Not in my Neighbourhood Week

13 – 17 October 2008

Handbook for local agencies and police forces
## Contents

**Section 1.**
Introduction and Background

**Section 2.**
How to get involved

**Section 3.**
Key Messages

**Section 4.**
Support for local areas taking part in Not in My Neighbourhood Week

**Section 5.**
How to publicise your work

**Section 6.**
Working with the media – a few top tips

**Section 7.**
What success looks like

**Section 8.**
Evaluation for Not in My Neighbourhood Week

**Annex B: Merchandise order form**
Section 1.
Introduction and Background

1.1 Introduction

Welcome to the Not in My Neighbourhood Week 2008 handbook which is designed to support local areas who are taking part in this week of action. This handbook is intended for the following audiences taking part in the week:

- Crime and Disorder Reduction Partnerships (CDRPs) / Community Safety Teams
- Drug Action Teams (DATs) / Drug and Alcohol Action Teams (DAATs)
- Government Offices
- Neighbourhood Watch Schemes
- Tenants and Residents Associations
- Anti-Social Behaviour Coordinators
- Police Forces / Police Authorities
- Neighbourhood Policing Project managers / teams / officers
- Youth Offending Team managers
- Local Criminal Justice Boards (LCJBs)

1.2 Background and purpose to Not in My Neighbourhood Week

Not in My Neighbourhood Week is a dedicated week of activity which aims to raise public awareness of all the work that is being done by local agencies to tackle crime and anti-social behaviour and make communities safer.

Key aims of Not in My Neighbourhood Week are:

- Increase awareness of what the police and local agencies are doing to tackle crime and anti-social behaviour.
- Increase public confidence in the work the police and local agencies are doing to tackle crime and anti-social behaviour and make their communities safer.
- Encourage the public to engage with the police and local agencies and play their part in tackling crime and anti-social behaviour.
- Engage local and regional media and encourage them to support the work you are doing locally.

The new PSAs (23 and 25) focus on building public confidence in the work of local agencies in tackling crime and anti-social behaviour and reducing public perception of drug use or dealing and drunk and rowdy behaviour. Not in My Neighbourhood Week is an excellent opportunity for you to increase local communications around these issues.
We know that local partnerships already do a huge amount of activity to engage communities. Not in My Neighbourhood Week is therefore designed to provide you with a national communication platform and banner under which you can organise and publicise your local activities.

The week provides an excellent opportunity for local partners, including CDRPs, local police, Neighbourhood Watch schemes and residents associations to demonstrate the work that is being done to reduce crime, anti-social behaviour and substance misuse in your area. Weeks of action like Not in My Neighbourhood Week can bring the public and professionals closer together to provide greater knowledge, greater empowerment, and greater reassurance.

The week is designed to be as flexible as possible as it is essential that the messages and activities can be tailored to suit the local needs of your area.

1.3 Links with Inside Justice Week 2008

Every year the Office for Criminal Justice Reform (OCJR) coordinates Inside Justice Week which this year will take place from 18 – 25 October. Inside Justice Week is an annual campaign that aims to open up the Criminal Justice System to the public through a programme of events and media activity across England and Wales.

The campaign is delivered locally by 42 Local Criminal Justice Boards (LCJBs), and some Crime and Disorder Reduction Partnerships (CDRPs) will already be working with their local LCJB on campaign activities, for example police open days. Some coordination of activity for Not in My Neighbourhood Week and Inside Justice Week between partnerships and LCJBs may therefore need to be considered. Please see section 2 for more information on how the two campaign weeks can be further linked. For further information on Inside Justice Week, contact Juliet.lopez-real@cjs.gsi.gov.uk or visit www.cjsonline.gov.uk/insidejustice.
To make this year’s Not in My Neighbourhood Week bigger and better than last years we would like to encourage as many local agencies as possible to take part. Here is some guidance on how you can get involved.

- **Crime and Disorder Reduction Partnerships (CDRPs) / Community Safety Partnerships / Community Safety Teams:** Many of you may already have plans to run a week of action with your local partners (including Neighbourhood Policing Teams, Neighbourhood Watch Schemes, residents associations, local schools and businesses). If you are planning on running activities during Not in My Neighbourhood Week we would like to hear about it. The Government Office covering your region will be in touch with you to find out the details of your plans. Many of you may also be working with your **Local Criminal Justice Board (LCJB)** regarding activities for Inside Justice Week (18 – 25 October 2008). You may want to consider taking discussions further about how you might be able to work together during Not in My Neighbourhood Week to further strengthen publicity opportunities. Visit http://lcjb.cjsonline.gov.uk to find the contact details for the LCJB in your area and get in touch. You may also wish to know that the national Justice Awards ceremony, co-ordinated by the Office for Criminal Justice Reform will be held on the Tuesday of Inside Justice Week and CDRPs may feature among the finalists. This therefore increases publicity opportunities even further.

