

AGENDA

COMMUNITY, LEISURE SERVICES AND ENVIRONMENT OVERVIEW & SCRUTINY COMMITTEE MEETING (ACTING AS THE CRIME AND DISORDER OVERVIEW AND SCRUTINY COMMITTEE)



Overview and Scrutiny

Date: Tuesday 11 February 2014
Time: 6.30 pm
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors: Mrs Blackmore (Chairman), Brindle, Mrs Gibson, Mrs Joy (Vice-Chairman), Mrs Mannering, Munford, Mrs Parvin, Vizzard and Yates

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Continued Over/:

Issued on 3 February 2014

Alison Broom

**Alison Broom, Chief Executive, Maidstone Borough Council,
Maidstone House, King Street, Maidstone Kent ME15 6JQ**

Community Services; and Sarah Robson, Community Partnerships Manager.

10. Refresh of Maidstone Protocols for Crime and Disorder Reduction Partnership Overview and Scrutiny.

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Interviews with Councillor John A Wilson, Chair of the Safer Maidstone Partnership; John Littlemore, Head of Housing and Community Services; and Sarah Robson, Community Partnerships Manager.

The reports included in Part I of this agenda can be made available in **alternative formats**. For further information about this service, or to arrange for special facilities to be provided at the meeting, **please contact Orla Sweeney on 01622 602524**. To find out more about the work of the Overview and Scrutiny Committees, please visit www.maidstone.gov.uk/osc

MAIDSTONE BOROUGH COUNCIL

Community, Leisure Services and Environment Overview & Scrutiny Committee (acting as the Crime and Disorder Overview and Scrutiny Committee)

MINUTES OF THE MEETING HELD ON TUESDAY 29 OCTOBER 2013

Present: Councillor Mrs Blackmore (Chairman), and Councillors Mrs Gibson, Mrs Joy, Vizzard and Yates

Also Present: Councillors Grigg, Councillor JA Wilson.

47. THE COMMITTEE TO CONSIDER WHETHER ALL ITEMS ON THE AGENDA SHOULD BE WEB-CAST

RESOLVED: That all items on the agenda be web-cast.

48. APOLOGIES

It was noted that apologies had been received from Councillors Brindle, Mrs Mannering, Munford and Mrs Parvin.

49. NOTIFICATION OF SUBSTITUTE MEMBERS

There were no Substitute Members.

50. NOTIFICATION OF VISITING MEMBERS/WITNESSES

The Cabinet Member for Community and Leisure services and Councillor JA Wilson and Mrs Grigg attended the meeting as Visiting Members. Councillor Mrs Grigg was a member of the Working group for the Health Inequalities Mental Health review which was to be the focus of the evening's meeting.

51. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures.

52. TO CONSIDER WHETHER ANY ITEMS SHOULD BE TAKEN IN PRIVATE BECAUSE OF THE POSSIBLE DISCLOSURE OF EXEMPT INFORMATION

RESOLVED: That all items on the agenda be taken in public as proposed.

53. MINUTES OF THE MEETING HELD ON 26 APRIL 2013.

A member felt that the wording of the second line of paragraph four on page two of the minutes could be misconstrued. It was agreed that the final part of the sentence 'and nor would he want it to' would be deleted.

RESOLVED: That the minutes of the meeting held on 26 April be approved as a correct record and duly signed subject to the suggested amendment on page two, paragraph four.

54. ACCESSING MENTAL HEALTH SERVICES BEFORE THE POINT OF CRISIS.

The Chairman welcomed to the meeting:

- Assistant Chief Constable Paul Brandon, Kent Police;
- Chief Inspector Martin Wilson,
- Penny Southern Director of Learning, Disability and Mental Health at Kent County Council;
- Janet Greenroyd, District Supervisor for Maidstone Community Wardens; and
- Liz Lovatt, Community Warden from Boughton Monchelsea, Loose and Chart Sutton.

Kent Police

Assistant Chief Constable Paul Brandon was invited to update the Committee. He informed Members that he was Kent Police's gold lead for Mental Health. The following points were highlighted with regards to Mental Health:

- An estimated 14,000 Mental Health calls were received per year, 1,300 detentions were made using Section 136 and of these the conversion rate to inpatient treatment was 20%;
- An assessment of calls received by Kent Police had been undertaken to establish how many involved Mental Health between 20 January and 13 June 2013. 6099 of these calls had been linked to Mental Health, with varying degrees of severity. Some calls were from other agencies were regarding a person's safety;
- The Police were not trained to make clinical assessments; their primary priority was to protect life;
- Officers would not leave a vulnerable person or person at risk alone; they would contact the crisis team. However an increased amount of time was spent supervising;
- The shortest amount of time for a handover from the police to a medical team was 19 minutes; the longest was 19 hours and 41 minutes. The resource involved was a minimum of one officer;
- More often than not taking a person to a 'place of safety' was a police cell which was not an ideal place for a vulnerable person; and
- The transportation of people to medical facilities was not a job for the police.

Concerns were raised was the lack of an assessment suite in the county. The Police could access suites at neighbouring authorities such as Sussex but had been offered suites as far a field as Yorkshire.

Members looked for reassurances that those commissioning services had the correct information about the level of service they needed to provide; was it the job of the police to intervene during out of hours because no one else was available? Was there enough training on dual diagnosis i.e. where other issues such as alcohol, drugs or self harm issues as well as a history of crime were presented in addition to mental illness?

The Assistant Chief Constable responded, informing the Committee that training was provided for those dealing with individuals in custody and training DVDs were being produced. There were also custody nurses available to provide advice to sergeants in custody suites. A reporting form was in development which included a variety of questions. It would provide the Police with the ability to challenge its own procedures as well as identify gaps with other agencies, providing a record as well as measuring outcomes.

A Member queried whether communication was an issue between agencies and whether data protection and the sharing of information, particularly between the NHS and the Police, presented a problem. Chief Inspector Martin Wilson informed the Committee that a new protocol had been signed off the previous year with partners; it was not a problem at a strategic level but exchanging information at the frontline could be more challenging.

The Committee was informed on the national triage pilot. Kent Police had bid for funding but was unsuccessful. It had managed to provide the scheme from internal resources. Chief Inspector Wilson was the project lead on the 12 week pilot street triage project. He explained that it was a countywide resource but mainly focused on East Kent. It involved a Police officer and a Mental Health nurse going out three times a week on 10 hour shifts. It enabled both access to information from the police and the professional expertise of the nurse. It was reported that early indications were that there had been significant reduction in the number of S106 issued due to more informed decision making, with multi agency assessments taking place in the street. There would be feedback from other agencies between now and Christmas.

In response to Member's questions the Committee was told that the scheme was not a scalable concept. He explained that the Police would be informed by what they learned and it would be built into next year's business model, leading to better decisions. The outcome envisaged forward was immediate access to telephony advice from a Mental Health professional. The Committee requested that the Mental Health 'delivery plan' be circulated to it.

Members felt that it would be beneficial to its inquiry if it interviewed the Mental Health nurse involved in the pilot scheme.

Community Wardens

Janet Greenroyd and Liz Lovatt were invited to update the Committee on their experiences on the frontline as Community Wardens.

Mrs Lovatt explained that their main work was signposting to services and dealing with residential conflicts. Their role was to monitor changes in the community and make referrals to partnership agencies

Mrs Lovett provided the Committee with a case study which demonstrated a Community Warden's level of involvement in the community. The incident described was a dispute between a landlord and a long term tenant who failing to comply with electrical requirements. An underlying Mental Health condition was revealed and addressed because of the level of engagement from the Community Warden.

The tenant was a hoarder who did not engage with society. The Community Warden established, through her own engagement with other agencies how best to communicate with the tenant. She established that the tenant had a hidden history of mental illness, believing she was being spied on and was sleeping on the kitchen floor. Ms Lovatt told the Committee that she had difficulty establishing who the tenant's GP was which presented a barrier. However she persevered and was successful in getting the tenant to go to social services. Community Wardens were not a statutory service and therefore not seen as a 'uniform'; Ms Lovatt had been successful in engaging with this tenant where other agencies had not.

Community Warden, Janet Greenroyd explained that there was a lower level of Mental Health issues that existed and did not necessarily present themselves through crime. A person could be 'disruptive' within their community but there were not necessarily any interventions taking place. It was an issue that was raised at Community Safety Unit meetings by the Community Wardens.

Other issues highlighted that it was felt were linked were Domestic Abuse and children being taken into respite care. It was explained that this resulted in self esteem issues and was being picked upon on by Community Wardens because of their consistent local knowledge.

The Committee commented on the valuable role of the Community Warden and questioned whether it was to be expanded and retained. It was felt that these were questions that should be raised with Kent County Council (KCC) as the witnesses present were unable to advise on the future of the service or funding. The Committee agreed that it would contact the Leader of KCC.

Kent County Council

Penny Southern, Director of Learning Disability and Mental Health at KCC informed the Committee that Social Care worked with the voluntary sector to prevent crisis. They worked with the Kent and Medway NHS and Social Care Partnership Trust (KMPT) on prevention through engagement with the community. She told the Committee that joined up working taking

place and KCC were currently looking at the potential redesign of the service, adding that KCC were closely aligned with KMPT and CCG as commissioners.

It was emphasised that prevention was crucial however if it a situation did reach the point of crisis it was essential that the right services were available. These services were now being delivered by The Child and Adolescent Mental Health Service (CAMHS) in East Sussex. It was clarified that 'young people' were persons under 18.

Ms Southern highlighted the 'Live it Well' website, describing it as an accessible website; as well as ideas that could help everyone stay well, it had information for people who use mental health services, carers and mental health professionals¹. She informed the Committee that both Public Health and Kent County Council invested in it. A Member questioned when the Live it Well Strategy's priorities, or its 10 commitments, would be re assessed. Members were informed that these would be going to the Health and Well-Being Board (HWBB). The Committee requested that the Live it Well Strategy and its revised priorities be circulated to it.

A Member questioned the closure of Mental Health beds and whether Maidstone had lost any beds since 2011. Mrs Southern told the Committee that a report had gone to the Kent Health Overview and Scrutiny Committee containing information on the reconfiguration of beds and could be circulated to the Committee. She added that work on prevention was not always about 'beds'; work was being undertaken on the issues surrounding the discharge process and access to appropriate services such as Housing.

Safer Maidstone Partnership/Community Safety Unit

Members considered Maidstone Borough Council's role. Mr Littlemore, Head of Housing and Community Services, and lead officer for the Safer Maidstone Partnership explained that a Mental Health action plan was being developed through the local Health and Well Being Board (HWBB). He informed the Committee that Housing had invested in supported accommodation so that there were no longer any shared facilities (part of the supporting people programme) which could be an issue for someone with a Mental Health illness. Maidstone Borough Council was also currently developing its Homelessness Strategy and there was a clear link between homelessness and Mental Health that the Committee could consider and have input into as part of its involvement with the Strategy.

A Member questioned the use of housing estate managers. Community Warden, Ms Lovatt explained that there was a strong connection with housing providers via the Community Safety Unit. In terms of access to housing and issues highlighted previously discussed (i.e. hoarders); all local authorities had developed a protocol for vulnerable people.

The Committee questioned whether Maidstone Borough Council had a specific Hoarders Policy and if so requested that it be circulated to it.

RESOLVED: That

- a) The Chairman would draft a letter on behalf of the Committee to Paul Carter, Leader of Kent County Council, in support of Community Wardens. The Chairman would also, via this means, seek further information on future funding for Community Wardens;
- b) The Scrutiny Officer would arrange with Chief Inspector Wilson for the Mental Health nurse involved in Kent Police's street triage scheme to be interviewed by the Committee;
- c) Kent Police's Mental Health delivery plan be circulated to the Committee;
- d) The Live it Well Strategy and its revised priorities be circulated to the Committee.
- e) The report to the Kent Health Overview and Scrutiny Committee containing information on the reconfiguration of beds be circulated to the Committee
- f) That the Council's Homelessness Strategy be the focus of the Committee's meeting on 12 November, allowing it the opportunity to examine Mental Health;
- g) The Local Health and Well-Being's Board's Mental Health Action Plan be circulated to the Committee; and
- h) The Head of Housing and Communities to investigate the existence of a Hoarding Policy for circulation to the Committee.

55. INFORMATION ONLY: CRIME AND DISORDER REDUCTION PARTNERSHIP PROTOCOLS.

56. DURATION OF MEETING.

6.30pm to 8.30pm

ⁱ www.liveitwell.org.uk - the website was developed to support the five year Live It Well Strategy for Kent and Medway

Maidstone Borough Council

Community, Leisure Services and Environment Overview & Scrutiny Committee meeting as the Crime and Disorder Overview and Scrutiny Committee

Tuesday 11 February 2014

Draft Road Casualty Reduction Strategy for Kent Consultation

Report of: Orla Sweeney, Overview & Scrutiny Officer

1. Introduction

- 1.1 The Community, Leisure Services and Environment Overview and Scrutiny Committee has a statutory role to act as the Crime and Disorder Overview and Scrutiny Committee in line with Maidstone's protocols for Crime and Disorder Reduction Partnership Overview and Scrutiny.
- 1.2 In line with these protocols the Committee is responsible for holding the Safer Maidstone Partnership (SMP) to account. The SMP's priorities include Road Safety. It is in this capacity that the Committee wish to consider a joint response to Kent County Council's Draft Road Safety Casualty Reduction Strategy.

2. Recommendation

- 2.1 That the Committee consider the Draft Road Casualty Reduction Strategy Consultation and associated documents (**Appendix A**) and interview the following witnesses enabling it formulate a response:
 - Councillor John A Wilson, Chair of the SMP;
 - David Joyner, Transport and Safety Policy Manager, Kent County Council Highways & Transportation;
 - Stephen Horton, Chair of the SMP Road Safety Sub-Group;
 - John Littlemore, Head of Housing and Community Services; and
 - Sarah Robson, Community Partnerships Manager.
- 2.2 The Committee is recommended to agree its response and submit it via email to crashdata@kent.gov.uk before the consultation deadline of 24 February 2014.

3. Draft Road Safety Casualty Reduction Strategy Consultation

- 3.1 Kent County Council is proposing a new Road Casualty Reduction Strategy which draws on the latest data and research available to improve how we work with our partners to reduce death and injury on Kent's roads.

- 3.2 KCC is consulting the following districts affected: Ashford, Canterbury, Dartford, Dover, Gravesham, Maidstone, Medway, Sevenoaks, Shepway, Swale, Thanet, Tonbridge & Malling and Tunbridge Wells
- 3.3 "In Kent, the number of people killed or seriously injured in road crashes fell by 50% between 2000 and 2010. We have a target to deliver a further 33% reduction by 2020.
- 3.4 It is vital that death and injury on Kent's roads continues to be tackled as effectively as possible by all agencies involved. As part of our commitment, the County Council is producing a new Road Casualty Reduction Strategy for Kent aimed at drawing on the latest data and research available to us, as well as improving the effectiveness of how we work with our partners and stakeholders. A workshop was held at Oakwood House, Maidstone on 13 November 2013 and presentations given..."ⁱ (These can be found at: <http://consultations.kent.gov.uk/consult.ti/casualtyreduction/consultationHome>).
- 3.5 Following the workshop, Kent County Council has drafted a Road Casualty Reduction Strategy for consultation. Alongside this is a Questions and Answers document formulated from comments received from the workshop.
- 3.6 The documents for the Committee to consider at Appendix A are:
- Covering letter
(Comments from David Brazier - Cabinet Member for Highways)
 - Strategy Draft for consultation
 - Questions & Answers
 - Equality Impact Assessment
(Equality analysis for the proposed strategy)

4. Impact on Corporate Objectives

- 4.1 The remit of Safer Maidstone Partnership relates specifically to Maidstone Borough Council's priority 'For Maidstone to be a decent place to live'.
- 4.2 There are no risks involved in considering the priorities the Safer Maidstone Partnership and in making a response to the Draft Road Casualty Reduction Strategy Consultation.

ⁱ <http://consultations.kent.gov.uk/consult.ti/casualtyreduction/consultationHome>

David Brazier
Cabinet Member for Transport & Environment



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Dear Sir/Madam

Road Casualty Reduction Strategy for Kent – Consultation

In Kent the number of people killed or seriously injured in road crashes fell by 50% between 2000 and 2010. We have a target to deliver a further 33% reduction by 2020. In 2012, 50 people died and 474 people were seriously injured as a consequence of a road traffic collision. Whilst the long term trend in our county is down, this represents a 1% increase over the previous year, mirroring a national trend in 2011.

It is vital that death and injury on Kent's roads continues to be tackled as effectively as possible by all agencies involved. As part of our commitment, the County Council is producing a new Road Casualty Reduction Strategy for Kent aimed at drawing on the latest data and research available to us, as well as improving the effectiveness of how we work with our partners and stakeholders.

The purpose of my letter is to invite you to read a draft of the Strategy available at <http://consultations.kent.gov.uk/consult.ti/casualtyreduction/consultationHome> and to please provide your comments by completing our on line questionnaire. Paper copies are available upon request by emailing us at crashdata@kent.gov.uk or by phoning 01622 694121.

This consultation will close on **Monday 24 February 2014**. Your comments will then be reported in summary alongside an updated version of the Strategy for Member approval.

I look forward to hearing from you.

Yours sincerely

David Brazier

Road Casualty Reduction Strategy for Kent 2014-2020

Kent County Council

Highways and Transportation

Pre consultation draft – December 2013



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1. Introduction

- 1.1 Kent is one of the largest counties in the UK with a population of over 1.4m and an extensive road network of over 5640 miles. Kent is also Britain's principle gateway for goods and travel to continental Europe. Our roads accommodate 8,886 million motor vehicle miles¹ each year; the second highest out of 205 highway authority areas. Although we have a comparatively good record of lower road crash rates by distance travelled compared to the national average, the raw number of casualties and their impact must be a huge concern.
- 1.2 In Kent² in 2012, 50 people died, 474 people were seriously injured and 5231 people received a slight injury as a consequence of a road traffic crash. Whilst the long term trend in our county is down, for death and serious injury, this represents a 1% increase over the previous year, mirroring national figures for 2011.
- 1.3 Death and injury has a huge emotional and financial impact on society, both to the people and families and witnesses directly and indirectly affected, as well as to the wider public purse, through the emergency services, NHS and social services. Placing financial figures on each of these impacts, the established average cost of dealing with a fatal crash is £1.9m³ and the average cost of dealing with a crash involving injury is £75,000.
- 1.4 It is therefore vital that death and injury on Kent roads continues to be tackled as effectively as possible by all agencies involved and that we all recognise that the way we drive, ride or walk around Kent streets plays a huge part in avoiding becoming one of these statistics.
- 1.5 This Strategy utilises a so called *public heath* approach in terms of investigating and preventing future crashes and a *safe system* approach, which recognises that people will make mistakes or errors of judgement and in terms of designing the highway to be more forgiving in the event of a crash. The Strategy recognises the importance of influencing the road user (through Education, training and Enforcement), the road environment (through Engineering) and the vehicle (through working with manufacturers) in combination with a range of practical measures to continue to deliver reductions in road casualties.
- 1.6 This Strategy represents a reaffirmation by Kent County Council of our key role, as highway and transportation authority, to work closely with our partners and intelligently using the latest data and research available to us, to make a significant impact on reducing death and injuries on our roads.

¹ Department for Transport/ Office for National Statistics (signpost report)

² Kent is defined as roads within the geographical area covered by Kent County Council (i.e. Highways Agency Roads in this area, but not Medway)

³ Road Casualties Great Britain Annual Report 2012

- 1.7 In Kent the number of people killed or seriously injured (KSI) in road crashes fell by 50% between 2000 and 2010. We have a target to reduce the number of KSI by a further 33% by 2020. Kent has exceeded national targets in the past; our challenge is to sustain this in the future.

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2. Policy Framework

- 2.1 This strategy is guided by a number of international, national and local policies which set out responsibilities and objectives for road casualty reduction as well as wider aspirations to improve health and wellbeing, to deliver regeneration and to tackle disadvantage.

International Policies

- 2.2 The United Nations General Assembly has proclaimed the period 2011-2020 as the Decade of Action for Road Safety, “with a goal to stabilise and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels”. Ten reasons to act on road deaths are given:

1. 1.3 million people are killed on the world's roads each year
2. Road crashes kill more people than Malaria
3. 50 million people are injured, many disabled as a result
4. 90% of these injuries occur in developing countries
5. Annual deaths are forecast to rise to 1.9 million by 2020
6. **It is the No.1 cause of death for young people worldwide**
7. By 2015 it will be the leading health burden for children over the age of five in developing countries
8. The economic cost to developing countries is at least \$100 billion each year
9. **Injuries place immense burdens on hospitals and health systems**
10. **Road crashes are preventable**

- 2.3 100 governments, including the UK, have co-sponsored the UN resolution establishing the Decade of Action, committing to work to achieve this ambitious objective through an 'Action Plan' with targets for raising helmet and seat belt use, promoting safer road infrastructure and protecting vulnerable road users, such as pedestrians and cyclists. Kent County Council recognises it must continue to play its part in this international effort, hosting delegations from developing countries to share best practice as well as picking up new ideas from abroad and other highway authorities.

- 2.4 Of particular note for Kent in terms of best international practice is Sweden, where the government is targeting funding to deliver low cost safety enhancements on a significant scale. In a similar vein, Holland has committed to raising the safety rating of its national highway network to a minimum 3 star safety rating within 6 years. Further afield, the state of Victoria (Australia), as well as being the Highway Authority, is also responsible for insuring vehicles by charging an insurance premium for cars purchased in the state. This makes a key link between investing in improving road safety standards in order to reduce insurance claims. Kent County Council recognises the value of these initiatives in driving road casualty reductions.

The National Strategic Framework for Road Safety

2.5 In May 2011 the Government produced its *Strategic Framework for Road Safety*⁴ and stated that;

“Road Safety is a priority for the Government. Great Britain has one of the leading road safety records in the world and we want to maintain this record and build on it.”

2.6 The framework sets out policies that Government believes will continue to contribute to reducing deaths and injuries on our roads based on:

- Empowering local citizens and local service providers
- Equipping motorists with the skills and attitudes to drive more safely and
- Targeting enforcement and sanctions for the worst offenders

2.7 Whilst the Government has not set national casualty reduction targets, the framework details national key indicators for: road deaths, serious injuries, road deaths involving motorcyclists, car occupants, pedal cyclists, pedestrians and drivers under the age of 25. These areas of particular concern accord with issues also facing Kent.

2.8 The framework committed to producing an Action Plan which was published in September 2013⁵. The plan includes a package of measures based on tightening enforcement for the worst offenders, as well as extending education and training options for motorists. Key elements include:

- Increasing penalty fines for motoring offences from £60 to £100 (August 2013)
- A new drug driving offence (January 2014)
- Portable roadside testing to aid/speed up enforcement
- Road safety messages in driver theory tests
- Increasing educational offerings (National Driver Diversionary Schemes (DDS)) to offenders as opposed to paying a fine
- Revised guidance for local Highway Authorities for setting speed limits
- A new post-test qualification
- A website providing a comparison of local Highway Authority performance

2.9 Kent County Council supports the Government’s commitment to addressing road safety as well as the introduction of these measures, particularly extending the opportunity for practical training to improve driving standards.

Local Highway Authorities and their Statutory Duty to Promote Road Safety

2.10 Government has set legislation covering the responsibilities it places on Local Highway Authorities in relation to road casualty reduction. Kent County Council’s

⁴ *Strategic framework for road safety*, Department for Transport, May 2011

⁵ *Final update to the strategic framework for road safety’s action plan*, Department for Transport, Sept 2013

statutory duty to promote road safety is covered in the 1988 Road Traffic Act⁶. Section 39 states:

39 (2) Each local authority must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.

In addition local authorities must *carry out studies into crashes arising out of the use of vehicles on roads, take such measures as appear to the authority to be appropriate to prevent such accidents, and in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.*

Action for Roads: A Network for the 21st Century

2.11 Funding for new highway infrastructure offers a real opportunity to improve safety standards in Kent. In its Action for Roads (2013)⁷ proposals, the Government has announced “*the biggest ever upgrade of our existing roads worth over 50 billion over the next generation*”. It is also proposing important changes in the governance of the strategic road network by turning the Highways Agency into a publicly owned corporation.

2.12 Whilst this new investment, if it comes about, is focused on generating economic development, it creates opportunities, nationally and for Kent, to deliver a step change in safety standards for roads. Kent County Council will continue to prioritise developing bids for funding including to the Local Growth Fund and through the Local Enterprise Partnership and will work closely with the new Strategic Roads Corporation in Kent to coordinate investment in safer roads.

Kent Transport Policies

2.13 The strategic framework for road casualty reduction in Kent is established in the context of a number of policy documents, including Bold Steps for Kent (2010)⁸, which sets the medium term political vision for the council to 2015 and Growth without Gridlock (2010)⁹, which sets out a 15 year Integrated Transport Strategy for the county. Key ambitions in these documents and their relevance to this Strategy are:

- **To help the Kent economy grow** – new road infrastructure will unlock development as well as enable safety engineering standards to be improved through its provision; prioritising work to reduce the number of crashes will reduce congestion and disruption on the road network

⁶ Road Traffic Act, Secretary of State, 1988

⁷ Action for Roads: a network for the 21st century, Department for Transport, July 2013

⁸ Bold Steps for Kent, Kent County Council, December 2010

⁹ Growth without Gridlock, Kent County Council, December 2010

- **To put the citizen in control** – placing power and influence in the hands of local people so they are able to take responsibility for their own community and service needs can achieve much in terms of raising the profile of road safety locally. The development of road safety education initiatives including toolkits and information and monitoring and enforcement initiatives such as Community Speedwatch (run through Kent Police) are good examples
 - **To tackle disadvantage** – supporting aspiration rather than dependency, particularly for those who are disadvantaged or who struggle to help themselves and their family can be delivered by targeted casualty reduction engineering and initiatives to encourage and support active travel such as walking and cycling
- 2.14 Kent County Council is determined to maintain good quality services against rising demand, reducing central government funding and national inflationary pressures. The County Council is responding to these pressures through its' Facing the Challenge¹⁰ (2013) proposals. A focus on reducing road casualties can reduce demand for social and other support services run by the Council that support and rehabilitate people injured on our roads.
- 2.15 The Local Transport Plan 2011 (LTP3)¹¹ sets out Kent County Council's Strategy and Implementation Plans for local transport investment for the period 2011-16, through five themes which drive policies and budget spending. Namely:
1. Growth Without Gridlock
 2. A Safer and Healthier County
 3. Supporting Independence
 4. Tackling a Changing Climate
 5. Enjoying Life in Kent
- 2.16 LTP3 states that for road safety "there will be a three year rolling programme of activities that uses the individual and combined effects of education, training and publicity in an intelligence-led manner". Consequent with this, the County Council has developed an Education, Training and Publicity (ETP) programme of £1.4m. A key ETP initiative for the County Council is to deliver national standard training including Driver Diversionary Schemes (30,000 people per year) and Bikeability (3,500 people per year) for young cyclists. The Council also implements a programme of Casualty Reduction Measures (CRM) of circa £1m pa to re-engineer the highway, where this is a contributory factor in crashes on the network. Whilst staff numbers have been reduced as a result of Government funding cuts, safety schemes have been prioritised, along with the council's commitment to follow a data led approach and co-ordinated work with partners to meet and exceed our statutory responsibilities.

¹⁰ www.kent.gov.uk/your_council/council_spending/budget_consultation/the_challenge.aspx

¹¹ *Local Transport Plan for Kent 2011-16*, Kent County Council, April 2011

Public Health

2.17 From April 2013 under the Health and Social Care Act, Kent County Council took on new responsibilities for promoting public health and reducing health inequality. KCC has 23 duties, as well as a specific duty relating to reducing accidents and preventing injury, many are pertinent to road casualty reduction and healthy living. KCC has produced a Joint Health and Wellbeing Strategy (2013)¹², with objectives including ensuring:

- Every child has the best start in life
- Effective prevention of ill health by people taking greater responsibility for their health and wellbeing
- Enhancing the quality of life for people with long term conditions

2.18 There are huge opportunities within this new responsibility for joint working to reduce road casualties (road traffic casualties accounted for 1.3% of emergency admissions to hospital in Kent in 2012/13¹³) as well as reducing consequential health issues such as depression and anxiety, to deliver child casualty reduction targets, to promote active travel (cycling and walking) through provision of cycle routes, footways and traffic calming schemes and training programmes, such as *Bikeability*, as part of a healthy lifestyle to address rising obesity.

ACTIONS:

This Strategy commits Kent County Council to:

A2.1 Prioritise policies and commit/bid for funding for initiatives which will deliver the highest reductions in road casualties, drawing on best practice locally and internationally, within the context of Kent and UK Government Road Safety and Public Health Policy.

¹² *Kent Joint Health and Wellbeing Strategy*, Kent County Council, 2012

¹³ Percentage of the number of emergency admissions to hospital that were road traffic crash related in the 2012/13 financial year.

3. Intelligence and Investigation

3.1 Kent County Council follows a data and research evidence led approach in order to direct resources intelligently to achieve the highest casualty reduction outcomes. Funding for casualty reduction in Kent is currently prioritised towards locations that have recorded a history of road traffic injuries. This method is in place to identify sites with the highest number of crashes and/or crashes of a similar nature which may indicate a problem related to the road or driver behaviour. This approach looks to make changes to the road environment and influence driver behaviour to prevent collisions continuing to occur at these sites. This strategy proposes that this good practice is continued whilst investigating other data sets relevant to road safety that may help target and reduce casualties.

Kent Road Casualties

3.2 Each time a Police Officer attends a road traffic crash involving injury they will complete a STATS19 form¹⁴ which records details about the people involved, the road environment and, in the officers opinion, the reasons for the crash. The form is entered into a database which is sent from Kent Police to Kent County Council to investigate. Every year KCC produces a Kent Road Casualties report¹⁵ and a Cluster Site Analysis report which analyse trends and uses the data and other research to determine:

- Patterns at specific locations (to identify sites where there is a cluster of crashes which may be addressed through engineering or enforcement measures)
- Patterns on routes (to identify sites where there is a cluster of crashes which may be addressed through engineering or enforcement measures)
- Road user trends (to identify issues which may be addressed through enforcement or education campaigns)

3.3 Whilst the occurrence of road traffic crashes in the past can be a strong indication of a specific issue needing to be addressed, it is accepted that other research methods and data sources which are becoming available can be utilised to better determine the risk of a road casualty occurring in the future.

Methods of quantifying risk

3.4 A good example of research to quantify risk is via the European Road Assessment Programme (EuroRAP) which uses injury, crash and traffic data to establish a crash rate per km. EuroRap have used this approach to produce a Risk Map and Star Rating of motorways and national A roads across Europe. EuroRAP identifies whether the trend in crashes along the route is decreasing and consults with road authorities to identify measures which they believe have been effective in reducing casualties.

¹⁴ www.gov.uk/government/uploads/system/uploads/attachment_data/file/230590/stats19.pdf

¹⁵ *Kent Road Casualties 2012*, Kent County Council, August 2013

- 3.5 Predictive policing (PredPol) technology is a further example which predicts where crimes are likely to occur using human behaviour research and historic crime data. A PredPol system is used by Kent Police to help prioritise policing areas (however further trials and refinement would be required to tailor the system to determine future road risk). It would be beneficial to investigate whether this system could be used to focus future crash risk.
- 3.6 The County Council is increasingly able to draw on a wider range of data sources which are now becoming available to develop a risk rating system for the roads in the County. We are considering a number of data sets including:

Table 1 Available datasets for investigation

<p>The nature of the route Built up/non built up, speed limit bands</p>	<p>Casualties Using statistical tests (such as Poisson¹⁶) to identify if the recent 5 year dataset is likely to increase</p>
<p>Traffic flows Department for Transport annual average daily traffic flow for a route, also splitting out HGV, motorcycle and pedal cycle flows</p>	<p>Casualties per million vehicle kilometre This is a rate worked out by using the following equation: $\frac{\text{Number of crashes} \times 10^8}{365 \times \text{traffic flow} \times \text{length of route}}$</p>
<p>85th percentile and mean speeds (where available) The 85th percentile speed is the speed at which no more than 15% of the traffic is exceeding. The mean speed is the average speed of all the vehicles at the count point.</p>	<p>Cluster sites Further analysis of crash data on adjacent routes</p>
<p>Insurance records Access to data recorded and held by insurance companies to identify injury and damage only crashes not recorded by Kent Police.</p>	<p>Asset damage Details of KCC owned highway asset damage</p>
<p>Mosaic A postcode based social research data model used to target initiatives</p>	<p>Traffic offence data Assess the locations of detected traffic offences, such as drink drive, seat belts and speeding</p>
<p>Resident perceptions Using CSM (a database containing enquiries and requests from the public) to establish</p>	<p>Targeting Casualty data Using home/school postcode data of</p>

¹⁶ A statistical test used to calculate the probability of crash frequency in a given year, when the long-term average is known.

the number of road safety related issues recorded along the route

casualties/ offenders to target interventions

Drainage

Risk of flooding

Frontage access/junctions along route

Road direction and forward visibility

Ice, fog and frost tendencies

Camber and SCRIM data

Road condition and skid survey information

Refinements to existing casualty data

Cross referencing with hospital admissions

ACTIONS:

This Strategy commits Kent County Council to:

- A3.1 Maintain our database of road traffic injuries to monitor short and long term trends within Kent compared to other authorities, to regional data and national data, through the Annual Road Casualties in Kent report as part of Kent's statutory requirements.
- A3.2 Develop a more refined system of prioritising road casualty reduction interventions across the County, using a wider range of data sources and other research, to determine road risk and to act accordingly to target initiatives.

