### Document Details

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<td>The purpose of this document is to identify strategic issues affecting community safety in Cannock Chase, and to provide an evidence base for the Cannock Chase CDRP Partnership Plan, 2010/11.</td>
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**If you need a copy of this document in an alternative format, please ask us.**
Welcome to this, the 2009 Strategic Assessment review carried out on behalf of the Cannock Chase Crime and Disorder Reduction Partnership by the Staffordshire Observatory.

This Strategic Assessment provides information on current and future crime and disorder problems and trends within the Cannock Chase District Council area so that the partnership can identify those issues that will be a priority for action over the coming twelve months. These will be set out in a Partnership Plan to be published in the near future.

The information in this document will help the partnership concentrate its efforts on the issues that pose the greatest threat to the success of those organisations whose job it is to tackle crime and disorder, but more importantly it will enable the partnership to deal with the issues that are of greatest concern to local residents.

Overall recorded crime in Cannock Chase has decreased by 12% over the last five years and the Crime and Disorder Reduction Partnership (CDRP) has been an important part of this success. In particular we have seen considerable reductions in criminal damage, environmental crime, vehicle crime and business crime. In the last year Cannock Chase's levels of key crimes, including robbery, burglary, vehicle crime, violence and anti-social behavior have been classified as "average" compared to levels of crime elsewhere nationally. However, we must not be complacent and our target must be to make Cannock Chase a low crime area.

We have set hard targets to reduce serious violent and acquisitive crime and even tougher targets around improving the public’s confidence in our ability to deal with the crime and disorder problems that concern them the most. The next twelve months will present a stern challenge for the partnership as we feel the impact of the recession.

I believe that one of the major keys to effective ‘Partnership’ working is being able to work with local communities, who need to feel that they are involved in the decisions and processes that affect their lives. This will be a feature of our work over the coming months and years.

Acknowledgement is given both to the Staffordshire Observatory and also to the members of the Cannock Chase CDRP for their support and assistance in supplying various data sets and for their constructive feedback during the preparation of this Strategic Assessment.

Councillor John Jillings
Safe, Strong and Cohesive Communities Portfolio Leader
Cannock Chase Council
Key Findings
Recorded crime in Cannock Chase has decreased by 12% over the last five years, although performance varies considerable by crime type, with the top ten categories of crime accounting for over three-quarters of all recorded crime. The risk of becoming a victim of crime in Cannock Chase has also fallen, however it is still relatively high when compared to the rest of Staffordshire. Despite reductions in crime, the residents of Cannock Chase still perceive crime and disorder to be a big problem in their area which is not necessarily proportionate to actual risk.

Anti-social Behaviour (ASB) is clearly a priority for residents of Cannock Chase, as low-level, nuisance behaviour has a very real impact on a communities quality of life. ASB is a high volume problem which consumes large amounts of partnership resources and the large proportion of the incidents reported to the police involve young people being rowdy in public places. The overall trend of ASB in Cannock Chase is not reducing, and incidents continue to blight many areas of the district.

Criminal Damage is a high volume crime, and accounts for one in five crimes recorded in Cannock Chase. Although volumes have decrease over the last three years, the trend has begun to level off. Being a ‘signal crime’ criminal damage has a negative impact on residents’ perceptions of, and feelings of safety within their community and can feed a cycle of decline. The largest hotspots are confined to tight geographical areas suggesting repeat offenders and victims, and consultation reveals that the residents of Cannock Chase are clearly concerned about this highly visible crime. Like criminal damage, Environmental Crime is also a signal crime which besides being an environmental hazard, damages the community through feelings of safety and perceptions of an area. Notwithstanding considerable reductions in recent years, the negative impact on the community and the partnership cannot be underestimated, as environmental crime diminishes the communities’ confidence that the Police and Local Authority are dealing with crime and anti-social behaviour problems that matter in the area. It is an unfortunate aspect of environmental crime that it tends to affect public space,

Executive Summary
Summary Of Recommendations
- It is recommended that anti-social behaviour and criminal damage continue to be high priorities for the partnership, including a focus on environmental crime, as it is considered that ‘cleaning up the streets’ will have a huge positive impact on perceptions, and increase trust and confidence in the partnership.
- It is recommended that existing avenues for community engagement are exploited fully in order improve community cohesion through positive interaction.
- It is recommended that focus is maintained on violent crime with a specific priority relating to the links between alcohol and the night-time economy.
- Domestic violence to become a stand-alone priority, with a specific emphasis on identifying and tackling ‘root causes’ in order to prevent the cyclical nature of domestic abuse, particularly in relation to children identified as being ‘at risk’.
- Substance misuse linked to offending, specifically serious acquisitive crime. A key theme of this priority should include young people, with the aim of reducing substance misuse and repeat/ prolific offending.
- Due to the expected impact of the recession, it is recommended that business crime continues to be ‘monitored' closely and further consultation with the business community is considered to fully understand the extent of the problem.

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deterring the community from using parks and footpaths which does nothing to encourage community cohesion. Community cohesion is also crucial to stronger and safer communities and depends upon a series of interacting factors within the area and about the people who live there. In Cannock Chase it is clear that residents do not feel that they can effectively influence decisions in their local area, and this is undoubtedly a matter for partnership concern. Evidence shows that any positive intervention, no matter how small, has a corresponding impact on residents’ perception their area, and consequently their belonging to their community.

Business crime includes various types of acquisitive crime and criminal damage to business premises. It is not perceived as a problem amongst residents of Cannock Chase despite constituting 15% of all crime on the district. There is clearly a downward trend in this crime area, but it should be noted that this crime area has a significant impact on the local economy, which has knock-on effects throughout society. Data is not available from consultation with the business community and it is recommended that further scanning is carried out to better understand business concerns. It should also be expected that shoplifting and other theft may increase through the impact of the recession.

Despite an overall reduction during 2008/09 violent crime accounts for a quarter of all reported crime, yet recent trends suggest that past successes may be short-lived. There are significant peaks in violent crime on Friday and Saturday nights, implying major links to the night-time economy. Whilst violent crime is not high on the public agenda, alcohol fuelled violence and associated disorder is, and Cannock Chase is ranked 15th in its most similar CSP group. Like overall violence, domestic abuse features low down on the list of public concerns, but seriously affects the lives of those victims trapped in abusive circumstances. It is closely linked to alcohol and substance misuse, and various support mechanisms exist to support victims of domestic abuse which depend on partnership support. Although already accounting for one fifth of violent crime in Cannock Chase, domestic abuse is hopelessly under reported, and instances are expected to increase as the recession continues to bite.

Reducing the cycle of offending is achieved by addressing the underlying social and environmental issues which contribute to offending. There are clear links between offending and drug/alcohol misuse, lack of work, lack of skills and unemployment with offenders of all ages. The effects of the recession are likely to make this situation even worse. Approximately 10% of active offenders are responsible for half of all crime, and 0.5% responsible for one in ten offences. There is also a disproportionate spread of crime across Cannock Chase suggesting repeat offenders and victims. Tackling substance misuse with offenders of all ages will also be crucial to partnership success in breaking the cycle of dependency that leads to a life of crime. The consequences of substance misuse are seen in the night-time economy, at the A&E Department, and in the recent upward trend in the levels of serious acquisitive crime.
**Perceptions versus Incidence**

In many instances there is an obvious gap between the public perception and the reality of crime, but tackling the fear of crime can not be done in isolation. For any approach to be successful there needs to be the consideration of the many and varied social, environmental and personal factors which may contribute to a person’s fear of crime.

Figure 1 (below) has been designed to assist the CSP in identifying the approach best suited to their particular problem areas and communities. As demonstrated, Environmental Crime is high on the public agenda, but has relatively low incidences, whereas violent crime is relatively low on the public concerns list, but experiences high incidences. This demonstrates the requirement for a bespoke and balanced partnership response.

**Figure 1 - Perception Vs Incidence of Community Safety Issues in Cannock Chase**

Source: Various Data Sources, for an explanation of how this chart was created please see Appendix E
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I. Introduction

What is a Partnership Strategic Assessment?
New requirements introduced through the Police and Justice Act 2006 require Community Safety Partnerships to carry out an annual strategic assessment of community safety issues in their area, including information gathered from the local community on their problems and priorities. The assessment must then be used to develop a 3-year Partnership Plan, which is revised annually. This replaces the previous duty on partnerships to prepare an audit and strategy every three years.

The purpose of the strategic assessment is to provide knowledge and understanding of community safety problems. It will inform and enable community safety partners to:
- Understand the patterns, trends and shifts relating to crime and disorder and substance misuse;
- Set clear and robust priorities for their partnership;
- Develop activity that is driven by reliable information and meets the needs of the local community;
- Deploy resources effectively and present value for money; and
- Undertake annual reviews and plan activity based on a clear understanding of the issues and priorities.¹

In summary, a strategic assessment identifies current and possible future crime, disorder and substance misuse issues from sound evidence and robust analysis. This document is Cannock Chase Community Safety Partnership’s third strategic assessment and covers the period 1st April 2008 to 31st March 2009.

National and Local Drivers
A number of national and local strategies have been produced which outline the broader priorities for community safety in England and Wales, and Staffordshire over the next few years:

The National Crime Strategy
In July 2007 the Home Office published ‘Cutting Crime - A New Partnership 2008-2011’. Building on the significant reductions in crime in recent years, the strategy sets the aspiration to continue to tackle crime and increase public confidence through:
- A stronger focus on serious violence,
- Continued pressure on anti-social behaviour,
- Renewed focus on young people,
- New national approach to designing out crime,
- Continuing to reduce re-offending,
- Building public confidence,
- Reducing the drivers of crime, and
- Greater flexibility for local practitioners.

National Community Safety Plan
The updated National Community Safety Plan sets out the Government’s six central community safety priorities for the period 2006 to 2009:
- Making communities stronger and more effective,
- Further reducing crime and anti-social behaviour and building a culture of respect,
- Preventing extremism and countering terrorism,
- Creating safer environments,
- Protecting the public and building confidence, and
- Improving people’s lives so they are less likely to commit offences or reoffend.

¹ Developing a Strategic Assessment (Home Office, October 2007)  
Our County, Our Vision - A Sustainable Community Strategy for Staffordshire
All local authorities have a statutory duty to produce a Sustainable Community Strategy which sets the long-term strategic vision for the area. The Department for Communities and Local Government defines a sustainable community as a place where people want to live and work, now and in the future. Partners across Staffordshire have come together under the umbrella of the Staffordshire Strategic Partnership (SSP) to develop the Sustainable Community Strategy for Staffordshire.

Under the heading of ‘Strong, safe and cohesive communities’, the Sustainable Community Strategy for Staffordshire identifies the following long-term priorities:
- Tackling the anti-social behaviour and crime that matter most to our local communities;
- Addressing the causes of crime, and reducing the impact of crime on the vulnerable;
- Preventing domestic violence and reducing its impact on individuals and families;
- Building trust and confidence within and between our communities;
- Promoting participation in cultural activities and raising the aspirations of children, young people and communities;
- Creating a strong, effective and influential third sector in Staffordshire; and
- Putting sustainable development principles at the core of education and lifelong learning.

The Local Area Agreement (LAA) for Staffordshire
The LAA for 2008 - 2011 is about increasing Staffordshire people’s quality of life by improving local services and increasing economic prosperity. It is a three year agreement comprising priorities which have been agreed by local partners across Staffordshire and by Central Government.

Across Staffordshire, partners have come together under the umbrella of the Staffordshire Strategic Partnership (SSP) to develop and negotiate this LAA. The SSP also has the responsibility for developing and agreeing the Sustainable Community Strategy for the County. These strategies set the long-term visions for both Cannock Chase and Staffordshire County. The new LAA is rooted in the priorities of these Sustainable Community Strategies and translates these priorities into targets which will in turn secure the improvements in service delivery and quality of life that local people want to see.

The following National Indicators (NIs) are monitored within the ‘Safer & Stronger Communities’ theme of the Staffordshire LAA for 2008 - 2011:
- NI 4 Percentage of people who feel they can influence decisions in their locality
- NI 6 Participation in regular volunteering
- NI 7 Environment for a thriving third sector
- NI 15 Serious violent crime
- NI 16 Serious acquisitive crime
- NI 21 Dealing with local concerns about ASB and crime by the local council and police
- NI 32 Repeat incidents of domestic violence
- NI 39 Hospital admissions for alcohol related harm
- NI 40 Drug users in effective treatment
- NI 45 Young offenders engagement in suitable education, training or employment
- NI 111 First time entrants to the Youth Justice System aged 10 to 17 years

NI 39 and NI 40 are included within the ‘Improved Health and Sense of Wellbeing’ theme of the partnership and NI 45 and NI 111 are included within the ‘Children and Young People’ theme, but these four indicators are also monitored by the Safer and Stronger Communities Working and Performance Group.
2. Recorded Crime

Patterns and Trends
Recorded crime in Cannock Chase has shown considerable mid to long-term reductions. The rate of crime has decreased by 12% over the last 5 years and the number of offences recorded during 2008/09 was the lowest level ever recorded for Cannock Chase. During 2008/09 there were 7,030 crimes recorded, equal to a rate of 74.5 crimes per 1,000 residents\(^2\). This is a decrease of 6% (424 crimes) when compared with the previous year, although performance varies considerably by crime type.

The long-term direction of travel (shown in figure 3, below) shows a clear downward trend over the last 3 years, although more recently this has begun to level off and is fluctuating around an average of 579 crimes per month. The upper and lower limits (red and green dashed lines) have become closer together since October 2007, meaning that the number of crimes recorded each month has become more consistent with less extreme fluctuations.

Figure 3 - Long-term trend of crime recorded in Cannock Chase, with upper and lower bounds

Top types of crime by volume
The following graph shows the top 10 categories of crime recorded in Cannock Chase during 2008/09 (grouped according to Home Office CrimSec definitions\(^3\)). These ten categories account for just over 71% of all recorded crime during the 12 month period.

Figure 4 - Top ten crime categories by volume, 2008/09

\(^2\) Based on the 2007 mid-year population estimates (Source: ONS)

\(^3\) See Appendix A for a full definition of the CrimSec categories
Within Cannock Chase, assaults occasioning actual bodily harm and other injury account for just over 13% of all recorded crime. This category along with common assaults (the 5th highest volume crime) account for 20% of all crime in Cannock Chase. Shoplifting is the second highest volume crime category in Cannock Chase accounting for 9% of total recorded crime. This figure is also high when compared with other districts in Staffordshire and accounts for a fifth of the county total. When the three categories of criminal damage are combined, this accounts for nearly 17% of all crime, with the majority of offences being towards vehicles.

**How Safe is Cannock Chase?**

The risk of becoming a victim of crime in Cannock Chase has fallen from 9.4% to 7.4% between 2004/05 and 2008/09, representing nearly 1,000 fewer victims. However, the level of risk in Cannock Chase is relatively high when compared with the Staffordshire average of 6.7%.

The demographic and social make up of Cannock Chase is significantly different to other areas of Staffordshire, meaning that comparison with other local CSPs has its limitations. When compared with other CSPs across England and Wales with similar characteristics, Cannock Chase is ranked 8th out of 15 and records a rate of crime that is slightly (5%) above the average level for the group. However, this position is an improvement on last year (2007/08), when Cannock Chase was ranked 10th out of 15. This position varies by crime type, with violent crime being much higher than the group average, and acquisitive crime below the group average. The following graphic shows where Cannock Chase falls within the most similar family group, for the top 10 crime types by volume recorded during 2008/09.

**Figure 5 - Position in Most Similar family Group for top 10 crime types by volume, 2008/09**

![Figure 5 - Position in Most Similar family Group for top 10 crime types by volume, 2008/09](source: iQuanta, 2008/09)

**What do the public think about crime in Cannock Chase?**

Despite achieving considerable reductions in crime over recent years, the residents of Cannock Chase still perceive there to be problems relating to crime and disorder in their local area. The ‘Feeling the Difference Surveys’ indicate that nearly one in fifteen people in Cannock Chase believe that crime has ‘increased’, whereas the vast majority (approximately 79%) believe that crime levels have stayed the same. However, over the last five years, Cannock Chase district has enjoyed a 15% decrease in recorded crime.

Perception data sourced from the Citizen Contact Records (CCRs) completed by Staffordshire Police in the period 2008-09 indicates that the top public concerns for crime in Cannock Chase are Criminal Damage, Theft From Motor Vehicles, Fly Tipping, Other Theft & Shoplifting. These responses however, constitute just a small portion of the overall responses, being hugely outweighed by anti-social behaviour concerns.

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1. There are 15 CSPs within each group, 1st is the lowest level of crime in the group and 15th is the highest level of crime.
3. Performance 2008/09

The following table shows the end-of-year results for the priorities contained within Cannock Chase’s Partnership Plan, plus some further supporting indicators.

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<th>Qtr 4</th>
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<td>22</td>
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<td>26</td>
<td>24</td>
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<td>Serious Acquisitive Crime (NI 16)</td>
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<td>235</td>
<td>249</td>
<td>297</td>
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<td>Criminal Damage</td>
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<td>All Crime</td>
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<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Assault with Injury</td>
<td>231</td>
<td>257</td>
<td>246</td>
<td>227</td>
<td>961</td>
<td></td>
</tr>
<tr>
<td>Target</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Anti-Social Behaviour</td>
<td>1,376</td>
<td>1,552</td>
<td>1,154</td>
<td>1,404</td>
<td>5,486</td>
<td></td>
</tr>
<tr>
<td>Target</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

Serious violence exceeded it’s annual target by 23.6%, or 17 crimes. However this category is currently under review due to a change in the way a number of offences are categorised. Therefore the target that was initially set at the beginning of the year may be inaccurate.

