

Dartford Town Against Crime Business Plan 2016-18



DARTFORD
BOROUGH COUNCIL



**Kent
Police**

Executive Summary

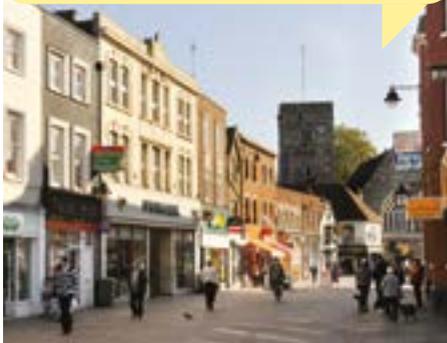
The increased mobility and anonymity of criminals and their ability to travel widely to steal, means that there is a greater need for crime prevention and reduction strategies that allow us to track both local and travelling criminals in order to manage their offending behaviour and reduce criminal opportunity. Although Dartford Town Centre is confident about its current security mechanisms some change is necessary in order to improve the environment and further reduce crime and disorder.

Dartford Town Against Crime (DTAC) is a business crime partnership working to make Dartford safe and secure. It provides a positive and co-ordinated response to the threats posed by crime and anti-social behaviour, and follows the good practice model established through the Home Office Retail Crime Initiative. DTAC will grow its membership numbers carefully, targeting town centre businesses first, and building links with strategic partners around Dartford in order to establish a strong network of clients in the area.



“We are hoping that it will get to the stage where persistent criminals will stay away from Dartford completely because they know they won’t succeed. We are also working hard to create an environment where businesses prosper and can concentrate their security resources on the few opportunist thieves.”

*Councillor Jeremy Kite, MBE
Leader, Dartford Borough Council*



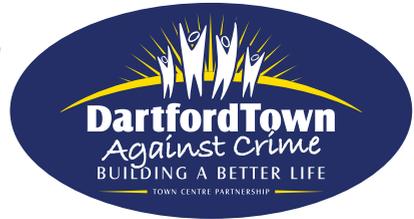
“DTAC has helped us to significantly reduce crime and anti-social behaviour in Dartford and criminals now know that the town has excellent security systems. By pulling together the partnership creates a community spirit that’s united in fighting criminal and anti-social behaviour.”

*Debbie Carey, Manager,
Orchards Shopping
Centre and Chair of
DTAC Board*



How DTAC works

DTAC employs an Intelligence Manager to work specifically with partnership members, the police and the local authority to target criminal activity within Dartford. A database is used to target persistent offenders, hold details of sightings, intelligence and incidents and complement existing police intelligence systems.



This proactive approach allows businesses, police, local authorities, voluntary sector and other concerned partners to work closely together to reduce opportunities for a wide range of town centre crime and to promote the concept of a safe and secure place.

Working directly with the police, the Intelligence Manager will collate, analyse and thereafter disseminate intelligence and information to all members of the scheme. He/she will develop target profiles on those criminals considered the most active within the sphere of Dartford Town Centre. Target profiles will be distributed to all members and held in secure locations away from public scrutiny. Members can use the packages to recognise people strongly suspected of crime within the town centre, and to alert other members to their presence.

Where persistent offenders are arrested in any of the member's premises, they will be served with an Exclusion Notice by the member, banning them from the premises of every member for twelve months. In this way, persistent offenders will find it increasingly difficult to offend in Dartford Town Centre. In addition, where persistent criminals exhibit persistent and continuing anti-social behaviour, consideration will be given to providing evidence to Police and the Local Authority for proceedings under the Anti-Social Behaviour Crime and Policing Act 2014 for example a Civil Injunction.

"The business crime operation forms a key part of the strategy we have developed in Dartford to tackle crime and fear of crime. It works superbly in conjunction with the 50-camera town centre CCTV system. The collation and sharing of crime data within the partnership identifies the most prolific criminals. The exclusion scheme enables us to ban offenders from entering shops and stores in the town. Our intention is to make Dartford a safer place to shop and do business."



Inspector Gary Woodward, Kent Police

Supporting our Clients

In the current political climate, with increasing fears of terrorist activity, the scheme recognises that Police resources are limited and businesses will play an important role in securing their own premises. DTAC also recognises that prevention rather than detection is the way forward; especially in terms reducing criminal activity. Good customer service, and the provision of new technology are the key to DTAC's future and these are the basis of its future plans.



