



Maldon Strategic Assessment 2014



Demographic Profile

Maldon district forms part of Essex Police North Local Police Area (LPA) which also includes the areas of Chelmsford, Braintree. Along with Maldon, Chelmsford is a shared District Policing Area (DPA) and benefit from a shared Manager for both Community Safety Partnerships.

The District of Maldon has a coastal border stretching from the Burnham-on-Crouch estuary, round the Dengie peninsula up to the nuclear facility at Bradwell on the River Blackwater. The district is home to the towns of Maldon and Burnham-on-crouch along with a number of smaller villages. Situated on the east coast of the county with several marinas including the main one of Blackwater, the area is popular with the sailing community.

Maldon district is home to 62,400 (Essex Local Authority Portraits September 2014) people, of which 23.2% are aged 65 and over. This compares to the mid Essex proportion in this age group of 17% (Essex County 18%). The largest proportional difference between mid Essex and the Maldon population is in those aged 20-44 years, with 5% less in Maldon. 22% of Maldon residents are aged 0-19 and 31% aged 45-64 years. It is proposed that Maldon district will accommodate a minimum growth of just over 3,000 new dwellings by 2029. The areas of development have been identified as north Heybridge (900 dwellings), south Maldon (1,250), west Burnham-on-Crouch (450) and North Fambridge (300). At 11%, Maldon had the third highest proportion of housing association stock in Essex.

Maldon district has the highest proportion (98%) of resident population classified as 'white' of all the district councils in Essex, making Maldon less ethnically diverse than the Essex average of 6% classified as non-white ethnic group. The 2% of the Maldon population who are 'non-white' are largely of mixed or Asian ethnicity with a very small percentage Black or other ethnic grouping.

Drug misuse is estimated to be lower in the Maldon area than the national and Essex averages. At 3.6/100,000 population of adult users it is significantly below England (8.9/100,000) and lower than Essex (5.4)

Deprivation and Poverty in Maldon stands at 12.7% which is lower than the national average of 20.1%. In addition to this primary school pupils in Essex scored their overall wellbeing as 14.1 out of 20, the third in Essex, and Secondary pupils scored schools the highest in Essex.

2015/16 Strategic Priorities

From analysing overall recorded crime, public health data and evaluating public consultations, priorities for the Maldon District Community Safety Partnership are recommended below.

1. Maintain/reduce existing low levels of crime and anti-social behaviour (ASB)
2. Reduce the harm caused by alcohol and drug misuse
3. Protect vulnerable persons including victims of crime and domestic violence
4. Reduce serious acquisitive crime

All CSPs have a statutory duty to reduce re-offending which includes supporting the Integrated Offender Management scheme (IOM)

Analysis of Crime Types/Anti-Social Behaviour

The partnership receives quarterly Performance Summary from Essex Police which aids in assessing the district's current crime trends. Essex Insight is also available which supports the evidence provided by Essex Police.

Crime Type	April- November 2013	April- November 2014	Year on year different %
Serious Acquisitive Crime	265	293	10.57%
Assault without Injury	114	165	44.74%
Burglary Dwelling (inc attempts)	52	45	-13.46%
Burglary Other (inc attempts)	118	152	28.81%
Racially Aggravated Crime	9	5	-44.44%
Shoplifting	76	82	7.89%
Theft from Motor Vehicles	147	175	19.05%
Theft of Motor Vehicle	53	62	16.98%
Theft from Person	27	26	-3.70%
Most Serious Violence	5	5	0%
Theft of Pedal Cycle	24	22	-8.33%
Other theft	245	201	-17.96%
Vehicle Interference	12	23	91.67%
Anti-social Behaviour	876	748	-14.61%
All Crime	1306	1413	8.19%

The table shows the number of incidents for each crime type. Crime in the Maldon District has consistently decreased for a number of years, making it more difficult each year to continue. Despite the increase figures Maldon remains one of the lowest crime rate areas in Essex, 35.2 per 1,000 compared to the Force average of 57.19 per 1,000 (Police UK June 2013-14)

Theft of motor vehicles and vehicle interference has seen an increase which is often a result of opportunists and vehicles which have been left insecure. Awareness and educating people on the importance of securing vehicles and promote parking in well lit areas is an on going message delivered by the partnership.