4. Road Casualty Targets

4.1 In line with Government's Strategic Framework for Road Safety, the Department for Transport encourages Local Authorities to set their own targets for reducing casualties and improving road safety. The County Council firmly believes in the need to set targets to drive and provide a focus for reducing the most serious road casualties and improving road safety.

Targets to reduce KSI Casualties

4.2 Kent County Council, in conjunction with Kent's Casualty Reduction (CaRe) Group of stakeholders (Kent Police, Highways Agency, Medway Council and Kent Fire & Rescue Service), has set targets for 2020 to reduce KSI casualties, compared to the 2004 to 2008 average, to reduce the number of:

all those killed or seriously injured (KSI) on Kent's roads by 33%

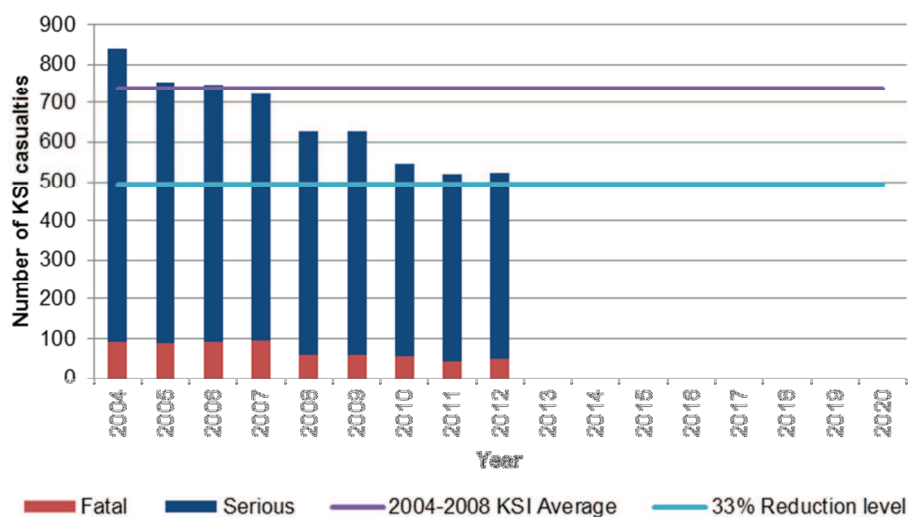
children killed or seriously injured on Kent's roads by 40%

4.3 These targets, shown in tabular form and graphically below, generally accord with long-term National and European road casualty reduction ambitions.

Table 2 Progress towards the 2020 targets for Kent (excluding Medway)

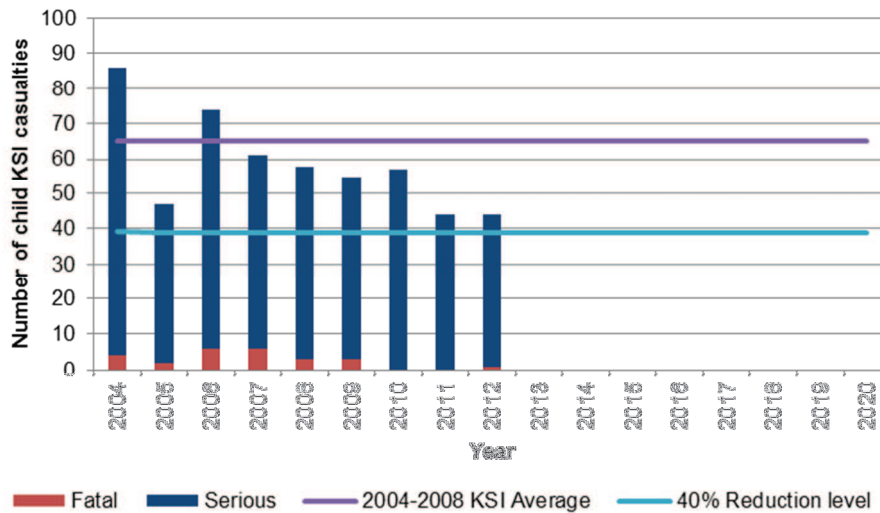
Kent Casualties	2020 Target	2004-08 Baseline	2010	2011	2012	2012 percentage change compared to baseline	2012 percentage change compared to 2011
Total KSI	495	739	545	519	524	-29%	1%
Child KSI	39	65	57	44	44	-32%	0%

Figure 1 KSI casualties for 2004, progression to 2020 target



- 4.4 Progress towards the target is good, although the number of people killed or seriously injured on Kent's roads rose by 1% last year, in comparison to a 1% reduction nationally.
- 4.5 On average, approximately 516 crashes per year resulted in serious and fatal injuries. The overall road risk rate, relative to traffic flow, is 17.21 million vehicle miles (MVM) per KSI crash. This is the equivalent to 26% less than the national average rate of 12.80 MVM per KSI crash.

Figure 2 KSI child casualties from 2004, progression to 2020 target

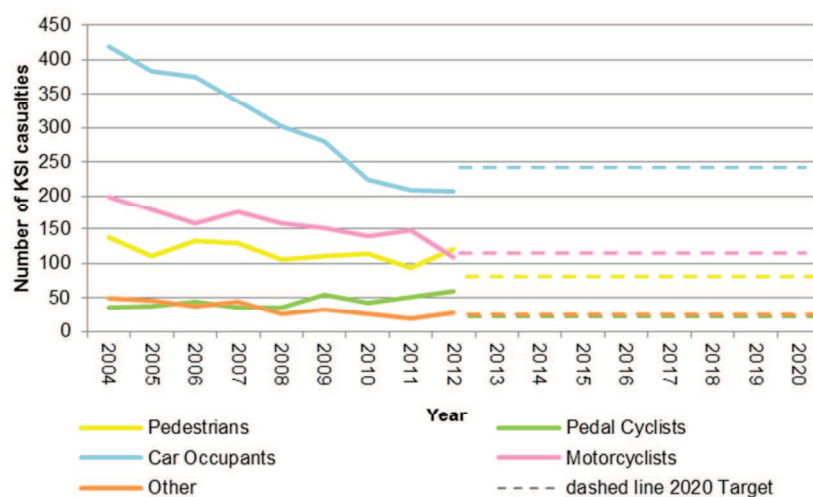


- 4.6 Child KSI casualties have plateaued between 2011 and 2012 (44) at 32% below the baseline figure of 65 KSI casualties.

Targets to reduce KSI Casualties for Vulnerable Road Users

4.7 Given the emphasis on improving public health, more generally within the Strategy, there may be merit in setting targets specifically for reducing serious injury to pedestrians and cyclists.

Figure 3 KSI casualties in Kent by road user group from 2004, compared to 2020 target



4.8 Car occupants and motorcyclists have recorded figures below the expected 2020 target line. Recent increases in both pedestrian and pedal cyclist casualties have pushed these road users above their respective 2020 target lines. These increases are a cause for concern and, certainly for pedal cyclists, appear to mirror a similar national trend.

Targets to reduce all Casualties

4.9 Whilst it is right to focus on targets to reduce the most serious casualties, 5,231 people received a slight injury in a road crash last year. It must be recognised that many of these will still have caused substantial impact on the people involved, as well as a financial impact in terms of congestion and support services.

4.10 On average, approximately 4,419 crashes per year are reported on Kent's roads including slight, along with serious and fatal injuries. The overall road risk rate, relative to traffic flow is 2.01 Million Vehicle Miles (MVM) per crash. This is the equivalent of 5% less than the national average rate of 1.90 MVM per crash.

4.11 Whilst Kent has made particularly good progress in terms of reducing the occurrence of KSI by 2020, progress in overall rates (including slight injuries) as well as year on year variations, particularly for pedestrians and pedal cyclists, are a cause for concern and will be monitored closely, both through the research mentioned in Section 3 and to determine emerging trends with a view to setting specific targets as necessary.

ACTIONS:

This Strategy commits Kent County Council to:

- A4.1 Endorse the targets for a 33% reduction in KSI and a 40% reduction in child KSI by 2020 and to look to set targets based on risk rating of Kent roads (subject to research) including all casualties as well as specifically for pedestrians and pedal cyclists (subject to future trends) .

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5. Approaches to deliver Road Casualty Reductions

- 5.1 In its Strategic Framework for Road Safety (2011)¹⁷ the Government categorises actions to reduce road casualties in terms of the so called 3 E's: Enforcement, Education and Engineering.
- 5.2 The Framework notes that the 3 E's approach has made significant improvements in managing road safety; however, it "did not generally look at specific groups, issues and risks" (page 17). The Framework also states that there has been an increased interest in the so called *Systems Approach* and the *Public Health Approach*.
- 5.3 The Systems Approach seeks to "*identify and rectify the major sources of error or design weakness that contribute to fatal and severe injury crashes, as well as to mitigate the severity and consequences of injury. A number of elements in a system all need to go wrong for a serious collision to occur. The aim is to recognise that people will make mistakes and to build the system around this understanding.*
- The Public Health Approach brings a systematic approach to problem solving that has traditionally been applied to problems of diseases and injury control. There are three central features: it is focused on prevention; based on science; and collaborative by nature. In addressing the problem of road traffic injuries, practitioners pay most attention to the importance of prevention. Interventions are formed upon a foundation of scientific research and empirical observation, using a four stage model: problem identification; analysing causes and risk factors; assessing options; and developing a successful implementation, which can be evaluated and scaled-up".* (page 17)
- 5.4 Kent County Council recognises that each of these approaches has a role to play in reducing road casualties.
- 5.5 The Systems Approach, which essentially means designing the highway to be more forgiving in the event of a crash, has merit although it must be recognised that taking out or protecting obstructions on the side of the road will simply not be practical on many roads, especially in towns. There is also the issue of how such an approach can benefit vulnerable road users such as pedestrians or cyclists.
- 5.6 The Public Health Approach has merit in respect of the work described previously (Section 3) in a more rigorous application of data and other research to determine risk and to prevent future crashes. Potentially this can help address the issue of reducing actual or perceived road risk for vulnerable road users and thereby contribute to encouraging active travel with consequent wider health benefits.

¹⁷ *Strategic framework for road safety*, Department for Transport, May 2011

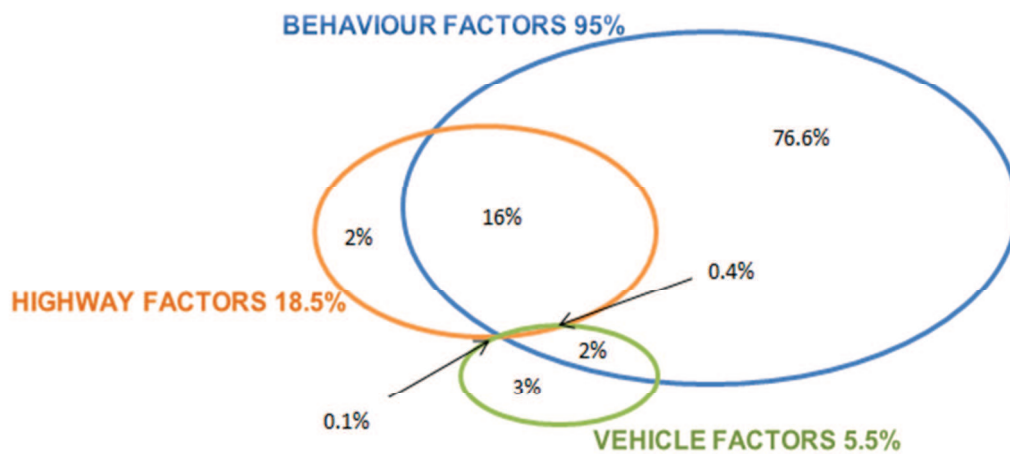
- 5.7 This Strategy recognises the importance of influencing the road user (through Education, training and Enforcement), the road environment (through Engineering) and the vehicle (through working with manufacturers) in combination with a range of practical measures to continue to deliver reductions in road casualties. The 3 E's categorisation, which can all be influenced by Kent County Council and partner organisations can therefore still provide a useful framework for actions in the Strategy.

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6. Education

- 6.1 The Transport Research Laboratory¹⁸ (TRL) has identified the headline crash causation factors for incidents that cause death and injury on the road. In any road crash the three headline constituent parts are the Environment (the road), the Machine (the vehicle) and the Road User Behaviour (the human). The research shows that 2% of crashes are caused solely due to a poor road environment; 3% are solely due to vehicle failure; whilst 76.6% are solely due to the behaviour of the road user. When adding elements where poor road user behaviour mixes with a poor environment and/or a mechanical failure, it takes the human factor to 95% causation. This data is illustrated in Figure 4 below.

Figure 4 Factors involved in a crash






- 6.2 Consequently, the key to casualty reduction is in affecting the way road users interact with their environment and their vehicle. It is comparatively rare for a poor environment or vehicle failure alone to lead to injury crashes.

¹⁸ www.trl.co.uk/research_development/intelligent_transport/human_factors/

Education, Training and Publicity

6.3 Road safety education, typically defined as Education, Training and Publicity (ETP), is widely recognised as a key intervention to deliver a sustained benefit in reducing road casualties. Examples of ETP initiatives delivered by Kent County Council are set out in the table below.

Table 3 Examples of ETP interventions

<p>Education</p>	<p>Demonstrations about correct fitting and use of car seats, school lessons on safer crossing techniques and young driver education such as licence to kill.</p>	
<p>Training</p>	<p>Driver Diversion Schemes (e.g. Speed Awareness Courses delivered as an alternative to a speeding offence, fine and licence points), Bikeability cycle training, school minibus driver training and Highway Inspector driver training.</p>	
<p>Publicity</p>	<p>Campaigns covering anti-drink drive, inappropriate speed, drivers using mobile phones, seat belt wearing and passenger safety involving those driven by young drivers.</p>	

6.4 Through these and other ETP initiatives, available as an online resource via the Kent Road Safety website¹⁹, the County Council aims to influence road user attitude and behaviour and promote individual responsibility. Within each, our approach is to:

- Raise road user awareness of the main safety issues that affect different road user groups
- Increase knowledge of the potential consequences (health and legal) and the human impact that road crashes have, and promote related *coping* strategies
- Increase levels of observed behaviour that are in line with the coping strategies promoted through casualty reduction activity

Key Target Groups

6.5 To effect the greatest change in road user behaviour that is likely to contribute to the greatest reduction in road casualties, Kent County Council targets those road user groups that feature highest in either casualty or perpetrator statistics. Priority groups in Kent are broadly in line with the Governments national key indicators outlined in Section 2.7:

¹⁹ www.kentroadsafety.org

Table 4 Target Groups (Not in priority order)

Age Group	Road User
5-16 year olds	Young pedestrians and cyclists
16-19 year olds	Young motorcyclists
17-24 year olds	Young drivers and passengers
25-50 year olds	Drivers
25-50 year olds	Motorcyclists
In car safety	
At work drivers	
Non-UK drivers	

A focus on Drivers

- 6.6 Of all the target groups, drivers/riders constitute the group that are targeted most through ETP, with the expectation for them to act responsibly. Drivers/riders of large, heavy machines that can travel at high speed have the greatest responsibility towards enhancing the safety for all road users. These road users have in their control the ability to dictate the likelihood and severity of a potential crash, it is their vehicle that collides with another road user.
- 6.7 Much of the increased risk of crashing revolves around drivers/riders willingness to take risks; things they would be unlikely to do if handling other dangerous machinery such as drinking alcohol, using mobile phones, persisting whilst tired, etc. In addition the choice of speed will dictate the level of severity of an impact. Driver/riders behaviour can be influenced to reduce risk.
- 6.8 A key intervention here for Kent County Council is the delivery of Driver Diversionary Scheme courses on behalf of Kent Police. These courses are offered as an alternative to a fine and license points. The main course is the National Speed Awareness Course and some 30,000 clients attend courses in Kent each year. In line with the Governments approach, the County Council is keen to provide more courses, as well as a new elective non offender's course (HASTE), available to individuals and business in early 2014 to contribute to casualty reduction. Ultimately it is hoped this will lead to reduced insurance premiums for attendees.

A focus on Vulnerable Road Users

- 6.9 Additionally there is benefit in promoting coping strategies to those vulnerable road users at risk of being involved in a crash; specifically for pedestrians, cyclists, horse riders and motorcyclists. These road users can do much to limit their vulnerability by choosing appropriate behaviour for themselves, such as improving their visibility to

drivers/riders, wearing safety equipment like helmets, understanding how crossing facilities can be used effectively and reducing their own distractions on the road.

- 6.10 The County Council runs Bikeability Cycle training courses for schools alongside School Games Organisers. Together, around 7000 children are trained each year which represents around half of the Year 6 age group in Kent. It is hoped to expand this course as well as to offer adult cycle training to individuals and through businesses in 2014.
- 6.11 Ultimately, the County Council targets perpetrators and potential victims in order to reduce risk through an integrated ETP programme.

Our Road Safety Education Approach; combining Education, Training and Publicity

- 6.12 Road safety education is an on-going process to constantly remind road users of the need for appropriate behaviour and to take account of all road users. The County Council produces an annual delivery plan summarising ETP activities²⁰.
- 6.13 This approach places a priority on Publicity as the tool for raising awareness to key issues and to promote the positive reinforcement of critical messages across a large target audience, over a short space of time.
- 6.14 The tone of Publicity messages used is factual and informative and focuses on the human impact of crashes, whilst stressing the potential legal consequences of poor road user behaviour.
- 6.15 Publicity messages are used to link wider, national activity to local concern and thereby provide credibility to localised Education and Training activities. By raising awareness Publicity prepares the ground for cultivating a deeper understanding of personal responsibility through focused Education or Training.
- 6.16 Localised Education and Training activities require access to small groups of road users so that key issues can be explored in greater depth to develop understanding of personal responsibility, and to reinforce the human impact of crashes.
- 6.17 The challenge for Education and Training activity is in accessing suitable road user groups on an on-going basis. It is difficult to break into school curriculum time and, more specifically, to access adult road users without the compunction of a legal process available as a motivator to attend.
- 6.18 Overall, road safety education is targeted at the majority of road users, who can be classified as *Error Makers*, and our behaviour change model ensures the close relationship between increasing Awareness, Knowledge and Behaviour to affect Contemplation of Change, Action to Change and Maintenance of Behaviour.

²⁰ Kent County Council Road Safety Education, Training and Publicity plan 2013/14, Road Safety Team Kent County Council, April 2013

ACTIONS:

This Strategy commits Kent County Council to:

- A6.1 Continue to prioritise an integrated approach to road safety education, combining education, training and publicity activities, as a key intervention to change road user behaviour and encourage safer road use.
- A6.2 Produce an annual delivery plan for coordinated Education, Training and Publicity activities, setting out the Council's actions and encouraging partners and stakeholders to link with these.
- A6.3 Continue to deliver National road user training (DDS and Bikeability) in Kent and develop new courses including elective Speed Awareness (HASTE) and adult cycle training.

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7. Enforcement

7.1 Kent police enforce road traffic legislation, with the exception of decriminalised offences, such as parking enforcement, which are the responsibility of local authorities. The police also work in partnership with other agencies, such as the Vehicle and Operator Services Agency (VOSA), to enforce specialised traffic legislation and the Health and Safety Executive (HSE) to investigate serious work-related road accidents.

7.2 Inappropriate and excess speed is a significant factor in road crashes. The outcome may result in death, serious injury and damage, as well as being a serious “quality of life” issue. The effective, intelligence led use of speed enforcement can assist in addressing these problems. Roads policing supports and complements road safety education and engineering and is an essential part of road safety. It:²¹

- Deters illegal, dangerous and careless behaviour on the road
- Detects illegal, dangerous and careless behaviour on the road
- Identifies offenders
- Identifies the causation factors in crashes
- Helps to educate, and change the attitudes of road users
- Prevents other forms of crime
- Identifies and removes dangerous vehicles

Police and Crime Commissioner

7.3 From 15 November 2012, Police and Crime Commissioners are elected representatives charged with securing efficient and effective policing of a police area within England and Wales. Police and Crime Panels scrutinise the work of each Commissioner and make sure information is publicly available. The Panels include a Councillor from every Local Authority in the Police force area.

7.4 The current Kent Police and Crime Commissioner, Mrs Ann Barnes, has set out a four year Police and Crime Plan (1 April 2013 - 31 March 2017). It covers the Commissioner's priorities, commissioning intentions and performance targets for Kent Police. The key strategic priority which relates to this Strategy is ***Protecting the public from serious harm.***²²

Kent and Medway Safety Camera Partnership

7.5 The roots of Safety Camera Partnerships were linked to section 89 of the Road Traffic Regulation Act 1984, under which it is an offence to exceed the speed limit. The Road Traffic Law Review, set up in 1985 and which reported in 1988, recommended that greater use should be made of technological innovations to promote compliance with road traffic law, including modern camera technology²³. The necessary legislation supporting this recommendation was put in place through the Road Traffic Act 1991.

²¹ www.kent.police.uk/about_us/policies/p/p04.html

²² www.kent.police.uk/about_us/our_plans/our_plans.html

²³ *The Road Traffic Law Review*, Department of Transport/Home Office, 1988 paragraph 3.21

- 7.6 The Kent and Medway Safety Camera Partnership was formed in July 2002, in order to reduce death and serious injuries on Kent and Medway's roads. The Partnership comprises: Kent County Council, Medway Council, Highways Agency and Kent Police and is responsible for the operation of speed, red light and average speed safety cameras within Kent and Medway. Contrary to popular belief, safety cameras are not placed on roads where they will make the most money. Enforcement only takes place at sites where there is a history of fatal and seriously injured casualties and where speed has been a contributory factor in crashes.
- 7.7 For the future the Camera Partnership is progressing a programme of upgrading and digitalisation a decommissioning strategy to be implemented at sites no longer considered suitable in terms of their original objectives and also a community concerns site provision to back up local speed watch schemes.

Speed Watch²⁴

- 7.8 Speed Watch is an initiative that allows concerned citizens to make a significant contribution to road safety by helping to reduce excessive vehicle speeds on the roads in their own communities. Speed Watch schemes are supported by Kent Police through partnership-based working with community groups, Parish Councils, Kent County Council and Medway Council.
- 7.9 Operating at the roadside in 30 and 40 miles per hour (mph) limits, Speed Watch volunteers monitor the speed of passing vehicles using portable speed indication devices. They record the speeds and identifying details of vehicles travelling above nationally-specified speed thresholds. The registered keepers of vehicles observed repeatedly or excessively speeding anywhere in the county in a 12-month period are then sent warning letters and advice by Kent Police.
- 7.10 Speed watch has proved successful, in the two years to the end of November 2013, Community Speed Watch in Kent has increased from around 20 schemes to more than 60. In the same two years, more than 650 volunteers have received Speed Watch safety awareness training. Linking with the Police and Crime Plan it is envisaged that further community engagement schemes will be developed contributing to driver education initiatives set out in Section 6.

²⁴ www.kent.police.uk/advice/community_safety/attachments/form_3213h.pdf

ACTIONS:

This Strategy commits Kent County Council to:

- A7.1 Work with Kent Police to improve targeting of enforcement in line with casualty reduction objectives.
- A7.2 Work with Kent Police to co-ordinate enforcement, education and engineering measures.
- A7.3 Work with Kent Police to support initiatives with local communities.

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8. Engineering

- 8.1 Kent County Council, as local highway authority, has a Duty of Care under the 1988 Road Traffic Act²⁵ to “carry out studies into crashes arising out of the use of vehicles on roads, take such measures as appear to the authority to be appropriate to prevent such accidents, and in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.”
- 8.2 The County Council spends circa £1 million each year on implementing a range of engineering measures at safety critical sites to contribute towards fulfilling this duty.

Crash and casualty analysis: identifying safety critical sites

- 8.3 The County’s safety critical traffic engineers and others within the authority responsible for road safety regularly assess the problems on Kent’s highway network. This involves studying crash patterns over a period of time to identify locations where there are unexpectedly high numbers of crashes occurring. The circumstances, vehicles and casualties involved in the crashes at a particular location are investigated to identify any patterns that engineering measures could prevent reoccurring in the future. The relative size of the problems and the ability to tackle them are assessed and suitable cost-effective solutions are devised and implemented.
- 8.4 The County Council employs four separate approaches to identify and implement Crash Remedial Measures (CRMs) as set out in Table 5.

Table 5 Approaches to identify CRMs

Crash Cluster Sites	Measures targeted at a specific geographical location where a higher than expected number of crashes of a particular type have occurred in a set period of time.
Mass Action Plans	Measures targeted over a wide area such as a District or Countywide at a number of locations that have a similar pattern of crashes.
Route Studies & Treatments	Measures targeted along a whole route such as an A road where a number of different problems have been identified along the same route. This will include new improvements and maintenance of existing safety infrastructure.
Quick Wins	Measures that can be implemented quickly in response to an emerging or emergency safety problem.

- 8.5 As part of these programmes engineers will work closely with our partners both internally and externally to ensure identified problems are tackled using the most appropriate solution(s) to the identified problem be that engineering, education or enforcement or a combination of the three. The County will continue to prioritise

²⁵ Road Traffic Act, Secretary of State, 1988

funding at locations with the greatest potential to reduce road casualties, and will look to incorporate other data (such as maintenance records, damage only crashes, customer complaints, etc.) into the assessment criteria for the identification of future CRM sites.

8.6 The intervention criteria i.e. the level of risk / number of crashes of a similar type required to trigger investigations will be reassessed annually taking in to account factors such as current progress towards casualty reduction targets and the availability of resources and funding.

Road Safety Engineering Measures

8.7 A wide range of road safety engineering measures can be implemented to reduce and prevent casualties on our roads. Table 6 (below) lists many of the engineering measures used in Kent as part of our CRM programme.

Table 6 Road safety engineering measures

<p>Signing & Lining</p>	<p>New or changes to existing signs and lines to highlight individual hazards, seek to slow speeds and reduce conflicts. These can include static signs, interactive vehicle activated signs, improved materials, cat eyes etc.</p>	
<p>Surfacing</p>	<p>Upgrading the standard of existing surfaces by applying such treatments as High Friction Surfacing to reduce skidding or the use of coloured surfacing or different textures to highlight hazards.</p>	
<p>Speed Limits</p>	<p>Introduction of new speed limits and the amendment of existing ones. This includes provision of further 20mph limits and zones to meet casualty reduction and wider healthy living/active travel objectives, as set out in a recently approved policy²⁶.</p>	
<p>Safety Cameras</p>	<p>The installation of new safety cameras, where current criteria is met, for enforcement of such offences as speeding, red light running, use of mobile phones or non-use of seat belts. These can be fixed, mobile and include average speed cameras.</p>	
<p>Pedestrian Crossings</p>	<p>The installation of new pedestrian crossing facilities such as dropped kerbs, tactile paving, zebras, toucans, pelicans, puffins and pegasus crossings. Can also include the modification or upgrade of existing</p>	

²⁶ <https://democracy.kent.gov.uk/ieListDocuments.aspx?CId=749&MId=4911>

	crossing facilities. Provision of new crossings can improve accessibility for pedestrians and disabled people as well as contribute to wider public health objectives.	
Traffic Calming	The implementation, modification or even removal of traffic calming features such as humps, cushions, chicanes, priority working systems, road narrowing, traffic islands, build outs, vehicle activated signs or rumble strips.	
Junction Realignments	Changes to existing junctions to reduce conflicts and manage traffic and pedestrian movements better. This is typically achieved by the use of lining, hatching and changes to priority or movement of the kerb line.	
Traffic Signals	The installation of new or modification or even removal of existing traffic signals mainly at junctions. This could be to manage or reduce conflicts between movements or vulnerable road users. Their use to reduce congestion can also improve safety by reducing frustration and the risks people take when in congestion.	
Roundabouts	The implementation, modification or removal of roundabouts at junctions to manage conflict better, reduce speeds and improve safety by reducing congestion. They can include mini and double mini roundabouts.	
Cycle and Footways	Installation of new or improvements to existing footways, cycleways and footpaths. The health benefits of these types of scheme are not limited to the reduction of road injuries but can improve the health of the public by encouraging walking and cycling leading to fewer deaths by ill health.	

- 8.8 Kent County Council will continue to innovate and experiments with implementing new engineering measures aimed at maximising casualty reduction, reducing risk and contributing to wider healthy living objectives. The impact of road safety engineering schemes will be measured in terms of contributing to these objectives.

Speed Limits

- 8.9 The County Council recognises the importance of measures to encourage drivers to drive at appropriate and safe speeds. At the beginning of 2013 the Government published updated guidance for Local Authorities to use when setting local speed limits (Department for Transport Circular 01/2013 SETTING LOCAL SPEED LIMITS). In the guidance the main points were that speed limits should be evidence-led and self-explaining and seek to reinforce people's assessment of what is a **safe** speed to

travel. They should encourage self-compliance and be seen by drivers as the maximum rather than a target speed.

- 8.10 Kent County Council uses this guidance to set local speed limits in situations where local needs and conditions suggest a lower speed limit than the national speed limit is required. This requirement is triggered when the intervention criteria for local safety schemes is met or if a County Councillor feels there is a local need for a lower speed limit and wishes to fund this through their own Member Funding.
- 8.11 The introduction of more 20 mph limits and zones is being pursued in urban areas and built-up village streets that are primarily residential, to ensure greater safety for pedestrians and cyclists. The County Council recently reviewed its policy towards the implementation of further 20mph schemes and agreed to support the introduction of 20 mph limits and zones:-
- Where there was clear justification in terms of achieving casualty reduction as part of the on-going programme of Casualty Reduction Schemes
 - where they would assist with delivering targets set out in Kent's Joint Health Wellbeing Strategy by encouraging walking and cycling
 - locally important schemes which are funded via the local County Councillors Members Fund

Designing and maintaining safety standards

- 8.12 The County's traffic engineers are responsible for designing improvement schemes to the highway network to improve safety for all road users. They design highway engineering schemes to prevent and reduce the number and severity of casualties occurring on Kent's roads. We will ensure our engineers are appropriately qualified to carry out this role and they receive the road safety engineering training they require to keep their skills up to date. Our engineers will ensure they design all schemes to the relevant design standards, and they will undergo the appropriate safety audit/assessment as required by the County's policy and are built without putting our contractors or the public at risk of undue harm.
- 8.13 As part of our Duty of Care, the County will undertake regular safety inspections to identify and rectify those defects that meet the current intervention levels and that are likely to increase risk to the users of the highway network. We will ensure road safety is integrated within existing highway maintenance programmes and that this area (especially safety critical carriageway markings or warning signs) is prioritised in our maintenance inspections and work programmes.

ACTIONS:

This Strategy commits Kent County Council to:

- A8.1 Continue to implement a Crash Remedial Measure (CRM) programme at locations with the highest crash frequencies where engineering measures will prevent their outcome in the future.
- A8.2 Develop the CRM programme to take account of non-personal injury crash data and other risk factors identified by research.
- A8.3 Ensure all highway engineering schemes are designed to the relevant standards and that they undergo the appropriate safety audit / assessment as required by the County's policy.
- A8.4 Carry out regular safety inspections to identify and rectify quickly any defects likely to create danger to users of the highway network.

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9. Engagement and Partnership Working

- 9.1 Successful casualty reduction cannot be achieved in isolation and requires professionals from a range of backgrounds working together to provide an holistic approach to problem solving and identification and implementation of integrated solutions. To be most effective it also requires Engagement with and support from partner organisations, stakeholders, businesses, local communities and residents as illustrated in Figure 5.

