



European Crime Prevention Award and EUCPN Best Practice Conference 2010 Project Entry Form

The theme for this year's European Crime Prevention Award and EUCPN's Best Practice Conference is ***"A secure home in a safe community, through prevention, community policing and restoration"***.

According to this theme, the projects may focus on:

- the protection and the feeling of being protected against crimes (e.g. domestic burglary, computer crime, domestic violence, theft, itinerant groups, ...)
- the protection of the surroundings in the pursuit of a secure home (e.g. the prevention of nuisance, neighbourhood mediation, camera surveillance, environmental design, community workers, community guards, ...).

The list is not exhaustive. The projects may address any question relevant to this year's theme.

Please complete the attached form (the boxes are expandable). Note that the last point is for a one-page description of your project.

As we intend to compile a visual presentation of the entries, we kindly ask you to provide material for this (videos, photos, leaflets, etc)

Entries should be in English, but may be accompanied by a version of the entry in the national language if wished. Each country may enter one project as its ECPA entry and up to two other projects to be presented at the conference. Projects should be submitted only through the National Representatives. The full ECPA rules can be found at www.eucpn.org

Deadline for entries is **October 15th, 2010**.

Send your entry or entries to: eucpn@ibz.eu .

If you have any questions, please contact Anneleen Van Cauwenberge at eucpn@ibz.eu .



ECPA/BPC 2010

Please answer the following questions in English.

1. Is this your country's ECPA entry or is it an additional project? (Only one ECPA entry per country plus up to two other projects.)

This is the ECPA entry for The Netherlands.

2. What is the title of the project?

In Dutch: Kruiskamp Veilig
In English: Kruiskamp Safe

3. Please give a short general description of the project.

Kruiskamp is a district of Amersfoort, a midsize city in The Netherlands having about 145.000 residents. The average income in Kruiskamp is low. The Kruiskamp district was facing a high number of domestic burglaries and other problems in 2007 and 2008. There was no other district in town where so much domestic burglaries took place. Besides domestic burglary other problems threatened the safety and security in the area, such as (domestic) violence, car burglaries, nuisance of youth, addicts and alcohol addicts. The 'perceived safety' or the safety feelings of its residents were very low in Kruiskamp.

In 2007 this district was chosen by the Minister of WWI (Housing and Integration) as one of the 40 districts in The Netherlands for which a special programme was being set up to improve the quality of life. The city of Amersfoort believes in an integrated approach to tackle safety problems with different partners, governmental and non-governmental. We started enthusiastically to combat crime problems in Kruiskamp. At that time we heard of an innovative product, SelectaDna, which could be contributing to a decrease in domestic burglaries. A public-private partnership project was set up to decrease domestic burglaries with the help of this product and other measures aiming to reduce crime and improve safety levels in the area.

4. Please describe the objective(s) of the project.

- In 2009 a 30% decrease of domestic burglaries in Kruiskamp as compared to 2008.
- In 2012 a 15% decrease of crime in Kruiskamp as compared to 2007.
- In 2012 the percentage of residents who feel 'sometimes unsafe' is less than 40%.
- In 2012 a 15% decrease in nuisance of youth as compared to 2007.
- Appreciation of the neighbourhood at least rated at 6.5.

5. How was the project implemented?

See answer 6.

6. Were partners involved in planning and/or development and/or implementation of the project? If so, who were they, and what were their roles?

The city of Amersfoort believes in an integrated approach to tackle safety problems with different partners, governmental and non-governmental. The role of partners was crucial. The partners involved were the local government, the police, housing associations, Rhine consulting group, students, residents and the local media/press.

Planning

The local government made a special project plan for this district containing a number of measures. The lead of the project and the communication approach was initiated by the local government, together with the police and housing associations.

SelectaDNA

To prevent further domestic burglaries, each of the 2500 houses in the area Kruiskamp received a kit with SelectaDna. This SelectaDna is a liquid with a chemical synthetic unique dna-like pattern. It consists of microdots with a unique code. The microdots are invisibly put on expensive goods, which are being registered in a database with the associated unique dna-code. As your personal belongings are (invisibly) marked with your personal code, there is more chance to retrieve your stolen goods after being a victim of domestic burglary. Indeed, the police can scan stolen goods with special equipment to detect the dna-code of the rightful owner. Moreover, as is the case with traditional visible marking of goods (e.g. your bike) using a unique marking was believed to have an important effect in preventing crime. See <http://www.selecta-dna.nl> for more information.

