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<tr>
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<td>August 2010</td>
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<tr>
<td>Description</td>
<td>The purpose of this document is to provide Cannock Chase Community Safety Partnership (CSP) with an understanding of the key community safety problems that affect the district.</td>
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Section 1: Introduction and Context

The aim of this Strategic Assessment is to provide Cannock Chase Community Safety Partnership (CSP) with an understanding of the key community safety problems that affect the district. This will allow the partnership to set clear and robust priorities and develop activity that is driven by reliable information. The Strategic Assessment is produced annually and should be complemented by regular analysis throughout the year that monitors the partnership’s activities and provides a more detailed analysis of local problems. This process helps the partnership to direct its resources so that they remain focused on the main priorities, adapt to new and emerging issues and therefore provide the best value for money.

The Strategic Assessment forms part of the partnership problem solving process. A problem can be identified by a recurring set of related harmful events; problem solving can not be applied to a single event, and therefore this strategic analysis is essential to understand the priority problems affecting Cannock Chase. Analysing the specific details of a problem can reveal the circumstances that generate the problem, and solving problems involves changing one or more of these small details.

The Strategic Assessment is set out in four main chapters:

- **Performance and Partnership Activity** - this reviews how community safety issues have changed within the district over time and if the partnership has met its targets. It also describes the activities that have aimed to address the key priorities identified within last year’s Strategic Assessment.

- **Overview of Community Safety in Cannock Chase** - this section identifies the direction of travel in recorded crime and other community safety issues across the borough and highlights those which should be considered for further analysis, based on volume, trends and the level of risk to the communities of Cannock Chase.

- **Cannock Chase’s Community Safety Problems** - this section provides an assessment of the district’s main problems, illustrating it in terms of where and when most problems occur, the people, products and communities that are most vulnerable and who is responsible.

- **Summary and Recommendations for Strategic Priorities** - this section provides an executive summary of the key analytical findings and makes recommendations for both partnership priorities and further analysis. This section also highlights any major developments that may impact on partnership performance and/or activity during 2011/12.

This assessment also helps to identify information gaps so that plans can be put in place to improve our knowledge of these areas in future years. In order to gain a holistic representation of problems across the district, the Strategic Assessment draws from a range of data that is shared across the partnership. A full list of data sources provided is available in Appendix A.

This Strategic Assessment is the starting point of the wider Staffordshire Safer & Stronger Communities thematic partnership business planning process, which consists of 6 key stages:

1. Production of the Strategic Assessments  
   April to August
2. Identifying and sharing priorities  
   August to September
3. Developing outline strategies/plans  
   August to October
4. Pre-agreement process  
   October to November
5. Resource decisions  
   October to November
6. Detailed planning and implementation  
   November to March

This process provides a framework within which partnerships are able to effectively and efficiently fulfil their responsibilities to address local, district and countywide identified priorities and targets. The Strategic Assessment ultimately informs the partnership plan (to be published by the 1st April 2011), which outlines the priorities for the partnership and how these will be addressed over the next three years.
Section 2: Performance and Partnership Activity

The following table shows the end-of-year results for the priorities contained within Cannock Chase's Partnership Plan, which consist of both national indicators (NIs) and local partnership priorities. Where targets are unavailable, a comparison has been made with the previous year's performance (marked with an *).

<table>
<thead>
<tr>
<th>Local Indicator Description</th>
<th>09/10 Result</th>
<th>09/10 Target</th>
<th>Difference from Target (%) / 2008/09 Out-turn</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>NI21 Dealing With Local Concerns About Crime &amp; ASB</td>
<td>34.9%</td>
<td>31.9%</td>
<td>Projected Place Survey Result Based on The 'Feeling The Difference' Survey</td>
<td>⬤</td>
</tr>
<tr>
<td>NI15 Most Serious Violence</td>
<td>75</td>
<td>61</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>NI15 &amp; NI20 Violence With Injury</td>
<td>903</td>
<td>1020</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Partnership Priorities Domestic Violence *</td>
<td>456</td>
<td>381</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>NI32 Repeat incidents of domestic violence (MARAC)</td>
<td>39.8%</td>
<td>28.0%</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Partnership Priorities Alcohol Related Violent Crime *</td>
<td>264</td>
<td>246</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>NI16 Serious Acquisitive Crime</td>
<td>1023</td>
<td>959</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Partnership Priorities Anti-social Behaviour Incidents</td>
<td>4767</td>
<td>5574</td>
<td>⬤</td>
<td></td>
</tr>
<tr>
<td>Partnership Priorities Business Crime *</td>
<td>897</td>
<td>1230</td>
<td>⬤</td>
<td></td>
</tr>
</tbody>
</table>

* Comparison to 2008/09 result as no local targets available.

To what extent was the 2009/10 Partnership Plan implemented?

Over the last 12 months, Cannock Chase CSP has successfully implemented various activities relevant to achieving their strategic priorities, as outlined in their Partnership Plan 2009/10.

Priority 1: To reduce levels of violent crime, and in particular serious violence, domestic violence and alcohol fuelled violence in our town centres

- ‘The Project’ support for victims of domestic abuse: 192 women from Cannock Chase have received one to one contact and support. This includes emotional support, housing advice, refuge accommodation, help with parenting and legal advice. 47 children have also received intensive one to one support which includes a safe arena where children can voice their fears and anxieties in relation to domestic violence.
- ‘Domestic Violence Co-ordinator’ and the ‘Independent Domestic Violence Advisor (IDVA)’: This crucial post has been a great success in 2009/10, and has supported 76 victims of domestic violence. The two staff members have been to 27 Multi-Agency Risk Assessment Conferences (MARAC) and have supported women in the specialist domestic violence court in Cannock during a wide range of criminal trials. Chase PAIRs have produced a leaflet aimed at children and continues to provide leaflets, posters and information packs to organisations within the district.
- ‘Safe as Houses’ domestic violence sanctuary scheme: This initiative was aimed at preventing homelessness as a consequence of violence in the home, as well as providing additional security. During 2008/09 there were 18 homelessness acceptances in Cannock due to domestic violence, however, in 2009/10 there were just 6. Following risk assessments of properties, various security measure were installed such as CCTV cameras, fire proof letter boxes, smoke detectors, door
viewers, window locks, mortise locks, new hardwood doors and door frame re-enforcement.

- ‘Chase Domestic Abuse Partnership (DAP)’: The DAP is a co-located team that covers Stafford Borough, South Staffordshire and Cannock Chase and includes agencies involved in the delivery of services to victims and perpetrators of domestic abuse and their families. By building on the excellent partnerships that already exist, the DAP provides further integration of services. The DAP is aligned to the Specialist Domestic Violence Court at Stafford and Cannock.

- ‘Beat Violence Before it Beats You’ campaign: A two pronged seasonal campaign with two distinct messages: ‘Seasons Beatings’ aimed at reducing domestic violence and ‘Violent Night’ targeted at alcohol related violence over the Christmas period working closely with ‘Operation Matrix’ and the night-time economy. This partnership between Staffordshire County Council, district councils, Staffordshire Police and Staffordshire Women’s Aid set new standards for integrated working in Cannock Chase. As part of this campaign lolly pops were distributed by door staff in establishments across the District. This also included various kebab shops. The lolly pops were extremely successful as they helped to break down the barriers and improved relationships between the customers of the clubs/bars/kebab shops and the door/kebab shop staff.

In Cannock Chase, overall violent crime has increased by 5%, and accounts for 29% of all crime in the District. The increase in ‘alcohol related violent crime’ was 7%, resulting in a rate of 2.8 crimes per 1,000 population which is 22% higher than the county rate. Most serious violent crime (NI15) experienced an increase of 56% during 2009/10, and the rate per 1,000 population is higher than that of the county. However, national indicators 15 and 20 combined as ‘violence with injury’ has experienced a decrease of 12% since 2008/09. Most serious violence, and violence with injury combined are above average in comparison to their most similar peers in iQuanta, and rank 15th and 13th out of 15 respectively. It should be noted that these crime rates may be distorted by inconsistencies in counting practices, however this alone cannot account for the high volumes.

Reports of domestic violence have also increased in Cannock Chase, from 381 incidents in 2008/09 to 456 in 2009/10, or 20%. The rate per 1,000 population is 4.8, which is above the county rate of 3.4 per 1,000 residents. The increase is also greater than the 12% increase experienced county wide, however these offences are subject to proactive efforts to increase reporting, and therefore the increases could be viewed as a success.

**Priority 2: To reduce incidents of anti-social behaviour including criminal damage, improve local people’s perceptions of ASB, and increase awareness of partnership activity to address it.**

- ‘Take Care, Be Aware’ Campaign: aimed at reducing the number of anti-social behaviour incidents in Cannock over the Bonfire and Halloween period, and generated press coverage worth £1,650 in advertising equivalent value. The campaign also took in bus advertising, local radio air-time, a website, competition and an Ad-van campaign situated outside local schools in the hotspot areas with PCSOs and Street Wardens on hand to offer advice.

The number of recorded incidents of anti-social behaviour has fallen considerably over the past twelve months in Cannock Chase. Whilst the county recorded a reduction in incidents of 17%, the District achieved a 14% reduction. Although this still equates to 50 incidents per 1,000 resident population, which is 29% higher than the overall county rate. The projected out turn for NI21, dealing with local concerns about ASB and crime by the local council and police, is 34.9% against a target of 31.9%. This is a proxy measure based upon the ‘feeling the difference’ survey conducted by Staffordshire Police.

Criminal damage is a high volume crime which accounts for a fifth of all crime in the district. As with anti-social behaviour, Cannock Chase has recorded a reduction in criminal damage during 2009/10 of 7%, or 83 crimes. This equates to a rate of 14.3 criminal damage offences per 1,000 population, which is 12% greater than the county wide rate, although the long term trend is reducing.
PRIORITY 3: Take action against business crime
Business crime includes shoplifting, criminal damage to business premises, burglary of business premises, robbery of business property and making off without payment. In Cannock Chase business crime has reduced by 27% during 2009/10, or 333 crimes. However, the rate of business crime in the district is still 41% higher than the county rate, at 9.5 crimes per 1,000 population, compared to 6.7 for the county as a whole. Within business crime, shoplifting has fallen 11% or 71 crimes during 2009/10.

PRIORITY 4: To engage with and empower local communities so that the CSP is accountable for the decisions and actions it takes on their behalf.
• Neighbourhood Watch Newsletter: Every edition has a page titled ‘In Brief’ which is a collection of short reports on good arrests and good work done by the police and partners, including those incidents where a member of the public has been instrumental in the success by passing on information. During the past 12 months the newsletter has carried articles about or from other agencies including the District Council, Fire & Rescue Service, Domestic Violence and Victim Support and has included varied articles, for example regarding acquisitive crime, personal safety, domestic violence and anti-social behaviour.

The percentage of residents who feel that they can influence decision making in their local area has shown a steady rise across Cannock Chase during 2009/10, from 38% at March 2008 (waves 1-4 of Feeling the Difference) to 60% at March 2009 (waves 5-8). The partnership has also seen similar increases in residents agreeing that the police and local council are successfully dealing with crime and anti-social behaviour in their local area; a result of 56% (waves 5-8) compared with 53% across Staffordshire as a whole.
Recorded crime in Cannock Chase has shown some considerable reductions over recent years. During 2009/10 there were 6,805 crimes recorded, equal to a rate of 71.8 per 1,000 residents. This is a reduction of 3% (225 crimes) when compared with the previous year and 15% lower than the number recorded five years ago. The direction of travel (shown in figure 2, below) shows a clear downward trend over the last 3 years, although this has begun to level off and is fluctuating around an average of 580 crimes per month. However, more recent performance shows a further reduction and the last six months have each recorded a level of crime that is below the historical average.