Maldon has seen an increase of burglary other, which again is often due to opportunistic criminals. The partnership stock a large supply of shed/out building alarms, which were promoted through Neighbourhood Watch and Essex Community Messaging. Additionally the partnership has produced material for the 'Left on the Latch' awareness campaign.

Anti-social behaviour reports have decreased for another year in the district. The partnership will continue to address reports of anti-social behaviour, such as neighbourhood disputes by working with partners and offering remedies such as mediation. Additionally the partnership will continue to tackle reports of youth nuisance by delivering diversionary activities for young people.

In order for Essex Police to provide immediate communication with the public, Essex Community Messaging was launched in October 2014. The free service allows the community to sign up to receive accurate and up-to-date information, crime prevention advice and notifications from Essex Police officers, Essex Watch liaison officers and other key partners, such as Neighbourhood Watch.

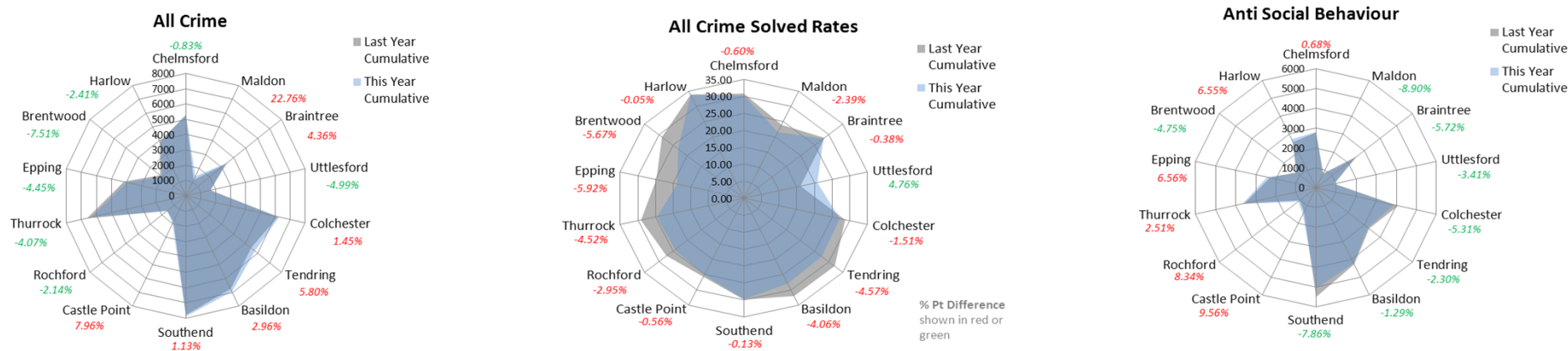
Essex Police Performance Summary (April 2014-October 2014)

Offences

- Maldon has an all crime offence increase of 22.8% (262 offences) April to October 2014 when compared to the same period last year.
- With an all crime solved rate of 21.59%, Maldon is 2.4% points worse than the same period last year (April to October).
- Maldon has had a 8.9% reduction in ASB (72 incidents) compared with last year (April to October).
- Areas identified for improvement include Other Burglary 48.0% (47 offences) worse, Serious Sexual Crime 83.3% (10 offences) worse.

Solved rates

- With an all crime solved rate of 21.59%, Maldon is 2.4% points worse than the same period last year (April to October).
- Areas of improvement include: Domestic Burglary 40.00%, Serious Sexual Crime 36.36%
- Areas identified for improvement include: Other Burglary 0.69%, Theft from Vehicles 2.44%, Other Theft & Handling 5.47%



Essex Fire and Rescue Service Data 2013/14

Figures below show incidents which took place across the district for the period of 1st October 2013- 30th September 2014. The total number of incidents which stations in the Maldon District responded to stood at 327. The table below shows the breakdown of stations in Burnham (96 incidents), Maldon (173 incidents), Tillingham (37 incidents) and Tollesbury (21 incidents).

