

Ashford  
Community  
Safety Partnership

# Partnership Strategic Assessment 2011/12

Produced by: Ashford Community Safety Unit  
CSP Sign Off Date: 3<sup>rd</sup> March 2011



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# Introduction

## | The aim of this Strategic Assessment

This is the strategic assessment produced for Ashford Community Safety Partnership for the financial year 2011/12 and refreshes the priorities and planned activities within the Ashford Borough Community Safety Strategy 2008-11.

The purpose of this strategic assessment is to provide knowledge and understanding of community safety problems to the members of the CSP. This is done through intelligence analysis and identifies the emerging priorities by considering the patterns, trends and shifts relating to issues occurring within the CSP area. Those priorities identified have then been reviewed in a partnership context, looking at the impact on various agencies within the CSP and the work they are doing to tackle the issue.

## | Background

In 2006, a review of the partnership provisions of the Crime and Disorder Act 1998 and the Police Reform Act 2002 led to a series of recommendations to strengthen and extend existing requirements further through the experience gained from partnership working. This resulted in a new set of national minimum standards which came into force in August 2007.

The 1998 Act included the requirement to produce a detailed crime and disorder audit through consultation with key agencies and the wider community and had to use the findings to identify strategic priorities and set targets and performance measures. The new national standards placed a legal obligation on responsible authorities to comply with the specified requirements, one of which was the

creation of a strategic assessment in place of the previous 3 yearly audit.

The strategic assessment helps to identify current and possible future community safety issues from sound evidence and robust analysis. The introduction of strategic assessments aimed to move partnerships toward a more intelligence-led business planning approach. By removing the need to produce a three year audit and replacing it with the requirement to produce a strategic assessment at least yearly, partnerships are able to improve their understanding of problems and their potential causes and also respond more effectively to the communities they serve.

## | Methodology

Prior to the creation of this assessment a report was created which encompassed a wide range of data sets and sources. This 'Scanning Exercise' provided an overview of issues affecting this partnership area. This data report was taken to a special CSP meeting where the individual categories were ranked according to select criteria. This ranking resulted in a list of issues to look at in-depth for the forthcoming year. The results can be found in the appendix 'Ranking results'.

This assessment looks at the revised partnership priorities with emphasis on the assessment of performance against these and partnership involvement in tackling them. Greater detail on the scope of the problem is discussed, including the scale of the problem, any reasons for changes in levels and the suggested cause of the problem including the relevance of location, time, the offender or the victim.

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# Executive Summary

Whilst levels of crime have continued to fall over the last few years, Ashford's position within the county and compared with other police forces remains mediocre. Increases have been seen across a variety of theft related offences even though targeting this area was a priority identified in the 2010/11 Strategic Assessment. Some of the increases seen in Ashford can be put down to the poor economic climate which results in a higher number of offences committed by the most vulnerable people in society. It can also be acknowledged that the priorities were too specific and did not encapsulate the full range of issues within each one such as rural crime which often goes under reported.

When reviewing the data supplied it was agreed that those issues identified as priorities last year remain a concern for the district. It was decided to retain them for 2011/12 but to broaden our approach to tackling them. This has been reflected in the new priorities which are: Theft, KSI, Violence, Criminal Damage (including Environmental Crime), ASB and PREVENT.



## Rural crime

The change in the structure of these priorities now allows for the issue of rural crime to receive more focus. With the majority of the geographical area of the district being rural in nature there are a large number of villages and spread-out communities across the district. Crime and anti-social behaviour tends to go under reported in these areas – which also suffer from greater levels of metal thefts and fly-tipping. The rural roads, both minor and major, incur speeding traffic resulting in a number of crashes where people are either killed or seriously injured. With public sector budgets being restrained we have to make sure that those in the countryside do not suffer due to service level cutbacks and their issues are treated with just as much attention as those within the urban areas.

## Domestic Abuse

Whilst violence in the night time economy remains a very important issue to tackle within Ashford town centre, it was felt that the issue of domestic abuse must be tackled more seriously throughout the borough. The priority 'Violence' takes this one step further in 2011/12 by stipulating domestic abuse as a key issue to tackle, whilst widening the priority also to include more general violence within the category, such as 'Violence against the person and sexual offences'. It is the aim of the CSP and all its members to link in more closely with service providers to move towards a unified holistic approach and to greatly enhance partnership working between agencies.

Together we can make 2011/12 a successful year for community safety in Ashford and begin to see the reductions which we know are achievable. We also hope to see greater partnership working with all agencies to provide better quality services to the public and ensure that Ashford remains a safe borough in which to live, work and socialise.

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# Review of priorities

## Current Priorities for 2010/11

Set out below are the priorities as identified in Ashford's 2010/11 Strategic Assessment.

- Anti-Social Behaviour
- Safer Socialising in the Night Time Economy
- 'Speeding Traffic' and Collisions involving Death and Serious Injury
- Retail Crime Reduction
- Criminal Damage
- Prevent

Partners have had mixed success in dealing with these priorities, with specific reductions in some crimes such as Shoplifting, Violence – both Against the Person and in the Night Time Economy – Hospital Admissions following assaults, Domestic Abuse, Criminal Damage, Graffiti and Damage to Recycling Centres. Such reductions, however, do not make the Partnership complacent: rather they help to inform what needs to become the priorities for the following year.

The detail under each section heading in this Strategic Assessment shows why the Community Safety Partnership has amended its priorities, but the following gives a broad overview to show what we will be changing in our operational focus from 2010/11 as we go into 2011/12.

### ***Anti-Social Behaviour***

As we see from the detail, Operation Cleansweep has had substantial success for all partners in the areas that have been targeted over the year. ASB must remain a priority, however: it is something that affects all parts of the borough and is a priority for each and every partner involved in the Community Safety Partnership.

### ***Safer Socialising in the NTE***

We have decided to extend this priority for 2011/12 and will include Safer Socialising in

the Night Time Economy under the new heading of 'Violence'. The Partnership considered this was an important amendment and now allows all the partners to focus on the wider aspects of individual acts of violence, sexual offences and domestic abuse.

### ***Speeding Traffic and collisions involving death and serious injury***

While the number of crashes on the borough's roads reduced last year, the number of KSIs increased. It is apparent, however, that there is one group which is impacted more than any other – i.e. the 16 to 25 year olds. These figures go to show that, whilst we can have fewer crashes, the seriousness of the injuries/mortality rate to those involved needs to be dealt with. The CSP has, therefore, decided to retain this as a priority for 2011/12 under the heading 'Killed and Seriously Injured'.

### ***Retail Crime Reduction***

Work to reduce retail crime reduction showed a small decrease of 1.4% compared with the same period last year. Conversely, other forms of theft (not specifically prioritised for 2010/11) have increased – particularly in terms of specific types of theft – i.e. metal thefts and thefts from motor vehicles.

The Partnership has therefore assessed this priority and decided that other forms of theft should also be prioritised, in order that individuals (as well as organisations) benefit from the Partners' focus. The priority for 2011/12 will, therefore, be 'Theft'.

### ***Criminal Damage***

Criminal Damage has seen some reduction in statistics during 2010/12. But it is a priority that encompasses so many issues, including damage to buildings, land, and other property, including cars. It applies to both private and publicly owned property and much of the damage created spoils our environment.

For these reasons, the CSP considers that the title of this category should be broadened to include 'environmental crime' – i.e. graffiti, fly-tipping and vandalism to bus shelters, play areas. All of these are issues which affect public enjoyment of both the countryside and specific facilities. The priority for 2011/12 will, therefore, be listed as 'Environmental Crime & Criminal Damage'.

### ***Prevent***

The Prevent strategy (launched in 2007) is the preventive strand of central government's counter-terrorism strategy and seeks to stop people becoming terrorists or supporting terrorism, both in the UK and overseas.

Government believes that local communities working in partnership with their local authorities, police, education institutions, and others are at the heart of stopping people becoming or supporting violent extremists.

To this end, the Ashford CSP has set up a sub-group which is working on a six-part plan to meet the objectives of the Prevent Strategy. Because of its significant importance – not only at a local level, but across the country and wider – the Partnership's sixth priority therefore remains with 'Prevent' for 2011/12.

