STAFFORDSHIRE COMMISSIONER
Police | Fire and Rescue | Crime

Rural Crime

A profile of crime and its impact in rural Staffordshire

2019

In partnership with

STAFFORDSHIRE POLICE

Rural Crime

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Foreword

Staffordshire is generally a safe place in which to live, work, travel and invest. It's a large and very attractive rural county with internationally renowned Areas of Outstanding Natural Beauty.

I wanted to understand though the extent and impact of rural crime on this great county of ours and establish the truth of the matter. This research takes us beyond perceptions and gives us hard facts, which the Staffordshire Commissioner's Office and Staffordshire Police can now take forward to get real results in tackling rural crime.

Rural areas typically tend to be safer, but the impact of crime is often disproportionately greater on victims in the countryside. Due to the often remote and isolated nature of the locations, it can heighten feelings of vulnerability and levels of concern. As your Deputy Staffordshire Commissioner, I will work with key stakeholders to ensure rural communities are aware of the support that is available and ensure that services commissioned take into account the special characteristics of rural communities.

As a member of the National Rural Crime Network, I work with Police and Crime Commissioners across England and Wales to highlight the unique challenges of rural crime and I will continue to do everything possible to ensure rural communities' needs are taken into consideration.

Many crimes are common to both rural and urban areas such as domestic abuse, cyber crime and serious sexual offences, but the challenge of preventing and solving these crimes is often exacerbated by remoteness and isolation. Other crimes are specific to rural areas, for example livestock rustling, poaching and hare coursing. I will work with the Assistant Chief Constable to ensure that the research informs Staffordshire Police's approach to working with local communities.

I'm absolutely convinced it's only by working together that we will be able to keep our unique and treasured Staffordshire countryside safe, welcoming and secure for everyone.

Sue Arnold

Deputy Staffordshire Commissioner for Police, Fire and Rescue and Crime

Rural Crime

I welcome this research into the crime and safety issues that are impacting on rural areas and communities across Staffordshire. Like all police forces we have finite resources and we work hard to use these as effectively as possible to prevent and detect crime and help keep communities safe and reassured. This research provides some valuable insights about crime in rural areas that will help to inform the continuing development of appropriate policing services for rural communities and areas as part of our Public Service Charter to all people across Staffordshire.

There are many great examples of positive work to tackle crime in rural areas including operations with neighbouring forces and partners to gather intelligence and deter wrongdoing, and engagement with rural communities to share crime prevention support and advice to help people to keep themselves safe. The force's Rural and Wildlife Crime Unit (RWCU) is well-established and continues to develop its capabilities; officers in the unit receive specialist training and have an enhanced understanding of a range of rural issues. The RWCU also has strong working relationships with partners including the Environment Agency, National Farmers Union, National England, RSPCA, Historic England and Rural Volunteers that are key to tackling rural crime effectively.

Rural volunteers also play an important part in addressing community safety issues. One example is the great work by Community Speedwatch volunteers in helping to improve road safety and reduce speeding in rural areas.

Looking ahead, this assessment of rural crime and safety issues will help to inform the force's ongoing approach to working with local communities, partners and stakeholders to tackle existing and emerging threats across all areas of Staffordshire.

Jenny Sims

Assistant Chief Constable – Neighbourhoods & Partnerships

Rural Crime

Introduction

Staffordshire is predominately a rural area. People not only live and work in these rural areas, they attract visitors to the stunning countryside that consists of The Roaches, Cannock Chase, National Forest, Chasewater and Rudyard Lake, as well as theme parks such as Alton Towers.

Rural Staffordshire is generally a safe and pleasant place to be, with protected areas of natural beauty, but it is not without community safety challenges. National research[1] suggests that it is important not to allow ourselves to be distracted by a perceived 'picture postcard' view of life in rural localities; rural communities have significant priorities and challenges, not least in terms of crime and community safety.

In order to understand crime in rural areas, the Staffordshire Commissioner's Office in partnership with Staffordshire Police commissioned the Staffordshire Insight Team to produce a first in-depth exploration of the crime and community safety issues affecting Staffordshire's rural areas and their impact on rural communities. It is hoped these findings will stimulate activities to meet the needs and expectations of these communities.

During the course of this research it became apparent that, to arrive at a balanced assessment, it is helpful to compare and contrast the characteristics, needs, expectations and experiences of both rural and urban areas. This approach not only creates important context for enquiry into rural crime and its impact, but also begins to reveal considerations that could helpfully inform the development of appropriate policing services for rural communities in the Staffordshire police force area.

The supporting analysis for this paper has been designed to be 'refreshable' to support ongoing monitoring of rural crime and its impact. It is hoped that this will also support development of locality analysis, community safety assessments, needs analysis and other local and strategic products used to inform both the commissioning and delivery of services.

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[1] National Rural Crime Survey, 2018 (National Rural Crime Network)

Rural Crime

Rural crime in numbers

78% of land in Staffordshire is classified as **rural**

19% of the local **population** live in **rural** areas

24% of **local businesses** are located in **rural** areas

21% of **rural residents** are considered to be on **below-average income**

8% of **rural residents** live **in areas** with high **levels of need**

11% of **crime** takes place in **rural** Staffordshire

Rural crime in Staffordshire has **risen by 43%** in five years

Rural crime had an economic impact of **£54million** in 2017-18

Rural **businesses** are **disproportionately affected** by crime

Rates of rural crime are around **half** of those seen in **urban** areas

One-in-three rural crimes is a **violent** offence – similar to urban areas

Rural crashes are **twice as likely** to result in **serious** or **fatal** injury than urban

Fly-tipping has **increased** by **53%** in five years – costing **£3.65 million** to clear

40% of rural households are within a **Neighbourhood Watch** area

If communities feel **crime is not dealt with, fear** of becoming a victim **doubles**

When **crime is not dealt with** police reputation can **fall** by up to **19%**

Where **crime is not dealt with, one-in-ten** are **less satisfied** with the **local area**

Rural Crime

Summary of findings

Rural communities are affected by the same types of crime as urban areas and by the same increases in recorded crime. Although the challenges faced by rural and urban communities may be similar, the demography and characteristics of those within these communities can be very different, with differing expectations, resilience, community assets, strengths, and needs, all of which can have an impact on the development of effective policing and associated services.

1. Most (78%) of the Staffordshire Police Force area is rural land; providing home to 19% of the local population, and 24% of local businesses.

2. Rural communities are affected by a wide range of types of crime, including high levels of violent offences - not just traditional 'countryside' crimes such as poaching and wildlife offences. Distinctly rural crimes such as poaching, wildlife offences and trespassing account for very small proportions of recorded rural crime. Rural areas experience the same types of offences as urban localities and the force area overall.

3. Some crime in rural areas appears to be more targeted and less opportunistic than urban crime. In particular, more acquisitive crimes committed in rural areas have suspects who live a significant distance from the site of the offence, when compared to urban offences.

4. Rural businesses are particularly likely to be affected by higher-harm, high-economic impact crime than urban businesses. While urban businesses experience high levels of general theft and shoplifting, rural businesses experience less general theft, and a greater proportion of burglary, vehicle theft and criminal damage.

5. Roads in rural Staffordshire tend to be more dangerous than those in urban areas, with higher proportions of collisions resulting in a serious injury or fatality. Around 9% of collisions on rural roads resulted in one or more people being killed or seriously injured. For urban collisions, this is around 6%.

6. Crimes committed against local amenities can have a wide-reaching impact on the local community, particularly in isolated areas. Incidents that affect local amenities such as supermarkets, petrol stations and cashpoints can have a significant impact on the wider community, especially in isolated areas where similar amenities are some distance away.