Serious acquisitive crime was just 2 crimes (or 0.2%) below target and although burglary dwelling increased by 11.8% from 2007/08, theft from and theft of a motor vehicle both reduced on 2007/08 levels by 8.4% and 15.7% respectively. Business crime also saw an increase, missing it’s target by 12.8%. Targets and/or previous years comparator figures were not available in the case of criminal damage, assault with injury and anti-social behaviour at the time of writing.6

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6 These figures may vary slightly to those contained within the analysis section of this report, due to updates recorded throughout the year.
4. Scanning for Priorities

Current Partnership Priorities
This strategic assessment needs to consider the partnership’s current strategic issues and identify if these should still be priorities for Cannock Chase. Based upon a risk assessment and the further analysis contained within the previous strategic assessment, Cannock Chase Crime and Disorder Reduction Partnership (CDRP) identified the following priorities for 2009/10:

<table>
<thead>
<tr>
<th>Violent Crime</th>
<th>Domestic Abuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-Social Behaviour</td>
<td>Criminal Damage</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>Business Crime</td>
</tr>
</tbody>
</table>

Identifying Potential Issues for 2010/11
In order to identify potential priorities for Cannock Chase, the following strategies were considered:
- The current strategic priorities as outlined within the Cannock Chase CDRP Partnership Plan 2008 to 2011;
- The single set of National Indicators as outlined under The National Performance Framework for Local Authorities and Local Authority Partnerships; and
- The strategic priorities for Staffordshire as identified within the Local Area Agreement (2008 to 2011) and the Sustainable Community Strategy (2008 to 2023).

These priorities have been considered along with other local information, including issues raised through public consultation, comparisons with other similar areas and other emerging trends identified through a data scanning exercise.

As well as the existing priorities, the following issues have also been identified as possible threats to the partnership, based on the data analysed as part of the evidence gathering process. These issues will be analysed in more detail within the strategic assessment, so that recommendations can be made and the partnership can decide if they should be included within the refreshed partnership plan for 2010/11 onwards.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Key Reason for Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burglary of dwellings (Serious acquisitive crime)</td>
<td>Increase in recorded crime of 13% during 2008/09. Direction of travel suggests a continued increase over the next 12 months, which may be inflated further by the recession.</td>
</tr>
<tr>
<td>Environmental crime</td>
<td>Findings of research by EnCams highlighted that the general appearance of the local area was of critical importance to the residents of Cannock Chase.</td>
</tr>
</tbody>
</table>

In addition to these issues, analysis is also included on the topics of substance misuse, community cohesion and offender management as cross-cutting community safety themes. The following section will analyse each of these issues in more detail and will consider the following questions:
- What is the extent of the issue?
- How has the volume changed over time and how is it projected to change?
- How does this issue compare with other similar areas?
- Who does this issue affect the most?
- What the residents of Cannock Chase think about this issue?

The answers to these questions will then form a summary identifying why (or why not) each issue should be considered as a priority for Cannock Chase CDRP.
5. Current Priorities

5.1 Anti-Social Behaviour
5.2 Criminal Damage
5.3 Violence
5.4 Domestic Abuse
5.5 Business Crime
5.6 Offending
5.7 Substance Misuse
5.8 Community Cohesion
5.1 Anti-Social Behaviour

Why should this be a priority for Cannock Chase?

Anti-social behaviour is clearly a priority for the residents of Cannock Chase. Almost 28% of issues raised by Cannock Chase residents through Citizen Contact Records were related to some form of anti-social behaviour. Almost a third (30%) of respondents to the Place Survey perceived a high level of anti-social behaviour in their local area. Linked to this response, over half (56%) of respondents said that activities for teenagers was the issue needing most improvement in Cannock Chase. Despite some considerable reductions achieved over the last few years, anti-social behaviour still accounts for a large proportion of all incidents received by the police. During 2008/09, 1 in 5 incidents recorded by the police in Cannock Chase was a form of anti-social behaviour. It is recommended that anti-social behaviour continues to be a priority outcome for Cannock Chase CDRP for 2010/11.

Extent of the problem in Cannock Chase

There were a total of 5,486 incidents of anti-social behaviour recorded by Staffordshire Police in Cannock Chase during 2008/09, equal to a rate of 58.1 per 1,000 population. This represents a reduction of just over 4% when compared with the previous year, however the number of incidents recorded is heavily influenced by a number of factors, including partnership operations which may increase public confidence and therefore increase the number of incidents reported to the police. Over two-thirds (around 70%) of all anti-social behaviour incidents recorded were ‘rowdy and inconsiderate behaviour’.

Figure 9 - Anti-Social Behaviour categories recorded in Cannock Chase, 2008/09

<table>
<thead>
<tr>
<th>Group Description</th>
<th>2008/09</th>
<th>2007/08</th>
<th>Change from 2007/08</th>
<th>Percentage of all ASB 08/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rowdy &amp; Inconsiderate Behaviour</td>
<td>3,828</td>
<td>3,837</td>
<td>-0.2%</td>
<td></td>
</tr>
<tr>
<td>Neighbour Disputes</td>
<td>511</td>
<td>535</td>
<td>-4.5%</td>
<td></td>
</tr>
<tr>
<td>Nuisance Vehicle</td>
<td>458</td>
<td>522</td>
<td>-12.3%</td>
<td></td>
</tr>
<tr>
<td>Malicious Communication</td>
<td>152</td>
<td>146</td>
<td>4.1%</td>
<td></td>
</tr>
<tr>
<td>Abandoned Vehicle</td>
<td>100</td>
<td>156</td>
<td>-35.9%</td>
<td></td>
</tr>
<tr>
<td>Noise Nuisance Vehicles</td>
<td>97</td>
<td>89</td>
<td>9.0%</td>
<td></td>
</tr>
<tr>
<td>Street Drinking</td>
<td>85</td>
<td>143</td>
<td>-40.6%</td>
<td></td>
</tr>
<tr>
<td>Trespass</td>
<td>47</td>
<td>42</td>
<td>11.9%</td>
<td></td>
</tr>
<tr>
<td>Fire (no damage)</td>
<td>39</td>
<td>46</td>
<td>-15.2%</td>
<td></td>
</tr>
<tr>
<td>Environmental Damage Litter/Rubbish</td>
<td>34</td>
<td>28</td>
<td>21.4%</td>
<td></td>
</tr>
<tr>
<td>Anti-social use of fireworks</td>
<td>29</td>
<td>53</td>
<td>-45.3%</td>
<td></td>
</tr>
<tr>
<td>Substance misuse (not alcohol/drugs)</td>
<td>25</td>
<td>22</td>
<td>13.6%</td>
<td></td>
</tr>
<tr>
<td>Animal Problems</td>
<td>24</td>
<td>29</td>
<td>-17.2%</td>
<td></td>
</tr>
<tr>
<td>Begging/Vagrancy</td>
<td>16</td>
<td>22</td>
<td>-27.3%</td>
<td></td>
</tr>
<tr>
<td>False Calls to Emergency Services</td>
<td>15</td>
<td>12</td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td>Noise Nuisance Persistent Alarms</td>
<td>12</td>
<td>1</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Noise Nuisance Pubs/Clubs</td>
<td>10</td>
<td>34</td>
<td>-70.6%</td>
<td></td>
</tr>
<tr>
<td>Drugs Paraphernalia</td>
<td>2</td>
<td>0</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Noise Nuisance Industry/Road Works</td>
<td>2</td>
<td>4</td>
<td>-50.0%</td>
<td></td>
</tr>
<tr>
<td>Prostitution not Kerb Crawling</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,486</strong></td>
<td><strong>5,721</strong></td>
<td><strong>-4.1%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

7 Rowdy and inconsiderate behaviour includes reports of rowdy behaviour and general nuisance in a public place or in any place to which the public have access. This includes: shouting, swearing, general drunken behaviour, climbing on buildings, throwing stones (no damage), playing football in inappropriate areas etc.
A large number of anti-social behaviour incidents reported to the police involve young people being rowdy in public places, hanging around in large groups and drinking alcohol. However, many of the activities recorded as being ‘anti-social behaviour’ are subjective and the sheer volume of incidents recorded suggests a possible problem with levels of tolerance. It is recommended that further analysis is completed to identify which incidents reported to the police are real problems for the community and which relate to low levels of tolerance by certain individuals.

School Exclusions

During autumn/spring term 2008/09 there were 579 exclusions from schools in Cannock Chase, a reduction of 4% when compared with the same two terms the previous academic year. The most common reason for exclusion was physical assault against another pupil (156 exclusions, or 27% of the total). Just 2% of all exclusions were permanent during these two terms. Over half of those pupils excluded were identified as having special educational needs. In addition 156 exclusions were recorded for a physical assault against another pupil, with a further 14 (2%) being for physical assault against an adult.

Trend

Although there has been a slight reduction in the level of anti-social behaviour recorded during 2008/09, the overall trend shows no significant changes. The chart shown in figure 10 (below) shows obvious peaks and troughs, however these are clearly seasonal, with increases recorded during the summer months each year, and remain within the expected range (indicated by the red and green dashed lines). This chart also shows the expected direction of travel during 2009/10, based on the last 3, 6 and 12 months worth of data. The projections based on the medium and long-term trends shows a slight decrease over the next 12 months, whereas the short-term trend projects an increase.

Figure 10 - Anti-social behaviour trend and projection, April 2006 to March 2009

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8 Unless specified; 07/08 refers to the whole academic year, whilst 08/09 is based on the Autumn and Spring terms’ data only. Due to differing term lengths, similar terms from consecutive academic years will not be entirely comparable; however they do provide an indication as to trends around school exclusions.
Anti-social behaviour in areas similar to Cannock Chase

Unfortunately it is not possible to compare the level of anti-social behaviour recorded in Cannock Chase with other statistically similar areas across England and Wales. When compared with other districts across Staffordshire, Cannock Chase has recorded a rate per 1,000 residents that is 24% above the county average. However, the eight districts in Staffordshire operate in very different environments and face different challenges, making this direct comparison potentially misleading.

Who does anti-social behaviour affect the most?

Unfortunately it is not possible to provide a demographic profile of the victims of anti-social behaviour, as this information is not recorded on the incident serials recorded by Staffordshire Police. Analysis conducted using ACORN\(^9\) classifications has revealed that the communities identified as experiencing higher levels of anti-social behaviour are those who would be expected to have high fear of crime levels and high levels of concern about anti-social behaviour. These are the most vulnerable communities within Cannock Chase and they are experiencing far higher rates of anti-social behaviour compared to the proportion of the population that they make up.

The map in figure 11 shows the areas in Cannock Chase to record the highest concentration of anti-social behaviour incidents during 2008/09. The largest ‘hotspots’ are located in Cannock Town Centre, Chadsmoor and Rugeley.

Figure 11 - Hotspots of anti-social behaviour in Cannock Chase, 2008/09
(Plus areas to record a significant increase since 2007/08)

Legend

ASB Hotspot 2008-09
Concentration of Incidents

Low

High

LSOAs to record a significant increase

9 ACORN = A Classification of Residential Neighbourhoods (CACI ©) [www.caci.co.uk/acorn/](http://www.caci.co.uk/acorn/)
The temporal patterns of ASB incidents vary by area. The level of incidents recorded in Cannock town centre is highest on Friday and Saturday nights between 6pm and 2am, whereas the peak period for the hotspot located in Chadsmoor (top hotspot outside of the town centre) is on week nights between 6pm and 9pm.

Despite an overall reduction in the level of ASB recorded across Cannock Chase, certain areas have recorded considerable increases in the number of incidents recorded between 2007/08 and 2008/09. This map also shows which areas (Lower Super Output Areas) have recorded an increase of more than 40% over the last 12 months, represented by the areas outlined in black. The LSOA to record the largest increase is located in Rugeley in the Western Springs area, including Green Lane, Fernwood Drive, Jubilee Street and Joseph Dix Drive. The number of incidents recorded in this area has increased by 44%, from 75 in 2007/08 to 108 in 2008/09.

Events that occur at various points during the year can have a significant impact on the level of anti-social behaviour recorded. The graph in figure 12 (below) shows the number of incidents recorded by the police by week, during 2008/09. It is clear that there are a number of weeks throughout the year where the level of incidents recorded is considerably higher than the weekly average - these weeks mostly occur between the months of May and September. The weeks to record the highest number of incidents during 2008/09 were 22nd to 28th July (during the school summer holiday), 16th to 22nd September and 3rd to 9th February (this week recorded heavy snowfall, which may account for the peak in incidents).

What do the residents of Cannock Chase think about anti-social behaviour?
Overall, 30% of Cannock Chase resident’s who responded to the 2008/09 Place Survey perceive a high level of anti-social behaviour in their local area. This percentage is slightly higher for males than females, and higher for those aged below 45 years than those aged above 45 years. This result is also closely tied to residents overall satisfaction with their local area; over half of respondents who were dissatisfied with their local area perceived there to be high levels of anti-social behaviour. The percentage of residents who perceived high levels of anti-social behaviour varies by the type of incident.

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10 “It was very cold during the first part of the month (February 2009) with snowfall in many areas. This was the most widespread snowfall as a whole since February 1991”. (Source: BBC Weather Review **http://news.bbc.co.uk/weather/hi/uk_reviews/newsid_7924000/7924118.stm**).
National Indicator 21 seeks to identify the percentage of residents who feel that the police and other local public services are successfully dealing with crime and anti-social behaviour issues in their local area. The results of the Place Survey for Cannock Chase show that only 19.3% of respondents agree with this statement, which is the lowest rate recorded across all districts in Staffordshire, and 6.3 percentage points lower than the county average. This figure shows no change between male and female respondents, however younger respondents (below the age of 45 years) are much more likely to answer negatively.

In addition to the information retrieved through the Place Survey, further local consultation is undertaken in the form of Citizen Contact Records (CCRs). CCRs are currently conducted by Staffordshire Police (although it is hoped to extend this to other partner agencies in the future), and asks respondents to name the top priority issue for their local area. Between June 2008 and April 2009 there were 900 CCRs conducted across Cannock Chase. Reassuringly, over half of respondents (52%) stated that they had no current issues of concern, however nearly 28% said that anti-social behaviour was a problem in their local area (although this figure is lower than the county average of 37%).

The top five types of anti-social behaviour mentioned were ASB ‘other’ (7.2% of the total), rowdy and inconsiderate behaviour (5.8%), street gangs (4%), nuisance neighbours (3.1%) and boy racers (2.6%).

What has the Partnership done to tackle Anti-social Behaviour during 2008/09?
Over the last 12 months, Cannock Chase CDRP has successfully implemented the following activities relevant to reducing anti-social behaviour, as outlined in the Partnership Plan:

- Produce information sharing protocol to aid sharing of data recorded by partners re anti social behaviour, and enable a co-ordinated multi agency response to persistent offenders and hotspot locations – CSP in process of signing-up to county-wide Community Safety Partnership protocol.
- Joint Operations Group (JOG) – support the operation of a multi-agency tasking and coordinating group to take a problem-solving approach to crime and ASB as they emerge –
JOG reviewed in June 2009 and new arrangements put in place. From 9th September JOG meetings will switch from fortnightly to monthly and have full access to the the Polices’ Tactical Assessment report. Two new delivery groups have been established to deal with the longer-term response to crime and disorder problems so that the JOG can focus on its short-term tasking and coordinating role.

- Support the development of the Targeted Youth Support (TYS) programme to meet the needs of vulnerable teenagers at risk of offending – YOS Prevention Worker based in Community Safety Team at the Civic Centre.
- Junior & Student Wardens Scheme – this has been mainstreamed and continues to expand with more schools participating year-on-year.
- Provide additional Police Community Support Officers to tackle ASB and the crimes most to local people, and reassure the public – CSP funding withdrawn following introduction of Community Reassurance Team.
- Operation Good Guy - Reduce number of underage sales of fireworks, and the levels of ASB involving fireworks. Project now mainstreamed via Trading Standards.
- Student Fire Fighters Scheme – mainstreamed and working closely with Pupil Referral Unit.
- Support Community Payback scheme for low-level offenders to engage in restorative justice work – LA Street Wardens providing supervision for scheme. In talks with local officer to enhance the scheme and raise its profile.
- Creation of a media group to promote good news stories from Neighbourhood Policing Teams, JOG and other partnership activity on a monthly or bi-monthly basis – officers from LA, Police and partners now work closely on joint communications. However, more can be done and we are preparing a new communication strategy to address the poor perceptions of the district as highlighted by the Place Survey.
- Three ‘Own Your Streets’ (OYS) events in hotspot areas of district – OYS events now mainstreamed and led by the Council’s Street Warden service.
- Role out change in policy for reporting criminal damage to Council houses to Registered Social Landlords – Implemented resulting in a significant reduction in criminal damage incidents linked to council tenants.