- **Neighbourhood Policing Teams:** Neighbourhood Policing Teams up and down the country are already working to raise awareness of the work they do with local communities to tackle crime and disorder. CDRPs and Neighbourhood Policing Teams can work in partnership during Not in My Neighbourhood Week.

- **Neighbourhood Watch Schemes:** If you are a Neighbourhood Watch co-ordinator and would like to work with your local CDRP or Community Safety Partnership, please contact the Community Safety Team at your local authority to discuss how you can work together during the week. If you are part of a CDRP and would like to work with your local Neighbourhood Watch schemes then please contact the Neighbourhood Watch Force Lead in the police force covering your area.

- **Resident Associations:** If you are part of a residents association and you would like to take part in Not in My Neighbourhood Week contact your local Authority Community Safety team to see how you can work together.

- **Local Criminal Justice Boards (LCJBs):** Many of you will be taking part in Inside Justice Week (18 – 25 October 2008). This may mean you are already working with your local CDRP and therefore you could take discussions further about how you might be able to work together during Not in My Neighbourhood Week to further strengthen your publicity opportunities. If you are not in contact with your local CDRP and would like to take part in Not in My Neighbourhood Week then please contact the Community Safety Team at your local authority to discuss how you can work together.
3.1 Not In My Neighbourhood Week key messages

The following key messages were found to be useful during last year's Not in My Neighbourhood Week in raising public confidence and increasing community engagement. If possible try to use them, along with your own local messages, in the communications activity you plan for Not in My Neighbourhood Week.

- There is a huge range of people working together to keep you safe including anti-social behaviour managers, Neighbourhood Policing Teams, youth workers etc.
- Here's what we're doing to keep you safe and here's what you can do to help keep yourself safe.
- We want to work with you to identify what concerns you the most so that we can address it.
- Here are the ways you can find out what we are doing and how to tell us what concerns you the most.
- There is a Neighbourhood Policing Team or Safer Neighbourhood Team in your area working with you to keep you safe. Your local Neighbourhood Policing Team or Safer Neighbourhood Team is contactable by (local contact details).
- We have successfully [local examples, e.g. close a crack house in your area]. We want to continue to work with you so we can identify what concerns you the most and continue to successfully address these.
Section 4.
Support for local areas taking part in Not in My Neighbourhood Week

4.1 National support

4.1.1 Ministerial visits
Ministers from across Government will be out and about around the country to support your activities and hopefully provide extra publicity. If a Ministerial visit is arranged for your area the Home Office will contact you. The Home Office Press Office will help with publicity at a national level, however you may want to consider contacting the local media yourselves to make the most of the publicity opportunity. Alternatively you may want to contact your local MP and invite them to take part in your event.

4.1.2 Tenants Participation Advisory Service (TPAS) local residents events
On behalf of the Home Office, TPAS will be organising a number of events to provide local residents across England and Wales with the opportunity to discuss their local priorities. The format of these events will be presentations from local agencies and then a Q&A forum followed by a lunch and exhibition.

If an event is organised in your area either the Home Office or TPAS will contact you via the Government Office to discuss your possible involvement. These events proved very successful during last years Not in My Neighbourhood Week, giving local agencies and police another opportunity to engage with local residents. All these events will be funded directly by the Home Office and therefore your participation will be at no extra cost to yourselves.

4.1.4 Merchandise
The Home Office have a stock of Not in My Neighbourhood Week branded merchandise including pens, t-shirts, post-its and balloons. A maximum order amount has been set for each order to ensure that materials are evenly distributed. To order merchandise please submit the order form at Annex A. All orders should be submitted by Friday 19th September.

Merchandise is limited and therefore it will be distributed on a first come first served basis. It is not guaranteed that orders submitted after the deadline will be met.

We have also produced a template for a poster which you are welcome to use if you wish to publicise activity in your local area. The Not in My Neighbourhood Week logo is also available for you to download and use on any material you are generating. All this material can be found at www.crimereduction.homeoffice.gov.uk.
Section 5.
How to publicise your work

You will probably already have a lot of creative ideas on how you could promote your local activities during Not in My Neighbourhood Week. Here are just a few more ideas you could use to build on existing planned activity. Some of the ideas could also address very specific issues that concern residents in your area.