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7. Experiencing crime first-hand harms personal wellbeing and increases feelings of anxiety and fear. In addition, failing to respond to crime adequately harms community confidence in criminal justice and leaves residents feeling less safe and more likely to become a victim in the future. The examples below compare responses from those that responded to the survey that were not a victim of crime compared to those that have been a victim of crime:

- Those who feel very safe outside in their local area after dark falls from 89% to 73%
- Those who feel likely to be a victim of crime in their area more than doubles from 9% to 19%
- Those who are satisfied with local policing services falls from 78% to 61%
- Those who perceive their local police to be value for money falls from 75% to 56%

8. The economic impact of crime in rural areas is particularly high, and higher per crime than in urban areas. The wider economic impact of rural crime in Staffordshire in 2017-18 is estimated at £54million. Both rural individuals and rural businesses tend to be the victim of a greater level of particularly high economic impact crime.

9. Overall rural communities feel better about life in Staffordshire than their urban counterparts and are generally less worried about crime. Rural communities tend to score more positively than urban communities against all general wellbeing indicators (such as levels of stress/anxiety) and are less likely to feel like they will become a victim of crime.

10. Rural communities report that there is noticeably less visible police presence in their localities. Data shows that half of rural residents (50%) state that they 'never' see uniformed police on foot patrol in their local area, compared to a quarter (25%) of urban residents.

11. Nationally, there is a feeling in some rural communities that they do not receive the same level of service as urban areas and feel that as a result they are being 'left behind

Rural Crime

Core considerations

Rural crime is not significantly different to urban crime, and while 'traditional' countryside offences are a genuine concern for farmers and agricultural communities, they only account for a very small proportion of the crime that rural areas experience and report.

> The recommended approach to rural community safety and policing is one that **engages with communities** to make full use of available strengths and assets, acknowledges the challenges facing those in remote and isolated communities, and acknowledges that 'rural crime' is not a separate entity from crime overall.

1. Policing and other services should not take a silo approach to rural crime and communities. Instead they should develop an overarching approach that incorporates a commitment to understand and respond to rural crime, community safety needs, expectations and opportunities as part of the overall policing offer.

2. All staff, from call-takers to policymakers, should be able to understand and deal appropriately with crime wherever it occurs. Officers should be able to draw on the appropriate tactics and assets in whatever locality they are called to service.

3. Meeting the needs of rural communities cannot be the responsibility of the police alone. Appropriate partner contributions should be developed to meet rural crime and community safety opportunities and challenges.

4. Police data and information alone is not sufficient to fully understand the scale and nature of the challenges facing rural communities. Police and partners working in rural communities should develop and share their knowledge and expertise to build deeper, more detailed understanding of rural communities and their service needs.

5. There should be consideration for differentiation between rural and urban areas in all relevant products, strategies and plans. Key strategic insight and intelligence, strategies and plans should include profiles, action plans and supporting measures (including performance) for rural crime and community safety challenges.

6. Policing in rural areas should include an appropriate commitment and investment in crime prevention to minimise the considerable personal, community and economic impact of crime. This should build on existing willingness to engage with development of effective means of information exchange, clear and meaningful advice and guidance and a focus on preventative behaviours, techniques and investments.

7. There is a need to reassure communities that reports of community safety concerns and crime will be taken seriously. Rural communities have reported to the NRCS that they sometimes do not report crime because they feel that 'nothing will be done'. Services should develop good knowledge and understanding of their needs and expectations, and how to respond to them.

Rural Crime

8. Planning for policing of rural communities should not focus mainly on the <u>amount</u> of policing they require but on <u>how</u> they should be policed with a focus on <u>community engagement</u> and <u>crime prevention</u>. Research that supports this profile suggests rural communities are more likely to proactively engage in local community safety initiatives and volunteer their time. Approaches to tackling rural crime should consider that rural communities are more likely to be involved in proactive community safety activity such as Community Speedwatch and Neighbourhood Watch. It is highly recommended that partners explore crime reduction options that engage with and develop new and existing community-based assets and arrangements in rural areas.

9. Where crime does occur in rural communities a policing model should be considered that helps victims to be safe, prepared and engaged:

a. Help people to <u>make themselves safe</u> until the police or relevant service can respond

b. Help people to <u>obtain and preserve evidence</u>. (This will build on existing police initiatives; property marking, DNA kits, etc.)

c. Help people to understand how to <u>work with the police and other agencies</u> to achieve good justice and recovery outcomes

Rural Crime

Understanding rurality
Rural Staffordshire

78% of the Staffordshire Police Force area is rural land; providing home to one-in-five of the local population, and one–in-four local businesses.

Staffordshire is a rural county with 78% of the force area classified as rural[2] and 19% of the population live in rural areas, and 24% of businesses located in rural areas.

However, there are differing degrees of rurality across Staffordshire. Some parts of the force area, such as Stoke-on-Trent and Tamworth, are wholly urban, while other areas are mainly rural.

The population in rural areas has a higher proportion of people aged over 65 and a lower proportion of people aged under 25 compared with the force average[3].

Staffordshire's rural communities score better than average against most key indices of deprivation, though they do tend to have high levels of need in terms of measures relating to 'lone pensioner' and 'fuel poverty'. There are also pockets that have statistically higher than average levels of non-residential burglary.

It is appropriate to note that the 2018 Victim and Witness Needs Assessment, commissioned by Staffordshire's Commissioner for Police, Fire and Rescue and Crime, identifies that those in areas with the highest overall levels of deprivation are the most likely to also become victims of crime.

A useful profile of rural communities is provided by the Mosaic[4] area segmentation tool that segments local geographical areas into Groups and Types based on data from a wide range of national and international sources.

While nearly all Mosaic Groups are represented in Staffordshire's rural areas – more than half of rural residents are in Group A 'Country Living' (36%) and Group G 'Rural Reality' (21%). Around 8% belong to Mosaic Groups classified as having the greatest crime and community safety challenges.

This does not mean that life in rural areas is always a 'picture postcode' experience. People living in areas classified as 'Rural Reality' (Group G) generally have lower than average household earnings, with slightly more than average (30% compared to 28%) finding it difficult or very difficult to cope on their household income.

Those living in rural areas tend to be at different life stages to those in urban areas. For example, they are more likely to either have no children or children who are now adults and no longer dependent and living within the family home. For many this is not an issue, but for some it can contribute to potential isolation and associated issues, particularly for those who are elderly, on low incomes or living with disability.