Figure 5 Partnership working



- 9.2 Highway authorities, the police, the fire and rescue service and health stakeholders are vital partners in delivering casualty reduction outcomes. Joint investment by these partners must continue to be delivered in a way that maximises beneficial outcomes in a period of ever tightening budgets. Casualty Reduction Partnerships can contribute to the delivery of a *systems approach* to road safety.

- 9.3 The key success factors identified by partnership members nationally include²⁷:

- Greater resource availability (financial and personnel)
- Wider stakeholder contacts, networks and therefore influence
- Reduced duplication of investment
- Integration of investment solutions (packages), generating benefits greater than the individual elements
- Economies of scale due to, for example, the increased bargaining power of partnerships, especially in the case of education, training and publicity (ETP) interventions

²⁷ Road Safety Research Report No. 124, Delivery of local road safety

- 9.4 In its report, Changing Lanes²⁸ of September 2009, the Audit Commission noted that:
- “There is critical importance to, and significant performance benefits from close partnership working to improve road safety”*
- 9.5 And in 2011 the Department for Transport concluded that,²⁹
- “In the last five years, effective partnership and inter-agency working has generated efficiency savings and enhanced the integration of investment.”*
- 9.6 There is a role for a great many organisations both private and public in road casualty reduction. The prime organisations are those that have statutory responsibilities regarding the road network. Nationally the Police and Fire and Rescue Services have affirmed their commitment to reducing the injury toll on our roads

Fire and Rescue Services

- 9.7 The Chief Fire Officers' Association's mission is *“to work with a range of partners in order to be a world leader in delivering an integrated road safety education or approach which results in safer roads throughout the UK”*³⁰.

Police

- 9.8 The Association of Chief Police Officers (ACPO) sets out its policy for road safety enforcement in *“Policing the Roads - 5 Year Strategy 2011-2015”*³¹ and states
- “The service should focus the full weight of the law against those individuals who deliberately and illegally use a motor vehicle to commit offences and antisocial behaviour; and make an even greater use of the benefits offered by education so as to reduce and even eliminate the more unintentional careless behaviour where road safety is nonetheless challenged.*
- The highest possible reductions in road casualties cannot be achieved by enforcement and education of offenders alone. It is necessary to maximise road safety gains by working in partnership with the many other valuable partners who share the same objectives or have a stake in reducing road casualties.”*

District and Local Councils

- 9.9 District Councils, as local planning authorities, have a key role to play in shaping new development and investment from source in terms of making highways safer, in addition to other key local community safety functions.

²⁸ *Changing Lanes, Evolving roles in road safety*

²⁹ *Road Safety Research Report No. 124, Delivery of local road safety*

³⁰ *CFOA Road Safety Strategy 2013-16*, Chief Fire Officers Association, 2013

³¹ *ACPO Uniformed Operations, Policing the Roads – 5 Year Strategy 2011-2015*

- 9.10 Town and parish councils represent the first tier of local government. While they do not have statutory highways responsibilities, they often act as a key route through which residents' views can be expressed. Improvements to transport are likely to be central elements in Neighbourhood Plans as they are developed at this level.
- 9.11 As the Localism agenda develops, town and parish councils may also acquire a more important role in road safety, for example by funding speed indication devices, traffic calming or community schemes.

Partners in Kent

- 9.12 Kent County Council is part of the Casualty Reduction Partnership (CaRe) in Kent. Formed in mid-2007 the CaRe Group brings together professionals from Kent County Council, Medway Council, the Highways Agency, Kent Fire and Rescue Services and Kent Police to focus on priority road user groups and the main factors in crashes/casualties. The vision of the CaRe group is "the effective co-ordination of local partners working in collaboration to reduce road casualties in Kent". Collectively, the CaRe partners have endorsed the 2020 casualty reduction targets set out in Section 4.2.
- 9.13 The County Council is also part of the Kent and Medway Safety Camera Partnership, the Kent Community Safety Partnership and the Driver Diversionary Schemes Partnership. Kent County Council supports district based community safety partnerships both in terms of providing tailored data and information, through district casualty profiles and gap analysis, as well as practical support at local engagement events.
- 9.14 As a large organisation with a wide range of responsibilities, there will always be opportunities to improve co-ordination and delivery of initiatives. The County Council is committed to improving internal partnerships through a *One Council* approach. As discussed in Section 2, there are opportunities for improving road safety and contributing to casualty reduction through wider public health, education and communities work.
- 9.15 This Strategy particularly recognises the importance of contributing to wider public health objectives through delivering traffic calming schemes and 20mph zones in residential areas as well as through delivering improved cycle and pedestrian routes and training initiatives, such as Bikeability, to equip users with the necessary skills to use the highway safely.
- 9.16 Many of the Councils road safety education and safer routes initiatives are delivered through schools. Schools are also a key focus for public health interventions and joining up child pedestrian safety training or walking bus initiatives delivered in

partnership with the Kent and Medway Walk to School Charity³² with healthy eating and other initiatives to tackle childhood obesity is a priority.

- 9.17 There is future opportunity to support independence and safer road use through the promotion of information about the network, through engagement with local older people and disabled groups as well as through young pedestrian and Bikeability cyclist training programmes.

The role of media engagement

- 9.18 The media can have a strong influence on road user behaviour and perceptions. Effective engagement can therefore play a key role in promoting safe driving behaviours and reducing crashes. Kent County Council is working to develop relationships with local TV, radio and newspaper groups to complement road safety education campaigns and support individual and community based awareness and action.

ACTIONS:

This Strategy commits Kent County Council to:

- A9.1 Work closely with all partners and stakeholders to ensure casualty reduction is tackled using all the tools available and use the most appropriate solution to the identified problem, be that engineering, education or enforcement or a combination of all three.
- A9.2 Continue to actively support the Kent and Medway Casualty Reduction Partnership (CaRe) work as well as other partnerships to co-ordinate initiatives.
- A9.3 Embed road safety as part of the County Councils *One Council* culture in particular with public health, education and communities departments.
- A9.4 Enhance engagement with local media and Kent residents and provide information and 'self-help' tools to enable communities to promote road safety in local areas.

³² <http://www.kmcharityteam.co.uk/walktoschool/>

10. Funding

- 10.1 Death and injury has a huge emotional and financial impact on society, both to the people and families and witnesses directly and indirectly affected, as well as to the wider public purse, through the emergency services, NHS and social services. Placing financial figures on each of these impacts, the established cost of dealing with a fatal crash is £1.9 million³³ and the average cost of dealing with a crash involving injury is £75,000.
- 10.2 Kent County Council is determined to maintain good quality services against rising demand, reducing central government funding and national inflationary pressures. A focus on reducing road casualties can reduce demand for social and other support services run by the Council that support and rehabilitate people injured on our roads.
- 10.3 In the context of the Local Transport Plan for Kent, the County Council delivers a £1.4 million programme of education, training and publicity, and a £1 million programme of casualty remedial measures. Under this Strategy, it is planned to sustain and improve value for money of the Council's current levels of funding.
- 10.4 Kent County Council will continue to prioritise developing bids for Government and other external funding including to the Local Growth Fund and through the Local Enterprise Partnership and the Council will work closely with the new Strategic Roads Corporation in Kent to coordinate investment in safer roads.

ACTIONS:

This Strategy commits Kent County Council to:

- A10.1 Sustain and prioritise spending on road casualty reduction initiatives and develop bids to Government and the private sector as opportunities arise.

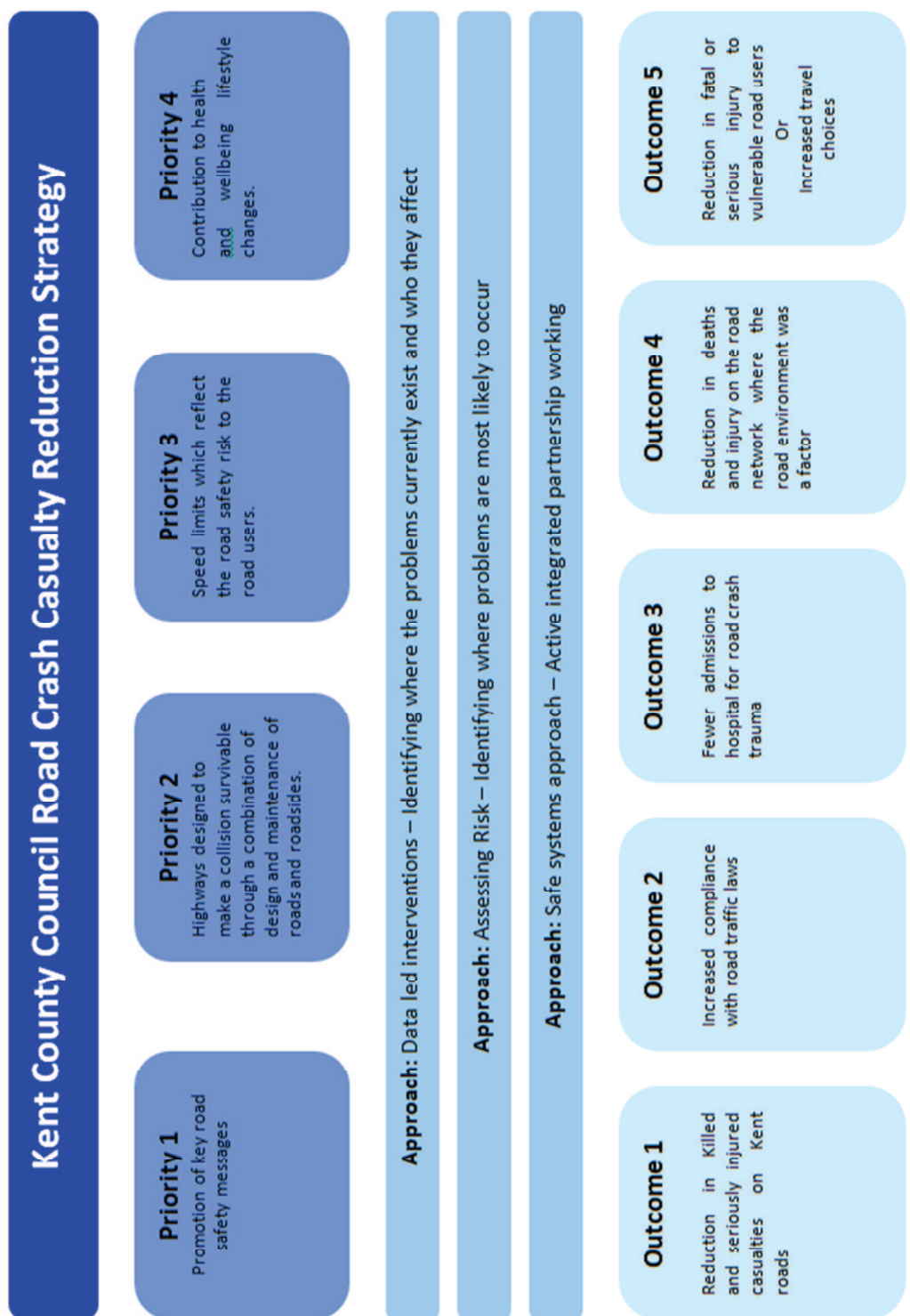
³³ *Road Casualties Great Britain Annual Report*, Department for Transport, 2012

11. Outcomes Framework

- 11.1 This Strategy commits the County Council to work towards an outcomes framework in terms of delivering its high level targets of 33% reduction in KSI and 40% reduction in child KSI by 2020, as well as monitoring targets linked to vulnerable road users and slight injuries.
- 11.2 The outcomes framework is a resource to link what we do (our priorities) with what we want to achieve (our outcomes) and the actions we will take to work towards our outcomes (our approach).
- 11.3 The County Councils approach in terms of an annual Delivery Action Plan is set out in Appendix 1 to the Strategy (to be developed subject to consultation).

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Table 7 Road Casualty Reduction Outcomes



Appendix 1: Delivery Action Plan

This Delivery Action Plan, which will be updated and published annually, contains specific initiatives to deliver the policies and achieve the outcomes set out previously.

Table 8 Delivery Action Plan 2014/15

Date	Activity	Primary Target Group	Estimated Reach 2014 / 15
Publicity			
Ap - Mar	Good Egg Guide - child seat fitting	Adults	1000
Ap - Mar	Foreign Driver information	Adults	500000
Ap - Mar	Development of campaign web site - www.kentroadsafety.org	Adults	7000
May	Drug Drive campaign	17-34 year olds	850000
May - Oct	Ghostlids campaign - motorcyclists	16-19 year olds	200000
May - Oct	Kent Bikers campaign - motorcyclists	25-50 year olds	500000
June	Ditch the Distraction campaign	11-14 year olds	24000
June	Summer Drink Drive campaign	17-50 year olds	1250000
Aug	Rural Speed campaign	17-50 year olds	850000
Sept	Urban Speed campaign	17-50 year olds	1250000
Nov	B-Viz campaign - encouraging young road users to be visible	9-14 year olds	31700
Dec	Winter Drink Drive campaign	17-50 year olds	850000
Jan	Mobile Phones campaign	17-34 year olds	700000
Feb	Speak Up campaign	16-24 year olds	1250000
Mar	Seatbelt campaign	17-34 year olds	850000
Education and Training			
Ap - Mar	Driver Diversionary Schemes	Adults	35000
Ap - Mar	At Work driver training courses	Adults	500
Ap - Mar	Non-offender (HASTE) Speed Awareness Course	Adults	2500
Ap - Mar	Driving Business Safely Workshops (4 per year)	Adults	
Ap - Mar	Pilot Bikeability Adult Cycle Training	Adults	
Ap - Mar	Community Safety / Public Events	Adults and children	10000
Ap - Mar	Junior Road Safety Officer	5-11 year olds	12500
Ap - Mar	Young Driver Education	16-18 year olds	5000
Apr - Sept	Safety in Action	10-11 year olds	5000
Nov	Licence to Kill Production	16-18 year olds	6000
Jan -	Smart Brothers - <i>stop look listen think</i>	5-11 year olds	17500

Mar	training		
Feb	Young Driver Theatre in Education	16-18 year olds	3000
Apr - Mar	Bikeability Cycle Training	Children (Yrs 5-6)	3500
Enforcement			
	Safety Camera site review	n/a	90 sites
	Safety Camera site upgrading/ digitisation	n/a	10 sites
	Safety Camera site decommissioning/downgrading	n/a	potentially 2 + sites subject to consultation
	Support Speedwatch/ Community Concern sites	n/a	50 sites
Engagement			
April	Report to Cabinet Committee results of Casualty Reduction Strategy Consultation	Members	n/a
May	Publishing of Kent Road Casualty Reduction Strategy	On line	n/a
Apr - Mar	Parish Seminars	n/a	n/a
Apr - Mar	CaRe Partnership Meetings (quarterly)	n/a	n/a
Apr - Mar	Kent Diversionary Diversionary Scheme Board Meetings (quarterly)	n/a	n/a
Apr - Mar	Kent & Medway Safety Camera Partnership Board Meetings (quarterly)	n/a	n/a
Apr - Mar	Community Safety Partnership Meetings	n/a	n/a
April	Produce Annual Delivery Plan for Education, Training and Publicity Activities	On line	n/a
Data and Research			
	Complete review of non casualty data to determine risk	Internal	n/a
	Publishing of Kent Annual Trend Report	On line	n/a
	Publishing of Casualty Profiles for Community Safety Partnerships (CSP)	To CSP members	n/a
	Complete the annual cluster site analysis	Internal	n/a
	Identification of residential areas for potential 20mph zones, subject to consultation	Internal	X schemes
Engineering			
Apr - Mar	Implement a programme of Crash Reduction Measures (CRM)	n/a	X schemes

Apr - Mar	Safety Inspections of the highway	n/a	8500 km of carriageway/foot way surveyed
Apr - Mar	Implement a programme of Integrated Transport Measures with road safety/ public health benefits including cycle routes, traffic calming, 20 mph, pedestrian crossings	n/a	X schemes
Funding			
February	Secure KCC funding for current programmes	Members	n/a
Apr - Mar	Bid for external funding to enhance provision of casualty reduction measures	UK Government/ Other	n/a

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Appendix 2: Reference and supporting information

Reports

Road Casualties in Kent, Annual Review 2012 Kent County Council, August 2013

www.kent.gov.uk/roads_and_transport/road_safety/crash_and_casualty_data.aspx

Bold Steps for Kent, Kent County Council, December 2010

www.kent.gov.uk/your_council/priorities_policies_and_plans/priorities_and_plans/bold_steps_for_kent.aspx

Road Safety Education, Training and Publicity plan 2013/14, Road Safety Kent County Council, April 2013

www.kentroadsafety.info/campaign-resources/docs/KCC-Comms-Doc_web.pdf

Growth without Gridlock, A transport delivery plan for Kent, Kent County Council, December 2010

www.kent.gov.uk/your_council/priorities_policies_and_plans/priorities_and_plans/transport_priorities_and_plans/growth_without_gridlock.aspx

Local Transport Plan for Kent 2011-16, Kent County Council, April 2011

www.kent.gov.uk/roads_and_transport/highway_improvements/our_transport_vision/local_transport_plan.aspx

Joint Health and Wellbeing Strategy, Kent County Council, 2013

www.kent.gov.uk/your_council/priorities_policies_and_plans/priorities_and_plans/social_care_and_health/health_and_wellbeing_strategy.aspx

Strategic Framework for Road Safety Department for Transport, May 2011

www.gov.uk/government/publications/strategic-framework-for-road-safety

Action for roads: a network for the 21st century, Department for Transport, July 2013

www.gov.uk/government/publications/action-for-roads-a-network-for-the-21st-century

Road Safety Engineering Manual RoSPA

www.rospa.com/roadsafety

Road Casualties Great Britain 2012 Department for Transport, September 2013

www.gov.uk/government/publications/reported-road-casualties-in-great-britain-main-results-2012

Road Safety Research Report No. 124, Delivery of local road safety, Department for Transport, August 2011

<http://webarchive.nationalarchives.gov.uk/20120606181145/http://www.dft.gov.uk/publications/rsrr-124/>

Changing Lanes, Evolving roles in road safety Audit Commission, February 2007

<http://archive.audit-commission.gov.uk/auditcommission/sitecollectiondocuments/AuditCommissionReports/NationalStudies/20070226changinglanesreport.pdf>

ACPO Uniformed Operations, Policing the Roads – 5 Year Strategy 2011-2015 Association of Chief Police Officers, 2011

http://www.acpo.police.uk/documents/uniformed/2011/20111116%20UOBA%20PolicingtheRoadYearStrategy2011_2015.pdf

Strategy for Public Health in Kent, Kent County Council, 2007/2008

www.kent.gov.uk/your_council/priorities,_policies_and_plans/priorities_and_plans/strategy_for_public_health.aspx

CFOA Road Safety Strategy 2013-16, Chief Fire Officers Association, 2013

www.cfoa.org.uk/download/40522

Road Traffic Act 1988, Secretary of State, 1988

www.legislation.gov.uk/ukpga/1988/52/section/39

Web links

Kent County Council	www.kent.gov.uk
Kent Police	www.kent.police.uk
Kent Road Safety	www.kentroadsafety.info
Kent Fire and Rescue Services	www.kent.fire-uk.org
Kent and Medway Safety Camera Partnership	www.kmscp.org
Predictive Policing	www.predpol.com
EuroRAP	www.eurorap.org
Department for Transport	www.gov.uk/government/organisations/department-for-transport

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Discussion 1: Does KCC have the right policies in place and will our approach using statistical evidence deliver casualty reduction?

Point Ref	Post It Comment	Officer Response	Draft Strategy Section
1.01	20mph not only reduces consequences of "accidents" but allows greater reaction period to avoid "accidents". 20 should replace 30 as default limit	Agreed that speed is a key factor in crashes occurring and their severity. Agreed that in the right locations 20mph zones are effective, but zones need to be self enforcing in order to be effective as per latest DfT guidance. See Kent's new policy on 20mph zones. Section B1 here: https://democracy.kent.gov.uk/ieListDocuments.aspx?Cid=749&Mid=4911	-
1.02	Many road accidents on rural roads. Need to lower speed limit to 40/50mph	Speed limits are set according to DfT Guidelines and need to be appropriate to the road environment to be effective.	-
1.03	Accident statistics for cyclists are vastly better in Holland than the UK. Despite helmets not being worn in Holland. 20mph limits are widespread in Holland.	TRL published a comprehensive report which provides a good summary of findings: http://www.trl.co.uk/online_store/reports_publications/trl_reports/cat_road_user_safety/report_the_potential_for_cycle_helmets_to_prevent_injury_a_review_of_the_evidence.htm We would advocate wearing a "correctly fitted" cycle helmet and we have made it mandatory for all our cycle training. The evidence suggests that wearing a helmet will provide protection in the event of a head injury (Amaros et al 2012). However, it is suggested that a helmet will only provide protection if the injury is to the part of the head covered by the helmet and the helmet is correctly fitted etc. The estimate appears to be that helmets may provide protection in 10-20% of cases and may prevent 10-16% of fatalities. However, as the report highlights, there are numerous confounding factors that make an analysis problematic. Clearly, cycle helmet use is a good idea. However, there is an opinion that there is a risk of "blaming the victim". Prevention is better than cure and, where possible, we need to work towards providing safer cycling facilities, training and education that contribute to preventing injuries and fatalities occurring in the first place.	See section 4 Action A4.1 regarding setting targets for pedal cyclists.
1.04	20mph limits are generally achieving about 1.5 to 2mph reduction in speeds. This equates to a 9 to 10% reduction in casualties using the 6% figure. Based on expenses involved with KSIs why isn't more done to encourage 20mph.	There is indeed an argument to spend more on Casualty Reduction Measures. KCC spends 20% of small schemes budget on reducing casualties. 500 roads are covered by 20mph limits.	
1.05	20mph zones not limits. Most cyclists drive cars as well. Streets should be about people first, not passing traffic.	Agreed that zones are effective and limits in the absence of engineering measures are not. Residential areas do need to be designed for low speeds and people as per Kent Design Guide (http://www.kent.gov.uk/community_and_living/regeneration_and_economy/kent_design_initiative/about_the_guide.aspx).	
1.06	Urban minor roads are different but moving vehicles is still the primary purpose of all roads (always was). 20mph limits have become obsessions. Not always right.	The primary purpose of roads is to move people and goods as efficiently and safely as possible but roads also pass through places where people live. Residential areas need to be designed for low speeds and people as per Kent Design Guide. It is important to follow a balanced approach.	
1.07	Quote Anne Marie Penny Slide gone Recommendation to keep kinetic energy in collision below 25mph i.e. 20MPH.	Agreed speed is a key factor - see 1.01 above.	
1.08	20mph zone health issue? Driving at 20mph does not allow vehicle antipollution devices to work?	This was discussed as part of Kent's new policy on 20mph zones. Section B1 Paragraphs 7 & 8 here: https://democracy.kent.gov.uk/ieListDocuments.aspx?Cid=749&Mid=4911	
1.09	Why are KSI all lumped together. We need separate figures.	KCC, like many other LA's group killed and seriously injured casualties together for long term analysis and targets as these are the most life changing events and because to look at fatalities in isolation would not be a statistically significant given the lower number recorded each year on Kent's Roads. They are also the most accurately recorded collisions as they are attended in the majority of cases by Police officers rather than reported by members of the public and therefore we can be more confident in the location and quality of the records we base our targets on. However, It should be noted that more weight is given to fatal collisions and Kent Police through the Serious Crash Investigation Unit (SCIU) investigate each occurrence supported by KCC	Section 4. Points 4.9 and Action A4.1
1.10	If focus is to reduce KSI then with reduced funds data analysis and focused actions should be targeted at this.	In the majority of cases this is where casualty reduction work is focussed by KCC and this will be encompassed in the Casualty Reduction Strategy. For engineering purposes (including the cluster site analysis) we do include slight collisions as we rank those sites with the highest number of collisions, fatal, serious or slight.	Section 4. Road Casualty Targets
1.11	What about collisions that are not reported by police! Do insurance companies give data?	KCC are investigating whether insurance companies can provide information, and if they can, how we can best use that data. An outcome of the Strategy will be to use wider sources of data to inform Road Safety.	Section 3 - Action A3.2
1.12	NO RISK is not an option	There is always risk. We need to strike a balance	-
1.13	Forms for reporting accidents online for use by the public, not only at police stations.	This would be an excellent idea if it could be regulated by Kent Police and this may be something that they would consider alongside the introduction of their new CRASH system.	Outside of remit on CRS
1.14	Impact and value of data systems needs to be reviewed, sometimes the time and energy spent collecting/collating/analysing data outweighs the impact and more time and money could be spent on education and road improvements using top level data to measure impact.	All aspects of casualty reduction interventions are data led, analysis of the recurring and up and coming trends and locations feed in to all areas of Road Safety to ensure that funds are allocated to areas that will have the most effect.	3 E's sections 6,7 and 8
1.15	Self-congratulating on stats alone is a recipe for complacency.	KCC is encouraged by the general downward trend in road casualties on its network. It is intended that the new Strategy will maintain our focus to continue to contribute to casualty reduction.	Section 4. Road Casualty Targets

1.16	A dangerous road does not exist (a media thing) it may be poorly engineered, poorly maintained, subject to weather, but NOT dangerous itself. It is the user that makes the road environment dangerous/hazardous.	This point is valid and was highlighted in the presentations by Steve Horton, Andy Corcoran and Lee Burchill that Driver Behaviour is responsible for the largest proportion of crashes on Kent's Roads.	See Figure in Section 6 on "Factors involved in a crash"
1.17	Non-motorised users – cyclists, walkers and horse riders – stop using roads as they become too dangerous. So less casualties will be result of supressed demand not improved safety.	Agreed this is a concern which we are aiming to address by considering risk and how to minimise it. KCC recognises the need to develop safer cycling and walking routes to contribute to sustainable transport and wider public health objectives.	The Casualty Reduction Strategy and consultation will look to investigate how to reflect this.
1.18	Respond to danger spots, with recurring crashes before fatalities – not as a consequence of.	Annual cluster site analysis takes into account all severity personal injury collisions. Andy Corcoran's presentation detailed how Cluster sites are established and monitored.	Section 8 Action A8.1

Discussion 2: Does KCC have the right approach to using education techniques and engineering measures to deliver casualty reduction?

Point Ref	Post It Comment	Officer Response	Draft Strategy Section
2.01	How far can KCC education techniques be linked to the statutory safe guarding agenda so that it is given a higher profile rather than an opt in.	The Safeguarding Agenda is a key area and we are working with Education colleagues to promote this through Head Teachers Briefings.	Engagement and Partnership Working Section 9
2.02	Target elderly. Complicated junctions confuse them and they lose their confidence – if they stop driving they can become isolated and their world shrinks.	There is an opportunity to support independence and safer road use through the promotion of safer use of the network, although no specific plans are in place; we await the further research being carried out at the moment.	
2.03	People forget how to drive on a roundabout. How about snappy messages on national TV just reminding people how to navigate their way onto and off the junction.	There is a valid argument to suggest when new schemes (whether roundabouts or crossing facilities, etc.) are implemented a general approach to promoting its use across the local area could have benefit. However, TV advertising for this, similar to the old Government Public Information films, would come with significant cost implications and would draw resource away from more specific casualty reduction work.	
2.04	Try to get local media e.g. KM to report actual causes of crashes to educate others rather than allowing local speculation “my road is the most dangerous”. The aim of this would be to raise awareness to whole communities of road safety, and causes of crashes.	The importance of media engagement to communicate issues and appreciated. KCC regularly engages with Kent mediwa covering casualty reduction information and initiatives.	Engagement and Partnership Working Section 9
2.05	How about education around going through lights when red and even orange.	Another excellent message for a Public Information approach (similar to roundabout use above) but the casualty reduction benefit for this is less than for other well defined messages (drink, speed, mobile phones, etc.) so currently the priority will not go to a traffic light use campaign. Outside of the Strategy we are looking at reviewing Red Light enforcement.	
2.06	The education programmes for speed offenders should be delivered in schools to 16/17 year olds so that they are educated before they offend! The training is very good.	KCC offers to all secondary schools (with a sixth form) participation in a Young Driver Education programme - 4 sessions focusing on the key crash causation issues. Additionally KCC delivers 3 weeks of theatre work in secondary schools to highlight specific crash issues - and we work with our partners on the Licence to Kill programme that delivers impactful presentations from crash survivors. KCC also runs campaigns aimed at 'young drivers and their passengers' and these often are used in the education courses for those students just below this age. The Speed Awareness programme is 'owned' nationally by the Association of Chief Police Officers and cannot be changed or delivered for anyone outside of the 'offender' bracket. However, KCC is developing a course for drivers who have not been caught speeding, along similar lines to Speed Awareness.	
2.07	Young drivers need more education in secondary schools to make them more aware when driving. Just because some young drivers drive a certain way, it doesn't mean that we all do.	See 2.06 for info. We have no control over take up of on young driver education delivered by KCC and cannot insist on school participation. Whilst we get into around 50% of all sixth forms through our work, it could be that partner agencies also access some of the schools we do not reach. Our partnership group CARE (CAssualty REduction) comprising highway authorities and emergency services, work to coordinate this coverage.	See Section 9 on Engagement and Partnership Working
2.08	Road awareness/safety tests compulsory for horse riders and cart drivers and cyclists using public highways.	All road users should be encouraged to develop themselves as safer road users. Whilst regulation can bring many benefits there are concerns (especially amongst healthy practitioners) that if some activities like cycling became regulated, it might affect the level of take up. We recognise more cycling can bring many health benefits for society.	
2.09	Are any of the educational initiatives targeted at groups of people with disabilities?	KCC engages with Kent wide as well as local disability groups. Work has been carried out in schools that include disabled children. Drivers with disabilities are catered for on Speed Awareness Courses in terms of access. We don't have substantial intelligence about crash causation factors for people with disability to identify if its a casualty priority. We hope to address any 'access to the network governed by perception of safety' issues through our wider road safety work.	
2.10	We are all road users. Road user training needed by all – starting at school.	Agreed, everyone would benefit in some way from specific road user group training - and indeed crossing over to other road user groups to develop empathy for those we mix with. KCC are looking to develop a 'self-help' booklet for parents to be supported in developing their children as safer road users.	
2.11	Study into paint (lining) technology to improve longevity and reduce costs – more for less.	Part of the KCC/Amey Technical User Group discussions	
2.12	Review and assess different barrier technology to create a safer environment – include reduced/optimised maintenance initiative.	Part of the KCC/Amey Technical User Group discussions	
2.13	Look at technology to increase periods between maintenance – to reduce the need for road closures or restrictions – hazards reduction.	Part of the KCC/Amey Technical User Group discussions	
2.14	We are looking at optimising working methods to reduce the disruption caused whilst we undertake work – hazard reduction	Part of the KCC/Amey Technical User Group discussions	
2.15	We are looking at solutions to reduce disruption caused by maintenance works.	Part of the KCC/Amey Technical User Group discussions	
2.16	Eliminate/reduce hazards caused by road works – information signing	Part of the KCC/Amey Technical User Group discussions	
2.17	Road surfaces and repairs – textured banding to repairs – improved surface for cyclists/motorcyclists.	Part of the KCC/Amey Technical User Group discussions	
2.18	KCC technical review group – products, process, equipment. We are developing initiatives to do more for less! 15% to 20%	Part of the KCC/Amey Technical User Group discussions	
2.19	Consider need for adequate parking when building new schools, EYFS settings.	Parking provision needs to be made in context of the school travel plan and the development planning process. The journey to school by car is an important contributor to morning peak congestion. KCC is supporting initiatives to give parents a viable and healthier alternative including Kent Freedom pass, Walking buses and Bikeability Cycle Training.	
2.20	Look at recycling initiatives to extend the repair and improvement of roads and footways – “Bang for our buck”	Part of the KCC/Amey Technical User Group discussions	
2.21	Technical Review Group – Ideas welcome: dean.benson@amey.co.uk	Part of the KCC/Amey Technical User Group discussions	

2.22	Is excessive traffic calming/street furniture an obstruction of public highway?	The level of traffic calming will depend on the objectives of the scheme and the speed reduction required.	Engineering Section 8 Point 8.7
2.23	Use of 85percentile on all Kent's roads would allow speed limits to be set at the correct level and avoid lot of pointless argument.	Speed limits are set in accordance with DfT Guidance which includes mean speeds.	
2.24	Schools don't want cars by gates or adjacent roads? Where space available provide proper pick up/drop off points.	KCC has supported a number of schools to develop and promote park and stride initiatives for parents in the context of school travel plans.	
2.25	Non-motorised users – walkers, cyclists and horse riders need off road “behind the hedge” paths and safe crossing places so that they can travel from place to place without danger to themselves or inconvenience to others.	Agreed. KCC is developing these routes as highway space permits	

Discussion 3: How can KCC work more effectively with its partners, stakeholders and the public to deliver casualty reduction?