Figure 2 - Long-term trend of crime recorded in Cannock Chase, with upper and lower bounds

The level of various community safety issues recorded in each month is affected by short-term variations associated with the time of year. All crime as a whole is not greatly affected by seasonality due to the conflicting seasonal patterns of the component offence types; April is the only month to record a significant peak, with the number of crimes recorded in this month being 20% above the expected level. The following graphic shows the peak months for some of the key community safety issues recorded in Cannock Chase, based on an analysis of crime and incidents recorded in Cannock Chase over the last 3 years.

Figure 3 - Seasonality of key community safety issues in Cannock Chase

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<thead>
<tr>
<th>Month</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<th>March</th>
<th>April</th>
<th>May</th>
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<tbody>
<tr>
<td>All crime</td>
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<td>Anti-social behaviour</td>
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<td>Criminal damage</td>
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<td>Most serious violent crime</td>
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<td>Assault with Injury</td>
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<td>Domestic violence</td>
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<td>Serious acquisitive crime</td>
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<td>Business crime</td>
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<td>Deliberate fires</td>
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</tbody>
</table>

Legend

- Greater than 10% above the average
- Greater than 5% above the average
- Less than 5% above or below the average
- Greater than 10% below the average
- Greater than 5% below the average
The following ‘treemap’ shows the volume of community safety issues recorded in Cannock Chase during 2009/10. The size of each box represents the relative volume of crimes or incidents recorded, and the shading represents the level of change over the last 12 months; the darker green an issue, the greater the level of reduction and the darker red, the greater the increase.

Figure 4 - Community safety issues recorded in Cannock Chase 2009/10, volume and change over time
By far the largest volume of any crime or disorder issue is ‘rowdy and inconsiderate behaviour’, within the category of anti-social behaviour. There were 3,273 incidents of this nature recorded during 2009/10, although the green shading of this box represents a reduction of 14% since the previous year. Despite an overall reduction in anti-social behaviour, this graphic shows that neighbour disputes, street drinking and noise nuisance from pubs or clubs have all seen an increase during 2009/10. However, the largest relative increases across all issues have been recorded in sexual offences (58% increase or 42 crimes), most serious violence (27% or 16 crimes), accidental dwelling fires (24% or 11 incidents), assault without injury (12% or 58 crimes) and fly-tipping (9% or 54 incidents). Drug offences have also seen an increase, although these offences represent proactive enforcement of drug activity and therefore this increase could be viewed as a success.

Unfortunately this treemap does not reveal the extent of crime involving alcohol, or that which is domestic related. This is because these types of issues are not individual crime types but instead describe the circumstances under which the crime occurred. The following diagram demonstrates the proportions of violent crime which are recorded by the police as being domestic, alcohol related, or both. However it is important to note that these characteristics are not recorded consistently and should therefore be regarded as a minimum percentage.

![Figure 5 - Proportion of violent crime recorded as being domestic or alcohol related, 2009/10](image)

Each square in this diagram represents 1% of all recorded violent crime. Therefore, 27% of all violent crime was recorded as being domestic related, 13% was alcohol related (where the offender was identified as being under the influence) and 6% was recorded as being both domestic and alcohol related. This is considerably lower than may be expected, and therefore infers a significant level of under-reporting that needs to be improved in order to fully understand the impact of alcohol on these types of crime.

**KEY ISSUES FOR CANNOCK CHASE**

The following list is a summary of key and emerging issues for Cannock Chase, all of which are currently prioritised within the Partnership Plan. These issues have been identified as requiring a specific focus (from ‘treemap’ analysis and recent partnership performance) for the partnership over the next 12 months:

- Anti-social behaviour and youth offending,
- Violent crime, specifically alcohol related assaults,
- Domestic violence and sexual offences,
- Serious acquisitive crime, specifically burglary of dwellings,
- Environmental crime, including criminal damage and deliberate fires.

The key problem elements of these issues will be analysed further within the next section, in relation to where they occur, who is responsible and who is vulnerable to victimisation.
Section 4: Cannock Chase’s Community Safety Problems

4.1 LOCATION
This section explores where and when crime, disorder, anti-social behaviour and substance misuse issues occur, and the neighbourhoods most in need of reassurance. It also identifies priority neighbourhoods, explores the geography of victimisation in Cannock Chase and analyses the links between where offenders reside and where community safety issues occur.

WHERE IN CANNOCK CHASE DO MOST COMMUNITY SAFETY ISSUES OCCUR?
The following maps (figure 6) show the areas of Cannock Chase to record the highest concentrations of all recorded crime. It is clear that the majority of offences are clustered around Cannock and Rugeley town centres, but there are also hotspots within residential areas, specifically Western Springs and the Springfields estate in Rugeley, Burnthill Lane and the vicinity of Hagley Park High School also in Rugeley, Chadsmoor including West Chadsmoor, Oldfallow (specifically Bevan Lee Road and Westbourne Avenue) and South of Cannock town centre (the Laburnum Avenue/St. John’s Road area).

Figure 6 - Main concentrations of crime in Cannock Chase, 2009/10
The following treemap shows the distribution of crime across Cannock Chase. Each box represents a ward, the size of which relates to the rate of crime recorded (per 1,000 residents) during 2009/10. The shading of the boxes represents the change in crime over the last 12 months; the darker green the greater the reduction and the darker red the greater the increase. It is evident that despite recording the greatest rate of crime, Cannock South has recorded a decrease during 2009/10; however six wards have recorded an increase in crime, the greatest being in Cannock North (an increase of 31% or 148 crimes).

**Figure 7 - Proportion of crime recorded by ward and 12-month change, 2009/10**

Within the ward of Cannock North, the largest increases in crime have been recorded in burglary of other buildings (increase of 32 offences between 2008/09 and 2009/10, equal to 97%), criminal damage to dwellings (increase of 24 or 56%), criminal damage to vehicles (increase of 23 or 52%) and common assault (increase of 19 or 44%).

Data source: Staffordshire Police
The following maps show the hotspot locations for some of the key issues identified as priorities for Cannock Chase.

**Figure 8 - Hotspots for key issues in Cannock Chase**

Although these issues vary in nature, it is clear that many occur in the same locations. The hotspots for anti-social behaviour and environmental crime (a combination of fly-tipping, litter, criminal damage and deliberate fires) show some very similar patterns, with the highest concentrations recorded in Cannock and Rugeley Town Centres, Chadsmoor and Western Springs. These are also the key locations for violent crime and domestic violence, despite recording a much lower volume of offences. Burglary dwellings are also prevalent in Chadsmoor, Pye Green, Hednesford, Western Springs and South Rugeley but not within Cannock or Rugeley town centre.
**Offender Locations**

Out of all crimes recorded in Cannock Chase during 2009/10, 82% of known offenders (suspected or accused) live within the district, a slightly higher figure than the Staffordshire average of 79%. Outside of the district, the majority of offenders committing crime in Cannock Chase live in the West Midlands (3%), Great Wyrley/Cheslyn Hay (2.5%), Huntington (2.5%) and Stafford (2.2%). The following map shows where the highest concentrations of offenders reside within Cannock Chase, based on those suspected or accused of crime (as recorded by the police). The majority of known offenders live within the key hotspots identified for recorded crime (with the exception of Cannock Town Centre which records a lower than average number of offenders); 1 in 5 offenders responsible for committing crime in Cannock Chase live in either the Chadsmoor area of Cannock or Western Springs in Rugeley. This suggests that the crimes occurring in these hotspot areas are committed by local offenders.

*Figure 9 - Hotspots of offenders suspected or accused of committing crime in Cannock Chase, 2009/10*

Analysis of recorded crime in Cannock Chase shows that the average distance between the crime location and the offender’s home address is just 1.8 miles. This varies by crime type, with offenders travelling the least distance to commit less serious violent crimes (an average of 1.3 miles) and the furthest distance to commit criminal damage (2.2 miles).

**Victim Locations**

The majority of victims of crime occurring in Cannock Chase live within the district, mostly within the crime hotspots previously identified. Just over 92% of all victims of crime in Cannock Chase live within the district, with just 8% living elsewhere (mostly Burntwood and Cheslyn Hay/Great Wyrley).

Very few victims live within Cannock town centre, despite this area recording the highest concentration of crime. People experiencing crime within the town centre live across all areas of the district, but predominantly within a short distance of the town centre and the Chadsmoor area. Just over a third of all victims experiencing crime within the town centre live within 1 mile of the Ringway/Church Street roundabout.
The highest concentration of victims (approximately 1 in 5) live within the Chadsmoor area of Cannock North. Victims living in this area are most likely to experience criminal damage, common assault and burglary of dwellings, be male, and aged between 16 and 21 or 29 and 43 years. The majority of victims living in this area also experienced the crime locally (with a few being victimised in Cannock town centre), with very few being a victim outside of the Cannock area.

**WHAT MAKES SOMEWHERE VULNERABLE?**

In order to help explain what makes certain areas more vulnerable than others, these hotspots have been overlaid with the Indices of Multiple Deprivation and ACORN classifications. The hotspot analysis conducted in this section has also identified that the top hotspots for community safety issues also have higher than average concentrations of environmental crime, such as litter, fly-tipping, graffiti and fire setting. Presence of these issues can affect perceptions of crime and disorder, as well as acting as 'signal crimes' which can attract other forms of anti-social and criminal behaviour.

The main hotspot locations identified as experiencing multiple issues also experience above average levels of deprivation and the communities living in these areas are most likely to be described as being 'hard pressed'. This strengthens the inference that those localities with the highest levels of deprivation and other social needs are the most likely to record above average levels of crime, disorder and be home to the most victims and offenders. National research has identified that those living in deprived areas express the highest levels of fear of crime, are at risk of burglary which can be four times higher than in other areas, suffer from higher concentrations of property crime and offences against the person, and if from a minority ethnic group are at an even greater risk of victimisation.
A vulnerable community displays two core attributes; it is an area that experiences problems that relate to community breakdown and fragmentation and it is an area where the trends indicate continual problems, recurring problems or an increasing problem. The Vulnerable Localities Index (VLI) is a composite measure that uses crime data and other social exclusion indicators to point towards localities that require further analysis and investigation. The VLI was developed by the Jill Dando Institute of Security & Crime Science and uses readily sourced data to pinpoint local communities that are experiencing, or may experience problems that relate to family breakdown and fragmentation.

The updated VLI for 2010 shows that Cannock Chase has 20 vulnerable areas (those with a VLI score of 200 or above), equal to almost 7% of the district’s Output Areas. Almost 6.4% of Cannock Chase’s population live in these vulnerable areas, which represents an increase of 14% when compared with the index calculated in the previous year (2009).

