

POLICE AND CRIME COMMISSIONER FOR LEICESTERSHIRE

POLICE AND CRIME PANEL

Report of	OFFICE OF POLICE AND CRIME COMMISSIONER
Subject	PEOPLE ZONES
Date	14 DECEMBER 2022
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Purpose of Report

1. The purpose of this report is to provide an update on People Zones to the Police & Crime Panel.

Recommendation

2. It is recommended that members comment on the contents of the report.

Background

3. People Zones is an initiative led by the project team in the Office of the Police and Crime Commissioner (OPCC). People Zones have been in place since 2018 under a previous Police & Crime Commissioner (PCC). There are currently 3 People Zones; Bell Foundry (Charnwood), New Parks (City), Thringstone & Whitwick (North West Leicestershire).
4. Evidence suggests that community cohesion and trust are seen as protective factors for ASB and crime: 'When neighbours know and trust each other, and share common expectations for their neighbourhood, they are more likely to take greater collective responsibility over public safety in their area' (Behavioural Insights Team, 2020)
5. Asset Based Community Development (ABCD) adopts a strength-based approach, and harnesses the assets, skills and networks within a community instead of focussing on what's wrong there. ABCD empowers communities to believe that they are the building blocks to positive change. Communities need investment to build relevant knowledge, skills and capacity.
6. In March 2022 the project team, supported by the PCC, redefined People Zones to allow for a greater focus on an Asset Based Community Development (ABCD) approach.

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The Vision

7. To grow safer communities by building on strengths, creating connections, and empowering everyone to play a role.

Mapping for Change

8. On 1st June 2022 the OPCC awarded a contract to Mapping for Change (MfC) following a procurement process. The tender contained a requirement for the successful research company to understand the ABCD approach when undertaking research in order for them to be able to fully engage each People Zone. It was important to the Police and Crime Commissioner that the views of the community were listened to rather than making assumptions based on the data.
9. MfC have engaged with communities through a variety of methods; to include
 - a. Workshops
 - b. 1-2-1 interviews
 - c. Pop up stalls
 - d. Surveys* (Example shown in **Appendix A**)

*Local organisations have been incentivised to promote the surveys so that each one completed through that organisation receive £1 per survey.

10. Following the research-stage, a full report of each People Zone, containing a summary and analysis of findings throughout the consultation will be provided, all of which will be publicly accessible. There will also be unlimited access to a publicly accessible online interactive Asset Map, that allows any asset contributions to be added to the map, such as Mental health services, food banks, youth services etc. An example of this is shown in **Appendix B**. A link to the Bell Foundry map can be found here: [Project: Bell Foundry People Zone | People Zones - Community Maps](#).
11. OPCC staff will be trained in the ABCD approach to allow the establishment of any new People Zones to ensure that the project has long term sustainability.
12. In July 2022 MfC commenced their research and it is due to be completed by 31st December 2022. A full report has now been completed for Bell Foundry which is due to be shared with the community and partners. The New Parks report is in draft form and MfC are now into the research stage for Thringstone & Whitwick.

People Zones Activities

13. *Steering group*

Each People Zone will have a steering group which will include local residents, community leaders and local partners, with the long-term aim being for the group to be chaired by a community leader. The steering group will utilise the research report to connect assets in the area, understand the needs of the community and drive momentum within the People Zone. The option to promote and encourage the community to apply for grant funding for community projects within the People Zone will also be a consideration within the Steering Group.
14. *Community Payback*

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Probation service users give back to their communities through 'unpaid services' (e.g. building objects, horticulture, volunteer placements within organisations). New Parks People Zone Community Payback is already underway with the OPCC funding materials to improve a small area selected by the community. This project is in partnership with probation service users from the local area to undertake the work at a community hub within the People Zone. The Community Payback team will also be offering service users to undertake work placements within local organisations in the People Zones to gain employability skills.

15. *Mini Police*

The 'Mini Police' scheme is an innovative police engagement programme for school children aged 8-11 years. The aim is to provide a fun and interactive way 'to introduce children to a positive experience of policing and to get them involved in the local community', focussing on local priorities such as litter picking or speeding etc. This will be piloted by Leicestershire Police in schools within the People Zones and is funded by the OPCC. This will begin in 2023 and will be supported by People Zones.

