



City of
Melville

2012 – 2016 Safer Melville Community Safety Crime Prevention Plan



Message from the Mayor

The City of Melville has made many outstanding achievements throughout the lifetime of its *2008 – 2012 Safer Melville Community Safety Crime Prevention Plan*, with a number of projects and initiatives yielding particularly successful results. This level of success has been made possible by the help of the community, demonstrated in the active participation of residents in Safer Melville initiatives - whether attending a community education forum or event, adopting some basic principles to improve personal safety and prevent crime, or reporting suspicious information to police. The community has been an important part of promoting safety and reducing preventable crime in the City of Melville.

With great results behind us, we are now planning to take the next step towards a Safer Melville as we begin to implement the *2012 – 2016 Safer Melville Community Safety Crime Prevention Plan*. It gives me great pleasure to introduce this Plan, which will guide the City in its safety and crime prevention efforts over the next four years, with four strategies and underpinning actions which focus

on awareness and education, partnerships with key stakeholders, a safe physical environment and an effective Community Safety Service. The 2012 – 2016 Plan will focus on residential burglary, anti-social behaviour and graffiti and vandalism, which were identified as areas of priority through the 2012 Community Safety Survey and the analysis of crime statistics and trends.

Crime prevention is about working together as a community to improve safety and most importantly it's about encouraging cooperation and a sense of responsibility for our own personal safety. By building partnerships with key government and non government stakeholders as well as the local community, the City seeks to empower every resident to be a part of our shared vision of a Safer Melville.



Introduction

The *2008 – 2012 Safer Melville Community Safety Crime Prevention (CSCP) Plan* has successfully been implemented, and now the 2012 – 2016 Safer Melville CSCP Plan has been developed. This Plan builds on the success of the previous Plan, and will guide the City's efforts in promoting safety and crime prevention. The 2012 – 2016 CSCP Plan addresses the strategy "Contribute to a Safe Community" from the City's 2011 – 2015 Corporate Plan, and the "Safe and Secure" aspiration identified in the strategic community plan titled *People, Places, Participation 2012 – 2022*.

How was this plan developed?

The 2008 – 2012 CSCP Plan was reviewed and as a result, recommendations were made for the development of the 2012 – 2016 CSCP Plan. The review commenced with the identification of all projects and initiatives completed as part of the 2008 – 2012 CSCP Plan. Successful projects and initiatives identified at this point were flagged to be continued and improved in the future. The City engaged a consultant to undertake a Community Safety Survey in October 2012 to identify the perception of safety in the community. The results from this survey and analysis of crime statistics to determine the actual rate of crime in the City of Melville were compared, which provided the City with key areas of focus for the Plan. Key stakeholders provided comment through their participation in the Safer Melville Advisory Committee who endorsed the Plan in November 2012.

The main findings from the Community Safety Survey were:

- Three-quarters of respondents considered the City of Melville to be a safe place to live.
- Only one-third of respondents demonstrated a good awareness that the City of Melville has a relatively low crime rate.
- Newspapers strongly influence the City of Melville residents' perceptions of crime and safety issues.
- The main priority offences local residents would like local authorities to concentrate on were residential burglary, antisocial behaviour, and graffiti/vandalism.
- Through qualitative responses, residents indicated a number of specific locations they considered to be crime problems and suggested a number of strategies for addressing these issues including improved lighting in specific areas, targeted public education strategies and continued efforts to increase the general sense of community in the area.
- Respondents seem to have a generally good awareness of the currently operating City of Melville crime prevention and safety projects and initiatives. The greatest rate of awareness related to the Community Safety Service (75% of respondents were aware of this initiative). The level of awareness for the Community Safety Service has increased substantially when compared to results from the survey conducted in 2009 (27% of respondents were aware of this initiative).
- There was strong support within the sample of respondents for public education forums across a range of topics (greatest interest for home safety, personal safety and women's safety).

2012 - 2016 CSCP PLAN



STRATEGY ONE

Increase community awareness and understanding of community safety and crime prevention through marketing, education and community development initiatives

Action	Detail	Key Performance Indicators
1.1 Develop and implement Safer Melville marketing plans	<ul style="list-style-type: none"> • Consistent use of Safer Melville brand • Safety Scoop ad campaign • Safer Melville eNews • Use of website for information dissemination • Proactive media releases on safety and crime prevention 	<ul style="list-style-type: none"> • Number of positive community safety crime prevention articles published in local media • Number of members signed up to Safer Melville eNews bulletin
1.2 Develop and implement community education initiatives promoting safety and crime prevention	<ul style="list-style-type: none"> • Community education forums and events (priority topics - home safety, personal safety, women's safety) • Review and reprint of relevant information resources • Distribution plan for all resources • Information displays at shopping centres, libraries and other relevant sites • Community education initiatives in partnership with internal and external stakeholders 	<ul style="list-style-type: none"> • Number of community safety crime prevention education initiatives implemented • % of community who feel safe in the local area (Community Wellbeing Survey (CWS)) • % delighted with safety and security (Community Perception Survey (CPS))
1.3 Identify and support service providers to implement community safety and crime prevention initiatives	<ul style="list-style-type: none"> • Constable Care or other early intervention service providers • Save-A-Mate, DrugArm WA or other "party safe" session facilitators 	<ul style="list-style-type: none"> • Number of community safety crime prevention education initiatives implemented • % of community who feel safe in the local area (CWS) • % delighted with safety and security (CPS)
1.4 Identify and support community groups to develop and implement local community safety and crime prevention initiatives	<ul style="list-style-type: none"> • Ongoing support and facilitation of the local Neighbourhood Watch (NHW) group • Support to community groups who identify and address local community safety issues • Focus on initiatives that increase the general sense of community 	<ul style="list-style-type: none"> • Number of community safety crime prevention education initiatives implemented • % of community who feel safe in the local area (CWS) • % delighted with safety and security (CPS)