## | New priorities for 2011/12

Utilising a ranking process, each category within the data pack prepared by the Kent Community Safety Unit was given a score according to a set of criteria. The new priorities were identified as those that scored the highest rank. They are as follows:

- Theft  
*Work towards a reduction of Thefts affecting both Urban and Rural Wards within the Borough by targeting Topical and Seasonal Volume Theft categories.*
- KSI  
*Promote Safer Road use by delivering Educational and Road Safety initiatives*
- Violence  
*Work towards promoting a Safer Borough in which to Live, Work and Socialise*
- Environment Crime & Criminal Damage  
*Work towards continuing to reduce the level of Environmental Crime & Criminal Damage reported and provide a focussed reassuring presence*
- ASB  
*Work towards a reduction in the level of ASB incidents reported and focus Community Safety Partnership resources accordingly*
- PREVENT

Due to the new priorities remaining within the over arching categories of last years we have reviewed the 2010/11 priorities as part of the new priorities. The remainder of this document looks at each of these priorities, reviews the relevant data, and provides recommendations for the coming year.

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# The new priorities

# 1 - Theft

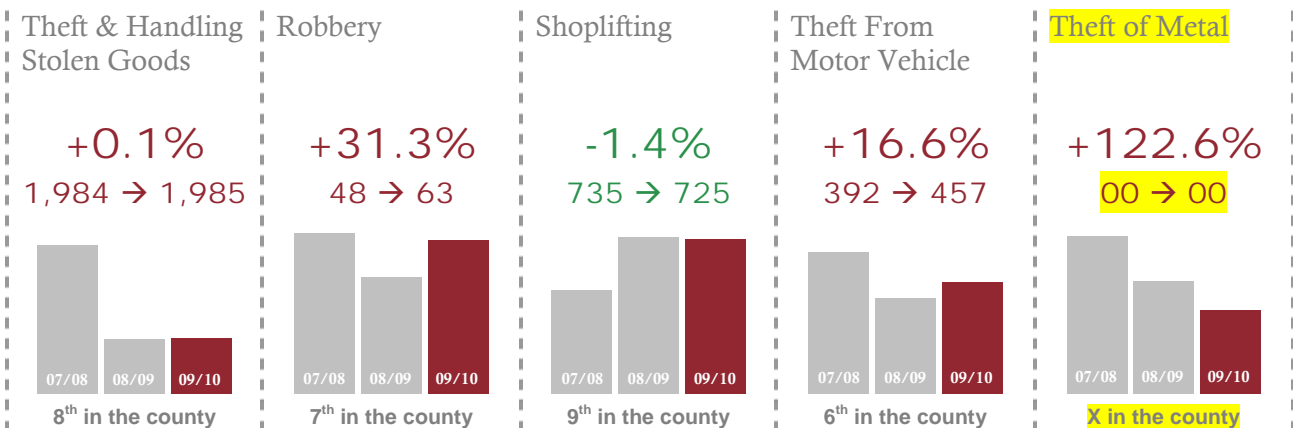
*Work towards a reduction of Thefts affecting both Urban and Rural Wards within the Borough by targeting Topical and Seasonal Volume Theft categories.*

Theft continues to be a concern within the borough, affecting both urban and rural areas. Last year this priority was specific to 'Retail Crime', but this did not include crime suffered within the rural regions. There are several categories of theft including Retail Crime, Theft of Lead or Other Property and Thefts from Motor Vehicles. The CSU works closely with all the partners on a regular basis in order to highlight opportunities to prevent or detect.

Whilst the partnership works together on developing effective ways of combating theft in rural areas, Retail Crime remains a serious concern and presents the main opportunity for volumetric reduction. Theft and Handling of Stolen Goods total approximately one quarter of all crime in Ashford Borough and have remained fairly constant for more than two years. An added challenge to tackling theft in the borough is that Ashford benefits greatly from excellent road and rail communication networks which assist criminals from out of town and these travelling criminals can significantly affect local crime.

The Theft priority for Ashford's CSP covers the following offences:

- Theft & Handling Stolen Goods
- Robbery
- Shoplifting
- Theft from Motor Vehicles
- Theft of Metal



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## 1.1 Partnership perspective

### *Kent Police*

Ashford has shown an increase of 84 crimes (theft offences) when compared to the same period last year, from 985 crimes to 1,069. This equates to an increase of 8.5% in comparison to the same period in 2008-09. Crime levels have followed a similar pattern to the previous year; however have continually exceeded previous levels since February. The large increase in theft of metals is likely to have inflated the theft figures for the past 12 months.

### **Shoplifting**

Kent Police have worked with retailers, CCTV monitoring centres (both local authority and privately managed) and the public to target known offenders in retail environments and to detect thieves when they commit crime or attempt to dispose of property.

### **Theft From Motor Vehicles**

Of the 451 crimes that have occurred over the past 12 months, 49 have been detected against offenders, representing 10.9%. With such a large amount of offenders unidentified it is likely this type of crime will continue to rise, as offenders are not being disrupted.

### **Theft of Metal**

Across the county the majority of metal stolen is lead, followed by copper cabling and copper telephone cable. As scrap metal prices are high it is likely that this type of theft will continue to increase.

### *Ashford Partnership Against Crime (APAC)*

This year has seen an increase in Thefts. The Centre for Retail Research shows that the cost of Retail Crime is £3,863 million, with only £753m showing as waste or error (not crime). A trend that has been seen during the later part of 2010 is the number of people detained for shoplifting who have paid for some items but have stolen what seem to be essentials such as baby products etc.

Only 40% of offenders are reported to the Police. Some of the reasons given by stores for not reporting to the Police are:

- low success rate in courts
- fines/penalties - which are not a deterrent
- low prosecution rates by the CPS
- the fear of bad publicity.

The CSP fully supports the Policy Guidance contained within the new Crime Strategy for South Kent which details dealing with Prolific Shoplifters.

### *Neighbourhood Watch*

For many years rural crime continued to be a problem due mainly to most properties being isolated and the spread out nature of the crime locations.

The current crime trend is that of theft of heating oil, lead and other metals (ie fencing, manholes, and street signs). This will continue to be a trend all the time items of this nature remain high value. Other thefts that are frequently reported in rural areas are the theft of tack and horse equipment.

### *Kent Community Wardens*

The Community Wardens have noted incidents of theft occurring in certain areas and reported these through the appropriate channels. The thefts identified and reported by Community Wardens include shed burglaries, metal thefts, honesty box thefts and theft of metal.

### *Youth Offending Service*

Across the whole of Kent, Kent YOS has seen an over all reduction in all offences committed, comparing 2008/9 - 2009/10. Ashford saw a reduction of 34 offences. Theft offences are the most frequently committed offences by young people entering the Youth Justice System in the Ashford Borough.

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## 1.2 Partnership activities addressing this priority in 2010/11

Neighbourhood Watch and Country Eye are also engaged on a daily basis and work closely with Community Wardens in order to reduce thefts in rural areas.

APAC's focus is to work closely with the many retail outlets in Ashford and Tenterden together with the partners of Community Safety to

reduce shoplifting and other retail crimes by monitoring crime trends and sharing intelligence.

APAC has now had the radio system extended to Tenterden and is actively seeking to expand its retail membership.

As well as working on a one to one basis with young people who commit theft, it is the intention of Kent YOS to develop a county-wide group work programme to which appropriate young people will be referred. The most prolific of the young offenders are identified; their offences are often those of theft. A close partnership approach between YOS and the Police in particular, is implemented as part of the Deter Young Offenders (DYO) scheme. This collaborative working will continue and in order to further manage the most problematic prolific offenders, YOS will continue to work with them at an intensive level, under a programme of Intensive Surveillance and Supervision, requiring a minimum of 25 hours structured activity per week.