The following activities outlined within the Partnership Plan are yet to be fully implemented:

- Anti Social Behaviour Co-ordinator to ensure the effective use of powers and interventions to prevent and deter ASB – post vacant. Job description revised and salary uplifted to recruit and retain suitable candidates. Revised post will be advertised in September 2009.
- Community Safety Officer - Test purchasing of off licenses to restrict availability of alcohol for young people surveillance operations in identified problem premises to address proxy sales – funding withdrawn.
5.2 Criminal Damage

Why should this be a priority for Cannock Chase?
Criminal damage is a high volume crime in Cannock Chase, with the total number of damage offences recorded accounting for a fifth of all crime during 2008/09. However, the number of offences recorded has decreased considerably over the last 2 years. When compared with other similar CSPs, Cannock Chase has recorded a rate of criminal damage that is below the group average, with the exception of damage to other buildings. Despite recent reductions across the district, criminal damage remains a ‘signal crime’, and can directly affect resident’s feelings of safety and perceptions of crime and disorder in their local area, and this is supported by the findings of the Place Survey for Cannock Chase which show that almost 40% of respondents feel that vandalism, graffiti and other deliberate damage is a big problem in their local area.

Extent of the problem in Cannock Chase
During 2008/09 there were 1,443 criminal damage offences recorded in Cannock Chase, equal to a rate of 15.3 per 1,000 population. This figure has decreased by 13% over the last 2 years, equal to 218 fewer offences between 2007/08 and 2008/09. Almost 40% of all criminal damage offences were damage to motor vehicles.

Figure 14 - Criminal damage categories recorded in Cannock Chase, 2008/09

<table>
<thead>
<tr>
<th>Crime Description</th>
<th>2008/09</th>
<th>2007/08</th>
<th>Change from 2007/08</th>
<th>Percentage of all Damage 08/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Damage to vehicles</td>
<td>570</td>
<td>647</td>
<td>-11.9%</td>
<td></td>
</tr>
<tr>
<td>Damage to dwellings</td>
<td>329</td>
<td>413</td>
<td>-20.3%</td>
<td></td>
</tr>
<tr>
<td>Damage to other property (not buildings)</td>
<td>250</td>
<td>273</td>
<td>-8.4%</td>
<td></td>
</tr>
<tr>
<td>Damage to shops and stalls</td>
<td>70</td>
<td>90</td>
<td>-22.2%</td>
<td></td>
</tr>
<tr>
<td>Arson - not endangering life</td>
<td>56</td>
<td>62</td>
<td>-9.7%</td>
<td></td>
</tr>
<tr>
<td>Damage to other building (not specified)</td>
<td>53</td>
<td>63</td>
<td>-15.9%</td>
<td></td>
</tr>
<tr>
<td>Damage to educational premises</td>
<td>29</td>
<td>22</td>
<td>31.8%</td>
<td></td>
</tr>
<tr>
<td>Damage to licensed premises</td>
<td>20</td>
<td>25</td>
<td>-20.0%</td>
<td></td>
</tr>
<tr>
<td>Damage to industrial premises</td>
<td>13</td>
<td>21</td>
<td>-38.1%</td>
<td></td>
</tr>
<tr>
<td>Damage to offices</td>
<td>13</td>
<td>11</td>
<td>18.2%</td>
<td></td>
</tr>
<tr>
<td>Damage to religious premises</td>
<td>9</td>
<td>10</td>
<td>-10.0%</td>
<td></td>
</tr>
<tr>
<td>Damage to domestic garage</td>
<td>6</td>
<td>9</td>
<td>-33.3%</td>
<td></td>
</tr>
<tr>
<td>Racial or religious criminal damage</td>
<td>6</td>
<td>1</td>
<td>500.0%</td>
<td></td>
</tr>
<tr>
<td>Arson - endangering life</td>
<td>5</td>
<td>3</td>
<td>66.7%</td>
<td></td>
</tr>
<tr>
<td>Damage to leisure facilities</td>
<td>4</td>
<td>3</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Damage to domestic shed</td>
<td>3</td>
<td>3</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Damage to petrol station</td>
<td>3</td>
<td>0</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Damage to bank or building society</td>
<td>2</td>
<td>4</td>
<td>-50.0%</td>
<td></td>
</tr>
<tr>
<td>Damage to commercial garage</td>
<td>2</td>
<td>1</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,443</td>
<td>1,661</td>
<td>-13.1%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

The largest percentage increase in the number of crimes recorded was in the category of damage to educational premises. This has increased by 7 crimes (31.8%) during 2008/09, although this category accounts for just 2% of all recorded criminal damage.
The total number of arson offences recorded has decreased by just over 6% (4 fewer crimes). This is also supported by a reduction in deliberate ignitions as recorded by Staffordshire Fire and Rescue Service. During 2008/09 there were 329 deliberate ignitions recorded in Cannock Chase, equal to a rate of 3.5 per 1,000 population. This is a reduction of a fifth when compared with the previous year, although the rate recorded is still around 40% above the average level for the county. Nearly two-thirds of all deliberate ignitions recorded in Cannock Chase were bin or grassland fires.

**Trend**

The considerable reduction in criminal damage recorded during 2008/09 is reflected in a downward trend when the figures are displayed monthly. However, this trend (represented by the smooth black line in figure 15) has begun to level-off, suggesting that future reductions may not be quite so significant. The chart shown in figure 15 (below) shows the expected direction of travel during 2009/10, based on the last 3, 6 and 12 months worth of data. The projection based on the short and medium-term trend shows no change over the next 12 months. This chart also shows some fluctuations in the number of offences recorded by month, suggesting that there may have been some spates of offences across the district which have inflated the figures in particular months.

**Figure 15 - Criminal damage trend and projection, April 2006 to March 2009**

![Criminal damage trend chart](image)

**Criminal Damage in areas similar to Cannock Chase**

When measured relative to the size of the population, the rate of criminal damage recorded in Cannock Chase is fairly low when compared with other similar CSPs. Using the 'most similar family group' analysis, defined by iQuanta, Cannock Chase is ranked 6th out of 15 areas, and recorded a rate of offences that was 9% below the most similar family group average during 2008/09.

When the individual categories of criminal damage are compared with the most similar family, damage to other buildings is ranked 11th out of 15 and recorded a rate of offences that was 13% above the family average. However, this category accounts for less than 4% of all recorded damage in Cannock Chase and has decreased by nearly 16% during 2008/09.

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13 Deliberate ignitions involve malicious ignition (established beyond reasonable doubt, or suspected), or where a fire was started deliberately and gets out of control due to unsafe practices. Deliberate ignitions do not include fires which get out of control accidently.
Who does criminal damage affect the most?
When age and gender details of criminal damage victims in Cannock Chase are analysed, there is an even distribution between male and female victims. However, the age range of victims shows an interesting pattern. The number of victims recorded shows a peak between 35 and 44 years; nearly 21% of all victims fall into this age group. However, when measured relative to the population, there are also peaks in the younger age groups, specifically between 20 and 29 years. In total, half of all victims were aged between 20 and 44 years.

![Figure 16 - Age profile of criminal damage victims in Cannock Chase, 2008/09](chart)

Source: Staffordshire Police

As criminal damage is rarely a personal crime, the age of the victim may simply be a consequence of the areas targeted. Analysis of criminal damage victims in Cannock Chase by ACORN shows that 30% live in an area classified as ‘Struggling Families’ and 20% live in areas classified as ‘Secure Families’. As these names suggest, these ACORN groups are mostly made up of families, many of which have young children and teenagers; therefore these areas are most likely to be composed of adults aged between 20 and 40 years, which explains the peak in this age band. This suggests that other characteristics of the geographical area where these crimes have occurred is of more significance that the specific age or gender of victims targeted.

Unlike the even gender split for victims, 84% of offenders detected for criminal damage offences in Cannock Chase during 2008/09 were male. Nearly all offenders (87%) were below the age of 40 and just over 43% were aged between 17 and 23 years. Overall, 38% of offenders were male and aged between 17 and 23 years, which is highly disproportionate as this age group accounts for just 4.5% of the Cannock Chase population.

The map in figure 17 (on the following page) shows the areas in Cannock Chase to record the highest concentration of criminal damage offences during 2008/09. The largest ‘hotspots’ are located in Cannock town centre, Chadsmoor, Rugeley, and Norton Canes - many of the same areas that were identified as hotspots for anti-social behaviour. This suggests a possible link between the two categories, potentially involving the same offenders and/or victims.

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The overall peak period for criminal damage in Cannock Chase is between 9am and 11am, on Saturday, Sunday, Monday and Tuesday. In total, 12% of all criminal damage offences occurred during this period. However, these offences are most likely to have occurred overnight, with the victims only noticing the damage when they wake up the next morning. Overall, 42% of all damage offences have occurred overnight (between 11pm and 11am). There is no significant peak day, however nearly two-thirds of offences occurred between Friday and Monday.

What do the residents of Cannock Chase think about criminal damage?
When the residents of Cannock Chase were asked about the problem of vandalism, graffiti and other deliberate damage, 39.2% said that it was a very big or fairly big problem in their local area. This is considerably higher than the Staffordshire average, which suggests that the residents of Cannock Chase experience relatively high perceptions of damage in their local area when compared with other districts and boroughs across the county.

Source: The Place Survey for Cannock Chase, 2008/09
Criminal damage was also the 5th most frequently raised issue through the Citizen Contact Records conducted in Cannock Chase between June 2008 and April 2009, with 24 respondents (3% of the total) stating this as their top concern. The majority of respondents who stated that criminal damage was their top priority live in Norton Canes and Rugeley.

**What has the Partnership done to tackle Criminal Damage during 2008/09?**

Over the last 12 months, Cannock Chase CDRP has successfully implemented the following activities relevant to reducing criminal damage, as outlined in the Partnership Plan:

- Support Community Payback scheme for low-level offenders to engage in restorative justice work – LA Street Wardens providing supervision for scheme. In talks with local officer to enhance the scheme and raise its profile.

- Creation of a media group to promote good news stories from CATs, JOG and other partnership activity on a monthly or bi-monthly basis – officers from LA, Police and partners now work closely on joint communications. However, more can be done and we are preparing a new communication strategy to address the poor perceptions of the district as highlighted by the Place Survey.

- 3 Own Your Streets events in hotspot areas of district – OYS events now mainstreamed and led by the Council’s Street Warden service.

- Role out change in policy for reporting criminal damage to Council houses to Registered Social Landlords – Implemented resulting in a significant reduction in criminal damage incidents linked to council tenants.

The following activities outlined within the Partnership Plan are yet to be fully implemented:

- Local Crime Community Sentence to improve public confidence in sentencing and raise awareness of the effectiveness of community sentences – insufficient capacity to pursue.

- Carry out analysis of features of criminal damage and produce and deliver a criminal damage action plan for 2008/09 – Analyst still to be recruited. Post will be advertised in September 09.
5.3 Violence

Why should this be a priority for Cannock Chase?
Despite an overall reduction in the number of offences recorded during 2008/09, violent crime is still a high volume crime in Cannock Chase accounting for a quarter of all offences recorded by the police. The admission rate to hospital for alcohol-specific injuries in under 18’s is also well above the national average, as are alcohol related violent crimes. There are significant peaks in violent crime recorded on Friday and Saturday nights, again implying a connection with alcohol related offences and the night-time economy, which suggests that there is still further work to be done with regards to reducing this type of offending, both in the town centre and in the residential areas of Cannock Chase. Violent crime and the type of behaviour associated with assault and injury is also a priority for the residents of Cannock Chase, with 38% of respondents to the place survey feeling that people being drunk or rowdy in public places was a very big or fairly big problem in their local area.

Extent of the problem in Cannock Chase
There were a total of 2,034 violent crimes recorded by Staffordshire Police in Cannock Chase during 2008/09, equal to a rate of 21.5 per 1,000 population. This represents a reduction of 4% when compared with the previous year; equal to the rate achieved by the county overall. Over 70% of all violent crime recorded in Cannock Chase were assaults involving minor injury or no injury at all, and most serious violent crime (National Indicator 15) accounted for just 3.7% of the total. The top 5 volume violent crimes have all recorded a reduction over the last 12 months, however threats to kill has doubled, and robbery (of personal and business property) has increased by a total of 8 offences.

Figure 18 - Violent crime categories recorded in Cannock Chase, 2008/09

<table>
<thead>
<tr>
<th>Group Description</th>
<th>2008/09</th>
<th>2007/08</th>
<th>Change from 2007/08</th>
<th>Percentage of all Violence 08/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assault with less serious injury</td>
<td>939</td>
<td>982</td>
<td>-4.4%</td>
<td></td>
</tr>
<tr>
<td>Assault without injury</td>
<td>497</td>
<td>498</td>
<td>-0.2%</td>
<td></td>
</tr>
<tr>
<td>Public order/harassment</td>
<td>315</td>
<td>355</td>
<td>-11.3%</td>
<td></td>
</tr>
<tr>
<td>Most Serious Violence</td>
<td>75</td>
<td>94</td>
<td>-20.2%</td>
<td></td>
</tr>
<tr>
<td>Sexual offences</td>
<td>68</td>
<td>84</td>
<td>-19.0%</td>
<td></td>
</tr>
<tr>
<td>Threats to Kill</td>
<td>50</td>
<td>25</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Robbery of personal property</td>
<td>43</td>
<td>38</td>
<td>13.2%</td>
<td></td>
</tr>
<tr>
<td>Possession of offensive weapons</td>
<td>31</td>
<td>31</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Robbery of business property</td>
<td>7</td>
<td>4</td>
<td>75.0%</td>
<td></td>
</tr>
<tr>
<td>Cruelty or neglect to children</td>
<td>4</td>
<td>4</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Dangerous driving</td>
<td>3</td>
<td>3</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Other violence against the person</td>
<td>2</td>
<td>1</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,034</strong></td>
<td><strong>2,119</strong></td>
<td><strong>-4.0%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

Just over 12% of all recorded violent crimes were alcohol related, meaning that alcohol was thought to be a contributory factor at the time of the offence. Although there were 246 alcohol related violent crimes recorded in Cannock Chase during 2008/09, it is considered that this is merely a snapshot and does not reflect the true extent of alcohol related offending.

During 2008/09, nearly a fifth of all violent crimes reported to the police in Cannock Chase were of a domestic nature. Further details relating to domestic abuse can be found in section 5.4.

16 Serious Violent Crime (National Indicator 15) is composed of murder (including attempted murder), manslaughter, grievous bodily harm, wounding or other act endangering life, causing death by dangerous driving and causing death by aggravated vehicle taking.
West Midlands Ambulance Service attended 277 incidents relating to assault and sexual assault and 16 incidents relating to stab or gunshot in the Cannock Chase area during 2008/09 (although the West Midlands Ambulance Service have stated that approximately 15% of the assault/rape incidents may not be crime and disorder related). Over 44% of these incidents occurred on a Friday or Saturday, suggesting a potential link with alcohol related offending and the night-time economy.

During 2007/08 there were 1,488 alcohol related hospital admissions recorded for residents of Cannock Chase, equal to a rate of 1,397 per 100,000 population\(^{17}\) (National Indicator 39), the highest rate recorded across Staffordshire. This figure is based on North West Public health Observatory (NWPHO) methodology and includes a wide range of diseases and injuries in which alcohol plays a part and estimates the proportion of cases that are attributable to the consumption of alcohol (therefore not all alcohol related hospital admissions related to incidence of violence). Further details relating to alcohol related hospital admissions can be found in the substance misuse chapter.

**Trend**

The year-on-year reduction in violent crime achieved in Cannock Chase is supported by a downward trend when the figures are displayed monthly. However, the expected direction of travel during 2009/10, based on the last 3, 6 and 12 months worth of data suggests that the reduction in violent crime has begun to level-off. The projection based on both the short and medium-term trends suggests an increase over the next 12 months.

**Figure 19 - Violent crime trend and projection, April 2006 to March 2009**

![Graph showing violent crime trend and projection](source: Staffordshire Police)

**Violent crime in areas similar to Cannock Chase**

When measured relative to the size of the population, the rate of violent crime recorded in Cannock Chase is high when compared with other similar CSPs. Using the ‘most similar family group’ analysis, defined by iQuanta, Cannock Chase is ranked 15\(^{th}\) out of 15 areas, and recorded a rate of offences that was 44% above the most similar family group average during 2008/09. The rate of offences recorded is also above the county average - Cannock recorded a rate of 21.5 crimes per 1,000 population during 2008/09, compared with a Staffordshire rate of 17.1.

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\(^{17}\) The rate per 100,000 population is calculated using the European Age Standardised Rate (EASR) methodology. The age standardised rate is the number of events that would occur in a standard population (per 100,000) if that population had the age-specific rates for a given area. The rates are standardised to the European Standard Population.
Although there are some restraints around the use of these comparisons (due to the different recording practises in different police forces, and the different demographic and social issues that can affect areas), this data, in conjunction with the overall volume of violent crime recorded in Cannock Chase, suggests that this problem is relatively high when compared with other areas and should be considered as a priority for action by Cannock Chase CDRP.

**Who does violent crime affect the most?**

Overall violent crime in Cannock Chase shows an equal split between male and female victims. However, when the victims details are analysed by age as well as gender, it is apparent that there are slightly different patterns in the victim profiles. The overall peak age group is between 16 and 23 years; just over 1 in 5 victims (whose details are known) fall into this band. This age group is also the peak for male victims. However, when measured relative to the population size of each age group, the peak for female victims is slightly older, between 25 and 29 years. The peak in the earlier age groups is more significant for males than females; in total, 23% of all male victims were aged between 16 and 23, compared with 17% of female victims.

