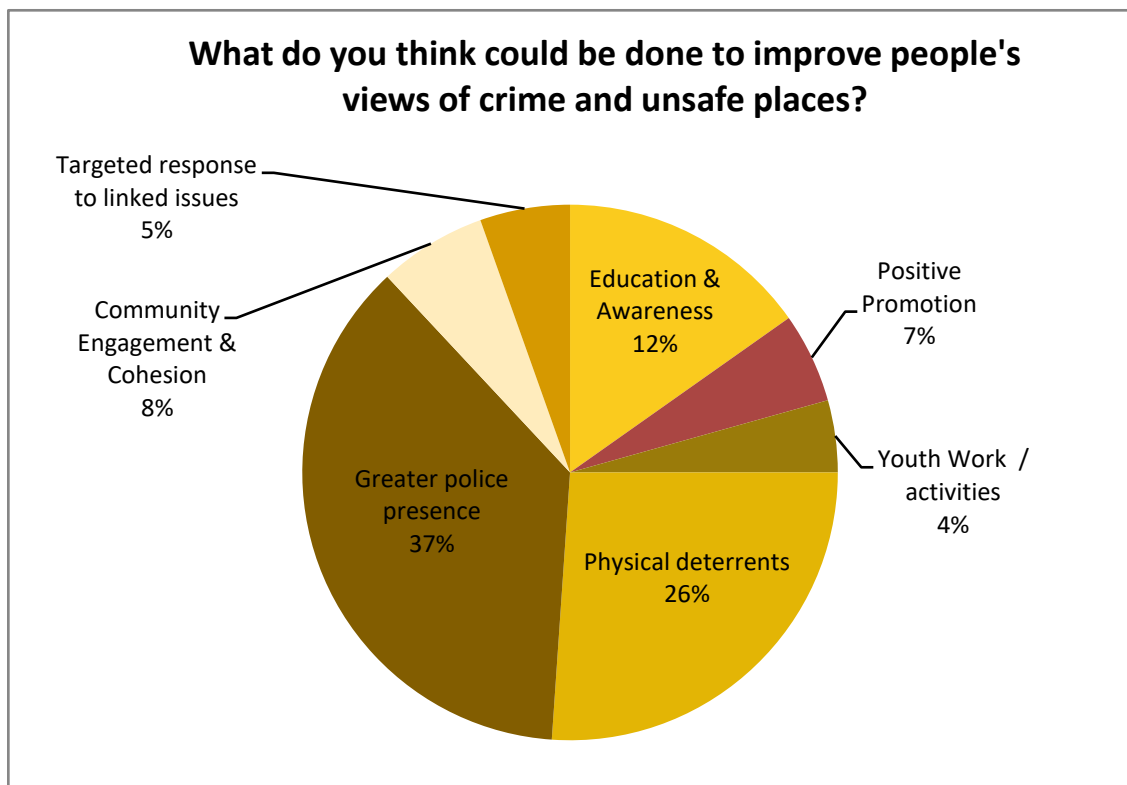
### Safe places

In terms of safe places, 20 respondents from Rural Communities chose to answer this optional question. The most common safe place cited again included **'home'** because its secure and there are people who are trustworthy around. Secondly, respondents highlighted a **'local park'** as a place they felt safe during the day because it's an open space that is visible, with lots of people around. This one was interesting as many people in Burton and Uttoxeter cited some parks in a negative light and an unsafe location. A couple of respondents referenced **'community facilities'** i.e. a church and local shops because they felt them to be inclusive and instilled a sense of community.

Several responses also made generic references to safe places being in 'the rural areas' because 'there is less crime' or; 'Tutbury - because it is full of decent people.' Interestingly, one respondent also had the view that they felt safe 'anywhere that's not a council housing environment because they often have unsafe people living there.'

## 7. What can Authorities do to improve people's perception of crime?

The final research objective was to understand what people think authorities can do to improve people's perception of crime in East Staffordshire. This question was asked both in the survey and within a focus group setting with young people of Staffordshire Youth Union. The chart below represents the responses from the survey only.



Findings from both the survey and the focus group have been consolidated and explained below, including examples to elaborate where appropriate. Certain suggestions provided covered several themes and these have been categorised as appropriately as possible.