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### 1.3 Recommendations for 2011/12

- APAC is working towards operating a Criminal Intelligence Network Website, which will allow the publishing of images of known offenders and identifying the 10 most prolific offenders to Members of APAC. The system will have the ability to share this information with neighbouring towns such as Folkestone and Dover as it has been identified that we share similar offenders.
- To compile statistical reports using the Criminal Intelligence Network Website and share with the partners.
- Expand the radio system and membership of APAC.

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### 1.4 Targets

For the financial year 2011/12, Ashford CSP aim to see reductions in Theft. This target is to be broken down into individual partners priorities, the details of which are laid out below. This target and all its inclusive sub targets will be monitored by the Community Safety Unit who shall report the targets progress back to the CSP on a regular basis. The responsibility for the individual targets will lie with the lead agency listed.

<b>Target</b>	
<b>Lead agency</b>	Kent Police
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

## 2 – KSI (Killed or Seriously Injured)

*Promote Safer Road use by delivering Educational and Road Safety initiatives*

Every year around 100 people are killed on Kent's roads. Many more are seriously injured, whilst thousands sustain minor injuries. 16 to 25 year olds are the largest identifiable age group involved in serious accidents. The types of driver behaviour most often identified as a contributory factor in such accidents are 'inappropriate speed', 'drink driving', 'use of a mobile phone' and 'failing to wear a seat belt'. Where the views of local communities are sought speeding and anti-social use of cars and motorcycles are their most frequent complaints. By targeting the KSI problem Kent Fire and Rescue Service, the Police, Local Authority and the Health Service address problems of anti-social behaviour whilst at the same time saving lives and making our roads safer for everyone.

### 2.1 Partnership perspective

#### *Kent Highway Services*

The number of crashes on Ashford's roads has continued to reduce in 2009, although KSIs have increased and this was the highest figure for any district in Kent (60 KSIs).

Car users (in particular young drivers) continue to make up the largest proportion of casualties and therefore should receive most attention. Crashes involving 17 to 24 year olds have occurred throughout Ashford borough, in particular along the main routes into the town centre such as the A28 on the south west side of the town centre.

There has been an increase in powered two wheeler crashes in Ashford, the district also recorded the highest number of KSI powered two wheeler crashes – 19 in total. Of the 19 KSI crashes, 5 occurred within the Ashford town centre and the remainder were located in the more rural parts of the district. 54% of these KSI crashes occurred on roads with speeds of 50mph and above, 32% occurred on 40mph roads.

Ashford recorded 26 pedal cyclist casualties in 2009, 7 of these were

KSIs, again the highest for any district. The majority of these crashes occurred in the Ashford town area - 3 of the serious crashes occurred within close proximity of the retail park, and 5 slight crashes occurred in Elwick Road.

In comparison to the National Targets, KSI casualties in Ashford in 2009 have reduced by 41% when compared to the 1994-98 average.

#### *Kent Fire & Rescue Service*

In addition to the fire activity in the Ashford area, KFRS has attended 244 special service incidents this year, 40% of these were RTC incidents.

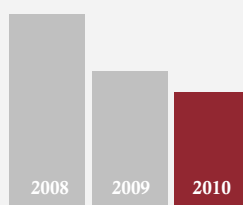
Ashford area had the third highest number of RTCs compared to all the local authority areas. Of the 99 RTCs attended in the Ashford area this year, there were 3 fatalities and 34 casualties reported.

#### *Youth Offending Service*

YOS recognise young people aged 17-24 are disproportionately represented in the KSI figures in Kent. YOS work with 10-17 year olds who are subject to final warnings and court orders. In 2008/09 15 motoring offences were committed in the Ashford Borough; this increased by two offences in 2009/10 to 17.

Ambulance pickups for Traffic / Transportation Accidents incidents

-14.89%  
497 → 423



10<sup>th</sup> in the county

Within Ashford borough the Community Wardens have noted problems with speeding.

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## 2.2 Previous partnership activities addressing this priority

Community Safety organise an annual two week “Safety in Action” for approximately 1,400 Year 6 children who are about to leave junior school and enter secondary education. This event includes a number of workshops highlighting the dangers associated with journeys to and from school such as road and coach safety. 4 young people open to YOS for motoring offences attended the 'Safety in Action' event. It is anticipated that Kent YOS will again identify young people committing motoring offences who are perhaps disproportionately at risk of being killed or seriously injured, during 2010/11.

Also organised by Community Safety, and in conjunction with KFRS, are the Carmageddon events which are aimed mainly at 6th form students who attend schools in the borough. The most recent of these events was held over three days at Ashford Fire Station, involving approximately 100 students of provisional driving licence age or those in the criminal justice system who had been involved in “vehicle crime”.

At this event Kent Police/ANPR (Automatic Number Plate Recognition), SECAS, and the CSU’s Hawkeye (mobile CCTV vehicle) all demonstrated their involvement in road safety. The penultimate display was performed by KFRS who demonstrated how seriously injured casualties were cut free from vehicles damaged in a road traffic collision. Finally the YOS (Youth Offending Service) spoke to the students and explained the consequences of entering the criminal justice system.

There are regular Police road checks in the district targeting the offences of:

- speeding
- not wearing seat belts
- drink driving offences
- using mobile phones whilst driving.

In addition to ad hoc activity that could be requested to support a specific need or a specific

project (e.g. support to a school working on a road safety based programme of study, presentations to public groups, etc), Kent Highways Services offer road safety education in schools through Key Stage 1, 2, and 5 (Teddy Takes a Tumble, Junior Road Safety Officer scheme, Theatre in Education, Young Driver Education), training within schools and for adult drivers (Small Steps, Kent Rider Safer Cycling Scheme, Driver Improvement Schemes, Defensive Driving), and run a variety of media and marketing campaigns designed to raise awareness, increase knowledge and to affect behaviour of targeted road user groups.

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## 2.3 Recommendations

- Continue to deliver the Safety in Action programmes to year 6 pupils.
- Increase engagement with the schools in the borough that have 6th Forms to emphasise the dangers of inappropriate use of motor vehicles and the consequences to individual drivers who enter the criminal justice system.
- To encourage and organise ad hoc road checks.

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## 2.4 Targets

For the financial year 2011/12, Ashford CSP aim to see reductions in Killed and Seriously Injured. This target is to be broken down into individual partners priorities, the details of which are laid out below. This target and all its inclusive sub targets will be monitored by the Community Safety Unit who shall report the targets progress back to the CSP on a regular basis. The responsibility for the individual targets will lie with the lead agency listed.

<b>Target</b>	
<b>Lead agency</b>	Kent Fire and Rescue Service
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