The profile of violent crime offenders is quite different to that of victims, with males accounting for 77% of all detected offenders. The peak age group, however, is similar for both victims and offenders; 38% of all offenders detected for a violent crime in Cannock Chase during 2008/09 were aged between 15 and 24 years. However, this proportion is low when compared with the county average (47%), suggesting that violent crimes in Cannock Chase are more likely to be committed by people above the age of 25 years than in other parts of the county.

**Figure 20 - Age profile of violent crime offenders in Cannock Chase, 2008/09**

17% of all detected violent crime offenders were male and aged between 20 and 24 years.
The map in figure 21 shows the areas in Cannock Chase to record the highest concentration of violent crimes during 2008/09. The largest ‘hotspots’ are located in Cannock town centre, Rugeley town centre, Western Springs, Chadsmoor and Norton Canes. The majority of offences in the Redhill area of Chadsmoor are closely associated with incidents of anti-social behaviour, and relate to neighbour disputes or arise as a result of young people engaging in ASB.

This map also shows the areas of Cannock Chase to record a significant increase in violent crime over the last 12 months (outlined in black). The LSOA to record the largest increase is located in Rugeley, including Burnthill Lane, Cross Road and Hardie Avenue. The number of criminal damage offences recorded in this area has increased by 50%, from 54 in 2007/08 to 81 in 2008/09.

**Figure 21 - Hotspots of violent crime in Cannock Chase, 2008/09**
*(Plus LSOAs to record a significant increase since 2007/08)*

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**Legend**

Cannock Chase Violence 2008/09

Concentration of crime

- **High**
- **Low**

LSOAs to record a significant increase

Source: Staffordshire Police

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Violent crimes that have occurred within Cannock town centre have unique characteristics when compared with other incidence of violence across the district. As previously identified, violent crime in the town centre predominantly occurs on Friday and Saturday nights, between the hours of 10pm and 2am. This suggests a potential link with alcohol and the night-time economy. The map in figure 22 (below) shows the hotspots for violence within the town centre, and identifies specific locations that have recorded more than one violent crime during 2008/09. A number of the places highlighted as repeat locations over the last 12 months are licensed premises.

Figure 22 - Cannock Town Centre violent crime hotspots and repeat locations 2008/09

In total, just over 17% of all violent crime recorded in Cannock Chase occurred within Cannock town centre. However, this proportion differs for certain offences; the town centre recorded a higher percentage of public order and harassment (37% of the Cannock Chase total) serious violent crime (26% of total) and a lower percentage of robbery (14% of total) and threats to kill (8% total).

The rate of alcohol related violent crime is almost twice as high in Cannock town centre than across the rest of the district. In total, 19% of all recorded violent crime in the town centre was alcohol related, compared with an average of 12% for Cannock Chase as a whole. Just over a quarter of all alcohol related violent crime occurred during the peak period - on a Friday and Saturday night between 10pm and 2am.

What do the residents of Cannock Chase think about violent crime?
When the residents of Cannock Chase were asked about the problem of people being drunk or rowdy in public places, 38% of respondents said that it was a very big or fairly big problem in their local area3. This is considerably higher than the Staffordshire average (29.6%), which suggests that the residents of Cannock Chase experience relatively high perceptions of drunk or rowdy behaviour in their local area when compared with other districts and boroughs across the county.
However, violent crime did not feature very highly when the residents of Cannock Chase were consulted through the CCR process. In total, just 3.3% of all CCR respondents in Cannock Chase highlighted this sort of behaviour as a problem in their local area and the majority of these responses related to alcohol related disorder. This low number of responses suggests that even though almost 40% of Cannock Chase residents think that people being drunk or rowdy in public places is a big problem in their local area, violent crime is not their top priority.

**What has the Partnership done to tackle violent crime during 2008/09?**

Over the last 12 months, Cannock Chase CDRP has successfully implemented the following activities relevant to reducing violent crime, as outlined in the Partnership Plan:

- Review taxi marshal scheme and continue if appropriate – mainstreamed in partnership with Silk’s Night Club as a result of reduction in violent crime at previous ‘hot-spot’.
- Joint operations between Police and CCTV control room to aid prevention of violent offences in town centres – closer working now embedded with support of Night-Time Economy Manager, plus door supervisors (‘Nite Net’ Users) now have direct radio contact with CCTV Control Centre.
- Pub Watch Exclusion scheme to prevent known offenders from accessing the Town Centres – scheme established and managed by Chase Business Crime Initiative (CBCI) hosted by Southern Staffordshire Chamber of Commerce and Industry (SSCCI).
- Alcohol Treatment Requirement – development and promotion of the delivery of evidence based interventions across all tiers, for offenders under probation supervision to prevent re-offending
- Publicise and Promote pub watch exclusion activities – managed by CBCI and supported by NTE Manager. Very well supported and active group that meets monthly.
- Publicise and Promote pub watch exclusion activities – managed by CBCI and supported by NTE Manager. Very well supported and active group that meets monthly.

The following activities outlined within the Partnership Plan are yet to be fully implemented:

- ‘Safe and Sound’ talking CCTV scheme – Implement and train staff to use the Cannock Town Centre Public Address System. Delayed because the the system is only partially operational due to technical issues and access to premises for installation. Work is underway to remedy the situation and a further three speakers will be installed and provide full coverage of Cannock Town Centre by end of September 2009.
Why should this be a priority for Cannock Chase?
Domestic abuse seriously affects the lives of victims and their families, often causing mental scarring to the children who in many cases grow up to replicate this type of behaviour within their own relationships, maintaining the victim/offender cycle. Domestic abuse can also be closely linked to drug and alcohol misuse as an excuse to offend and also as a coping mechanism for victims. Domestic violence accounts for nearly 1 in 5 violent crimes reported to the police in Cannock Chase, over half of which involve some element of injury. The number of calls received by Staffordshire Women’s Aid has increased by almost 17% over the last three years and there is potential for the level of domestic abuse to increase further due to effects of the current recession, linked to an increase in drug or alcohol misuse and financial and/or emotional pressure on relationships.

Extent of the problem in Cannock Chase
During 2008/09 there were a total of 381 domestic violent crimes recorded by Staffordshire Police in Cannock Chase, equal to a rate of 4 per 1,000 population. The definition of domestic violence used to calculate this figure is based on violent crimes occurring between partners or ex-partners but not relatives/other family members. If these offences were also included, the total number of offences recorded would be 590 (or 6.2 per 1,000 population). The new definition of domestic violence recorded by Staffordshire Police (excluding other family members) accounts for almost 19% of all recorded violent crime during 2008/09. This is a significant proportion, especially as a large number of domestic crimes are known to go un-reported - for example, 48% of the victims who stayed in the Cannock refuge during 2008/09 had not reported the domestic abuse to the police.

Due to the change in the way domestic violence is reported by the police, it is difficult to determine accurate changes over time. The number of domestic violent crimes recorded during 2008/09 is 9% higher than the number recorded during the previous year, although further analysis will need to be carried out to identify any accurate trends that may have been masked by changes in recording.

Within Cannock Chase, 95% of all domestic violent crimes recorded during 2008/09 were assault occasioning actual bodily harm or other injury, common assault, harassment or threats to kill. The following table (figure 23) shows how the proportion of violent crime that is domestic varies by these top 4 types of domestic violence. Threats to kill and harassment are much more likely to be domestic offences than other types of violent crime; 34% of all harassment offences recorded in Cannock Chase during 2008/09 where of a domestic nature, which is considerably higher than the district average for all types of violence of 18.7%.

Figure 23 - Top 4 types of domestic violence as a proportion of all violent crime, 2008/09

<table>
<thead>
<tr>
<th>Crime Type</th>
<th>All Violence</th>
<th>Domestic Violence</th>
<th>% of all violence</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABH and other injury</td>
<td>933</td>
<td>200</td>
<td>21.4%</td>
</tr>
<tr>
<td>Common assault</td>
<td>485</td>
<td>111</td>
<td>22.9%</td>
</tr>
<tr>
<td>Harassment</td>
<td>106</td>
<td>36</td>
<td>34.0%</td>
</tr>
<tr>
<td>Threats to kill</td>
<td>50</td>
<td>15</td>
<td>30.0%</td>
</tr>
<tr>
<td>Total for top 4 crime types</td>
<td>1,574</td>
<td>362</td>
<td>23.0%</td>
</tr>
<tr>
<td>Total violence</td>
<td>2,034</td>
<td>381</td>
<td>18.7%</td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

Harassment and threats to kill are more likely to be domestic related than other types of violent crime.

The total number of domestic violent crimes reported to the police that were of a sexual nature was very low, just 2 offences were recorded during 2008/09. This could mean that this is a minor problem across the district but could also mean that this issue is significantly under reported, most likely due to the sensitivity of reporting sexual offences.
Events that occur at various points during the year can have a significant impact on the level of domestic violence recorded. The graph in figure 24 (below) shows the number of incidents recorded by the police by week, during 2008/09. It is clear that there are a number of weeks throughout the year where the level of incidents recorded is considerably higher than the weekly average. The week to record the highest number of offences was 23\(^{rd}\) to 29\(^{th}\) December - the week between Christmas and the New Year.

**Figure 24 - Domestic violent crimes recorded by week, 2008/09**

Who does domestic violence affect the most?
Unfortunately it has not been possible to identify the victim and offender profiles for domestic violent crime in Cannock Chase. However analysis of the offences by ACORN category has identified some significant patterns. Just over 40% of all offences occurred within an area defined as ‘Hard Pressed’ (compared with the district average of 27% of the population in these areas) and more specifically ‘low income larger families, semis’. These areas also have above average levels of deprivation, large numbers of children and a high proportion of social housing.

The majority of domestic violent crimes occurred within Chadsmoor (12% of the Cannock Chase total), Western Springs, Rugeley (9% of the total) and Norton Canes (6% of the total). These three areas are also hotspots for anti-social behaviour, all violent crime and youth offending.

**Multi-Agency Risk Assessment Conference (MARAC)**
The MARAC draws together the police and partner agencies to provide a victim focused response to those most at risk from domestic abuse. It is a proactive monthly meeting which enables agencies to share information in the interests of the protection of vulnerable people. The MARAC gives those involved a structured forum for sharing information, risk assessment and planning in relation to victims of domestic abuse and their families, and also to perpetrators.

The MARAC process has only been fully embedded across all areas of Staffordshire since April 2008, and the MARAC in Chase Policing Division is shared between Cannock Chase, Stafford and South Staffordshire. During 2008/09 there were 300 cases reviewed at a MARAC in Chase, equal to almost 47% of the county total; 110 of these related to individuals from the Cannock Chase area. Out of the 300 cases reviewed across Chase, 103 had been reviewed at a previous MARAC within the last 12 months, resulting in a repeat rate of 34.3% (this is the result for National Indicator 32). This was the highest repeat rate recorded across Staffordshire; however the way in which cases were referred to the MARAC has changed slightly during the last 12 months and it is not possible to make accurate comparisons between areas during this initial year.
Out of the 300 cases reviewed at MARAC, there were 457 children in the household, equal to around 1.5 children per case. This suggests that in the majority of cases the victim reviewed has a family, which is important to remember when considering suitable support services or preventative measures. None of the cases reviewed centred on male victims, which is not representative as national research suggests that as many as 1 in 20 violence incidents against men were domestic related\(^2\). Further work may be required to identify potential vulnerable victims who may be reluctant to report incidents of domestic abuse.

**Independent Domestic Violence Advocate (IDVA)**

Cannock Chase also share an IDVA, who is a trained specialist whose aim is the safety of domestic abuse victims. They particularly focus on providing a premium service to victims at medium to high risk of harm. During 2008/09 the Chase IDVA received 178 referrals, 23 of which (13%) were re-referrals. The majority (73%) were assessed as being high, or very high risk. None of the referrals made to the IDVA were male, which again highlights a potential gap in this area.

The following table (figure 25) shows the safety outcomes achieved by the IDVA on behalf of the victims referred to the scheme during 2008/09.

**Figure 25 - Safety outcomes achieved by IDVA referrals in Chase, 2008/09**

<table>
<thead>
<tr>
<th>Safety Outcomes</th>
<th>No. Referrals</th>
<th>% of Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police action (target hardening/occurrence market/cocon watch)</td>
<td>84</td>
<td>47%</td>
</tr>
<tr>
<td>Housing (re-housed/abuser evicted/sanctuary scheme)</td>
<td>38</td>
<td>21%</td>
</tr>
<tr>
<td>Criminal justice - conviction</td>
<td>23</td>
<td>13%</td>
</tr>
<tr>
<td>Civil justice (injunction/successful contact arrangements)</td>
<td>18</td>
<td>10%</td>
</tr>
<tr>
<td>Health (successfully engaged with the health services)</td>
<td>1</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: IDVA data collection form for Chase, end of year total 2008/09

**Local domestic abuse support services**

Staffordshire Women’s Aid offers support services across Cannock Chase, Stafford and South Staffordshire districts. During 2008/09 the help line received 2,727 calls from within Staffordshire, 989 of which (36%) were from the Cannock Chase district. The Cannock Outreach Service supported 283 women during the year and the total number of women supported by outreach services across all three districts has increased by almost 17% since 2006/07.

Children’s support in Cannock and South Staffordshire supported 80 children on a one-to-one basis. 33 on the Child Protection Register attended and the services reported to 43 inter-agency meetings including core groups, CAFs (Common Assessment Frameworks) and Professionals’ Meetings. Staffordshire Women’s Aid also delivered ACTION programme workshops and awareness sessions to 1,312 children in schools across all three districts.

The Pathways Project is based in Lichfield and provides essential support for women and children experiencing domestic abuse in the home. The Project offers a range of services including, but not limited to, a 24 hour helpline, counselling, support groups, accommodation and parenting support.

During 2008/09, the project received 856 calls from within Staffordshire. 88 of these, or 10%, were from the Cannock Chase District. The available data does not enable further analysis by district, but of the calls received by The Project, over half (51%) were self referrals, with the other 49% being referred to The Project via a range of organisations. The vast majority of callers (85%) were of white/British ethnicity. The age range of callers varies across all age groups, peaking at the 21-30 Years age-group before steadily dropping off. Only 7% of callers were aged above 61 years.

\(^2\) Source: Crime in England and Wales 2008/09, findings from the British Crime Survey
What do the residents of Cannock Chase think about domestic violent crime?
When the residents of Cannock Chase were asked to identify their top local issue via the CCR process, no respondents mentioned domestic violence. This is probably because relatively few people in Cannock Chase have been affected by domestic abuse (either directly, or through the experiences of family, friends or the local media) and therefore are more concerned about issues which affect themselves directly on a more frequent basis. Domestic abuse is often described as a ‘hidden crime’, which the majority of people are unaware of occurring in their local area.

What has the Partnership done to tackle domestic violence during 2008/09?
Over the last 12 months, Cannock CDRP has successfully implemented the following activities relevant to reducing domestic abuse, as outlined in the Partnership Plan:

- Independent Domestic Violence advisor - Increase number of positive outcomes from DV cases appearing at court due to increased support for victims leading to reduced number of retractions – financial support now provided with county-level grant from LAA ABG. Coordination of IDVA activity enhanced by Chase Domestic Abuse Partnership (DAP).
- Support Chase Division Domestic Abuse Partnership - positive impact on repeat victimisation and serious assaults/homicides as result of DV. Full independent evaluation and review currently being conducted and conference planned for the Autumn.
- Support ‘Safe As Houses’ sanctuary scheme - reduction in the levels of homelessness and repeat domestic violence experienced by people following entry onto the scheme. Increased resources found to meet demand. Review revealed the scheme offers value for money.
- Domestic Violence Coordinator - Ensures that there is a maintained focus on Domestic Violence within the District and drives actions to improve performance where necessary. Shortly to embark on a review of our Inter-Personal Violence and Abuse Strategy.
- Support Chase PAIRs - raises awareness of DV through publicity and training.
5.5 Business Crime

Why should this be a priority for Cannock Chase?
Business crime is a relatively high volume offence category in Cannock Chase, with the total number of offences recorded accounting for 15% of all crime during 2008/09. When compared with other similar CSPs, Cannock Chase has recorded a rate of shoplifting and criminal damage to other buildings that is above the group average. However, almost 60% of all crimes recorded are shoplifting offences, which are heavily influenced by the presence of store security. Also, the number of crimes recorded has decreased by over 13% during 2008/09. Business crime is not identified as a priority for the residents of Cannock Chase, but further consultation with the business community is recommended to fully understand the extent of this problem across the district.

Extent of the problem in Cannock Chase
During 2008/09 there were 1,084 business crimes recorded in Cannock Chase, equal to a rate of 11.5 per 1,000 population. This figure has decreased by more than 13% over the last 2 years, with the largest reductions recorded in burglary of other buildings (non-domestic). Almost 60% of all business crime recorded in Cannock Chase was shoplifting.