Point Ref	Post It Comment	Officer Response	Draft Strategy Section
3.01	Offer RRM courses for companies	The KCC HASTE speed awareness and driving skills course for non-offenders will look to target companies for take up, as opposed to targeting the public, although it will be accessible to public groups.	Education Section 6 Point 6.8 and Action A6.3
3.02	You need to partner with disability organisations to get an understanding of the views of disabled people. E.G. Demarcation between footways and cycle paths.	KCC engages with local disabled access groups on schemes and with Kent wide groups such as Centre for Independent Living on policy. Shared use cycle/footways are a last resort. KCC uses DfT policy notes 01/12, 02/08 covering Inclusive Mobility Standards.	
3.03	Get RoSPA advanced drivers and IAM involved in education – re training of violators we can help with school education etc.	KCC does promote such organisations and many of the road safety team have benefitted from such training. Casual staff are used to support education programmes in schools and are always looking to supplement this panel with appropriate people. Please email steve.horton@kent.gov.uk if you are interested in helping.	-
3.04	Consider setting up a Crime stoppers style reporting system for anti-social and dangerous driving. (See Sussex version www.operationcrackdown.org). This is proving helpful in addressing drivers before they are involved in crashes. Community Speedwatch data is now being linked into the same database to link the data together.	Noted. This will be investigated with Kent Police.	
3.05	Scheme to allow motorcycles to use bus lanes in Kent, as in some parts of London.	KCC is considering its policy in the light of the London policy change which will apply to new bus lanes and be retrofitted as funding allows.	
3.06	'Locals' probably know better than KCC what junctions etc. are more difficult to use. How do we access their views?	The annual Kent residents tracker survey now includes a specific question asking respondents to identify areas of safety concern. KCC has a database identifying where people have raised issues and is considering how to include this in prioritising according to risk.	Section 3 point 3.6 and Action A3.2
3.07	Cycle training thoughts: Cycle to work scheme – government support for training of users, cycle purchases, 1% tax towards training.	Noted. KCC runs Bikeability cycle training for young people and is piloting adult cycle training targeting businesses.	-
3.08	If KCC does not have the resources to go into all schools and promote road safety, could knowledgeable volunteers be used?	KCC employs and trains appropriate casual staff to support our work. If you are interested, please email steve.horton@kent.gov.uk	-
3.09	Work in partnership with Gypsy Traveller Unit when developing new Traveller sites to ensure safe access. Too often these sites are on small country lanes without lighting or footpaths.	Noted. Please speak to relevant Highways and Transportation contacts and engage through the Planning Process for new developments which includes a safety and access assessment.	See Section 9 on Engagement and Partnership Working
3.10	Driver awareness following an offence is good instead of points. However, Insurance companies still load premiums.	KCC are engaging with the Insurance Sector in respect of developing a speed awareness and driving skills course, HASTE, which we ultimately hope will lead to reduced premiums.	Education Section 6 Point 6.8 and Action A6.3

**KENT COUNTY COUNCIL
EQUALITY ANALYSIS / IMPACT ASSESSMENT (EqIA)**

**This document is available in other formats, Please contact
david.joyner@Kent.gov.uk or telephone on 0300 333 5539**

Directorate: Enterprise & Environment

Name of policy, procedure, project or service: Kent Road Casualty Reduction Strategy

What is being assessed? KCC Road Safety Policy

Responsible Owner/ Senior Officer: David Joyner

Date of Initial Screening: 23 October 2013

Date of Full EqIA: Full EqIA will be completed following the consultation

Version	Author	Date	Comment
1	David Joyner	23/10/13	Sent to Strategy Delivery Team
		23/10/13	Sent to Diversity Info Team
2	David Joyner	20/12/13	Published on line

Pre Consultation EqIA 2013
Screening Grid

Characteristic	Could this policy, procedure, project or service, or any proposed changes to it, affect this group less favourably than others in Kent? YES/NO If yes how?	Assessment of potential impact		Provide details: a) Is internal action required? If yes what? b) Is further assessment required? If yes, why? Internal action must be included in Action Plan	Could this policy, procedure, project or service promote equal opportunities for this group? YES/NO - Explain how good practice can promote equal opportunities If yes you must provide detail
		High LOW/MEDIUM UNKNOWN	Negative Low		
Age	Yes – Specific age groups (such as transition to secondary school and young drivers) are more likely to be involved in a road crash. Policies and measures can be implemented to reduce the chance of these vulnerable age groups from becoming a casualty. The Casualty Reduction Strategy is aimed at reinforcing this approach by focusing on data, both in respect of police crash reports and factors that impact on perceptions of risk.	High	Low	a) Yes – Ensure that Education, Training and Publicity interventions are designed to target and influence specific vulnerable age groups (for example running License to Kill presentations for young drivers). Ensure that highway design standards for new roads, footways and cycle routes are implemented in a way which will improve road safety for vulnerable age groups (for example designing roads to reduce the potential for inappropriate speed or through provision of segregated cycle routes). Ensure that engineering measures are retrofitted to existing highways where these will lead to reduced risk for vulnerable age groups (for example provision of crossing points on safe desire lines outside schools). b) Yes - Ensure that crash statistics continue to be analysed in respect of age groups.	Yes – Engineering and Enforcement interventions can reduce traffic speeds (for example through traffic calming or provision of safety cameras) making it more likely that older people feel able to go out or younger people are allowed out. Education can help equip vulnerable age groups with knowledge to help them avoid road danger (for example stop, look, listen, think shows and encouraging children to wear 9 fluorescent/reflective clothing)
Disability	Yes – The presence of a disability (whether physical or learning related) is not automatically recorded in a police crash report, but disability can be recorded if it is considered to be an	Medium	Low	a) Yes – Ensure that the views of disabled people are considered in Strategy development work and ensure any literature is accessible. b) Yes – Ensure that crash statistics are analysed where disability is recorded as a contributory factor.	Yes - Education and training programmes can be tailored to ensure they are fully accessible (for example provision of accessible venues for Driver Diversionary Schemes). Engineering measures can be introduced to enable disabled people

	influencing factor by the police.				to get around safely (for example the introduction of dropped kerbs at crossing points or raised kerbs at bus stops for wheelchair/ mobility scooter users). Engineering and Enforcement interventions can reduce traffic speeds (for example through traffic calming or provision of safety cameras) making it more likely that disabled people feel safer to go out.
Gender	Yes – Male or female is recorded in police crash data. Evidence shows gender can be a factor in risk (for example newly qualified young male drivers). Policies and measures can be targeted to specific gender traits (for example using data in awareness raising campaigns). The Casualty Reduction Strategy is aimed at reinforcing this approach by focusing on data, both in respect of police crash reports and factors that impact on perceptions of risk.	High	Low	<p>a) Yes – Ensure that Education, Training and Publicity interventions are designed to target and influence vulnerable gender/ age groups (for example running License to Kill presentations targeted at young male drivers).</p> <p>b) Yes - Ensure that crash statistics continue to be analysed in respect of gender.</p>	Yes – Education can help equip vulnerable gender age groups with knowledge to help them avoid road danger (for example promotion and subsidy of Pass Plus driver training for young male 17-19 year olds who have recently passed their driving test)
Gender identity	No	None	None	No	No
Race	Yes – Ethnicity should be recorded in police crash data. Some issues have been identified and policies and measures can be targeted to	Medium	Low	<p>a) Yes – Ensure that Education, Training and Publicity interventions can be tailored so they can be understood and can influence a key issue leading to race being a contributory factor in a crash.</p>	Yes - Education and training programmes can help equip vulnerable ethnic groups with knowledge to help them avoid road danger (for example producing and distributing leaflets for

Pre Consultation EqIA 2013

	specific groups (for example with people who are not resident in the UK or have newly arrived who are not familiar with UK traffic law). The Casualty Reduction Strategy is aimed at reinforcing this approach by focusing on data, both in respect of police crash reports and factors that impact on perceptions of risk.			b) Yes - Ensure that ethnicity continues to be recorded in police crash data.	foreign lorry drivers entering the UK)
Religion or belief	No	None	None	No	No
Sexual orientation	No	None	None	No	No
Pregnancy and maternity	No	None	None	No	No
Marriage and Civil Partnerships	No	None	None	No	No
Carer's responsibilities	No	None	None	No	No

Part 1: INITIAL SCREENING

Proportionality - Based on the answers in the above screening grid what weighting would you ascribe to this function – see Risk Matrix

Low	Medium	High
Low relevance or Insufficient information/evidence to make a judgement.	Medium relevance or Insufficient information/evidence to make a Judgement.	High relevance to equality, /likely to have adverse impact on protected groups

State rating & reasons

Medium – The screening has highlighted potential impacts on some of the protected groups. However, given the objective of the Strategy is to tailor and target road safety interventions based on road casualty records and evidence about risks, the impact on groups identified as being involved or identified as being more at risk, is likely to be a positive one. Those groups potentially affected will be consulted and any negative impacts will be negated through proposed interventions. Where changes are proposed to the highway environment these will be consulted on as appropriate.

Context

The Road Casualty Reduction Strategy relates to the *Safer and Healthier County* objective in the Local Transport Plan 2011-2016. More widely the Strategy relates to the *Keeping Kent Moving and Enjoying Life* objectives in Bold Steps for Kent.

Aims and Objectives

Road death and injury has a huge emotional and financial impact on society, both to the people and families and witnesses directly and indirectly affected as well as to the wider public purse, through the emergency services, NHS and social services. Placing financial figures on each of these impacts, the established average value of preventing a fatal collision is £1.9m and the average value of preventing a collision involving injury is £75,000. This Strategy represents a reaffirmation by Kent County Council of our key role as highway and transportation authority, to work closely with our partners and intelligently using the latest data and research available to us, to make a significant impact on death and injuries on our roads. This Strategy is based upon a *safe system* approach to road safety which stresses the importance of influencing the road user (through education, training and enforcement), the road environment (through engineering) and the vehicle (through working with manufacturers) in combination with a range of practical measures to continue to deliver reductions in road casualties.

Beneficiaries

The beneficiaries will be those people who, in the absence of a proactive and targeted approach to road safety, would become a casualty. Crash statistics show that some people within the protected categories are more likely to be involved in a road crash. The families and friends as well as and witnesses to the potential future crash will also benefit as would those road users who

would have been caught up in any consequent congestion. Reducing actual and perceived risk will likely have a positive impact on more vulnerable road users who can also be categorised within the protected groups, namely the young or elderly, disabled, people from different races or possibly women.

Information and Data

In Kent in 2012, 50 people died and 474 people were seriously injured as a consequence of a road traffic collision. Whilst the number of people killed or seriously injured (KSI) in road crashes fell by 50% between 2000 and 2010 this represents a 1% increase over the previous year, mirroring a national trend in 2011. We have a target to reduce the number of KSI by a further 40% by 2020. Each year KCC publishes a Road Casualties in Kent report which highlights trends and concentrations in road casualties by their geography, by the type of crash and the people involved as well as the causal factors. The data is initially recorded by Kent Police, it is then validated by KCC and analysed to determine patterns and interventions for the council and our partners to take to reduce the likelihood of future crashes. As identified in the screening grid, there are a number of people groupings within the protected characteristics who are likely to be benefited by applying the policies in the Strategy.

The Road Casualties in Kent 2012 trend report is available at www.kent.gov.uk or directly via the link:

<https://shareweb.kent.gov.uk/Documents/roads-and-transport/road-safety/Review%20of%20personal%20injury%20crashes%20occurring%20on%20Kent%20%20Roads%20i.pdf>

Alternative formats are available on request to crashdata@kent.gov.uk

Involvement and Engagement

A web/ paper based consultation is planned to be sent out/ made available on the KCC web site. This will ask people to give their views on the proposed approach and to prioritise work areas. This consultation is supplemented by a day workshop held on 13 November 2013 which involved key stakeholders and representative groups. Groups to be consulted, include:

Centre for Independent Living
Disability Forums
Guidedogs for the Blind
Kent Association for the Blind
Kent Youth County Council
Schools and Colleges
Women's Institute Group
Older People's Forums (eg: Age UK)
Vulnerable Road User Groups

Potential Impact

Specific protected groups (the elderly or young, disabled and races) may potentially be more likely to be involved in a road crash. Policies and measures can be implemented to reduce the chance of these groups from becoming a casualty. The Casualty Reduction Strategy is aimed at

reinforcing this approach in a positive way by focusing on data, both in respect of police crash reports and factors that impact on perceptions of risk. This will be updated as a consequence of the planned consultation.

Adverse Impact:

There do not appear to be any adverse implications. This will be updated as a consequence of the planned consultation.

Positive Impact:

Interventions and measures can be tailored to where they can have most impact. This will be updated as a consequence of the planned consultation.

JUDGEMENT

This will be updated as a consequence of the planned consultation.

Option 1 – Screening Sufficient	NO
Option 2 – Internal Action Required	YES
Option 3 – Full Impact Assessment	YES

A full impact assessment is required as the Strategy has the potential to affect a large number of residents of Kent. Additionally, whilst it is considered that the Strategy will have a positive impact on the groups listed, the consultation is intended to verify this or highlight issues to be acted upon.

Action Plan

The draft Strategy will have a 6 week consultation. Any negative or positive impacts identified during this period will be included in a subsequent EqIA screening and action plan and incorporated in the post consultation Strategy.

Monitoring and Review

It is intended that the Strategy will include an action plan that is updated annually.

Equality and Diversity Team Comments

Noted and comments included in Version 2

Sign Off

I have noted the content of the equality impact assessment and agree the actions to mitigate the adverse impact(s) that have been identified.

Senior Officer

Signed:



Name: David Joyner

Job Title: Transport & Safety Policy Manager

Date: 20 December 2013

Pre Consultation EqIA 2013

DMT Member

Signed:



Name: Tim Read

Job Title: Head of Transportation

Date: 20 December 2013

Equality Impact Assessment Action Plan

Protected Characteristic	Issues identified	Action to be taken	Expected outcomes	Owner	Timescale	Cost implications
Age	Specific age groups are more likely to be involved in a road crash.	Policies and measures can be implemented to reduce the chance of these vulnerable age groups from becoming a casualty.	Reduced casualty rates. Older and younger people feel better able to go out safely.	KH&T	Duration of the Strategy	Already budgeted. Additional funding may be identified subject to research.
Disability	The presence of a disability is not automatically recorded in police crash data, but disability can be recorded if it is considered to be an influencing factor by the police.	Ensure that the views of disabled people are considered in Strategy development work. Ensure that crash statistics are analysed where disability is recorded as a contributory factor and act accordingly in respect of any	Reduced casualty rates. Disabled people feel better able to go out safely.	KH&T	Duration of the Strategy	Already budgeted. Additional funding may be identified subject to research.

		trends.				
Gender	Male or female is recorded in police crash data. Evidence shows gender can be a factor in risk.	Policies and education measures can be designed and targeted to appeal to specific gender traits. Ensure that crash statistics continue to be analysed in respect of gender	Reduced casualty rates. Gender groups with a higher propensity to become a casualty feel better able to go out safely.	KH&T	Duration of the Strategy	Already budgeted. Additional funding may be identified subject to research.
Race	Ethnicity should be recorded in police crash data. Some issues have been identified and policies and measures can be targeted to specific groups.	Ensure that Signage can be understood and Education, Training and Publicity interventions are tailored so they can be understood and can influence a key issue leading to race being a contributory factor in a crash.	Reduced casualty rates. Race groups with a higher propensity to become a casualty feel better able to go out safely.	KH&T	Duration of the Strategy	Already budgeted. Additional funding may be identified subject to research.

Agenda Item 9

MAIDSTONE BOROUGH COUNCIL

FULL COUNCIL

JANUARY 2014

REPORT OF THE HEAD OF HOUSING AND COMMUNITY SERVICES

Report prepared by Sarah Robson

Date Issued: January 2014

1. Maidstone Community Safety Partnership Plan 2013 - 2018

1.1 Key Issue for Decision

1.1.1 Full Council is asked to endorse the refreshed Maidstone Community Safety Partnership Plan 2013 – 2018.

1.2 Recommendation of the Head of Housing and Community Services

1.2.1 That Full Council agrees the Maidstone Community Safety Partnership Plan 2013 – 2018.

1.3 Reasons for Recommendation

1.3.1 The Plan is based on robust evidence and places Maidstone in a stronger position to reduce crime and disorder within the Maidstone borough.

1.3.2 The Maidstone Community Safety Partnership Plan 2013 – 2018 will be delivered by the Community Partnerships unit, which incorporates the Community Safety, Housing and Community Development teams, alongside statutory partners, including Kent Police, Kent County Council, Kent Fire and Rescue Service and Kent Probation.

1.3.3 The Maidstone Community Safety Partnership Plan 2013 – 2018 provides a strategic framework to deliver the priorities, which have been reviewed and determined using evidenced based information, including comparative county-wide performance, through the annual Strategic Assessment. The Plan will focus on the following strategic priorities:

- Antisocial behaviour
- Domestic Abuse
- Reducing reoffending
- Road safety (killed or seriously injured)

- Substance misuse

1.4 Alternative Action and why not Recommended

1.4.1 Because the Plan focuses on the role of one unit within the council, there is an argument that consultation with partners or the public isn't strictly necessary. However, as a partnership plan, it will contribute towards the Council's statutory requirement to reduce crime under Section 17 Crime & Disorder Act and will have a high profile. The Plan is an enabling one, co-ordinating the work of a range of partners to benefit residents and as such it is essential that partners have the opportunity to understand and comment on the approach being developed by the Council and its partners. Finally, it is essential that the public has the opportunity to consider and comment on the approach being promoted by the Council as they are the key partners and beneficiaries of the work of the team.

1.5 Impact on Corporate Objectives

1.5.1 The Community Safety Partnership Plan will contribute to the delivery of the Strategic Plan priorities; For Maidstone to be a decent place to live and Corporate and Customer Excellence. In addition, the Community Safety Partnership Plan supports the delivery of two out of three cross cutting objectives within the Borough Council's Community Development Strategy; Tackling Disadvantage and Building Stronger Communities.

1.6 Risk Management

1.6.1 Risks associated with delivery against the strategic priorities within the Plan will be managed by the Safer Maidstone Partnership and the individual agencies that make up the partnership.

1.7 Other Implications

1.7.1

1.	Financial	X
2.	Staffing	X
3.	Legal	X
4.	Equality Impact Needs Assessment	X
5.	Environmental/Sustainable Development	
6.	Community Safety	X

work while continuing to be co-located and working closely in partnership with the police and other community safety related partners.

1.8 Conclusions

1.8.1 The refreshed Community Safety Partnership Plan 2013-2018 reflects the key priorities for Maidstone borough.

1.9 Relevant Documents

1.9.1 Appendices

Appendix A – Community Safety Partnership Plan 2013-18 (refreshed January 2014)

1.9.2 Background Documents

Strategic Assessment 2013-14

IS THIS A KEY DECISION REPORT?

Yes No

If yes, when did it first appear in the Forward Plan?

.....

This is a Key Decision because:

.....

Wards/Parishes affected: ...All wards and parishes.....

.....

How to Comment

Should you have any comments on the issue that is being considered please contact either the relevant Officer or the Member of the Executive who will be taking the decision.

Cllr John A Wilson

Cabinet Member for Community Services
Telephone: 01622 602242
E-mail: johnawilson@maidstone.gov.uk

Sarah Robson

Community Partnerships Manager
Telephone: 01622 602827
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Appendix A

Safer Maidstone Partnership

Community Safety Partnership Plan 2013–2018

'*Delivering Safer Communities*'

Refreshed January 2014

1. Foreward

- 1.1 Welcome to the annual refresh of the Maidstone Community Safety Partnership Plan for 2014-15, which outlines how we are going to collectively tackle community safety issues in the Maidstone borough. This plan sets out our performance over the last 12 months, identifies priority areas for the next year and outlines what we are going to do to improve them.
- 1.2 Crime over the last year has reduced by 6.5%, which equates to 577 fewer offences being committed across the borough. During 2012/13, the biggest reductions were in reported incidents of anti-social behaviour (-9.6%), criminal damage (-8.5%), sexual offences (-13.2%) and theft offences (-8.0%) as well as major reductions in both deliberate and accidental fires. Over the past four years 2009-10 to 2012-13 crime in Maidstone has fallen 11.8%, or over 1,000 fewer crimes per year. The Partnership has achieved this by delivering actions contained within last year's plan, but also investing time realigning some functions and improving efficiency by integrating services into day to day working practices.
- 1.3 We have also recently seen a number of changes to the community safety landscape. In November 2012 the first Police and Crime Commissioner was appointed, and the 2013-2017 Kent Police and Crime Plan sets out a number of pledges including a grant of over £45,000 to Maidstone in 2013-14. This is greatly appreciated by Maidstone and our plan directly aligns itself with a number of the themes within the Police and Crime Plan as well as the Kent and Medway Community Safety Agreement 2011-14 and Maidstone Borough Council's Strategic Plan - 'For Maidstone to be a decent place to live'.
- 1.4 April 2013 saw the introduction of the West Kent Clinical Commissioning Group to the partnership as a responsible body so we welcome their staff to the group. Further proposals are also on the horizon to amend the tools and powers available to tackle ASB which we will monitor throughout the year.
- 1.5 Public perceptions of crime remain stable, 95.15 (Kent Crime and Victimisation Survey) of people report to feeling 'very' or 'fairly' safe in their local area in Maidstone, 21% worry about being a victim of crime and

the issues reported as being of greatest concern to residents were fly-tipping, speeding vehicles, drug and alcohol misuse and litter and rubbish.

1.6 Data analysis however identifies that we continue to face challenges across our district. The annual Strategic Assessment identifies Maidstone borough's priorities for the coming year and therefore the partnership's will focus will be:

- Antisocial Behaviour
- Reducing Reoffending
- Road Safety (killed or seriously injured)
- Substance Misuse
- Violent Crime (domestic abuse)
- Violent Crime (night-time economy)

1.7 In contrast to the overall fall in crime in 2012/13, the first two quarters of 2013/14 saw an increase of some 24% or 481 additional recorded crimes against the same period in 2012/13. Violent crime in particular rose in the first two quarters by 35% (317 more offences) through increased domestic abuse reporting and incidents reported from the night time economy. Theft (shoplifting) in the town centre also saw an increase in the first two quarters of 2013/14, by 19.8% or 92 additional offences.



Cllr John A. Wilson – Chair of the Safer Maidstone Partnership

Cabinet Member for Communities and Leisure Services
Maidstone Borough Council



Chief Inspector Simon Wilson – Vice Chair of the Safer Maidstone Partnership

Maidstone District Commander
Kent Police

2. Background and Context

2.1 The Crime and Disorder Act 1998, changed the way crime and antisocial behaviour was to be tackled, as it recognised that in order to be effective, agencies needed to work together to address the issues collectively. Each local area formed a Crime and Disorder Reduction Partnership (CDRP) which are now called Community Safety Partnerships.

2.2 The Safer Maidstone Partnership is made up of Responsible Authorities (those bodies for whom membership of the CSP is a statutory obligation) and voluntary members. Our statutory partners are: Maidstone Borough Council, Kent County Council, Kent Police, Kent Fire and Rescue Service, Kent Probation and the Clinical Commissioning Groups (which have the responsibility for health services local ⁷¹⁸). We also work with a large number

of public and private sector partners as well as voluntary and community groups to collectively implement and deliver initiatives that will help all areas of the Maidstone borough become a safe place to live, work and visit.

- 2.3 The Maidstone Community Safety Plan 2013-18 is a rolling five year document, which highlights how the CSP plans to tackle community safety issues that matter to the local community. This plan is revised annually through reviewing information provided from a wide range of organisations in a strategic assessment, to ensure that current issues can be taken into account into the activities undertaken by the CSP. The Plan seeks to promote a more holistic approach, with a greater emphasis on prevention and harm reduction. For example, the harm done by alcohol has far reaching consequences that go beyond potential disorder and violence in the night-time economy; the implications for health and wellbeing have also to be taken into account; with their longer term implications.

4. Organisational changes – a local overview

4.1 Safer Maidstone Partnership (SMP)

In 2010, the Improvement and Development Agency for Local Government (IDeA) undertook a peer review of the SMP, the crime and disorder reduction partnership for the Maidstone borough. As a result of the review and its recommendations and to ensure compliance with Section 17 of the Crime and Disorder Act 1998 which directs that we must have community safety embedded into our planning, our policy and our operational day-to-day activity, the SMP structure was revised to ensure that there is a more robust intelligence-led business process.

The SMP brings together people from local government, the NHS, the police, the fire service, probation, local businesses, housing providers and voluntary and community organisations to work as a team to tackle issues such as crime, education, health, housing, unemployment and the environment in Maidstone Borough. SMP membership is made up of the public sector agencies including Kent County Council, Maidstone Borough Council, Kent Police, Office for the Kent Police and Crime Commissioner, NHS, Kent Fire and Rescue Service, Kent Probation Service and Maidstone Prison and also incorporates members from other key partners including Maidstone Mediation, Kenward Trust, CRI, Golding Homes and Town Centre Management. The SMP is currently chaired by Cllr John A. Wilson, Cabinet Member for Communities and Leisure Services at Maidstone Borough Council.

4.2 Community Safety Unit

The Maidstone Community Safety Unit (CSU) continues to grow. In recent years, existing Borough Council and Kent Police staff have been joined by partners from Kent Community Wardens, Trading Standards and local Registered Providers, such as Golding Homes. In the coming months other partners including the Borough Council's Licensing team and Kent Integrated Youth Service's Offending Team will also be based with the CSU. Increasing the range of partners working as part of the CSU is a key priority to ensure community safety related issues are tackled holistically.

4.3 Kent Police

As part of the force's modernisation programme, changes have been made to the command of the new policing divisions. Three policing divisions, **East, West** and **North**, have replaced the previous six areas. This has

seen a shift of some of the current area commanders to new posts within the organisation's new structure, and marks a slimming-down of management posts across the force. Local policing is at the heart of the new model and there has been a significant increase in neighbourhood constables and sergeants across the county.

4.4 Police and Crime Commissioner (PCC)

PCC's are responsible for the appointment of Chief Constables, holding them to account for the running of the force, setting out a Police and Crime Plan based on local priorities, setting the local precept and force budget and making grants to external organisations. PCC elections were held in November 2012. The current PCC for Kent, Ann Barnes, will remain in office for a period of four years.

From April 2013, a number of funding streams, including Community Safety Fund grant monies, were transferred directly to the PCC. In addition to this community safety funding, the PCC has pledged to continue to support a number of agencies through the main policing grant, and has announced her commitment to her wider duties around crime and community safety.

There is also a mutual duty on PCC's and Community Safety Partnerships to cooperate. Both will also have to have regard to each other's priorities, the Police and Crime Plan (in the case of the PCC) and the strategic assessments (in the case of the CSP). Commissioners will also have some specific powers in relation to community safety, which previously resided with the Home Secretary, as they will be able to require a report from the responsible authorities on an issue of concern and to merge community safety partnerships with the consent of the authorities themselves. Regulations will also give Commissioners a new power to call the responsible authorities from the various community safety partnerships together to discuss issues affecting the whole police area.

Consultation is being undertaken in January 2014 for the refresh of the PCC's Police and Crime Plan April 2013 to March 2017. However, the Plan's strategic priorities will remain to:

- Cut crime and catch criminals
- Ensure visible community policing is at the heart of policing in Kent
- Prevent crime, anti-social behaviour and reduce repeat victimisation and offending
- Put victims and witnesses at the heart of processes
- Protect the public from serious harm
- Deliver value for money
- Meet national commitments for policing

4.5 New powers to deal with Antisocial Behaviour (ASB)

The Home Office published the draft Antisocial Behaviour Bill in mid-December 2012. This followed on from the White Paper launched in the spring of 2012, which set out how the current tools and powers available to the police, local authorities and some other partners could be streamlined. The draft Bill sets out the necessary statutory changes to introduce these new powers. Plans include powers to compel local agencies to investigate anti-social behaviour if it has been reported by several people or by the same person three times. This 'community trigger' is intended to tackle persistent ASB - it is intended to place a duty on the CSP to take action

and it is also intended that the PCC will hold the CSP to account.

4.6 Maidstone Families Matter

The Government has placed a significant focus on tackling the 'Troubled Families' agenda. The Department of Communities and Local Government (DCLG) defines a troubled family as one that has multiple and complex needs, including parents not working and children not in school, and causes serious problems, such as youth crime and anti-social behaviour. Any family that meets the first three criteria (crime/anti-social behaviour, education and work) will automatically be part of the programme (there is also a fourth filter, 'local discretion' – in Maidstone the additional criteria is domestic abuse and substance misuse). The Government is committed to turning around the lives of these troubled families in England by 2015. This involves:

- Getting children back into school
- Reducing youth crime and anti-social behaviour
- Putting adults on a path back to work
- Reducing the estimated £9 billion these families cost the public sector each year

The Troubled Families agenda is being led through Maidstone's own Troubled Families Coordinator, with dedicated Family Intervention Project Managers being provided through KCA.

4.7 West Kent Clinical Commissioning Group

From 1 April 2013, Clinical Commissioning Groups (CCG's) will become 'responsible authorities' on CSP's. Schedule 5, Paragraph 84 of the Health and Social Care Act 2012 replaces primary care trusts with clinical commissioning groups as responsible authorities on CSP's from April 2013. This means that the CCG's now have a statutory responsibility to work in partnership with other responsible authorities to tackle crime and disorder. The act places a duty on CCG's to:

- Participate in a strategic assessment of crime and disorder, anti social behaviour, and drug and alcohol misuse for the CSP area or areas in which they fall.
- Contribute to the development of local strategies that effectively deal with the issues where are identified.

Joining CSPs will give CCG's more influence in shaping local action to tackle crime and the causes of crime. The extent to which the CCG is to be involved in the delivery of the strategy is not specified and in practice this is being determined through local negotiation but it is likely to be greatest in areas where the delivery of action on drugs, alcohol, crime and disorder makes a significant contribution to the CCG's own national or local priorities.

4.8 Health and Wellbeing Board

The West Kent Health and Wellbeing Board brings together key organisations and representatives of the public to work together to improve the health and wellbeing of the people of West Kent. It has been set up in West Kent as part of the recent national health and social care reforms. Kent Public Health alongside the four West Kent authorities (Maidstone Borough Council, Sevenoaks District Council, Tonbridge and Malling Borough Council and Tunbridge Wells Borough Council), West Kent Clinical

Commissioning Group, (who are responsible under the reforms for commissioning health services locally) and patient and public representatives are all part of this Board. The key themes for health and wellbeing are drawn from the West Kent Joint Strategic Needs Assessment.

5. The Kent County Perspective

- 5.1 The Kent Community Safety Agreement is an amalgamation of the strategic assessments undertaken annually by the local Community Safety Partnerships (CSPs) across Kent. The common issues and priorities from these assessments have been identified and key stakeholders consulted to identify any potential gaps and cross-cutting themes for inclusion in the agreement. The following priorities have been identified for 2011-14 as those with the potential to benefit from being supported at a county level, with the cross-cutting themes to be addressed within each priority:

PRIORITIES	
Anti-social behaviour including environmental	Domestic Abuse
Substance Misuse	Acquisitive crime (i.e. thefts/shoplifting)
Violent Crime	Road Safety
CROSS-CUTTING THEMES	Early Intervention, Prevention & Education
	Priority Neighbourhoods / Geographic Focus
	Vulnerable Households & Individuals
	Safeguarding Children & Young People
	Reducing Re-Offending

6. 2013 Strategic Assessment summary

- 6.1 Each year the Safer Maidstone Partnership has to produce a Strategic Assessment of the district to identify any crime and disorder trends, that can then be used to inform the priority planning for the coming year. It basically ensures we are focussing our efforts collectively on the areas that are most in need. This is done by analysing data and intelligence reports from the previous year, which is usually 1 April 2012 to 31 March 2013 to produce recommended priority areas the data is telling us are a concern or residents have highlighted.
- 6.2 The priorities are then compared with other areas and ranked against a number of factors, including volume, trend over time, resident's perception and how much it is felt the partnership can influence. This is then reviewed by our stakeholders and finally the top ranked priorities are analysed in depth, to help guide practitioners in formulating actions that they feel will have an impact on each priority. The following areas were identified by this process and recommended as emerging priorities for the 2013-14 Partnership Plan:

6.3 Anti Social Behaviour

Overall there has been a decrease in the number of reports of ASB by

nearly 20%. However Maidstone still has the 4th highest levels in the County (after Thanet, Canterbury and Swale. Analysis of ASB including environmental nuisances across Maidstone, highlights that High Street, Park Wood, Fant, North and Shepway North wards experience the highest volumes.