5.1.1 Idea 1: Crime Doc Slot

Key Messages
This is a regular question and answer session in partnership with your local media which:

- Communicates what local action is being taken to tackle the problem of crime, drugs and anti-social behaviour and alcohol misuse;
- Helps the public understand the real risk (versus the perceived risk) of crime;
- Raises awareness of and inspires public confidence in the work of the partners; and
- Provides the public with useful information by signposting other support services.

How to make the Crime Doc Slot work in your area

Approach your local media (print and radio) to see if they will carry a regular Crime Doc Slot. The public will be invited to send in their questions and concerns about local crime, and the ‘Crime Doctor’ will explain what partners are doing to combat the issues raised. The Crime Doctor could be a senior-level police officer or a member of the Crime and Disorder Reduction partnership (CDRP).

The column should be flexible, and should focus on local issues:

- If the area is a robbery hotspot, focus on messages of prevention around robbery.
- If the problem is rowdy and drunken behaviour in town centres, the messages can be about Alcohol Control Zones.
- If the problem is drugs, the focus should be on what the police and Drug Action Teams are doing to tackle drug misuse in the area.

We suggest that you draft the first column, but the Crime Doctor should have a ‘mailbag’ from the public after that. It is a good idea to supply an e-mail address so that people can write in with their questions.

If you decide to put the idea to radio stations, your Crime Doctor may have to field live questions. He or she should be comfortable doing this.

Who else should be involved?

- Partnerships and police – to identify your Crime Doctor.
- Drug Action Teams, community centres and local residents’ groups, which should be notified of the column and ‘informally invited’ to submit questions.
5.1.2 Idea 2: Sporting Chance

Key message and objective

- Innovative and successful work is being done to get people out of crime and into treatment.

How to make Sporting Chance work in your area

Involving local sports stars and celebrities to help raise awareness of your work can be a very effective way of gaining publicity. Many high-profile local residents are happy to become involved in issues that they feel are important.

Here are some suggestions of ways of involving local sports personalities:

- Organise a work shadowing morning for a local celebrity, sports star or newscaster to take a ‘behind the scenes’ look at what goes on at a drug treatment centre of local youth project, as a way of communicating the positive work being done to tackle drugs and crime.

- Organise a sporting event – a football game, basketball ‘friendly’ or rounders in the park – with a team of former drug users and sporting celebrities. Invite the local media to film/photograph/record the event.

- If there is an unusual activity that involves former drug users or offenders – e.g. open mike comedy or music sessions, or participating in or writing theatre/poetry/fiction/non-fiction – invite a local musician, writer or broadcaster to see the work and to hear how such unusual initiatives help to keep people from drug misuse and crime. You could also invite a local media representative to film, record or write up the visit.

Who else should be involved?

- Local drug treatment centres.
- Local youth projects.

5.1.3 Idea 3: Working with Supermarkets

Some of you may have already made contact with your local supermarket to promote the work you are doing, either through stands in the supermarket entrance or handing out leaflets to customers highlighting the work being done to tackle crime in the area and what they can do to keep themselves safe. If you haven’t already made contact, get in touch with the supermarket events manager to see if they will support you during Not in My Neighbourhood Week.

5.1.4 Idea 4: Run a Street Safe Surgery

Street Safe Surgeries can be adapted according to your local crime reduction priorities and for a range of audiences. They offer a role for all the partners taking part in Not in My Neighbourhood Week. The surgeries could comprise of:

- A team from the crime-fighting family (PCSOs, anti-social behaviour co-ordinators, tenants’ groups) visiting schools, public libraries, estates, supermarkets or shopping precincts to talk about the best way to avoid trouble (go in groups, hide or don’t carry valuables, avoid dark alleys, carry an alarm, phone your parents / carer for a lift).

- Distributing information about getting home safely from schools, clubs, work, church (this information can be added to a website and details can be released to the local media).
Street Safe Surgeries present opportunities to tie in with other local agencies, such as children’s charities, to strengthen messages and build opportunities for press coverage. The idea could also be adapted for specific target audiences (mosques and community centres for BME groups, churches, hospital receptions, community centres for older people).

The theme of these surgeries could be dispensing advice, meeting the locals, keeping safe messages and addressing local concerns. They are also a great way of highlighting the work being done by all partners to tackle crime and anti-social behaviour in the area.
Section 6.
Working with the media – a few top tips

6.1 Introduction
To ensure Not in My Neighbourhood Week is a success in your area we want to make sure you are fully equipped to publicise and showcase the work that you do. Here are some top tips which you might find useful.