Figure 26 - Business crime categories recorded in Cannock Chase, 2008/09

<table>
<thead>
<tr>
<th>Crime Description</th>
<th>2008/09</th>
<th>2007/08</th>
<th>Change from 2007/08</th>
<th>Percentage of all Business Crime 08/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoplifting</td>
<td>625</td>
<td>683</td>
<td>-8.5%</td>
<td></td>
</tr>
<tr>
<td>Making off without payment</td>
<td>152</td>
<td>166</td>
<td>-8.4%</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - shops/stalls</td>
<td>70</td>
<td>91</td>
<td>-23.1%</td>
<td></td>
</tr>
<tr>
<td>Burglary other - industrial premises</td>
<td>46</td>
<td>74</td>
<td>-37.8%</td>
<td></td>
</tr>
<tr>
<td>Burglary other - shops/stalls</td>
<td>44</td>
<td>63</td>
<td>-30.2%</td>
<td></td>
</tr>
<tr>
<td>Attempted burglary other building</td>
<td>30</td>
<td>43</td>
<td>-30.2%</td>
<td></td>
</tr>
<tr>
<td>Burglary other - offices</td>
<td>21</td>
<td>8</td>
<td>162.5%</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - licensed premises</td>
<td>20</td>
<td>28</td>
<td>-28.6%</td>
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</tr>
<tr>
<td>Burglary other - licensed premises</td>
<td>16</td>
<td>29</td>
<td>-44.8%</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - industrial premises</td>
<td>13</td>
<td>26</td>
<td>-50.0%</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - offices</td>
<td>13</td>
<td>11</td>
<td>18.2%</td>
<td></td>
</tr>
<tr>
<td>Burglary other - leisure</td>
<td>9</td>
<td>2</td>
<td>350.0%</td>
<td></td>
</tr>
<tr>
<td>Burglary other - commercial garage</td>
<td>7</td>
<td>10</td>
<td>-30.0%</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - leisure</td>
<td>4</td>
<td>3</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Robbery - shops/stalls</td>
<td>4</td>
<td>3</td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Robbery - bank/building society</td>
<td>3</td>
<td>0</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - petrol station</td>
<td>2</td>
<td>0</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - bank/building society</td>
<td>2</td>
<td>4</td>
<td>-50.0%</td>
<td></td>
</tr>
<tr>
<td>Criminal damage - commercial garage</td>
<td>2</td>
<td>1</td>
<td>100.0%</td>
<td></td>
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<tr>
<td>Burglary other - petrol station</td>
<td>1</td>
<td>2</td>
<td>-50.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,084</td>
<td>1,247</td>
<td>-13.1%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

Despite an overall reduction in business crime across Cannock Chase, burglary of offices has increased by 13 offences during 2008/09. These are spread across the district, however all of the offices are in close proximity to major roads, particularly the A4601 and A34 around Cannock town centre.

Although shoplifting accounts for the majority of all recorded business crime, this figure largely reflects the number of times an offender has been apprehended for shoplifting rather than the total number of crimes that have occurred. This figure may also be inflated by the presence of store security guards.
apprehending offenders after the theft has taken place, rather than proactively preventing shoplifting. As a result, stores with security guards are more likely to record higher levels of shoplifting, thus distorting the overall picture of business crime.

**Trend**
The decrease in business crime recorded over the last 12 months is reflected in a downward trend when the figures are displayed monthly. The chart below (figure 27) shows the expected direction of travel during 2009/10, based on the last 3, 6 and 12 months worth of data. The projection based on both the short and long-term trend shows a continual reduction over the next 12 months. This chart also shows some clear peaks and troughs, however these appear to be seasonal, with increases recorded between April and May, and October and November each year, and remain within the expected range. The number of business crimes recorded in February 2009 was the lowest monthly amount recorded over the last 2 years and was significantly low when compared with historical performance.

**Figure 27 - Business crime trend and projection, April 2006 to March 2009**

![Business crime trend and projection, April 2006 to March 2009](chart)

**Key:**
- Red: Short-term trend (3-months)
- Blue: Medium-term trend (6-months)
- Green: Long-term trend (12-months)

**Business Crime in areas similar to Cannock Chase**
Unfortunately it is not possible to make a direct comparison of levels of business crime between Cannock Chase and other similar areas, due to the different ways that this category is defined. However, when the individual crime categories are compared, offences of shoplifting and criminal damage to other buildings are considerably higher than the family average, whereas burglary of other buildings and robbery of business property are relatively low. The category of making-off without payment is not available for comparison against the most similar group, however the category of 'other frauds', which includes making-off without payment, is also above the group average.

**Who does business crime affect the most?**
Analysis of business crime by specific crime type shows that in just over two-thirds of offences, the premises targeted were retail outlets. The majority of these crimes were shoplifting offences (58% of all business crime in Cannock Chase, and 84% of all crime recorded against retail outlets). As may be expected due to the nature of the crimes, over 40% of all recorded business crime occurred within Cannock and Rugeley town centres (28% in Cannock town centre and 13% in Rugeley town centre).
The following maps show the repeat locations\textsuperscript{18} of business crime in Cannock Chase, in the top 2 hotspots identified during 2008/09 - Cannock and Rugeley town centres.

Figure 28 - Repeat locations of business crime in Cannock Chase, 2008/09

Within Cannock town centre, Asda supermarket recorded the highest number of business crimes; a total of 107 offences during 2008/09, all of which were shoplifting (equal to 17% of all shoplifting recorded in Cannock Chase). In Rugeley town centre, the highest number of offences were recorded at Morrisons on Market Street with 18 crimes, again all of which were shoplifting offences.

What do the residents of Cannock Chase think about business crime?
Business crime is not identified as a high priority for the residents of Cannock Chase. Issues relating to business crime account for just 0.7% of all CCRs conducted in Cannock Chase during 2008/09, suggesting that it is not an issue that affects the residents of Cannock Chase directly. Unfortunately there has been no consultation conducted with the business community, which may reveal a different result. It is recommended that the partnership undertake a consultation exercise with the business community in Cannock Chase, to fully understand the extent of crime affecting businesses across the district.

\textsuperscript{18} Locations to record more than 1 business crime during 2008/09.
What has the Partnership done to tackle Business Crime during 2008/09?
Over the last 12 months, Cannock Chase CDRP has successfully implemented the following activities relevant to reducing business crime, as outlined in the Partnership Plan:

- Support coordination of Chase Business Crime Initiative to increase membership until it is self supporting – grant funding for enhanced radio system.
- Support Prolific and Other Priority Offenders Programme – district PPO Panel established to provide greater focus on local offenders and enhance joint working between local agencies. Has met three times, so too early to measure impact.

The following activities outlined within the Partnership Plan are yet to be fully implemented:

- Analysis into business crime to aid understanding of the problem and enable baselines and targets to be set - Analyst still to be recruited. Post will be advertised in September 09.
5.6 Offending

Why should this be a priority for Cannock Chase?
There are clear links between offending, drug and alcohol misuse, lack of work related skills and unemployment, for offenders of all ages. While many factors contribute to re-offending, offenders and ex-offenders tend to have skills levels well below those of the general population and are much more likely to be unemployed. The effects of the current recession are likely to make this situation even worse, and the percentage of offenders assessed by Probation with problems with their financial situation currently stands at around two-thirds. When compared with all other CSPs across Staffordshire County, Cannock Chase has a higher than average proportion of offenders with drug misuse linked to offending and current physical or mental health conditions. However, Cannock Chase has recorded a rate of first time entrants to the Youth Justice System that is 15% below the county average. Effective management of offenders can help to prevent serious acquisitive crime and offences linked to drug and alcohol misuse.

Crimes detected by Staffordshire Police
During 2008/09, just over 22% of all crimes committed in Cannock Chase that were recorded by Staffordshire Police were detected. Analysis of the age and gender of these offenders, whose details are known, shows that 80% were male, and 42% were aged between 15 and 24 years.

Figure 29 - Age and gender profile of offenders in Cannock Chase (offences detected during 2008/09)

The key group of offenders recorded in Cannock Chase is males between the age of 15 and 24 years. In total, a third of all recorded offenders fall within this demographic group. The overall peak is between 20 and 24 years, for both male and female offenders, although the number of male offenders recorded in this age group is more than 4 times higher than the number of females recorded of the same age.

The number of offenders recorded decreases by age band, after the peak of those between 20 and 24 years. Just over 80% of all offenders were below the age of 40 and just 2% were above the age of 60 years.

There is a slight increase in female offenders recorded between the age of 40 and 44 years, however when viewed in context, this is negligible when compared with the number of male offenders of the same age.

Prolific and Other Priority Offenders (PPOs)
It is estimated that approximately 10% of the active offender population is responsible for half of all crime, and that a very small proportion of offenders (0.5%) are responsible for one in ten offences. The prolific Offender strategy is coordinated by the CSP and is a multi agency approach involving Police, Crime Prosecution Service (CPS), Prisons and Probation working together.

The scheme consists of three complimentary strands: Prevent and Deter, Catch and Convict, and Rehabilitate and Resettle. The Prevent and Deter strand incorporates young offenders identified locally, as being on the 'cusp' of becoming PPO's, and are therefore not reflected in the following analysis.

**PPOs in Cannock Chase**

In the period April 2008 to March 2009 there were issues from a national perspective regarding performance monitoring of PPOs and as such, there are no statistics available. However, a Staffordshire performance measure has been introduced from April 2009, and quarter one results provide an insight into the successes of the PPO scheme.

In the first quarter of 2009 there were 11 PPOs in Cannock Chase and all of the offenders engaged within the scheme were male.

It is known that PPOs primarily engage in acquisitive crime (such as burglary, vehicle crime and shoplifting) in order to fund habits, however, they do engage in other types of crime, such as violence, disorder and criminal damage. Anecdotally, the current economic climate does not appear to have affected the offending rates. Anecdotal evidence suggests they offend to fund habits, rather than because of loss of employment or other economic factors.

However, the success of the PPO scheme can be demonstrated through re-offending rates. Those offenders subject to the scheme understand that they are being offered the opportunity for rehabilitation, or face a swift return to the courts. Cannock Chase has experienced a 95.1% decrease in ‘proven’ quarterly offences relative to their offending rate prior to entrance to the scheme, reducing from 20 offences to just one.

Evidence from across the Staffordshire region suggests that suitable accommodation continues to be a problem for the offenders on the PPO scheme. Many are of no fixed address and their transient behaviour causes certain difficulties for the scheme. As they tend to offend as they move on, it makes it difficult to match offences to particular offenders, makes it difficult for subjects to access treatment services making them more likely to offend, and as fear crime increases, the location of more permanent residence becomes a contentious issue, despite the obvious merits of the increased ability to manage their offending patterns.

**Probation**

During 2008/09 a total of 351 offenders living in Cannock Chase started an order with Staffordshire Probation and had an assessment prepared in OASys (Offender Assessment System). This represents a decrease of 12% (48 offenders) from the previous year.

All offenders starting a community order with Staffordshire Probation Service are assessed in order to identify their level of need in a number of areas, or pathways, such as alcohol and drug misuse, accommodation, finances and education, training and employment. In total 48% of offenders were identified as having some or significant problems with current alcohol misuse and over 70% have used drugs at some point in their lives.

When compared with all other CSPs across Staffordshire County, Cannock Chase has a higher than average proportion of offenders experiencing problems with drug misuse linked to offending behaviour (ranked 8th out of 8 CSPs) and current physical or mental health conditions (7th).

The following dot plot shows the overall need level of offenders for each pathway, and how this has changed between 2007/08 and 2008/09.
Just over 65% of starts in Cannock Chase had some or significant problems with their current financial situation. This has actually decreased by 2 percentage points over the last 12 months, which is encouraging considering the current economic climate. Almost 58% of starts had problems with work related skills, which is likely to contribute to the problems with their financial situation.

57% of all starts have alcohol misuse issues linked to offending behaviour, and this figure has increased by nearly 5 percentage points since 2007/08. Just over 40% have drug misuse linked to offending behaviour and this has remained constant over the last 12 months. A fifth of starts identified heroin as the main drug used in the last 6 months, which is slightly higher than the county average of 17%, although the number of offenders using heroin has decreased by 17% during 2008/09.

**Youth Offending**

During 2008/09 there were 39 first time entrants (FTE's) to the Youth Justice System recorded in Cannock Chase, equal to a rate of 388.3 per 100,000 10 to 17 year olds (National Indicator 111). This is the second lowest rate recorded across Staffordshire and 15% below the county average. Due to the introduction of Community Resolution in April 2008, the number of FTEs recorded in Cannock Chase during 2008/09 is 80% lower than the number recorded during the previous year (196).

The Community Resolution Initiative is a joint programme between Staffordshire Police and Staffordshire Youth Offending Service aimed at young people who are arrested for the first time for a relatively minor offence. As well as having a positive impact on re-offending and reducing first time entrants into the YJS, Community Resolution also has a restorative justice approach aiming to improve victim involvement and satisfaction. The young people included in this initiative would not have had the opportunity to engage in preventative programmes before the Community Resolution scheme was introduced.

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*Figure 30 - Analysis of assessments who started an order during 2008/09 by pathway (Cannock Chase)*

Source: Offender Profile Briefing Series (August 2009), Staffordshire Probation Area

20 Starts = assessments who started an order during the year.
Just over 40% of all first time entrants to the YJS in Cannock Chase had committed a violent crime as their first offence, followed by criminal damage (15% of FTEs), motoring offences (11% of FTEs) and other theft (11% of FTEs). Due to the relatively low number of first time entrants recorded across Cannock Chase, it is not possible to identify hotspots (based on the home postcode of each young offender). However, over a third live within 1 kilometre of Chadsmoor and Cannock Town Centre. These areas, plus Rugeley, are also the hotspots for young offenders engaged in the Community Resolution Initiative.

Almost 61% of young people receiving Community Resolution were male and over half were aged between 15 and 17 years old. The peak in female offenders is slightly younger at 13 years, however this represents just 7 young people, equal to 18% of the total. Unfortunately, re-offending rates for young offenders are not currently available at a district level. However across the whole of Staffordshire County, re-offending rates for those on Community Resolution look very promising, with a 2.7% re-offending rate compared to a 13% rate for those receiving police reprimands.

At the end of 2008/09, 84.6% of all young offenders completing their disposal\(^\text{21}\) were engaged in education, training or employment (ETE). This is slightly higher than the county average (80.6%). The percentage of young offenders engaged in ETE is lower for those above statutory school age, at 77.8% compared with 100% for those of school age.

\(^{21}\) Disposal is defined as those final warnings accompanied by a YOT intervention, plus the following court disposals: referral order, reparation order, action plan order, supervision order, community rehabilitation order, community punishment and rehabilitation order, drug treatment and testing order, detention and training order, custodial sentence under section 90-91 & 226/228.
Why should this be a priority for Cannock Chase?
It is evident that drugs and alcohol are a major contributory factor in offending behaviour. Over half (57%) of all offenders from Cannock Chase assessed by Staffordshire Probation during 2008/09 had alcohol misuse linked to offending and 40% committed crime due to drugs. There has been slight increase in the number of young people accessing drug and alcohol services in Cannock Chase during the last 2 years, and it is concerning to note that just over 1 in 10 accessing services were below the age of 13 years. Just over 15% of young people accessing treatment had links with the Youth Offending Service, again proving the link between substance misuse and offending, and highlighting the need for early interventions. A quarter of all young people surveyed in schools across the district admitted to having an alcoholic drink in the last 7 days.

By tackling these underlying issues, reductions may also be achieved in serious acquisitive crime, repeat domestic abuse and the anti-social behaviour and crimes that matter most to local people.

Adult Substance Misuse Treatment Services
Staffordshire Drug and Alcohol Action Team (DAAT) is a multi-agency partnership established to tackle drug and alcohol misuse. The following information is drawn from the Postcode Green Reports for Quarter 4 of 2008/09; these are produced by the National Treatment Agency (NTA) on a quarterly basis, based on individuals who are in effective treatment and who have a postcode of residence in Staffordshire. ‘In effective treatment’ records the number of individuals who have been in contact with a Tier 3 or Tier 4 agency for over 12 weeks from triage date, or who have had a planned discharge following a successful treatment before this date. These figures consider Problematic Drug Users (PDUs); these are defined as using Opiate and/or Crack Cocaine as their main or any other presenting drug as part of their treatment journey.

As at March 2009 there were 331 PDUs in effective treatment with a Cannock Chase postcode. This is a reduction of 14% (53 fewer clients) when compared with the number recorded at the end of the previous year, which is a smaller reduction than that recorded across the whole of Staffordshire (21%). As a result, the percentage of those in treatment across Staffordshire who live within Cannock Chase has increased slightly, from 17.6% in 2007/08 to 19.3% in 2008/09.

Heroin is the main presenting substance of those in effective treatment, with 83% of PDUs using this Class A drug, followed by Cocaine which is used by 6%. However, despite an overall reduction in the number of PDUs recorded, the number using heroin as their main substance has increased by 12%, from 299 in 2007/08 to 335 in 2008/09.

Within Cannock Chase 82% of PDUs are male, which is higher than the 75% recorded across the whole of Staffordshire. The age group of those in treatment ranges from 19 to 49 years, although the largest number are aged between 25 and 29 years. The majority are White British, which is consistent when compared with the demographic make-up of the Cannock Chase population.

Over a fifth (20.7%) of all PDUs in Cannock Chase have a housing problem (including ‘no fixed abode’), which is almost double when compared to the previous year. This may have been influenced by the recession, with drug users finding it increasingly difficult to fund a drug habit and suitable accommodation. However, this figure is still below the county average, which stands at 24.2% for Staffordshire overall.
Young Peoples Substance Misuse Treatment Services

CRI (Crime Reduction Initiative) T3 provide a county-wide young people’s drug treatment service in Staffordshire in partnership with Barnardo’s, offering advice, information and support, a needle exchange and harm reduction service, structured psychosocial interventions and access to specialist prescribing. These services support young people to tackle their issues with drugs, alcohol and offending and to move on into mainstream youth provision in education, training and employment.