- ◆ **Greater and more visible police presence** - This was stated fairly generically but respondents felt it was particularly important to have a genuine, proactive and regular neighbourhood policing presence (including PCSOs) to reassure communities and make an area feel safer. Uttoxeter residents highlighted that more presence was needed within the week (not just at weekends) in specific town centre / Heath locations to target ASB.
- ◆ **Physical Deterrents** - Against this theme, respondents overwhelmingly stated that more/better lighting may act as a deterrent particularly in isolated locations with limited or no

visibility such as parks, play areas, abandoned properties etc. which can attract antisocial behaviour, drug taking etc after dark. This was reinforced by some respondents when referring to areas where they felt safe. Furthermore, respondents felt additional security measures such as CCTV could be considered in localised crime hotspot areas if not already in place.

- ◆ **Education** - Respondents highlighted that early intervention by providing access to support for parents would help to break the cycle of poor parenting. Responses also included young people having a low aspirations. Early support could enable young people to feel they have something to offer, feel valued and motivated.
- ◆ **Awareness** - A number of responses suggested more awareness about which safety and security measures have been implemented to reassure residents. Some respondents also referred to crime prevention and victim support initiatives. Awareness of these services could educate residents on what you should do if you come across crime and offer support to victims who are might be afraid to speak out about their experience.
- ◆ **Community Engagement & Cohesion** - Respondents highlighted the use of residents groups including both neighbourhood watch type schemes and digital platforms such as hyper local Facebook groups. Breaking down the stereotypes between different social groups to educate on different experiences for example, between younger people and older people by encouraging intergenerational type activities would improve social cohesion. One perception alluded to, was that clean areas are associated with less crime and people will respect areas with no visible signs of drug/alcohol use. For example, Primark is cheap and messy so people feel it is OK to leave it like that, Topshop is tidier and neater so people keep it that way.
- ◆ **Positive Promotion** - Ensure there are more good news stories relating to reductions in local crime and challenging negative stereotypes of those perceived to be committing crimes e.g. young people being shown in a positive light not made out to be the enemy. In addition, stories that include crime statistics and comparisons should be realistic and accurate. Young people thought that knife crime should be reported as violent crime, to reduce sensationalising by the media.
- ◆ **Targeted response to linked issues** - Respondents viewed issues such as drug / alcohol abuse, homelessness etc. to be contributory factors to crime and by providing a supportive

response to these issues would in turn reduce the risk of them becoming a potential perpetrator.

- ◆ **Youth Work / Activities** - Respondents felt that residents are scared of young people and suggestions included youth clubs for the older age ranges. This was formed on the basis that there has been a reduction in youth activities following the closure of statutory youth services. This leads to the belief that the current generation is the first to grow up without any youth club or youth workers to talk and engage with.
  
- ◆ **Rights of Young People** - The focus group discussed raising awareness on what is and isn't illegal for a young person to do and their rights and responsibilities if they are challenged. Examples included:
  - 16/17 year olds are able to drink alcohol with a meal in restaurant with someone over 18
  - Stop and search: how and why stop and search is done and needed.They suggested that this awareness should be for everyone not just young people and would reduce negative stereotyping that young people are always doing something illegal.
  
- ◆ **Trading Standards** - The focus group felt that there needed to be closer involvement and monitoring of outlets selling age restricted goods such as alcohol, knives and solvents. Young people were aware that fake IDs are too easily accessible and that more awareness should be raised with outlets on how to spot these.

# 8. Findings & Recommendations

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## 8.1 Findings Summary

- ◆ The types of crime people fear overwhelmingly point to Violence and ASB which would be consistent with the levels of recorded crimes highlighted. There is a greater portrayal of fear in urban areas (Burton and Uttoxeter Town) and where culturally diverse communities exist, particularly after dark. People may express a fear of Antisocial behaviour because they perceive it as an antecedent to more serious crime.
- ◆ Predominantly people's fear of crime was explicitly and recurrently linked to the visible presence of gangs/groups of people (not necessarily young people) and the assumption that a bladed object maybe being carried and could subsequently be used. Furthermore, visible littering from substance abuse or public alcohol consumption also heightened people's fear of crime.
- ◆ People's perception of crime in some locations maybe justified as recorded incidents correlate with findings in the fear of crime. Respondents in urban areas were more aware of incidents in their immediate community. Whilst we do not know for certain how stories are spread, there was some indication that word of mouth, the media or knowing / being a victim of crime contributed to people's awareness.
- ◆ Differences in cultural norms contribute to some negative perceptions of crime. Drinking alcohol in the street might be considered acceptable by some communities whereas for others this might be viewed as antisocial. From the findings, these beliefs are particularly prevalent in areas of high diversity, such as Anglesey and Shobnall wards in Burton Town.
- ◆ In relation to unsafe places there was a particular focus on town centres after dark. Isolated locations such as canals and open spaces were also deemed unsafe because of a lack of lighting or a limited visibility to other people. As highlighted above, the presence of gangs also made people believe that an area is unsafe due to the perceived association of gangs with crime.
- ◆ Common characteristics of a safe place include positive relationships with friendly people; familiarity of an area and less exposure to crime. Examples of safe places include home, school, local community amenities (pubs/shops). These places are considered safe because they are inclusive and instil a sense of community.