The areas identified as being potentially vulnerable in Cannock Chase correlate with those identified within the hotspot analysis; key areas include:

- **Chadsmoor** (Elizabeth Rd, Westminster Rd, Central Rd, Benion Ave, Moreton St, Moss Rd, Crab Ln)
- **Hednesford North** (Cotswold Rd, Heather Rd)
- **Norton Canes** (High St, Elm Rd)
- **Longford South / Bridgtown**
- **Rugeley town centre**
- **Cannock town centre**

These areas identified as being potentially vulnerable also correlate with areas identified as containing ‘high-risk drinkers’, as demonstrated by the alcohol segmentation tool developed by the Alcohol Learning Centre (see Appendix C for a map of these area). Just over 36% of postcodes in Cannock Chase are classed as ‘high’ or ‘medium’ risk for alcohol related problems, predominantly in the wards of Cannock South, Cannock East, Cannock North, and Brereton and Ravenhill.

The Child and Adolescent Mental Health Services (CAMHS) are part of the National Health Service (NHS) and specialise in providing help and treatment for children and young people with emotional, behavioural and mental health difficulties. Within Staffordshire, a model is being developed that identifies the risk amongst young people of suffering mental health issues as a score, and ranks them by lower super output area (LSOA) across the county. In Cannock Chase, there are 60 LSOAs, 31 (51%) of which, are in the top 30% most ‘at risk’ of young person mental health issues. This is the highest proportion of all eight districts in Staffordshire. Eight of these areas are in the top 10% most at risk, and are within the wards of Brereton and Ravenhill, Cannock East, Cannock North, Cannock South, Etching Hill and the Heath, Hagley and Norton Canes. This model is still under development.
and will ultimately include a wider range of data sets, but initial findings show that these areas also experience above average levels of community safety issues, suggesting that there are common factors that make certain locations/groups of people vulnerable to a wide range of issues.

**Neighbourhood Perceptions and Concerns**

Perceptions of community safety issues, and confidence in the police and other partners to deal with these issues, vary considerably by locality. The Place Survey conducted in Autumn 2008 revealed that residents from Cannock North, Cannock East, Cannock South, Western Springs, Hagley and Etching Hill and the Heath wards were most likely to perceive high levels of anti-social behaviour in their local area (national indicator 17), although the majority of wards recorded a result above the Staffordshire average. These areas are also hotspots for incidents of ASB, suggesting that perceptions may have been influenced by personal experience.

**Figure 12 - Dominant community safety problem raised through CCRs, by police beat**

Citizen Contact Records conducted routinely by officers from Staffordshire Police, ask residents to name the top priority issue in their local area. The following map shows the top problem mentioned for each police beat, during 2009/10. Almost half of all respondents in Cannock Chase said that they had no local issues of concern, however it is evident that residents living in Chadsmoor, Blake, Longford, Cannock South, Norton Canes, Heath Hayes and Wimblebury perceive issues with anti-social behaviour in their local area. The more rural areas identified above do not feature as hotspots for anti-social behaviour, suggesting a level of under-reporting in these other areas or a problem with negative perceptions.
The following maps show the neighbourhoods within Cannock Chase that are most likely to perceive issues in relation to anti-social behaviour. These results have been obtained from the British Crime Survey (BCS) and modelled using ACORN (a social classification tool) in order to provide results at a local level. The areas where it is likely that residents have the biggest concerns over problems in their local area are:

- Rugeley town centre
- Western Springs (Springfields Rd area)
- Hagley/Ravenhill
- Hednesford
- Chadsmoor
- Heath Hayes (Bank St/Stafford St area)
- Norton Canes (High St/Beaumont Way area)
- Longford (including Bridgtown)

These areas are also hotspots for recorded incidence of these issues (to varying extents), suggesting a direct link between perception and personal experience. However further analysis of these data sets would help to identify perception gaps in specific neighbourhoods.

**Figure 13 - BCS Neighbourhood Problems: perceptions as a rate per 1,000 population, modelled with ACORN**

- **Drunk or rowdy behaviour**
  - Rate per 1,000 population
    - 65.1 - 134.8
    - 134.9 - 203.6
    - 203.7 - 264.8
    - 264.9 +

- **People using/dealing drugs**
  - Rate per 1,000 population
    - 93.0 - 158.6
    - 158.7 - 218.0
    - 218.1 - 269.7
    - 269.8 +

- **Teenagers hanging around**
  - Rate per 1,000 population
    - 124.1 - 196.4
    - 196.5 - 259.3
    - 259.4 - 327.1
    - 327.2 +

- **Vandalism/deliberate damage**
  - Rate per 1,000 population
    - 0.0 - 6.4
    - 6.5 - 14.4
    - 14.5 - 24.5
    - 24.6 +
Where are Cannock Chase's Priority Neighbourhoods?

Hotspot analysis of various types of crime (including victims and offenders), anti-social behaviour and perceptions of community safety issues has identified a number of areas experiencing multiple issues. The following table shows where these hotspots are located across Cannock Chase.

**Figure 14 - Priority neighbourhoods in Cannock Chase**

This matrix highlights four key locations: Cannock town centre, Rugeley town centre, Chadsmoor and Western Springs. These areas experience multiple issues, contain the highest concentrations of victims and offenders and suffer from above average levels of deprivation. Other than Cannock town centre, these areas also have a dominant ACORN category of 5 - ‘Hard Pressed’. These four areas will be analysed in more detail below.

**Cannock and Rugeley Town Centres**

During 2009/10 the number of crimes recorded in Cannock town centre has increased by almost 7%, as opposed to a 3% reduction across Cannock Chase as a whole. Over a fifth of all crime recorded in the town centre were shoplifting offences, however this has decreased by almost 15% when compared with the previous year, contrary to what had been expected as a result of the recession. Violent crime makes up 35% of the town centre total, and half of these violent crimes are assaults occasioning actual bodily harm. The level of violent crime recorded in the town centre has remained fairly stable over the last 12 months. The overall increase has been influenced by a 28% increase in ‘other theft or unauthorised taking’ (21 additional crimes), a 52% increase in thefts from motor vehicles (14 crimes) and double the number of ‘possession of cannabis’ offences (12 additional crimes).

Rugeley town centre has seen no change in the overall number of crimes recorded during 2009/10 although there has been an increase in shoplifting and violent crime, particularly common assaults. Violent crime, shoplifting and criminal damage account for three-quarters of all crimes recorded in Rugeley town centre.

The following table shows the top 10 crimes types recorded in both town centres during 2009/10, plus anti-social behaviour, and highlights the volume of offences/incidents as a percentage of the Cannock Chase total. It is clear that the majority of shoplifting and theft from the person offences occur within town centre locations, whereas criminal damage to vehicles and theft from motor vehicles are more likely to occur elsewhere.
The temporal patterns of issues occurring in the town centres varies considerably depending on the issue, however there are clear peaks during retail trading hours (9am to 5pm) and hours associated with the night-time economy (8pm to 3am on Friday and Saturday nights).

**Western Springs and Springfields Estate**

Within this hotspot the highest concentrations of crime are clustered around Springfields Road (and the surrounding cul-de-sacs), Fernwood Drive and Green Lane/Jubilee Street. There were 228 crimes recorded in these hotspots during 2009/10; an increase of 9% (19 crimes) when compared with the previous year.

**Figure 16 - Springfields and Western Springs crime hotspots, 2009/10**

Within these hotspot areas, the main crime types by volume are criminal damage (23%), violence with injury (19%) and shoplifting (9%); these three crime categories make up half of all recorded crime in the area during 2009/10. The largest increases in the area have been recorded in common assault and harassment, which has more than doubled (to a total of 36 offences) during 2009/10.

This area is also a hotspot for anti-social behaviour (191 incidents recorded during 2009/10) and fly-tipping (11 recorded incidents by Cannock Chase Council).

There were 51 offenders living within this area (responsible for crime occurring in Cannock Chase during 2009/10); almost all of which were above the age of 18 years. These offenders have, on average, travelled just 0.7 miles to commit crime (compared with the Cannock Chase average of 2.2 miles) suggesting that these offenders are responsible for the crimes occurring within the local area.
Chadsmoor

Within this hotspot the highest concentrations of crime are clustered around Sycamore Green, Elizabeth Road and Westminster Road, and Wrights Avenue, Central Road and Benion Avenue. There were 317 crimes recorded in these two hotspots during 2009/10; an increase of 30% (56 crimes) when compared with the previous year. A third of all crime in this area was criminal damage, followed by serious acquisitive crime (24%) and violence with injury (14%). Violent crime in total made up 27% of the total. It is these high volume crimes that have also contributed the largest increase to total offences in the area; the top five crime types by volume account for half of all recorded crime in the area and have increased by 28% during 2009/10.

Figure 17 - Chadsmoor crime hotspots, 2009/10

These areas are also hotspots for anti-social behaviour, fly-tipping and deliberate fires. There are 50 offenders living within this area (responsible for crime occurring in Cannock Chase during 2009/10); 30% of which were below the age of 18 years. These offenders have, on average, travelled less than 1 mile to commit crime (compared with the Cannock Chase average of 2.2 miles).

This area, which forms a large part of the Blake Community Learning Partnership (CLP) area, is currently the focus of a ‘Total Place’ pilot initiative. Total Place is a recent initiative that takes a ‘whole area’ approach to public services which seeks to identify and avoid overlap and duplication between organisations. The countywide LSP Executive Board agreed to targeted activity in the Blake area of Cannock to improve the quality of life for its residents and encourage social and economic regeneration.

The graph in figure 18 (right) shows the number of crimes recorded in this area by month, over the last two years. Recorded crime (and other incidents in the area) shows a significantly fluctuating pattern, although the trend has historically peaked during the spring and late summer.

A large increase was recorded during March 2009 and the number of crimes recorded has remained high since this date (despite some monthly fluctuations). Further analysis would be necessary to understand the reasons behind this sudden increase in crime within the Chadsmoor area.

Figure 18 - Crime trends recorded in Chadsmoor hotspot, Apr-08 to Mar-10

0 5 10 15 20 25 30 35
No. Crimes

Apr-08 Jun-08 Aug-08 Oct-08 Dec-08 Apr-09 Jun-09 Aug-09 Oct-09 Dec-09 Feb-10

Source: Staffordshire Police
**Key Findings and Inferences**

- There are a number of key localities across Cannock Chase which experience above average levels of multiple community safety issues, specifically Cannock and Rugeley town centres, Chadsmoor and Western Springs.

- The ward of Cannock North (which includes Chadsmoor) has recorded an increase of 31% during 2009/10, with an increase in burglary of other buildings, criminal damage and common assault contributing to this overall rise.

- 82% of offenders committing crime in Cannock Chase also live within the district. Offenders do not travel far to commit crime, on average just 2.2 miles. Within the hotspot locations outside of the town centres, this is reduced to less than 1 mile suggesting that offenders are committing crime within their own local area.

- The majority of victims of crime in Cannock Chase also live within the district, with the most vulnerable living in the Chadsmoor area; victims living in this area are most likely to experience criminal damage, common assault and burglary of dwellings, be male, and aged between 16 and 21 or 29 and 43 years.

- Almost half of all respondents in Cannock Chase said that they had no local issues of concern, however residents living in Chadsmoor, Blake, Longford, Cannock South, Norton Canes, Heath Hayes and Wimblebury perceive issues with anti-social behaviour in their local area.

- The areas where it is likely that residents have the biggest concerns over problems in their local area are also hotspots for recorded incidence of these issues (including drunk or rowdy behaviour, people using/dealing drugs, teenagers hanging around and vandalism/deliberate damage), suggesting a direct link between perception and personal experience in many areas.

- The updated VLI for 2010 shows that Cannock Chase has 20 vulnerable areas. Almost 6.4% of Cannock Chase’s population live in these areas, which represents an increase of 14% when compared with the index calculated in the previous year (2009).