During 2008/09, there were 86 young people from Cannock in contact with substance misuse treatment services; an increase of 12% (9 more young people) when compared with the previous year. The numbers of young people per month in contact with treatment ranged from 14 in September, to 36 in April. Numbers in contact with treatment services by month have followed similar patterns over the past two years, with lower numbers during the middle of each financial year and an increase in numbers during the three months from January.

Figure 32 - Young People in contact with Substance Misuse Treatment Services - Cannock

During 2007/08, 54% of young people in treatment were accessing Tier 2 treatment whilst during 08/09 this decreased slightly to 46%, indicating that more young people were accessing Tier 3 treatment. The most common referral source into treatment during 2008/09 was from Education.

Of the 123 young people in contact with treatment services over the 12 month period April 2008 to March 2009, 40% of young people in treatment were aged 14 or 15, whilst a further 40% were aged 16 or 17. This is a similar age profile to that of all young people in treatment across Staffordshire. There were a smaller proportion of the treatment population aged 13 or below and a greater proportion aged 18 or older compared to 07/08. The majority of those in treatment were White British, and this proportion is in-line with the demographic make-up of the district.

Over a third (34%) of young people in treatment in 2008/09 had a sibling or significant other who used substances, 7% had a parent who was a substance user and 15% were in contact with Youth Offending Services. Compared to county figures, a higher proportion of young people in Cannock were GP registered and a lower proportion had parents, siblings or significant others who were substance users.

Almost 94% of the young people accessing treatment services were in treatment for either alcohol or cannabis as their primary substance, which is an increase when compared with the previous year. Just three young people were being treated for a Class A drug (cocaine, heroin or ecstasy) as
their primary substances during 08/09. 29% of young people in treatment had a combination of alcohol and cannabis as primary and secondary substances – an increase from 18% in 07/08.

Proportions of the young people’s treatment population in treatment for cannabis as their primary substance was higher in Cannock Chase than across the county overall. However, the proportion of young people receiving treatment for alcohol misuse was equal to the Staffordshire average during 2008/09.

Trading Standards Test Purchases
There were 50 test purchases for alcohol recorded in Cannock Chase between May 2008 and March 2009 – with the number and location of test purchase operations being determined by local intelligence on under age sales and problem premises. On 7 occasions the retailer sold alcohol to a young person under the age of 18 years (14% failure rate). Four Penalty Notices for Disorder (PNDs) were issued as a consequence; two as Area Office Cautions, one with action planned, and one with no further actions.

School Alcohol Survey
During 2009, 2,018 school children aged between 11 and 19 years took part in a survey which attempted to discover the drinking habits of young people in Staffordshire. 872 of these children (approximately 43%) were surveyed in schools within Cannock Chase. In total, over a quarter (26%) of respondents had consumed an alcoholic drink in the last 7 days, which is slightly lower than the county average of 29%. This figure is slightly higher for boys (28%) than girls (24%) and considerably higher for all young people aged between 15 and 17 years (40% of children in this age group said that they had consumed alcohol in the last 7 days).

Worryingly, almost half (46%) of all young people who had consumed alcohol in the last 7 days obtained this drink from parents, carers or other adults or family members. Only 28% bought their drink from a shop, which reinforces local intelligence that proxy sales and receiving alcohol from adults is more of a problem than underage sales in the district. However, boys were more likely to buy alcohol from a shop than girls, with 31% of boys who had drank within the last 7 days doing so, compared with just 22% of girls.
Alcohol Related Hospital Admissions
During 2007/08 there were 1,488 alcohol related hospital admissions recorded for residents of Cannock Chase, equal to a rate of 1,397 per 100,000 population (National Indicator 39). Results are currently only available up to quarter 3 of 2008/09, however when the first three quarters of 2008/09 are compared with the same period in the previous year, the number of admissions recorded has increased by over 30%. The following graph shows the trend in alcohol related hospital admissions since April 2007.

Figure 34 - Alcohol related hospital admissions in Cannock Chase, April 2007 to December 2008

This data has limited use in assessing the extent of alcohol related crimes as it includes a much wider category of injuries. In other parts of the county, data is collected at A&E in relation to assaults only, and this can be analysed to profile victims, location of the offence (including specific premises) and accurately identify if alcohol was a contributory factor at the time of the offence. It is recommended that Cannock Chase CDRP explore this option with the local hospital, in order to improve intelligence in relation to the links between alcohol misuse and offending.

School Exclusions
Drug and alcohol related exclusions across all schools in Cannock Chase made up 2% all exclusions during both 07/08 and 08/09, with 21 exclusions being recorded in 07/08 and 11 in 08/09. All drug or alcohol related exclusions over both academic years were for students in Year 7 or above, with the highest numbers being in Year 11.

Links with offending
As previously identified, over half of all offenders from Cannock Chase starting an assessment with Staffordshire Probation during 2008/09 had alcohol misuse issues linked to offending behaviour and 40% had drug misuse linked to offending. The majority of offenders currently engaged with the Prolific and other Priority Offender programme within Cannock Chase also have drug and/or alcohol dependencies. This suggests a very strong correlation between substance misuse and criminal behaviour.

22 The rate per 100,000 population is calculated using the European Age Standardised Rate (EASR) methodology. The age standardised rate is the number of events that would occur in a standard population (per 100,000) if that population had the age-specific rates for a given area. The rates are standardised to the European Standard Population.
National research has highlighted that young people in the youth justice system use illegal drugs earlier and in larger quantities than other young people. Young people may become involved in crime in order to fund their substance misuse or may have offended and then started misusing substances under the influence of peers. Research has also shown that many young people in custody plan to use alcohol or drugs on their release, not realising that their tolerance levels will have lowered and their bodies will not react in the same way as before.23

These identified issues highlight a clear need to tackle substance misuse issues early, in order to prevent young people turning to offending in order to support their dependencies.

What do the residents of Cannock Chase think about substance misuse?
Approaching half (43.5%) of Cannock Chase resident’s who responded to the 2008/09 Place Survey perceive that people using or dealing drugs is a big problem in their local area. This is way above the county average (31%), representing a high proportion of residents.

In addition to the information retrieved through the Place Survey, further local consultation is undertaken in the form of Citizen Contact Records (CCRs). 6.4% of respondents said that issues relating to substance misuse was a problem in their local area. This is relatively low, suggesting that although over two fifths of residents think that using or dealing drugs is a big problem in their local area, it is not their top priority.

What has the Partnership done to tackle substance misuse during 2008/09?
Over the last 12 months, Cannock Chase CDRP has successfully implemented the following activities relevant to tackling substance misuse, as outlined in the Partnership Plan:

- Alcohol Treatment Requirement – development and promotion of the delivery of evidence based interventions across all tiers, for offenders under probation supervision to prevent re-offending

The following activities outlined within the Partnership Plan are yet to be fully implemented:

- Work with A&E to gather data from patients admitted for alcohol related issues, to be used to target prevention and enforcement activity – reliable A&E data not available as adequate systems aren’t in place to collect the data.

23 Youth Justice Board (YJB), Health and Substance Misuse www.yjb.gov.uk/en-yjb/practitioners/Health/SubstanceMisuse/
5.8 Community Cohesion

Why should this be a priority for Cannock Chase?
Improving community cohesion plays a key role in creating strong communities. When compared with both the county and national average, the percentage of Cannock Chase respondents who feel that they can influence decisions in their local area is relatively low. The proportion of residents who volunteer regularly is also low when compared with other similar CSPs nationally. To improve and strengthen community cohesion, multiple issues must be addressed simultaneously and local actions need to be taken to improve individuals’ personal circumstances, to challenge public perceptions and to address area wide issues.

Community Cohesion in Cannock Chase
Community cohesion depends upon a series of interacting factors about the area and the people who live there. Therefore there is no single measure of community cohesion, but there are a number of things which can be measured to help our understanding of community cohesion in Cannock Chase. The key issues within this section include shared community priorities, a sense of belonging, having a say in what happens in your local area and volunteering.

Shared Community Priorities
One of the key areas which helps to make communities stronger and more cohesive are the characteristics that local residents have in common; a shared vision. Home Office guidance recommends analysing questions about local priorities to highlight the extent of a shared local vision. The results of the 2008/09 Place Survey reveal very similar priorities amongst different groups of people across Cannock Chase. The factors that respondents felt were most important in making somewhere a good place to live were the level of crime (mentioned by 60% of respondents), clean streets (50% of respondents) and health services (48% of respondents). The table in figure 35, below, shows how these responses differ by gender, age, disability and ethnicity.

Figure 35 - Top 3 factors that are most important in making somewhere a good place to live

<table>
<thead>
<tr>
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<th>Second</th>
<th>Third</th>
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<td>Clean streets</td>
<td>Health services</td>
</tr>
<tr>
<td>Male</td>
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<td>Clean streets</td>
<td>Health services</td>
</tr>
<tr>
<td>Female</td>
<td>Level of crime</td>
<td>Clean streets</td>
<td>Health services</td>
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<td>Clean streets</td>
</tr>
<tr>
<td>45-64 years</td>
<td>Level of crime</td>
<td>Clean streets</td>
<td>Health services</td>
</tr>
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<td>Health services</td>
<td>Clean streets</td>
<td>Level of crime</td>
</tr>
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<td>Health services</td>
<td>Level of crime</td>
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<td>Clean streets</td>
<td>Cost of living</td>
<td>Health services</td>
</tr>
</tbody>
</table>

Source: The Place Survey for Cannock Chase, 2008/09

A Sense of Belonging and Having a Say
Just 59.8% of respondents across Cannock Chase felt strongly that they belong to their immediate neighbourhood (National Indicator 2). This is quite low when compared with the county average of almost 62%.

It is important to give members of our communities a say in how services are delivered in their local area; this is an important part of community cohesion and relates to people feeling that they have control over their life chances. The Place Survey 2008/09 for Cannock Chase explored if residents thought that they could influence decisions in their local area (National Indicator 4). It is concerning to see that only 21.5% of residents surveyed in Cannock Chase agree that they can influence...
decisions affecting their local area. This is below the county (25%) and national (29%) figures and is therefore a key area of development for strengthening community cohesion.

**Volunteering**

Over the last 12 months, 17.6% of Cannock Chase residents have given unpaid help to any groups, clubs or organisations at least once a month (National Indicator 6). This proportion is fairly consistent across all groups of the community, although respondents over the age of 45 years and those with a limiting illness are more likely to have been a volunteer than other groups. This figure is also low when compared to the most similar family group (as defined by iQuanta); Cannock Chase is ranked 14th out of 15 CSPs and has recorded a result that is 3.6 percentage points below the group average.

![Figure 36 - Percentage volunteering at least once a month, Cannock Chase compared to it's most similar family group.](image)

Source: The Place Survey, 2008/09

**What has the Partnership done to encourage Community Cohesion during 2008/09?**

Over the last 12 months, Cannock Chase CDRP has successfully implemented the following activities relevant to encouraging community cohesion, as outlined in the Partnership Plan:

- Undertake a review of Own Your Streets event to determine their effectiveness and identify areas for improvement – completed and implemented.
- Implement PACT meetings.
- Community Forums – Police consultation and response now formally integrated into Community Forums
- Creation of a Neighbourhood Watch Newsletter – funded by CSP

The following activities outlined within the Partnership Plan are yet to be fully implemented:

- Comprehensive review of the Partnership’s approach to community engagement to determine a more co-ordinated and effective multi-agency methodology to engaging and involving local people – lack of capacity due to deletion of Community Engagement Officer post.
- Community Action Teams – To run 4 projects each year which address directly the Anti Social Behaviour concerns of the community – patchy commitment to CATs. To be reviewed
- Community Contact Records – Multi-agency use of CCRs not implemented due to lack of capacity. Similarly analysis of CCRs delayed because Analyst still to be recruited. Post will be advertised in September 09.
6. Emerging Trends

6.1 Serious Acquisitive Crime
6.2 Environmental Crime
6.3 Impact of the Recession
6.1 Serious Acquisitive Crime

Why should this be a priority for Cannock Chase?
Serious acquisitive crime is a high volume offence category in Cannock Chase, with the total number of offences accounting for 14% of all crimes recorded during 2008/09. Despite an overall reduction in serious acquisitive crime recorded during 2008/09, burglary of dwellings has increased by almost 13%. However, an increase in all acquisitive crime is projected to occur over the next 12 months, potentially as a result of the recession. Analysis of the Prolific and Priority Offender cohort (shown in section 5.6) highlights that serious acquisitive crime is often linked to prolific offenders and drug dependency. It is recommended that the partnership focus their resources on reducing repeat and prolific offending, which could reduce all types of serious acquisitive crime.

Extent of the problem in Cannock Chase
During 2008/09 there were 999 serious acquisitive crimes recorded in Cannock Chase, equal to a rate of 10.6 per 1,000 population.\(^\text{25}\) This represents a decrease of just over 3% between 2007/08 and 2008/09. Just over 40% of all serious acquisitive crime was theft from motor vehicles, which has decreased by 8% since 2007/08. However, despite an overall reduction in serious acquisitive crime, the total number of burglary dwellings recorded (including attempts and distraction/bogus official offences) has increased by almost 13%, or 37 crimes, over the last 12 months. This is contrary to a year-on-year reduction in burglary that has been achieved by the partnership over recent years. There has also been a slight increase in robbery, of both personal and business property. Total robbery has increased by 19% (8 crimes) during 2008/09.

Figure 37 - Serious acquisitive crime categories recorded in Cannock Chase, 2008/09

<table>
<thead>
<tr>
<th>Crime Description</th>
<th>2008/09</th>
<th>2007/08</th>
<th>Change from 2007/08</th>
<th>Percentage of all SAC 08/09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theft from motor vehicle</td>
<td>424</td>
<td>461</td>
<td>-8.0%</td>
<td>20%</td>
</tr>
<tr>
<td>Burglary dwelling</td>
<td>259</td>
<td>228</td>
<td>13.6%</td>
<td>25%</td>
</tr>
<tr>
<td>Theft or unauthorised taking of vehicle</td>
<td>195</td>
<td>226</td>
<td>-13.7%</td>
<td>15%</td>
</tr>
<tr>
<td>Attempted burglary dwelling</td>
<td>49</td>
<td>39</td>
<td>25.6%</td>
<td>5%</td>
</tr>
<tr>
<td>Robbery of personal property</td>
<td>43</td>
<td>38</td>
<td>13.2%</td>
<td>2%</td>
</tr>
<tr>
<td>Burglary dwelling - bogus official</td>
<td>10</td>
<td>14</td>
<td>-28.6%</td>
<td>1%</td>
</tr>
<tr>
<td>Aggravated vehicle taking</td>
<td>9</td>
<td>18</td>
<td>-50.0%</td>
<td>1%</td>
</tr>
<tr>
<td>Robbery of business property</td>
<td>7</td>
<td>4</td>
<td>75.0%</td>
<td>1%</td>
</tr>
<tr>
<td>Burglary dwelling - distraction</td>
<td>3</td>
<td>2</td>
<td>50.0%</td>
<td>0%</td>
</tr>
<tr>
<td>Aggravated burglary dwelling</td>
<td>0</td>
<td>1</td>
<td>-100.0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>999</strong></td>
<td><strong>1,031</strong></td>
<td><strong>-3.1%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Staffordshire Police

Despite a recent reduction, the current recession may increase the level of acquisitive crime recorded across Cannock Chase, as national research has identified that rates of acquisitive crime growth are closely tied to economic growth; when consumption is declining, property crime growth tends to increase. However, this increase would most likely be caused by existing offenders increasing their level offending, rather than new offenders turning to crime due to unemployment, for example. Therefore, it is important that initiatives to reduce acquisitive crime have a focus on reducing offending, specifically re-offending and targeting the most prolific of offenders.

\(^{25}\) Serious Acquisitive Crime (National Indicator 16) includes burglary dwelling (including attempts), aggravated burglary dwelling, robbery of business and personal property, theft/unauthorised taking of motor vehicle, aggravated vehicle taking and theft from motor vehicles.
**Trend**

When the figures are displayed monthly, serious acquisitive crime shows a downward trend until around July 2008, when the reduction began to level off. The chart shown in figure 38 (below) shows some extreme monthly fluctuations, ranging from 61 to 134 offences per month. This suggests that acquisitive crime comes in spates and several offences that have occurred around the same time may be linked by the same offenders. There have been peaks in July/August and December/January in each of the last 3 years, and some further analysis may be useful to identify why these peaks may have occurred. This chart also shows the expected direction of travel during 2009/10. The projection based on the short and medium-term trend shows an increase over the next 12 months, although the long-term trends suggests a more constant level of offences.

**Figure 38 - Serious acquisitive crime trend and projection, April 2006 to March 2009**

**Serious acquisitive crime in areas similar to Cannock Chase**

When measured relative to the size of the population, the rate of serious acquisitive crime recorded in Cannock Chase is below average when compared with other similar CSPs. Using the 'most similar family group' analysis, defined by iQuanta, Cannock Chase is ranked 4th out of 15 areas, and recorded a rate of offences that was 21% below the most similar family group average during 2008/09. Cannock Chase has also recorded a rate offences that is 2% lower than the Staffordshire average. Despite recording an increase during 2008/09, the rate of burglary dwellings recorded in Cannock Chase is also below the most similar group average.