6.1.1 Top tips for working with your local media

- **Know what you want to achieve.** Understand your audience – decide the best communication route. This is likely to be your local paper or local radio.

- **Making the first call.** Your first contact is likely to be calling a journalist to introduce yourself. Be prepared; you should know the purpose of your call, what you want to achieve and your key messages. Don’t forget statistics if they are relevant.

- **Build relationships.** Find out what your local journalists are interested in. Keep in touch on a regular basis. Be imaginative – offer them a new take on an old subject. Really sell your event and the impact it will have locally. Be loyal – don’t spoil a relationship by going to another rival newspaper with an exclusive.

- **Target all outlets.** Phone your local news desk and tell them about your event. Target different outlets such as free community newspapers, residents’ newsletters, hospital or students’ campus radio and TV stations.

- **Recognise success.** Recognise your own success or realise that the action you are taking will provide reassurance to your local community. Explain this to your media contacts.

- **Let real people do the talking.** Case studies and first person accounts are the most meaningful way to communicate what you are doing. Whenever possible, back up your story with real life accounts.

- **Manage and sell your story.** For example, pick out the key points from a new piece of research. Write a press release around those key points to keep the story focused and accurate. Always follow up a press release with a phone call to the journalist you have sent it to.

- **Use the right language.** Be clear and direct when you speak and write. Don’t use jargon or abbreviations. Keep messages short and simple.

- **Use images.** Use an image to make your story visual and grab people’s attention.

- **Be persistent.** If your positive messages do not get through first time round, don’t be put off – try again.

- **Respect journalist’s deadlines.** Journalists are driven by clocks and calendars so find out and don’t miss their deadlines. Good stories are especially welcomed during news droughts (August and Christmas to New Year).

- **Make your story interesting.** A good story includes new or unusual information,
an event that has an impact, a response to a current event or the presence / statement of a celebrity.

6.1.2 Top tips on how to write a press release

• **The first question to ask is ‘Is it news?’**. If it isn’t then there is little point in going any further. But it’s not quite as easy as that: what is news to one medium, might not be so for another. For example an item announcing the newly-elected leader of your local council might be right for a regional radio station but will never make the six o’clock news.

• **Timing.** A release for publication on a Monday has a better chance of being published than on any other weekday unless some disaster has occurred over the weekend.

• **Write a first draft and polish later.** Write in a snappy, lively way the way journalists do. Make it clear, concise and complete. Look for synonyms instead of repeating a phrase or word. Keep sentences short, no more than 25-30 words and not more than two or three to a paragraph.

• **Put the main facts in the opening paragraph.** Say who, why, where, when. Write subsequent points in descending order of importance.

• **Layout and presentation are important.** Double-space the copy to give the sub-editor room to make changes. Most will insist on rewriting, or at the very least make substantial amendments. Don’t underline anything in the release itself, and don’t put anything in italics or bold.

• **Keep the release to a single sheet of A4** if you can, but if the copy runs to a second page don’t break a paragraph at the foot of the page, take the whole paragraph to the next page or start a new one. Don’t let a single word, or even just a few, dangle over on page 2 either.

• **Give the story a snappy heading with a present-tense verb.** saying what the release is about, preferably in a single line of capitals. The heading will help to ‘sell’ the story and it is worth spending time to get it right.

• **Write in a factual style** and avoid flowery adjectives and superlatives like exciting, lovely, superb. If there is much technical data, include it as an attachment.

• **The story should carry a date of issue at the top.**

• **Always include contact information at the end.**

• **The release should be identifiable as a communication for publication or broadcast.** It should carry a printed heading like ‘News Release’, ‘Press Notice’, ‘Press Information’ or simply ‘News from XYZ company’, ‘XYZ Information Service’.
Section 7.
What success looks like

Not in My Neighbourhood Week 2007 was very successful and we hope that 2008 will be even better. Last year over 500 local agencies and police forces took part and worked with local residents to make their community a safer place to live. You will no doubt already be planning action weeks and publicising the work that you do on a daily basis so we are keen to make sure that Not in My Neighbourhood Week is flexible enough for you to publicise your local events across the breadth of the crime agenda.

Last year many Crime and Disorder Reduction Partnerships (CDRPs) Community Safety Teams worked with their local partners, including Neighbourhood Policing Teams and Neighbourhood Watch schemes, to run a variety of activities and used creative ideas of how to get the local community involved. Here are just a few examples of the activities organised by local partnerships last year.