Extra police forces

The local government has hired two extra police agents who daily run their bikes for extra monitoring and enforcement in the district. This means visible police attendance and being easily accessible to residents.

Residents network safety

Also a resident's network for safety has been started by local government. This is a platform where residents as well as professionals meet four times a year to share their ideas and worries about safety and security. The discussion in the platform helps to set priorities for the biking police agents.

SMS-service

By sending an SMS residents can report problems and annoyances on safety and quality of life. The SMS becomes an e-mail which is being sent to the back office of the local government, who deals with it.

Implementation

Mid December 2008 police officers, accompanied by supervisors of housing associations, students of the police academy, students in security studies and other personnel visited each of the houses in Kruiskamp to provide all residents with a Selecta Dna kit. It took two days to reach all homes. People who were not at home, were invited to pick up their kit at a later moment. The housing associations and the local government shared the costs of the 2500 SelectaDna kits.

While normally a police visit means questioning or bad news, in this case a police visit meant receiving a gift: a SelectaDna kit for free! Many police agents were involved in the distribution of the product, whereby this action contributed to a more positive profile of police and government in the district.

Our mayor of Amersfoort handed over the first SelectaDNA kit to a resident. It gained a lot of press attendance. The press conference with the mayor, the chief super intendent of police and CEOs of housing associations was busily visited.

The introduction of SMS-service was done during the summer of 2009. Residents and visitors of Kruiskamp can send an SMS to 4411 with the text *Amersfoort* and their

observation. The types of problems that residents report differ. Sometimes they concern safety. Mostly they concern (the lack of) quality of life, for example: garbage on the street, annoyance of neighbours, broken street lights, alcohol addicts in the shopping centre, etcetera. This type of reports normally doesn't have the urgency of a 112-call, but acting promptly to residents needs is important. We did a lot on communication, we distributed house-to-house flyers and flyers in the shopping mall in Kruiskamp and the local newspapers contained articles and advertisements on the SMS-service. This SMS-service is a nice contribution to our service to the residents. When they notice a problem, they just take their phone and report it by SMS: effective and efficient. The costs are limited and the effects are great. For residents it provides better service and more and easy contact with the local government.

Prevention and integrated approach as keywords

All the entry roads into the Kruiskamp district were provided with signs of SelectaDna and logo's of the partners involved in the project. The signs read the words: *Prevention of burglary, this area is provided with SelectaDna*. There was a lot of communication in the local community: television, newspapers, flyers etc.

The main effect of SelectaDna really is prevention. Because of all the communication, awareness of the residents, signs in the local area, the message is integral and clear: *This area is protected against crime. Criminals: do stay away. When you want to have success, you have to cooperate in the combat of crime. Together, you'll beat the criminals.*

7. How did you build in plans to measure the performance of the project? Has the project been evaluated? How, and by whom?

Evaluation and measurement was built into the project. For quantitative evaluation police statistics were being used. Besides quantitative results, subjective qualitative results were measured. Our department of research statistics took care of the qualitative results and the results of the SMS-service.

SelectaDna

There are several evaluation moments for SelectaDna. At the start of the project, during the project and at the end of the project period (after 3 years, in 2011). Evaluation has been done by government, police and housing associations.

SMS-Service

The pilot of sms-service has been evaluated after six months (January 2010). Because the results were satisfying, sms-service has been extended in time and expanded to the whole city of Amersfoort.

8. What were the results? How far were the objectives of the project achieved?

The results were better than expected! Many other local governments (for example the city of Utrecht) are interested in our approach of domestic burglary and in the SMS-service. Because of its simplicity and applicability for others, the SMS-service has earned an innovation price in the Netherlands.

Domestic burglary

In 2008 there were 64 domestic burglaries in Kruiskamp. In 2009 there were only 33 domestic burglaries in Kruiskamp: a decrease of 48% where 30% was the target. For comparison, in the whole city of Amersfoort a decrease of 4% was reached.

Perceived safety / feelings of (un)safety

In 2007 48% of the residents reported to feel 'sometimes unsafe'. In 2009 only 36% reported to feel 'sometimes unsafe', an improvement of 12 percentage points, and already less than

the target of 40% to be reached in 2012. Stated otherwise, 25% of the people who felt 'sometimes unsafe' in 2007 did not have this feeling in 2009 anymore. In the whole city of Amersfoort the improvement was 3 percentage points.

