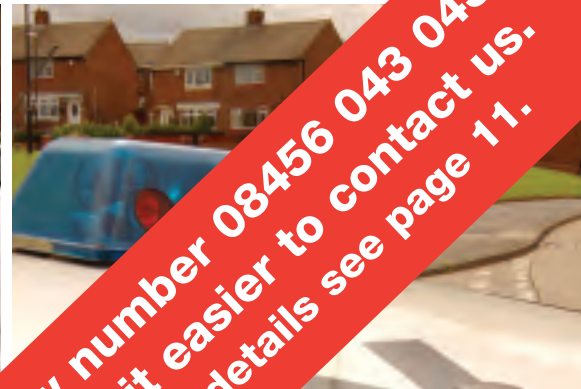


Policing matters in **SUNDERLAND**

Northumbria
Police Authority



Our vision: To build trust and confidence in the community and reduce crime and disorder.

Our new number 08456 043 043 will make it easier to contact us. For further details see page 11.

What we aim to do

- Increase public confidence within our diverse community
- Reduce crime and anti-social behaviour
- Increase the number of offences brought to justice
- Increase the number of offences detected
- Increase safety and reduce criminal activity on our roads
- Tackle serious and organised crime and terrorism
- Develop a diverse, effective and flexible workforce

A message from the Chairman of Northumbria Police Authority, Councillor Mick Henry and the Chief Constable, Mike Craik.



Law and order issues affect everyone and we have produced this Local Policing Summary to let you know how we are tackling the issues that are important to you.

Northumbria Police has an excellent record in reducing crime, down another 7% last year, and continues to be one of the safest areas in the country. We intend to build on this success through our **'Total Policing'** approach, which aims to tackle crime effectively at all levels.

We will also continue to focus on reducing disorder, anti-social behaviour and the fear of crime. Campaigns such as 'The party's over' have cut drunkenness, violence and disorder while others such as 'Wipeout' have significantly reduced the amount of criminal damage.

Here in Sunderland Area Command, officers introduced 'Operation Impact' to target known offenders and crime hotspots. Using a wide range of police and partner agency resources, they made over 750 arrests and reduced crime by over 40% during the course of the operation. Out of an initial 20 target offenders, some were jailed while

others received a variety of punishments ranging from a curfew order to a fine. Three actually decided to move out of the area after Sunderland Housing Group initiated anti-social behaviour proceedings against them.

This combination is proving very disruptive to the criminals of Sunderland and it shows clearly the difference which Total policing can make.

We will continue to provide a locally based, visible and pro-active police service, helping to deliver safe, secure and confident neighbourhoods. Partnership working is a vital part of achieving this goal, with citizens having a greater degree of confidence, not only in their own personal safety but also in their communities.

Finally, we'd both like to state that we aim to be increasingly accessible to the public and to better inform people about force and Authority activity. It is our clear intention to use public consultation and feedback to guide the way in which policing is delivered in the region.





What does Northumbria Police Authority do?

Northumbria Police Authority is responsible for maintaining an efficient and effective police service locally. It has 17 members drawn from local authorities (councillors), the magistracy and the community (independent members).

The Authority agrees the budget for the force, appoints Chief Officers, sets policing priorities after consultation with the public and monitors the force performance.

For general information on Northumbria Police Authority, including plans and performance, visit www.northumbria-police-authority.org

The Authority is represented on each of the Crime and Disorder Reduction Partnerships operating throughout Northumbria. We also organise regular Police and Community Forums in your area giving you an opportunity to highlight local concerns about policing.

For information on area forums, telephone 0191 433 2145.

What's inside

Policing in Sunderland Area Command	3
Neighbourhood policing	6
How Northumbria Police performed in 2005/6	7
Our Targets for 2006/7	10
Victims of Crime	10
Contacting us	11
Neighbourhood inspectors	13
Campaigns	14





Policing in Sunderland Area Command



Sunderland Area Command cut overall crime by another 7% over the last year, including a 29% reduction in household burglary and a 7% reduction in criminal damage.

All our staff are committed to providing you with a professional and effective service. Recent surveys, together with feedback from communities, have identified reducing anti-social behaviour as your priority. During this year, with our partners such as the Safer Sunderland Partnership, housing groups, and schools, we will address this and make the city an even safer place.

The development of the 14 Neighbourhood Policing Teams will continue with the addition of more Police Community Support Officers and Special Constables. These teams deliver local policing which meets your needs. Their role is to listen to the public and,

together with partners and community groups, solve problems by prosecuting the small number of people who commit crime and disorder. Our police bases will also be extended this year to further embed our neighbourhood teams within all communities.

During summer 2005 and in the pre-Christmas period, we focused our resources on tackling drink-related disorder. The new licensing laws gave us fresh powers to deal with pubs and takeaways which generate complaints of disorder. This brought encouraging feedback from both the public and licensees, and we will continue this year to make Sunderland an enjoyable place for socialising.