7.1.1 Pembrokeshire case study

The largest operation of its kind Pembrokeshire had ever seen was deemed a success. Over 25 different agencies joined together for Not in My Neighbourhood Week from 15-21 October 2007.

Pembrokeshire Community Safety Partnership organised the week which involved community ‘clean up’ projects, drugs warrants and enforcement activity, extra patrols and education road shows.

Over the week activity was based around the five main towns of Haverfordwest, Milford Haven, Tenby, Pembroke Dock and Fishguard.

Some of the results include:

- Nearly 900 Neighbourhood Policing letters were delivered.
- Over 100 referrals were made to the Bobby Van.
- Over 1,700 pupils were given talks in schools.
- About 200 Home Fire Safety Check referrals.
- Over 250 pieces of crime prevention advice issued.
- Over 60 commercial premises and over 50 licensed premises visited by Trading Standards and the police.
- PCSOs spent over 130 hours on dedicated foot patrols within the communities.
- Over 50 fixed penalty notices were issued by traffic wardens.
- Over 70 people were given verbal advice.
- Around 20 warning letters were issued.
- The DVLA clamped 59 vehicles, reported a further 72 for no insurance and had over 200 hits on their automatic number plate reader.

As part of the campaign 14 Misuse of Drugs Act Warrants, one firearms warrant and one animal welfare warrant were also executed.
Over 35 community ‘clean up’ projects were undertaken which included the Jubilee play area in Tenby, Pembroke Road play area, Merlin’s Bridge, Haverfordwest, Windy Hill bus shelter in Fishguard, the Mount Estate, Milford Haven and Ferry Lane tunnel in Pembroke Dock.

Sally Thompson, of Pembrokeshire Community Safety Partnership, said: “We would like to thank all the agencies and volunteers who took part in the week – it really wouldn’t have happened without their support. Hopefully communities throughout Pembrokeshire have seen the good work which can be achieved when we all work together and I look forward to this continuing.”

Chief Superintendent Dean Richards, of Pembrokeshire Police, said: “The activities during the week have shown that communities and agencies can work together tackling the quality of life issues, ensuring that residents feel safe in their area.”

Brian Maddocks, head of maintenance at Pembrokeshire County Council, said: “Not in my Neighbourhood initiative has been a tremendous success from beginning to end cementing links with Pembrokeshire County Council, Dyfed-Powys Police and the local communities. Throughout the week we have seen volunteers from all areas of Pembrokeshire support initiatives within their local community.”

The event has been supported by Pembrokeshire County Council, Dyfed Powys Police, Mid Wales and West Fire Service, 14 Signal Regiment (Electronic warfare), The Prince’s Trust, St Mark’s School, Milford Haven Port Authority, The Mount Community Association, Monkton Communities First, Youth Communities First, Pembrokeshire Coast and National Park Authority, Project Milford, Pembroke Dock Youth Club and Hubberston Community Association, Chevron, Milford Haven Port Authority, Prince’s Gate, Oakwood, Llanion Communities First, St Johns Ambulance and Enterprise car hire.

7.1.2 Press cuttings
Security scheme success

TRAFFORD police hosted a number of surgeries as part of its Neighbourhood Watch scheme.

The surgeries, which ran from Monday, October 17 to Sunday, October 23, saw people want to join forces with the police, local authorities and community groups to share ideas and to tackle crime together.

Neighbourhood watch co-ordinators at Altrincham police station, on Wednesday, October 20, held a meeting with police, local authorities and community groups to share ideas and to tackle crime together.

Police also talked about the many local events that help the fight against crime, such as the use of community patrol officers, the use of community safety or community volunteers, attending police community meetings, and becoming a member of a Neighbourhood Watch committee.

The surgeries were a chance for the public to meet with police officers and to discuss crime prevention advice.

On Monday, October 23, the surgeries were held at the police station, where police officers presented a Neighbourhood Watch scheme to the community.

The surgeries were a chance for the public to meet with police officers and to discuss crime prevention advice.

The surgeries were a chance for the public to meet with police officers and to discuss crime prevention advice.

30 SEARCHED IN CRIME CAMPAIGN

MORE than 30 people have been stopped and searched by police since Monday as part of a crackdown on crime.

Extra police and community patrols have been hitting the streets as part of the Dark Nights scheme.

Launched on Monday, it is a joint initiative between police and the Safer South Tyne and Wear Partnership.