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[2] Rural Urban Classification 2011 (RUC11) Office National Statistics
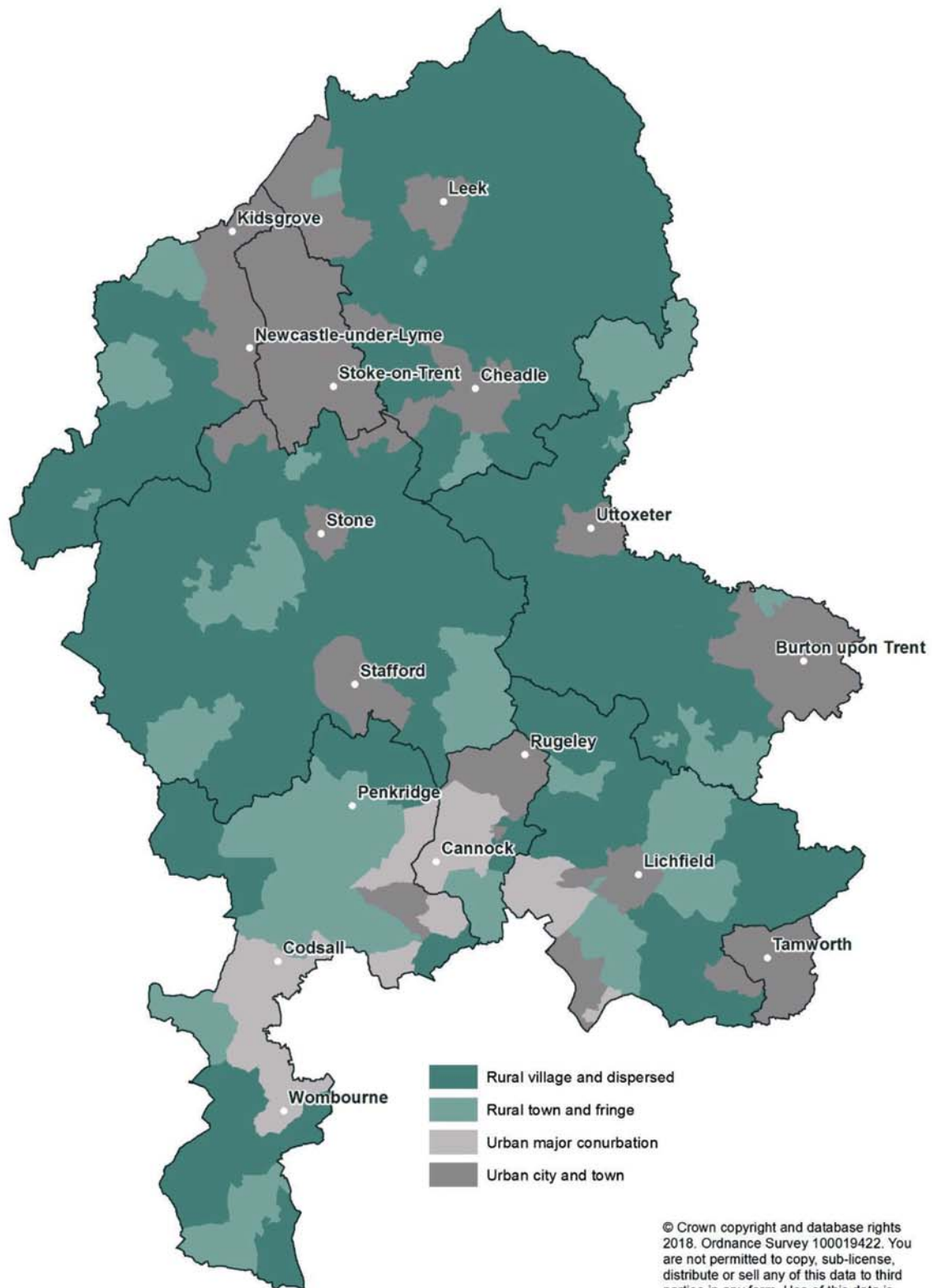[3] Office of National Statistics, Mid-year Population Estimates

[4] Mosaic area classification system - Experian. To find out more visit: **experian.co.uk/assets/marketing-services/brochures/mosaic-ps-brochure.pdf**

Rural Crime

Rural Urban Classification of Staffordshire and Stoke-on-Trent

Legend:
- Rural village and dispersed
- Rural town and fringe
- Urban major conurbation
- Urban city and town

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Rural Crime

What is life like in rural Staffordshire?

Overall, rural communities generally feel better about life in Staffordshire than their urban counterparts and are generally less worried about crime.

In general people in rural areas are satisfied with their local area as a place to live. They feel safe and overall have a strong sense of wellbeing.

In Staffordshire's 'Feeling the Difference'[5] public opinion survey, significantly more respondents in rural areas indicate they are 'very' or 'fairly' satisfied with their local area as a place to live (96%) compared with respondents from urban areas (90%). The difference is even greater when comparing those who are 'very satisfied' with their local area, with 65% of respondents in rural areas being 'very satisfied' compared with 46% in urban areas.

Rural respondents feel slightly more safe when outside in their local area during the day, with 99% of rural respondents feeling 'very or fairly safe' compared with 98% of urban respondents. However, when we compare the strength of feeling, again we see that it is stronger for rural respondents, with 85% indicating that they feel 'very safe' compared with 68% of urban respondents.

Similarly, there is a difference between rural and urban respondents in terms of how safe they feel outside in their local area after dark. Among rural respondents 89% feel 'very or fairly safe' compared with 81% of respondents in urban areas. The strength of feeling is stronger for rural respondents with 52% feeling 'very safe' compared with 34% of respondents in urban areas.

Rural respondents are significantly less likely to feel that they will be a victim of crime in their local area (9%) compared to respondents in urban areas (17%) and significantly less likely to have a 'very or fairly big problem' with antisocial behaviour (6% rural; 16% urban).

Respondents in rural communities are generally satisfied with their life nowadays, feel happy, have low levels of anxiety and feel what they do in life is worthwhile.

However, failure to meet the crime and community safety needs of rural communities can have substantial impact on their feelings of safety and wellbeing, and on their perceptions of local services in their area. The impact of crime on rural communities is explored later in this paper. Before looking at impact, the next section looks at the nature and level of crime in Staffordshire's rural areas.

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[5] Feeling the Difference is the largest and most long-standing public opinion survey in Staffordshire. Established in 2008 the survey seeks the views of Staffordshire residents aged 16 and over on a range of aspects of Staffordshire life including local area as a place to live, what matters and most needs improving, personal wellbeing, feelings of safety, perceptions of local services and policing and justice. The survey takes place twice each year. Each survey involves face-to-face interviews with at least 1,650 residents drawn from across the whole of the Staffordshire Police force area. Findings in this report are based on data from ten surveys between September 2013 and March 2018, which is the timeframe in which the current question set has been used. This includes 15,229 survey responses for which postcode details are available of which 2,608 were from rural localities.

Rural Crime

## What is happening in rural areas?
Crime

Rural communities are affected by the same types of crime as everybody else and rural areas have experienced proportionately the same level increase in crime as urban areas.

In 2017-18 Staffordshire Police recorded 84,640 crimes. Of these, 9,300 (11%) took place in rural areas.

The proportion of crime in Staffordshire that takes place in rural areas has been consistently close to 11% for the past five years, meaning any increases in recorded crime in this period have been felt equally by both rural and urban communities.

The key types of crime that affect rural localities are broadly the same as those that affect urban areas, and society overall. While a person might be more likely to become a victim of crime in an urban area, the type of crime that they are most likely to experience remains broadly the same, irrespective of the type of locality they are in.

Figure 1a: Number of crimes recorded in rural areas compared to force area total by Home Office Crime Group (2017-18)
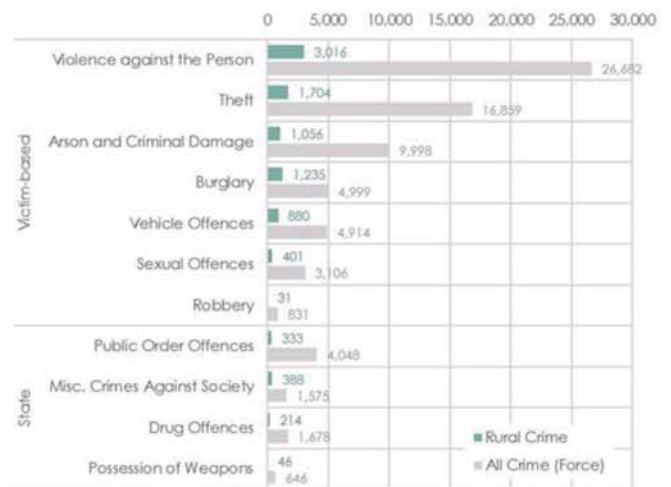
Source: Staffordshire Police, Recorded Crime 2017-18

Figure 2a: Proportion of all crimes committed (rural areas compared to whole force) by Home Office Crime Group (2017-18)
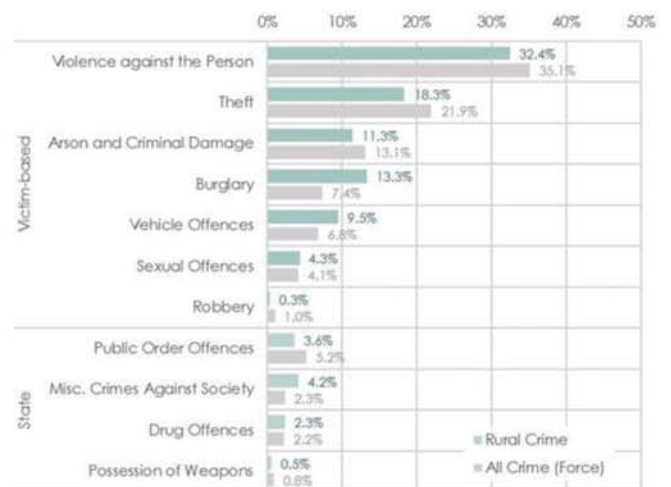
Source: Staffordshire Police, Recorded Crime 2017-18

Rural Crime

The proportion of crime that is flagged by Staffordshire Police as being 'cyber-enabled' is similar across both rural and urban areas; accounting for around 5% of all crime.