16. *Lighting audit*

One of the early considerations from the Bell Foundry report was that local residents didn't feel safe in the area when it was dark, with one of the main reasons for this being due to some of the lighting in the area needing repair. MfC and the OPCC arranged for interested local residents to be able to loan a mobile device containing an accessible bespoke mobile app to complete an area audit of the lighting problems. On 20th October 2022, a light audit walking party took place with local residents, MfC and the OPCC. Residents were shown how to use the app which can continually be updated and also utilised for any future potential projects. The data from the audit will be uploaded to the interactive asset map and analysed by the OPCC and Charnwood Borough Council to consider the findings. This approach is one that allows residents to feel empowered to make changes locally.

17. *Community Leadership Programme*

The Community Leadership Programme (CLP) aims to identify, develop and support a network of community leaders across Leicester, Leicestershire and Rutland (LLR). The CLP is led by the Violence Reduction Network (VRN) and the OPCC. There have already been two successful cohorts of CLP delivered, with a third cohort currently being recruited to commence before the end of 2022. For the third cohort, the People Zones team will be looking to recruit participants who live or work within a People Zone and can be supported to gain more skills and knowledge in Community Leadership to take back to their local areas. Some participants from the two previous cohorts have now joined the wider Community Leaders Network which works in partnership with statutory bodies to support communities, with People Zones as one of their focusses.

18. *Grants Programme for People Zones*

People Zones will benefit from a grants programme which will be launched post research stage. This will allow grants to be applied for by the community based on the research results allowing for improvements to be made based on any gaps identified by people who live and work in the community.

Promotional activity

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19. The following promotional work has been done to support People Zones
 - a. Website to allow signposting, contact and to advertise research milestones and events– www.peoplezones.co.uk
 - b. Animated video which provides an overview of People Zones - <https://www.youtube.com/watch?v=2MsdT0CjW5s>
 - c. Eco friendly merchandise, to include herb seeds, tote bag, water bottles etc.
 - d. A brand-new logo launched
 - e. Launch event for T&W, New Parks and Bell Foundry

Partnership working

20. It is vital that People Zones have the support of partners to succeed. This is a community led initiative but requires a network to continue to build on the successes of local residents, leaders and businesses. There has been a considerable amount of support from the local Neighbourhood Policing Teams and relevant council bodies; North west Leicestershire, Charnwood Borough Council and Leicester City Council. Work will continue with council partners and wider to ensure they are connected and updated.

Next Steps

21. The steering group for each People Zone will review the research report and consider their mission statement and priorities for the coming 12 months. They will be supported by the project team in the OPCC. Each People Zone will have an asset map that will have started to take shape during the research stage and this will continue through the steering group. Activities such as Mental Health Wellbeing days, litter picking days and Crimestopper zones are ideas that have been discussed during the research. To create sustainable change, this must be led by the local community with the support of the OPCC and emphasised that ABCD is not a 'do to' approach. The project team will then look to identify further People Zones. It must also be noted that each People Zone is unique and a 'one size fits all' approach would not be suitable. The research reports will be shared with the Police and Crime panel along with an updated report.

Evaluation and Long-Term Outcomes

22. There will be an evaluation of People Zones in late 2023 to review the progress of the project. All 3 research reports will be reviewed for key themes. The project team will consider ways to measure the priorities from those themes which will be set and agreed by the steering group. The same survey used in the research stage will be conducted by the People Zone project team and the results will be evaluated.
23. The longer-term outcomes, would be for communities in People Zones to be more cohesive and feel safe. It is for residents feel empowered and take pride in their communities, a reduced demand on statutory services with residents reporting a better quality of life and finally, a reduction in ASB and crime.

Staffing

24. The following are committed to the ongoing development of People Zones
 - a. Strategic Lead - Police officer seconded to the OPCC

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- b. Community Development Lead x 1 permanent
- c. Community Development Officer x 1 18-month FTC
- d. Community Development Officer x 1 12-month FTC

Finance

- 25. The budget for People Zones for this financial year (2022/23) is £150k. This has been split £50k per People Zone.
- 26. The budget for 2023/24 will be considered and set over the next month.

List of Attachments / Appendices

Appendix A – Example of People Zone survey
Appendix B – Interactive Asset Map

Persons to Contact

Chief Inspector Streets – People.Zones@leics.police.uk