Incident Type (Including false alarms, fire and special service)	Number of Incidents
Burnham	
Alarms – including AFA, gas and smoke alarms	36
Fire – including abandoned call, building, caravan, chimney, fire in the open, road furniture, vehicle	35
Hazardous material – including gas, unidentified smell, vehicle leaking fuel	5
Humanitarian or Assistance – including dangerous structure, flooding, persons collapsed, persons locked out, RTC	10
Rescues – including people stuck in lifts, rescue from a height, RTC persons trapped, animal rescue, persons locked in, rescue from water,	10
Maldon	
Alarms – including AFA, gas and smoke alarms	52
Fire – including abandoned call, building, caravan, chimney, fire in the open, road furniture, vehicle	64
Hazardous material – including gas, unidentified smell, vehicle leaking fuel	10
Humanitarian or Assistance – including dangerous structure, flooding, persons collapsed, persons locked out, RTC	19
Rescues – including people stuck in lifts, rescue from a height, RTC persons trapped, animal rescue, persons locked in, rescue from water,	28
Tillingham	
Alarms – including AFA, gas and smoke alarms	3
Fire – including abandoned call, building, caravan, chimney, fire in the open, road furniture, vehicle	18
Humanitarian or Assistance – including dangerous structure, flooding, persons collapsed, persons locked out, RTC	9
Rescues – including people stuck in lifts, rescue from a height, RTC persons trapped, animal rescue, persons locked in, rescue from water,	7
Tollesbury	

Alarms – including AFA, gas and smoke alarms	3
Fire – including abandoned call, building, caravan, chimney, fire in the open, road furniture, vehicle	9
Hazardous material- including gas, unidentified smell, vehicle leaking fuel	1
Humanitarian or Assistance – including dangerous structure, flooding, persons collapsed, persons locked out, RTC	1
Rescues – including people stuck in lifts, rescue from a height, RTC persons trapped, animal rescue, persons locked in, rescue from water,	7

Maldon Health Profile 2014

- The health of people in Maldon is generally better than the England average. Deprivation is lower than average, however about 13.3% (1,500) children live in poverty. Life expectancy for men is higher than the England average.
- Life expectancy is 6.8 years lower for men and 5.4 years lower for women in the most deprived areas of Maldon than in the least deprived areas.
- In Year 6, 19.4% (104) of children are classified as obese. In 2012 25.6% of adults were classified as obese
- The rate of alcohol-specific hospital stays among those under 18 was 24.3. The rate of alcohol related harm hospital stays was 490 better than the England average
- Levels of GCSE attainment are worse than the England average
- Levels of teenage pregnancy and smoking are better than the England average
- The rate of people killed and seriously injured on roads is worse than average
- Rates of statutory homelessness, violent crime, long term unemployment, drug misuse and early deaths from cardiovascular diseases are better than average

Public Health Priorities set by Maldon’s Health and Wellbeing Group

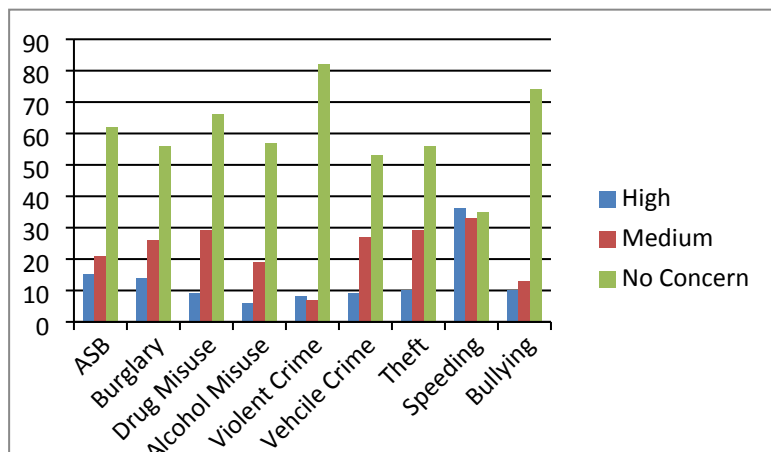
- Obesity
- Domestic Abuse
- Loneliness and Isolation
- Alcohol Consumption towers