**Information Gaps**

- Further details in relation to the nature of anti-social behaviour incidents, the majority of which are recorded as ‘rowdy and inconsiderate behaviour’, with no further indication of what this involves.

- Probation assessments are currently only provided at a team level and therefore the home location of these offenders can not be mapped. This would be particularly useful to analyse the links between incidence of community safety issues and the location of offenders identified as problems with specific pathways, such as drugs/alcohol, employment and housing, for example.

- Ambulance data is also only provided in an aggregated format (to postcode district). Lower level data would show hotspots for assaults recorded by the ambulance service compared with those recorded by Staffordshire Police and potentially highlight areas of under-reporting.
4.2 OFFENDING
This section provides an assessment of who is responsible for crime, disorder and other community safety problems in Cannock Chase, including the profile of known offenders committing crime in Cannock Chase, levels of re-offending, motivations and risk factors associated with offending and the links between crime and substance misuse.

WHAT IS THE EXTENT OF OFFENDING IN CANNOCK CHASE?
During 2009/10 there were 25,818 incidents recorded by Staffordshire Police that occurred within Cannock Chase and 26% of these were crimes. Within these 6,805 recorded crimes, arrests were made for nearly a third and 22% resulted in a sanction detection1, in-line with the county average.

There were approximately 455 adult offenders starting an order with probation within Cannock Chase during 2009/10, 12% of which (99 offenders) were assessed as having a high or very high risk of harm, slightly above the Staffordshire average. This information has been derived from incomplete postcodes and is therefore not completely accurate and can’t be compared with previous years, although initial analysis suggests that the total number of offenders receiving a new assessment in Staffordshire has increased. There were also a total of 53 offenders on the Prolific & Other Priority Offenders scheme in Chase Division (split between Cannock Chase and Stafford Borough).

Staffordshire Youth Offending Service recorded 51 first time entrants to the Youth Justice System (equal to a rate of 508 per 100,000 10-17 year olds). This is the third highest rate recorded in Staffordshire and represents an increase of 12 young offenders (31%) when compared with 2008/09.

Figure 19 - Offending in Cannock Chase relative to the Staffordshire average, 2009/10

Despite an overall reduction in the level of crime recorded, the number of first time entrants to the YJS has seen an increase in Cannock Chase and is above the county average. An increase in offenders but a reduction in recorded crime suggests that the ‘prolificness’ of offenders may be reducing, with individual offenders being responsible for fewer crimes. Analysis of the Chase Division prolific offender cohort highlights that there has been a 60% reduction in proven offences, the largest reduction recorded across Staffordshire. This is equal to an average reduction of almost 4 offences per offender.

1 A sanctioned detection occurs when (1) a notifiable offence (crime) has been committed and recorded; (2) a suspect has been identified and is aware of the detection; (3) the CPS evidential test is satisfied; (4) the victim has been informed that the offence has been detected, and; (5) the suspect has been charged, reported for summons, or cautioned, been issued with a penalty notice for disorder or the offence has been taken into consideration when an offender is sentenced.
**What is the Profile of Offenders in Cannock Chase?**

Details of those suspected or accused of crime in Cannock Chase during 2009/10 are available for 2,161 offenders. Analysis of these offenders, whose details are known, shows that 78% were male and the average age is 28 years old, although the peak age group is between 17 and 22 years, and 1 in 10 offenders are aged 19 or 20 years old.

**Figure 20 - Age and gender profile of offenders committing crime in Cannock Chase, 2009/10**

The key group of offenders committing crime 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 15 and 19 years for both male and female offenders, although the number of male offenders recorded in this age group is 4 times higher than the number of females recorded of the same age.

The average age of offenders varies by crime type, with acquisitive crimes such as robbery, burglary and vehicle crime most likely to be committed by young adults (with an average age of between 19 and 23 years old) and violent crime, sexual offences and shoplifting most likely to be committed by slightly older offenders (average age between 27 and 33 years). Males in the peak age group of 15 to 19 years old are most likely to be responsible for the following crimes:

<table>
<thead>
<tr>
<th>Crime Description</th>
<th>Percentage of offenders male aged 15-19 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burglary of dwellings</td>
<td>39%</td>
</tr>
<tr>
<td>Burglary of other buildings</td>
<td>39%</td>
</tr>
<tr>
<td>Drug offences</td>
<td>32%</td>
</tr>
<tr>
<td>Theft of motor vehicles</td>
<td>29%</td>
</tr>
</tbody>
</table>

Males are three-times more likely to be suspected or accused of violent crimes, with the peak age between 18 and 22 years. Males within this 5-year age group are also responsible for 1 in 5 alcohol related crimes, inferring that alcohol is significant contributory factor to the offending patterns of this group.
Females are significantly less likely to be responsible for any type of crime. However, a third of offenders suspected or accused of committing shoplifting are female and 1 in 10 are aged between 10 and 14 years old. Targeting this group of young females specifically could considerably reduce the overall number of shoplifting offences recorded within Cannock Chase, which account for 8% of all recorded crime. Further analysis is recommended to identify where these offences are being committed and what property is being targeted, in order that the partnership may apply situational crime prevention techniques such as increasing the risk of crime to these offenders and reducing the rewards.

A quarter of all offenders did not know the victim at the time of the offence, however in 60% of offences the victim was known to the offender. The majority of crimes where the offender was a stranger to the victim were serious acquisitive crimes, where between 60% and 90% were committed by strangers. This figure is much lower for violent crimes, with the large majority of offenders knowing their victim; ‘stranger violence’ accounts for less than 14% of offences. Male offenders and those below the age of 30 were also more likely to commit crime against someone they don’t know than female offenders and those in older age groups; however this is most likely linked to the type of offence, as males below the age of 30 are also more likely to commit serious acquisitive crimes, where the target is property rather than an individual.

**JOURNEY TO CRIME**

As previously identified, offenders travel on average just 1.8 miles from their home address to commit crime within Cannock Chase. This is below the Staffordshire average of 2.5 miles, which is mostly due to the relatively small geographic size of the district. The average distance between crime and the offender’s address varies by the type of crime committed, as can be seen in the following graph. This graph also includes the median value (highlighted in dark blue), which shows the maximum distance travelled in half of all offences.

Figure 21 - Average distance between location of crime and offender's home address, Cannock Chase 2009/10

<table>
<thead>
<tr>
<th>Crime Type</th>
<th>Average Distance</th>
<th>Median Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criminal damage</td>
<td>2.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Shoplifting</td>
<td>2.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Drug offences</td>
<td>2.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Sexual offences</td>
<td>2.2</td>
<td>2.2</td>
</tr>
<tr>
<td>Burglary of other buildings</td>
<td>2.1</td>
<td>2.1</td>
</tr>
<tr>
<td>Other theft</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Theft from motor vehicle</td>
<td>1.9</td>
<td></td>
</tr>
<tr>
<td>Most serious violence</td>
<td>1.9</td>
<td></td>
</tr>
<tr>
<td>ALL CRIME AVERAGE</td>
<td>1.8</td>
<td></td>
</tr>
<tr>
<td>Burglary dwelling</td>
<td>1.8</td>
<td></td>
</tr>
<tr>
<td>Other crime</td>
<td>1.8</td>
<td></td>
</tr>
<tr>
<td>Robbery personal</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td>Theft of motor vehicle</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td>Domestic violence</td>
<td>1.3</td>
<td></td>
</tr>
<tr>
<td>Less serious violence</td>
<td>1.3</td>
<td></td>
</tr>
</tbody>
</table>

Legend:  
- Median distance  
- Average distance  

Source: Staffordshire Police
Offenders in Cannock Chase travelled the least distance to commit less serious violent crimes; an average of just 1.3 miles, and half travelled less than half a mile. A number of these offences were domestic, which occurred within the home and therefore reduces the average distance travelled. However the majority were not identified as being domestic related, suggesting that local offenders are most likely to be responsible for violent crimes. The same could be said for thefts of motor vehicles, for which the average distance travelled is just 1.4 miles and half were committed within 0.6 miles of the offender’s address. The majority of these offences involved the vehicle being taken without consent by someone known to the victim.

This information could be used to increase the risks of crime to potential offenders. For example, crime prevention initiatives could be conducted within areas likely to contain the most offenders for specific crimes, with the intention of highlighting the perceived risk as a result of increased activity, as well as informing and offering advice to local residents.

**The Use of Weapons**

Just over 45% of all crime recorded in Cannock Chase during 2009/10 involved the use of some sort of ‘weapon’, although this includes the use of various objects in all types of crime. As may be expected, weapons were most commonly used in violent crimes and offences of criminal damage, although the majority of weapons used in these crimes were parts of the body (fist, head etc) or missiles such as bricks or stones. Bladed instruments such as knives and scissors were used in 40 offences, although just 20% of these (8 crimes) resulted in injury with the remaining offences relating to possession of offensive weapons, public order and criminal damage. Personal robbery in Cannock Chase is quite rare with an average of just one offence recorded a week, and the use of weapons does not feature significantly.

**Youth Offending**

During 2009/10, a fifth of all arrests made in Cannock Chase involved offenders aged between 10 and 17 years. This is twice as high as may be expected, based on the make up of the district population. Identifying children and young people who are at risk of offending is crucial to turning them away from more serious crime and from becoming potential victims themselves. These young people who are most ‘at risk’ to offending behaviour are also more likely to be involved in anti-social behaviour and affected by other risk taking behaviours, such as substance misuse, teenage pregnancy, low educational attainment and unemployment. Understanding the profile of young people who are most ‘at risk’ is therefore crucial to make sustainable changes to offending patterns in Cannock Chase.

The number of young people from Cannock Chase entering the Youth Justice System (YJS) for the first time increased to 51 during 2009/10; up from 39 in the previous year but still considerably lower than the levels recorded during 2007/08, mostly due to the continuing impact of the Community Resolution programme. Within this group of first time entrants (FTEs) there was a fairly even split between males and females; although this is proportionate to the population distribution, it is much lower than the county average where less than a third of FTEs were female. The peak age is 15 years, with the majority aged between 14 and 17. The majority of FTEs were ‘White British’, however 38% were ‘White European’ which suggests a disproportionate number of young offenders of this ethnicity. Further analysis of this data would be necessary to understand if this is significant or a recording issue.

During 2009/10 there were 95 young people living in Cannock Chase who received a substantive outcome. Broader analysis of young offenders receiving these outcomes highlights that two-thirds were male and the peak age was between 15 and 17 years. Again the majority were ‘White British’, but a fifth were ‘White European’.

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2 Source: ONS Population Estimates Unit published tables, 2009
Young offenders in Cannock Chase are most likely to be involved in violent crimes or shoplifting, although the majority of violent offences committed by young offenders involve little or no injury. Violent crimes are most likely to be committed by males, whereas shoplifting is most likely to be committed by female young offenders.

There are hotspots for young offenders living in Chadsmoor and Western Springs, both of which have been identified as priority locations for various community safety issues. As may be expected due to limitations with mobility, young offenders in Cannock Chase travel a much shorter distance to commit crime; an average of just 1.3 miles compared with 1.8 for offenders of all ages. Therefore, local young offenders are even more likely to be responsible for local crimes than adult offenders.