# 3 - Violence

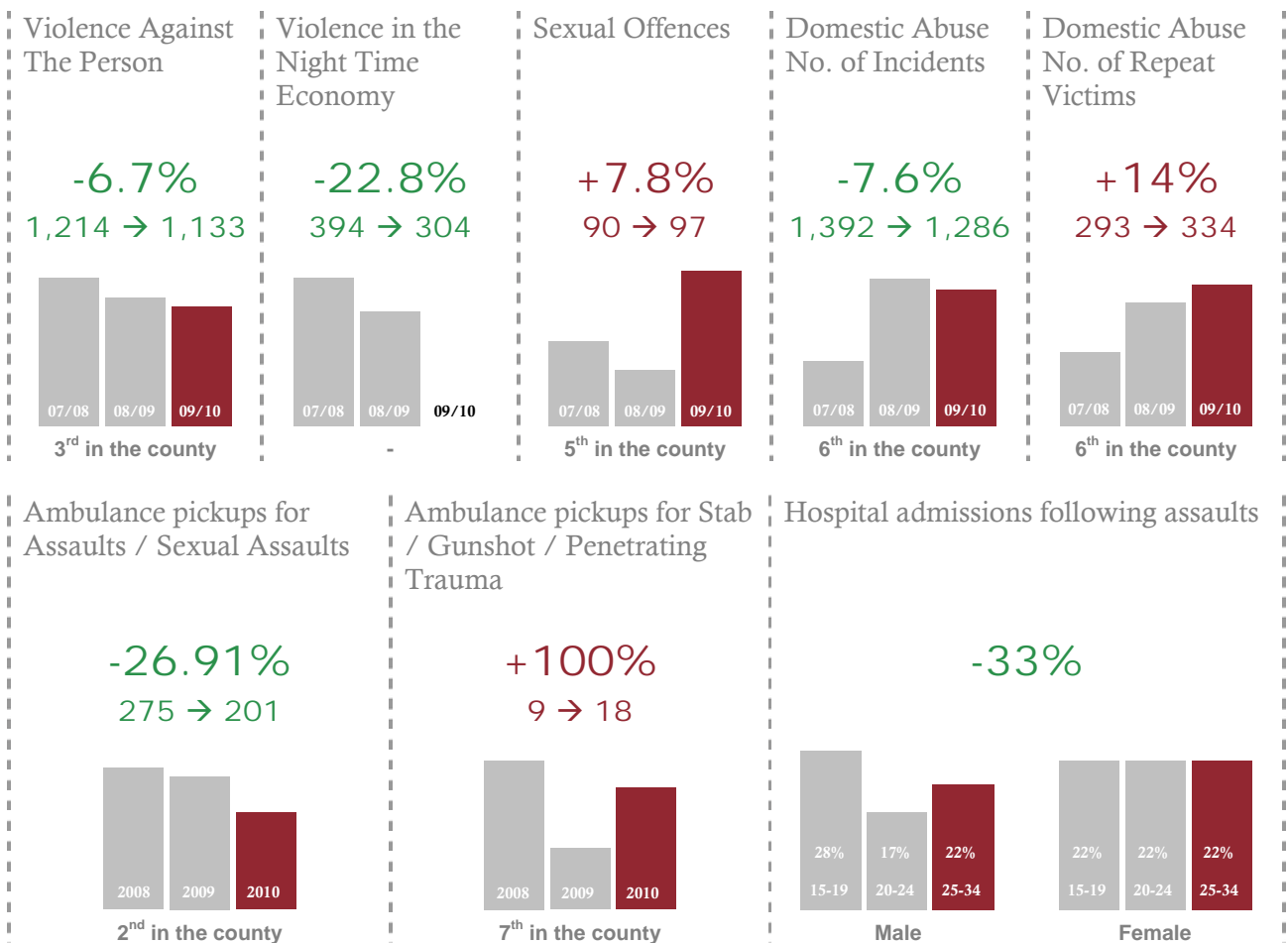
*Work towards promoting a Safer Borough in which to Live, Work and Socialise*

Community Safety is working towards making Ashford and Tenterden a safe and welcoming environment in which people can live, work and socialise. The night-time economy can be threatened by people engaging in violence and anti-social behaviour that deter people from visiting the town and contributing to the economy. Community Safety invests heavily in preventing and detecting violent crime that is often focused around licensed premises.

The Violence priority is split into the following categories:

- Violent Crime and Assaults
  - Violence against the person
  - Violence in the night-time economy
  - Sexual Offences
- Domestic Abuse

Although it is noted that not all domestic abuse involves violence, for ease of managing both Domestic Abuse and Domestic Violence these are collectively categorised within the Violence priority and headed up as Domestic Abuse.



### 3.1 Partnership perspective

#### Violence Crime and Assaults

##### Kent Police

Violence in the Night Time Economy has seen a reduction of 22.8% from 394 in 2007/08 to 304 in 2008/09 but due to changes in the recording of incidents it has not been possible to discern this year's figures and therefore to determine whether there has been an increase or decrease on the previous year's figures.

##### Kent and Medway Public Health Observatory

Ashford's figures show that there are a higher proportion of males are admitted to hospital following an assault. This is most discernable in the 15-19 age band where 10 of the 11 admissions were male. Female admissions for the year did not reach beyond 2 for each age band. The most amount of admissions appear to occur within the 15-19, 20-24, and 25-29 age bands.

Admissions for Assaults with a Sharp Object in Ashford are low when compared with that elsewhere in Kent & Medway. Ashford, alongside Dover, is listed as 'Suppressed', indicating that there have only been 3 or less admissions Kent as a total has seen 91 admissions, with Maidstone receiving 10 and Swale 11.

##### Youth Offending Service

Offences of violence comprise the second most frequently committed offences by young people in the Ashford Borough. Positively, Ashford has seen a reduction over the past year, with 116 being committed in 2008/09, compared with 91 in 2009/10. In order to effectively manage those few young people who pose the most serious risk of causing others, a particularly robust multi agency approach under the MAPPA arrangements, is taken in the most concerning cases, in collaboration with partner agencies, to ensure a coordinated and decisive approach.

#### Domestic Abuse

##### Kent Police

There were 312 recorded repeat victims of domestic abuse, but comparable rolling year figures are unavailable. This gives rise to a repeat victims percentage of 24.2%

##### Community Safety Unit

The Community Safety Unit does not have an operational roll within Domestic Abuse but strategically the Community Safety Partnership is working closely with the Domestic Abuse Forum by supporting its ambitions and targets.

##### Kent and Medway Domestic Abuse Co-ordinator

Since April 2010, 40 people have been supported to attend Freedom Support Programmes, and it is anticipated 30 more people will be able to attend the groups by March 2011.

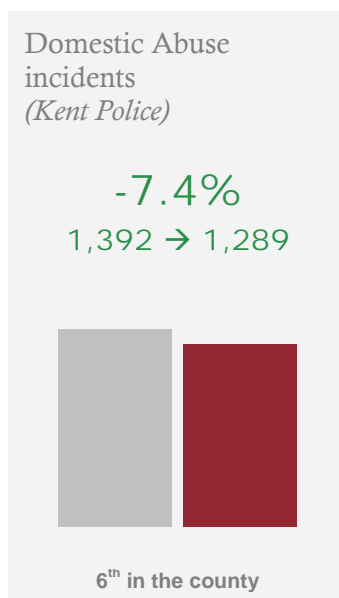
During 2009-2010, Kent Supporting People received 51 referrals for Ashford residents to receive Domestic Abuse Floating Support Services.

The South Kent MARAC has now been running over a year. In the past 12 months, 113 cases have been discussed, with a repeat victimisation rate at MARAC of 10%.

The Home Office issued the Ready Reckoner Tool to estimate the numbers of likely female victims of domestic abuse based on population and using the most current research.

Using this tool it is estimated that within Ashford Borough:

- **3,708** women and girls aged 15 – 59 have been a victim of domestic abuse in the past year.
- **1,883** women and girls aged 15 – 59 have been a victim of a sexual assault in the past year.
- **4,598** women and girls aged 15 – 59 have been a victim of stalking in the past year.



# £21,796,295

*The total cost to Ashford services in dealing with the effects of domestic abuse and sexual assault*

## £13,584,040

*Housing, civil legal, employment and other costs*

## £4,696,792

*Physical and mental health care costs*

## £2,958,348

*Criminal justice costs*

## £557,114

*Social services costs*

### *Multi Agency Risk Assessment Conference (MARACs)*

Between Feb 2010 – Jan 2011 there were 42 cases referred to MARACs, 5 of which were repeat cases, and 65 children were involved. 27 of these cases were referred by Kent Police 9 by the local PCT, and another nine by other agencies.

As MARACs have only been held since August 2009 it is not possible to make comparisons to any previous data at this stage.

### *KCC Supporting People*

According to client records April 2009-March 2010 the refuge in Ashford was accessed by 13 new clients none of who originated from Ashford. At the same time, 11 women from Ashford fleeing domestic abuse were placed in other refuges across Kent.

According to Police statistics, from April 2009-March 2010, the recorded incidents of Domestic Abuse across Kent (excluding Medway) were 17,549 (up by 557 from the previous year). The highest numbers of incidences were recorded in Thanet, Swale and Maidstone. The highest rates of repeat incidences were recorded in Shepway and Dover. In Ashford, 1,360 incidents were recorded (up 89 from the previous year) of which 24.6% (21.6% in the previous year) were repeat incidences.

Referral rates for floating support services across Kent April 2009-March 2010 show 441 individuals referred (up 182 from the previous

year), with Ashford recording the highest number of referrals with 51 (up 29 from the previous year). Demand continues to increase across the county.