Due to the high volumes of anti social behaviour in the borough, recommendation is made that ASB continues as a priority for the partnership.

6.4 Substance Misuse – including alcohol

Overall drug offences have reduced marginally by 1.7% or 7 incidents. There have been no identified seasonal trends. In contrast, 235 hospital admissions were recorded for Maidstone residents between June 2012 and May 2013, which is a slight increase compared to previous years. The majority of those admissions were from Fant and North wards, however, High Street ward has the highest volume of drug offences in Kent, 204 incidents or 20.9 per 1,000 population.

Due to the high level of drug offences in certain wards, and the increase in hospital admissions, recommendation is made that substance misuse including alcohol remains as a priority.

6.5 Reducing Reoffending

Reducing re-offending across the age range is a Government target for all CSP's. This is particularly important when those who have already been through the criminal justice system commit over half of all crime. It will enable a more strategic engagement between CSP's and other local partners, such as the third sector and Local Criminal Justice Boards, in planning and commissioning services for offenders.

Maidstone data shows that in 2012-13 the actual re-offending rate was 5.2% lower than the predicted re-offending rate. In the period July 2011 to June 2012, 85 young people entered the Criminal Justice system for the first time, with 15.6% being identified as re-offending.

Although the re-offending rate has improved recently to the 2nd lowest in Kent, recommendation is made that Reducing Re-offending remains as a priority, being a cross cutting theme across all priorities.

6.6 Road Safety (killed or seriously injured)

Based on the current data for 2012/13 we have seen a reduction of 1 KSI casualty based on the same period last year. However, total casualties are 4.1% higher than the same period last year and Maid stone continues to experience the most road casualties in Kent.

The focus on the year has been on three user groups, young drivers aged 17–24, powered two-wheelers (p2w) riders, and teenage pedestrians (secondary school age).

Due to killed and seriously injured figures increasing against the county wide decrease, recommendation is made that Road Safety remains as a priority.

6.7 Violent Crime (domestic abuse)

Incidents of domestic abuse have decreased in Maidstone borough by 4.2% or 79 incidents, compared to a county-wide increase of 1.5%. Per 1,000 population, Maidstone has the 5th lowest rate of domestic abuse incidents and 6th lowest percentage of repeat victims in the county. Of the total reports, 24.3% are repeat incidents.

Despite an overall improving situation, analysing further local postcode data based around caseloads, the highest volumes can be seen primarily in the Park Wood, Shepway North and High Street wards.

Due to the high levels of domestic abuse and repeat incidents, recommendation is made that Violent Crime (domestic abuse) remains as a priority for the partnership, focusing on those areas with frequent reports of domestic abuse.

6.8 Violent Crime (night-time economy)

In the first two quarters of 2013/14, Maidstone experienced an increase in violent crime compared to previous years of 35% or an additional 315 offences, which was the highest increase the county.

Maidstone Hospital recorded 59 admissions of Maidstone residents, for assault in 2012/13. Approximately 85% of all admissions to Maidstone Hospital were male and 15% female. Of those recorded, the majority of males reported to have been assaulted in the street, bar/pub or at school / college, whereas the majority of females reported to have been assaulted in the street or at home.

Looking specifically at violence against the person offences, in the period April 2012 to March 2013, crimes in this category have seen a county-wide increase of 5.6% (830 additional offences). In Maidstone, violence against the person increased from 1,543 offences in 2011/12 to 1,579 offences in 2012/13 (+1.7%). This rate of increase is below the county increase of 5.6% and peaks during the summer months. Maidstone is ranked 6th in the county. For the current financial year to September 2013, at ward level, High Street and Shepway North wards recorded the highest volumes of violence against the person with 545 and 137 recorded crimes respectively.

Partners have continued to crack down firmly on violence especially in Maidstone town centre with successful initiatives such as the purple flag scheme. However, we are conscious that the violent crime category has shown increases, notably violence against the person from alcohol and drug related violence as part of the night time economy.

Due to the recent rise in violent crime in the night-time economy, recommendation is made for drug and alcohol related violence in the night time economy to become a priority for the partnership.

6.9 Acquisitive Crime (shoplifting): Task and Finish group

Overall some theft offences have decreased in Maidstone compared to the county comparison, Maidstone shows an accumulative increase in shoplifting across its town centre retailers.

Despite some improvements and better performance, it is felt the partnership could heavily influence crime prevention and community safety

in this area, looking at how such theft has knock-on effects for funding drug taking, increasing drug dealing and the trading of stolen goods.

Recommendation is made for a Task and Finish group to be set up for Theft (shoplifting)

6.10 Cross Cutting Themes

Data analysis also acknowledged that the priorities are often inter-related and has identified three distinct cross cutting themes that run through all of the priority focus areas. Actions contained within this plan are therefore built around the five identified priorities and three cross cutting themes, as shown in the chart below:

Cross cutting themes				
Antisocial Behaviour	Domestic Abuse	Violent Crime	Road safety (KSI)	Substance Misuse (including alcohol)
Targeting prolific offenders / repeat locations				
Safeguarding vulnerable and young people				
Prevention and early intervention				

6.11 How we are going to tackle these issues

The CSP has created an action plan detailing how each priority will be addressed, which is shown in the action plan (see item 7). These activities range from revising current processes to ensuring that services are delivered as effectively as possible, creating value for money and also commissioning new services and projects in areas of need. The CSP is committed to achieving these priorities and has set targets against what we are planning to achieve, shown in item 8.

6.12 Priority leads

Lead officers for each of the priorities have been identified as set out below and have the responsibility for developing and delivering, with partners, the action plans to deliver the Maidstone borough priorities. The leads will also act as a champion for the designated priority and provide regular progress updates for the Safer Maidstone Partnership, the Maidstone Partnership Board and the borough council’s Overview and Scrutiny Committee as required.

Priority sub-groups	Lead Officer/Agency
Antisocial behaviour	Insp Jody Gagan-Cook, Kent Police
Substance misuse	Angela Painter, The Kenward Trust
Reducing re-offending	John Littlemore, Maidstone Borough Council
Road safety (killed or seriously injured)	Nick Silvester, Kent Fire and Rescue Service
Violent Crime (domestic abuse)	Ian Park, Maidstone Domestic Violence Forum
Violent Crime (night- time economy)	Insp Justin Watts, Kent Police

Task and Finish groups	Lead Officer/Agency
Theft (shoplifting)	Insp Justin Watts, Kent Police

7. Maidstone Community Safety Partnership Action Plan and Targets

The Action Plan sets out a series of actions and performance targets through which the priorities supporting the CSP Plan will be delivered for the period 2013–2018. The Action Plan makes clear arguments for building stronger and safer communities in Maidstone, with the actions identified against each priority supporting the overarching aim to reduce crime and disorder and its impacts. The plan will be reviewed annually to allow for new projects and priorities to be added.

Priority 1: Antisocial behavior

Aim	Action	Anticipated Outcomes		Lead Agency
<p>To work in partnership to reduce incidents of ASB towards repeat or vulnerable victims / locations, targeting rowdy nuisance behaviour, fly-tipping and noise.</p> <p>To reduce the perception of the local community that believe ASB is a large problem in their local area, with emphasis on noisy neighbours and increase the satisfaction of those that we deal with.</p>	<p>Identification of ASB hotspots and multi-agency tasking through the weekly CSP Partnership Tasking and Action Group meeting and monthly ASB meeting.</p> <p>Work to address high perceptions of ASB in the borough, in particular in relation to noisy neighbours through activities such as Noise Week, Love Where You Live and Fly tipping poster campaign.</p> <p>Ensure an effective customer response to incidents of ASB (contact, treatment, actions and follow up)</p>	<p>Reduction in reported ASB across the borough. Quicker targeted response to priorities for CSP.</p> <p>Reduced percentage of community who consider there is a high level of ASB. Increased awareness of work undertaken to tackle ASB. Targeted action to tackle ASB issues.</p> <p>Increase in customer satisfaction</p>		<p>Maidstone Community Safety Unit (CSU)</p> <p>Maidstone CSU</p> <p>Maidstone CSU</p>
Indicators		Baseline March 2013	Kent-wide comparison	Target (by 2018)
<p>ASB incidents per 1,000 population</p> <p>Percentage of people who strongly agree/tend to agree that the Police are dealing with ASB and crime issues that matter in their local area</p>		<p>27.77</p> <p>62.4%</p>	<p>31.85</p> <p>63.2%</p>	<p>Reduce to 25/1,000 population in the Kent-wide comparison by 2018</p> <p>65%</p>

Priority 2: Reducing reoffending

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Aim	Action	Anticipated Outcomes		Lead Agency
<p>To work to embed the responsibility of reducing re-offending across all agencies for all age groups, including awareness raising of existing services and activities. Work will be targeted around known reasons for people to offend, included education, training and employment as well as addressing housing needs.</p>	<p>Undertake awareness raising activities to highlight statutory agencies responsibilities to tackle reducing re-offending and to raise awareness of existing work to tackle offending.</p> <p>Support the development of a transition pathway for short term prisoners.</p> <p>Support the transition pathway for prisoners on release into suitable accommodation.</p> <p>Support young people from re-offending within 6 months of their intervention and divert young people into suitable diversionary programmes.</p>	<p>Reduced re-offending across all groups.</p> <p>Increased number of project suggestions for unpaid work schemes through Probation, YOS and HMPS.</p> <p>Reduced number of offenders registered as homeless, unemployed, with mental and physical health problems or financial problems.</p> <p>Increase the proportion of offenders in suitable accommodation at termination. Reduce number of offenders</p> <p>Reduce percentage of YOT cohort that re-offend</p>	<p>Baseline March 2013</p> <p>Kent-wide comparison</p>	<p>SMP Reducing Re-offending sub-group</p> <p>SMP Reducing Re-offending sub-group</p> <p>Kent Probation</p> <p>Kent Integrated Youth Offending Team</p> <p>Target (by 2018)</p>
<p>Indicator</p>		<p>Baseline March 2013</p>	<p>Kent-wide comparison</p>	<p>Target (by 2018)</p>
<p>Offending population as a % of the total population aged 10-17 yrs</p>		<p>0.7%</p>	<p>0.98%</p>	<p>Maintain under KCC value</p>
<p>Proportion of adult and juvenile offenders who re-offend</p>		<p>7.8%</p>	<p>8.9%</p>	<p>Maintain under KCC value</p>

Priority 3: Road safety - killed or seriously injured (KSI)

Aim	Action	Anticipated Outcomes		Lead Agency
<p>To continue multi-agency work promoting road safety awareness to reduce the number of people killed or seriously injured on the roads.</p>	<p>Deliver road safety education programmes (e.g. RUSH, Car'n'age, Licensed to Kill) delivered in schools, colleges and community groups in the borough.</p>	<p>Reduced road fatalities and serious injury caused by young drivers and drivers of two-wheeled vehicles.</p>		<p>Kent Fire and Rescue Service</p>
	<p>Focus campaigns on discouraging drink driving and using mobile phones.</p>	<p>Reduced road fatalities and serious injury caused by drinking drive and mobile phone use.</p>		<p>Kent Road Safety team and Kent Public Health</p>
	<p>Engage with Kent Public Health to promote driving under the influence (alcohol and drug awareness).</p>	<p>Reduced road fatalities and serious injury caused as a result of alcohol</p>		<p>Kent Road Safety team and Kent Public Health</p>
	<p>Develop a Pedestrian Awards Scheme (PAWS) for 4-14 year olds.</p>	<p>Demonstrable practical road safety knowledge and abilities</p>		<p>SMP Road Safety (KSI) sub-group</p>
Indicator		Baseline March 2013	Kent-wide comparison	Target (by 2018)
Perception speeding vehicles		26.9%	26.7%	Reduce to 25%
Delivery of RUSH education programme to Year 11 students		3,000	Not applicable	RUSH delivered to 3,000 Year 11 students annually
Road users killed or seriously injured (all)		58	N/A	Reduce to 55

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Priority 4: Substance misuse

Aim	Action	Anticipated Outcomes		Lead Agency
<p>To continue multi-agency work to reduce the impact of drug and alcohol misuse on individuals and the local community, including drunken behaviour, binge and underage drinking.</p>	<p>Raise awareness and implement activities as part of a 2-year Alcohol Action Plan supporting the Don't Abuse the Booze project.</p>	<p>Reduction in underage drinking across Maidstone. Raised young people's awareness of the dangers of drugs and alcohol.</p>		<p>SMP Substance Misuse sub-group</p>
	<p>Assess needle finds and needle drop locations in Maidstone and develop a targeted partnership action plan to increase outreach support and services.</p>	<p>Reduce needle finds and increase use and provision of needle drop locations.</p>		<p>SMP Substance Misuse sub-group</p>
	<p>Implementation of multi-agency street outreach to support street population through CRI, GPs and other providers.</p>	<p>Increased referrals to targeted interventions against these individuals and reduce the impact on the community</p>		<p>SMP Substance Misuse sub-group</p>
Indicator		Baseline March 2013	Kent-wide comparison	Target (by 2018)
<p>Perception drunk/rowdy</p>		<p>8.4%</p>	<p>9.6%</p>	<p>Reduce to 7%</p>
<p>Perception using dealing/drugs</p>		<p>5.9%</p>	<p>6.5%</p>	<p>Reduce to 5%</p>
<p>Perception overall feelings of safety</p>		<p>95.1%</p>	<p>96.1%</p>	<p>Maintain current levels</p>
<p>Number of discarded needles picked up</p>		<p>161</p>	<p>N/A</p>	<p>Reduce to 1,200pa</p>

Priority 4: Violent Crime (domestic abuse)

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Aim	Action	Anticipated Outcomes		Lead Agency
<p>To work to reduce repeat victimisation of domestic abuse victims and to ensure effective services are in place to support and meet the needs of victims.</p>	<p>Support the delivery of the Maidstone Domestic Abuse Action Plan to support the CSP Plan.</p> <p>Support the continuation of a One-Stop Shop to increase support to victims, together with a pop-up One Stop Shop in Shepway North during the 2014 World Cup Football.</p> <p>Support the Specialist Domestic Violence Court and the work of the Independent Domestic Violence Advisors.</p> <p>Continuation of the Multi-Agency Risk Assessment Conference (MARAC) in Maidstone.</p>	<p>Increased access to information for agencies, victims, families and friends; improvement of agency links to DV Forum; improved referral routes; improved awareness and access to services for adults, children and teenage victims.</p>	<p>Improved awareness and access to services for adults, children and teenage victims.</p>	<p>Maidstone Domestic Violence Forum</p> <p>North Kent Women’s Aid</p> <p>HM Court Services</p> <p>Maidstone Domestic Violence Forum</p>
Indicator		Baseline March 2013	Kent-wide comparison	Target (by 2018)
<p>Number of DA incidents per 1,000 population</p>		<p>14.2</p>	<p>16.3</p>	<p>Maintain below the Kent-wide comparison</p>
<p>% who are repeat victims</p>		<p>24.3%</p>	<p>24.2%</p>	<p>Reduce to 23.5%</p>
<p>% of repeat MARAC cases</p>		<p>12%</p>	<p>22.4%</p>	<p>Maintain current levels</p>

Priority 5: Violent Crime (night-time economy)

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Aim	Action	Anticipated Outcomes		Lead Agency
	Review police enforcement of the NTE	Targeted police resources to reduce impact on the local community and individuals as a result of alcohol misuse.		Kent Police
	Engage with the media to inform and educate visitors and business owners	Improved promotion of responsible drinking messages to members of the public and within licensed premises.		MBC/Kent Police/TCM
	Provide effective treatment for offenders whose offending is alcohol related	Increased referrals into CRI treatment services.		MBC Licensing/Trading Standards
	Directed operations and supervision to be undertaken to ensure that licensed premises are well run.	Reduced impact on the local community and individuals as a result of alcohol misuse. Reduced underage sales through licensed premises.		MBC Licensing
	Provide a reassuring presence in the night-time economy	Improved perceptions around safety in the night-time economy.		MBC Licensing/Trading Standards Urban Blue/Street Pastors
	Review the implementation of an Alcohol/Drug Test on Arrest scheme	Increased number of people accessing and completing treatment for substance misuse.		Kent Police/CRI
Indicator	Baseline March 2013	Kent-wide comparison	Target (by 2018)	
Perception drunk/rowdy	8.4%	9.6%	Reduce to 7%	
Perception overall feelings of safety	95.1%	96.1%	Maintain current levels	
Maidstone Hospital admissions (assault)	59	N/A	Reduce by 10%	
Violence against the person	1,579 offences	N/A	1,200	

8. Plan for and Effectively Police Major Events in Maidstone

8.1 The Maidstone CSP will work in partnership with emergency services, district councils, other police forces, businesses and the community to ensure security planning is consistent across all agencies. From 12 June to 13 July 2014, the World Cup football will be hosted in Brazil and televised globally. As a result, the Maidstone CSP will consider the potential for increased domestic abuse incidents through promoting and extending the Maidstone One Stop Shop service and encourage police, licensing authorities and the licensed trade to work together to ensure a safe and successful tournament.

9. Metal theft

9.1 A rise in the price of copper, lead and other non-ferrous metals has led to a dramatic increase in the number of metal thefts across the UK due to their scrap value. The CSP continues to monitor levels of metal theft in the locality devising plans, if necessary, to tackle any further increases. The Partnership is working with scrap metal dealers, recyclers and other agencies to promote the use of SmartWater forensic technology. New laws came into force in 2012, banning all cash transactions and unlimited fines for people caught trading the metal.

10. Changes to Probation services

10.1 In May 2013, the government announced plans to change the way probation services are organised in England and Wales so that in the near future, the majority of offender services will be delivered by a range of contracted private and voluntary organisations, rather than, as now, being delivered through local Probation Trusts. A new, National Probation Service will be created to manage the most difficult and high-risk offenders and provide services to Courts. The newly commissioned services are expected to be in place from October 2014.

11. Consultation on Priorities and Partnership Plan

Maidstone has some clearly defined urban as well as rural areas, often with competing demands on resources and emphasis on what local priorities should be. Through the annual Strategic Assessment and future consultation events, stakeholders will be informed of progress against the Partnership Plan to ensure there are no other compelling issues that should be included in the Plan.

12. Further information

Maidstone Community Safety Unit

Tel: 01634 602000

Maidstone Police Station

Non-emergency Tel: 101

Emergency Tel: 999

Kent Fire and Rescue Service

Tel: 01622 692121

One-Stop Shop

Maidstone Gateway reception, Maidstone Borough Council, King Street, Maidstone, Kent ME15 6GY

Tel: 01622 761146

Domestic Abuse Hotline Domestic Abuse Support and Services in Kent

Tel: 0808 2000247

www.domesticabuseservices.org.uk

Kent Hate Incident Reporting Line

Tel: 0800 1381624

Anti-Terrorist Hotline

Tel: In confidence on 0800 789321

Text service for the deaf or speech-impaired

If you're deaf or speech-impaired, you can text Kent Police. Start the message with the word 'police' then leave a space and write your message including what and where the problem is. Send your text to 60066 (the Kent Police communications centre) and they will reply with a message.



DRAFT Strategic Assessment
2014-15

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1. Executive Summary

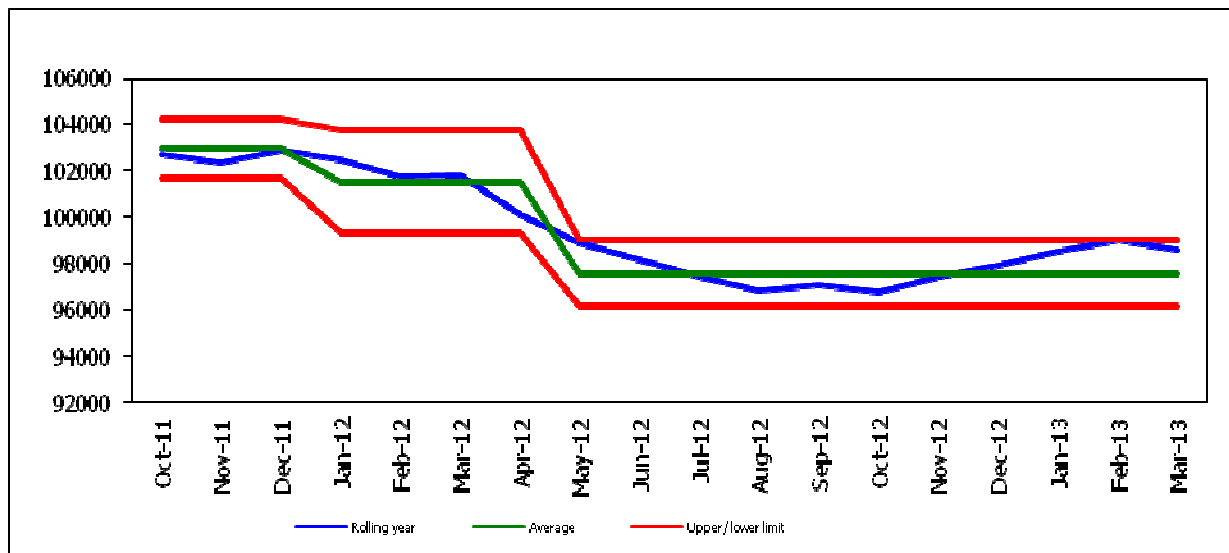
1.1 Overview

1.1.1 Crime in Kent and Medway 2012/13

In the period April 2012 to March 2013 across Kent and Medway crime fell by 3.2%, or 3,227 crimes. For the first time, total recorded crime fell to under 100,000 crimes. This reduction means that as at March 2013, Kent was ranked third in its most similar group, and 21st nationally. Recorded crime fell in eight out of 12 districts, the exceptions being Ashford, Gravesham, Sevenoaks and Shepway.

The chart below shows the rolling year and average crime total for Kent and Medway up to March 2013. The two red lines are the computed upper and lower statistical process control (SPC) limits for the crime data which shows that crime in Kent has reduced from around 102,000-104,000 crimes per year in October 2011 to around 96,000-98,000 crimes per year by March 2013. In addition, the range 'bandwidth' has narrowed from around 5,000 crimes in February 2012 to under 3,000 in March 2013 which indicates that the total level of crime in Kent and Medway has become more predicable with fewer statistical 'outliers'.

Recorded Crime SPC Chart – Kent Police Force total



1.1.2 Crime in Maidstone April 2012 to March 2013

Crime in Maidstone fell by 6.5% in the period April 2012 to March 2013. This compares with a fall of 12.9% in the previous year, and 0.6% the year before that. There were small increases in reported incidences of dwelling burglary, violent crime and violence against the person, but much larger increases in shoplifting and theft from motor vehicles. Set against this were reductions in reported anti-social behaviour (-19.6%), criminal damage (-8.5%), sexual offences (-13.2%) and theft offences (-8.0%). In addition, the number of deliberate fires was more than halved, and fewer road users killed or seriously injured. The decrease in crime in 2012/13 meant that Maidstone improved its position relative to other Kent districts from 6th place in 2011/12 (54.4 crimes per 1,000 population) to 5th place county-wide (53.3 crimes per 1,000 population). (See Section 3 for further details).

1.1.3 Crime in Maidstone April to September 2013

In contrast to the decrease in recorded crime in 2012/13, the first two quarters of 2013/14 covering the period April to September 2013 have seen a marked increase in recorded crime. Maidstone

reported an additional 602 offences, an increase of 14.9% compared with the same 2 quarters in 2012/13. Four fifths (481) of this increase occurred in the second quarter of 2013 (July-Sept). Maidstone had the 5th highest increase in crime out of the twelve Kent districts and the 7th highest crime rate per 1,000 population. It should be noted that at quarter 1 Maidstone had third lowest increase in offences for the quarter 1 period.

Overall, Kent districts (excluding Medway) experienced a 12.2% increase in all crime when comparing to the year to date 2013/14 to the same period in 2012/13, with 4,965 more reports. All of the Kent districts saw an increase in the number of reported crimes for this period. Thanet had the largest increase in overall crime for the year so far with an additional 937 reports compared to 2012/13; this equates to an 18.7% increase. Thanet also has the highest volume of crimes overall and the highest crime rate relative to its population at 44.32 crimes per 1,000 people, this is the same as position that was reported at quarter 1.

1.1.4 Kent Police and Crime Commissioner

Government legislation (the Police Reform & Social Responsibility Act 2011) introduced elected Police and Crime Commissioners (PCCs). Elections took place on 15 November 2012, and the newly elected PCC took over from Kent Police Authority on 22 November 2012.

The PCC now determines:

- The policing strategy for Kent & Medway
- The force budget
- The police element or precept of the Council Tax
- The appointment (and if necessary dismissal) of the Chief Constable.

PCC's apply to every police force (apart from the Metropolitan Police in London). The legislation requires the Police & Crime Commissioner (PCC) to issue a Police & Crime Plan. The Kent Police & Crime Plan is a four year plan from 1 April 2013 to 31 March 2017 and is refreshed annually. The plan sets out the Commissioner's vision and priorities for policing in the county which includes placing victims first, focusing on reducing crime and anti-social behaviour and protecting the public from harm.

PCC's have a duty to cooperate with the broader Criminal Justice System, but are not a responsible authority on a Community Safety Partnership. PCC's will be scrutinised by the Police and Crime Panel (PCP). The PCP will scrutinise the actions of the commissioner, but not the Police Force. For the present, all community safety partnerships will be required to undertake an annual Strategic Assessment. However, the PCC may require a county-wide rationalisation of Strategic Assessments at a later date.

1.1.5 Kent Community Safety Agreement 2011-14

The following priorities were identified for 2011/12 as those with the potential to benefit from being supported at a county level, with the cross-cutting themes to be addressed within each priority. These priorities have been reviewed annually and remained unchanged for both 2012/13 and 2013/14:-

PRIORITIES					
Anti-social behaviour including environmental	Domestic Abuse	Substance Misuse	Acquisitive crime (i.e. thefts/shoplifting)	Violent Crime	Road Safety
CROSS-CUTTING THEMES	Early Intervention, Prevention & Education				
	Priority Neighbourhoods / Geographic Focus				
	Vulnerable Households & Individuals				
	Safeguarding Children & Young People				
	Reducing Re-Offending				

1.1.6 Kent Community Safety Agreement 2014-17

The current Community Safety Agreement (CSA) remains in effect until March 2014 and a new multi-agency document covering the next three years from April 2014 to March 2017 is in the process of being developed by Kent Community Safety Unit.

There have been many changes since the last agreement was developed, including a mutual duty on the PCC and CSPs to cooperate to reduce crime, disorder and re-offending. As a result, the development of the new agreement has been aligned with the annual review of the Police and Crime Plan, as well as future developments in relation to commissioning by the Police and Crime Commissioner (PCC) and all budget setting processes. These changes will hopefully help to ensure a dovetailing of priorities and a greater likelihood of crossover between partners providing opportunities for joint working and ideally more opportunity for investment in community safety generally.

KCC Community Safety Agreement Suggested Priorities:

Datasets from partner agencies have been sourced and analysed to look at volume and trends as well as comparing them to national datasets where possible. The outcome of this initial analysis are the following emerging county-wide priorities:

- Domestic Abuse
- Anti-Social Behaviour
- Violent Crime
- Acquisitive Crime / Burglary
- Substance Misuse

At a Kent community safety partnership workshop in October 2013, another priority in addition to the five above was also suggested, that of Road Safety.

1.2 Key Facts April 2012 to March 2013

Key crime statistics are summarised in this section: they should not be read out of context and are a guide to key crime highlights in 2012-13.

In 2012-13 all crime reduced by 577 from 8,873 crimes in 2011-12 to 8,296. Over the four years 2009-10 to 2012-13 crime in Maidstone has fallen 11.8%, or over 1,000 fewer crimes per year.

In all but four crime categories (criminal damage, percentage of domestic violence repeat victims, shoplifting and theft), Maidstone improved or maintained its position relative to the other 11 district councils in Kent. Exceptional improvements in county rankings were for all crime (from 6th position up to 5th), in Burglary Dwelling (from 5th up to 3rd), Robbery (from 4th place up to 3rd), Theft From a Motor Vehicle (from 6th up to 4th place), and Theft Of a Motor Vehicle (up from 8th place to 7th).

Anti-Social Behaviour (ASB) reduced in Maidstone by nearly 20% or over a 1,000 fewer crimes. The number of ASB incidents per 1,000 population has reduced from 32.9 to 27.7, although Maidstone's county ranking remains 4th. The KCC average is 31.9 per 1,000 population.

At ward level High Street, Park Wood and Fant wards recorded the highest volumes of ASB with 911, 342 and 333 recorded incidents respectively for the period April 2012 to March 2013. These three wards accounted for 36% of all ASB incidents in Maidstone. Reducing ASB is the top priority of the Police and Crime Commissioner, and will remain a priority for the SMP.

The recorded number of incidents of **Domestic Abuse** decreased in 2012-13 by 79 incidents (4.2%) from 1,867, down to 1,788. There was also a decrease in the number of repeat victims (from 451 to 435), although the percentage of repeat victims rose slightly (0.1%) from 24.2% to 24.3%. Across Kent there was a 2.3% rise in the number of repeat victims of DA. Given the well researched evidence that domestic violence is a most underreported crime, with an estimated 35 occurrences before a victim feels able to report, this is an area that should remain a focus for the Partnership.

Drug offences decreased from 422 in 2011-12 to 415 in 2012-13, a fall of 7 offences (1.7%). Maidstone is now ranked 10th in the County, (compared with 11th place county-wide in 2011-12). Our rate per 1,000 population of 2.66 is above the County level of 2.16.

At ward level, High Street ward had the highest volume of drug offences (204 offences, or 49% of all reported drug offences in Maidstone), ranking highest in the county with a rate of 20.9 per 1,000 population and thus, despite recent improvements, this area should remain a focus for the Partnership.

Road Safety: Casualties from road traffic accidents increased by 26 (4.1%) from 640 in 2011-12 to 666 in 2012-13, although this has reduced from 726 in 2008. The rate of increase is much higher than the county-wide increase of 0.5%. However, the number of KSI casualties have reduced slightly from 59 to 58, a 53% reduction from 89 in 2008.

Maidstone continues to record the highest number of RTC casualties in the county. At ward level, Boxley ward had the highest count of RTC casualties (100) in Maidstone, and was the 2nd highest ward in Kent (after Brasted Ward in Sevenoaks). The 17-24 age group continues to be over-represented in RTC's and thus will remain an SMP priority.

Reducing Re-Offending: In 2009 a National Audit Office report estimated that re-offending by young ex-prisoners costs between £8.5 to £11 billion per year. <https://www.nao.org.uk/report/the-youth-justice-system-in-england-and-wales-reducing-offending-by-young-people/>. Reducing re-offending has been a statutory duty of community safety partnerships since 1st April 2010, and is one of the cross-cutting themes of the Kent Community Safety Agreement 2011-14. Preventing further offences reduces the number of victims, and the damage done to local families and communities. Reducing re-offending cuts across other SMP priorities, especially Substance Misuse and Domestic Abuse.

Each quarter the Ministry of Justice publish local re-offending rates. In 2010 it was identified that Kent's overall performance and Maidstone's local performance was not as good as it should be. In March 2012 the actual re-offending rate for Maidstone was 8% higher than the predicted rate. Since 2010 the actual re-offending rate has reduced and as at September 2012 was 5.22% below the predicted rate, which places Maidstone top when compared to the other 11 districts in Kent. The Reducing Re-offending Sub-Group will continue to drive forward multi-agency work across the 7 Resettlement Pathways and to add value to each others work in terms of effectiveness and impact on offenders and victims.

Violence against the person increased slightly by 1.7%, from 1,543 incidents to 1,570. Within this overall figure burglary of dwellings offences has increased by 1.6%, and robbery by 1 offence to 47 offences. Overall, Maidstone continues to be ranked 6th in the county for violent offences.

Theft and handling stolen goods continues to decrease 8.0% to 2,638 although Maidstone's ranking fell from 8th to 9th. **Shoplifting offences** have seen a rise from 913 to 994 offences (8.9%), which ranks Maidstone in 10th place in the county.

Vehicle crime: Whilst theft from a motor vehicle increased by 8.9% to 577 incidents, theft of motor vehicles decreased by 42 to 167 incidents in 2012/13. Despite these mixed results, Maidstone improved its county-wide ranking in these two crime categories rank from 6th to 4th (theft from) and from 8th up to 7th (theft of) place county-wide.

The number of **Deliberate Fires decreased** markedly by 102% (from 178 down to 76 fires).