Crime in rural areas has often been seen in terms of countryside and wildlife crimes such as poaching, hare coursing, badger baiting, trespassing and livestock rustling. These are no less important than other types of crime and should be met with the full commitment of the police and other relevant agencies. But to define rural crime in these terms creates too narrow a view of crime and community safety challenges facing rural communities, which can distract from enquiry into their true needs and expectations.

> *"The idealised image of rural crime has historically leaned towards the image of the gentleman poacher. The modern reality tends to show a rather different picture." Smith, K (2018)[6]*

While the types of crime experienced in rural areas are similar to urban areas, rates of recorded crime are not. Those living in rural communities are significantly less likely to become a victim than those living in urban communities.

Figure 3: Crime rates by rural classification (2017-18)

Rural	44.6 per 1,000 population
Urban	82.6 per 1,000 population
Force-wide	**75.5 per 1,000 population**

Source: Staffordshire Police, Recorded Crime 2017-18

Around 20% of all recorded crime is experienced by businesses. This is similar in both rural and urban localities. However, because the business population[6] is significantly smaller than the resident population, this results in much higher rates of crime per business.

While the rate of non-business flagged crime for individual residents in rural areas is around 33.4 per 1,000 population, the rate of recorded crime against businesses is just over six times higher - at 209.5 per 1,000 businesses.

> **CORE CONSIDERATION 1:**
> Policing and other services should not take a silo approach to rural crime and communities.

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[6] Approximately 37,100 businesses in Staffordshire and Stoke-on-Trent. Inter-departmental Business Register (IDBR), Office of National Statistics (ONS)

Rural Crime

> Some crime in rural areas appears to be more targeted and less opportunistic than urban crime.

A high proportion of crime overall is committed by those living within close proximity to the location of the offence; 46% of offenders commit crimes 500 metres or less from their place of residence.

Rural crime, however, shows greater extremes than crime overall in terms of travel patterns. The isolated nature of some rural communities results in higher proportions of offenders committing offences both in the immediate vicinity of their home (49% compared to 28% in urban cities and towns) and a significant distance from home (27% 5km or more, compared to 14% in urban areas).

This is particularly acute in relation to property crime. On average, 48% of those accused of committing acquisitive[7] offences in rural areas had travelled more than 5km from their home to the location of the crime. For urban areas, this was around 19%. Of respondents to the NRCS who had been a victim of crime, 37% indicated that they believed the offender was local, 20% thought that the offender was from outside the area, and around 44% did not know.

Helping rural communities to become more aware of the extent of criminality travelling in to their locality could usefully inform tactics to develop rural community resilience and contribute to the prevention and detection of local crime.

It is important to note, that people commit crimes 'away from home' in both directions. Around 3% of crime in urban areas was attributed to rural-dwelling suspects.

In terms of criminal justice outcomes, and specifically the identification of suspects, there appear to be greater challenges for rural communities. At the time of analysis (September 2018) around 11% of incidents that took place across the force area in 2017-18 resulted in a suspect being charged. This was broadly similar to national levels reported in the press[8].

However, there are signs that the proportion of offences for which a suspect is charged is lower in rural areas (7%) than urban (11%). A contributing factor is likely to be the significantly higher proportion of offences that do not result in a suspect being identified in rural areas (48%), compared to overall (40%).

Figure 4: Crime disposals (2017-18)
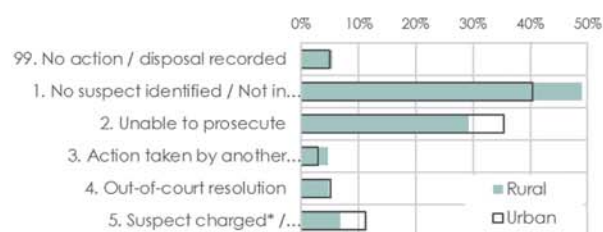
Source: Staffordshire Police, Recorded Crime 2017-18

This does not appear to be the result of any differentiation in crime profile between urban and rural areas. When isolating individual Home Office-defined crime types, the differences between rural and urban areas in the proportion of offences with a suspect charged remain similar.

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[7] Burglary, robbery, theft, and vehicle offences

[8] "No-one charged in 9 out of 10 crimes" BBC 2018
bbc.co.uk/news/uk-44884113

Rural Crime

Figure 5: Time to arrive (2017-18)
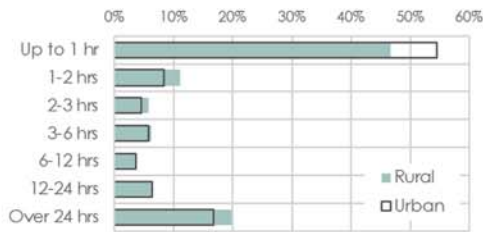
Source: Staffordshire Police, Recorded crime 2017-18

The time taken for police to arrive at any given incident is broadly similar in both rural and urban areas, with the largest proportion of incidents attended by police within an hour. This is notable given distances to isolated rural locations, higher volumes of urban crime and incidents and additional commitments in urban areas such as policing the night-time economy.

It is important that rural communities understand resourcing challenges and decisions and have realistic expectations of service. It is also important that all police staff are able to respond effectively to rural crime and engage and work with rural communities to help prevent it.

CORE CONSIDERATION 2:
All staff, from call takers to policymakers should be able to understand and deal effectively with crime wherever it occurs.

Rural Crime

Road safety

Roads in rural Staffordshire tend to be more dangerous than those in urban areas with 9% of rural collisions resulting in someone being Killed or Seriously Injured (KSI), compared to 6% in urban areas.

In 2016 there were 4,720 collisions on roads in Staffordshire and Stoke-on-Trent, with one-in-four (25%) collisions taking place in a rural locality, and one-in-three (34%) serious collisions happening in a rural area.

Rural areas experience higher rates of KSI Road Traffic Collisions (RTCs) than urban areas, and higher rates of collisions overall.

Figure 6: RTCs per 10,000 population (2016)

Rural Urban Classification	Rate per 10,000 population	
	RTCs (all)	RTCs KSI
Rural village and dispersed	72.0	7.3
Rural town and fringe	44.6	3.5
Urban major conurbation	21.2	1.8
Urban city and town	42.1	2.5
RURAL	57.8	5.4
URBAN	38.5	2.3
ALL	42.1	2.9

Source: Department for Transport, Stats19, 2016

Rates of RTCs where a person is Killed or Seriously Injured in rural areas are just over double those seen in urban areas.

Driving speed (both within and in excess of the speed limit) appears to be a factor that affects the rates of RTCs in rural areas, including those that are more serious.

Road traffic accidents in rural areas tend to happen on open stretches of national speed-limit (60mph) road, compared to urban areas where many take place at junctions between residential speed-limit (30mph) roads.

The public consistently report road safety, and particularly speeding as a problem in Staffordshire and Stoke-on-Trent. Speeding, in particular, is also an issue raised by rural communities through the National Rural Crime Survey (NRCS).

Data suggests that driving in excess of the speed limit is more dangerous in rural areas than urban areas, and results in a higher proportion of fatalities and serious injuries. In rural areas, 31% of RTCs where a driver was speeding resulted in one or more parties being killed or seriously injured. In comparison around 22% of collisions involving a speeding driver were KSI in urban areas.

There is an implication that rural roads are more challenging for drivers, and that this contributes towards increased rates of RTCs. In around 11% of the most serious collisions in rural Staffordshire 'loss of control' of the vehicle is cited as a factor – compared to around 6% of urban KSI RTCs.