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## 3.2 Previous partnership activities addressing this priority

The CSP regularly contributes additional funding for extra 'hi-vis' partnership patrols in known hotspot areas. It also assists in the funding of specialist officers to visit licensed premises to check that licensing laws are being adhered to - for example, under age sales of alcohol.

There is also an active Street Pastor scheme operating in Ashford every other weekend, where members of the Ashford churches jointly walk through the town centre in the evenings between licensed premises engaging with people that have had too much to drink.

YOS are looking at, as well as one to one work, continuing to work closely with partners such as CAMHS, encouraging victim / offender mediation via the YOS Victim Liaison Officers, and under the MAPPA arrangements, it is envisaged that a county group work programme will be established in 2011 which will include anger management sessions.

As of October 2010 Ashford is supported by one IDVA, MARAC services, the CDAP programme, and a Domestic Abuse One Stop Shop. It is proposed that Domestic Abuse Schools work is due to commence in one school as a pilot project for Ashford in 2011 although there is currently no Domestic Abuse Schools Worker.

The part-time Domestic Abuse Outreach Worker post is funded until March 2011; the focus of this work is to deliver Freedom Support Programmes to domestic abuse victims across the borough, as well as providing some one-to-one support to those affected by domestic abuse, together with the delivery of domestic abuse training to professionals within the borough.

The Kent Advocacy Service (IDVA) service based in New Romney continues to support

some clients in the Ashford area at the present time; this service is funded until March 2011 and will also help staff the weekly domestic abuse one stop shop that is being re-launched by the Ashford Domestic Abuse Forum in October 2010.

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### 3.3 Recommendations

- CSP to join membership of Ashford DA Forum.
- To run a joint awareness raising campaign between above groups during 2011.
- Jointly support additional training days to front line staff during 2011.
- Two partnerships to develop communication links to help promote DA services to public and other professionals.

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### 3.4 Targets

For the financial year 2011/12, Ashford CSP aim to see reductions in violent crime. This target is to be broken down into individual partners priorities, the details of which are laid out below. This target and all its inclusive sub targets will be monitored by the Community Safety Unit who shall report the targets progress back to the CSP on a regular basis. The responsibility for the individual targets will lie with the lead agency listed.

#### Violent Crime and Assaults

<b>Target</b>	
<b>Lead agency</b>	Kent Police
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

#### Domestic Abuse

<b>Target</b>	
<b>Lead agency</b>	?
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

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# 4 – Environmental Crime & Criminal Damage

*Work towards continuing to reduce the level of Criminal Damage reported and provide a focussed reassuring presence*

Criminal Damage is one of the main crimes that is dealt with by the CSU, and although criminal damage towards motor vehicles has decreased since last year the crime is still distressing to a large number of vehicle owners.

Ashford has traditionally achieved a year-on-year reduction on criminal damage through close and highly effective partnership working. Whilst there is never an acceptable level of crime we will continue to work towards reducing criminal damage.

Criminal Damage comprises around one fifth of all crime in the district. Each crime results in a victim whose feeling of safety and security in their community will be compromised. Police and partner agencies all have a role to play in designing out crime, removing all offenders' opportunities and desire to commit crime whilst at the same time restoring the damage and hunting down the criminals.

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## 4.1 Partnership perspective

### *Kent Police*

Ashford has shown a reduction of 90 crimes when compared to the same period last year, from 1383 crimes to 1293. This equates to a reduction of 6.5%. Ashford is 11th in its MSG for the period up to September 2010, no change, and 5th in the county, down 1 place from 4th position from the same period last year.

Criminal Damage in the Night Time Economy	<b>-15.3%</b> 360 → 305
Criminal Damage to Vehicles	<b>-2.3%</b> 600 → 586
Graffiti – 'Crimes'	<b>-58.5%</b> 53 → 22
Graffiti – 'Incidents'	<b>+23%</b> 74 → 91

Recorded 'crimes' are those based on the MO code 'Graffiti drawn' entered by the officer, but

is optional. Incidents are those recorded onto the Kent Police STORM system.

### *ABC Street Scene*

Recycling bring sites show an overall reduction in damage this year compared with 2009 – most of the cost has been dealing with graffiti.

Play areas –The main problem has been random acts of vandalism and has cost Ashford Borough Council approximately £1300 to make areas safe. To replace items that have been vandalised would cost approximately £8000 and in the current economic climate decisions have been made to not replace such items.

Memorial Garden, Ashford Town Centre – Higher numbers of vandalism reported during the summer period but this reduces going into Autumn.

Fountain, High Street - was a hot spot for vandalism earlier in the year but this has now improved.

### *Kent Community Wardens*

Within the borough the Community Wardens have noted some criminal damage occurring in

certain areas, which has involved car parks, building sites and bus shelters.

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## 4.2 Previous partnership activities addressing this priority

During the last year the CSU has organised a number of “Clean Sweep” events in the Borough. This is a multi agency approach to tackling the crimes and problems that affect us all daily. Clean Sweep events target a defined area and address the problems of criminal damage, graffiti and fly tipping and rectify them. In addition to this Police and Borough Council Officers make a ‘sweep’ of the area and identify any unlicensed motor vehicles and have them removed from the street.

Another campaign that the CSU operate is “Don’t leave valuables in vehicles”. Neighbourhood Police Officers are asked to identify parked vehicles that have laptops, mobile phones, sat navs and handbags left in the vehicle and in view; the officer then locates the owner and advises them accordingly.

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## 4.3 Recommendations

The CSU will continue to organise Clean Sweep events.

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## 4.4 Targets

For the financial year 2011/12, Ashford CSP aim to see reductions in Criminal Damage. This target is to be broken down into individual partners priorities, the details of which are laid out below. This target and all its inclusive sub targets will be monitored by the Community Safety Unit who shall report the targets progress back to the CSP on a regular basis. The responsibility for the individual targets will lie with the lead agency listed.

<b>Target</b>	
<b>Lead agency</b>	Community Safety Unit
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

# 5 - Anti-Social Behaviour (ASB)

*Work towards a reduction in the level of ASB incidents reported and focus Community Safety Partnership resources accordingly*

Anti-social behaviour is a continual concern within Ashford and across the country at large, and as such remains an important priority for 2011/12. This problem affects all areas of the borough, both urban and rural, and is such a broad issue that it is difficult to tackle. A greater level of partnership involvement and engagement is required in order properly to tackle problematic areas and troublemakers.

In many cases there is a legitimate victim and every effort is made to resolve incidents at first point of contact. All callers receive attention and seasonal multi agency operations have proved to be a very successful means of reducing reported incidents.

## 5.1 Partnership perspective

### *Kent Police*

Due to the change in codes for ASB incidents in April 2010 it is not possible to make comparisons to any previous data

There were 2224 ASB incidents recorded for Ashford. In comparison to other districts in Kent, Ashford experiences relatively low levels of ASB and is 10th in terms of volume.

#### Anti-Social Behaviour calls



Street drinking	- 1
Malicious comms	- 293
Vehicle nuisance	- 361
Noisy neighbours	- 425

Victoria ward experiences the most ASB calls as this encompasses the town centre with a large concentration of licensed premises. The majority of the ASB calls in this area relate to rowdy or inconsiderate behaviour.

### *Kent Crime & Victim Survey (KCVS)*

The following are the changes in the KCVS results from 2008/09 to 2009/10

Rubbish & litter to be a very big or fairly big problem	<b>+3.6%</b> 14.8% → 18.4%
Dog mess in a public place was a very or fairly big problem	<b>+6.1%</b> 12.8% → 18.9%
Fly-tipping	<b>+0.8%</b> 6.2% → 7.0%
Noisy neighbours	<b>-0.5%</b> 6.7% → 6.2%
Drunk or Rowdy	<b>-1.7%</b> 10.1% → 8.4%
Noise outside your home from people been from pubs / bars / nightclub	<b>-2.6%</b> 6.3% → 3.7%

As the samples taken by the KCVS are very small this is unlikely to be indicative of the overall feeling within the borough.