**Who does serious acquisitive crime affect the most?**

A slightly higher proportion of victims were male than female (53% male, 42% female, 5% unknown). Over half (54%) were between the ages of 19 and 44 years. However, the peak age group when measured relative to the population size is between 20 and 29 years old. This age group records a rate of 9.1 victims per 1,000 population, compared with 5 victims per 1,000 population overall. However, as acquisitive crime is not usually a personal crime, the age and gender pattern of victims is more likely to be linked to personal behaviours and the availability of ‘CRAVED’ items, rather than specific targeting by offenders. For example, young males are perhaps more likely to own, and leave on view, valuable items such as satellite navigation systems, car stereos, laptops and mobile phones and therefore are more likely to be victims of thefts from motor vehicles.

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26 The acronym ‘CRAVED’ describes the qualities of an item that make it desirable to offenders - Concealable, Removable, Available, Valuable, Enjoyable and Disposable (Source: Clarke 1999).
The map in figure 39 shows the areas in Cannock Chase to record the highest concentration of serious acquisitive crime during 2008/09. The largest ‘hotspots’ are located in Cannock town centre, Chadsmoor, Rugeley town centre and Western Springs. This map also shows the areas of Cannock Chase to record a significant increase in serious acquisitive crime over the last 12 months (outlined in black). The LSOA to record the largest increase is located in the Bridgtown area of Cannock, including Broad Street, Church Street and North Street; the number of serious acquisitive crimes recorded in this area has increased by 41%, from 44 in 2007/08 to 62 in 2008/09. Within Cannock Chase the top repeat location is at the services and retail park at the junction of the A5 and the A4601 - there were 20 offences in this area, and all but 1 were thefts from motor vehicles (1 theft of motor vehicle).

Figure 39 - Hotspots of serious acquisitive crime in Cannock Chase, 2008/09 (Plus areas to record a significant increase since 2007/08)
What do the residents of Cannock Chase think about serious acquisitive crime?
When the residents of Cannock Chase were asked to identify their top local issue via the CCR process, less than 2% of respondents mentioned any type of serious acquisitive crime. The majority of these were in relation to thefts from motor vehicles (the most prevalent type of serious acquisitive crime in Cannock Chase), although this represents just 8 respondents. This low number of respondents is probably because relatively few people in Cannock Chase have been affected by serious acquisitive crime (either directly, or through the experiences of family, friends or the local media) and are therefore more concerned about issues which affect them directly on a more frequent basis, such as low-level anti-social behaviour.
6.2 Cleaner & Greener Communities

Why should this be a priority for Cannock Chase?
Environmental Crime is clearly a priority for the residents of Cannock Chase, with half (50.2%) of respondents to the Place Survey feeling that ‘clean streets’ most need improving in their local area. 1 in 20 issues raised by Cannock Chase residents through Citizen Contact Records were related to environmental issues, specifically criminal damage and dog fouling. The ENCAMs report ‘Understanding Perceptions of Anti-social Behaviour in Cannock Chase’ found that dog fouling and general litter and rubbish were the major problem issues in Cannock Chase, with fly tipping, dog fouling and abandoned vehicles scoring highly.

Despite some considerable reductions achieved over the last few years, criminal damage is still a high volume crime, with the total number of offences recorded accounting for 21% of all recorded crime across the district. However, criminal damage has decreased by 14% during 2008/09. Although this is clearly a ‘signal crime’ that can have a considerable impact on resident’s feelings of safety and perceptions of an area, and further work tackling issues relating to environmental crime could have a significant impact on other priorities, such as perceptions that the police and local council are dealing with the crime and anti-social behaviour that matters in the local area. It is therefore recommended that the partnership continue to prioritise environmental crime over the next three years.

Extent of the problem in Cannock Chase
In March 2009, ENCAMs published a report ‘Understanding Perceptions of Anti-social Behaviour in Cannock Chase’ on behalf of Cannock Chase District Council. The report summarises the findings of 500 face to face interviews carried out in the district with a cross-section of the community. Many of the questions in the survey related to environmental crimes such as dog fouling, graffiti, litter, abandoned vehicles and fly tipping. The results from the survey found that dog fouling and general litter and rubbish were the major problem issues in Cannock Chase. Fly tipping and graffiti were seen as less of an issue with abandoned vehicles perceived as even less of a problem in the District.

The survey also identified the types of areas perceived to be most affected by these problems in the district. Dog fouling was a particular concern in residential areas and parks and open spaces, with 42% of respondents identifying residential areas as the most affected areas for dog fouling and 41% identifying parks and open spaces.

Parks and open spaces were also perceived by respondents as the most affected areas for fly-tipping (52%) and abandoned vehicles (39%). Residential areas also scored highly for both of these issues, with 36% of respondents identifying residential areas as the main areas of concern for abandoned vehicles and 30% of respondents identifying residential area as the most affected areas for fly tipping.

In contrast, general litter was perceived as an issue in shopping areas, with 41% of respondents identifying shopping areas as the areas most affected by general litter, with 28% identifying residential areas and 25% parks and open spaces as the areas most affected by littering. Graffiti was also seen as a particular problem in shopping areas, where 41% of respondents indicated that shopping centres were the most affected by graffiti in the district, with a further 32% identifying residential areas as the most affected areas.

Although respondents were asked to name specific areas in the district to which these problems relate, over half were unable to provide this information. Of those that provided a response, 4% identified Cannock town centre as a specific location as having a problem with both littering and dog fouling. The problem of dog fouling on Park Road was also identified as a specific location by 4% of respondents.

In 2007/08, Cannock Chase District Council issued 23 fixed penalty notices for littering and this increased to 38 in 2008/09. However, 10 of these notices have been cancelled and only 1 littering offence has required court action, this being for none payment of the fixed penalty notice. There were only 2 fixed penalty notices issued in 2007/08 for dog fouling in the District, this has increased to 10 notices issued in 2008/09.

Returns by Cannock Chase District Council with regard to National Indicator 195 on cleanliness indicated that 4% of site surveys in 2008/9 fell below the standard sets for litter. The NI 195 return also showed that 10% of sites surveyed fell below the standards set for detritus, as did 2% for graffiti. However, virtually no sites fell below the standard for fly posting. Overall 7% of the 982 sites surveyed in 2008/9 suffered from more than one of the above problems in the district.

What do the residents of Cannock Chase think about environmental crime?
The Place Survey asked residents of Cannock Chase to identify the top things that make some where a good place to live. Half of respondents said ‘clean streets’ (the second highest issue after the level of crime). This issue was also the third highest ranked as in most need of improving across the district. Just over 48% of respondents felt that litter or rubbish lying around was a big problem, and 39% felt the same way about Vandalism, graffiti and other deliberate damage to property or vehicles.

The Place Survey also asks residents how satisfied they are with the local authority keeping public land clear of litter and refuse. Within Cannock Chase, less than half (48%) of respondents agree with this statement, which is below both the Staffordshire (55.6%) and national average (56.9%). This result is also the second lowest recorded across all districts in Staffordshire.

When the residents of Cannock Chase were asked to identify their top local issue via the CCR process, 1 in 20 mentioned any type of environmental issue. The top five types of environmental crime mentioned were criminal damage (2.7% of the total), rubbish or fly tipping (1%), animal/dog fouling (1%), unmaintained property (0.1%) and graffiti (0.1%).
6.3 Impact of the Recession

The impact of the current recession on safer and stronger communities issues has been highlighted as a potential threat to performance. As identified in an earlier report, ‘The Impact of Recession on Safer & Stronger Communities in Staffordshire’\textsuperscript{25} there are certain issues which are more vulnerable to the affects of recession than others.

The current partnership priorities which have been identified as being most ‘at risk’ are:

**Domestic Abuse:** Job losses and financial pressure placed on families may lead to break-ups and potentially as a result, domestic abuse (physical and/or financial). Drink and drug abuse due to stress, or as a coping mechanism may also contribute towards an increase in domestic violence.

**Youth Offending:** Young people not engaged in education, training or employment (ETE) is one of the main contributory factors of youth offending. Young people are more likely to be affected by job losses than other age groups due to lower redundancy costs and casual contracts, and finding work after leaving school may prove more difficult. Therefore, more young people may enter the Youth Justice System as a consequence of a lack of education, training or employment.

**Serious Acquisitive Crime:** Increases in the cost of living and unemployment may lead to an increase in the number of people obtaining goods dishonestly. These offences will most likely be committed by offenders already within the Criminal Justice System (CJS), including Prolific and other Priority Offenders.

**Community Cohesion:** Research has shown that people out of work are more likely to feel that they have no or little influence over local decision making, therefore an increase in the level of unemployment may negatively affect the results for national indicator 4 (percentage of people who feel that they can influence decisions in their local area).

**Substance Misuse:** Worklessness and housing issues are seen to be significant contributory factors to drug dependency, therefore an increase may occur as a result of the recession. Substance misuse in general may increase as people turn to drugs and alcohol as a result of stress caused by unemployment and financial pressures. It is also anticipated that the level of alcohol related violence may decrease due to people cutting back on their spending habits. However, cheap drink promotions advertised by licensed premises may encourage binge drinking, which is closely linked to violence around the night-time economy.

\textsuperscript{25} The Impact of recession on Safer & Stronger Communities in Staffordshire, 2009/10—available to download from the Staffordshire Observatory website http://www.staffordshirepartnership.org.uk/observatory/publications/
Appendix A - Methodology
Appendix B - Location Map
Appendix C - Hierarch of Crimes
Appendix D - Most Similar Family Group
Appendix E - Perception Chart Note
Appendix F - Glossary of Terms
Appendix G - Contextual Information
Appendix A: Methodology

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Staffordshire Police
Chase Prolific Offenders Unit
Staffordshire Fire & Rescue Service
Staffordshire Probation Area
Staffordshire Youth Offending Service
Staffordshire CRI T3
Trading Standards
West Midlands Ambulance Service
South Staffordshire PCT
Pathway
Staffordshire Women’s Aid
Cannock Chase District Council

Due to delays in receiving data, unfortunately it has not been possible to include further analysis of hospital admissions/A&E attendance from South Staffordshire PCT.

Where possible, data has been sourced for the 2008/09 financial year (April 2008 to March 2009) and comparisons have been made with the previous 12-month period. Where this has not been possible the most up to date information available has been analysed and the time periods are stated within the analysis.

In order to identify potential priorities for Cannock Chase, the following strategies were considered:
• The current strategic priorities as outlined within the Cannock Chase CDRP Plan 2008 to 2011;
• The single set of National Indicators as outlined under The National Performance Framework;
• The strategic priorities for Staffordshire as identified within the Local Area Agreement (2008 to 2011) and the Sustainable Community Strategy (2008 to 2023).

These priorities were considered along with other local information, including issues raised through public consultation, comparisons with other similar areas and other emerging trends identified through a data scanning exercise. The issues identified through this exercise were then be analysed in greater detail within the main body of this report.

The matrix on the following page was used to determine which additional issues should be considered/analysed in more detail alongside the existing partnership priorities. A scanning exercise was undertaken with a core group (including the Community Safety Manager and representatives from the Joint Operations Group) to consider these results and decide which issues should be explored further within the strategic assessment.
<table>
<thead>
<tr>
<th>Issue/Problem</th>
<th>2007/08</th>
<th>2008/09</th>
<th>Change</th>
<th>Volume</th>
<th>Direction of Travel (trend)</th>
<th>Comparison with Peers 08/09</th>
<th>2008/09 Rate</th>
<th>County Rate 2008/09</th>
<th>Diff from County</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL RECORDED CRIME</td>
<td>7,454</td>
<td>7,030</td>
<td>-6%</td>
<td>Down</td>
<td>8th</td>
<td>Above average</td>
<td>74.46</td>
<td>67.37</td>
<td>11%</td>
</tr>
<tr>
<td>Anti-Social Behaviour</td>
<td>5,721</td>
<td>5,486</td>
<td>-4%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>58.11</td>
<td>46.69</td>
<td>24%</td>
</tr>
<tr>
<td>Serious Violent Crime</td>
<td>90</td>
<td>50</td>
<td>-44%</td>
<td>1%</td>
<td>Up</td>
<td>6th</td>
<td>0.53</td>
<td>0.34</td>
<td>56%</td>
</tr>
<tr>
<td>Violent Crime</td>
<td>1,900</td>
<td>1,891</td>
<td>0%</td>
<td>27%</td>
<td>Up</td>
<td>15th</td>
<td>20.03</td>
<td>15.59</td>
<td>28%</td>
</tr>
<tr>
<td>Domestic Abuse</td>
<td>540</td>
<td>590</td>
<td>9%</td>
<td>8%</td>
<td>Down</td>
<td>-</td>
<td>6.25</td>
<td>4.71</td>
<td>33%</td>
</tr>
<tr>
<td>Sexual Violence</td>
<td>82</td>
<td>68</td>
<td>-17%</td>
<td>1%</td>
<td>Down</td>
<td>6th</td>
<td>0.72</td>
<td>0.80</td>
<td>-10%</td>
</tr>
<tr>
<td>Serious Acquisitive Crime</td>
<td>1031</td>
<td>999</td>
<td>-3%</td>
<td>14%</td>
<td>Up</td>
<td>5th</td>
<td>10.58</td>
<td>10.83</td>
<td>-2%</td>
</tr>
<tr>
<td>Acquisitive Crime</td>
<td>3,172</td>
<td>3,023</td>
<td>-5%</td>
<td>43%</td>
<td>-</td>
<td>-</td>
<td>32.02</td>
<td>29.37</td>
<td>9%</td>
</tr>
<tr>
<td>Theft of Motor Vehicle</td>
<td>224</td>
<td>195</td>
<td>-13%</td>
<td>3%</td>
<td>Stable</td>
<td>7th</td>
<td>2.07</td>
<td>1.87</td>
<td>10%</td>
</tr>
<tr>
<td>Theft from Motor Vehicle</td>
<td>463</td>
<td>424</td>
<td>-8%</td>
<td>6%</td>
<td>Down</td>
<td>5th</td>
<td>4.49</td>
<td>5.13</td>
<td>-12%</td>
</tr>
<tr>
<td>Burglary</td>
<td>283</td>
<td>321</td>
<td>13%</td>
<td>5%</td>
<td>Up</td>
<td>6th</td>
<td>3.40</td>
<td>3.14</td>
<td>8%</td>
</tr>
<tr>
<td>Burglary other Buildings</td>
<td>497</td>
<td>471</td>
<td>-5%</td>
<td>7%</td>
<td>Down</td>
<td>6th</td>
<td>4.99</td>
<td>4.69</td>
<td>6%</td>
</tr>
<tr>
<td>Robbery Personal</td>
<td>38</td>
<td>43</td>
<td>13%</td>
<td>1%</td>
<td>Stable</td>
<td>9th</td>
<td>0.46</td>
<td>0.46</td>
<td>-2%</td>
</tr>
<tr>
<td>Shoplifting</td>
<td>684</td>
<td>625</td>
<td>-9%</td>
<td>9%</td>
<td>Down</td>
<td>14th</td>
<td>6.62</td>
<td>4.07</td>
<td>63%</td>
</tr>
<tr>
<td>Theft of pedal cycle</td>
<td>93</td>
<td>93</td>
<td>0%</td>
<td>1%</td>
<td>Stable</td>
<td>5th</td>
<td>0.99</td>
<td>1.06</td>
<td>-7%</td>
</tr>
<tr>
<td>Theft from Person</td>
<td>80</td>
<td>62</td>
<td>-23%</td>
<td>1%</td>
<td>Down</td>
<td>9th</td>
<td>0.66</td>
<td>0.86</td>
<td>-23%</td>
</tr>
<tr>
<td>Other theft</td>
<td>612</td>
<td>589</td>
<td>-4%</td>
<td>8%</td>
<td>Down</td>
<td>7th</td>
<td>6.24</td>
<td>6.44</td>
<td>-3%</td>
</tr>
<tr>
<td>Business Crime</td>
<td>1,349</td>
<td>1,230</td>
<td>-9%</td>
<td>17%</td>
<td>-</td>
<td>-</td>
<td>13.03</td>
<td>9.84</td>
<td>32%</td>
</tr>
<tr>
<td>Hate Crime</td>
<td>66</td>
<td>72</td>
<td>9%</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>0.76</td>
<td>0.63</td>
<td>20%</td>
</tr>
<tr>
<td>Criminal Damage</td>
<td>1,680</td>
<td>1,443</td>
<td>-14%</td>
<td>21%</td>
<td>Stable</td>
<td>6th</td>
<td>15.28</td>
<td>14.49</td>
<td>6%</td>
</tr>
<tr>
<td>Arson</td>
<td>65</td>
<td>61</td>
<td>-6%</td>
<td>1%</td>
<td>Stable</td>
<td>7th</td>
<td>0.65</td>
<td>0.59</td>
<td>10%</td>
</tr>
<tr>
<td>Deliberate Ignitions</td>
<td>419</td>
<td>329</td>
<td>-21%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3.48</td>
<td>2.43</td>
<td>43%</td>
</tr>
<tr>
<td>False alarm malicious calls</td>
<td>34</td>
<td>30</td>
<td>-12%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.32</td>
<td>0.20</td>
<td>58%</td>
</tr>
<tr>
<td>Dwelling fires no smoke alarm</td>
<td>31</td>
<td>34</td>
<td>10%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.36</td>
<td>0.22</td>
<td>62%</td>
</tr>
<tr>
<td>First-Time Entrants to YJS</td>
<td>196</td>
<td>39</td>
<td>-80%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.41</td>
<td>0.44</td>
<td>-7%</td>
</tr>
<tr>
<td>Probation assessments starting an order</td>
<td>399</td>
<td>351</td>
<td>-12%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3.72</td>
<td>2.66</td>
<td>40%</td>
</tr>
<tr>
<td>Casualties Killed or Seriously Injured</td>
<td>26</td>
<td>23</td>
<td>-12%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.24</td>
<td>0.35</td>
<td>-30%</td>
</tr>
<tr>
<td>Children Killed or Seriously Injured</td>
<td>3</td>
<td>1</td>
<td>-67%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.01</td>
<td>0.02</td>
<td>-49%</td>
</tr>
<tr>
<td>Motorcycle casualties</td>
<td>39</td>
<td>28</td>
<td>-28%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.30</td>
<td>0.41</td>
<td>-28%</td>
</tr>
<tr>
<td>Casualties Young people 16-25 years</td>
<td>141</td>
<td>94</td>
<td>-33%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1.00</td>
<td>1.40</td>
<td>-29%</td>
</tr>
<tr>
<td>Drug Offences</td>
<td>185</td>
<td>123</td>
<td>-34%</td>
<td>2%</td>
<td>Down</td>
<td>2nd</td>
<td>1.30</td>
<td>2.12</td>
<td>-39%</td>
</tr>
<tr>
<td>Drug users - Young people (new referrals)</td>
<td>55</td>
<td>56</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.59</td>
<td>0.59</td>
<td>1%</td>
</tr>
<tr>
<td>Alcohol related hospital admissions</td>
<td>1,138</td>
<td>1,488</td>
<td>31%</td>
<td>8th</td>
<td>Below average</td>
<td>14.0</td>
<td>12.22</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Street Drinking (ASB)</td>
<td>143</td>
<td>85</td>
<td>-41%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.90</td>
<td>0.85</td>
<td>6%</td>
</tr>
</tbody>
</table>
Appendix B: Location Map