While the dangers of driving under the influence of alcohol are very well known, and have been heavily publicised nationally, alcohol tends to be a factor in urban KSI RTCs more often than rural. Around 8% of RTCs resulting in someone being killed or seriously injured on urban roads involved a driver who was considered to be 'impaired by alcohol'. In rural areas this was a factor in around 4% of KSIs.

Rural Crime

Fire and Rescue

In the past five-years, one-in-twenty outdoor fires took place on land considered to be rural.

In the past year, one-in-fifty primary fires in buildings affected permanent agricultural premises.

In recent years, fire has had a notable impact on rural areas, with sustained hotter weather leading to a record-breaking number of wildfires across the UK during July and August 2018.

In the past five years (April 2013 to March 2018) an estimated one-in-five (20%) outdoor fires in Staffordshire took place on land considered to be rural or agricultural.

Staffordshire was particularly affected by wildfires during 2018; with a significant fire in rural Staffordshire Moorlands in late June, which required up to 45 firefighters from Staffordshire Fire and Rescue Service to control, followed by a large woodland fire near Alton Towers in July.

The largest, however, took place in August 2018, in rural Staffordshire Moorlands[9], which burned for several days, covering an estimated 219-acre area, and requiring up to 60 firefighters from three service areas to bring under control, while several local homes were evacuated. The wildfire destroyed around a quarter of The Roaches nature reserve and is considered by Staffordshire Wildlife Trust to have had a 'devastating' impact on the local wildlife.

The large majority (68%) of primary fires in 2017-18 took place in dwellings and non-dwelling buildings; 1,017 out of 1,493 primary fires.

Although, it is not possible at this time to estimate the number of rural residential fires, of the fires that took place in 'non-dwelling' buildings, around one-in-twenty (5%) affected 'permanent agricultural' premises – equivalent to around 1 in every 50 primary fires that took place in a building.

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[9] BBC Online – "Moorland fire 'devastating' for wildlife"
bbc.co.uk/news/uk-england-stoke-staffordshire-45169888

Rural Crime

Fly-tipping

Rural communities feel strongly about fly-tipping and it is raised by many as a cause for concern.

Increases in levels of fly-tipping have affected both rural and urban communities locally. Increases have also affected Staffordshire and Stoke-on-Trent more than the West Midlands region, and more than England overall.

In 2016-17 there were nearly 15,000 recorded fly-tipping incidents in the force area. Numbers of incidents locally have increased year-on-year for the past five years, and between 2012 and 2017 Staffordshire and Stoke-on-Trent saw incidents increase by 53%, compared to an increase of 41% across England.

Communities consistently raise fly-tipping as a concern, and around 57% of all respondents to the National Rural Crime Survey (NRCS) reported that they had seen evidence of fly-tipping in their local areas.

Fly-tipping is a challenge that is the responsibility of multiple partners and the current economic impact is vast. There is a need for partners to come together and begin to think differently about how it can be tackled before costs become unsustainable.

In Staffordshire and Stoke-on-Trent data from the Department for Environment, Food and Rural Affairs (Defra) shows that cleaning up fly-tipped waste has cost £3,650,000[10] over the past five years, but only around £27,000 (less than 1% of the cost of clean-up) has been raised in fines.

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[10] Defra – Fly-tipping incidents and actions by Local Authority area, 2012 to 2017

Anti-social behaviour

Anti-social Behaviour (ASB) is not as prevalent in rural areas as urban areas; in 2017-18 rates of ASB in rural villages were around three-times lower than those in the most urban areas.

Figure 7: Rates of reported ASB (2017-18)

While the overall profile of ASB in rural and urban areas is similar, there are differences in the order of prevalence of incident types. Inconsiderate and rowdy behaviour still accounts for the highest proportion of complaints in both rural (60%) and urban (69%) areas, however nuisance vehicles appear to cause a far greater problem for the most rural communities compared to urban areas.

In rural village and fringe locations, nuisance vehicles account for around 21% of ASB, compared to 7% in urban cities and towns, 9% in urban conurbations, and 9% in rural towns.

Rural Crime

Modern slavery

The scale of modern slavery has been steadily increasing in recent years, and it is likely to continue to do so. Modern slavery is a highly complex and hidden crime that makes it challenging to accurately measure in terms of prevalence. Although there have been year-on-year increases in the number of victims identified, to some extent this rise is indicative of increased awareness and improved reporting.

While knowledge and understanding around modern slavery is developing, it is difficult to estimate the overall challenge that it presents in a solely rural context. The most common locations where police encounter modern slavery include car washes, massage parlours, nail bars, residential premises, hotels, restaurants and shops, as well as warehouses. However, none are unique to rural or urban locations.

For more information about this and other emerging challenges visit:
www.staffordshireobservatory.org.uk/publications/familes-and-communities/Community-Safety-Strategic-Assessments.aspx#.XMga71KWzcs

> **CORE CONSIDERATION 4.**
>
> Police data alone is not sufficient to fully understand the scale and nature of the challenges facing rural communities.

Rural Crime

Who is affected?

Individuals

In 2016-17 there were around 6,100 people who were the victim of a crime in a rural area, and around 160 victims who experienced crimes in both rural and urban areas during the year.

The majority of crimes committed in rural Staffordshire (79%) were committed against individuals.

Rural areas see less repeat victimisation than urban localities. Approximately 7% of those who were the victim of a crime within a rural area experienced multiple crimes within the year, compared to 12% of victims in urban areas.

Overall, there is not a vast difference between the profile of rural and urban victims. In general, victims of crime in Staffordshire and Stoke-on-Trent tend to be equally likely to belong to either gender, and on average tend to be younger adults (aged under 35).

Rural victims of crime are slightly more diverse in terms of age compared to urban victims; with rural males aged 45-60 disproportionately more likely to experience crime than urban males in the same age groups.

The Staffordshire and Stoke-on-Trent Victim and Witness Needs Assessment 2018 contains in-depth profiling of victims overall and their associated needs, and is recommended for those who wish to explore victim profiles, experiences and needs in greater depth.

Businesses

Although most crime is committed against individuals (nearly 80%), businesses are more disproportionately likely to become the victims of crime compared to individual residents.

Businesses in rural communities are just as likely to be the victims of crime as those in urban areas. However, rural businesses tend to experience more serious crime than urban businesses, often with more substantial economic impact, and sometimes with significant impact on the wider local community.

Rates of business-related theft offences, as well as arson and criminal damage offences are lower in rural communities than in urban areas, but rates of business burglaries are similar between rural and urban localities. Less serious offences such as shoplifting and general theft make up around 68% of crime against urban businesses, but only account for 44% of crime experienced by rural businesses.

Proportionally, burglary offences account a far greater share of the crime experienced by rural businesses (27%) compared to urban businesses (10%).

While crimes against the agricultural sector are only part of overall crime in rural Staffordshire, their impact can be considerable. There is a need to better understand the level of crime and unreported crime affecting the agricultural community.

CORE CONSIDERATION 5.

There should be consideration for differentiation between rural and urban areas in all relevant strategies and plans.

Rural Crime

What is the impact?

Personal impact

Experiencing crime first-hand impacts personal wellbeing and increases feelings of anxiety and fear.

People in rural communities generally feel safe and satisfied in their local area. Recorded crime rates are lower in rural localities. On the surface this might suggest that the policing and wider support needs of rural communities are lower than in urban areas, but this is not necessarily the case.

While the levels of crime are lower for rural residents the impact can be far greater causing substantial falls in feelings of safety, wellbeing and levels of satisfaction, trust and confidence in policing and other local services.

The NRCS highlights that 26% of respondents felt the police are doing a 'good' or 'excellent' job. Mosaic profiling indicates that the Mosaic Groups most prevalent in Staffordshire's rural localities, Groups A and G, both have a lower than average perception that the police do a good/excellent job. Indeed, the rating for Group G-classified localities is similar to urban areas with the greatest crime and disorder challenges, the only Mosaic community safety measure where a predominantly rural social Group scores as low as Groups that predominate in more urban areas.

So what could be causing this?