Community Engagement and Perceptions of Crime

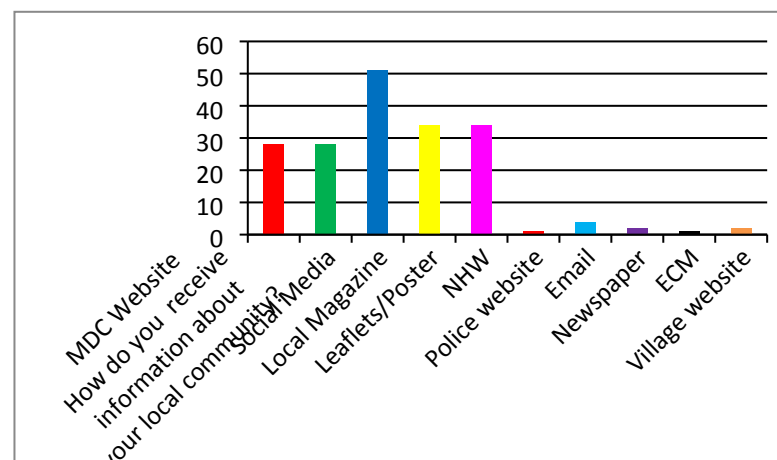
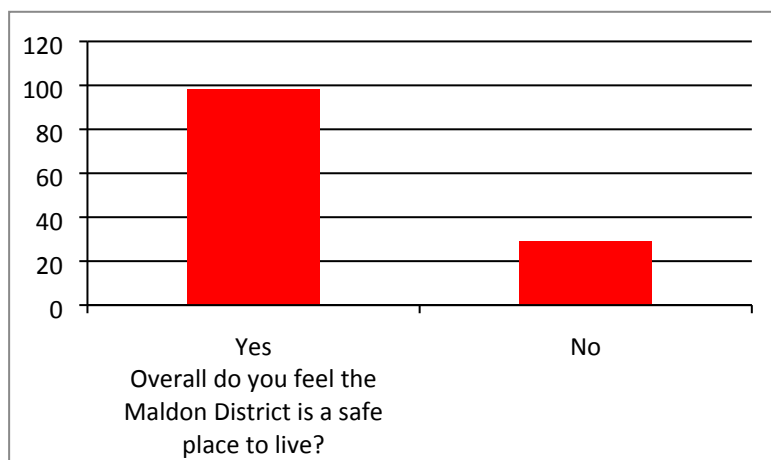
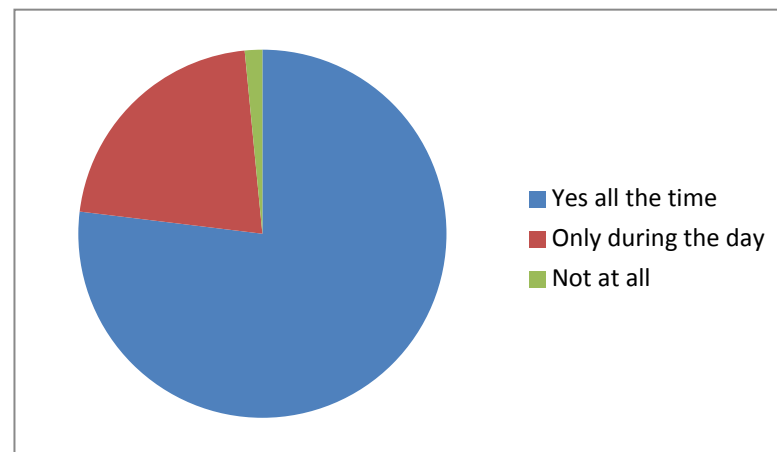
Maldon CSP attends community events every year in order to interact with the public, raise awareness of the role of the partnership, the agencies involved and to identify community issues and their needs. Additionally the CSP displays contact information such as the community safety email address and website aiming to ensure stronger communication between the partnership and the residents of Maldon District.