**The Impact of Re-offending**

In order to calculate adult re-offending rates, a ‘snapshot’ of the probation caseload is taken at the end of each quarter. The offenders on the probation caseload at this time are then matched to the Ministry of Justice copy of the Police National Computer. Offenders are tracked over a three-month period to determine whether they have committed any further offences, with a further three months allowed for convictions to be secured. The rates of re-offending for each area are then derived from this information, aggregated across the three most recent cohorts of data in order to smooth any seasonal volatility.

Between April and December 2009 there were 803 offenders on the Probation caseload living within Cannock Chase, 65 of these were re-offenders resulting in an actual re-offending rate of 8.1%. This percentage is the highest recorded for all districts across Staffordshire County, but 16.3% lower than the predicted rate. Further analysis at a district level is limited due to the small number of offenders, however the results for Staffordshire show that adult re-offending rates are highest for males and those aged between 18 and 20 years. The re-offending rates recorded in Staffordshire County have seen a positive trend for six consecutive quarters and remain statistically significant at 20.2% lower than the predicted rate. This is the highest performing local authority nationally (no other area has recorded such a significantly lower difference between actual and predicted rates of reoffending). It is recommended that further analysis is carried out to understand the reasons behind this positive performance.

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1. Offenders are assigned to a local authority on the basis of the postcode information that is submitted to the Ministry of Justice on the Form 20. In a small number of cases, this postcode does not correspond to a local authority area that is within the probation area that submitted the data.
2. Re-offenders refers to the number of re-offenders committing proven re-offences (court convictions or cautions) in the three months following each snapshot (allowing three further months for convictions). There were 716 in total, of which 695 had valid postcodes that could be allocated to a borough or district in Staffordshire. 21 re-offenders had null, out of area or unrecognisable postcodes.
Short-sentenced prisoners (those receiving a custodial sentence of less than 12 months) are most likely to re-offend; around 60% are convicted of at least one offence in the year after release. These offenders are most commonly convicted of theft and violence offences and on average they have 16 previous convictions, which is more than any other group of offenders. Data recorded by Staffordshire and West Midlands Probation Trust shows that 37% of offenders on the probation caseload within Staffordshire are recorded as committing at least 10 previous offences, suggesting that these offenders are at a high risk of re-offending.

Nationally, 11% of the prison population are serving a sentence of less than 12 months (excluding those on remand) and this figure increases to almost a third of prisoners aged between 15 and 17 years old.

**Motivations and Risk Factors of Offending**

**Employment and Finance:** Occupation details are available for just over half of all recorded offenders suspected or accused of committing a crime in Cannock Chase during 2009/10. Although this represents just a snap-shot of offenders, it is significant to note that 57% offenders with a listed occupation were unemployed at the time of the offence. Analysis of the pathways recorded by Probation also show that a quarter of offenders have problems with education, training and/or employment and the same proportion have problems with financial management and income. Individuals who are unemployed have both the time and the financial motivation to commit crime, over those who are in full-time employment and reinforces the need to increase opportunities for work or training in order to achieve sustainable reductions in crime and disorder.

Almost 73% of young offenders in Cannock Chase were in suitable education, training or employment during 2009/10, which is below the county average of 76% and represents a reduction of nearly 12 percentage points from the previous year. This has been made more challenging as a result of the recession, however it could be inferred that improving this result could prevent young offenders from becoming adult offenders in the future.

**Alcohol and Substance Misuse:** Over half (52%) of offenders under Probation supervision in Cannock during 2009/10 had issues with alcohol misuse and a fifth misused drugs, both of which are in-line with the county average but support a strong link between substance misuse and offending.

Out of the 2,161 offenders suspected or accused of committing crime in Cannock Chase during 2009/10, 27% were profiled as being under the influence of alcohol, which is in-line with the Staffordshire average. As this is a subjective measure, it is acknowledged that this represents a minimum proportion and it is anticipated that the true figure is likely to be considerably higher. Almost two fifths of respondents to the Feeling the Difference Survey in Cannock Chase perceive that people being drunk or rowdy in public places is a big or very big problem, supporting the above inference.

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2. Criminogenic need of offenders managed by the Cannock Probation Team, 2009/10. Not all offenders managed by this team live within Cannock District.
Violent crime accounts for two-thirds of all those profiled as being alcohol related, although there are two inferences that could be drawn from this:

1. Violent crimes are more likely to be committed by offenders under the influence of alcohol than other crime types, and/or
2. The offender is more likely to come into contact with the victim/police officer at the time of a violent crime than other crime types and therefore a judgement can be made about whether they were under the influence of alcohol.

However, it is evident that alcohol can be attributed as a factor in a large number of violent crimes, as well as criminal damage and potentially anti-social behaviour. Since October 2009 an alcohol related indicator has been included within reports of anti-social behaviour, and although the use of this indicator is still embedding, just over 8% of all anti-social behaviour (251 incidents) was profiled as alcohol related in the 9 months to June 2010. The last four months data show that this value has fluctuated between 10% and 13% of incidents.

Test purchase operations conducted by Staffordshire Trading Standards show that licensed premises are becoming much better at preventing the sale of alcohol to those below the age of 18 years. During 2009/10 just 1 sale was made out of 16 test purchases for alcohol, a failure rate of just 6.3% which is half the rate recorded during the previous year. This infers that young people are obtaining alcohol from elsewhere, such as home, family members or older friends, and further work needs to be done in this area to remove excuses for alcohol related anti-social behaviour and violent crime.

The identification of problematic drug users (PDUs) and sign-posting them into treatment can help to drive down substance misuse, and therefore drug and alcohol related crime. During 2009/10 there were 368 adults recorded as being in ‘effective treatment’ in Cannock Chase, 92% of which (340) were problematic drug users; 0.5% of the adult population. The number of PDUs in effective treatment has increased by 3% since 2008/09, in-line with the increase recorded across Staffordshire as a whole. 89% of PDUs starting a new treatment journey were retained for 12 weeks or more, which is above the county average of 86% for the same period.

The majority of these adults used opiates such as heroin as their main drug but secondary substances include crack, benzodiazepines and alcohol. The drug user profile of these PDUs highlights that three-quarters were male and the same proportion were aged between 25 and 39 years old, with the peak age between 30 and 34. A fifth of all PDUs in Cannock Chase have a housing problem, which represents no change when compared with previous year.

In addition to the 368 adults recorded in effective treatment, CRI T3 recorded 50 young people from Cannock Chase in contact with substance misuse treatment services; a decrease of 14% (8 young people) from 2008/09. These young people were all aged between 13 and 17 years old, representing 1% of the Cannock Chase population within this age group. 57% were male which is lower than the proportion recorded for all adults in treatment.

CRI T3 provide a county-wide young people’s substance misuse treatment service in Staffordshire in partnership with Barnados.
**Key Findings and Inferences**

- During 2009/10 just over 22% of all crimes recorded in Cannock Chase were detected. This is in-line with the county average and represents no change from the previous year.
- A third of all known offenders arrested during 2009/10 were young males aged between 15 and 24 years old. This group of offenders are most likely to be responsible for burglary, theft of motor vehicles and drug offences.
- Violent crimes, specifically those involving alcohol, are also most likely to be committed by males, particularly those in the 18 to 22 age group.
- Shoplifting, however, is most often committed by teenage girls, and targeting this demographic group could have a significant impact on the level of shoplifting recorded across Cannock Chase.
- Despite an overall reduction in the level of crime recorded, the number of first time entrants to the YJS and the number of new offenders beginning an assessment with Probation have seen an increase in Cannock Chase and are both above the county average.
- Offenders are likely to commit crime within just a few miles of their home address, particularly for offences of violence, theft of motor vehicles and personal robbery. On average, offenders travelled just 1.8 miles and half of all offenders committed a crime within 0.7 miles of their home address.
- Cannock Chase has recorded an adult re-offending rate of 8.1%, which although below the predicted rate, is the highest re-offending rate across Staffordshire.
- Youth offending has also decreased, but a disproportionate number of young offenders are profiled as being ‘White European’, which could indicate an emerging trend of crimes being committed by young people from incoming communities.
- Alcohol is clearly a significant factor in offending, particularly in relation to violent crimes and offences of criminal damage. The use of drugs is also contributory factor, but this is more concentrated within a smaller group of prolific offenders who are most likely to commit serious acquisitive crime, whereas alcohol misuse is much more widespread.

**Information Gaps**

- Analysis of young people truanting and/or excluded from school would allow for the identification of those who may potentially offend in the future.
- Information is not routinely collected for those responsible for committing anti-social behaviour. This would allow for more targeted interventions and again help to identify those young people who may turn to crime.
- Youth re-offending patterns at a borough level are currently unavailable.
- Information is not routinely collected for those who take ‘legal highs’ as opposed to/in addition to illegal substances, however, anecdotal information suggests that ‘legal highs’ are an emerging issue. This information would allow for more targeted interventions.
4.3 VULNERABILITY

This section explores the various social and demographic characteristics that make certain groups of people vulnerable to community safety issues. For the purposes of the Strategic Assessment, vulnerability is a concept that links the relationship people or groups of people have with their social and physical environment and possessions, which can make them susceptible to harm from a wide range of community safety issues.

WHAT IS THE PROFILE OF VICTIMS IN CANNOCK CHASE?

During 2009/10 there were 6,805 crimes recorded in Cannock Chase, of which 6,052 (89%) had associated victim details. The overall split between males and females as victims of all crime in Cannock Chase is fairly even, however age is more of a significant factor with the risk of crime being highest for those aged between 15 and 19 years old. Crimes against the person (personal crimes) exhibit stronger patterns of risk/vulnerability over crimes against property (non-personal crimes), as the motivation for committing the crime varies.

WHO IS MOST VULNERABLE TO VIOLENCE?

Males are 30% more vulnerable to violent crime with injury (NI15 and NI20) than females in the district, with actual bodily harm and other injury accounting for the vast majority of these offences. Both males and females experience a disproportionate level of violent crime between the ages of 10 and 39 years. However it is males between the ages of 15 and 19 years who are most at risk of violence and violence with injury, followed by females of the same age group. This is also the peak age group for offenders in Cannock Chase.

Records compiled by South Staffordshire Primary Care Trust show that the number of people admitted to hospital as a result of a violent assault who reside in Cannock Chase, rose by 55% in 2008/09, and again by a further 23% in 2009/10. Another valuable source of information regarding people vulnerable to violent assaults are records collected on attendance at the accident and emergency (A&E) units. A system to collect this information has recently been implemented at Stafford hospital, although at present there is not enough data available to analyse the results. However records collected from the University Hospital of North Staffordshire suggest that at least a fifth of violent assaults, serious enough to warrant hospital treatment, go unreported to the police. The data also suggests that males are up to three times more vulnerable to serious assaults, with over half of these being stranger assaults. For females in attendance, over a fifth of assailants were their partner/ex-partner, compared to just 2% of males.

Recorded crime indicates that across Staffordshire county, males and females are equally vulnerable to alcohol related violence (where the offender is influenced by alcohol). In Cannock Chase however, females are more vulnerable to alcohol related violent crime than males, with females between the age of 16 and 30, experiencing over 36% of all alcohol related violent crime whilst accounting for 9% of the
population. The most vulnerable age group for males is 26 to 30 years. It should be noted this data is subject to issues with recording practices. Additionally, records compiled by South Staffordshire PCT show that the number of people admitted to hospital as a result of the toxic effects of alcohol who reside in Cannock Chase has risen by 57% over the last three years, although this includes people with long-term and chronic conditions, not just those which may be crime related.

