



Safe in East Sussex

Safer East Sussex Team Newsletter

In focus – Engagement, Planning and Communications

September 2015

In this edition:

Strategic Assessment of Community Safety

Priority Setting Workshop

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In East Sussex, we work together to produce a document to help partners identify the partnership priorities for the forthcoming year. **The East Sussex Strategic Assessment of Community Safety** 2015 is a report published annually.

It gathers research, evidence and intelligence from national and regional sources, as well as drawing on the professional expertise of those working locally.

It is a joint partnership document and is designed to be a point of reference and guidance to resource community safety initiatives among partner agencies across the County.

The executive summary of this report will be available on our website once finalised.

The East Sussex Safer Communities Partnership is supported by the Safer East Sussex Team, made up from Community Safety staff from Sussex Police, East Sussex Fire & Rescue Service and East Sussex County Council



The following pages document what data we use to inform our work, and highlights priorities for the public and partners.

The Police and Justice Act 2006 requires that each Community Safety Partnership undertake a Joint Strategic Assessment in partnership with the Responsible Authorities named in the Crime and Disorder Act 1998.

Regulations require the Safety Partnership to undertake an annual assessment of need which includes:

- An analysis of the levels and patterns of crime and disorder, including Anti-social Behaviour (ASB) and substance misuse
- An analysis of any changes since the last strategic assessment and why those changes have occurred
- The priorities that the strategy group and other partners intend to tackle
- The priorities that the community have identified that they want partners to address
- An assessment of the success of the previous partnership plan



The Priority Setting Workshop

Last week partners came together in Uckfield to attend the Priority setting Workshop – this is an important day where partners work together to identify all Partnership priorities for the forthcoming year. The priorities are now being agreed by the partnership and will be available in our next newsletter.

The strategic assessment helps this event which results in partners in revising the partnership Business Plan and local Community Safety Partnership plans. It also assists in planning and implementing a multi-agency response, in which partners can work together to reduce crime, disorder, ASB and re-offending, and identify any emerging risks or issues from partnership agencies.

It is therefore vital that where possible, data and analysis is included from all partners, including District and Borough Community Safety Partnerships, Police, Probation, East Sussex Fire and Rescue Service, Public Health, Sussex Safer Roads Partnership and East Sussex County Council (Trading Standards, Children's Service and Adult Social Care). Partners should also be held accountable for the work that they have carried out in relation to this process.

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East Sussex County Council Reputation Tracker Survey

The East Sussex County Council Reputation Tracker Survey is a telephone interview, carried out twice a year, and gathers information from a cross section of at least 1,000 residents across the county. Each survey has a minimum threshold of at least 200 participants from each District.

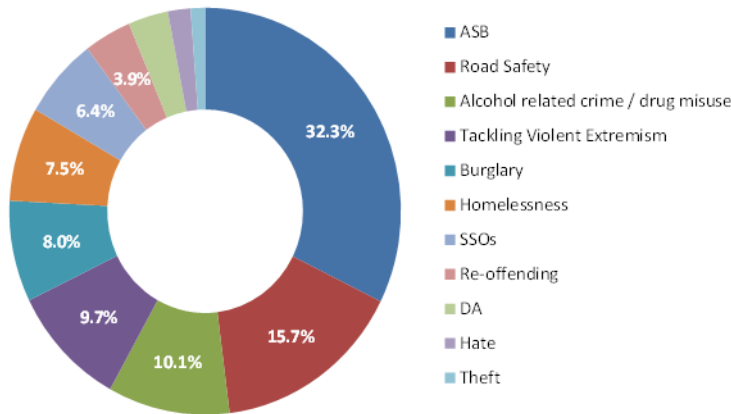
Presently the Safer East Sussex Team has four community safety questions within this survey, asking residents to select community safety priorities that they feel are most important for us to tackle in their local area.

Since January 2014, there have been 4 surveys carried out and the following information contains a summary of the key findings.

- *By June 2015, the top community safety priority that residents said was important to tackle has shifted from Road Safety to Anti-Social Behaviour for all districts.*
- *Just over two-thirds of residents selected their community safety priority because they were broadly aware of the importance of the issue*
- *Those residents saying that they were broadly aware were highest in Reducing Re-offending, Tackling Violent Extremism and Serious Sexual Offences*
- *A fifth of responses were because they had been directly affected or knew someone who had been directly affected*
- *In June 2015, Anti-Social Behaviour, Road Safety and Burglary were the top priorities that residents had been directly affected or knew someone who had been directly affected.*
- *In June 2015, the top Anti-Social Behaviour type that residents said was important to tackle had shifted from Dog Fouling to Careless/ Inconsiderate Driving for all districts.*
- *40% of residents selected their Anti-Social Behaviour type because they were broadly aware of the importance of the issue*
- *Almost half of Anti-Social Behaviour responses were because they had been directly affected or knew someone who had been directly affected*
- *The numbers of residents who said they have been directly affected year on year has increased by 27.9% which means we are capturing more accurate information rather than what perceptions people have of certain types of crime.*

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Which Community Safety Priority is the Most Important for the Partnership to Tackle?