The private sector are essential partners in the initiative and have given their full support to the development of the scheme. This is demonstrated by the number of private sector business representatives who are active participants. The commitment of local retailers and other private sector representatives is also indicated by their willingness to give their time as members of the Board of Management and Steering Groups. We help clients in the following ways:

- Large retail businesses use security guards to deter theft and to provide safety. We support guards and staff by providing training, access to information on known persistent offenders and links to CCTV and the Police. We also provide the latest intelligence relating to credit card fraud and cyber-crime.
- Licensed premises & event venues use security guards to monitor guests and fire capacities and to organise emergency response. Nightclubs and bars may be included in this category. However, these businesses are extremely vulnerable to drug dealing, violent behaviour and allied crimes. DTAC links these venues with Kent Police Licensing and helps to keep them informed on current threats.
- SME's get access to DTAC's Intelligence Manager who helps to tailor security services to meet their needs.
- Large service providers, such as hospitals, train stations, schools and colleges, can all benefit from additional support with reducing and preventing crime as well as assisting with tracing absconding patients.
- Building management companies generally install surveillance equipment and employ security guards to monitor that equipment, to staff front desks/ security checks, and sometimes for general patrol. However, DTAC can provide intelligence relating to fly-tipping and organised crime that blight development sites builders merchants.
- We can exclude known offenders from all members' premises.

Objectives

The scheme has developed a network of information sharing between local businesses, Police, and other public sector agencies that help to:

- Reduce criminal and anti-social behaviour.
- Target persistent offenders who are responsible for the majority of crime.
- Reduce retail losses from crime.
- Create a 'safe and secure' environment for customers and retail staff.
- Encourage and promote investment in Dartford town centre and later the surrounding borough.
- Strengthen partnerships with the local Police, Local Authority, Town Centre Managers and the Private sector.

Targets

DTAC will base its success for the next three years on meeting the following objectives:

1. Increase membership over the next three years from 80 clients to 140.
2. Treble the number of Known Offenders on DISC from 45 to 135 offenders.
3. Increase the amount of Members using DISC
4. Develop radio infrastructure to ensure coverage throughout Dartford
5. Increase revenue by 50% to £42,000 pounds per annum.

Keys to Success

1. Listening to client concerns and objectives to create tailored support packages
2. Ensuring links with other local initiatives but particularly with the Dartford Community Safety Strategy.
3. Training security guards carefully and maintaining training (e.g. to report incidents)
4. Investing in the latest technology to support the intelligence network
5. Excluding known offenders.

DTAC Ownership/Implementation

The scheme is managed by Board of Management (BoM) and run on a day to day basis by the Intelligence Manager in conjunction with colleagues. The Intelligence Manager provides the link between the members of the initiative, the Town Centre Management Team, Dartford Borough Council, the Police, CCTV staff, local retailers and other agency representatives. He has responsibility for monitoring the progress of the project provides quarterly reports to the BoM. A regular report on progress can be made available to members.

The scheme works to a robust set of protocols allowing members to identify, target and focus on the most serious, prolific and professional criminals as well as those offenders who are engaging in petty crime that nonetheless is affecting the local environment.

Safer Business Award

THE Safer Business Award is available to local, business crime-reduction partnerships, and recognises good practice through a partnership approach. Successful applicants must meet the agreed operational standards set out in the good practice guides and supporting documentation. Home Office support has helped to set these standards. DTAC has achieved Safer Business Award status with Distinction!



Safer Socialising Award

The Safer Socialising Award is also available to licensed premises that help to prevent anti-social behaviour and promote good practice. This award provides recognition for businesses helping to make Dartford safer at night.



Competitive Edge

DTAC will build a competitive edge through high levels of customer service and assurance. DTAC will strive to be a partner in the security and protection of client's assets, with intelligence as a major tool in that protection. This strategy will require DTAC to carefully audit a client's security situation and to work with them on plans to upgrade and maintain that security. The Intelligence Manager will continually liaise with clients and with the guards sent to client sites to learn about the challenges they are facing.

Marketing Strategy

To reach its target markets DTAC will use the following tactics:

- Development of a basic “brochure” web-page with services and contact information advertising in Council publications
- Business cards and brochures for DTAC to distribute on appointments and while networking with the Dartford area business networking groups
- Direct selling work based on target lists
- Direct mail of brochures and letters to these target lists of potential clients in Dartford

Funding & Future Growth

The success of this plan is dependent on employing an Intelligence Manager, the purchase of radios and getting clients to utilise our intelligence data base (DISC). It is therefore essential that DTAC sets out its funding strategy carefully to ensure future liquidity. To enable this:

- The Orchard Shopping Centre is providing support from their security team
- Dartford Borough Council, on behalf of DTAC will take responsibility for employment of the Intelligence Manager.
- Kent Police will provide support in terms of proportionate resources and intelligence sharing

Any existing cash surplus generated by the DTAC will be ploughed back into the scheme. Set up costs, including the purchase of new radios and DISC has been met from core funding.

“DTAC plays a major part in making Dartford safer, by acting as a conduit between its members and the police. By ensuring a two-way line of communication between them, we can improve confidence in making Dartford a safer place to work, shop, socialise and live.”

Mike Morgan, DTAC Intelligence Manager



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