

**OFFICE OF THE POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE
DECISION RECORD**

Decision Record Number: **30/2014**

Title: **Child Sexual Exploitation Awareness Campaign**

Executive Summary:

Crimestoppers have worked with South Yorkshire on the delivery of a child sexual exploitation (CSE) awareness campaign. Based on work carried out in Lancashire, the PCCs in West Yorkshire and North Yorkshire have supported the campaign.

This report seeks a decision to allocated £25,000 to provide a grant to Crimestoppers to design and deliver a locally tailored CSE awareness campaign across Humberside during this financial year.

Decision:

(a) That Crimestoppers UK be requested to deliver the CSE awareness campaign across Humberside as per the proposal at Appendix 1; (b) that a grant of £25k be provided to match the amounts already agreed by the PCCs for West Yorkshire and North Yorkshire; (c) that the OPCC works with the High Sheriff of the East Riding of Yorkshire to develop and deliver the CSE awareness campaign, which should include the PCC logo on all publicity material.

Background Report: Open

Police and Crime Commissioner for Humberside

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

Signature

Matthew Crow

Date 09.07.14

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR:

DECISION

OPEN

Title: Crimestoppers Child Sexual Exploitation Awareness Campaign

Date: 9 July 2014

1. Executive Summary

1.1. Crimestoppers have worked with South Yorkshire on the delivery of a child sexual exploitation (CSE) awareness campaign. Based on work carried out in Lancashire, the PCCs in West Yorkshire and North Yorkshire have supported the campaign.

1.2. This report seeks a decision to allocated £25,000 to provide a grant to Crimestoppers to design and deliver a locally tailored CSE awareness campaign across Humberside during this financial year.

2. Recommendation(s)

2.1. That Crimestoppers UK are requested to deliver the CSE awareness campaign across Humberside as per the proposal at Appendix 1.

2.2. That a grant of £25K is approved to match the amounts already agreed by the PCCs for West Yorkshire and North Yorkshire.

2.3. That the OPCC works with the High Sheriff of the East Riding of Yorkshire to develop and deliver the CSE awareness campaign

3. Background

3.1. Crimestoppers UK have developed an awareness campaign for Child Sexual Exploitation (CSE). The approach was based on early work undertaken with the PCC for Lancashire. Subsequently, the campaign material was localised for South Yorkshire where this has been successfully delivered.

3.2. The Crimestoppers project proposal sets out objectives to:-

- Create a successful medium through social media and traditional forms of marketing to raise awareness of Child Sexual Exploitation.
- Increase the amount of information received about CSE and criminals committing the offences.
- Increase the actionable information to the police and information which can lead to an arrest.
- Raise awareness and understanding to the general public of the risks and dangers of child exploitation and what signs to look out for.
- Raise awareness with young people by providing education around the signs to be aware of and how to avoid the risks.

4. Options

4.1 This proposal is either supported and agreed or rejected. The campaign costs and approach are laid out in the project proposal and the Commissioner is asked to agree or reject.

5. Risks

5.1. Project Delivery - The campaign has already been market tested and as such the risks are about failure to deliver due to insufficient resources or a lack of project delivery rigour. Crimestoppers UK are a well resourced national organisation with strong local volunteer connectivity with the Humberside area. There is a clearly defined project management arrangement for this campaign with a clear commitment by the Humberside Crimestoppers Board.

5.2. Increased Crime Reporting – If the campaign is successful, there should be an increase in reported crime and intelligence, both of which could lead to increased demand for Police and Criminal Justice agencies. Evaluation of activity in South Yorkshire and Bradford is being undertaken so that their local experience can be considered before the campaign is launched. The Criminal Justice Board is involved in this campaign so that key agencies will be linked to the campaign. Existing arrangements for joint working are robust in Humberside and this combination of engagement will considerable help to mitigate a failure in case management.

5.3. Managing the campaign messages – The campaign proposal has already acknowledged that care needs to be taken on how the subject is projected to avoid impacts on victims. However, there are risks that the message conveyed is that CSE is a greater problem in Humberside than elsewhere or / and CJS agencies have not adequately protected children in the past. The way that the campaign is configured and the key delivery messages will need to mitigate these risks.