In the coming year we will also work with our diverse communities to tackle the issues which cause the greatest concern, make further reductions in crime, disorder



and anti-social behaviour, bring more offenders to justice to increase the number of detections for crime and reduce the fear of crime.

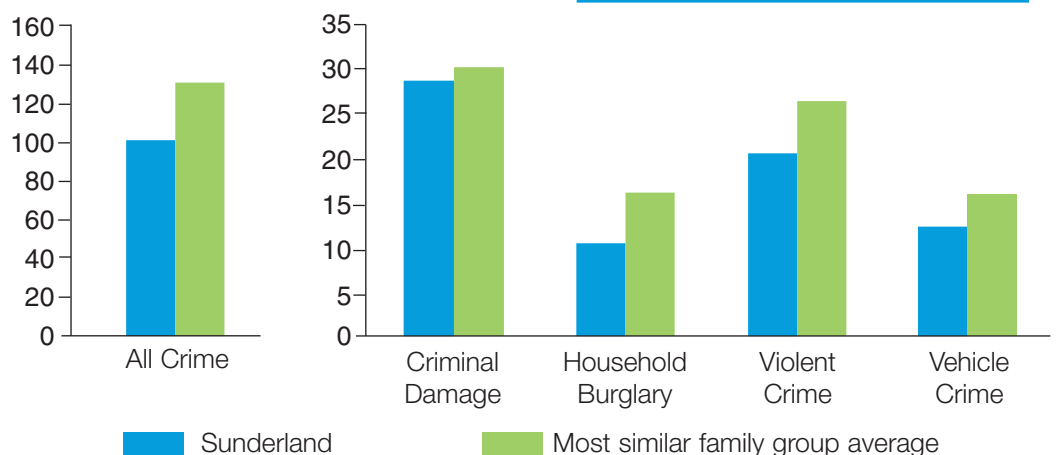
**Chief Superintendent
Dave Pryer**

Sunderland
Area Commander



How Sunderland compares with other areas

These graphs show the level of crime in your area per 1,000 households. The blue columns show the average level of crime in Sunderland. The green columns show the average level of crime in similar areas of the country. As can be seen we compare well against other police forces.



To find out more, or to talk about local issues that affect you, contact your Neighbourhood Inspector (see page 13 for details).

Looking ahead

We asked local residents, including victims of crime, to help us shape our future priorities and goals. This is what we plan to do over the next year.

Tackling criminal damage

Hendon's Neighbourhood Policing Teams are working in partnership to tackle criminal damage in well known damage hotspots. Team members are revisiting every victim to ensure that each case is thoroughly investigated. You can help us identify offenders by reporting all offences.

Reducing anti-social behaviour

We are using information from communities to tackle anti-social behaviour along with our partners. We patrol hotspots and use Acceptable Behaviour Agreements and Anti Social Behaviour Orders to curtail the offenders. Neighbourhood Policing Teams are monitoring troublemakers and ensuring that parents are held accountable for their children's behaviour.

Youth issues

Sunderland North Neighbourhood Policing Team is working with voluntary groups to divert young people away from crime and anti-social behaviour, organising activities as an alternative to hanging around the streets. One initiative – regular football sessions at the Seaburn Centre – is supported by Positive Futures, Sunderland City Council, the Football Foundation and Sunderland AFC.

Being accessible

The Hendon Neighbourhood Policing Team is to be based in Hudson Road Primary School. We will work in more schools across the city to inspire children to be confident in the police and aware of the laws we enforce.

Reassurance

We will hold events with our partners to give you the opportunity to meet and speak with your local police officers, crime prevention officers and Police Community Support Officers. This helps us identify your needs.



Sunderland Crime and Disorder Reduction Partnership - Safer Sunderland

The Safer Sunderland Partnership has been created from a merger of the city's Community Safety Partnership and Drug Action Team. It engages with local communities to identify and address local crime, disorder and drugs issues.

The Partnership is continuing its long term ambition to create an even safer city by developing prevention, early intervention, enforcement, support and rehabilitation programmes that combat crime and the fear of crime, reduce anti-social behaviour and tackle substance misuse. This is strengthened through Local Multi-Agency Problem Solving groups and community engagement meetings across the city. This has resulted in some very impressive results, which have helped bring Sunderland's crime rate below the national average for the very first time.

Schemes such as the highly successful taxi-marshalling programme, which started over the 2005 festive period, have been pivotal in making the city centre a safer place.

The Partnership also runs a specialist programme targeting the most persistent offenders in the city. Offending by people on this scheme fell by 70% in the 18 months up to April 2006.

The Drug Interventions Programme, aimed at Class A drug users, has slashed the number of drug-related crimes in Sunderland. Many problematic drug-using offenders have not re-offended at all since joining the programme.

To help reduce the fear of crime, the Partnership is using ten community TV screens beaming out anti-crime and reassurance messages into community venues across the city: 71% of those who saw the screens said they felt safer as a result.