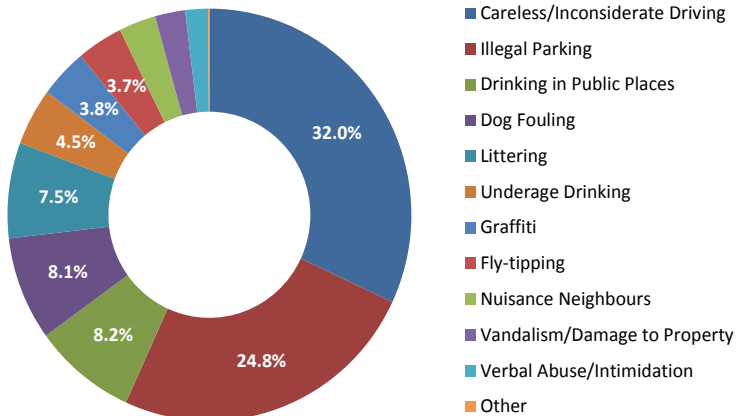


Anti-Social Behaviour

Road Safety

Alcohol related crime / drug misuse

Which Type of ASB is the Most Important for the Partnership to Tackle?



Careless / inconsiderate driving

Illegal parking

Drinking in public places

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Young People's Views

East Sussex Safer Schools Survey 2016



In order to make schools and where young people live an even safer place to be, opinions and experiences of bullying behaviour are gathered every year at the beginning of National Anti-Bullying Week which will be held 16th – 20th November.

The survey will be available to all schools across the County and many undertake this activity during Anti-Bullying Week as a targeted activity.

Having an opportunity to gather views and concerns from young people is very important to us as a team and this year 15 community safety questions will be added and include questions around the following areas:

- **New Psychoactive Substances (NPS)**– We want to find out about perceptions, knowledge and experience of young people around NPS
- **What type of society and community is important to you?** – We want to find out how young people feel about places they live and their views on different communities and if they have a shared belonging
- **Hate Crime** – We want to know whether young people would use other reporting facilities such as a Hate Crime App, how much they understand about hate crime and if they have been victims of hate crime

We will analyse the data at the end of the year and include the findings in our planning processes next year.

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Mosaic Public Sector

Mosaic Public Sector¹ (developed by Experian Business Strategies Limited) is a community profiling tool that helps us to understand more about the residents in East Sussex. By using the latest analytical techniques, condensing over 850 million pieces of information across 450 different data points, it segments the population into 15 summary groups and 66 detailed types according to their demographics, most likely lifestyle characteristics, behaviour, perceptions and key features.



By using Mosaic Public Sector, alongside local community engagement survey results, we can look at which residents in East Sussex have the biggest concerns around community safety, including feelings of safety, the biggest problems with anti-social behaviour, and their perceptions of crime. By overlaying this with actual reports of crime and anti-social behaviour, this helps us to understand if their responses are as a result of high crime or anti-social behaviour in their area or if they are based on perceptions.

We can also use Mosaic to examine actual crime and anti-social behaviour data, to identify which groups and types of residents are more likely to be a victim and/or an offender of crime and anti-social behaviour, including location hotspots.

Once we know which residents we need to reach, we can use Mosaic Public Sector to get a better understanding of how best to engage with these groups, by looking at their channel preferences, their social media usage and how responsive they are to different communication methods.

¹ Mosaic Public Sector © 2011 Experian Ltd, All rights reserved

East Sussex is a diverse area and contains residents from all of the 15 groups, including 64 of the 66 types. There are a total of 239,179 households with a Mosaic classification. All the postcodes in East Sussex have been assigned a Mosaic group and type. In East Sussex, the four most dominant groups at household level across the county account for 44% of all households and are:

F: Senior Security (13.7%) – Elderly people with assets who are enjoying a comfortable retirement

A: Country Living (12.6%) – Well-off owners in rural locations enjoying the benefits of country life

N: Vintage Value (8.9%) – Elderly people reliant on support to meet financial or practical needs

E: Suburban Stability (8.9%) – Mature suburban owners living settled lives in mid-range housing

In East Sussex, the four most dominant types at household level are:

F24: Bungalow Haven (6.2%) – Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly retirement

J45: Bus-Route Renters (5.9%) – Singles renting affordable private flats away from central amenities and often on main roads life

A03: Wealthy Landowners (5.2%) – Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners' needs

N58: Aided Elderly (4.7%) - Supported elders in specialised accommodation including retirement homes and complexes of small homes

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Our team are keen to ensure the messages of our work reach those who it impacts, and as such we have numerous ways for people to remain up to date:

Our monthly newsletters feature an in depth focus on one of our priority areas, looking at initiatives across the districts and boroughs which are in place to deal with community safety concerns. This also highlights the work that is being

done across the county by members of our team. If you would like to be added to the distribution list you can email: safercommunities@eastsussex.gov.uk

Our website: www.safeineastsussex.org.uk has recently been updated and as well as making it clearer to see what our priorities are and how we plan to address them. We are developing ways of ensuring the community can have their say on what's important for them in relation to community safety priorities.

There is an opportunity for people to highlight what issues are the most pressing, and this page will be refreshed to ensure questions are still relevant. There are links to relevant support agencies in relation to our areas of work, as well as a wealth of information for professionals, particularly around preventing violent extremism and the MARAC process.



Our [twitter](#) account continues to grow- increasing followers from 100 to over 900 in the last year. We use this to highlight specific awareness campaigns (both national and local), community safety related news items as well as re-tweeting the work of our partner organisations.



Our [Facebook](#) page is new and we are looking at using this to engage with a younger audience.



Finally, a [fortnightly e-bulletin](#)- provides a snapshot of some of the work different team members have been doing. This provides an opportunity for partners to keep up to date with our work and also provides an opportunity for them to get involved should this be an area of specific interest. We also use this as an opportunity to showcase local initiatives as well as providing an update from the Office of the Police and Crime Commissioner.