By providing members of the community a residents questionnaires which aim to identify which crimes are cause of concern in their area, if they feel safe after dark, if they feel the district as a whole is a safe place to live the CSP can establish what our main focuses should be. Resident's surveys have been carried out between April 2014-February2015.

What are your main concerns?



Do you feel safe where you live?



Anti-social behaviour has shown as a high level of concern by residents who completed the questionnaires. ASB is an on going issue and is a priority for the partnership. An ASB coordinator is in post within the partnership, the role involves writing letter to parents of noted problem youths, Neighbourhood disputes and specifically mental health ASB. Essex Police have reported that Maldon has had a 14.6% reduction in ASB (128 incidents) compared with last year (April to November).

A large majority of the completed questionnaires indicated that they felt safe all the time in the district which suggests that most residents have a low fear of crime. This is supported by Essex Residents survey (Annual Public Health Report 2013) which indicated that 68% of residents in Maldon felt safe outside after dark, the second highest in Essex.

In order to keep this low the partnership hold numerous events such as the Halloween Fish and Chip Super, which invites elderly residents to the Plume School to enjoy Halloween in a safe environment and receive crime prevention information. The community safety team delivers crucial crew, an event for all year 6 pupils in the district which provides safety messages and advice, which they are encourage to the messages home. The team has also attends a number of community events throughout each year providing literature including 'beat the burglar', 'reporting crime and ASB', 'binge drinking', 'domestic violence' and 'Motorist, lock your vehicles'. Events include; Maldon Mud Race, Keep Safe awareness event, Fish and Chip supper (Halloween) Blackwater country show, Burnham Carnival, Tesco awareness events and the Christmas Fayre. Additionally information and crime prevention advice can be found on the CSPs website.

Speeding has been indicated as a high concern for residents which is an issue both locally and nationally. The partnership support the work of local community speed watches, delivering road safety workshops at Crucial Crew (year 6) and Reality Roadshow (Year 9) and liaises with Essex Polices Causality Reduction Team regarding upcoming campaigns and speed checks.

Reflecting on previous Strategic Priorities 2013/14

1. **Maintain/reduce existing low levels of crime and anti-social behaviour (ASB)** -Identifying repeat victims, improving perceptions and facilitating local problem solving to address issues. ASB has reduced in the district by 14.6% in April-Nov 2014 compared with April-Nov 2013
2. **Reduce the harm caused by alcohol and drug misuse**- Structured Alcohol Intervention Service has been operating since July 2014, which looks at areas of need for intervention work by Essex Youth Persons Alcohol Service (EYPDAS).
3. **Protect vulnerable persons including victims of crime and domestic violence**- Identifying repeat victims, educating both young and old people, supporting those at risk of re-offending and encouraging proactive reporting of hate crime and domestic abuse.
4. **Reduce serious acquisitive crime**- burglary dwelling has decreased by a number of offences in 2014

Partnership Activities 2014/15

The Maldon District Community Safety Partnership has carried out a wide range of activities and initiatives to reduce crime, disorder and anti-social behaviour over the last 12 months. A selection of multi-agency initiatives features below:-