The partnership's top priorities are to:

- tackle offenders
- support victims
- reduce crime in priority areas
- tackle anti-social behaviour, hate crime, domestic violence, drug misuse, and reduce drink-related offences.

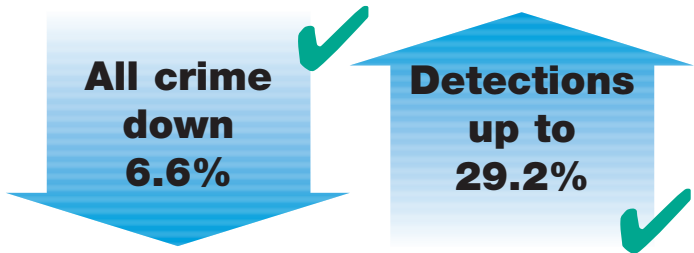


For community safety information visit www.sunderland.gov.uk/safersunderland

How Sunderland performed last year

All detection figures are for Sanction Detections which are cases resulting in charge, summons, caution, taken into consideration at court and penalty notices issued for disorder.

All Crime - Target met



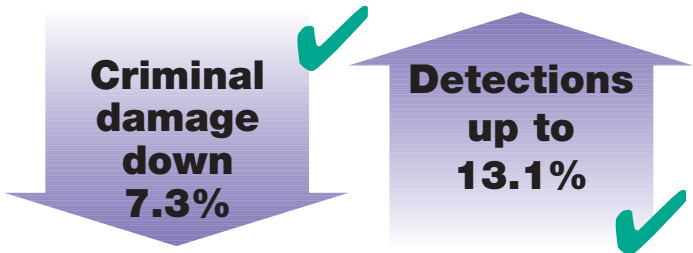
All crime fell from 30,447 in 2004/5 to 28,429 in 2005/6.

We will reduce all crime by 2% to 27,860 offences in 2006/7.

Detections rose from 24.4% in 2004/5 to 29.2% in 2005/6.

Our detection target in 2006/7 is 31.2%.

Criminal Damage - Target met



Criminal damage fell from 8,587 in 2004/5 to 7,962 in 2005/6.

We will reduce criminal damage by 2% to 7,803 offences in 2006/7.

Detections rose from 11.6% in 2004/5 to 13.1% in 2005/6.

Our detection target in 2006/7 is 15.1%.

Household Burglary - Target met



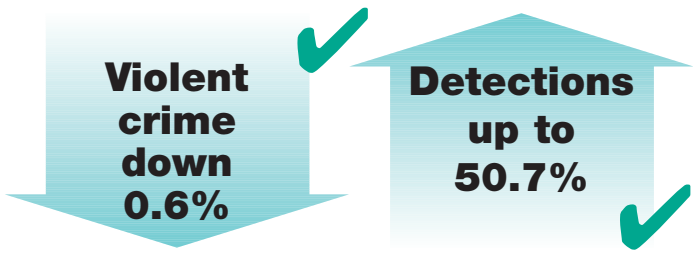
Household burglary fell from 1,910 in 2004/5 to 1,353 in 2005/6.

We will reduce household burglary by 2% to 1,326 offences in 2006/7.

Detections rose from 12.1% in 2004/5 to 12.9% in 2005/6.

Our detection target in 2006/7 is 14.9%.

Violent Crime - Target met



Violent crime fell from 6,049 in 2004/5 to 6,014 in 2005/6.

We will reduce violent crime by 3% to 5,834 offences in 2006/7.

Detections rose from 41.6% in 2004/5 to 50.7% in 2005/6.

Our detection target in 2006/7 is 52.7%.

Vehicle Crime - Target not met



Vehicle crime rose from 3,622 in 2004/5 to 3,689 in 2005/6.

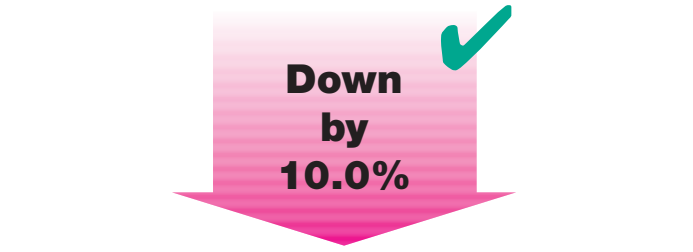
We will reduce vehicle crime by 2% to 3,615 offences in 2006/7.

Detections rose from 9.3% in 2004/5 to 14.9% in 2005/6.

Our detection target in 2006/7 to 16.9%.

What we are doing about this - we are using a range of initiatives to tackle car crime, one example being the Automatic Number Plate Recognition ANPR system which will deny criminals the use of our roads.

Road Casualties - Target met



The number of people killed or seriously injured in road collisions fell from 100 in 2004/5 to 90 in 2005/6.

Our target for 2006/7 is to reduce fatalities and serious injuries by 2% to 88.