2. Introduction

2.1 Maidstone Community Safety partnership

The Crime and Disorder Act 1998 required local councils, police and other agencies to set up Crime and Disorder Reductions Partnerships (CDRPs) and to work together to tackle local crime problems. In Maidstone the CDRP is called the 'Safer Maidstone Partnership' and is referred to as the SMP.

The SMP brings together people from local government, the NHS, the police, the fire service, probation, local businesses, housing providers and voluntary and community organisations to work as a team to tackle issues such as crime, education, health, housing, unemployment and the environment in Maidstone Borough.

SMP membership is made up of the public sector agencies (Kent County Council, Maidstone Borough Council, Kent Police, Kent Police Authority, NHS, Kent Fire and Rescue Service, KDAAT, Kent Probation Service and Maidstone Prison) and also incorporates members from other key partners including Maidstone Mediation, Kenward Trust, Golding Homes and Maidstone Town Centre Management. The SMP is chaired by Cllr John Wilson, MBC Cabinet Member for Communities and Leisure Services. The SMP's objectives are to:

- Promote Maidstone as a safe place to live;
- Take a preventative approach to tackle and reduce anti-social behaviour;
- Reduce violent crime and reduce serious crime in the wards where the trend is higher than the borough average;
- Reduce alcohol related crime in the town centre and identified rural locations;
- Reduce re-offending to at least our predicted rate;
- Reduce drug offences;
- Tackle domestic abuse;
- Reduce those killed or seriously injured on our roads.

Community Safety Unit

The Maidstone Community Safety Unit (CSU) continues to grow. In the past year, existing Borough Council and Kent Police staff have been joined by partners from Kent Community Wardens, and local Registered Providers, such as Golding Homes. In the coming months other partners including the Integrated Offender Management Unit and Licensing will also be based within the CSU. Increasing the range of partners working as part of the CSU is a key priority to ensure community safety related issues are tackled holistically.

Partnership working in two-tier areas

The strategic assessment must outline the priorities to escalate to the county level. Kent County Council prepares a community safety agreement based on the individual strategic assessments of partnerships within the county. The county community safety agreement identifies:

- Ways of co-ordinating across the county to address priorities;
- How the responsible authorities might contribute to reducing crime, disorder and substance misuse through closer joint working across the county.

2.2 The purpose of this Strategic Assessment

This crime and disorder Strategic Assessment is prepared on behalf of the Safer Maidstone Partnership (SMP) to inform strategic planning and commissioning priorities for the community safety partnership. This is the Strategic Assessment for the period April 2014 to March 2015 and puts in place the priorities and planned activities for the 2012-17 Community Safety Partnership Plan.

The strategic assessment is part of an intelligence process that is used to help tackle crime and disorder and to improve community safety. It provides a knowledge and understanding of local community safety concerns and considers what needs to be achieved to help improve community safety, including how the community can feel assured and confident that their concerns and fears are being addressed. Emerging priorities are identified through intelligence analysis of patterns, trends and shifts relating to crime and disorder in the Maidstone borough. It is produced annually and complemented by regular assessments that monitor CSP activities.

2.3 The background to Strategic Assessments

In 2006, a review of the partnership provisions of the Crime and Disorder Act 1998 and the Police Reform Act 2002 led to a series of recommendations to strengthen and extend existing requirements further through the experience gained from partnership working. This resulted in a new set of national minimum standards which came into force in August 2007. The 1998 Act included the requirement to produce a detailed crime and disorder audit through consultation with key agencies and the wider community and had to use the findings to identify strategic priorities and set targets and performance measures. The new national standards placed a legal obligation on responsible authorities to comply with the specified requirements, one of which was the creation of a strategic assessment in place of the previous 3 yearly audit.

The introduction of strategic assessments hoped to move partnerships toward a more intelligence-led business planning approach. It was also hoped that by removing the need to produce a three year audit and replacing it with the requirement to produce a strategic assessment at least yearly, partnerships will improve their understanding of problems and their potential causes and thus respond more effectively to the communities they serve.

2.4 The Strategic Assessment in context

The Strategic Assessment does not exist in isolation, but is linked to a number of partnership strategies and plans (see Chart 1 below). The Strategic Assessment informs the work of the Safer Maidstone Partnership and is a key document which feeds into partners' service and operational plans.

The Maidstone Sustainable Community Strategy is the topmost level of policy making for the locality. It was first published in 2009 and its purpose is to set the overall strategic direction and long-term vision for the economic, social and environmental wellbeing of Maidstone. The Sustainable Community Strategy was refreshed in July 2013 link http://www.maidstone.gov.uk/_data/assets/pdf_file/0019/19153/Maidstone-Sustainable-Community-Strategy-2009-2020-July-2013.pdf

The Crime and Disorder Act 1998 gave statutory responsibility to local authorities, the police, and key partners to reduce crime and disorder in their communities. A review of the 1998 Act took place in 2006, which resulted in a revision to these requirements. Under this legislation

district/borough level Community Safety Partnerships (CSPs) were required to produce an annual Strategic Assessment in place of 3 yearly crime and disorder audits. For two tier authorities such as Kent, a statutory Community Safety Agreement was introduced to develop a more joined-up approach to public service delivery, enable more effective and co-ordinated strategic planning across partner agencies and to ensure sustainable and lasting improvements in delivering outcomes.

The Kent Community Safety Agreement sets out how partners in Kent will work together to address the key community safety priorities for the County, identifying the shared objectives and outcomes required to improve the lives of the people of Kent.

<https://shareweb.kent.gov.uk/Documents/community-and-living/community-safety/community-safety-unit/Kent%20Community%20Safety%20Agreement%202011-14.pdf>).

Chart 1 overleaf shows how the Strategic Assessment informs the Partnership Plan and how both inform the Maidstone Partnership Board and sit alongside national and county level policy documents. The current organisation chart for the Safer Maidstone partnership is at page 6.

Chart 1: Strategic Assessment - Policy and Strategy linkages

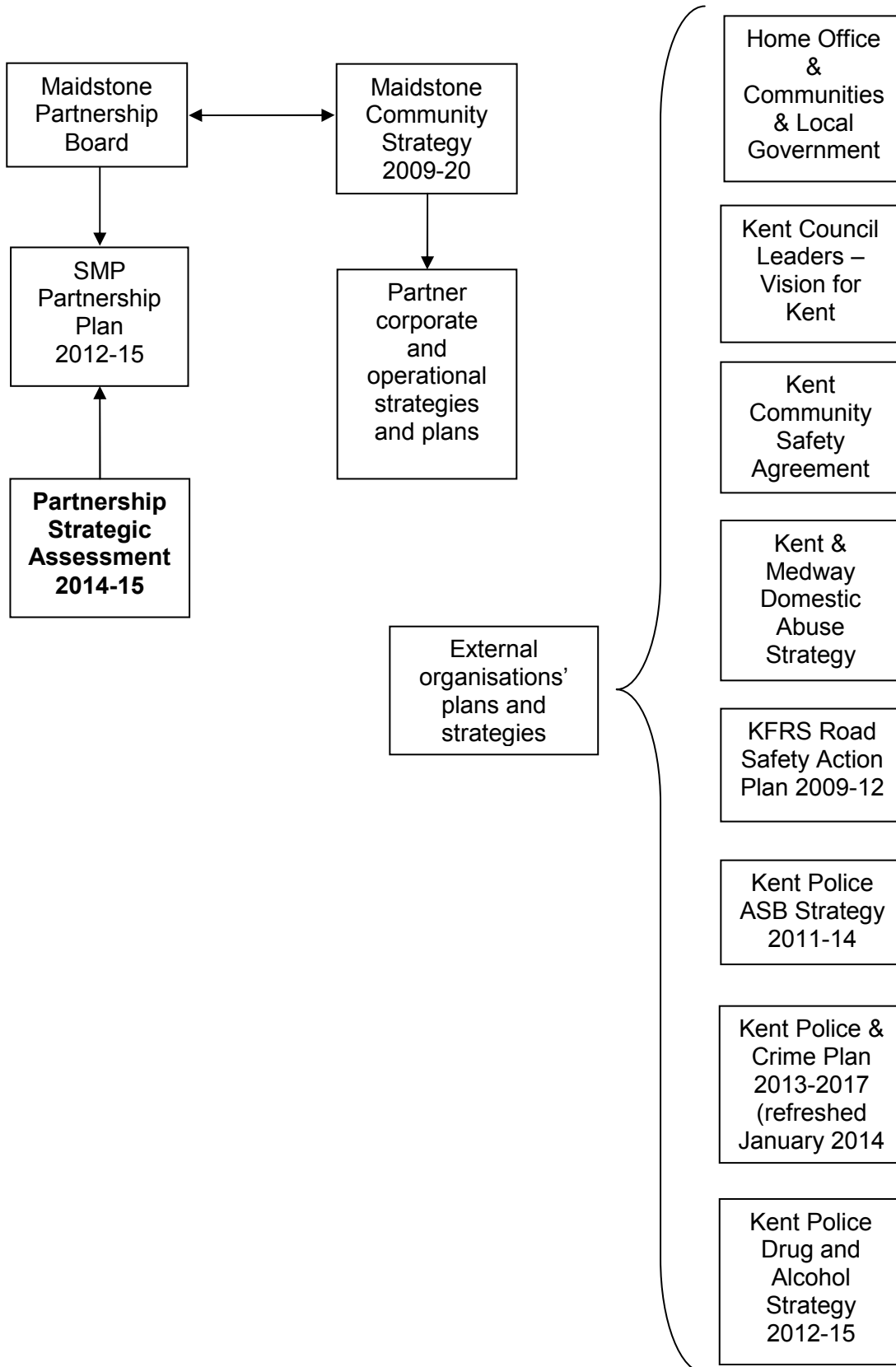
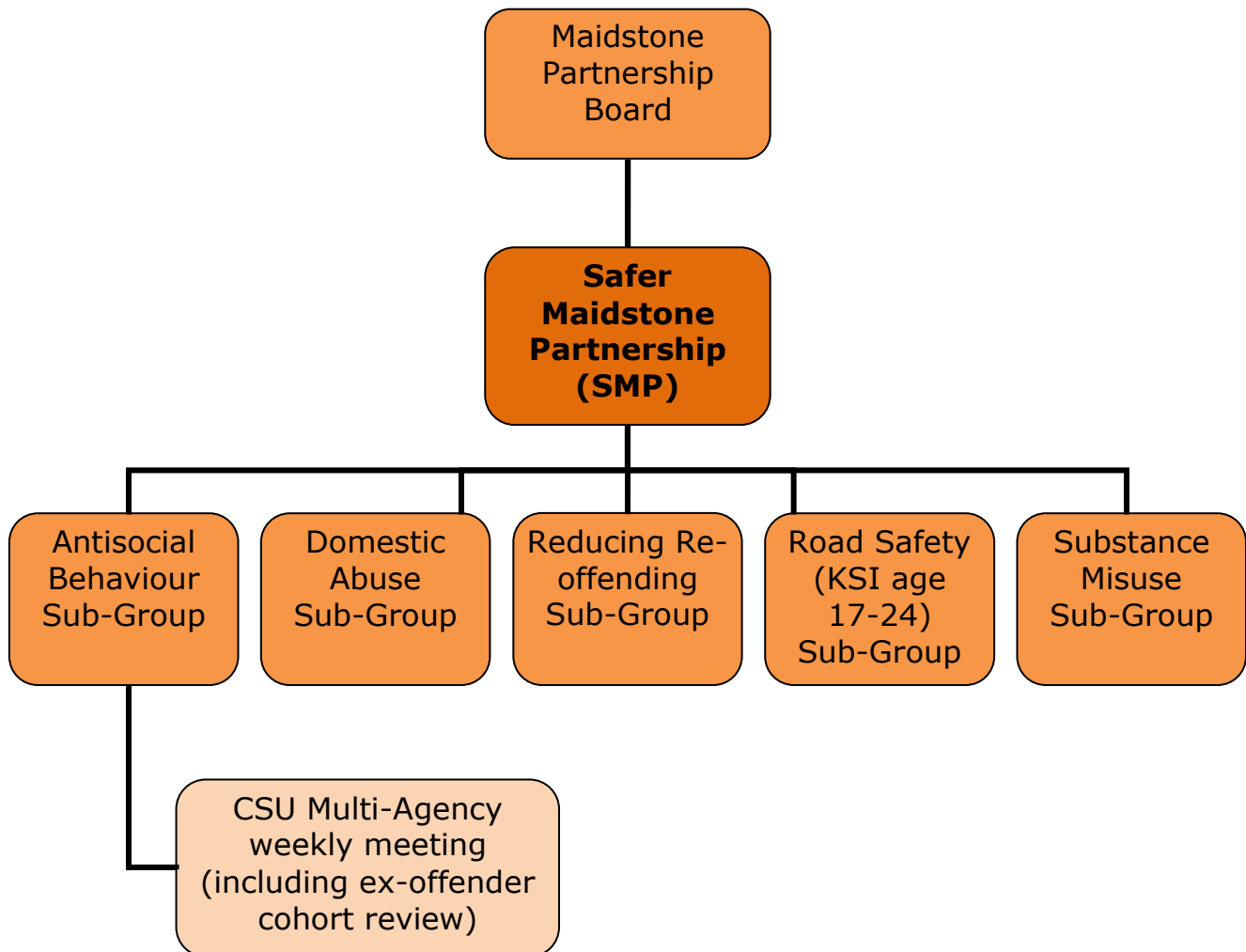


Chart 2 – Safer Maidstone Partnership organisation



3. Maidstone Crime and Perceptions of Crime Overview

3.1 Annual changes - 3 year time series¹

Category	2010/ 2011	2011/ 2012	2012/ 2013 ²	Volume change ³	% Change	Per 1k pop ⁴	County Rank ⁵
All Crime	9,354	8,873	8,296	-577	-6.5%	53.2	5 ↑
Anti-Social Behaviour	5,254	5,382	4,326	-1,056	-19.6%	27.77	4 ←
Assaults resulting in hospital admissions	N/A	80	59	-21	-26.3%	0.38	10 ↑
Burglary – Dwelling	400	431	438	7	1.6%	6.90	3 ↑
Burglary – Other	679	681	639	-42	-6.2%	4.10	6 ↑
Criminal Damage	1,574	1,395	1,277	-118	-8.5%	8.20	3 ↓
Domestic Abuse (DA) – number of incidents	1,832	1,867	1,788	-79	-4.2%	14.20	5 ←
DA - number of repeat victims	440	451	435	-16	-3.5%	3.45	5 ←
DA - % repeat victims	24.0%	24.2%	24.3%	0.1%	N/A	N/A	6 ↓
Drug Offences	501	422	415	-7	-1.7%	2.66 ⁶	10 ↑
Metal Theft	N/A	182	274	92	50.5%	1.76	3 ↑
Re-offending rate: % difference between actual v predicted rate	19.9%	8.03%	-5.22%	N/A	N/A	N/A	1
Robbery	48	46	47	1	2.2%	0.3	3 ↑
Sexual Offences	118	129	112	-17	-13.2%	0.72	5 ←
Shoplifting	971	913	994	81	8.9%	6.38	10 ↓
Theft & Handling Stolen Goods	2,983	2,868	2,638	-230	-8.0%	17.41	9 ↓
Theft from a Motor Vehicle	600	530	577	47	8.9%	3.7	4 ↑
Theft of a Motor Vehicle	281	209	167	-42	-20.1%	1.07	7 ↑
Theft of Pedal Cycle	141	120	117	-3	-2.5%	0.75	4 ←
Other Theft Offences	1,871	1,835	1,527	-308	-16.8%	9.80	9 ↓
Violent Crime	1,674	1,718	1,729	11	0.6%	11.10	6 ←
Violence Against the Person	1,508	1,543	1,570	27	1.7%	10.08	6 ←
Accidental Fires	N/A	261	187	-74	-28.4%	N/A	10 ↓
Deliberate Fires	N/A	178	76	-102	-57.3%	N/A	3 ↑
RTCs – all casualties	657	640	666	26	4.1%	N/A	12 ←
KSI casualties All ages	60	59	58	-1	-1.7%	N/A	11 ←
KSI casualties <16 yrs	4	5	4	-1	-20%	N/A	7 ↑
KSI car drivers 17-24 yrs ⁷	6	3	5	2	66.6%	0.32	=11 ↓
KSI road users aged 65 and over	5	13	4	-9	-225%	0.25	=7 ↑

¹ Data sources – Kent CSU Strategic Assessment data pack, Kent Public Health, Kent Police, KFRS.

² Time period used for data is April to March each year, except Assaults June to May.

³ The number difference and % difference columns are coloured red or green as appropriate against the previous 12 month period.

⁴ Population figure used to calculate the per 1,000 population is mid-2011 figure of 155,800, except Burglary Dwelling which uses household figure (63,400), and domestic violence uses pop 18+ figure (122,000).

⁵ County ranking is based on per 1,000 population value. The direction of travel arrows indicate if Maidstone's relative position has improved or declined against the other 11 district councils. An arrow pointing up indicates an improvement relative to the other 11 district councils 2012/13 against 2011/12.

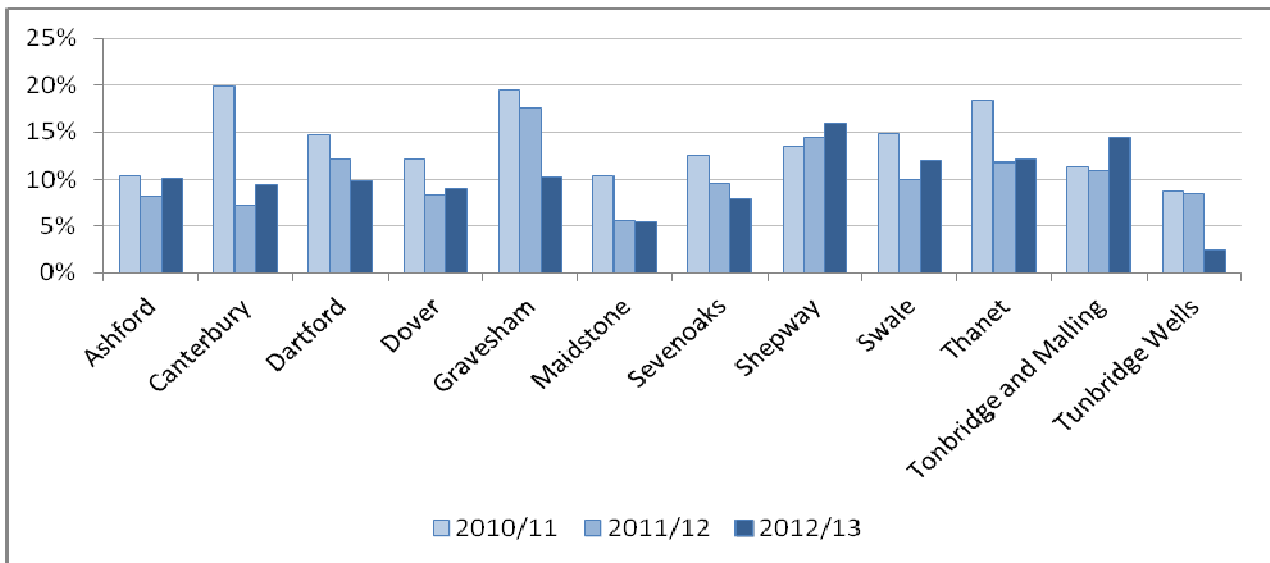
⁶ Value highlighted in red because is above the County average, despite fewer offences and improvement in County ranking.

⁷ KSI car drivers 17-24 yrs and road users over 65 data is for January to September each year.

3.2 Perceptions of Crime - Overview

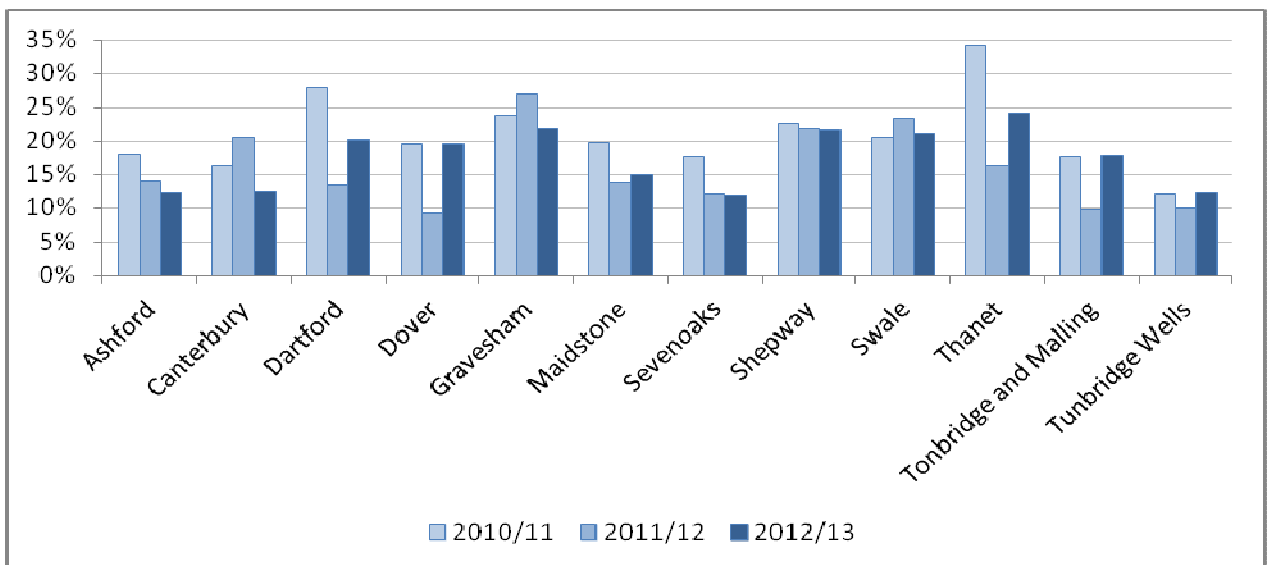
The Kent Crime and Victimisation Survey (KCVS) is a telephone survey conducted quarterly by Kent Police which aims to find out whether residents have experienced various types of household and personal crime in the last year. As well as looking at perceptions of crime, worry, feelings of safety, perceptions of anti-social behaviour and confidence in the police and Criminal Justice System. The graphs below show Maidstone's performance across a range of ASB categories compared to the other 11 district council's in Kent. The accompanying tables show Maidstone's results for the last 3 years, and our county-wide ranking and the KCC average.

Graph 1 - Vandalism, graffiti or deliberate damage was a very or fairly big problem in their local area – Kent districts.



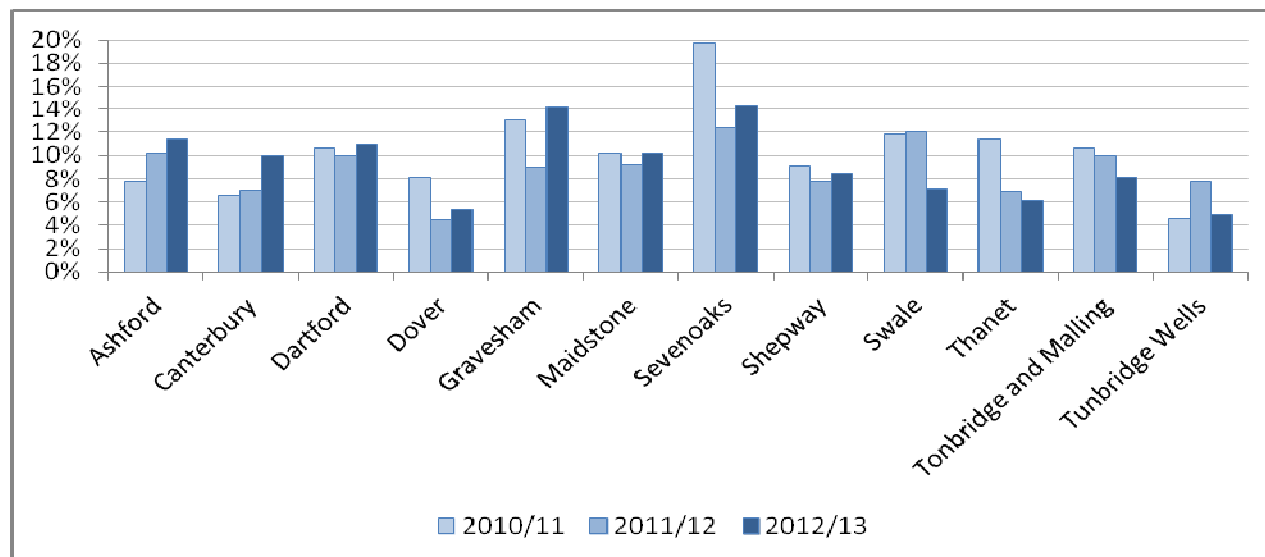
Category	2010/2011	2011/2012	2012/2013	County position	KCC average
% of people saying vandalism, graffiti or deliberate damage was a very or fairly big problem in their local area	10.4%	5.6%	5.4%	2	9.9%

Graph 2 - Rubbish or litter lying around was a very or fairly big problem in their local area Kent districts



Category	2010/ 2011	2011/ 2012	2012/ 2013	County position	KCC average
% of people saying rubbish or litter lying around was a very or fairly big problem in their local area	19.8%	13.8%	15.0%	5	17.5%

Graph 3 - Fly tipping was a very or fairly big problem in their local area Kent districts



Category	2010/ 2011	2011/ 2012	2012/ 2013	County position	KCC average
% of people saying fly tipping was a very or fairly big problem in their local area	10.2%	9.2%	10.2%	8	9.3%

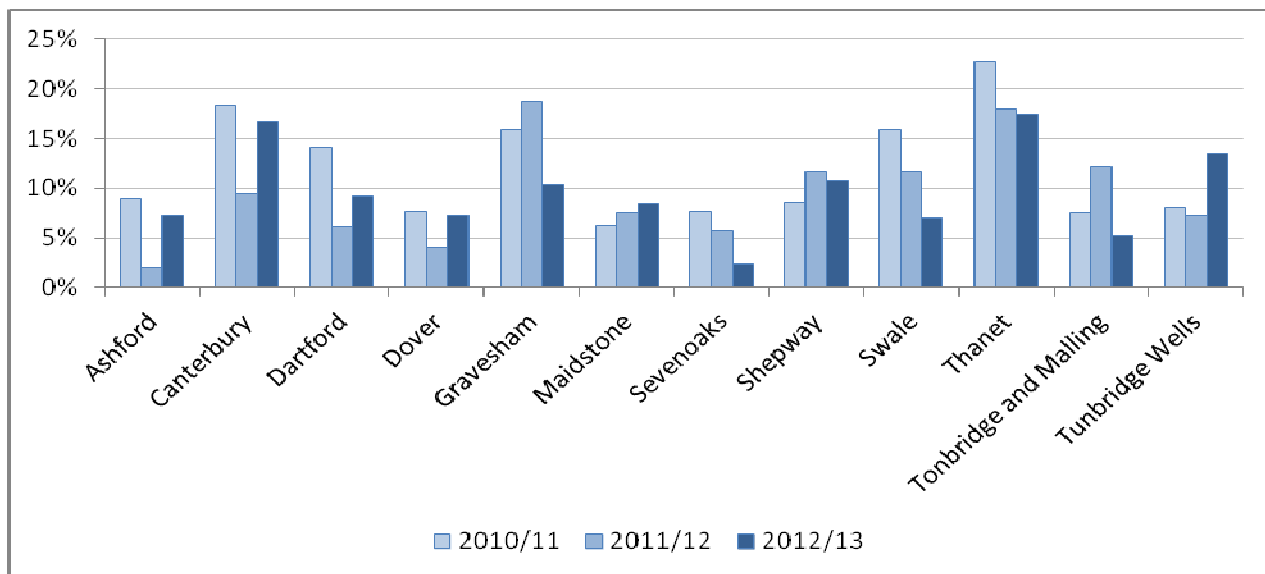
Speeding vehicles were a very or fairly big problem in their local area Kent districts – % saying speeding vehicles was a very or fairly big problem in their area

Maidstone	2010/ 2011	2011/ 2012	2012/ 2013	County position	KCC average
% of people saying speeding vehicles were a very or fairly big problem in their local area	25.0%	26.1%	26.9%	8	26.7%

Thanet had the highest 'percentage of people saying speeding vehicles was a very or fairly big problem in their area' at 30.2%.

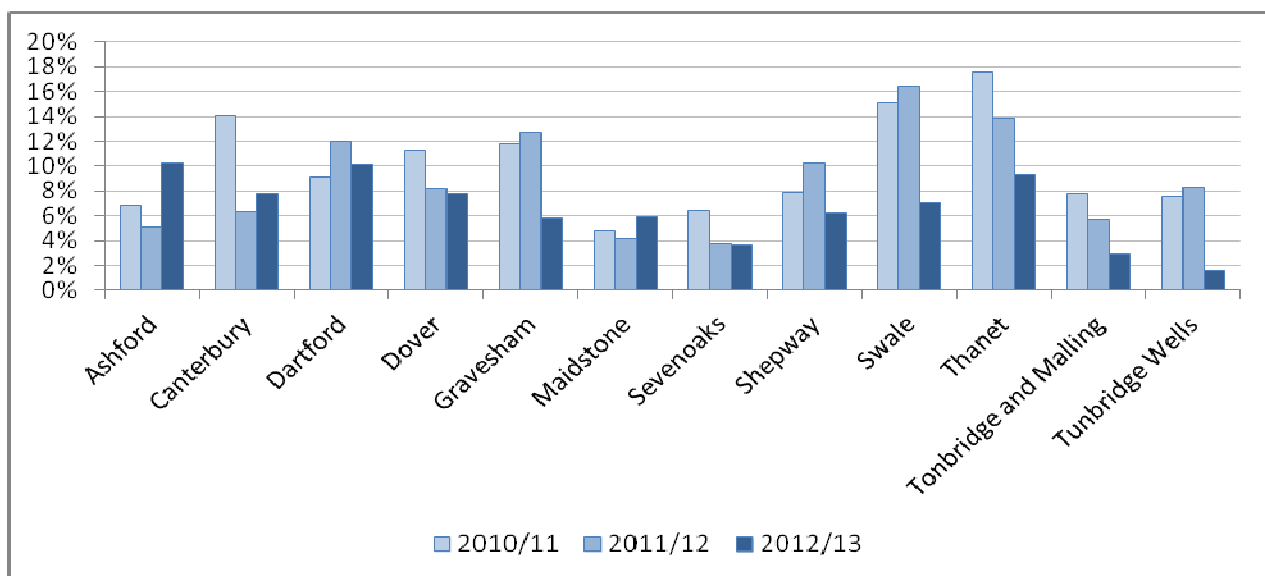
Swale had the lowest figure at 23% and saw a decrease of 3.4 points. Tonbridge and Malling saw the largest increase of 7.8 percentage points, from 17.8% to 25.6%

Graph 5 - Drunk or rowdy in public was a very or fairly big problem in their local area Kent districts



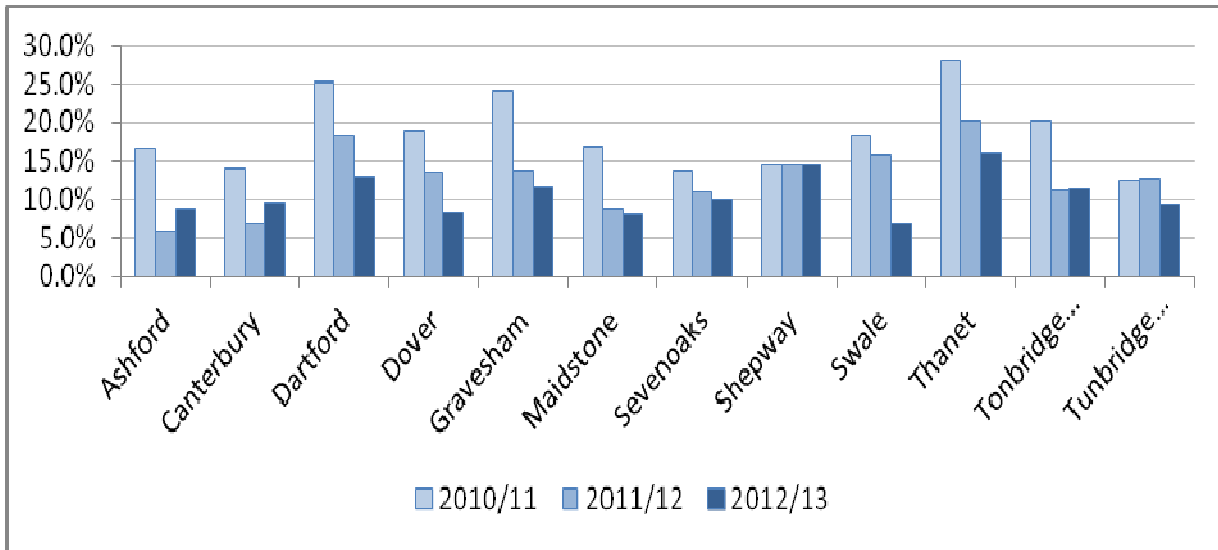
Category	2010/2011	2011/2012	2012/2013	County position	KCC average
% of people saying being drunk or rowdy in public was a very or fairly big problem in their local area	6.2%	7.5%	8.4%	6	9.6%

Graph 6 - People using or dealing drugs was a very or fairly big problem in their local area Kent districts



Category	2010/2011	2011/2012	2012/2013	County position	KCC average
% of people saying people using or dealing drugs was a very or fairly big problem in their local area	4.8%	4.2%	5.9%	5	6.5%

Graph 7 - Teenagers hanging around were a very or fairly big problem in their local area Kent districts



Category	2010/2011	2011/2012	2012/2013	County position	KCC average
% of people who consider teenagers hanging around was a very or fairly big problem in their local area	16.9%	8.8%	8.1%	2	10.6%

4. Performance 2012-2013: Progress on current priorities

The Safer Maidstone Partnership priorities for 2012-2013 were:

Antisocial Behaviour – To reduce all aspects of ASB: To reduce the number of young people being victimised or involved in criminal behaviour. To continue to work with partners, including Children’s Trusts to promote methods of diverting vulnerable young people away from crime and disorder. In addition, to work with partners to ensure that opportunities for sport and leisure are also promoted as a method of crime diversion.