Total number of crimes

In 2009 a decrease of 27% in the total number of crimes has been reached, where the target was a 15% decrease in 2012.

Nuisance by youth

Nuisance by youth decreased by 17.6%, where the target was a 15% decrease in 2012.

Appreciation of the neighbourhood

The appreciation of the neighbourhood was measured at 6.9 in 2009, where the target was 6.5 in 2012.

9. Are there reports or documents available on the project? In print or on the Web? Please, give references to the most relevant ones.

For further information about the product SelectaDna <http://www.selecta-dna.nl>.

The projectplan for the SelectaDna project is available on the web (in Dutch only): <http://www.amersfoort.nl/docs/bis/college/besluiten/2008/week%2046/2897588%20-%20Selecta%20DNA.pdf>

10. Please, write a *one page* description of the project:

Kruiskamp is a district of Amersfoort, a midsize city in The Netherlands. The average income in Kruiskamp is low. The Kruiskamp district was facing a high number of domestic burglaries and other problems in 2007 and 2008. There was no other district in town where so much domestic burglaries took place. Besides domestic burglary other problems threatened the safety and security in the area, such as (domestic) violence, car burglaries, nuisance of youth, addicts and alcohol addicts. The 'perceived safety' or the safety feelings of its residents were very low in Kruiskamp.

In 2007 this district was chosen by the Minister of WWI (Housing and Integration) as one of the 40 districts in The Netherlands for which a special programme was being set up to improve the quality of life. The city of Amersfoort believes in an integrated approach to tackle safety problems with different partners, governmental and non-governmental. We started enthusiastically to combat crime problems in Kruiskamp. At that time we heard of an innovative product, SelectaDna, which could be contributing to a decrease in domestic burglaries. A public-private partnership project was set up to decrease domestic burglaries with the help of this product and other measures aiming to reduce crime and improve safety levels in the area.

In 2008 the local government set up a project plan for this district containing a number of measures. The lead of the project and the communication approach was initiated by the local government, together with the police and housing associations. To prevent further domestic burglaries, each of the 2500 houses in the area Kruiskamp received a kit with SelectaDna. This SelectaDna is a liquid with a chemical synthetic unique dna-like pattern. It consists of microdots with a unique code. The microdots are invisibly put on expensive goods, which are being registered in a database with the associated unique dna-code. As your personal belongings are (invisibly) marked with your personal code, there is more chance to retrieve your stolen goods after being a victim of domestic burglary. Indeed, the police can scan stolen goods with special equipment to detect the dna-code of the rightful owner. Moreover,

as is the case with traditional visible marking of goods (e.g. your bike) using a unique marking was believed to have an important effect in preventing crime.

Also the local government hired two extra police agents who daily run their bikes for extra monitoring and enforcement in the district. This means visible police attendance and being easily accessible to residents. A resident's network for safety has been started by local government. This gives a platform for residents as well as professionals to share their ideas and worries about safety and security.

Last but not least an SMS-service was being set up. By sending an SMS residents can report problems and annoyances on safety and quality of life. The SMS becomes an e-mail which is being sent to the back office of the local government, who deals with it. Residents and visitors of Kruiskamp can send an SMS to 4411 with the text *Amersfoort* and their observation. The types of problems that residents report differ. Sometimes they concern safety. Mostly they concern (the lack of) quality of life, for example: garbage on the street, annoyance of neighbours, broken street lights, alcohol addicts in the shopping centre, etcetera. This SMS-service is a nice contribution to our service to the residents. When they notice a problem, they just take their phone and report it by SMS: effective and efficient. The costs are limited and the effects are great. For residents it provides better service and more and easy contact with the local government.

The results in Kruiskamp were astonishing. The number of domestic burglaries decreased by 48% in 2009 as compared to 2008. The number of people who reported to feel 'sometimes unsafe' decreased by 25%. The total number of crimes decreased by 27%, nuisance by youth decreased by almost 18%, and the appreciation of the neighbourhood went up to 6.9.

The main effect of SelectaDna really is prevention. Because of all the communication, awareness of the residents, signs in the local area, the message is integral and clear: *This area is protected against crime. Criminals: do stay away. When you want to have success, you have to cooperate in the combat of crime. Together, you'll beat the criminals.*