For more detailed performance information please visit www.northumbria.police.uk

Neighbourhood policing and you



Meeting the needs of communities

Neighbourhood policing is the cornerstone of future policing services in Northumbria. For several years, almost 500 officers have been delivering neighbourhood policing by working in teams based in local communities. These officers work closely with partner agencies, responding to your priorities and resolving local problems.

To improve this service, we will be recruiting over 650 more Police Community Support Officers (PCSOs) throughout the force. Better communication systems will deal with your concerns more rapidly and help us to be aware of and deal more effectively with issues, including, combating persistent burglaries, and dealing with graffiti and vandalism.

Information about your neighbourhood beat managers, and how to contact them, is included at the back of this document. This lets you know who is responsible for tackling anti-social behaviour and keeping the areas where you live and work safe.

We are confident that effective neighbourhood policing will reduce crime and disorder in your community and improve your quality of life.

Police Community Support Officers

Public demand for visible patrols has never been greater. PCSOs work alongside regular police officers, providing a visible and accessible uniformed presence tackling local anti-social behaviour and other quality of life issues. PCSOs can deal with these issues as police powers are not necessary, and this allows other resources to be used more effectively. Communities can see the benefit and impact of this through significant reductions in crime and a greater feeling of security and safety.

PCSOs receive training in the structure and principles of the force, customer care, community and race relations issues, relevant law and how to exercise their powers. They are easily recognisable with blue epaulettes, ties and cap and carry personal identification. If you are in doubt about a person's identity ask to see their warrant/identity card.

PCSOs will listen to you and work with you to resolve the issues you have or problems you may be experiencing. But, we understand that there are times when you may want to speak to a police officer. You can always do this by contacting your local police station. However, because PCSOs work with the neighbourhood policing team managers, you can rely on them to pass any message or query to them.



Special Constables

Special Constables are volunteers who now work exclusively within Neighbourhood Teams alongside both regular officers and PCSOs. They come from all walks of life and are a valuable asset, bringing a wealth of experience to the organisation. When on duty, they have the same powers as regular officers and receive ongoing training. They wear the same uniform and carry the same equipment, but are distinguished by a 'Special Constable' insignia which is worn on the epaulettes.

Looking back in Northumbria

Last year, working with our partners across the region we met our challenging target of cutting overall crime by 3,000 offences - in fact we cut crime by over 9,000 offences. This means between April 2005 and March 2006 a reduction in total offences from 141,122 to 131,968.

Did you know?

Crime levels have now fallen by 37% since they peaked in 1991.

How far we've come:

- **Reducing burglary to homes by 16.9% (1,337 offences)**

Burglary has now fallen by a third since Northumbria Police was formed.

- **Reducing vehicle crime by 2.7% (431 offences)**

Car theft, once a significant problem in the region, has dropped by 85% since its peak in 1990. Last year just 4,748 vehicles were taken without consent compared with the highest of 30,387.

- **Reducing criminal damage by 10.5% (4,337 offences)**

'Wipeout' and 'What's the damage', our media campaigns, have supported the drive to reduce criminal damage and highlighted the penalties faced by offenders.

- **Reducing violent crime by 4.1% (1,034 offences)**

Continuing our fight against violent crime, two initiatives 'The party's over' and 'Don't spoil the party' focused on dealing with drunk and disorderly people by putting them in custody, preventing more serious offences from occurring.

You can help!

Thefts from cars have fallen - as drivers you can help us by hiding your valuables out of sight.

Detections are up!

Fewer crimes do not mean less detections.

We are increasing the actual number of detections with 45,777 detections in 2005/06 compared to 40,706 in 2004/05.

Disrupting drugs supply

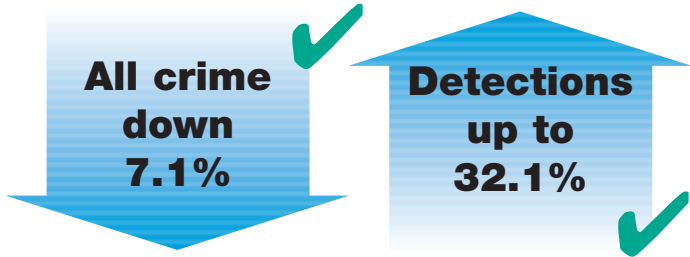
Northumbria Police has been successful in disrupting some major drug distribution networks.

	<i>Amount recovered 2005/6</i>	<i>Amount recovered 2004/5</i>
Amphetamine	44.50 kg	39.43 kg
Cannabis - resin	119.10 kg	1,086.25 kg
Cannabis - herbal	91.80 kg	7.88kg
Cocaine	11.86 kg	8.92 kg
Heroin	2.50 kg	3.82 kg
LSD tablets	457 tablets	515 tablets

How the force performed last year

All detection figures are for Sanction Detections which are cases resulting in charge, summons, caution, taken into consideration at court and penalty notices issued for disorder.