### *Kent Police Licensing & ABC Licensing*

The number of noise related complaints lined to licensed premises fell by 15% during the same periods 2008/9 to 2009/10, although the total number of complaints received showed little

change. This would suggest that a fewer number of licensed premises are causing noise related problems, but the number of concerns regarding particular premises is unchanged.

#### *ABC Housing services*

Patterns of ASB and nuisance can be identified in Newtown, Willesborough, Hothfield, Musgrove and Hackfield with specific hot spots in Musgrove and Newtown Green. These areas have been tackled using a variety of anti-social behaviour tools; acceptable behaviour agreements, referrals to mediation, joint visits with partner agencies, demotion notices and notices for breach of tenancy reducing the need for court action.

However Housing Services have had to proceed with legal action against two tenants in the past 12 months resulting in Ashford County Court granting Ashford Borough Council possession of two properties.

#### *Places for People (Housing Association)*

Places for People at present have 103 properties in Ashford and over the past year they have investigated only three cases. The first case involves a tenant living at The Limes, Kingsnorth, who has caused a number of cases of criminal damage to vehicles in the local area. The second case relates to noise nuisance in Griffin Close, Singleton Hill. Lastly, there was a case in Raymond Fuller Way of neighbour nuisance. These cases are either in the process of being resolved or are now closed.

#### *Kent Community Wardens*

Within Ashford borough the Community Wardens have noted problems with anti-social behaviour across almost all wards they cover.

#### *Kent Police Licensing & ABC Licensing*

During the last 12 months, a number of key premises have closed in Ashford Town Centre and a 900 capacity nightclub has opened. We have seen the closure of the custody suite at Ashford and when specific operations are not running, a reduction in the number of uniformed police officers working during the key night time economy hours.

The economic climate means that bars and clubs are competing for customers with drinks promotions and special offers.

#### *Youth Offending Service*

Whilst there is not an individual offence of 'Anti Social Behaviour', there are a number of offences which result in convictions, such as criminal damage which come under the umbrella of 'Antisocial Behaviour', The Youth Offending Service work with young people who commit these offences. Examples of the work YOS young people undertake in order to repair the damage they have caused has been their involvement under the supervision of YOS, in Operation Cleansweep activities including litter picking, transforming the garden of one victim, and painting buildings and bridges which have been identified as part of 'You Said, We Did'.

#### *Ashford Community Safety Unit*

Ashford Community Safety Unit regularly engages with the public through a variety of meetings, events, and operations around the district. One tool the CSU uses to help identify concerns of the public is through the use of a community safety questionnaire, which asks residents to rank a large range of problems from 1 to 5 (1 being 'Not a problem', 5 being 'Huge problem').

During 2010 Ashford CSU received 284 completed surveys from residents. Across the district Dog Fouling and Speeding Motor Vehicles seemed to be of most concern, followed by School Parking. Dog Fouling and Speeding Motor Vehicles are affecting all those areas surveyed, whilst the manner of School Parking is a problem in all areas with schools nearby.

Those issues scoring the least level of concern were; Abandoned Vehicles, Homophobia, and Racism. Almost 80% of the responses received were either scored 1 or 2, meaning that many residents experience little or no problems in their neighbourhoods. Fewer than 6% of the responses were in the top category, scoring 5.

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## 5.2 Previous partnership activities addressing this priority

Clean Sweep events have been one of the main methods of dealing with some aspects of ASB in specific areas during the last 12 months. They are considered to be the flexible approach by all partners to doing "the day job" at the same time and same place as all other partners

and they have shown great results. For example, over 3 tonnes and 5 tonnes of litter and fly tips removed from the streets of Brookfield and Kennington respectively; dog walkers were reminded of dog fouling offences; Police operated “speed indication devices” and road checks; all licensed premises and places of employment were visited by KFRS, UKBA and Trading Standards to examine fire safety, unlawful employment and underage sales of alcohol and tobacco for compliance of licensing laws. Neighbourhood Police Officers teamed up with KCC Wardens and visited all residential properties in the defined area to speak with residents to hear of their individual concerns and fears.

Clean Sweep events have a huge impact on how much “confidence” the public feel when they see many uniformed and high visibility Officers in one specific area.

In March 2010 Operation Festival used a number of uniformed and plain clothed Police Officers to investigate drunkenness and underage drinking in Ashford town. The operation served to remind the public and licence holders that serving alcohol to underage people or to drunks is an offence and enforcement action will be taken. In addition one male was issued with a PND for drunkenness.

Underage drinking continues to be a concern, although the evidence seems to suggest that very few premises are failing test purchase operations. In 2010 only two premises failed test purchases; they were visited and advice was given. One of the premises agreed to attach new licensing conditions to their licence and the other undertook additional training and made a significant investment in their CCTV provision. The two were revisited as part of the second operation and both passed.

Housing Services have worked in partnership to reduce the impact of graffiti and bulk rubbish. They have also focused on communal health and safety and increasing child and youth development and supported community groups and forums.

In addition to case-by-case anti-social behaviour work, Housing Services Officers carry out routine inspections of estates during which all matters of concern are recorded and

remedial work ordered. This includes tackling graffiti, fly tipping and abandoned and illegally parked vehicles. Urban areas are inspected twice a year and rural areas once a year. Tenants are actively encouraged to attend estate inspections and are able to request extra estate inspections through ‘tenant’s choice’. In the Bybrook area and in Newtown, the Housing officers have instigated additional monthly estate inspections to pick up on issues raised by the Bybrook and Bockhanger Community Group, and the South Willesborough and Newtown Community Group respectively. All data collected during this process is recorded and fed back to tenants’ though the tenants newsletter ‘Housing News’.

Kent YOS are keen to continue to develop and build upon their collaborative work with the CSU and partners in the coming year. They are keen to ensure there is a clear link between many of their young people’s behaviour and the restorative activity they carry out in the community and directly, with victims.

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## 5.3 Recommendations

- The CSU will continue to fund as many additional ‘hi-viz’ partnership patrols as possible.
- Continue to organise and fund, where necessary, joint partnership patrols at Halloween and Guy Fawkes celebrations.
- To continue to deliver Safety in Action ASB workshops.
- To continue the proactive and supportive approach by the two licensing teams with their partners and to work with licensees to raise the management standards in licensed premises.
- To continue with uniformed police officers on foot patrol in Ashford Town Centre during the Night-Time Economy Hours which plays a significant role in minimising drunken and anti-social behaviour and provide assistance to licence holders, their managers and door staff in dealing with situations that may otherwise escalate to violence.

- Housing Services will review the Anti-Social Behaviour policy and procedure and a new IT system will be implemented to improve recording and monitoring of incidents.
- A programme of resident initiatives is planned with partner agencies, including shared surgeries based in the Children's Centres in Ashford and Tenterden and outreach events in a number of the more rural areas of the Borough.
- All levels of anti-social behaviour will continue to be proactively addressed.

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## 5.4 Targets

For the financial year 2011/12, Ashford CSP aim to see reductions in Anti-Social Behaviour. This target is to be broken down into individual partners priorities, the details of which are laid out below. This target and all its inclusive sub targets will be monitored by the Community Safety Unit who shall report the targets progress back to the CSP on a regular basis. The responsibility for the individual targets will lie with the lead agency listed.

<b>Target</b>	
<b>Lead agency</b>	Community Safety Unit
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

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# 6 - PREVENT

The purpose of the Prevent strand is to stop people becoming terrorists or supporting violent extremists. The five elements to this strand are:

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

Over the last 18 months the CSP have made a lot of progress together on Prevent with limited funding having been provided by government. A review of Prevent is being carried out by the government - not with the intention of reducing the importance of this work but with the aim of achieving greater focus and effectiveness.

It is already clear that Prevent will take account of all potential forms of extreme violence rather than just singling out the Muslim community. The Police are likely to be responsible for actual incidences of violent terrorism and for leading on referrals of people who are particularly vulnerable. Councils will be responsible for much of the remaining agenda for Prevent and particularly work on community integration.

The reason why the government is looking to keep Prevent as a high priority is the nature of the ongoing risk of existing violence. The risk is not diminishing, though the approach by those seeking to cause the violence is progressively changing with more refined initiatives in place. Given the risk to human life no Council or Community Safety Partnership can afford to reduce its work on Prevent.