STRATEGY TWO

Identify and work with key partners to develop and implement sustainable community safety and crime prevention initiatives utilising shared knowledge and resources

Action	Detail	Key Performance Indicators
2.1 Support and actively promote partnerships with WA Police	<ul style="list-style-type: none"> • Ongoing review of Memorandum Of Understanding and supporting protocols • Identification and implementation of joint education initiatives (priority focus - residential burglary, anti-social behaviour and graffiti/vandalism) • Monthly meetings with Officers in Charge of local stations • WA Police representation on relevant committees 	<ul style="list-style-type: none"> • Number of partnership opportunities identified and implemented
2.2 Support and implement relevant State Government programs	<p>Implementation of programs (examples listed below but not limited to) with a local focus where possible.</p> <ul style="list-style-type: none"> • Burglar Beware • NHW • Eyes on the Street • Goodbye Graffiti 	<ul style="list-style-type: none"> • Number of partnership opportunities identified and implemented
2.3 Attend and participate in relevant networking meetings and advisory groups	<ul style="list-style-type: none"> • Opportunity for information sharing and identification of best practice community safety and crime prevention initiatives • Metro Community Safety Officers meetings • Crime Prevention Advisory group meetings (forum to lobby and advocate State Government when required) • Representation and links to Regional Manager's Forum 	<ul style="list-style-type: none"> • Number of partnership opportunities identified and implemented
2.4 Support and facilitate the Safer Melville Advisory Committee (SMAC)	<ul style="list-style-type: none"> • Encourage active participation in SMAC • Explore expanding membership to include business and non-government representation (in line with Safe Communities Model) 	<ul style="list-style-type: none"> • Number of SMAC meetings hosted • Number of members attending meetings • Number of partnership opportunities identified and implemented
2.5 Explore Safe Communities designation and participation in Safe Communities networks nationally and internationally	<ul style="list-style-type: none"> • Align Safer Melville with Safe Communities Model • Networking with other Safe Communities to identify best practice safety and crime prevention initiatives 	<ul style="list-style-type: none"> • Attainment of Safe Communities designation

STRATEGY THREE

Contribute to and promote a safe physical environment

Action	Detail	Key Performance Indicators
3.1 Review, revise and implement the City of Melville Graffiti Management Plan	<ul style="list-style-type: none"> • Graffiti removal • Graffiti prevention education • Urban Art projects • Focus on graffiti hotspots 	<ul style="list-style-type: none"> • Cost of graffiti removal • Number of reported incidents of graffiti • Number of community safety crime prevention education initiatives implemented • % delighted with graffiti removal (CPS)
3.2 Promote Designing Out Crime (DOC) principles internally (vandalism reduction)	<ul style="list-style-type: none"> • DOC audits of City of Melville assets, parks, reserves etc. (proactive) • DOC training for staff • Education resources (DOC checklist) • Provision of Look, Lock, Leave signs for use within the City • Information and advice on DOC for internal service areas 	<ul style="list-style-type: none"> • Number of DOC audits conducted • Number of staff trained in DOC
3.3 Promote DOC principles externally	<ul style="list-style-type: none"> • Community education sessions • Education resources (DOC checklist) • Provision of Look, Lock, Leave signs • Information and advice on DOC • Alcohol management initiatives 	<ul style="list-style-type: none"> • Number of community safety crime prevention education initiatives implemented • % of community who feel safe in the local area (CWS) • % delighted with safety and security (CPS)



STRATEGY FOUR

Deliver an effective and efficient Community Safety Service (CSS)

Action	Detail	Key Performance Indicators
4.1 Develop and implement Safer Melville marketing plans with a specific focus on CSS	<ul style="list-style-type: none"> • Use of website for information dissemination • Proactive media releases on CSS 	<ul style="list-style-type: none"> • Number of positive community safety crime prevention articles published in local media • % delighted with mobile community security patrols (CPS)
4.2 Identify and implement initiatives to educate the community on the CSS	<ul style="list-style-type: none"> • Participation in Safer Melville, NHW and other relevant events/ information stalls to raise awareness of CSS • Daily community engagement interactions with residents • Review and reprint of relevant CSS information resources • Distribution plan for CSS resources 	<ul style="list-style-type: none"> • Number of CSS community engagement activities conducted • CSS delsurv results • % delighted with mobile community security patrols (CPS)
4.3 Support and actively promote partnerships between the CSS and WA Police	<ul style="list-style-type: none"> • Weekly meetings between CSS and local police for information sharing • Submission of intelligence to WA Police • Participation of WA Police at monthly team leader meetings • Working with police on joint operations 	<ul style="list-style-type: none"> • Number of intelligence reports submitted to WA Police