All Crime - Target met



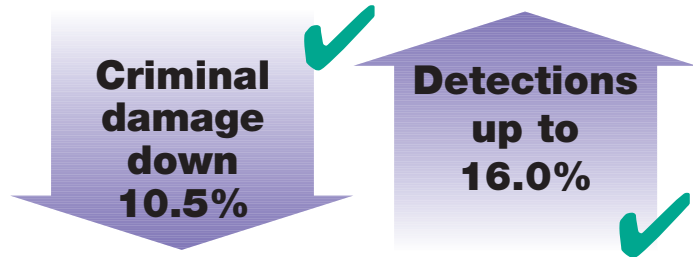
All crime fell from 142,122 in 2004/5 to 131,968 in 2005/6.

We will reduce all crime by 2% to 129,329 offences in 2006/7.

Detections rose from 25.4% in 2004/5 to 32.1% in 2005/6.

Our detection target in 2006/7 is 32.5%.

Criminal Damage - Target met



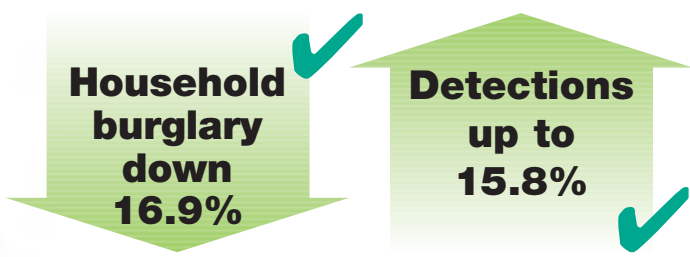
Criminal damage fell from 41,248 in 2004/5 to 36,911 in 2005/6.

We will reduce criminal damage by 4% to 35,435 offences in 2006/7.

Detections rose from 11.9% in 2004/5 to 16.0% in 2005/6.

Our detection target in 2006/7 is 16.5%.

Household Burglary - Target met



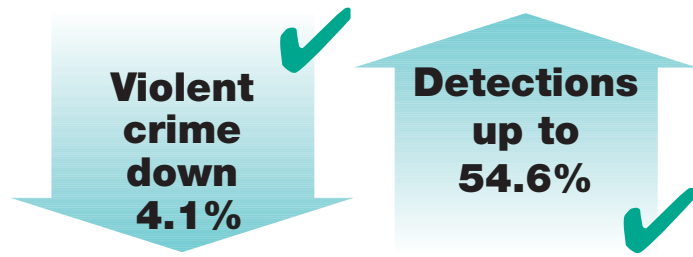
Household burglary fell from 7,897 in 2004/5 to 6,560 in 2005/6.

We will reduce household burglary by 2% to 6,429 offences in 2006/7.

Detections rose from 12.0% in 2004/5 to 15.8% in 2005/6.

Our detection target in 2006/7 is 17.0%.

Violent Crime - Target met



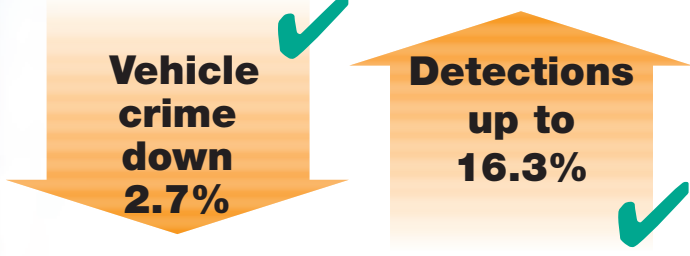
Violent crime fell from 25,530 in 2004/5 to 24,496 in 2005/6.

We will reduce violent crime by 3% to 23,761 offences in 2006/7.

Detections rose from 43.4% 2004/5 to 54.6% in 2005/6.

Our detection target in 2006/7 is 55.1%.

Vehicle Crime - Target met



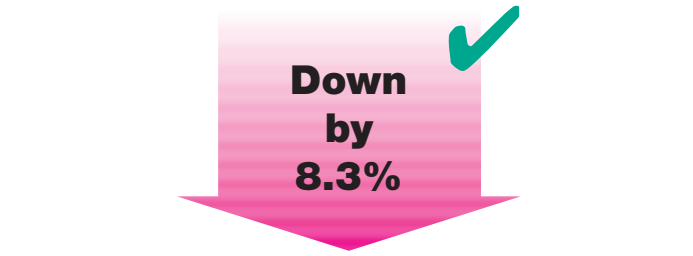
Vehicle crime fell from 16,025 in 2004/5 to 15,594 in 2005/6.

We will reduce vehicle crime by 2% to 15,282 offences in 2006/7.

Detections rose from 11.3% in 2004/5 to 16.3% in 2005/6.

Our detection target in 2006/7 is 17.5%.

Road Casualties - Target met



The number of people killed or seriously injured in road collisions fell from 629 in 2004/5 to 577 in 2005/6.