6. Financial Implications

6.1. The information in the report sets out details of the financial implications.

6.2. The balance in the Partnership Reserve at 31 March 2014 was £483k. You have already committed monies from this Reserve given your decision to provide support to CSPs at the same level as last year and approvals for other projects. There will be further calls on these monies in the future and as this can only be used once, if this project is supported it will need to be met from this resource and so will limit your options in terms of your ability to fund other projects.

7. Legal Implications

7.1. There are no legal issues to consider for this decision.

8. Equalities Implications

8.1. There are no equalities implications for this decision other than age is a protected characteristic under human rights and equalities legislation. This proposal is about providing children and young people with greater protection and could therefore be said to be delivering greater equality for children.

9. Consultation

9.1. Consultees have been the High Sheriff of the East Riding of Yorkshire, Crimestoppers, Humberside Police, Humberside Criminal Justice Board (through the Business Team), Cornerhouse (Hull) and through liaison with Safe Guarding Children Board (Hull).

10. Media information

10.1. Due to the nature of the campaign there will be high levels of media coverage. The current proposal is to hold a series of media events around launching the campaign and these will need to be carefully crafted (see also risks above)

11. Background documents

11.1. The project proposal is attached at Appendix 1.

12. Publication

12.1. This report is not restricted.

Background Documents:-

File Reference:- JB/CSE/07/14

Officer Contacts:-

Robbie Walker-Brown, Strategy and Partnership Manager Tel: 01482 578257

John Bates, Deputy Chief Executive and Treasurer Tel: 01482 220785

[Title]

Project Name	CSE campaign	Project Code	TBC
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Prepared By	Gemma Wilson
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Start Date	Sept 2014	Anticipated Duration	TBC
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Project Background

Crimestoppers has been working with police forces across Yorkshire and Humber with a view to run a campaign Child Sexual Exploitation (CSE) campaign across the whole region. With the provision of effective artwork from the Lancashire PCC office we have already successfully launched a campaign in South Yorkshire and look to roll it out across the rest of the region.

To date we have secured funding for the West Yorkshire area, have provisional agreement from North Yorkshire PCC and if we can gain funding from Humberside too, we have the potential to drive a well-funded, public facing campaign across the region.

In June 2009 the government published guidance on Safeguarding Children and Young People from Sexual Exploitation. High profile cases of CSE and trafficking seem to have done little to increase awareness and understanding of the issue.

So far, the public and the media have been focusing on previous offences carried out by people in power, such as Jimmy Saville, and there has not been a drive to generate more intelligence from those who could currently be experiencing life as a victim of CSE.

Why is this important to the Organisation?

Crimestoppers is an independent charity, established 25 years ago, which helps to find criminals and solve crimes. We run the phone number 0800 555 111 where people can pass on information about crime anonymously. People can also give information to Crimestoppers anonymously online at www.crimestoppers-uk.org.

Those using the service don't have to provide their name or any personal information. Their calls and IP addresses are not recorded and will not be traced. People don't have to go to court or give a statement to the police. We provide a safe alternative

for those who do not wish to go to the police directly. We are then able to provide the police with information which might not have otherwise been received.

Crimestoppers has a well-established committee in Humberside, who have already delivered a number of campaigns, increasing intelligence year on year.

Crimestoppers hopes that the success of previous campaigns will also serve to engage further public support as a trusted service that they can go to if they do not wish to report information directly to the police or other authority.

Crimestoppers has always taken reports on CSE, but the current public appetite is keen to expose and convict those guilty of any form of child sexual exploitation, and Crimestoppers is keen to follow up on this trend.

Crimestoppers ran a Child Sexual Exploitation conference in December 2013 in Birmingham, which was well attended and well supported. This proved to identify a need to raise awareness and provide an outlet for the provision of intelligence gathering.

SMART description of the project aim

Utilising artwork provided by Naomi Walker at the Lancashire PCC office, Crimestoppers aims to:

- Create a successful medium through social media and traditional forms of marketing to raise awareness of Child Sexual Exploitation.
- Increase the amount of information received about CSE and criminals committing the offences.
- Increase the actionable information to the police and information which can lead to an arrest.
- To raise awareness and understanding to the general public of the risks and dangers of child exploitation and what signs to look out for.
- To raise awareness with young people by providing education around the signs to be aware of and how to avoid the risks.