The scheme is aimed at reducing the number of people stopped and searched in the area.

Seven people have been arrested for allegedly being under the influence of drugs, being drunk and disorderly, and for committing public order offences.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Monday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Wednesday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Thursday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Friday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Saturday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.

On Sunday, firearms and gas canisters were seized from a car in a raid on a property in Tyne.
8.1 How Not in My Neighbourhood Week will be evaluated

We are keen to make sure that Not in My Neighbourhood Week is a success. We therefore want to discover the positive aspects of the week and what worked well, as well as the things that did not go so well. The only way that this can be done is to evaluate each aspect of the week. The Home Office Crime and Drugs Strategy Directorate (CDSD) will be collating details of your local activity, through Government Offices. We will also be collating press cuttings and details of other media coverage from the publicity your activities generate. This information, along with the feedback requested below, will be used to inform the planning and implementation of future weeks of communication activity.

We are aiming to produce an evaluation of Not in My Neighbourhood Week 2008 two months after the event which we will share with you.

8.1.1 Evaluation of police and local agency activity

We are aware that many police forces and local agencies will already conduct your own evaluation of the communications activities and weeks of action that you run including collecting data, conducting surveys etc. We therefore don’t want to unnecessarily add any further requirements on you to collect information for the purposes of evaluating Not in My Neighbourhood Week. However it would be incredibly helpful if you were able to share the evaluation work that you are doing with us so we can assess the success of the week etc.

If this is possible please send in the information by **Friday 14th November** to the address below and we will include it in the full Not in My Neighbourhood Week evaluation. All information should be sent to:

Amie Shallcross  
Crime and Drugs Strategy Directorate  
4th Floor Peel Building  
2 Marsham Street  
London  
SW1P 4DF

8.1.2 Stakeholder feedback

It would be very helpful to hear thoughts and feedback from stakeholders who have been involved in Not in My Neighbourhood Week especially regarding how it was organised and run etc. Therefore we would like to encourage you to complete the stakeholder feedback form available from www.crimereduction.homeoffice.gov.uk by **Friday 14th November**.
All completed evaluation forms should be sent to:
Amie Shallcross  
Crime and Drugs Strategy Directorate  
4th Floor Peel Building  
2 Marsham Street  
London  
SW1P 4DF  

8.1.3 Public feedback form
If you are running events which involve local residents, and you are not planning on conducting any evaluation work of your own, it would be helpful to use the direct contact you will be having with the public as an opportunity to find out what they thought of the activity they took part in. We have therefore developed a public feedback form which you can use to gather feedback and we would be grateful if you could send back to the Home Office by **Friday 14th November**.

The public feedback form can be found at [www.crimereduction.homeoffice.gov.uk](http://www.crimereduction.homeoffice.gov.uk). All completed evaluation forms should be sent to:
Amie Shallcross  
Crime and Drugs Strategy Directorate  
4th Floor Peel Building  
2 Marsham Street  
London  
SW1P 4DF
Annex B: Merchandise order form

Not in My Neighbourhood Week: 13 – 17 October
Promotional materials order form

Please e-mail completed forms to: eddie.hallett@homeoffice.gsi.gov.uk
Tel: 0207 035 0562

Please send your orders no later than **Friday 19th September**. Any order forms received after this date will not guarantee delivery in time for your events.

**Merchandise is limited and therefore it will be distributed on a first come first served basis. It is not guaranteed that orders submitted after the deadline will be met.**

<table>
<thead>
<tr>
<th>Materials</th>
<th>Order reference</th>
<th>Description</th>
<th>Maximum quantity</th>
<th>Your order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pens</td>
<td>NIMNpen</td>
<td>White pens with NIMNW logo</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Post-it notes</td>
<td>NIMNPost</td>
<td>White post-it notes with NIMNW logo</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>T-shirts</td>
<td>NIMNTshirt</td>
<td>Plain white t-shirt with NIMNW logo on the front. One size</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Balloons</td>
<td>NIMNs</td>
<td>Plain white balloons with NIMNW logo</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Crime Strategy</td>
<td>CDSD11</td>
<td>Our Vision for Cutting Crime (A summary)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Alcohol strategy</td>
<td>287038</td>
<td>Safe. Sensible. Social. Next steps in National Alcohol Strategy</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Drug Strategy</td>
<td>CDSD10</td>
<td>Drugs; protecting families and communities</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Orders are subject to stock availability and will take 2 – 3 weeks to arrive. There is no charge for these materials.

**Delivery details**

**Name:**

**Job Title:**

**Address:**