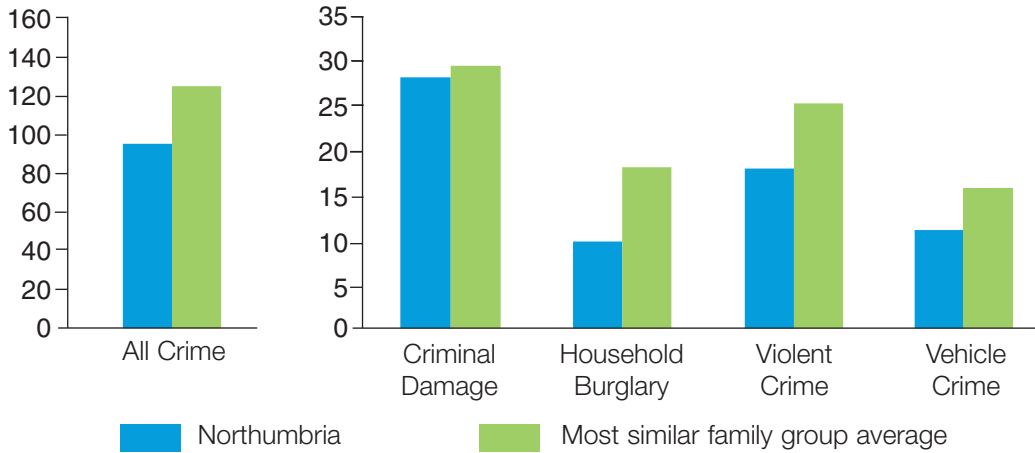
Our target for 2006/7 is to reduce fatalities and serious injuries by 2% to 565.

For more detailed performance information please visit www.northumbria.police.uk

Top of our group - look at how we compare!

Based on social, economic and policing issues we are grouped, for comparative reasons, into a family of most similar forces. Our group contains Cleveland, Greater Manchester, Merseyside, South Yorkshire, West Midlands and West Yorkshire police forces.

The graphs below show that last year we performed significantly better than all of the other forces in our group.



Did you know?

On average only 94 out of every 1,000 people living in Northumbria, became a victim of crime in 2005/06 compared with an average of 119 people in the other forces of our group.



What the Inspectorate said about us!

Each year the Home Office and Her Majesty's Inspectorate of Constabulary assess how well we are performing in each of the main areas of our work.

The results of this inspection are shown below. Performance comparisons are made with similar police forces across the country and we are graded excellent, good, fair or poor. The table also shows if performance is improving.

We are rated as one of the best performing forces in the country. By putting your needs first we will continue to develop and improve all of the services we provide for you, especially in relation to citizen focus.

Performance area	Grading	Direction of travel
Reducing crime	Excellent	Improved
Investigating crime	Good	Deteriorated
Promoting safety	Good	Improved
Providing assistance	Good	Stable
Citizen focus	Fair	Improved
Resource use	Good	Improved
Local policing	Excellent	Stable



Looking ahead - targets for 2006/7

By March 2007 we will further improve performance and meet the targets listed below.

Reduced Crime with:

↓ **Overall crime down by 2% - meaning 2,639 fewer crimes.**

This will mean:

- Reducing violent crime by 3% - 735 fewer crimes
- Reducing household burglary by 2% - 131 fewer burglaries
- Reducing vehicle crime by 2% - 312 fewer crimes.

↓ **Criminal damage down by 4% - 1,476 fewer crimes**

↓ **Casualties on the roads down by 2% - 12 fewer casualties**

More Detections* with:

↑ **Overall detections up to 32.5%**

This will mean:

- Increasing violent crime detections up to 55.1%
- Increasing household burglary detections up to 17.0%
- Increasing vehicle crime detections up to 17.5%.

* Crimes can be detected in a number of ways, the most important type being sanction detections where an offender is charged, summonsed, cautioned, had an offence taken into consideration, received a fixed penalty notice for disorder.

Giving victims of crime a better service

We understand how important it is for victims of crime to receive information and be kept informed with up-to-date information about their case.

In line with the Victims' Code of Practice, if you are a victim of crime we will:

- ensure that you are offered information from Victim Support;
- notify you within **five working days** if a decision is taken not to investigate the crime a suspect is arrested or released on bail; and
- inform you at least **monthly** if no-one is arrested, charged or given a warning, until the investigation ends.

If you are a vulnerable or intimidated victim, we will contact you about information relating to your case within **one working day** (instead of five working days).

For more information about the Victims' Code of Practice visit www.homeoffice.gov.uk/documents/victims-code-of-practice

'Your Views Count' Questionnaire

We would like to say a big thank you to everyone who took part in the 'Your Views Count' survey in autumn 2005.

The survey identified your **top** policing priorities for the future as:

- Responding rapidly to emergency calls/situations
- Reducing anti-social behaviour by young people
- Preventing/solving terrorist attacks
- Reducing drug-related crime/drug availability
- Solving/reducing violent crime
- Protecting vulnerable children
- Foot patrols





Making it easier to contact us

We want to make it easier for you to contact us. There are three phone numbers that you can use.