- **Reality Roadshow:** Provides practical learning life-skills for year 9 pupils in the district, which has included workshops on Fire safety, Hate Crime, Dangers of alcohol misuse and Child Sexual exploitation.
- **Stay Safe this summer-** This year the community safety team joint with the Maldon District Park Rangers supported the event held by the Plume school by providing a interactive workshop on drug and alcohol misuse, park safety and anti-social behaviour
- **Crucial Crew-** provides practice learning life skills for year 6 pupils in Maldon as they prepare for the transition to secondary school. Workshops include internet and chat room safety, fire safety, road and cycle safety, emergency planning, stranger danger, anti-bullying and first aid.
- **Halloween project-** Intergenerational project aimed to create positive relationships between the youth and elderly of the district on an evening which typically could be a cause for concern
- **Keep Safe project-** Maldon have been running the Keep Safe project since March 2013 which aims to support vulnerable adults in the community. Shops throughout the district are able to display a Keep Safe sticker in their windows to indicate to vulnerable adults that it is a place of safety should they find themselves in a dangerous or distressing situation.
- **Public engagement-** The Partnership has invested in a tailored marquee which can be used to attract the community as well as displaying the community safety email address, effectively enabling members of the public to be aware of how to communicate any issues relating to community safety. Information can be displayed about the partnership and its involved agencies, such as Essex Police, Essex fire and rescue and Neighbourhood watch. Questionnaires are distributed to the public around local issues allowing them to have a voice and for the CSP to identify specific issues and hotspot areas.
- **Door Step Sports Club-** In March 2014 partners including, Maldon District Council, MOAT housing, Essex Boys and Girls Clubs and the CSP joint together to implement a new concept of sports clubs in Heybridge and Southminster. Due to a high concentration of young people and increasing levels of deprivation both these areas were identified as suitable locations to pilot this project. Funding was acquired through the PCCs New Initiatives Fund, Sportivate, Active Maldon, Maldon CSP, Maldon District Council and Moat Housing. A re-launch event is due to take place at Heybridge Planation Hall on the 11th April 2015.
- **Cut it out Campaign-** This project was initially piloted in Braintree in February 2013 after a high profile domestic homicide. Due to its success and increased momentum the CSP has begun to implement this project to the Maldon District. The project involves identifying and training staff from local hair salons in basic awareness for domestic abuse, giving hairdressers the confidence and knowledge to signpost potential victims who may disclose abuse, to recognise the signs that someone may be a victim as well as raising awareness to customers. From Braintree's domestic homicide review, it found that the victim's hairdresser had noticed clumps of hair missing, however dismissed this as alopecia. This heavily indicates the need for raised awareness. A launch event took place at Feathers Hair Salon in Maldon on the 13th February.
- **Underpass project-** The Community Safety Partnership will work alongside with their environmental health/street scene teams to support the work of ex-offenders in the cleaning and repainting the under pass (Mill Lane). Artwork will be designed by local secondary school students. This project aims to encourage offenders and the community to take ownership and pride in their community whilst also effectively contributing positively to offender's rehabilitation through this type of community payback.

Key points to note for 2015/16

- Maldon District Council's Leisure contract was renewed in October 2014. Major improvements to health and fitness facilities in Maldon and Burnham will take place ensuring the long term leisure provision is in place for residents and visitors of the district. This also implies that more jobs will be available in the district.
- MDC is looking to build 3,000 homes within the district over the next 15 years to meet the needs of Maldon's projected growing population additionally to meet the affordable housing in Essex.
- Brownstock festival is a music event which has been running near Stow Maries for the past 9 years, with a capacity of 5,999 in 2014 with expectation to rise to 14,999 in 2016. Legal highs and excessive drug use are always concerns at summer time musical festivals- In 2013 there were two fatalities due to this at Brownstock. The following year the organisers of the festival commissioned a Drugs awareness charity to deliver awareness sessions in local secondary schools and at the actual festival.
- The Prevent Strategy was refreshed in September 2014 and on the 29th August the Joint Terrorism Analysis Centre increased the threat level in the UK from 'substantial' to 'severe'. The new Counter-Terrorism and Security Act 2015 received Royal Assent on 12 February 2015 which places additional duties on councils and partnerships around Prevent and Channel.
- There is a general and local election in May 2015.
- Issues around Child Sexual Exploitation (CSE) have generated media interest, in particular since the publication of the Rotherham report. Since this has been publicised it is expected that there is likely to be an increase in awareness around this with a particular emphasis on taxi licensing and the roles of councils and partnerships. The partnership has a CSE champion who has attended training courses and conferences around the issues.
- The Essex PCC has recently commissioned consultants to review the work of IOM which may see some changes to delivery throughout 2015.
- Essex Police is still undergoing the Evolve Programme which may see changes to delivery during 2015 and is likely to impact on neighbourhood policing.
- The transforming rehabilitation agenda continues at pace which may also see changes to current delivery models throughout 2015 with Essex CRC and the National Probation Services continuing to collaborate to ensure that the work of probation has a seamless change into this new model. Essex CRC has now been acquired by Sodexo working in collaboration with Nacro.

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