Define SMART objectives that enable the project aim to be achieved.

Crimestoppers will work collaboratively with Humberside PCC office, Humberside Police, third sector organisations and other key stakeholders to ensure the successful launch of this campaign and achieve the following:

- Increase information received regarding CSE through calls and online reporting from the community.
- Increase the awareness and confidence in Crimestoppers.
- Increase awareness and understanding of the signs of CSE.
- Call agent training/briefing and dissemination of information.

It is important to consider when this campaign will be delivered, and this needs to be determined by all organisations involved coming to an agreement. It is advised,

however, that this isn't launched until later in the year. Due to the sensitive nature of the subject, we need to ensure that all parties are happy with the campaign before forging ahead. Risk factors will need to be identified by the police and partner agencies to ensure the correct audiences are targeted by the correct means. At the earliest I would recommend the last quarter of this year.

Key benefits

- Stakeholder engagement: Working collaboratively with Humberside Police and agencies for the launch of the campaign. Collaborative activity will add weight to the campaign message and address the issues the police are currently facing.
- Publicity: Engaging the public and media in a campaign increasing the understanding and knowledge for not only reporting information to the police and Crimestoppers, but also raising awareness of how to spot the signs of CSE.
- Community engagement: Proactive work by the police increasing public reassurance improving confidence in the police. Communities feeling safer knowing that their concerns are being taken seriously and being acted upon.
- Reduction of offences: Through custodial sentences/police action due to Crimestoppers information or potential exposure of criminals due to Crimestoppers and police activity and publicity.
- Payment of rewards: Members of the community may be eligible for a reward for providing information which leads to an arrest and charge/conviction.

Target Audience

Humberside's population is just over 1.1 million, with the local authority areas of the East Riding of Yorkshire, Kingston upon Hull, North East Lincolnshire and North Lincolnshire.

There are two target audiences I would recommend:

- 1) Adults who have regular contact with children, such as parents, teachers, guardians, etc., who may notice changes in behaviour of those children. The campaign aims to provide them with information on what signs to look out for to help identify if those children may be the victims of CSE.
- 2) Young people themselves, to educate them on recognising the signs to look out for, for themselves or for their friends, and help identify if they may be at risk of being a victim of CSE, or may know someone who may be a victim.

It would be requested that analytical work is completed before the campaign is launched, and would ask if the police crime/intelligence analysts are able to provide assistance with this.

It is essential to ensure we don't raise the fear of CSE in areas of Humberside which aren't currently affected, allowing us to then target the identified areas to ensure a

bigger impact.

Stakeholders and / or funders

Humberside Police and the Police and Crime Commissioner are our key stakeholders, with this funding request being submitted to the PCC for this project. Close collaboration is essential to ensure we approach the key issues in which Humberside Police are addressing.

Other stakeholders in Humberside will be determined, but it has been identified that Cornerhouse and Pace UK will hopefully be involved.

There may be further opportunity to bid for funding through other trusts/foundations to support additional work relating to technological aspects of the campaign, which need further research. This could include an app, online quiz and other forms of online activity.

Resource requirements and estimated costs

A project fund of £25,000 has been recommended to match fund what is available in West and North Yorkshire. This will include a Project Management Fee, experience shows that Charitable leverage will enhance and maximise available spend.

- Posters, to be displayed in police stations and other public areas in Humberside.
- Double sided leaflets
- A5 fliers (double sided)
- Production and distribution of radio campaign (to be considered)
- Facebook advertising
- Project Management Fee approximately 20%
- Billboards and other outdoor advertising
- Provision of education and training for schools
- Creation of a booklet for pupils across the Humberside force area, which will aim to raise awareness of the risks and dangers, whilst also providing information on how to stay safe.

Monitoring & measuring success

The primary measure of Crimestoppers outcomes is the actionable information we receive and subsequent arrests made:

- Information received by Crimestoppers following the launch of the campaign
- Arrests and charges, and other sanctioned detections, report by the police as a result of information received from Crimestoppers.

Effectiveness of our time and effort will be measured by noting the following:

- Actionable information received and call monitoring
- Media coverage achieved
- Participation of volunteer committee members and regional staff
- Gifts in kind
- Costs expended
- Marketing materials designed and artwork used
- Website and online activity.