**WHO IS MOST VULNERABLE TO DOMESTIC AND SEXUAL VIOLENCE?**

Recorded crime figures indicate that females are more than twice as likely to experience domestic violence than males. Females between the ages of 19 to 29 are most vulnerable, as detailed in figure 26 (below). This group experiences 30% of domestic violence whilst constituting just 7% of the population. Recorded crime also suggests that males between the ages of 15 and 19 years also experience an above average level of domestic violence. More than a fifth of all domestic violence in the district is alcohol related, inferring that this may be a key contributory factor for these offences.

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. As domestic violence is often a hidden crime, the Pathways Project can provide a valuable insight into the victims of domestic violence. During 2009/10, the project received approximately 1350 calls from within Staffordshire, an increase of 58% on 2008/09. Of those calls where location details were recorded, 17.4% were from the Cannock or Rugeley areas, which is an increase of 7.4 percentage points on 2008/09. The available data does not enable further analysis by district, but of the calls received by the project, the vast majority of callers (88%) 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. Less than 5% of callers were aged above 61 years.

The number of calls received by ‘Staffordshire Women’s Aid’ from residents of Cannock Chase has increased by 5% during 2009/10 to over 1,000, although the number of women supported by the Cannock Outreach service has reduced. The number of cases referred by the South Staffordshire IDVA to MARAC has increased four fold, and of these referrals, Women’s Aid were able to contact 225 and 186 engaged with the service.

**Figure 26 - Domestic violence age and gender profile in Cannock Chase, 2009/10**

**Figure 27 - Sexual violence age and gender profile in Cannock Chase, 2009/10**

Source: Staffordshire Police
Females are also more than twice as likely to experience sexual violence than males, with those most vulnerable between the ages of 9 and 18 years with a third of all victims in this age range (see figure 27). There is also a peak in males between the ages of 20 and 24 years. The majority of these crimes are sexual assaults, familial sexual offences, exposure or voyeurism offences.

**Who is most vulnerable to repeat victimisation?**

In terms of domestic violence, the most serious cases are referred to a Multi-agency Risk Assessment Conference (MARAC). Despite being recognised as best practice in terms of reducing repeat victimisation, individuals can (and do) return to the MARAC process. In Cannock Chase there were 45 repeat MARAC victims between 1st April 2008 and 31st December 2009. Some key findings relating to these repeat victims are that they are predominantly females, 62% of victims (28) are aged between 21-35 with a peak between 26-30, 20% (9) of victims have alcohol mentioned as a personal issue and 78% (35) of all victims have children aged 16 or under present in the household. It should be borne in mind that these findings are drawn from the minutes of MARAC meetings and can therefore be open to interpretation.

**Who is most vulnerable to non-personal crime?**

Non-personal crime such as acquisitive crime and criminal damage tend to exhibit a more uniform pattern of vulnerability, as the focus tends to be on the property rather than the individual. It is not possible to profile the victims of environmental issues due to the way in which the event information is collected, however the places in which they occur can be profiled in terms of the social and demographic characteristics of the area, as discussed in the next section.

In Cannock Chase, males are almost 50% more at risk of serious acquisitive crime than females, although females above the age of 75 are also far more vulnerable to burglary than males. Males are also most at risk of criminal damage offences, although this could be attributed to who reports the offence to the police rather than who the crime was targeted towards.

Products referred to as CRAVED are those that are Concealable, Removable, Available, Valuable, Enjoyable and Disposable, the aspects of property that make them vulnerable to acquisitive crime. Males are particularly vulnerable to the theft of property in Cannock Chase, the highest risk groups are the ages of 25 to 29 and 45 to 49 years. Monetary items such as cash and purses/wallets are consistently the most CRAVED items in Cannock Chase accounting for 15% of all items stolen. However the type of the property stolen varies with the nature of the crime. For burglary in a dwelling, jewellery is most vulnerable, followed by monetary items. Theft from the vehicle is dominated by the theft of vehicle accessories or parts (such as satellite navigation systems, car stereo equipment and registration plates), followed by power tools. In theft from shops, foodstuffs, alcohol and tobacco are most targeted.

**Who is most vulnerable to risk in the home?**

Risk in the home is also a key area of concern in terms of community safety. For example, the elderly are more susceptible to trips and falls in the home, are more likely to die as the result of a house fire, as well as being more vulnerable to crimes such as distraction burglary. Staffordshire Fire and Rescue Service (FARS) offer a free home fire risk check (HFRC) service to anyone in Staffordshire, which involves a fire fighter or technician visiting people in their homes to give fire safety advice, discuss escape routes and fit free life saving equipment such as smoke alarms and fire guards.

During 2009/10 Staffordshire FARS conducted 19,771 HFRCs in Staffordshire County, 11% of which (2,099) were within Cannock Chase. Approximately 70% were self referrals, and just 1% were conducted after a previous fire. The remainder were referred to Staffordshire FARS by other organisations encompassing a wide range of public sector, private sector and third sector organisations who had identified potential vulnerabilities. The properties visited were home to over 4,600 people, almost 30% of which were over the age of 65; the age group identified as being disproportionately vulnerable to fires in

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9 Summarised from ‘Analysis of Repeat Multi Agency Risk Assessment Conferences in Chase Division’, April 2010 produced by Lauren Jackson and Mark Rogers on behalf of the Chase Domestic Abuse Partnership (DAP)
the home. The majority of properties visited were owner occupied or privately rented, with just 8% of properties visited council or housing association owned. Although the location of the properties visited do not appear to correlate directly with existing hotspots identified within this document, this focus on the retirement age population suggests that those demographic groups and communities already identified as vulnerable are being targeted accordingly.

**Who are Cannock Chase’s most ‘at risk’ groups?**
The matrix in figure 28, below, provides a summary of key age groups for males and females who are most ‘at risk’ from the various community safety issues identified as priorities in Cannock Chase. These age groups are predominately (but not entirely) within the 15 to 29 years age range. It is interesting to note the similarities in risk despite the diverse nature of the issues identified.

**Figure 28 - Vulnerability matrix by age group and gender of victim, 2009/10**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - 9</td>
<td><img src="image1.png" alt="Diagram" /></td>
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<td>10 - 14</td>
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<tr>
<td>15 - 19</td>
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<td><img src="image6.png" alt="Diagram" /></td>
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<td>20 - 24</td>
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<tr>
<td>25 - 29</td>
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<td>30 - 34</td>
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<td>35 - 39</td>
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<tr>
<td>40 - 44</td>
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<td>45 - 49</td>
<td><img src="image17.png" alt="Diagram" /></td>
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<tr>
<td>50 - 54</td>
<td><img src="image19.png" alt="Diagram" /></td>
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</table>

**Which social characteristics are linked to vulnerability?**
ACORN is a geographic segmentation tool that uses a three tier structure to classify every postcode in the United Kingdom as one of 5 categories, 17 groups and 56 types. ACORN is used to understand communities’ lifestyle, behaviour and attitudes, and understanding of the ACORN characteristics of an area can be used to understand vulnerability to community safety issues and how best to address/target these.
Figure 29 (below) details the extent to which community safety issues impact disproportionately on different communities within Cannock Chase, and highlights apparent inequality in the prevalence of such issues according to the social and demographic characteristics of those communities.

**Figure 29 - Cannock Chase ACORN profile - community safety issues by incidence and perception**

<table>
<thead>
<tr>
<th>ACORN Group</th>
<th>Wealthy Executives</th>
<th>Affluent Gropus</th>
<th>Flourishing Families</th>
<th>Prosperous Professionals</th>
<th>Educated Urbanities</th>
<th>Aspiring Singles</th>
<th>Starting Out</th>
<th>Secure Families</th>
<th>Settled Suburbia</th>
<th>Prudent Pensioners</th>
<th>Asian Communities</th>
<th>Post Industrial Families</th>
<th>Blue Collar Root</th>
<th>Struggling Families</th>
<th>Burdened Singles</th>
<th>High Rise Hardship</th>
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<tbody>
<tr>
<td>Population</td>
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<td>All Crime</td>
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<td>Violence With Injury</td>
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<td>Serious Acquisitive Crime</td>
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<td>Burglary In A Dwelling</td>
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<td>Sexual Violence</td>
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<td>Anti-social Behaviour</td>
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<td>Deliberate Fires</td>
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<td>Noisy neighbours or loud parties</td>
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<td>Rubbish or litter lying around</td>
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<td>Vandalism, graffiti and other deliberate damage</td>
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<td>People using or dealing drugs</td>
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<td>People being drunk or rowdy in public places</td>
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<td>Abandoned or burnt out cars</td>
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<td>ACORN Category</td>
<td>Wealthy Achievers</td>
<td>Urban Prosperity</td>
<td>Comfortably Off</td>
<td>Moderate Means</td>
<td>Hard Pressed</td>
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</tr>
</tbody>
</table>

**Key:**
- Low
- High
- Disproportionately Low
- Representative of Population
- Disproportionately High

Source: CACI ACORN, Staffordshire Police, The British Crime Survey

It can be seen that the highest levels of community safety issues occur in areas categorised as ‘Hard Pressed’. These people are experiencing the most difficult social and economic conditions, and appear to have limited opportunity to improve their circumstances. The largest ACORN group within the Hard Pressed category, is the group ‘Struggling Families’. These communities tend to be on low-rise estates of terraced or semi detached houses, with some element of overcrowding. These people share the twin disadvantages of educational underachievement and consequent lack of opportunity,
which is reflected in high levels of unemployment. There is also a disproportionate impact of anti-social behaviour on ‘Prudent Pensioners’ and sexual violence against ‘Burdened Singles’.

It is important to note that not all people and communities classified as Struggling Families and Blue Collar Roots will experience a disproportionately high rate of community safety issues, however it may be the case that many of these communities will experience community safety problems that are not reported to the appropriate authorities. It is also important to note that anti-social behaviour and environmental issues such as deliberate fires are not profiled according to complainant information, rather the profile of the area where these issues are reported.

**How does this compare with perceptions of community safety issues?**

Figure 29 also demonstrates that there is clearly a perception gap, between groups of people and communities who experience a disproportionate level of community safety issues, and their perceptions. For example, in Cannock Chase there is a disproportionate perception of risk amongst the ‘Urban Prosperity’ category, which is not proportionate to the actual risk. Another valuable source of information regarding public perceptions is the ‘Feeling the Difference’ survey conducted by Staffordshire Police which is designed to gauge the perceptions of crime and disorder amongst the residents of Staffordshire.

The question; ‘how safe or unsafe do you feel when outside in your local area’ can be referred to as a sponge question, as it ‘soaks up’ people’s general feelings about society and their community in a general and broad sense, rather than being a specific measure of their fear of crime. However, the question; ‘have you ever felt fearful about the possibility of becoming a victim of crime?’ is less expressive, and is more likely to be reflective of an individual’s experiences of crime and disorder. By combining both of these measures, the expressive fears people hold and also their memory of distinct episodes of fearful experiences, it is possible to identify a proportion of the population that are not fearful of becoming a victim of crime per se, yet feel unsafe none-the-less. These people can be referred to as ‘The Worried Well’.9

**Figure 30 - The Worried Well in Cannock Chase**

In Cannock Chase, almost one in ten respondents to the survey fall within this category, and it can be inferred that their general lack of feelings of safety, are not influenced by personal experience. It is recommended that further analysis be undertaken to fully understand if this is the case, and if so, the reasons why. The large majority (84%) of respondents in Cannock Chase feel safe and are not fearful of crime, which is a larger proportion than the county rate (80%).