- ◆ Town Centres were commonly cited as unsafe specifically after dark due to a visible presence of gangs or unsavoury individuals. Interestingly, respondents from Rural Communities considered town centres as unsafe with no responses referencing locations in their own rural localities. However, during the day town centres were considered as safe places because there was a greater police presence, more physical deterrents e.g. CCTV and more people in the vicinity.
- ◆ Respondents placed a greater emphasis on having a more visible police presence and improved physical deterrents e.g. CCTV and street lighting to improve perceptions and fear of crime in the Borough. There was also an indication that communities who are more cohesive, have a more positive perception towards crime. For example, respondents in Rural Communities demonstrated a lower fear of crime and higher levels of cohesion through knowing their neighbours and using community facilities.

## 8.2 Recommendations

Based on the results from this research the following recommendations are made:

- ◆ **Better promotion of and accessibility to positive statistics and stories about crime prevention and reduction in neighbourhoods.** The risk of victimisation is generally low and residents should be reminded of this through good news stories. Further positive stories such as reductions in crime in the local area or successful initiatives can also be used to reduce perceptions and fear of crime. This should be provided through a wide variety of channels, made accessible to all residents in the borough. For example, translating key communication messages for those who do not speak English or partnerships with respected individuals in the community to convey information. As more residents register for a range of digital platforms, use of technology and hyper local apps should also be promoted and endorsed. The Smart Staffs platform currently has 2,111 registered residents in the borough, other examples could include the Next Door app (or similar) and local community Facebook groups.
- ◆ **Improved education support and collaboration as a preventative measure.** The [Supporting Schools Programme](#) in Stafford Borough provides additional support in schools aimed at preventing problems by building resilience and reducing risk factors facing children, young people and their families. Early help for parents will ensure children have the best start in life, are school ready and aspire to be an active member of their local community.
- ◆ **Invest in relational youth work support and longer term outcomes for young people.** Provision should be innovative, proactive and reflective to what children and young people want and need, to divert them away from potentially toxic environments and into positive, nurturing activities. Examples of this already exist such the East Staffordshire' Diversionary

Activities programme, however, this is mainly targeted at ASB hotspots in the Burton area. This approach should be explored more broadly than crime hotspot areas to ensure issues do not migrate to other areas with less provision. Further investment in relationship based youth work would provide positive role models and through informal education begin to raise aspirations in those at risk of offending.

- ◆ **Share positive stories of community activities / involvement, with a focus on breaking negative stereotypes.** Perceptions of crime are usually attributed to a certain demographic or characteristic (e.g. young people, those in social housing etc). Sharing stories of positive initiatives will help dispel these negative stereotypes. SCVYS will be launching a positive stories about young people campaign targeted at adults in spring 2020. Similar campaigns will help reduce scapegoating of crimes to other social groups and facilitate social cohesion in diverse communities.
- ◆ **Target police presence in identified hotspot areas/estates, particularly after dark.** Notwithstanding the current pressures on local policing budgets, sustained investment into neighbourhood policing (PCSOs or otherwise) would enable trusting relations to be built whilst increasing public reassurance through greater visibility and accessibility. Consideration should be given to some coverage during the week as well as weekends in some locations where particular problems have been identified. Given the recent funding announcement for the recruitment of 90 additional officers across Staffordshire & Stoke-on-Trent by 2021, it will be interesting to see how these are utilised.
- ◆ **Encourage residents to become more actively engaged in their communities.** A sense of community is a characteristic of a safe place according to respondents in our survey. Assisting residents to become more involved in their community would instil a sense of ownership and pride. This could include proposing social action projects such as litter picks or tidying communal areas.
- ◆ **Facilitate greater cultural awareness and understanding of diverse communities.** There is a need for widening the understanding of differing cultural norms within diverse communities e.g. Anglesey and Shobnall wards, further reinforcing the need to challenge negative stereotypes as highlighted previously. This could be done through positive stories, asset based community development work or large scale celebration events for example.
- ◆ **Consider the use of physical deterrents where appropriate and based on demonstrable need.** Community groups / parish councils could be supported to access external funding to purchase deterrents and security measures that have been highlighted as making a place feel safer, such as CCTV, extra lighting or anti-vandalism paint.

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**November 2019**

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