Call 999 if there is any danger or risk to life or a crime is in progress.



Call 08456 043 043 for non-emergencies

This number is a general contact line to:

- report an incident or crime
- contact your local neighbourhood police officer, or
- request information or advice.

This single number replaces all of our previous switchboard numbers.



Call 101 to report anti-social behaviour



This shared partnership line is confidential and available 24 hours a day to report anti-social behaviour and community safety related issues to the police and your local council.

These include:

- Vandalism and graffiti
- Noisy neighbours and loud parties
- Threatening and abusive behaviour
- Abandoned vehicles, dumping and fly tipping
- Drunk and rowdy groups
- Drug-related anti-social behaviour
- Broken street lighting.

Please see back page for further information.



Did you know?

In 2005/6 Northumbria Police answered 258,920 emergency (999) calls responding to 252,314 (97%) in under 15 seconds. We also answered over 1.5 million non-emergency calls. HM Inspectorate of Constabulary showed Northumbria to be one of the best forces in the country in handling the calls we receive.

Internet Incident Reporting

We operate an online service for the reporting of non-emergency incidents via our website www.northumbria.police.uk You can use this service to notify us if you are the victim or have witnessed any non-emergency incident in the Northumbria area. This may include race, hate or homophobic offences.

Providing your own details is not compulsory but it is essential if you want us to get back to you. Instructions about what is required are detailed at each stage.

Feedback

You can use the 'Feedback' link on our website www.northumbria.police.uk to leave feedback about any contact you have had with Northumbria Police.

We take seriously all comments about the service we provide and will respond where you indicate you would like an answer.

RNID Typetalk

RNID Typetalk is the national telephone relay service for deaf, deafened, hard of hearing, deaf/blind and speech-impaired people. This lets people use a textphone to access any services that are available on standard phone systems. If you are deaf, all you need is a textphone, a specially adapted phone with a keyboard.

For further information contact:

Typetalk at

Telephone: 0800 7311 888

Textphone: 0800 500 888

Fax: 0151 709 8119

Email: helpline@rnid-typetalk.org.uk

Website: www.rnid-typetalk.org.uk

Legal Advice

www.askthepolice.co.uk

Members of the public can get advice on legal matters from www.askthepolice.co.uk This site is also used by police communications staff when dealing with calls for advice.

We are compiling a list of answers about local issues which may not be answered on the national database. If you have a suggestion about the database and cannot find the answer on the site, leave a message for us on 01661 869515 or email us at

comms.quality.assurance@northumbria.pnn.police.uk

Other contacts

Victim Supportline

Telephone: 0845 30 30 900

TextDirect:

18001 0845 30 30 90

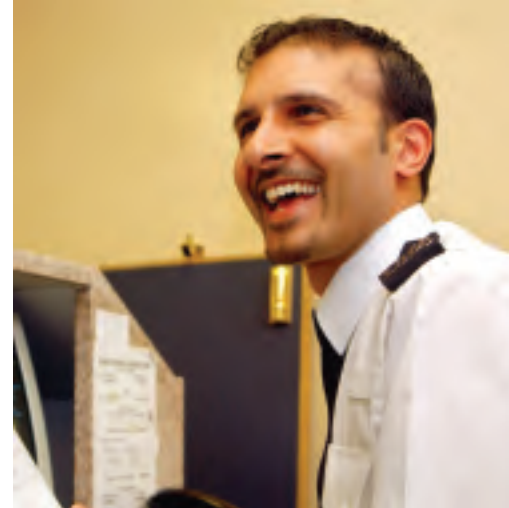
Minicom: 020 7896 3776

For free and confidential support

National Domestic Violence helpline

Telephone: 0800 2000 247

24 hour freephone giving support and advice



Your Neighbourhood Inspectors

Sunderland has seven Neighbourhood Inspectors, who are dedicated to addressing issues in your local area. They can be contacted at:



Sunderland City Centre Neighbourhood Policing Team
Areas Covered: Sunderland City Centre, Millfield, Barnes and St Michael's
Inspector: Steve Flaxen
 Gillbridge Avenue Police Station, Gillbridge Avenue, Sunderland, SR1 3AW
Email: stephen.flaxen.7595@northumbria.pnn.police.uk



Sunderland North Neighbourhood Policing Team
Areas Covered: Fulwell, St Peters, Southwick, Castle and Redhill
Inspector: Alan Patterson
 Southwick Police Station, Church Bank, Southwick, SR5 2DU
Email: alan.patterson.7716@northumbria.pnn.Police.uk



Sunderland East Neighbourhood Policing Team
Areas Covered: Hendon, Ryhope and Grangetown
Inspector: Gordon Makepeace
 Farringdon Hall Police Station, Primate Road, Sunderland, SR3 1TQ
Email: gordon.makepeace.7290@northumbria.pnn.police.uk