While Feeling the Difference does not have a directly comparable measure to the 'police doing a good/excellent job' it provides insight that helps to explain why this perception might develop.

The level of crime is consistently the factor most frequently identified as making somewhere a good place to live. This is significantly higher in rural areas (67%) than in urban areas (61%). Where the level of crime is identified as important **and** a factor that most needs improving, perceptions of wellbeing, safety, and confidence in services can fall dramatically.

Rural Crime

Community impact

Failing to respond to crime adequately harms community confidence in criminal justice and leaves residents feeling more likely to become a victim in the future.

Crime and how agencies respond to crime matter significantly to rural communities. Rural communities feel more positively about the police, but where there is not an adequate response to crime, confidence in criminal justice services and wider partners diminishes and the fear of becoming a victim of crime increases.

Around 73% of Feeling the Difference respondents in rural areas feel that the 'police will be there when they need them'. However, this falls to 59% for those who feel that the level of crime locally needs to be improved.

As well as affecting individuals, the impact on communities can also be considerable. For example:

- Those satisfied with their local area as a place to live falls from 96% to 86%
- Those who feel very safe outside in their local area after dark falls from 89% to 73%
- Those who feel likely to be a victim of crime in their area more than doubles from 9% to 19%

Personal and community impact are proportionate with impact in urban areas. However, impact on perceptions of local services is particularly strong in rural areas with measures falling from levels significantly higher than in urban areas to levels significantly lower. Examples of the impact on the reputation of policing services include:

- Those who are satisfied with local policing services falls from 78% to 61%
- Those who perceive their local police to be value for money falls from 75% to 56%
- Those who trust their local police a great deal or fair amount falls from 91% to 79%

There is also impact on other local agencies. For example, satisfaction with service provided by the local council falls from 69% to 52% and those who agree the criminal justice system is effective falls from 57% to 38%.

Rural Crime

Economic impact

The total economic impact on society of rural crime in Staffordshire during 2017-18 is estimated at £54million.

Utilising unit costs published by the UK Home Office[11] it has been possible to calculate the estimated economic and social cost of around 80% of recorded crime[12] in Staffordshire and Stoke-on-Trent.

In total, it is estimated that the economic impact of crimes against individuals and businesses in 2017-18 is around £432million; with around £50million attached to crimes against businesses, and £382million attached to crimes against individuals.

The wider economic impact of crime is substantial, with recorded rural crime in Staffordshire and Stoke-on-Trent estimated to have had an economic impact of around £54million.

There is, however, notable difference between the average economic impact per crime in rural areas compared to urban areas – with rural individuals, and particularly rural businesses, appearing to experience more 'high harm' crimes. While the average economic impact of a crime against a business in the force area was around £3,000, the average for rural businesses is around £5,200 compared with £2,700 for businesses in urban areas.

This appears to be the result of urban businesses experiencing high proportions of lower-level theft offences (71% of urban business crime, 47% of rural) compared to rural businesses experiencing high proportions of burglary (28% of rural business crime, 10% of urban).

The difference in average economic impact between urban and rural crimes carries over to crimes against individuals. While the average impact across the force area is around £6,800, this increases to £8,000 per crime for those committed in rural areas compared to £7,200 for those committed in urban areas. This difference appears to be driven by higher rates of burglary and vehicle theft in rural areas, which carry higher economic impact.

Data from the National Farmers Union[13] suggests that in Staffordshire in 2017, farmers alone made £917,000 worth of insurance claims as a result of crime, a 44% increase on the previous year.

Anticipating and preventing crime is significantly more cost-effective than responding to crime. The average cost of taking preventative or anticipating measures (excluding homicides) is around £1,200, making anticipation far more cost-effective than response and consequences.

> **CORE CONSIDERATION 6.**
>
> Policing in rural areas should include an appropriate commitment and investment in crime prevention to minimise the considerable personal, community and economic impact of crime.

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[11] The economic and social costs of crime – Second edition (Home Office, July 2018)
[12] Costs available for crimes against businesses and individuals – excluding crimes against society (e.g. drug possession)

Rural Crime

Impact case study

The impact of crime in rural areas is far-reaching, with a single incident potentially resulting in many victims across the community.

The community impact of rural crime was highlighted by the theft of a piece of high-value heavy JCB machinery, which was later used in an ATM machine ram raid on a convenience store in a Staffordshire village.

The vehicle was stolen from a farm outside of the force area, before being used to cause extensive damage to the building in the village putting the store and facilities out of use for a considerable time.

While a single incident of business crime, committed against a larger organisation rather than an independent business, the impact on the local community was still extensive.

Losing access to a key local amenity and the village's only cash point was a significant challenge for residents, now forced to travel out of the community to access similar amenities elsewhere.

This incident could have been prevented with the use of crime prevention design measures, such as bollards. Information on designing out crime can be found at: **securedbydesign.com**

Case study and images courtesy of Staffordshire Police

Rural Crime

Staffordshire Police Case Studies

Rural and Wildlife Crime Unit – combating rural crime

Staffordshire Police has an established Rural and Wildlife Crime Unit (RWCU), made up of officers and police staff who receive specialist training and have an enhanced understanding of rural matters in their area of responsibility. The RWCU is focused on building and developing strong working relationships with partners including the Environment Agency, National Farmers Union, National England, RSPCA, Historic England and Rural Volunteers, which are key to tackling rural crime effectively.

The RWCU's Rural Engagement Plan has been developed to help Neighbourhood Policing Commanders and key stakeholders deliver a robust approach to combating rural crime. This includes the proactive use of social media platforms, such as Twitter, Facebook and Smart Alert, to highlight crime trends and offer crime prevention advice to members of rural communities and businesses within Staffordshire. Activity is focused around the Farm Watch, Countryside Watch, Horse Watch and Rural and Wildlife online channels that provide relevant updates and advice. Participation in national initiatives and days of action also plays an important part in raising awareness of rural crime issues and prevention advice to help communities to take steps to keep themselves safe. In addition, officers from the RWCU attend a range of community events, including the County Show, where they engage with local communities to increase awareness of the RWCU, discuss any issues and concerns and offer advice on a range of topics including crime prevention and evidence retention.

Community Speedwatch

As highlighted in recent research, speeding is a major concern for Staffordshire residents, and Community Speedwatch is part of the Staffordshire Safer Roads partnership. The scheme comprises trained volunteers from the community, using hand-held radar equipment at pre-identified locations to check vehicle speeds, recording the registration numbers and details of the vehicles exceeding the limit. These details are then collated and passed to Staffordshire Police, where they are processed and advisory warning letters issued. There are currently over 50 active schemes across Staffordshire, many of these are in rural areas and making a positive difference to the communities.

Rural Crime

Stolen plant machinery returned

In May 2018, plant machinery worth over £250,000 was stolen from a demolition site in Keele.

Staffordshire Police received information later in the year identifying a similar piece of machinery with what appeared to be tampered serial numbers, on a construction site in Barnsley. Officers from the Rural and Wildlife Crime Unit visited the site to view the serial number and were able to confirm that it was not legitimate so had been cloned. Officers then visited the UK distributer, which shared information on how officers could locate the concealed serial numbers, which allowed them to recover the plant and return it to the rightful owner.

It is a great example of the relationships that the RWCU are building and the results that they are achieving, on this occasion preventing a huge financial loss for the manufacturer.

Rural crime online chat

As part of the Rural Crime Week of Action in November 2018, officers from the RWCU hosted an online chat for residents across the county to discuss any issues and ask questions to the specialist team in relation to rural and wildlife crime. It was the most successful online chat of the year, with 420 views and 85 comments submitted. It provided a unique opportunity for members of the public to reach out online and discuss the topics that matter most to them and their community. Future online chats will be held to discuss rural issues.

Rural Crime

How do communities feel?
Public opinion

Rural communities do not believe that they receive the same level of service as urban areas and, as a result, they are being left behind.

The National Rural Crime Survey (NRCS) suggests that across England, rural communities believe that they do not receive the same level of service as urban areas. There is a belief that resource allocation prioritises urban areas, leaving authorities and partners less able to respond to rural needs.