CANNOCK CHASE DISTRICT
WARD BOUNDARIES

Staffordshire County Council

Western Springs

Hagley

Brereton and Ravenhill

Etching Hill and the Heath

Hednesford North

Hednesford South

Cannock West

Cannock South

Hawks Green

Norton Canes

Staffordshire County Council

Staffordshire County Council

Staffordshire County Council

Staffordshire County Council

Staffordshire County Council

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Produced by the Research Unit, Development Services Directorate, Staffordshire County Council, 2009.
Appendix C: Hierarchy of Crime Types

TOTAL CRIME

Violence against the Person
  - Most Serious Violence
    - Assault with Less Serious Injury
    - Assault Without Injury
    - Other Violence against the Person

Acquisitive Crime
  - Serious Acquisitive Crime
    - Burglary Dwelling
      - Theft from Vehicle
      - Theft of Vehicle
      - Robbery
  - Other Acquisitive Crime
    - Burglary other Buildings
    - Other Theft
      - Shoplifting
      - Theft of Pedal Cycle
      - Theft from Person
      - Other Theft

Criminal Damage

Other Offences
  - Drug Offences
    - Fraud & Forgery
    - Other Offences

Sexual Offences
Appendix D: Most Similar Family CSPs - iQuanta

Peer comparisons in this document are based on the Home Office ‘Most Similar’ comparison groupings and use the ‘revised’ groups for 2008/09, based on the Most Similar Crime and Disorder Reduction Partnerships. Most Similar groups are used with the aim of making fairer and more meaningful peer comparisons. CSPs operate in very different environments and face different challenges, hence it would be misleading simply to compare one area with all other areas. Areas of similar geographic, demographic and socio-economic situations are therefore compared with each other as they have been shown to experience comparable levels of crime.

The Most Similar family group for Cannock Chase District is detailed in the below table:

**Staffordshire - Cannock Chase**

- Derbyshire - Erewash
- Nottinghamshire - Gedling
- West Midlands - Dudley
- Northamptonshire - Kettering
- Derbyshire - Chesterfield
- Merseyside - Sefton
- Warwickshire - Nuneaton & Bedworth
- Sussex - Adur
- Derbyshire - South Derbyshire
- West Mercia - Wyre Forest
- Greater Manchester - Wigan
- Derbyshire - Amber Valley
- Essex - Braintree
- Merseyside - St Helens

Source: iQuanta
Appendix E: Perception Charts Notes

The Perception Vs Incidence charts graphically demonstrate the inconsistency between the perceptions of a given problem, compared with the actual incidence of the said problem within a community. The charts have been designed to help Crime and Disorder Reduction Partnerships identify the approach best suited to their particular problem areas and communities.

Perception data is sourced from the Citizen Contact Records (CCRs) completed by Staffordshire Police in the period 2008-09. The Incidence data is sourced from Staffordshire Police recorded crime and incident data for 2008-09.

The decision to adopt a particular approach towards a given problem may be informed by where it falls within the chart, according to the illustration below.

The problems are based on the priority problems included within the strategic assessments. Their positions in the two axes are determined via rank based on volume, rather than a proportional position relative to overall volume of respondents/incidents.

“The police have a tendency to say crime is coming down…but if the perception of local people is of disorder and lack of control, they feel unsafe…if you tell them things are better, you destroy your own credibility and their trust in you.”

Peter Fahy, Chief Constable, Cheshire Police, 20 August 2007
Appendix F: Glossary of Terms

ACORN
ACORN is a customer segmentation tool developed by CACI, which classifies households into one of 56 ACORN types according to demographic, employment and housing characteristics of the surrounding neighbourhood. Further information can be found at http://www.caci.co.uk/acorn/

Acquisitive Crime
This refers to offences where the perpetrator ‘acquires’ something through the crime, such as burglary and other thefts. The exception to this is where force is used (e.g. robbery), when offences are recorded as ‘violent crime’.

Anti-Social Behaviour (ASB)
This is a broad category that is largely subjective, however the definition of ASB used by Staffordshire Police includes categories such as rowdy and inconsiderate behaviour, nuisance vehicles, street drinking, littering, noise nuisance and neighbour disputes. This category does not include any crimes.

Feeling the Difference Survey
This is a survey conducted on behalf of Staffordshire Police, which aims to explore issues around quality of life, reassurance and fear of crime across Staffordshire. The survey is conducted 4 times a year; to date (January 2009), three ‘waves’ of the survey have been conducted.

Incidents (recorded by the police)
All reports of incidents, whether from victims, witnesses or third parties, whether crime related or not, will result in the registration of an incident report by the police. Some of these incidents will also become crimes, whereas others will remain as incidents if no criminal activity has taken place (such as anti-social behaviour, road traffic collisions and notifications of suspicious activity).

Indices of Deprivation
The Index of Multiple Deprivation (IMD) 2007 is an LSOA level measure of deprivation produced by Communities and Local Government (CLG). By combining a number of indicators covering a range of economic, social and housing issues into a single deprivation score for each small area in England, this allows each area to be ranked relative to one another according to their level of deprivation.

iQuanta
The iQuanta website provides a large repository of analyses on current policing and community safety performance in England and Wales. The analyses are provided in a range of graphical charts and tables. They allow you to compare current performance against peers, identify significant changes in performance and track progress towards Local Area Agreement (LAA) targets.

Lower Super Output Area (LSOA)
A level of geographical boundaries developed by the Office for National Statistics (ONS), using groups of existing census output areas. They have a minimum size of 1,000 residents and 400 households, averaging about 1,500 residents.

The Place Survey
The Place Survey gathers the views of residents on their local area and quality of life. The survey recently replaced the Best Value User Satisfaction Survey. The results are used to ascertain measures for 19 of the 198 national indicators that relate to citizen perspectives. The Place Survey is compulsory for all local authorities and is carried out once every two years.

Violent Crime
A violent crime is a crime in which the offender uses, or threatens to use, violent force upon the victim. This also includes public order offences, harassment and sexual assault.
Appendix G: Contextual Information

Population Profile
The population of Cannock Chase District is currently 94,400 people, which is an increase of 2,300 people (2.5%) since 2001 and 5,100 people (5.7%) since 1991. The population of Cannock Chase, as with the rest of the county and country, is ageing; since 1991 the number of people aged 65 and over has increased by 27%, from 11,000 in 1991 to 14,000 in 2007, with those aged 85 and over increasing by 86% over the last sixteen years. The number of children (aged 0-14) in Cannock Chase has fallen by 6% during the same period, from 18,200 in 1991 to 17,100 in 2007. There has also been a significant decline in the number of young adults in the District with 4,800 fewer people in the 20 to 34 age group in 2007 compared with 1991, this equates to a 22% decline. In contrast, the number of people aged between 55 and 64 has increased significantly, with 3,366 more people in this cohort in 2007 compared with 1991, this equates to an increase of 40% on the 1991 figure of 8,400 people.

The 2006 based Sub-national Population Projection indicates population growth in Cannock Chase of 13,700 people between 2006 and 2031 taking the population of the District to 108,000 people by 2031. The projections show very little change in the number of people aged below 35 and a modest decline in the population aged 35 to 44. However, the projection shows a significant increase of 13,600 people aged 60 and over between 2006 and 2031, this equates to an increase of 70% for this age group. The projections indicate that the principal drivers of the projected population increase are internal migration and natural change.

Internal Migration
Total net migration for Cannock Chase over the previous eight years has increased the population of the District by 1,160 people, which equates to just 145 people per annum. Cannock Chase gains significant population through migration from the West Midlands conurbation, with an average net addition of 428 people per annum. However, it loses population to the rest of Staffordshire (92 per annum), the West Midlands Shire areas (36 per annum) and other Regions in England and Wales (155 per annum). Net population gain in Cannock Chase through internal migration is principally in the working age population with small gains in the number of older people and a loss in the number of children, teenagers and younger adults.

International Migration
Although the number of international migrants is difficult to count precisely there are a number of proxy indicators including National Insurance Registrations and the Workers Registration Scheme (WRS). Over the last four years (2005-08) there have been a total of 510 National Insurance registrations by foreign nationals in Cannock Chase, of which just under 50% were from Eastern European countries including 180 from Poland and 50 from Slovakia.

Migrant workers from Eastern European countries are also required to register for employment purposes under the WRS. During 2007 and 2008 there were a total of 160 applications in Cannock Chase under this scheme. Of this total, 60% were male and 85% were under the age of 35. Half of all applicants indicated that their length of stay was likely to be less than three months. It should be noted that under both the National Insurance and WRS, migrant workers do not have to give notification when they return to their country of origin, therefore, it is difficult to estimate exactly how many foreign nationals are currently working and residing in Cannock Chase.

A2 Migration between the District and the rest of England
A3 The difference between the number of births and deaths in the District
A4 Including Stoke-on-Trent
A5 Shropshire, Telford and Wrekin, Worcestershire, Herefordshire and Warwickshire
Ethnicity
The 2001 Census is the latest comprehensive population count. It showed that only 1.4% of the population was from a non-white ethnic group. This is a very low percentage compared with the County, Region and England averages. The largest non-white ethnic groups in Cannock Chase at the time of the 2001 Census were Indian (0.3%), mixed White and Black Caribbean (0.2%) and Chinese (0.2%) groups.

The Office for National Statistics have produced experimental population estimates for ethnic groups, the latest being for 2006. Although the data is rounded to the nearest 100, it does provide a general insight into the changing, ethnic diversity of the District. Although the population of Cannock Chase has increased by 2,100 people between 2001 and 2006, the population of the white ethnic groups has remained constant.

Therefore, the significant population growth during this period has been in the other ethnic groups, including Black African and Caribbean groups, Pakistani and Indian groups. Mixed white and Black Caribbean and mixed white and Black African groups have also increased significantly in Cannock Chase. Despite the increasing ethnic diversity of the District, non-white groups only account for 3.2% of the population, which is still well below the County, Region and England averages.

Population of Cannock Chase by Ethnicity, 2001 and 2006

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2001 Census</th>
<th>2006 Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>White: British</td>
<td>89,806</td>
<td>97.4%</td>
</tr>
<tr>
<td>White Other: White</td>
<td>612</td>
<td>0.7%</td>
</tr>
<tr>
<td>Indian</td>
<td>312</td>
<td>0.3%</td>
</tr>
<tr>
<td>White: Irish</td>
<td>452</td>
<td>0.5%</td>
</tr>
<tr>
<td>Mixed: White and Black Caribbean</td>
<td>228</td>
<td>0.2%</td>
</tr>
<tr>
<td>Pakistani</td>
<td>66</td>
<td>0.1%</td>
</tr>
<tr>
<td>Black Caribbean</td>
<td>111</td>
<td>0.1%</td>
</tr>
<tr>
<td>Chinese</td>
<td>154</td>
<td>0.2%</td>
</tr>
<tr>
<td>Mixed: White and Asian</td>
<td>98</td>
<td>0.1%</td>
</tr>
<tr>
<td>Black African</td>
<td>48</td>
<td>0.1%</td>
</tr>
<tr>
<td>Mixed: White and Black African</td>
<td>25</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mixed: Other</td>
<td>56</td>
<td>0.1%</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>92</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other Asian</td>
<td>56</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other Ethnic Group</td>
<td>37</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other Black</td>
<td>9</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

ALL PEOPLE 92,162 100.0% 94,300 100.0%

Source: Office for National Statistics

Cannock Chase District Council Political Makeup
After the last District Council elections in May 2008, where a third of seats were contested, no one political party had overall control of the Council. This has been the case since 2003. Currently there are 41 elected Councillors in Cannock Chase District each serving for a four year period and democratically accountable to residents of their ward. There are 12 Conservative, 15 Labour and 14 Liberal Democrat members serving in the District.

Staffordshire County Council Political Makeup
There are 62 elected County Councillors each serving for a four year period and democratically accountable to residents of their County Electoral Division. The latest County Council elections took place in June 2009 and the Conservative Party now holds 49 of 62 seats. There are 7 County Councillors representing the residents of Cannock Chase District. Within the next twelve months there will be a general election which could have an impact with changing national and regional priorities.
Economy
There are 35,100 people employed in Cannock Chase District, the workforce is concentrated in the Distribution, Hotels and Restaurants (30%); Public Administration, Education and Health (20%); and Manufacturing (17%) sectors. Between 2003 and 2007 total employment in the District increased by just 0.6%. However with the onset of the recession Cannock Chase has experienced a significant rise in the level of unemployment. Between April 2008 and April 2009 the number of people out of work and claiming Jobseekers Allowance has trebled from 1,160 claimants in April 2008 to 3,425 claimants in April 2009, with the current claimant rate standing at 5.8%. Recent job losses include large number of redundancies at companies such as ThyssenKrupp (motor components manufacturing) and Marshalls (concrete products) in Cannock and JCB’s cab plant in Rugeley.

The average household income in Cannock Chase is 6% lower than the average for Great Britain and 4.6% below the County average. In 2006 the average household income in Cannock Chase was £30,600\(^\text{A6}\). Median gross weekly pay for all employees working in Cannock Chase is £349.04\(^\text{A7}\), which is just below the average for Staffordshire but 10% lower than the Great Britain average. More significantly is that the full-time median gross weekly pay in Cannock Chase is 6.3% lower than the average for Staffordshire and 14% lower than the Great Britain average.

The number of VAT registered businesses in Cannock Chase increased by 18.4% between 2003 and 2008 and currently stands at 2,930\(^\text{A8}\). The proportional growth in the number of businesses in the District during this period was the highest of all the Districts in the County and was double the average percentage growth of the West Midlands Region. The major employers in the District include ThyssenKrupp Body Stamping Ltd, Briggs Equipment UK Ltd, Cannock Chase District Council, Ideal Standard Manufacturing UK, and Atos Origin IT Services UK Ltd.

During the 10 years up to April 2008, a total of 52 hectares of land has been developed in Cannock Chase for employment uses and at April 2008, there was a further 85 hectares of land with planning consent for employment uses of which 12 hectares was under construction. Significant employment development sites in the District include the Kingswood Lakeside and the Mill Green development sites close to the M6 toll road and Towers Business Park in Rugeley, adjacent to the new Rugeley by-pass where developers Gazeley have just completed (February 2009) a 695,000 square foot development.

Although the effects of the recession is having an impact on Cannock Chase, particularly in terms of the number of people unemployed, it is difficult to predict the short or long term impact this will have on the District.

Households and Household Composition
There are currently 39,800 households in Cannock Chase District, this is an increase of 2,700 households on the 2001 Census figure. There are in the region of 40,700 dwellings in the district of which approximately 900 (2.2%) are either vacant or used as second dwellings, compared with other areas in the county and the region this a relatively low proportion of the housing stock. Approximately 74% of the dwelling stock was owner occupied with a further 19% social rented\(^\text{A9}\) and less than 5% privately rented. In the region of a quarter of all households at the time of the 2001 Census were single person households of which half were lone pensioner households, this equates to approximately 4,500 lone pensioner households in the district. With an ageing population the number of lone pensioner households is likely to increase in the future, government based projections indicate a 70% increase in the number of single person households aged over 60 between 2006 and 2026 in Cannock Chase.

\(^\text{A6}\) CACI Pay check Data, 2006  
\(^\text{A7}\) NOMIS / ONS, Annual Survey of Hours and Earnings, 2008  
\(^\text{A8}\) Department for Business, Enterprise and Regulatory Reform, Business Start-ups and Closures; VAT Registrations and De-registrations.  
\(^\text{A9}\) Housing Association, Registered Social Landlord or Local Authority rented