Washington Neighbourhood Policing Team
Areas Covered: Washington North/West/South and The Galleries
Inspector: Gordon Rea
 Washington Police Office, The Galleries, Washington, NE38 7RY
Email: gordon.rea.7214@northumbria.pnn.police.uk



Sunderland South Neighbourhood Policing Team
Areas Covered: Plains Farm, Silksworth, Doxford Park and Farringdon.
Inspector: Michael Smith
 Farringdon Hall Police Station, Primate Road, Sunderland, SR3 1TQ
Email: michael.smith.7579@northumbria.pnn.police.uk



Houghton Neighbourhood Policing Team
Areas Covered: Houghton-le-Spring, Shiney Row and Hetton-le-hole
Inspector: Peter Dent
 Houghton-le-Spring Police Station, Dairy Lane, Houghton-le-Spring, DH4 5VH
Email: peter.dent.7970@northumbria.pnn.police.uk



Sunderland West Neighbourhood Policing Team
Areas Covered: Pallion, St Annes and Sandhill
Inspector: John Parish
 Farringdon Hall Police Station, Primate Road, Sunderland, SR3 1TQ
Email: john.parish.7724@northumbria.pnn.police.uk



Contact us on 08456 043 043 to speak to the police in your local area about neighbourhood policing issues or to pass on information that may help local officers tackle crime.

Campaigns in 2005/6



Tackling drunken violence

Violence fell as arrests for drunkenness soared during the summer-long Northumbria Police campaign to call time on drunkenness, violence and disorder.

Officers across Tyne and Wear and Northumberland kept their promise to come down hard on unruly behaviour in 'The party's over' campaign which ran from May until the end of August 2005.

Chief Constable Mike Craik devised the campaign as part of his promise to deliver Total Policing to crack down on crime at all levels. He believed that early intervention to lock up people who were drunk and disorderly would prevent more serious offences occurring.

Compared with the same for month period in 2004:

- arrests for offences of disorder rocketed by 72%
- arrests for drunkenness rose by 31%
- serious assaults dropped by 18%
- minor assaults went down 9%
- overall crime went down by 8%.

The campaign caught the imagination of the public, media and politicians – so much so that the Chief Constable was asked to front a national festive campaign against drunkenness, violence and disorder. We responded with 'Don't spoil the party' which followed the same themes.

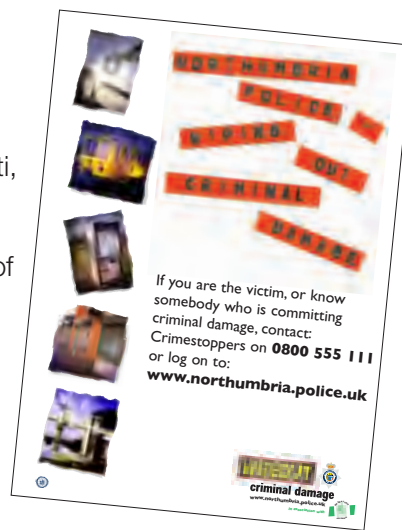
Consultation with the public showed that both campaigns reached their target audiences and increased public confidence in the police ability to reduce these type of offences.

Wipeout

Criminal damage, which includes graffiti, broken windows, scratches on parked cars, dustbins set on fire and bus shelters defaced, accounts for a third of all crime in Northumbria - at a cost of around £21 million each year.

During April 2005, our month-long 'Wipeout criminal damage' campaign resulted in almost 700 arrests. It also brought savings of £372,000 to the region with 744 fewer crimes (18%) compared with the same month in 2004.

The campaign was aimed at reducing criminal damage by letting offenders know their actions are criminal and urging members of the public to report the damage when it happens.



Do you feel lucky?

Northumbria Police joined with Tyne and Wear and Northumberland Fire and Rescue Services to reduce crime and disorder in the lead up to Bonfire Night last November. The 'Do you feel lucky?' campaign targeted hotspot areas for problems and clamped down on people selling bootleg fireworks.





A new service

for people in Northumberland and Tyne and Wear

- Threatening and abusive behaviour
- Vandalism and graffiti
- Drunk and rowdy groups
- Broken street lighting
- Abandoned vehicles, dumping and fly-tipping
- Noisy neighbours and loud parties
- Drug related anti-social behaviour

Your 101 area



You can dial 999 when there is immediate danger or you witness a crime taking place.

Now you can also dial 101, a new confidential 24-hour number provided by your police and local council, where you can report problems that don't require a 999 call.

101 is available in Northumberland and Tyne and Wear now and you will need to be within the area to make the call.

Provided by your Police and Council. Visit 101.gov.uk. 101 is funded by the Home Office and the Department for Communities and Local Government. Calls to the service cost 10p from landlines and mobiles and will be recorded for training, quality monitoring and public safety purposes.

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