"Rural communities and businesses often feel like they are living on the edge – geographically isolated, remote from services those in urban areas take for granted, but more importantly, frustrated at the way crime, deprivation and vulnerability is hidden by a picture postcard view of the countryside."

NRCS 2018

Nationally, NRCS results suggest under-reporting of crime in rural areas has risen over the past three years both for rural dwellers and for rural businesses. The national report suggests reasons for non-reporting are no different to those in urban areas – primarily, people 'don't think that there is anything the police can do', so there would be 'no point' reporting the crime.

However, rural communities in Staffordshire were found to be more likely to report crimes than respondents overall.

CORE CONSIDERATION 7.

There is a need to reassure communities that reports of community safety concerns and crime will be taken seriously.

In Staffordshire, non-reporting stood at 33%, lower than the national level of 39%.

Levels of non-reporting are about the same for both rural businesses and rural residents.

Rural communities are well tuned-in to the bigger picture regarding crime. They are aware that crime is increasing nationally, and that it is also increasing in rural areas, but they are also aware that they are at lower risk of becoming a victim than urban residents.

Mosaic data suggests that the majority of the rural community in Staffordshire (64%) feel crime levels have stayed 'about the same'. Around 6% believe that crime has gone up 'a lot' compared to 10% of urban residents. Overall, while 60% of rural dwellers tend to think that crime is quite a big problem nationally, only 15% think it's a problem in their local area.

Nearly half of farmers and agricultural businesses responding to the NRCS reported that crime was having a moderate or great impact on their lives (48%), notably higher than rural residents in general (30%).

Around 60% of business respondents to the survey feared that they would become a victim of crime, compared to 36% of residents. This concern does not appear to be misplaced, given that rates of crime per business are far higher than rates of crime per person.

Rural Crime

What can we start to do?

Understanding communities

While the types of crime experienced by rural communities are similar to those experienced by urban areas, the communities themselves and their characteristics are very different. This presents opportunities to develop approaches to policing in rural communities that can successfully meet their needs and expectations.

Rural communities are more likely to be engaged in activity to promote local community safety (such as Neighbourhood Watch, Community Speedwatch) and are also more likely to volunteer their time. This is a vital opportunity that should be further developed through strategy.

Evidence suggests that those in village communities could do more to improve their home security in general, but are also amongst the most likely to have the resources to do so.

More needs to be done to understand and support the agricultural community. There is evidence[14] to suggest that farmers are employing 'medieval methods' to bolster modern security measures to protect their land and property that together can be very effective. Police need to factor these methods in to their arrangements and solutions for protecting agriculture communities and build on this innovative community investment in crime prevention.

Feelings of safety in rural communities are not affected by regular visible police presence in the local area. It is those who feel the most well-informed by police in general who also feel at the least risk of becoming a victim of crime.

The online behaviour of Mosaic Groups most represented in Staffordshire's rural communities is characterised by 'information seeking', so digital solutions are likely to be effective and should feature in police arrangements to support local communities. Mosaic data suggests that the majority (78%) of those in rural communities go online daily, which is fractionally higher than those in urban areas, and similar to the proportion who reported going online daily in the Cybercrime Survey 2018.

The NRCS identified 'community cohesion' as a factor in rural communities with 78% of respondents indicating that they speak to neighbours at least once or twice a week; 78% indicating that people in their local area pull together; and 76% feeling that they belong to their immediate neighbourhood. This is confirmed and extended in Staffordshire's Feeling the Difference survey where rural communities are significantly more likely to:

- Give unpaid help to groups, clubs, friends and neighbours
- Lived in their local area for 10+ years
- Identify community pride as a factor that makes somewhere a good place to live

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[14] National Farmers Union – Rural Crime Report 2018

Rural Crime

Building on existing capacity and capability

Staffordshire Police has achieved a number of recent successes in detecting crime and recovering property in rural areas through innovations in property marking and use of 'DNA kits'. This has been met with positive reaction on social media. By combining this expertise with behaviours and initiatives being developed by communities themselves and developing opportunities to engage and collaborate with these communities, Staffordshire's rural residents will not experience 'being on the edge' as suggested by the NRCS 2018 and instead become and feel like some of the safest communities in the UK.

Rural Crime

Next steps

The Staffordshire Commissioner's Office (SCO) already commission a range of services that rural communities and businesses can benefit from and will actively seek out communication channels to promote these initiatives, for example, Parish Council and Women In Rural Enterprise (WIRE).

We understand that access to services can be challenging for individuals and businesses in rural communities so have ensured that the service we have commissioned puts rural communities and businesses at the forefront of its delivery plan. Examples of services commissioned by the Staffordshire Commissioner's Office include:

- The Staffordshire Victim Gateway provide a free and confidential service that offers information, advice, practical and emotional support to victims of crime in the county. Further information can be found at: **staffsvictimsgateway.org.uk**

- The Business Crime Helpline supports businesses impacted by crime. For more information please email Staffordshire Chambers of Commerce business crime helpline on **01782 900239** or **businesscrime@staffordshirechambers. co.uk**

- Free Cyber Champions in the Workplace training to encourage Staffordshire businesses to be cyber savvy and vigilant against online fraud. To find out more on how your organisation can access this free cyber training, please email: **uwis.enquiries@wlc.ac.uk**

- Currently only businesses with a £36million turnover are required by law to ensure their supply chain is free from slavery, however **all** organisations can play their part. Staffordshire Chamber of Commerce is working with the SCO to encourage small and medium businesses to sign a pledge to eradicate modern day slavery. To find out more about booking on free training courses please email: info@staffordshirechambers.co.uk

- More than 160 individuals have been trained to be Domestic Abuse Champions in the Workplace. Organisations who sign-up to the programme – at no cost to themselves –enable the support of staff in abusive relationships and ensure victims are aware that help and support is available. For more information about Domestic Abuse Champions in the Workplace please email: **info@staffordshirechambers.co.uk**

- Download the free Staffordshire Smart Alert app to receive crime alerts for your area. Visit **staffordshiresmartalert.uk** for more information.

- Funding is available to support local community safety initiatives. Further information can be found at: **staffordshire-pfcc.gov.uk/financial/community-funding**

Rural Crime

- Work with Staffordshire Fire and Rescue Services to undertake prevention activity, such as the Safe and Well Checks to reduce fire risk, as well as making positive changes to people's health, wellbeing and safety by reducing risk. From the 1st January 2018 to 1st January 2019, Staffordshire Fire and Rescue:

  - Undertook 16,251 Safe and Well Checks in rural areas
  - 921 of these visits resulted in a referral to gain additional support
  - 433 of these referrals led to a positive outcome/action

Moving ahead, the Staffordshire Police's Rural Engagement Plan provides a strong framework to underpin our commitment to continuous improvement, building on the good work that has already been done to keep rural communities safe and reassured. Key actions include:

- Continuing to increase the number of specially trained Rural and Wildlife Crime Unit officers.

- The force will also use targeted patrol routes when on non-urgent journeys through rural locations to improve visibility and help prevent and tackle crime.

- Further collaborative work to be arranged with external partners including Environment Agency, National Farmers Union, Natural England, RSPCA Historic England and rural volunteers.

- Communicating the latest news, updates and prevention advice on rural crime and community safety issues, through relevant online channels including Farm Watch, Horse Watch, Canal Watch, Smart Alert and Facebook, as well as traditional media.

- Engaging with local communities at a range of local events and drop-in sessions to increase awareness of the Rural and Wildlife Crime Unit (RWCU), discuss any issues and concerns and offer advice on a range of topics including crime prevention.

- Work alongside the force's crime prevention team, partners and strategic stakeholders to provide local communities with access to crime prevention information, security self-assessments and access to bespoke security products from a variety of platforms.

- The force will arrange and provide training for partners and stakeholders in relation to best practice in crime prevention and retention of evidence if rural offences occur.

- The use of force data insights and analytics will greatly help predict seasonal crime so targeted work can be undertaken to effectively prevent and tackle rural issues.