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## 6.1 Partnership perspective

The Threat from Terrorism throughout the UK remains severe. Ashford has a diverse ethnic population and an international border at the station. The Designer Outlet is known to have been reconnoitred by individuals who are now serving sentences for terrorism. Prevent is the UK Governments strategy for countering terrorism and extremism. A local strategy, that will educate people to recognise signs of terrorism including radicalisation and hostile reconnaissance, is being implemented. A number of presentations have already been delivered in the Borough.

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## 6.2 Previous partnership activities addressing this priority

A sub group of the Community Safety Partnership has been formed for the purpose of developing and implementing specific local measures

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## 6.3 Recommendations

- For Partners to understand the threat of (and to) individuals and communities becoming involved in or supporting violent extremism
- For Kent Police (and Partners) to understand communities within the borough and be appropriately briefed by information gathering and sharing
- For Kent Police (and Partners) to understand the risk levels of violent extremism
- To ensure that Neighbourhood Policing Teams are trained, briefed and tasked to produce neighbourhood profiles
- To undertake regular assessment/review of all profiles, using local and partnership knowledge
- To ensure that the Prevent Sub-Group has a programme tailored to these recommendations

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## 6.4 Targets

This target will be monitored by the Community Safety Unit who shall report the targets progress back to the CSP on a regular basis. The responsibility for the target will lie with the lead agency listed.

<b>Target</b>	
<b>Lead agency</b>	Community Safety Unit
<b>Baseline source</b>	
<b>2010/11 baseline</b>	
<b>2011/12 target</b>	

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# Conclusion

This Community Safety Strategic Assessment has pushed the partnership focus further than previous years. Many partner agencies were able to feed into this process and their contributions are clearly shown throughout. The aim with this report was to highlight on the individual work carried out by the agencies and identify where gaps may lie. The aim for the 2012/13 report will be to encourage more partners to be actively involved in this process and to see where work may overlap or how they may be able to contribute through the services they already provide.

Many agencies already contribute within Community Safety, evident in the many operations and schemes carried out the Ashford's CSU. A continuation of the CleanSweep operations allow the public to actively engage with core service providers, making them feel safer, live in a cleaner area, and feel more confident about the services provided.

Over this financial year the CSU will see more agencies come together within the office using joint facilities and aiding the sharing of information. This will also lead to a more efficient and responsive community safety unit able to respond to issues much sooner. This will hopefully be reflected in reductions against the targets set.



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# Appendices

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# A - Overview (The scanning exercise)

The following categories of data were reviewed and ranked accordingly to identify those priorities listed within this Strategic Assessment. A copy of the completed ranking matrix can be found in the appendices.

- All Crime
- Burglary
  - Burglary Dwelling
  - Burglary Other
- Violent Crime
  - Violence Against The Person
  - Violence in the Night Time Economy
  - Sexual Offences
  - Ambulance pickups – Assaults / sexual assaults
  - Hospital admissions - Assaults
  - Hospital admissions – Assault with a Sharp Object
  - Stab / Gunshot / Penetrating Trauma
- Domestic Abuse
  - Multi Agency Risk Assessment Conference (MARACs)
  - Supporting People: People fleeing domestic abuse
- Criminal Damage
- Anti Social Behaviour
  - Drunken behaviour in public
  - Housing services (ABC)
  - Places for People – Anti-Social Behaviour
  - Community Safety Wardens reports
- Theft
  - Robbery
  - Shoplifting
  - Theft & Handling Stolen Goods
  - Theft Offences
  - County Community Safety Wardens reports
  - Theft Of Motor Vehicles
  - Theft From Motor Vehicles
  - Theft of Metal
- Fraud and Forgery
  - Trading Standards – Fair Trading
  - Substance Misuse
- Drug Offences
  - KDAAT: Client Information
  - Hospital admissions for Psychoactive Substance misuse
  - Hospital admissions due to toxic effects of alcohol
  - Supporting People: People with drug or alcohol problems
  - Ambulance pickups - Incidents of Overdose / Poisoning (Ingestion)
- Road Traffic Collisions
  - Ambulance pickups - Traffic / Transportation Accidents
  - KFRS: RTC Information
- Young People
  - Youth Offending Population
  - Offences
  - Number of Offences
  - Disposals
  - Re-offending
  - Deter Young Offenders
  - Kent Childrens Trust – District Profile
  - Underage sales
  - Supporting People: Young people at risk (including young offenders)
- Repeat Offending
  - Number of PPOs commencing in Folkestone & Ashford
  - Percentage of Need in Folkestone & Ashford compared to Kent
  - Number of sentences commenced in Folkestone & Ashford
  - Supporting People - Offenders
- Environmental Issues
  - Community Safety Wardens reports
- Fires
- Prevent
- Vulnerable Adults
  - Clients with Learning Disability
  - Hospital admissions - Deliberate Self-Harm
  - Ambulance pickups - Psychological / Abnormal Behaviour / Suicide

*This information is available upon request to the Community Safety Unit.*

## B - Data sources

Organisation	Time Period Covered	Notes
Children, Family and Education/Local Children's Trust (CFE/LCT)	Various	Latest CYP Survey is 2009
Community Wardens	Oct – Sep 2010	This data is anecdotal.
Kent Community Safety Unit	Oct – Sep 2010 unless stated otherwise.	Data is based on recorded crime data provided to us by BIU. County ranks are based on per 1000 pop and include Medway. They are out of 13. Populations are based on mid-2008 estimates. MSG positions are based on per 1000 pop using the most similar group information found on iQuanta.
KCVS (Kent Police)	Oct – Sep 2010 unless stated otherwise.	
KDAAT	Apr – Mar 2010 unless stated otherwise.	
Kent Adult Social Services (KASS)	July 2009	Due to limited capacity, KASS have been unable to provide their most recent data for this year's Strategic Assessments.
Kent Highways/Jacobs	Jan – Dec 2009	
Kent Police	Oct – Sep 2010 unless stated otherwise.	Data is based on committed offences rather than recorded offences. The 'date' used is the mid point between the earliest and latest dates that the offence could have been committed.
Kent Probation	Apr – Mar 2010	Boundaries are the same as last year. Gravesham includes Dartford Tunbridge Wells includes Tonbridge & Malling and Sevenoaks. West Kent is Sevenoaks, Tonbridge & Malling and Tunbridge Wells.
KFRS	Oct – Sep 2010 unless stated otherwise.	
Public Health Observatory (PHO)	Jul – Jun 2010 unless stated otherwise.	
South East Coast Ambulance Service (SECAMB)	Oct – Sep 2010	Ambulance pick up data is taken from CrimeView and is based on sanitised data.
Supporting People	Apr – Mar 2010 unless stated otherwise.	
Youth Offending Service (YOS)	Jul – Jun 2010 unless stated otherwise.	

## C - Ranking results

On 29<sup>th</sup> November 2010 a pack of data was ranked according to a set of criteria. These rankings indicated which issues will form the new priorities for 2011/12.

Category	Community concern	Trend increasing	Volume	Level of harm	Poor performance compared to MSG/County	Partnership can add value	Total
Anti-Social Behaviour	5	4	4	4	4	5	26
Theft	4	5	4	3	4	5	25
Repeat offending	5	4	4	4	3	5	25
All crime	4	4	3	4	3	4	24
Road Traffic Collisions	4	4	4	4	4	4	24
Violent crime	5	4	3	4	3	4	23
Domestic abuse	3	4	3	5	3	4	22
Criminal damage	4	3	4	3	3	5	22
Substance misuse	3	4	3	4	3	4	21
Environmental issues	4	3	3	3	3	5	21
PREVENT	3	3	3	5	2	5	21
Burglary	4	3	3	4	3	3	20
Fires	3	2	3	4	3	4	19
Fraud and Forgery	4	4	2	3	2	3	18
Young people	-	-	-	-	-	-	-
Vulnerable adults	-	-	-	-	-	-	-

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# D - Demographics

## Population profile

The latest population figures for mid-2009 estimate that there are 114,100 people living in Ashford Borough<sup>1</sup>. 62% of the borough's population live in Ashford urban area, with the remaining 38% living in the surrounding rural area and settlements<sup>2</sup>.