Additionally, the results also suggest that 18% of females feel unsafe in their community compared to 7% of males, whereas 8% of males are fearful of crime, compared with just 7% of females.

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**Key Findings and Inferences**

- The risk of being a victim of crime in Cannock Chase varies by type of issue, however the most ‘at risk’ group is those aged between 15 and 19 years old. This is also the peak age group for offenders committing crime in Cannock Chase.

- Recorded crime indicates that males are more likely to be injured through a violent assault, with males between the ages of 15 and 19 years most at risk.

- The number of admissions to hospital as a result of an assault and for the toxic effects of alcohol has increased during 2009/10, and data recorded for the north of the county suggests that up to a fifth of assaults may go unreported to the police.

- Females are most likely to be the victim of alcohol related violence, with women in their late teens and twenties most at risk. Males of the same age are most likely to commit these offences, although men in this age group are also at disproportional risk.

- Females are more than twice as likely to be the victim of domestic and sexual violence than males, with those between the ages of 19 and 29 most at risk of domestic offences and those between 9 and 18 years old for sexual violence. There are also pockets of vulnerability in the male population, although to a much lesser extent.

- Analysis shows that where serious acquisitive crimes and criminal damage offences occur is a more important factor than the victim profile, as the target is generally property rather than an individual.

- The more ‘hard pressed’ the victim, the greater their risk of becoming a victim of any community safety issue, but particularly violent crime, criminal damage and anti-social behaviour.

**Information Gaps**

- There is currently no accurate way to identify repeat victims and therefore a reliable way of identification needs to be established.

- Victim details are currently unavailable for those reporting anti-social behaviour.

- Alcohol profiling of violent crime and anti-social behaviour incidents needs to be more robust to fully understand the extent that alcohol influences these issues.

- Victim/patient details are not currently supplied by West Midlands Ambulance Service, although this is now being collected (as from November 2009). The analysis of this data, including age, gender and postcode would allow for a greater understanding of vulnerability.
SUMMARY OF KEY FINDINGS

Location
- There are a number of key localities across Cannock Chase which experience above average levels of multiple community safety issues, specifically Cannock and Rugeley town centres, Chadsmoor and Western Springs. The ward of Cannock North (which includes Chadsmoor) has recorded an increase of 31% during 2009/10, with an increase in burglary of other buildings, criminal damage and common assault contributing to this overall rise.
- 82% of offenders committing crime in Cannock Chase also live within the district. Offenders do not travel far to commit crime, on average just 2.2 miles. Within the hotspot locations outside of the town centres, this is reduced to less than 1 mile suggesting that offenders are committing crime within their own local area.
- The majority of victims of crime in Cannock Chase also live within the district, with the most vulnerable living in the Chadsmoor area; victims living in this area are most likely to experience criminal damage, common assault and burglary of dwellings, be male, and aged between 16 and 21 or 29 and 43 years.
- The areas where it is likely that residents have the biggest concerns over problems in their local area are also hotspots for recorded incidence of these issues (including drunk or rowdy behaviour, people using/dealing drugs, teenagers hanging around and vandalism/deliberate damage), suggesting a direct link between perception and personal experience in many areas.
- The updated VLI for 2010 shows that Cannock Chase has 20 vulnerable areas. Almost 6.4% of Cannock Chase’s population live in these areas, which represents an increase of 14% when compared with the index calculated in the previous year (2009).

Offending
- A third of all known offenders arrested during 2009/10 were young males aged between 15 and 24 years old. This group of offenders are most likely to be responsible for burglary, theft of motor vehicles and drug offences.
- Violent crimes, specifically those involving alcohol, are also most likely to be committed by males, particularly those in the 18 to 22 age group. Shoplifting, however, is most often committed by teenage girls, and targeting this demographic group could have a significant impact on the level of shoplifting recorded across Cannock Chase.
- Despite an overall reduction in the level of crime recorded, the number of first time entrants to the YJJS and the number of new offenders beginning an assessment with Probation have seen an increase in Cannock Chase and are both above the county average.
- Offenders are likely to commit crime within just a few miles of their home address, particularly for offences of violence, theft of motor vehicles and personal robbery. On average, offenders travelled just 1.8 miles and half of all offenders committed a crime within 0.7 miles of their home address.
- Cannock Chase has recorded an adult re-offending rate of 8.1%, which although is below the predicted rate, is the highest re-offending rate across Staffordshire.
- Youth offending has also decreased, but a disproportionate number of young offenders are profiled as being ‘White European’, which could indicate an emerging trend of crimes being committed by young people from incoming communities.
- Alcohol is clearly a significant factor in offending, particularly in relation to violent crimes and offences of criminal damage. The use of drugs is also a contributory factor, but this is more concentrated within a smaller group of prolific offenders who are most likely to commit serious acquisitive crime, whereas alcohol misuse is much more widespread.
**Vulnerability**

- The risk of being a victim of crime in Cannock Chase varies by type of issue, however the most ‘at risk’ group is those aged between 15 and 19 years old. This is also the peak age group for offenders committing crime in Cannock Chase.
- Recorded crime indicates that males are more likely to be injured through a violent assault, with males between the ages of 15 and 19 years most at risk.
- Females are most likely to be the victim of alcohol related violence, with women in their late teens and twenties most at risk. Males of the same age are most likely to commit these offences, although men in this age group are also at disproportional risk.
- Females are more than twice as likely to be the victim of domestic and sexual violence than males, with those between the ages of 19 and 29 most at risk of domestic offences and those between 9 and 18 years old for sexual violence. There are also pockets of vulnerability in the male population, although to a much lesser extent.
- Analysis shows that where serious acquisitive crimes and criminal damage offences occur is a more important factor than the victim profile, as the target is generally property rather than an individual.

**Recommendations for Strategic Priorities**

Following analysis of the key community safety problems in Cannock Chase, the following recommendations are made for strategic priorities for the partnership to consider. Many of these are cross-cutting, and may require further analysis to allow for a more specific targeting of resources.

- Specific priority in relation to Cannock and Rugeley town centres. A focus on alcohol related violent crime and a particular emphasis on reducing assaults with injury. Also business crime, specifically shoplifting, targeting young females below the age of 19 years old.
- A locality focus on priority neighbourhoods, to reduce community safety issues and improve perceptions:
  - Chadsmoor - particularly in relation to youth offending, with the aim of reducing criminal damage and serious acquisitive crime. It is recommended that this focuses on those who live, offend and are victimised within this area.
  - Western Springs - particularly in relation to reducing anti-social behaviour, criminal damage and environmental crime, particularly those involving alcohol.
- Reducing re-offending, linked to reducing acquisitive crime.
- A focus on youth offending, particularly in relation to preventing young people entering the YJS for committing key offences such as violent crime and shoplifting, and young people involved in anti-social behaviour who may be on the verge of offending. It is also recommended that further analysis is conducted in relation to re-offending rates and patterns of young offenders in Cannock Chase.
- Tackling alcohol misuse and controlling the access/supply of alcohol to young people.
- A focus on those people and communities most vulnerable to key community safety issues in Cannock Chase, with a specific emphasis on preventing and supporting victims of domestic and sexual abuse.
**RECOMMENDATIONS FOR FURTHER ANALYSIS**

In order to fully understand certain problems and issues highlighted within this Strategic Assessment, it is recommended that further analysis (both local and strategic) is conducted in relation to the following areas:

- It is recommended that a problem profile is produced on shoplifting to fully understand the nature of these offences.
- Further analysis of perception results would help to identify perception gaps in specific neighbourhoods.
- A problem profile of issues recorded in Chadswood, to try and identify reasons behind the considerable increase in recorded crime in this area over the last 12 months.
- Analysis of the ethnicity of young offenders, to understand why there has been an increase in those described as being ‘White European’ and the potential consequences of this trend.
- Further analysis is recommended to understand why Cannock Chase has recorded the highest rate of re-offending, and what impact the Integrated Offender Management programme may be having on these figures.

**FUTURE CHALLENGES AND OPPORTUNITIES**

It is important to keep track of major developments and events across Cannock Chase that may influence future partnership performance, both in the positive sense (e.g. regeneration projects) and also to ensure that new developments and events do not create new community safety problems.

- **Police Restructure:** Staffordshire Police has announced plans for a major reorganisation. The new ‘Local Policing Teams’ will replace the current four-divisional structure, instead being based upon Staffordshire’s nine local authority areas. The changes are expected to be in place by early 2011, and are expected to have little or no impact on the residents of Staffordshire in terms of service delivery.

- **Changes in Policy:** The Coalition Governments’ green paper entitled ‘Policing in the 21st Century: Reconnecting Police and the People’ aims to cut the cost of policing, whilst making the police more accountable to communities whilst continuing to reduce crime. One of the mechanisms by which this will be achieved will be through the removal of unnecessary central prescription around local partnerships. It is intended that local governments and communities will be given the freedom to choose how partnership working can best deliver services in their areas. This may well lead to changes in the way our current community safety partnerships operate. It is hoped that by stripping away unnecessary prescription, whilst retaining the core statutory duty of partnership working, a structure can be developed across Staffordshire that delivers services in the most efficient, cost effective way.

- This process will be supported by the concept of ‘Big Society’ which aims to create a new relationship between communities and governance, where communities are also a partner in getting things done. Big Society will also extend to business and the voluntary sector, sharing the responsibility for making neighbourhoods and communities stronger, safer places to live and work.

- Recent political movements have also seen the abolition of The Audit Commission which monitored the effectiveness of local service delivery, and the Comprehensive Area Assessment (CAA). The CAA brought the work of various watchdogs that monitored the provision of local services, and its abolition has freed up resources to concentrate on local service delivery more effectively.

- **Future Property Developments:** There are currently numerous significant property developments underway in Cannock Chase. Any new development has the potential to impact on community safety in various ways, which should be borne in mind when formulating future community safety strategies. These developments range from new-build residential property, to...
larger scale industrial locations. The thresholds for determining significance are as follows:

- **Residential:** Any sites with 20 or more dwellings
- **Employment:** Any sites defined as Major Investment Sites (50 hectares plus), Regional Investment Sites (20-50 hectares), Sub Regional (10-20 hectares) and Good Quality Sites (over 0.4 hectares) within the RSS Employment Land Portfolio
- **Hotels:** Hotels with 20 or more bedrooms
- **Retail:** Anything over 500 sq m net floor-space

There are currently 21 significant residential developments underway in Cannock Chase. 291 dwellings are currently under construction, a further 390 have been granted full planning permission, and another 550 dwellings granted outline planning permission. These are concentrated in the urban areas of the district, predominately in the Cannock Town area. A hotel is currently being developed in the Rugeley area, and a further four have been approved across the district. There are currently eight employment developments underway in the district, over more than 73 ha of land, five of which are currently under construction, the remaining having been approved. Additionally, approval has been granted for six significant retail developments, four in Cannock and two in Hednesford.