Rural Crime

Appendices

Rural and urban classification

Throughout this document, areas are referred to as being either 'rural' or 'urban'.

To make the distinction between urban and rural, we have used the nationally adopted 2011 Rural Urban Classifications (RUC11), applied to small geographical areas – in this case, lower-layer super output areas.

Figure 8: Rural and urban populations in Staffordshire and Stoke-on-Trent (Mid-year estimates 2016)

	Population	% of total population			Population	% of total population
Rural village	100,695	9.0%	**Rural**		208,639	18.6%
Rural town	107,944	9.6%				
Urban conurbation	157,184	14.0%	**Urban**		911,709	81.4%
Urban city and town	754,525	67.3%				
Total population	**1,120,348**					

Source: ONS, Mid-year Population Estimates 2016

Rural Crime

Fly-tipping incidents, costs and fines

Figure 9: Fly-tipping incidents and rates by Local Authority (Staffordshire and Stoke-on-Trent, 2016-17)

Local Authority Name	Total Incidents	Total Population	Rate per 1,000 pop	Rural population	Rural land
Cannock Chase	485	98,534	4.9	9.1%	29.4%
East Staffordshire	561	116,701	4.8	21.9%	80.6%
Lichfield	393	103,061	3.8	29.8%	81.4%
Newcastle-under-Lyme	1,525	128,467	11.9	20.5%	76.5%
South Staffordshire	900	111,180	8.1	39.8%	77.0%
Stafford	533	134,155	4.0	32.2%	91.1%
Staffordshire Moorlands	511	98,069	5.2	30.2%	84.3%
Stoke-on-Trent	8,374	253,226	33.1	0.0%	0.0%
Tamworth	1,556	76,955	20.2	0.0%	0.0%
Staffordshire & Stoke-on-Trent	**14,838**	**1,120,348**	**13.2**	**18.6%**	**77.8%**

Source: Department for Environment, Food and Rural Affairs (Defra)

Figure 10: Fly-tipping incidents and rates by Local Authority, Staffordshire and Stoke-on-Trent, 2012-13 to 2016-17

Local Authority Name	FIVE YEAR TOTAL				FIVE-YEAR PERCENTAGE CHANGE		
	Total Incidents	Total Incident Clearance Costs (£)	Total Actions	Total recorded fines (£)	Change in total incidents	Change in clearance costs	Change in total actions
Cannock Chase	2,024	115,491	868	402	53%	50%	-49%
East Staffordshire	1,916	112,147	728	75	138%	320%	-74%
Lichfield	1,437	95,014	170	0	123%	206%	-94%
Newcastle-under-Lyme	11,212	369,004	1,058	0	-56%	-37%	29%
South Staffordshire	2,318	236,840	2,576	13,965	230%	138%	-11%
Stafford	2,260	101,629	1,171	2,025	51%	30%	6%
Staffordshire Moorlands	2,386	208,285	4,320	0	46%	142%	-53%
Stoke-on-Trent	30,230	2,120,692	3,372	10,183	134%	98%	579%
Tamworth	6,015	294,342	6,317	0	67%	25%	71%
Staffordshire & Stoke-on-Trent	**59,798**	**3,653,444**	**20,580**	**26,650**	**53%**	**73%**	**42%**
West Midlands	284,511	16,589,051	171,276	225,247	46%	60%	3%
England	4,401,536	239,585,328	2,408,632	3,086,279	41%	58%	12%

Source: Department for Environment, Food and Rural Affairs (Defra)

Rural Crime

Economic impact of crime

Figure 11: Economic and social costs of crime in Staffordshire and Stoke-on-Trent, 2017-18

Crime Type	Victim type	Recorded incidents (no suspect charged)	Recorded incidents (suspect charged)	Anticipation/ prevention unit cost (£)	Unit Cost (no court) (£)	Unit Cost (court) (£)	Total economic impact forcewide (£)
Homicide	Individual	4	8	£ 61,070	£ 2,416,760	£ 3,217,740	£ 35,408,960
Violence (with injury)	Individual	9,572	1,634	£ 340	£ 12,690	£ 14,060	£ 144,442,720
Violence (without injury)	Individual	17,128	1,435	£ 120	£ 4,690	£ 5,940	£ 88,854,220
Rape	Individual	1,205	39	£ 980	£ 38,780	£ 39,360	£ 48,264,940
Sexual Offences (other)	Individual	2,160	196	£ 160	£ 5,950	£ 6,530	£ 14,131,880
Robbery	Individual	658	74	£ 330	£ 7,650	£ 11,320	£ 5,871,380
Burglary (domestic)	Individual	3,923	237	£ 710	£ 4,650	£ 5,920	£ 19,644,990
Theft of a vehicle	Individual	1,436	124	£ 1,730	£ 8,420	£ 10,290	£ 13,367,080
Theft from a vehicle	Individual	2,723	124	£ 110	£ 780	£ 880	£ 2,233,060
Theft from the person	Individual	374	14	£ 20	£ 980	£ 1,370	£ 385,700
Arson	Individual	271	30	£ 330	£ 4,520	£ 8,420	£ 1,477,520
Criminal damage (other)	Individual	7,879	541	£ 60	£ 980	£ 1,330	£ 8,440,950
Fraud*	Individual	4,423	-	£ 220	£ 1,110	£ 1,280	-
Cybercrime**	Individual	[not known]	-	£ 290	£ 550	£ 550	-
Robbery	Business	105	30	£ 2,300	£ 11,330	£ 15,000	£ 1,639,650
Burglary (non-domestic)	Business	1,841	164	£ 8,030	£ 13,210	£ 15,450	£ 26,853,410
Theft (commercial)	Business	9,007	2,173	£ 220	£ 770	£ 970	£ 9,043,200
Theft of a vehicle	Business	171	26	£ 5,920	£ 33,310	£ 35,180	£ 6,610,690
Theft from a vehicle	Business	490	17	£ 240	£ 1,780	£ 1,880	£ 904,160
Arson	Business	169	22	£ 1,830	£ 9,830	£ 13,730	£ 1,963,330
Criminal damage (other)	Business	2,048	185	£ 320	£ 1,260	£ 1,610	£ 2,878,330

Total recorded crimes costed	68,237
Total recorded crime (2017-18)	84,113
Proportion of recorded crime costed	81.1%

Businesses total	£ 49,892,770
Individuals total	£ 382,523,400
Total	£ 432,416,170

Sources: Staffordshire Police Recorded Crime, 2017-18; and, "The economic and social costs of crime", UK Home Office (Heeks, Reed, Tafsiri, Prince))

Rural incidents (no CJS)	Rural incidents (CJS)	Total economic impact - Rural (£)	Urban incidents (no CJS)	Urban incidents (CJS)	Total economic impact - Urban (£)
2	1	8,051,260	2	7	27,357,700
942	176	14,428,540	8,547	1,442	128,735,950
1,760	116	8,943,440	15,242	1,300	79,206,980
127	2	5,003,780	1,026	33	41,087,160
254	18	1,628,840	1,870	172	12,249,660
21	2	183,290	627	72	5,611,590
692	32	3,407,240	3,217	205	16,172,650
200	10	1,786,900	1,223	112	11,450,140
409	15	332,220	2,292	108	1,882,800
26	0	25,480	339	14	351,400
38	7	230,700	232	23	1,242,300
696	20	708,680	7,139	513	7,678,510
-	-	-	-	-	-
-	-	-	-	-	-
6	1	82,980	98	29	1,545,340
466	21	6,480,310	1,337	140	19,824,770
778	55	652,410	8,157	2,100	8,317,890
34	2	1,202,900	135	23	5,305,990
110	1	197,680	376	16	699,360
25	5	314,400	137	16	1,566,390
251	14	338,800	1,773	165	2,499,630
Businesses	1,769	9,269,480		14,502	39,759,370
Individuals	5,566	44,730,370		45,757	333,026,840
Total	7,335	53,999,850		60,259	372,786,210