Ashford has a younger age profile compared to the county average, with a greater proportion of 0-14 year olds than the average for the Kent County Council (KCC) area.

Over the last 10-years Ashford's population has grown by 14.3% (an additional 14,000 people)<sup>3</sup>. This is the highest rate of growth of any Kent district. The growth in Ashford's population is set to continue with current forecasts suggesting that over the next 20-years the population of the Borough will increase by 42% (an additional 47,100) people<sup>4</sup>. This is the second highest rate of growth expected for any Kent district and a growth rate that is three times higher than the county average. The high level of growth is due to Ashford being one of the Government's identified Growth Areas with the expectation that an additional 22,700 homes are to be built in the borough between 2006 and 2026.<sup>5</sup>

## Ethnic profile

95.6% of Ashford's population is of white ethnic origin with the remaining 5.4% being classified as of Black Minority Ethnic (BME) origin<sup>6</sup>. The proportion of Ashford's population

classified as BME is lower than the county average of 6.3%.

The largest ethnic group in Ashford is White British, with 91.1% of residents from this ethnic origin. Within the BME population, the largest ethnic group is Black African (accounting for 0.9% of all residents) with the second largest group being residents of Indian origin (accounting for 0.8% of all residents).

## Deprivation

The Indices of Deprivation 2007 provide a measure of deprivation at both district and sub-district (Lower Super Output Area) level, relative to other areas in England<sup>7</sup>.

In 2007 Ashford Borough is ranked as the 8<sup>th</sup> most deprived district in Kent (out of 12 districts, with the most deprived being ranked 1). Nationally, Ashford ranks 227<sup>th</sup> out of 354 local authority districts in England. This rank places it just outside of England's least deprived third of authorities.

The county rank of Ashford has not changed since 2004 but Ashford has moved six positions on the national ranking from 233<sup>rd</sup> in 2004 to 227<sup>th</sup> in 2007. This indicates that Ashford's level of deprivation has increased, relative to other areas in England.

The levels of deprivation vary across the Borough. Parts of Ashford are within England's top 20% deprived of areas and yet other parts are within England's least 20% deprived of areas.

The greatest levels of deprivation are found within the urban area of Ashford, particularly within Stanhope ward. Neighbouring some of the most deprived areas of Ashford are areas with relatively low levels of deprivation. The

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<sup>1</sup> 2009 Mid Year Population Estimates, Office for National Statistics (Crown Copyright)

<sup>2</sup> 2009 Lower Super Output Area population estimates (experimental), Office for National Statistics, aggregated to 2009 ward level population estimates by Research & Intelligence, Kent County Council

<sup>3</sup> 1999-2009 Mid Year Population Estimates, Office for National Statistics (Crown Copyright)

<sup>4</sup> South East Plan Strategy-based demographic forecasts (Sept 09), Research & Intelligence, Kent County Council

<sup>5</sup> The South East Plan (adopted May 2009)  
<http://www.gos.gov.uk/gose/planning/regionalPlanning/815640/>

<sup>6</sup> Mid-2007 population estimates by ethnic group (experimental statistics), Office for National Statistics

<sup>7</sup> Indices of Deprivation 2007, Department for Communities and Local Government

least deprived areas of Ashford are found on the Park Farm estate.

## Unemployment

Ashford's unemployment rate is currently 2.4%. This is slightly lower than the county average of 2.8% and considerably lower than the national average of 3.5%.

In September 2010 there were 1,717 unemployed people in Ashford which is -1.6% lower (28 fewer people) since August 2010 and -14.5% lower (291 less unemployed people) since September 2009.

Unemployment rates vary across the borough. The lowest unemployment is in Biddenden ward where 1% of the working age population are unemployed. The highest rate is in Norman ward where 4.8% of the working age population are unemployed.

The majority of those unemployed are aged 18-24 years old. This is a pattern seen locally and nationally. In Ashford, 18-24 year olds account for 26% of all of those unemployed and in the KCC area the proportion is 26.9%

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## E - Glossary

A&E	Accident and Emergency
ABC	Ashford Borough Council
ANPR	Automatic Number Plate Recognition
APAC	Ashford Partners Against Crime
ASB	Anti-Social Behaviour
BME	Black Minority Ethnic
CCTV	Closed Circuit Television
CDAP	Community Domestic Abuse Programme
CSP	Community Safety Partnership
CSU	Community Safety Unit
DPPO	Designated Public Places Order
IDVA	Independent Domestic Violence Advocate
KCC	Kent County Council
KCVS	Kent Crime and Victimisation Survey
KDAAT	Kent Drugs and Alcohol Action Team
KFRS	Kent Fire and Rescue Service
KSI	Killed or Seriously Injured
LA	Local Authority
LCSP	Local Childrens Service Partnership
MARAC	Multi Agency Risk Assessment Conference
MSG	Most Similar Groupings (iQuanta, Home Office)
NTE	Night Time Economy
PACT	Partners And Community Together
PCSO	Police Community Support Officer
PCT	Primary Care Trust
PDU	Problematic Drug User
PND	Penalty Notice for Disorder
PPO	Prolific and Priority Offender
RTA	Road Traffic Accident
RTC	Road Traffic Collisions
SDVC	Specialist Domestic Violence Court
SECAS	South East Coast Ambulance Service
TFMV	Theft From Motor Vehicle
UKBA	UK Border Agency
YOS	Youth Offending Service

## F - Agency / partner contacts

*Sorted alphabetically by agency/partner*

Agency / partner	Name	Telephone	Email
ABC Licensing	James Hann (ABC)	01233 330721	james.hann@ashford.gov.uk
ABC Housing Services	Philippa Dale	01233 330365	philippa.dale@ashford.gov.uk
ABC Parking Services	John Burns	01233 330641	john.burns@ashford.gov.uk
ABC Street Scene	Philip Bond	-	philip.bond@ashford.gov.uk
APAC	Michael Kilbride	-	michael.kilbride@ashford.gov.uk
CleanKent	Elaine Fletcher	01622 605964	elaine.fletcher@kent.gov.uk
Community Safety Unit	David Lloyd	01233 330891	david.lloyd@ashford.gov.uk
KCC Children, Families, and Education	Katherine Atkinson	01622 696202	katherine.atkinson@kent.gov.uk
KCC Demographics (R&I)	Debbie Mayes	01622 221627	debbie.mayes@kent.gov.uk
KCC Supporting People	Ute Vann	-	ute.vann@kent.gov.uk
KCVS	-	-	strategic.planning@kent.pnn.police.uk
KDAAT	Helen Groombridge	01622 221676	helen.groombridge@kent.gov.uk
Kent Community Wardens	Maurice Stewart	07977 981990	maurice.stewart@kent.gov.uk
Kent Fire & Rescue Service	Nick Silvester	01622 774541	nicholas.silvester@kent.fire-uk.org
Kent Highways Services	Jo Horton Lee Birchall	01622 696850 -	jo.horton@kent.gov.uk lee.burchill@jacobs.com
Kent and Medway Domestic Abuse Co-ordinator	Alison Gilmour	01622 650455	alison.gilmour@kent.pnn.police.uk
Kent and Medway Public Health Observatory	Del Herridge	-	delherridge@nhs.net
Kent Police	Andrew Judd	-	andrew.judd@kent.pnn.police.uk
Kent Police Licensing	Julian Postlethwaite	-	julian.postlethwaite@kent.pnn.police.uk
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Places For People	Jane KcKnight	-	jane.mcknight@placesforpeople.co.uk
South East Coast Ambulance Service	Sarah Azhashemi	01737 363554	sarah.azhashemi@secamb.nhs.uk
Trading Standards	Charlotte Edwards (Underage sales, &c)	01732 525291	charlotte.edwards@kent.gov.uk
Youth Justice	Claire Pascoe	01303 224287 01303 224329	claire.pascoe@kent.gov.uk

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