- **Future Events:** There are currently no planned future events that are expected to have an impact on community safety in Cannock Chase, although this should be routinely monitored by the partnership.
Appendix A - Data Sources and Acknowledgements

On behalf of Cannock Chase Community Safety Partnership, Staffordshire Observatory would like to thank all partners who have supported the process by providing data, information and analysis. A full list of data sources used through this assessment can be found below:

<table>
<thead>
<tr>
<th>PROVIDER OF DATA</th>
<th>DESCRIPTION OF DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffordshire Police</td>
<td>Point level crime and incident data (including postcodes and grid refs.)</td>
</tr>
<tr>
<td></td>
<td>Crime detection rates</td>
</tr>
<tr>
<td></td>
<td>Feeling the Difference consultation results</td>
</tr>
<tr>
<td></td>
<td>Citizen Contact Records (CCR) consultation results</td>
</tr>
<tr>
<td></td>
<td>Prolific and Other Priority Offenders - analysis of cohort</td>
</tr>
<tr>
<td></td>
<td>MARAC results</td>
</tr>
<tr>
<td>Staffordshire Fire &amp; Rescue Service</td>
<td>Point level deliberate and dwelling fires data (including grid refs.)</td>
</tr>
<tr>
<td></td>
<td>Home Fire Risk Check (HFRC) data</td>
</tr>
<tr>
<td>Staffordshire Youth Offending Service</td>
<td>Point level First Time Entrants, Community Resolution and Substantive Outcomes data (including postcodes)</td>
</tr>
<tr>
<td></td>
<td>Young offenders in Education, Training or Employment (ETE)</td>
</tr>
<tr>
<td>Staffordshire County Council</td>
<td>Point level STATS19 RTC Casualty data (including grid refs.)</td>
</tr>
<tr>
<td></td>
<td>Test Purchase results (Trading Standards)</td>
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<tr>
<td></td>
<td>Drug/Alcohol users in treatment (Substance Misuse Commissioning Team; formerly the DAAT)</td>
</tr>
<tr>
<td></td>
<td>CAMHS model (Educational Research &amp; Analysis Team)</td>
</tr>
<tr>
<td></td>
<td>ACORN customer segmentation tool (supplied by CACI ©)</td>
</tr>
<tr>
<td>CRI T3</td>
<td>Young people engaged with substance misuse treatment services</td>
</tr>
<tr>
<td>South Staffordshire PCT</td>
<td>Alcohol related hospital admissions</td>
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<td></td>
<td>Analysis of inpatient data for mental and behavioural disorders, toxic effect of alcohol and assault</td>
</tr>
<tr>
<td>Staffordshire &amp; West Midlands Probation Trust</td>
<td>OASys offender risk and needs profile by team</td>
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<tr>
<td>West Midlands Ambulance Service</td>
<td>Ambulance attendances for assault/sexual assault and stab/shooting by PCT and postcode district</td>
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<tr>
<td>Cannock Chase Council</td>
<td>Environmental crime data</td>
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<td></td>
<td>Local consultation results</td>
</tr>
<tr>
<td>Pathways Project</td>
<td>Domestic violence referrals/helpline calls</td>
</tr>
</tbody>
</table>

Where possible, data has been sourced for the 2009/10 financial year (April 2009 to March 2010) and comparisons have been made with the previous 12-month period. Where this has not been possible, the most up to date information has been analysed and specific time periods stated within the analysis.
<table>
<thead>
<tr>
<th>Issue/Problem</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>Change</th>
<th>Volume</th>
<th>Direction of Travel (trend)</th>
<th>Comparison with Peers 2009/10</th>
<th>2009/10 Rate</th>
<th>2009/10 County Rate</th>
<th>Diff from County</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL RECORDED CRIME</td>
<td>7,454</td>
<td>7,030</td>
<td>6,805</td>
<td>-3%</td>
<td>-</td>
<td>Down 9th</td>
<td>-</td>
<td>71.8</td>
<td>60.3</td>
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</tr>
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<td>Anti-Social Behaviour</td>
<td>5,721</td>
<td>5,486</td>
<td>4,729</td>
<td>-14%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>49.9</td>
<td>38.8</td>
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<tr>
<td>Serious Violent Crime</td>
<td>90</td>
<td>50</td>
<td>78</td>
<td>56%</td>
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<td>-</td>
<td>-</td>
<td>15th</td>
<td>Above average</td>
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<td>Violent Crime</td>
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<td>1,891</td>
<td>1,977</td>
<td>5%</td>
<td>29.1%</td>
<td>Down 15th</td>
<td>Above average</td>
<td>20.9</td>
<td>15.1</td>
<td>38%</td>
</tr>
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<td>Domestic Violence</td>
<td>82</td>
<td>68</td>
<td>112</td>
<td>20%</td>
<td>1.6%</td>
<td>Stable 14th</td>
<td>Above average</td>
<td>2.5</td>
<td>3.4</td>
<td>41%</td>
</tr>
<tr>
<td>Assault With Less Serious Injury</td>
<td>-</td>
<td>939</td>
<td>823</td>
<td>-12%</td>
<td>12.1%</td>
<td>Down 13th</td>
<td>Above average</td>
<td>8.7</td>
<td>6.9</td>
<td>26%</td>
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<tr>
<td>Sexual Violence</td>
<td>82</td>
<td>68</td>
<td>112</td>
<td>65%</td>
<td>1.6%</td>
<td>Stable 14th</td>
<td>Above average</td>
<td>1.2</td>
<td>0.8</td>
<td>41%</td>
</tr>
<tr>
<td>Alcohol related violence</td>
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<td>246</td>
<td>264</td>
<td>7%</td>
<td>3.9%</td>
<td>-</td>
<td>-</td>
<td>2.8</td>
<td>2.3</td>
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<td>999</td>
<td>1,020</td>
<td>2%</td>
<td>15.0%</td>
<td>Down 5th</td>
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</tr>
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<td>Acquisitive Crime</td>
<td>3,172</td>
<td>3,023</td>
<td>2,958</td>
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<td>43.5%</td>
<td>-</td>
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<td>31.2</td>
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<td>21%</td>
</tr>
<tr>
<td>Theft of Motor Vehicle</td>
<td>224</td>
<td>195</td>
<td>151</td>
<td>-23%</td>
<td>2.2%</td>
<td>Down 4th</td>
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<td>424</td>
<td>434</td>
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<td>3.8</td>
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<td>321</td>
<td>381</td>
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<td>471</td>
<td>441</td>
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<td>6.5%</td>
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<td>-</td>
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<td>3.9</td>
<td>20%</td>
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<td>Robbery Personal</td>
<td>38</td>
<td>43</td>
<td>53</td>
<td>23%</td>
<td>0.8%</td>
<td>Down 11th</td>
<td>-</td>
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<td>30%</td>
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<td>625</td>
<td>554</td>
<td>-11%</td>
<td>8.1%</td>
<td>Down 11th</td>
<td>-</td>
<td>5.8</td>
<td>3.6</td>
<td>61%</td>
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<tr>
<td>Theft of pedal cycle</td>
<td>93</td>
<td>93</td>
<td>101</td>
<td>9%</td>
<td>1.5%</td>
<td>Stable 7th</td>
<td>-</td>
<td>1.1</td>
<td>1.1</td>
<td>0%</td>
</tr>
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<td>Theft from Person</td>
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<td>62</td>
<td>74</td>
<td>19%</td>
<td>1.1%</td>
<td>Stable 11th</td>
<td>-</td>
<td>0.8</td>
<td>0.7</td>
<td>7%</td>
</tr>
<tr>
<td>Other theft</td>
<td>612</td>
<td>589</td>
<td>562</td>
<td>-5%</td>
<td>8.3%</td>
<td>Up 7th</td>
<td>-</td>
<td>5.9</td>
<td>6.0</td>
<td>-1%</td>
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<td>Business Crime</td>
<td>1,349</td>
<td>1,230</td>
<td>897</td>
<td>-27%</td>
<td>13.2%</td>
<td>-</td>
<td>-</td>
<td>9.5</td>
<td>6.7</td>
<td>41%</td>
</tr>
<tr>
<td>Hate Crime</td>
<td>66</td>
<td>72</td>
<td>72</td>
<td>0%</td>
<td>1.1%</td>
<td>-</td>
<td>-</td>
<td>0.8</td>
<td>0.6</td>
<td>21%</td>
</tr>
<tr>
<td>Criminal Damage</td>
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<td>1,443</td>
<td>1,360</td>
<td>-6%</td>
<td>20.0%</td>
<td>Down 7th</td>
<td>14.3</td>
<td>12.8</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Arson</td>
<td>65</td>
<td>61</td>
<td>41</td>
<td>-33%</td>
<td>0.6%</td>
<td>Down 2nd</td>
<td>Below average</td>
<td>0.4</td>
<td>0.5</td>
<td>-7%</td>
</tr>
<tr>
<td>Deliberate Ignitions</td>
<td>419</td>
<td>329</td>
<td>235</td>
<td>-29%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2.5</td>
<td>2.2</td>
<td>13%</td>
</tr>
<tr>
<td>False alarm malicious calls</td>
<td>34</td>
<td>30</td>
<td>17</td>
<td>-43%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.2</td>
<td>0.0</td>
<td>0%</td>
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<tr>
<td>Dwelling fires no smoke alarm</td>
<td>31</td>
<td>34</td>
<td>24</td>
<td>-29%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.3</td>
<td>0.0</td>
<td>0%</td>
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<tr>
<td>First-Time Entrants to YJS</td>
<td>196</td>
<td>39</td>
<td>53</td>
<td>36%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.6</td>
<td>0.4</td>
<td>33%</td>
</tr>
<tr>
<td>Probation assessments starting an order</td>
<td>399</td>
<td>351</td>
<td>-</td>
<td>-100%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.0</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Casualties Killed or Seriously Injured</td>
<td>26</td>
<td>23</td>
<td>25</td>
<td>9%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.3</td>
<td>0.3</td>
<td>-12%</td>
</tr>
<tr>
<td>Children Killed or Seriously Injured</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>200%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.0</td>
<td>0.0</td>
<td>31%</td>
</tr>
<tr>
<td>Motorcycle casualties</td>
<td>39</td>
<td>28</td>
<td>28</td>
<td>0%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.3</td>
<td>0.3</td>
<td>-14%</td>
</tr>
<tr>
<td>Casualties Young people 16-25 years</td>
<td>141</td>
<td>94</td>
<td>125</td>
<td>33%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1.3</td>
<td>1.3</td>
<td>2%</td>
</tr>
<tr>
<td>Drug Offences</td>
<td>185</td>
<td>123</td>
<td>178</td>
<td>45%</td>
<td>2.62%</td>
<td>Up 4th</td>
<td>Below average</td>
<td>1.9</td>
<td>2.3</td>
<td>-19%</td>
</tr>
<tr>
<td>Drug users - Young people (new referrals)</td>
<td>55</td>
<td>56</td>
<td>50</td>
<td>-11%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.5</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Alcohol related hospital admissions</td>
<td>1,138</td>
<td>1,488</td>
<td>-</td>
<td>-100%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.0</td>
<td>0.0</td>
<td>0%</td>
</tr>
<tr>
<td>Street Drinking (ASB)</td>
<td>143</td>
<td>85</td>
<td>96</td>
<td>13%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1.0</td>
<td>0.9</td>
<td>15%</td>
</tr>
</tbody>
</table>
Appendix C - Alcohol Segmentation in Cannock Chase

The following map shows the location of high risk drinkers in Cannock Chase, with the main clusters of high risk drinkers found in the wards of Cannock South, Cannock East, Cannock North, and Brereton and Ravenhill. It is within these areas that any communication campaign is more likely to reach the segments of Cannock Chase’s population which are more likely to suffer from the problems associated with alcohol.

Visit www.alcohollearningcentre.org.uk/Topics/Browse/SocialMarketing/SegmentationTool/segments/ for more information and description of the segments.