Domestic Abuse - To work with partners to reduce incidents of domestic abuse, particularly in relation to repeat offenders and increased awareness and reporting.

Substance Misuse – To reduce the harm done by alcohol and drugs by further developing the three strands of education, intervention and enforcement, particularly in relation to binge and under-age drinking and the night time economy.

Road Safety – Working across agencies, to continue to reduce the number of persons (especially young road users aged 17-24 yrs) Killed or Seriously Injured on Maidstone’s roads through a combination of education, information and enforcement.

Reducing Re-offending:

- To come to a view of what success in preventing re-offending may look like;
- To understand what the data is showing;
- To gain a better understanding of which agencies are doing what in terms of the 7⁸ resettlement pathways;
- To add value to each agencies work in terms of effectiveness and impact on offenders and victims.

4.1 Anti-Social Behaviour

Although the evidence shows that overall Maidstone continues to be ranked 4th in the county for ASB incidents per 1,000 population, (up from 5th in the County in 2011/12), at ward level High Street, Park Wood and Fant wards recorded the highest volumes of ASB with 911, 342 and 333 recorded incidents respectively. In terms of public perception, the relatively highly concentrated nature of ASB in Maidstone means that overall the borough performs well compared with the rest of Kent. Despite the large night time economy (NTE), public perceptions of drunk or rowdy behaviour or teenagers hanging about are well below Kent average levels.

Despite the decrease in ASB incidents, and given that much ASB occurs away from the town centre, there remains a need to support both town centre safe socialising and more focussed work in specific locations, including rural ‘hotspots’. The ASB Sub-Group has:

- Hosted the weekly SMP Partnership Tasking and Action Group meeting (including MBC and Kent Police ASB teams, PCSOs, KCC Wardens, Kenward Trust, and Registered Providers

⁸ 1. [Attitudes, Thinking and Behaviour](#)
2. [Accommodation](#)
3. [Drugs and Alcohol](#)
4. [Children and Families](#)
5. [Health](#)
6. [Education, Training and Employment](#)
7. [Finance, Benefit and Debt](#)

etc.) to identify cases and hot-spots and promote joint working.

- Directed operations and supervision (undertaken by police and MBC Licensing Officers) eg Hallowe'en & 5th November at hot-spot locations.
- Worked with licence holders through the Night-time Economy Forum and other direct liaison
- Promoted Maidstone as a safe place to visit for leisure and entertainment.
- Worked with local schools and hospitals to develop initiatives – such as 'Wasted' - aimed at raising young people's awareness of the dangers of drugs and alcohol through the SMP Substance Misuse Sub-Group.
- Supported the work of the SMP ASB sub-group and 'Prevent and Deter' to ensure early intervention for young people.
- Supported a harm-based approach to managing ASB by prioritising victims of ASB using risk identification and assessment as a key part of the response process.
- Supported the SMP Communication Plan to ensure that an accurate and balanced view is given on community safety and ASB.
- Promoted schemes that identify and work with vulnerable children who may become involved in ASB.
- Ensured Section 106 contributions are secured to ensure appropriate crime prevention measures are considered at the earlier stage of the design process in order to prevent ASB and crime.
- Developed and promoted Youth Diversionary Activity:
 - Don't Abuse the Booze – a two year in-school and on-street youth education programme
 - SNAP discos and KIYS Gigs
 - Community football & boxing
 - Switch on the Music
 - 'In the 'Stone' youth website
 - Zeroth Gym
 - Hotfoot and D-Max play schemes

4.2 Domestic Abuse

Evidence shows that in Maidstone **Domestic Abuse** has decreased (by 79 incidents, from 1,867 to 1,788), raising Maidstone from 6th in the County to 5th. However, given the underreported nature of domestic abuse, this is an area that should remain a focus for the Partnership, particularly given the continuing economic austerity which can place households under stress. During 2012/13 the role of DA Sub-Group has been assumed by the Maidstone Domestic Violence Forum, a registered charity. The Forum has:

- Worked with the main social housing providers to increase awareness of DA issues;
- Supported the establishment of a DA One-Stop Shop to ensure all services are available under one roof;
- Supported the Specialist Domestic Violence Court and the work of the Independent Domestic Violence Advisors;
- Delivered domestic abuse prevention training to primary and secondary schools, through the Rising Sun project 'Love Shouldn't Hurt' programme;
- Delivered two poster publicity campaigns;
- Delivered training for DA practitioners in recent legislation;
- Refreshed the Domestic Violence Handbook;
- Drafted a robust Action Plan, aligned with the Community Safety Plan. The five priority areas for the Maidstone Domestic Violence Forum Action Plan are:

Increase the awareness of both the extent and impact of domestic abuse within the local community and across various agencies

Promote and improve co-operation and co-ordination across key partnership agencies in order to facilitate consistent and well informed policy and practice responses to domestic abuse

Improve the support and safety of those who experience or are threatened by domestic abuse

Improve the protection and support for children/young people affected by domestic abuse

Make perpetrators more accountable for their actions

4.3 Substance Abuse

Although drug offences have reduced slightly by 1.7% (7 fewer offences), offences per 1,000 population are above the County average, and Maidstone lies in 10th place overall County-wide. To tackle this, during 2012/13 the Substance Misuse Sub-Group has:

- Directed operations and supervision (to be undertaken by police and MBC Licensing Officers) to ensure that premises are well run;
- Worked with licence holders through the Night-time Economy Forum and other direct liaison;
- Promoted Maidstone as a safe place to visit for leisure and entertainment;
- Worked with local schools and hospitals to develop initiatives – such as Theatre ADAD’s ‘Wasted’ - aimed at raising young people’s awareness of the dangers of drugs and alcohol through the SMP Substance Misuse Sub-Group;
- Overseen the delivery of the Don’t Abuse The Booze project, a two year project with a ‘whole borough’ integrated approach to firmly tackle problem drinking head-on by:
 - Developing a comprehensive programme of alcohol education in our schools, Pupil Referral Units (PRUs) and colleges;
 - Proactively reducing ‘pre-fuelling’ and binge-drinking;
 - Challenging alcohol fuelled anti-social behaviour in identified ‘hot-spots’ in town centre and rural locations;
 - Reduce excess emergency ambulance call-outs and A&E admissions.

The integrated approach will have a direct impact on reducing the four key harms arising from alcohol abuse: harms to health, harms to public order, harms to productivity and harms to families and society.

4.4 Road Safety – Killed and Injured 17-24 Year Olds

Evidence shows that road safety has improved on Maidstone’s road over the last 10 years. However, young drivers in the 17-24 age group experience a disproportionate number of RTC’s, and the collisions they have are more serious. The Road Safety Sub-Group has:

- Proactively targeted young drivers and drivers of two-wheeled vehicles.
- Promoted focused campaigns on discouraging drink driving and using mobile phones.
- Worked with the hospitals, A&E, Primary Care Trust and GPs to improve data collection.
- Engaged with the business community (which often includes young drivers).
- Developed a joint communications and community engagement strategy with partners.
- Supported KFRS to promote their demonstration/learning events:
 - Car’n’Age
 - Carmageddon
 - Rush

4.5 Reducing Re-offending

Reducing re-offending was adopted as the SMP's 5th priority following an analysis of Maidstone's actual re-offending rate against what its expected rate should be. A re-offending sub-group was established in August with representatives from the Police, Probation, YOT, IOM and HM Prison Maidstone. The purpose of the sub-group has been established as:

- To understand what data is available and what it shows
- Preventing re-offending by core nominals
- To gain a better understanding of what agencies are doing what in terms of the 7 resettlement pathways these are
- To add value to each others work in terms of effectiveness and impact on offenders and victims.

Planned Activity for 2014/15:

- Change the format of the weekly CSU tasking meeting to include re-offenders
- Work with short sentence offenders (i.e. under one year), and work with them earlier to assist resettlement.
- To further integrate YOT into the nomination process;
- To increase cohort numbers and look at those shortly to be released from prison – this will identify opportunities earlier and greater interagency cooperation helping to support offenders back into the community;
- Explore ways to expand upon the successful trial of Restorative Practice interventions Cockham Wood young offenders' project using offenders;
- To understand how the group can contribute to the Trouble Families agenda.

5. Emerging Issues 2014-2015 and Recommendations

5.1 Introduction

The UK economy is no longer contracting at the rate seen in 2008/09, and most economic indicators show that growth has returned. This is reflected in the local economy which has recovered well. Maidstone's unemployment rate (as at November 2013) of 1.8% (2.5% in 2011 & 2.3% in 2010) is lower than the county average (2.4%) and much lower than the national rate (2.9%⁹).

Unemployment rates vary across the borough, with the lowest rate in Sutton Valance & Langley (0.6%) and Barming (0.7%) ward and highest in High Street (4.9%), Shepway South (4.1%) and Park Wood ward (4.0%). The majority (27.4%) of those unemployed are aged 18-24, and this group is most likely to exhibit risky behaviour in terms of alcohol, drugs, vehicle & acquisitive crime and other related anti-social behaviour. The effects of continuing economic hardship could result in increased prevalence of these crime categories.

Maidstone has the largest night time economy in Kent and prides itself on ensuring that visitors to the town's entertainment venues are as safe as possible. There is a continuing need to tackle alcohol related incidents, including revellers arriving in the town centre already drunk known as 'pre-fuelling'. The 2 year Don't Abuse the Booze project currently being delivered by a partnership of agencies aims to tackle head-on alcohol fuelled ASB and underage drinking, and also to educate and inform young people as to the consequences of their choices concerning alcohol consumption.

There is one major sporting event in 2014 – the football World Cup in Brazil from 12 June to 13 July. England play in Group D and their three group matches take place as follows:

Match	Date	Kick-off Local Time	Kick off BST
England v Italy	14 June	18.00	23.00
England v Uruguay	19 June	16.00	20.00
England v Costa Rica	24 June	13.00	17.00

Television schedules may change, but if the weather during the summer is better than average, combined with football matches which end fairly late in the evening, there may be increased rates of alcohol-related crime, ASB, noise nuisance and domestic abuse.

The SMP has identified five emerging themes based on an analysis of the issues identified in the crime data pack for Maidstone and other partnership databases. Intertwined through each of the emerging themes are the three common threads of: Targeting prolific offenders/repeat locations; Safeguarding vulnerable and young people; Prevention and early intervention.

5.2 Anti Social Behaviour

Anti social behavior is defined as 'acting in a manner that caused or was likely to cause harassment, alarm or distress to one or more persons not of the same household as the perpetrator. Significant progress has been made in reducing ASB during the previous 12 months - overall there has been a decrease in the number of reports of ASB by nearly 20%.

⁹ <https://shareweb.kent.gov.uk/Documents/facts-and-figures/Unemployment/district-unemployment-bulletin.pdf>

However, Maidstone still has the 4th highest levels in the County (after Thanet, Canterbury and Swale). Analysis of ASB including environmental nuisances across Maidstone, highlights that High Street, Shepway North, Fant, Park Wood, and East and wards experience the highest volumes. These 5 wards account for over half of ASB incidents in the borough. ASB regularly features as one of the most frequently identified issues by Maidstone residents, and geographic hot spots in the wards identified above continue to be relevant as areas of concern.

Due to the high volumes of anti social behaviour in the borough, recommendation is made that ASB continues as a priority for the partnership.

5.3 Domestic Abuse

The cross-government definition of domestic violence and abuse is:

‘any incident or pattern of incidents of controlling, coercive, threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality. The abuse can encompass, but is not limited to:

- psychological
- physical
- sexual
- financial
- emotional’

It is known that domestic abuse is one of the most under reported crimes: the Crown Prosecution Service reports that women on average experience an average of 35 incidents of domestic abuse before reporting an incident to the police. National figures for England and Wales from 2010/11 estimate that 7% of women aged 16-59 were victims of domestic abuse in the past year, as were 5% of men. Extrapolating this to Maidstone’s female population aged 16-59 yrs would suggest that some 3,192 women are victims of domestic abuse each year. Using this locally derived figure compared to actual domestic abuse incidents in Maidstone suggests that only around 56% of domestic violence incidents were reported in 2012/13. Nationally, domestic abuse represents approximately 255 of all violent crime. In Maidstone, there are on average 34 domestic abuse incidents reported to the police each week.

However, year on year, incidents of domestic abuse have decreased in Maidstone borough by 4.2% or 79 incidents, compared to a county-wide increase of 1.5%. Per 1,000 population, Maidstone has the 5th lowest rate of domestic abuse incidents and 6th lowest percentage of repeat victims in the county. Of the total reports, almost a quarter (24.3%) are repeat incidents.

Despite an overall improving situation, given the under-reported nature of the crime, and analysing further local postcode data based around caseloads, the highest volumes can be seen primarily in the Park Wood, Shepway North and High Street wards.

Due to the under-reported nature of the crime, and repeat incidents, recommendation is made that Domestic Abuse remains as a priority for the partnership, focusing on those areas with frequent reports of domestic abuse.

5.4 Substance Misuse, including alcohol

The UK has amongst the highest rates of young people’s cannabis use and binge drinking in Europe. In the UK there are some 13,000 hospital admissions linked to young people’s drinking each year. Early drug and alcohol use is related to a host of educational, health or social problems. Offenders who use heroin, cocaine or crack cocaine are estimated to commit between a third and a half of all acquisitive crime.

In Maidstone total drug offences have reduced marginally by 1.7% or 7 incidents. There have been no identified seasonal trends. In contrast, 235 hospital admissions were recorded for Maidstone residents between June 2012 and May 2013, which is a slight increase compared to previous years. The majority of those admissions were from Fant and North wards, however, High Street ward has the highest volume of drug offences in Kent, 204 incidents or 20.9 per 1,000 population.

Due to the high level of drug offences in certain wards, and the increase in hospital admissions, recommendation is made that substance misuse including alcohol remains as a priority.

5.5 Reducing Reoffending

Significant demands are placed on CSP resources by individuals who are repeat ASB offenders - particularly those who perpetrate low-level offences as a result of alcohol consumption. Reducing re-offending across the age range is a Government target for all CSP's. This is particularly important when those who have already been through the criminal justice system commit over half of all crime. It will enable a more strategic engagement between CSP's and other local partners, such as the third sector and Local Criminal Justice Boards, in planning and commissioning services for offenders. Therefore, SMP should continue to support the work of IOM to continue to have a positive impact on the number of offences caused by repeat offenders.

Maidstone data shows that in 2012-13 the actual re-offending rate was 5.2% lower than the predicted re-offending rate. In the period July 2011 to June 2012, 85 young people entered the Criminal Justice system for the first time, with 15.6% being identified as re-offending.

Although the re-offending rate has improved recently to the 2nd lowest in Kent, recommendation is made that Reducing Re-offending remains as a priority, being a cross cutting theme across all priorities.

5.6 Road Safety (killed or seriously injured - KSI)

In the UK, over a 1,000 people die each year on the roads, tens of thousands are seriously injured and hundreds of thousands are otherwise hurt. In 2000 the government set targets for the reduction of casualties by 2010 and there has been a good deal of progress made in this area. New targets that are currently under review covering the period from the end 2010 to 2020 are likely to be very demanding.

In 1994 across Kent some 73 people were killed and a further 1170 seriously injured on Kent roads; by 2011 this had reduced to 43 persons killed, with 476 seriously injured.

In Maidstone on average, the number of people of all ages KSI in the period 1994-98 was 115 per year. By 2009 this had reduced to 64, and by 2012/13 had reduced further to 58, a halving from the 1994-98 average. The average number of young drivers and their passengers KSI during the period 2004-08 was 111. By 2011 this had reduced to 56 KSI, a halving of the average 2004-08 figure.

Category	2010/ 2011	2011/ 2012	2012/ 2013	Volume change	% Change	County Rank
RTCs – all casualties	657	640	666	26	4.1%	12 ←
KSI casualties All ages	60	59	58	-1	-1.7%	11 ←

KSI casualties <16 yrs	4	5	4	-1	-20%	7 ↑
KSI car drivers 17-24 yrs ¹⁰	6	3	5	2	66.6%	=11 ↓
KSI road users aged 65+	5	13	4	-9	-225%	=7 ↑

In 2012/13 casualties from road traffic accidents increased by 26 (4.1%), from 640 in 2011-12 to 666, although this has reduced from 726 in 2008. The rate of increase is much higher than the county-wide increase of 0.5%. However, the number of KSI casualties have reduced slightly from 59 to 58, a 53% reduction from 89 in 2008.

Speeding and the perception of speeding vehicles is a significant area of concern for residents – see table below. The concern regarding speeding is not felt only in the urban areas but also in rural areas of the Borough. Effective speeding enforcement is an enormously difficult activity and the offence is one committed by almost the entire - generally law abiding - driving community. Significant steps have been taken to develop the parish council based Community Speed Watch volunteer scheme in the Borough; however more work is needed to ensure the scheme is available for individuals willing to volunteer.

Speeding vehicles were a very or fairly big problem in their local areas – % of respondents saying speeding vehicles was a very or fairly big problem in their area¹¹

Maidstone	2010/ 2011	2011/ 2012	2012/ 2013	County position	KCC average
% of people saying speeding vehicles were a very or fairly big problem in their local area	25.0%	26.1%	26.9%	8	26.7%

Research carried out by Transport Research Laboratory (TRL) has identified the headline crash causation factors for incidents that cause death and injury on the road. In any road crash the three constituent parts are the Environment (the road), the Machine (the vehicle) and the Road User Behaviour (the human). TRL research shows that 2% of crashes are caused solely due to a poor road environment; 3% are solely due to vehicle failure; whilst 75% are solely due to the behaviour of the road user. Contrary to popular belief that all accidents are caused by speeding, the conclusion from DfT research is that excessive speed was "possible, probable or definite" in 7,600 out of 60,797 accidents analysed, or 12.5%, which also includes inappropriate speed within the speed limit.

When adding elements where poor road user behaviour mixes with a poor road and / or a vehicle failure, it takes the human factor to 95% causation. This clearly sets out that the key to casualty reduction is in affecting the way road users interact with their environment and their vehicle, and that it is comparatively rare for a poor environment or vehicle failure to lead to a significant proportion of personal injury crashes. Ultimately it's the chosen behaviour of road users that leads to road crashes.

Based on the current data for 2012/13 we have seen a reduction of 1 KSI casualty based on the same period last year. However, total casualties are 4.1% higher than the same period last year and Maidstone continues to experience the most road casualties in Kent. Evidence shows that road safety has improved on Maidstone's road since 2004. However, young drivers in the 17-24 age group experience a disproportionate number of RTC's, and the collisions they have are more

¹⁰ KSI car drivers 17-24 yrs and road users over 65 data is for January to September each year.

¹¹ Kent Crime and Victim Survey

serious. The focus on the year has been on three user groups, young drivers aged 17–24, powered two-wheelers (p2w) riders, and teenage pedestrians (secondary school age), since these groups are over represented in the data.

Since total casualties are 4.1% higher and Maidstone continues to experience the most road casualties in Kent, recommendation is made that Road Safety remains as a priority.

5.7 Violent Crime

In the first two quarters of 2013/14 (i.e. April to September 2013), Maidstone experienced an increase in violent crime compared to previous years of 35% or an additional 315 offences, which was the highest increase the county.

Maidstone Hospital recorded 59 admissions of Maidstone residents, for assault. Approximately 85% of all admissions to Maidstone Hospital were male and 15% female. Of those recorded, the majority of males reported to have been assaulted in the street, bar/pub or at school/college, where as the majority of females reported to have been assaulted in the street or at home.

Looking specifically at violence against the person offences, in the period April 2012 to March 2013, crimes in this category have seen a county-wide increase of 5.6% (830 additional offences). In Maidstone, violence against the person increased from 1,543 offences in 2011/12 to 1,579 offences in 2012/13 (+1.7%). This rate of increase is below the county increase of 5.6% and peaks during the summer months. Maidstone is ranked 6th in the county. For the current financial year to September 2013, at ward level, High Street and Shepway North wards recorded the highest volumes of violence against the person with 545 and 137 recorded crimes respectively.

Recommendation is made for a Task and Finish group to be set up for Violent Crime.

5.8 Theft (shoplifting)

Although overall some theft offences have decreased, Maidstone shows an increase in shoplifting across its town centre retailers. Despite some improvements and better performance, it is felt the partnership could heavily influence crime prevention and community safety in this area, looking at how such theft has knock-on effects for funding drug taking, increasing drug dealing and the trading of stolen goods.

Recommendation is made for a Task and Finish group to be set up for Theft (shoplifting)

5.9 Cross Cutting Themes

Data analysis also acknowledged that the priorities are often inter-related and has identified three distinct cross cutting themes that run through all of the priority focus areas. Actions contained within this plan are therefore built around the five identified priorities and three cross cutting themes, as shown in the chart below:

Cross cutting themes				
Anti-social Behaviour	Domestic Abuse	Reducing Re-offending	Road safety (KSI)	Substance Misuse (including alcohol)
Targeting prolific offenders / repeat locations				
Safeguarding vulnerable and young people				
Prevention and early intervention				

5.10 Recommendation to Safer Maidstone Partnership

Based on the information in this Strategic Assessment, it is recommended that the Safer Maidstone Partnership confirm the 2013/14 priorities based on the areas where maximum impact could be achieved given a continuing reduction in resources and capacity. Our confirmed priorities for this year have been distilled from a wide variety of information shared with our partners and represent the most important issues to focus on this (2013/14) year:

1. **Anti-Social Behaviour**
2. **Domestic Abuse**
3. **Substance Misuse**
4. **Road Safety – KSI 17-24 year olds**
5. **Reduce Re-offending**

With two time-limited Task and Finish Groups to tackle:

1. **Violent Crime, and**
2. **Acquisitive Crime – specifically shoplifting, and the associated negative effects stolen goods have in the community.**

All the priorities will require a robust multi-agency response, but because they are important for residents and communities, achieving them will have a positive impact on people's quality of life.

6. Implementation and Monitoring

To ensure that the five Priorities are delivered, the Partnership will review and monitor progress as follows:

- At SMP level through quarterly Sub-Group Chair reports
- At Sub-Group level through Action Plan monitoring by Sub-Group Chairs

7. Strategic Assessment review date

The purpose of this document is to inform the annual SMP Partnership Plan and to assist the SMP and its partner agencies to draw up specific actions. Therefore this document is reviewed annually and agreed by the Safer Maidstone Partnership in March each year. It is also independently assessed by Kent CSU.

8. How to get further information

If you would like further information about the Safer Maidstone Partnership, please contact: Community Partnerships Team, 6th Floor, Maidstone House, King Street, Maidstone, Kent ME15 6JQ. Tel: 01622 602000. www.maidstone.org.uk

We can provide this Assessment in large print, on tape and in Braille. For people whose first language is not English, we can arrange to have the Assessment translated into your preferred language. Please telephone (01622) 602000 for further assistance.

Text service for the deaf or speech-impaired

If you're deaf or speech-impaired, you can text Kent Police. Start the message with the word 'police' then leave a space and write your message including what and where the problem is. Send your text to 60066 (the Kent Police communications centre) and they will reply with a message.

Methodology and Information Sources

Unless otherwise stated, data collected for this Strategic Assessment relates to the time period April 2012 to March 2013. The main body of this assessment is broken down into three sections. The first, the crime and perceptions of crime overview, gives a three year time series analysis of crime activity, anti-social behaviour, fire and road safety data, together with our position relative to the other 11 Kent district councils.

The second section looks at the current partnership priorities with emphasis on the assessment of performance against these. This will be done through time series analysis since the previous assessment was undertaken and reasons for any changes in a particular issue. It will also include a review of any emerging issues from the community prioritisation process.

The third section of this assessment, 'Emerging Issues', will first further analyse those emerging potential issues identified from the performance section, with greater detail on the scope of the problem, including the scale of the problem, any reasons for changes in levels and the suggested cause of the problem including the relevance of location, time, the offender or the victim. Following this further analysis, after going through a priority selection process, a final list of recommended partnership priorities for the upcoming year is produced.

The community prioritisation process allowed for the views of the local community of what issues should be deemed an emerging priority for the local area and was gathered through the Maidstone Resident Satisfaction Survey. In addition, PCSO's and Community Safety Unit Police staff engaged with local communities at public events such as the Maidstone Mela, 36 Engineers Day, Switch on the Music and Uprockin' young people's festival. Also public opinion and those categories that are of most concern are highlighted through the quarterly Kent Crime and Victimisation Survey.

Information sources

The list below includes the details of those data sources used to inform this strategic assessment, including the agency supplying the data, the time period the data refers to and any issues surrounding the validity and reliability of the data. All information was correct at time of document production.

County Community Safety Unit crime data

All data provided by the County CSU is using recorded crime data provided by the Business Information Unit at Kent Police. This data places the incidents at the time at which they were recorded by the Police.

Kent Police Intelligence Analysis data

Data provided by Kent Police is 'committed' data. The 'date' used is the mid point between the earliest and latest dates that the offence could have been committed.

Ambulance data

All ambulance pickup submissions have been compiled by the County Community Safety Unit utilising data supplied by the South-East Coast Ambulance service. This data has been cleansed and sanitised for use on CrimeView and, due to NHS data protection requirements, some data loss does occur within the cleansing process. (E.g. ward-level occurrences of 4 or less are suppressed and shown as zero.)

Other data sources include:

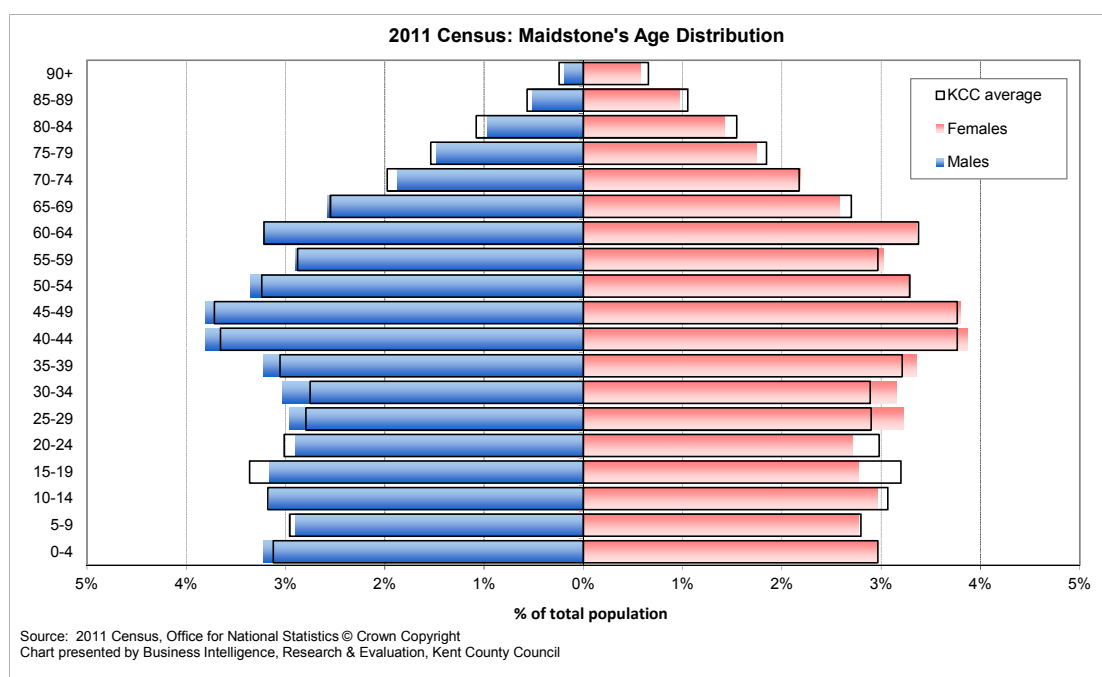
- Clean Kent
- K-DASH (formerly Women's Support Services)
- Kent
- Families and Social Care
- Kent Highways
- Kent Police
- Kent Probation Service
- Kent Integrated Youth Service
- British Rail Police
- Kent Drug and Alcohol Action Team
- Kent Trading Standards
- Youth Offending Service

Contextual information

Maidstone demographic and economic summary

The latest population figures from the 2011 Census show that there are 155,200 people living in Maidstone Borough, a rise of 16,300 people (11.7%) since 2001. This population size makes Maidstone Borough the largest Kent local authority district area, and is the 6th highest rate of population growth of any Kent district. 72% of the borough's population live in the Maidstone urban area with the remaining 28% living in the surrounding rural area and settlements. The age profile of Maidstone's population is shown overleaf. Overall Maidstone has a very similar age profile to the county average. Maidstone has a slightly higher proportion of people in the 25-59 age groups, and a smaller proportion of teenagers and retired people compared to the KCC average.

Chart1: Maidstone population age profile



The borough's population is forecast to grow at slower rate over the coming years with current forecasts suggesting a 4.7% growth over the next 15-years¹². Based on KCC's assessment of the district authority's future housing targets as at June 2011, this rate of growth is lower than the county average (10.9%).

Ethnic Profile: 93.3% of Maidstone's population is of white ethnic origin with the remaining 6.7% being classified as of Black Minority Ethnic (BME) origin¹³. The proportion of Maidstone's population classified as BME is lower than the county average of 7.6%. The largest ethnic group in Maidstone is White British, with 90% of residents from this ethnic origin. Within the BME population, the largest ethnic group is Indian (accounting for 1.0% of all residents) with the second largest group being residents of Black African and Chinese (each accounting for 0.9% of all residents).

¹² KCC Strategy forecasts (Oct'2011). Research & Evaluation, Kent County Council

¹³ Mid-2009 population estimates by ethnic group (experimental statistics), Office for National Statistics

Deprivation: The Indices of Deprivation 2010 provide a measure of deprivation at both district and sub-district (Lower Super Output Area) level, relative to other areas in England¹⁴. Table 1 presents the national and county rank of Maidstone based on the 2010 Index and also shows how the rankings have changed since the 2007 Index¹⁵. In 2010 Maidstone Borough was ranked as the 9th most deprived district in Kent (out of 12 districts, with the most deprived - Thanet - being ranked 1). Nationally, Maidstone ranks 217th out of 326 local authority districts in England. Although this rank still places it within England's least deprived half of authorities, on the national ranking, Maidstone has moved up the deprivation scale from 270th in 2004 (out of 354 local authorities), 225th in 2007 (out of 326 local authorities), to 217th in 2010. This indicates that Maidstone's level of deprivation has increased, relative to other areas in England.

Table 1: Kent Districts IMD rankings

LA CODE	District	2007 Index		2010 Index		Change in rank*	
		National rank (out of 326)	KCC rank (out of 12)	National rank (out of 326)	KCC rank (out of 12)	National position	KCC position
29UN	Thanet	60	1	49	1	11	0
29UL	Shepway	114	3	97	2	17	1
29UM	Swale	108	2	99	3	9	-1
29UE	Dover	142	5	127	4	15	1
29UG	Gravesham	132	4	142	5	-10	-1
29UC	Canterbury	180	7	166	6	14	1
29UD	Dartford	170	6	175	7	-5	-1
29UB	Ashford	206	8	198	8	8	0
29UH	Maidstone	225	9	217	9	8	0
29UQ	Tunbridge Wells	250	10	249	10	1	0
29UP	Tonbridge & Malling	256	11	268	11	-12	0
29UK	Sevenoaks	270	12	276	12	-6	0

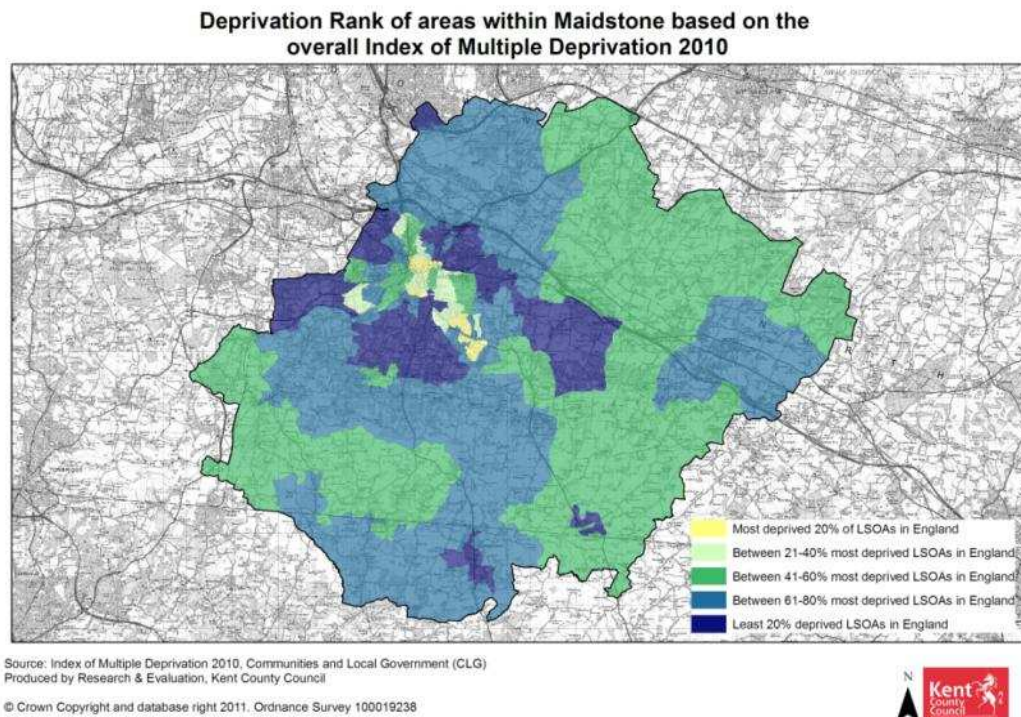
* A minus change in rank illustrates that a district has moved down the rankings and is therefore now less deprived relative to other LAs in England
Source: Indices of Deprivation, Communities and Local Government

Levels of deprivation vary across the borough. Parts of Maidstone are within England's top 20% deprived of areas and yet other parts are within England's least 20% deprived of areas. More detail is shown on Map 1. The greatest levels of deprivation are found within the areas of Park Wood, Shepway and High Street. Neighbouring some of the most deprived areas of Maidstone are areas with relatively low levels of deprivation. The least deprived areas of Maidstone are found in the areas of Bearsted.

¹⁴ Indices of Deprivation 2010, Department for Communities and Local Government

¹⁵ Based on the indicator 'national rank of average score'

Map 1 – Index of Multiple Deprivation 2010



Mosaic profile of residents

Mosaic Public Sector is a classification system designed by Experian¹⁶ to profile the characteristics of the UK population. Each household in the UK is classified as belonging to one of 13 groups and 69 types. This process has been taken further in Kent where county specific data has been included in Experian's model to re-segment these 69 UK types into 13 groups relevant only to Kent.

The 13 Kent specific groups have been named Kent and Medway A to M. These groups identify clusters of individuals and households that are as similar as possible to each other, and as different as possible to any other group. They describe the residents of a postcode in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes. The characteristics of the Kent & Medway groups are presented overleaf.

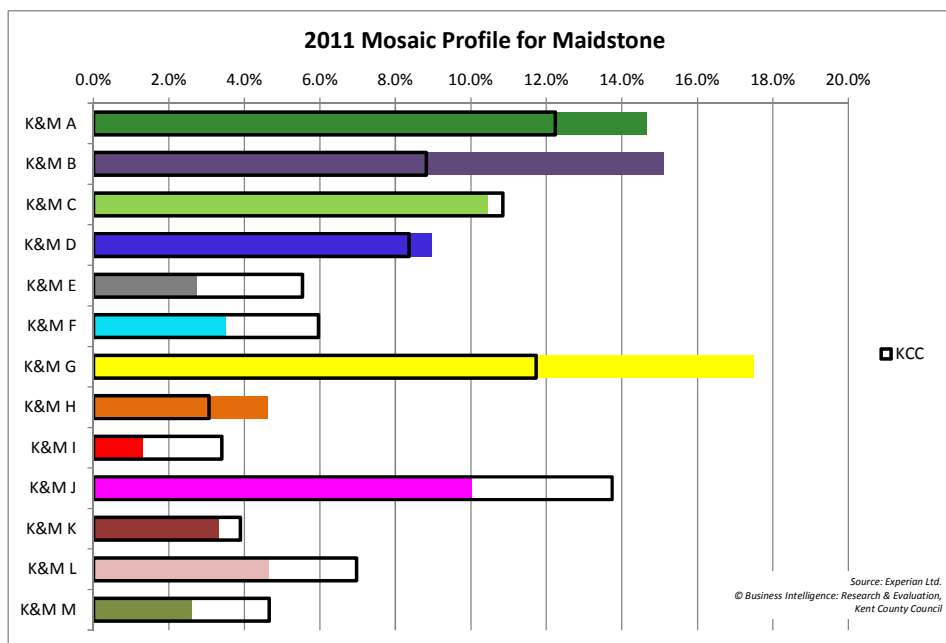
¹⁶ <http://www.experian.co.uk/>

Table 2: Kent & Medway household groups A to M

K&M Group	Characteristics
A	Extremely affluent, well educated owner occupiers
B	Well off families with older children, working in managerial and professional careers
C	Retired people living comfortably in large bungalows and houses, often close to the sea
D	Middle aged couples living in well maintained often semi detached houses that they own
E	Cusp of retirement trades people with some health issues, mainly owning their homes
F	Singles and divorcees approaching retirement, mostly living in privately rented flats and bungalows
G	Younger professionals with children, some living in ethnically diverse neighbourhoods
H	Young singles and couples in small privately rented flats and terraces on moderate incomes
I	Transient young singles on benefits and students, renting terraces in areas of higher ethnic diversity
J	Middle aged parents receiving benefits, living in neighbourhoods of social housing with higher levels of unemployment
K	Singles and lone parents on low incomes, renting terraces in town centres
L	Vulnerable singles and lone parents with young children, living in higher crime areas in neighbourhoods of social housing
M	Elderly pensioners in poor health, living in social housing on very low incomes

The Mosaic profile of residents in Maidstone is shown in Chart 2 alongside the county profile.

Chart 2: Mosaic profile for Maidstone



Unemployment

Maidstone's unemployment rate is currently 2.5%. This is slightly lower than the county average of 3.2% and considerably lower than the national average of 3.8%¹⁷. In July 2012 there were 2,430 unemployed people in Maidstone which is +0.6% higher (14 more people) since June 2012 and +0.4% higher (10 more unemployed people) since July 2011. The rate of increase in unemployed people in Maidstone has slowed considerably since 2011, when unemployment increased 7.9% between June 2010 and June 2011. In Kent, unemployment increased 5.3% year on year, compared with an increase of 1.9% across Great Britain.

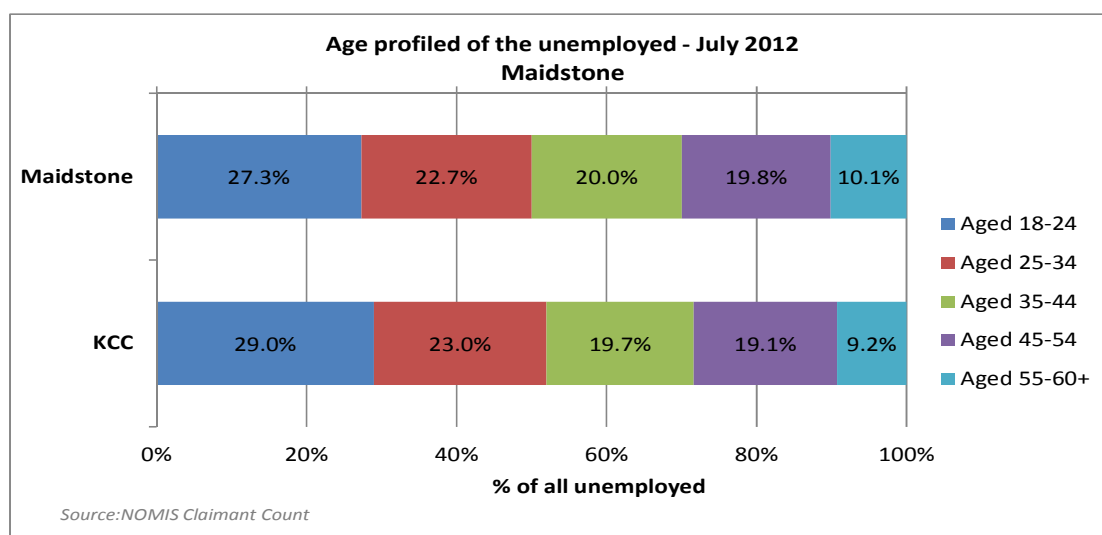
Table 3: Unemployment rates

District	Total unemployed as at July 2012	Resident based rate %	Change since previous month		Change since last year	
			Number	%	Number	%
Maidstone	2,430	2.5%	14	0.6%	10	0.4%
Kent	28,746	3.2%	-72	-0.2%	1,437	5.3%
Great Britain	1,508,910	3.8%	6,553	0.4%	27,752	1.9%

Source: NOMIS - Claimant Count

Unemployment rates vary across the district. The lowest unemployment is in Boughton Monchelsea & Chart Sutton ward where 0.9% of the working age population are unemployed. The highest rate is in Park Wood ward where 7.0% of the working age population are unemployed. The majority of those unemployed are aged 18-24 years old. This is a pattern seen locally and nationally. In Maidstone, 18-24 year olds account for 27.3% of all of those unemployed and in the KCC area the proportion is 29.0%. More information is provided in Chart 3.

Chart 3: Age profile of Maidstone unemployed



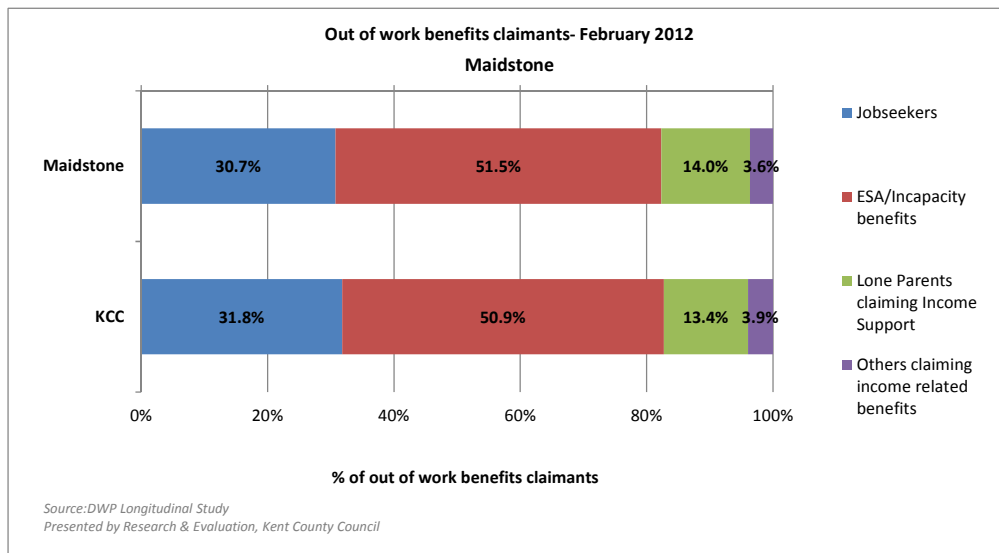
Out of Work Benefits

Out of work benefits claimants includes those people aged 16-64 who are claiming a key Department of Work and Pension (DWP) benefit because they are not working. This definition is used as an indicator of worklessness. As at February 2012, there were 8,620 people in Maidstone

¹⁷ Unemployment rates as at September 2011, Office for National Statistics

who were claiming out of work benefits. This is 9% of all 16 to 64 year olds and is lower than the county average of 10.8%. The largest proportion of those who are out of work are claiming Employment Support Allowance or Incapacity Benefit i.e. they have a health condition which is restricting the sort of work that they usually do. A lower proportion is classified as jobseekers (claimants of Jobseekers Allowance) than the average for the KCC area. 14% of those who are workless in Maidstone are lone parents who are claiming Income Support. This is higher than the KCC rate of 13.4%¹⁸. Chart 4 shows out of work benefits claimants by main reason for which they are claiming.

Chart 4: Out of work benefit claimants



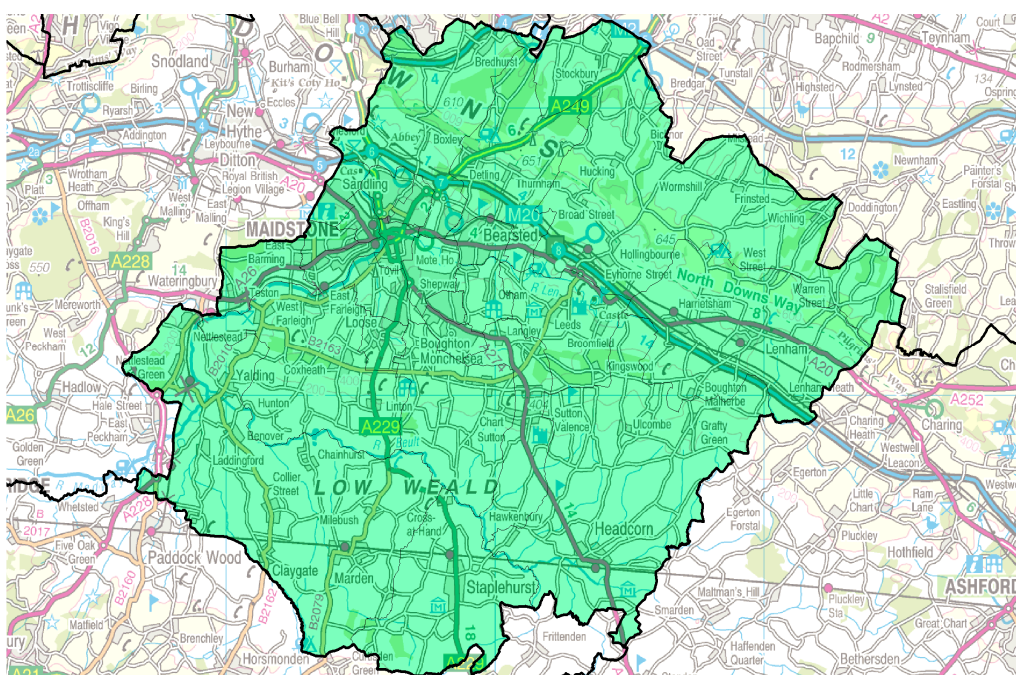
Local context - Maidstone the place

Maidstone Borough, which covers 40,000 hectares, sits at the heart of Kent, positioned between London and the Channel ports and is home to 143,000 people. Maidstone, as the County Town of Kent, is the administrative and retail capital. The Borough combines the services provided by a large urban area, with excellent schools, shopping and a general hospital, with a very attractive rural hinterland, which includes the Kent Downs Area of Outstanding Natural Beauty (ANOB) and thriving villages. Housing in Maidstone Town has traditionally been considered relatively affordable compared to the south east average, but this is not the case in rural Maidstone and for those on average or low incomes.

Maidstone has the largest town centre shopping offer within Kent with approximately 700 shops, 75 cafes and restaurants, employing some 4,400 people. The Borough also boasts the largest night time economy in Kent, creating £75 million a year and employing around 1,500 people. The Safer Maidstone Partnership has fostered close working with the Police, Street Pastors, Urban Blue Bus, and Town Centre Management to ensure that Maidstone has a safe night time economy. The SMP’s approach to ensuring Maidstone is a safe place to socialise has resulted in much positive press and TV coverage.

¹⁸ DWP Longitudinal Study: February 2012

Map 2: The Maidstone borough area



Maidstone is an exceptionally green Borough with a number of parks, the largest of which is Mote Park, which is Grade II on the English Heritage Register of Historic Parks. Maidstone Borough is considered a good place to live and work with high rates of employment, relatively low levels of adults claiming incapacity benefits and a higher proportion of residents who have a degree than the South East average.

Larger numbers of people commute into than out of the Borough. The Borough has a very mixed business sector with large numbers of small and medium size businesses with particular strengths in professional services (law and accountancy) and construction. There is a growing media industry led by Maidstone Studios and the Kent Messenger Group. Maidstone has an extensive further education campus (Mid Kent College) and a higher education offer with Mid Kent College seeking to increase their range of courses and facilities.

Residents living in the Borough have relatively high wages (although many higher earners commute out of the Borough to achieve these). Maidstone came out as the top destination for business in the 2010 study of locations for business in Kent.

Transport links are generally good although rail travel could still be improved. 2011 saw the introduction of High Speed services from the Maidstone West to St. Pancras. Rail journey times to London from some of the smaller rural towns (Staplehurst and Marden) are as low as 40 minutes. The Borough is well served by the motorway network with the M20 and M2 both providing links to the M25 and the Channel Ports. The international high speed railway stations at Ebbsfleet (15 mins) and Ashford (25 mins) are also extremely accessible.

What matters to Maidstone residents

The Council carried out extensive consultation when developing the Sustainable Community Strategy for Maidstone 2009-2020. Residents were asked to identify what was good and bad about living in the Borough as well as their dream for Maidstone. The top three positive comments related to Maidstone included shopping, parks and the river. Other positive comments related to cleanliness, the countryside and nightlife. The top three negative comments related to traffic

congestion, public transport and the quality of roads. The top three dreams for Maidstone residents related to resolving transport issues, improving the river and an improved theatre/concert facility.

A residents' survey was undertaken in 2011. This was the first survey the Council had undertaken since the Place Survey in 2008 and showed improved satisfaction in a number of areas including providing value for money, keeping residents informed and the way the Council runs its services. It also showed some areas that need improvement, such as people from different backgrounds getting on well together and satisfaction with the local area.

Terrorism

The current threat level to the UK from international terrorism is severe. The most significant international terrorism threat to the UK remains violent extremism associated with and influenced by Al Qa'ida. The Prevent Strategy, launched in 2007, seeks to stop people becoming terrorists or supporting terrorism. It is the preventative strand of the government's counter-terrorism strategy, CONTEST. 'Prevent' is about stopping people becoming terrorists or supporting violent extremists. There five elements:

1. Challenging violent extremist ideology and supporting mainstream voices;
2. Disrupting those who promote violent extremism and supporting the institutions where they are active;
3. Supporting individuals who are being targeted and recruited to the cause of violent extremism;
4. Increasing the resilience of communities to violent extremism;
5. Addressing the grievances that ideologues are exploiting.

The current international terrorist threat is quite different from previous threats, with contemporary terrorists groups claiming a religious justification for their actions. They seek mass casualties and are both sophisticated and unconventional in their techniques: they do not provide warnings and seek out soft targets, in particular crowded places.

The responsibility for preventing violent extremism and supporting those individuals and communities who may be vulnerable rests with us all, including partners and communities. The threat is very real and will be around for a number of years, but despite the threat, the Police must be proportionate and measured in their response. Delivering an effective Prevent programme requires action by a range of agencies, front line workers and, in particular, neighbourhood policing teams who come into contact with communities and vulnerable individuals.

The Prevent Strategy 2011 review

In 2011, the government launched a review of the Prevent strategy. This review was independently overseen by Lord Carlile of Berriew. The review found that the previous Prevent programme tended to confuse the delivery of government policy to promote integration with government policy to prevent terrorism. Thus, in trying to reach those at risk of radicalisation, funding sometimes reached those extremist organisations that Prevent should have been confronting. The [Prevent strategy](#) has been re-focused, and now contains three objectives:

1. respond to the ideological challenge of terrorism and the threat from those who promote it;
2. prevent people from being drawn into terrorism and ensure that they are given appropriate advice and support;
3. work with sectors and institutions where there are risks of radicalisation that need to be addressed.

Glossary of terms

Although some terms may not be specifically discussed in this Assessment, the following table of abbreviations are in common usage in policing and community safety.

ABA	Acceptable Behaviour Agreement
ASB	Anti-Social Behaviour
ASBO	Anti-Social Behaviour Order
CDAP	Community Domestic Abuse Programme
CSP	Community Safety Partnership
CST	Central Support Team
CSU	Community Safety Unit
DA	Domestic Abuse
DV	Domestic Violence
IDVA	Independent Domestic Violence Adviser
JFMO	Joint Family Management Officer
KCC	Kent County Council
KCVS	Kent Crime and Victimisation Survey
KDAAT	Kent Drugs and Alcohol Action Team
LSP	Local Strategic Partnership
MARAC	Multi-Agency Risk Assessment Conference
NDTMS	National Drug Treatment Monitoring System
NEET	(Children) Not in Education, Employment or Training
NTE	Night Time Economy
PACT	Partners and Communities Together
PCC	Police and Crime Commissioner
PCSO	Police Community Safety Officer
PDU	Problematic Drug User
PPO	Prolific Priority Offender
RTC	Road Traffic Collision
SMP	Safer Maidstone Partnership
SDVC	Specialist Domestic Violence Court
VATP	Violence Against the Person
YOS	Youth Offending Service

Agenda Item 10

Maidstone Borough Council

Community, Leisure Services and Environment Overview & Scrutiny Committee meeting as the Crime and Disorder Overview and Scrutiny Committee

Tuesday 11 February 2014

Refresh of Maidstone Protocols for Crime and Disorder Reduction Partnership Overview and Scrutiny

Report of: Orla Sweeney, Overview & Scrutiny Officer

1. Introduction

- 1.1 The Community, Leisure Services and Environment Overview and Scrutiny Committee has a statutory role to act as the Crime and Disorder Overview and Scrutiny Committee in line with Maidstone's protocols for Crime and Disorder Reduction Partnership Overview and Scrutiny. The protocols are based on clearly defined principles which include 'a focus on supporting the reduction of crime and anti-social behaviour and reducing fear of crime and reducing fear of crime and anti social-behaviour in the Borough of Maidstone'.
- 1.2 The protocols form part of the Council's constitution and can currently be found under Overview and Scrutiny Procedure Rules (page 142 of the Maidstone Borough Council Constitution) attached as Appendix 3 to these procedure rules.

2. Recommendation

- 2.1 That the Committee and Chair and Lead Officers from the Safer Maidstone Partnership consider the proposed revisions and any additional revisions put forward to the Maidstone Protocols for Crime and Disorder Reduction Partnership Overview and Scrutiny as set out in **Appendix A** and agree a final version.
- 2.2 That the proposed revisions be put forward as a recommendation to full Council for approval and inclusion as part of Maidstone Borough Council's Constitution, replacing the current Appendix 3 to the Overview and Procedure Rules.

3. Impact on Corporate Objectives

- 3.1 The remit of Safer Maidstone Partnership relates specifically to Maidstone Borough Council's priority 'For Maidstone to be a decent place to live'.
- 3.2 There are no risks involved in considering a refresh of the Maidstone Protocols for Crime and Disorder Reduction Partnership Overview and Scrutiny.

MAIDSTONE PROTOCOLS FOR CRIME AND DISORDER REDUCTION PARTNERSHIP OVERVIEW AND SCRUTINY

- 1.** These protocols assume:
 - The continued operation of the Police and Justice Act 2006;
 - The continued existence of a Crime and Disorder Committee within the Overview and Scrutiny Function at Maidstone Borough Council (~~currently the Partnerships and Well-being Overview and Scrutiny Committee~~ Community, Leisure Services and Environment Overview and Scrutiny Committee);
 - The existence of a Crime and Disorder Reduction Partnership for the Borough of Maidstone (currently the Safer Maidstone Partnership);
 - A partnership approach, working with responsible authorities within the Borough (and, where appropriate, beyond) as a “critical friend”.

- 2.** The purpose of this protocol is to ensure effective interaction between the Safer Maidstone Partnership and the Crime and Disorder Committee to:
 - Enhance the public accountability of the Safer Maidstone Partnership;
 - Establish acceptable and appropriate ways of working between the two bodies; and
 - Develop and maintain a positive working relationship for the benefit of the residents of the Borough of Maidstone.

- 3.** The protocols are based on the following principles:
 - Overview and Scrutiny of the Safer Maidstone Partnership should focus on supporting the reduction of crime and anti-social behaviour and reducing fear of crime and anti-social behaviour in the Borough of Maidstone.
 - Safer Maidstone Partnership Overview and Scrutiny should seek to minimise any unnecessary additional administrative burdens on responsible authorities.
 - Crime and Disorder Committee agendas need to be developed in conjunction with the Safer Maidstone Partnership.
 - It is the intention of the Crime and Disorder Committee to require the Safer Maidstone Partnership to demonstrate added value in the work it does.

- 4.** The Crime and Disorder Committee has the statutory power to:
 - Consider Councillor Calls for Action made in relation to community safety matters;
 - Review or scrutinise decisions made, or other action taken, in connection with the discharge by the responsible authorities of their crime and disorder functions; and
 - Make reports or recommendations to the local authority with respect to the discharge of those functions.

- "The responsible authorities" means the bodies and persons who are responsible authorities within the meaning given by section 5 of the Crime and Disorder Act 1998 (c.37) (authorities responsible for crime and disorder strategies) in relation to the local authority's area.

5. Maidstone Borough Council has a responsibility to work with Kent County Council and other district councils on the scrutiny of community safety issues where this is possible, for example through joint development of work programmes. The Overview and Scrutiny Team will seek to identify opportunities for joint working through the Kent and Medway Overview and Scrutiny Officer Network and present proposals to the Crime and Disorder Committee and the Safer Maidstone Partnership as these develop.

6. Communication

6.1 The Crime and Disorder Committee and the Safer Maidstone Partnership will each nominate a named officer to be the main point of contact. That officer will direct all correspondence to the appropriate person.

6.2 The Overview and Scrutiny function will inform the Safer Maidstone Partnership of all Overview and Scrutiny Committee work programmes on a six monthly basis to give Partners the opportunity to comment on any items that they feel appropriate to their own work. The Safer Maidstone Partnership will also be invited to propose future work items for the Crime and Disorder Committee where it wishes to do so, though the Committee is under no obligation to take these on.

6.3 The Safer Maidstone Partnership will inform the Crime and Disorder Committee of its forthcoming work on a six monthly basis and consult the Committee on its work where appropriate. In particular, the Safer Maidstone Partnership should consult the Crime and Disorder Committee on its Partnership Plan.

6.4 Both parties will inform the other of structure changes and significant changes to priorities or future plans to ensure accuracy of information.

7. Information Sharing

7.1 The Safer Maidstone Partnership will distribute public minutes of full Partnership, Policy group and Strategy group meetings to members of the Crime and Disorder Committee as soon as these are agreed.

7.2 The Crime and Disorder Committee may also request informal notes of delivery group meetings where this is relevant to work being carried out by the Committee.

7.3 The Safer Maidstone Partnership is required to respond to requests for information by the Crime and Disorder Committee "as soon as reasonably possible". These requests from councillors should be well focussed and thought through.

- 7.4 Information provided to the Crime and Disorder Committee by responsible authorities should be depersonalised and should not include any information that would be reasonably likely to prejudice legal proceedings or current or future operations of the responsible authority. These requirements cannot be bypassed by Schedule 12A of the Local Government Act 1972 i.e. by putting an item onto Part II of a committee agenda.

8. Meeting Protocols

- 8.1 The Committee has a duty to meet at least once a year and is recommended to meet at 6 monthly intervals to ensure the ongoing building and maintenance of knowledge. Review task and finish groups may meet outside of these formal meetings with the requirement to report findings in full at a Crime and Disorder designated meeting.
- 8.2 Officers or employees of responsible authorities or of co-operating persons or bodies are required to attend meetings of the Crime and Disorder Committee to answer questions or provide information. The Committee will endeavour to give at least one month's notice to persons requested to attend. The person required must attend on the specified date unless they have a reasonable excuse not too.
- 8.3 Prior to meetings between the Crime and Disorder Committee and the Safer Maidstone Partnership, the Overview and Scrutiny function will:
- Agree meeting dates as far in advance as possible;
 - Provide meeting paperwork at least 5 working days prior to the meeting;
 - Provide the Safer Maidstone Partnership with a list of proposed questions or key areas of inquiry.
- 8.4 When representatives of the Safer Maidstone Partnership are invited to attend meetings of the Crime and Disorder Committee, the following protocols will apply:
- Committee Members should endeavour not to request detailed information from representatives of the Safer Maidstone partnership at meetings of the Committee, unless they have given prior notice through the appropriate officer. If, in the course of question and answer at a meeting of the Committee, it becomes apparent that further information would be useful, the representative being questioned may be required to submit it in writing to members of the Committee through the appropriate officer.
 - In the course of questioning at meetings, representatives of the Safer Maidstone Partnership may decline to give information or respond to questions on the ground that it is more appropriate that the question be directed to a more senior representative.
 - Representatives of the Safer Maidstone Partnership may decline to answer questions in an open session of the Committee on the grounds that the answer might disclose information which would be

exempt or confidential as defined in the Access to Information Act 1985. In that event, the Committee may resolve to exclude the media and public in order that the question may be answered in private sessions.

- Committee members may not criticise or adversely comment on any individual representative of the Safer Maidstone Partnership by name.
- The Overview and Scrutiny Procedure Rules, as published in the Maidstone Borough Council Constitution, will apply to all meetings.

8.5 A record will be made of the main statements of witnesses appearing before the Committee and agreed with the witness prior to publication or use by the Committee. Committee meetings may be electronically recorded and web-cast.

9. Reporting and Recommendations

9.1 Section 19(2) of the Police and Justice Act 2006 states that where the Crime and Disorder Committee makes a report or recommendations, a copy shall be provided to each of the responsible authorities.

9.2 In accordance with Section 19(8) of the Police and Justice Act, the authority, person or body to which a copy of the report or recommendations is passed shall:

- a) Consider the report or recommendations;
- b) Respond to the Crime and Disorder Committee indicating what (if any) action it proposes to take; and
- c) Have regard to the report or recommendations in exercising its functions.

9.3 The relevant partner (or partners, including the full Safer Maidstone Partnership) will have 28 days to formally respond to any recommendations made by the Committee, or if this is not possible as soon as reasonably possible thereafter. The relevant partner(s) will inform the Crime and Disorder Committee Chairman if delays are expected.

9.4 The Overview and Scrutiny function will ensure that drafts of Committee reports are made available for comment by the Safer Maidstone Partnership Strategy Group and any adverse comments or concerns reported to the Committee before the final report is published.

9.5 The Chairmen of the Safer Maidstone Partnership will be given advance notice of the date of publication of the report and consulted on the text of any accompanying press release.

10. Co-option

10.1 The Crime and Disorder Committee may co-opt additional members as it sees appropriate. These co-optees:

Appendix A

- Have the same entitlement to vote as any other member;
- May not be co-opted where the committee is considering a decision or action for which that person was wholly or partly responsible, or otherwise directly involved;
- May not out-number the permanent committee members;
- Must be an employee or officer of a responsible authority or co-operating person or body; and
- Cannot be a member of the Executive.

The relevant responsible authority will be consulted as to the most suitable person prior to co-option, and the membership of the co-optee can be withdrawn at any time.

- 10.2 ~~Home Office guidance for the scrutiny of crime and disorder matters, states that "local authorities should, in all instances, presume that the police authority should play an active part at committee when community safety matters are being discussed—and particularly when the police are to be present". In light of this guidance, Kent Police Authority will be invited to propose a member for co-option onto the committee when community safety matters are being considered.~~
- 11.** These protocols will be reviewed ~~after every third~~ on an annual basis, at ~~the first~~ meeting of the Crime and Disorder Committee ~~each Municipal Year~~ by the Committee Chairman and the Safer Maidstone Partnership Chairmen to ensure that they remain fit for purpose.