



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

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Area Board	Melksham Area Board	
Form submitted by (contact for all queries)	Cllr Richard Wiltshire, Mayor, Melksham Town Council, Town Hall, Melksham, Wiltshire. SN12 6ES. 01225 704187 [rgwiltshire@btconnect.com]	
Name of initiative	Melksham Town Centre CCTV	
Brief Description of Initiative	Enhancement of community safety in Melksham town centre through the provision of 4 CCTV cameras.	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	
	Improving affordable housing	
	Lives not services	
	Supporting economic growth	
	Safer communities	x
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£35,700	
What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)	Purchase of 4 CCTV cameras, transmitting routing, fibre optic cabling + associated works to provide public space system that will have 24/7 remote monitoring via Trowbridge CCTV monitoring suite. All of this is capital spending. The consultants' reports can be made available on request with full details of the feasibility studies undertaken, the equipment selected and a break down of the cost implications.	

<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p>CCTV in Melksham town centre will reduce the fear of crime, improve public confidence reassuring residents and local businesses.</p> <p>It will also assist the police with investigations and help increase prosecutions. CCTV is also useful for the prevention of crime acting as a “capable guardian”. For Melksham this will hopefully ameliorate some of the problems associated with the night-time economy in Melksham town centre.</p> <p>Wiltshire Council and Town Council’s reputation will be enhanced if this bid is successful as the state of Melksham’s CCTV system has recently been the subject of negative media coverage.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>The Town Council has set up a working group together with the Police who are very supportive of the initiative. Requests from traders for improved CCTV have been received and at a recent meeting held with traders (called by the Town Council) all traders present supported the initiative. The Community Safety group in the Town are also supportive.</p> <p>Melksham CCTV development has not kept in pace with other market towns such as Warminster, Chippenham and Trowbridge. CCTV can also provide a boost to business and tourism by providing confidence to shoppers and tourists.</p>
<p>How will you know you have been successful?</p>	<p>The project will have been successful if:</p> <ul style="list-style-type: none"> • Crime rates fall, • Prosecutions increase as a result of CCTV • Residents report feeling safer and perceptions of increased anti-social behaviour are reduced • Violent crime reduces
<ul style="list-style-type: none"> • How will you measure the impact? (may have more than one measure) 	<p>Police performance indicators such as the number of crimes reported and the number of convictions which were aided by CCTV.</p> <p>The place survey will identify the percentage of people who feel safe in their community and feel that anti-social behaviour has reduced</p> <p>Media coverage will also be monitored.</p>
<ul style="list-style-type: none"> • What is your improvement target (s), and when do you 	<p>1. Reduction in reported Violence Against the Person offences. 2007/2008 baseline = 322</p>

expect to achieve this/these?	<p>2. Increase in violent offenders brought to justice. 2009/2010 baseline detection rate target = 57%</p> <p>3 Reduction in perceptions that anti-social behaviour has increased by 1.8% from 2008/9 baseline (as measured by place survey) by 2010/11</p>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<p>The bid is for capital funding for CCTV equipment.</p> <p>The Current Town Council will support running costs during its lifetime which is until 2014. Obviously any change of administration after that date may have different views but it is believed that this would be highly unlikely.</p>
Who will benefit from this initiative?	<p>The whole population of the Community Area will benefit – mid-2009 projection circa 28,000, as well as visitors to the town.</p> <p>Older people may feel safer with CCTV presence allowing them to go about their daily lives in the town centre at ease. Young people have also reported favouring CCTV as they feel that it helps to prove that they are not involved in specific incidents that often get blamed on young people.</p>
Confirm no unfunded commitments from this initiative	<p>There will be on-going commitments of £5000 for running costs which will be funded by Melksham Town Council.</p> <p>Please see the answer above re funding.</p>
What are the key risks to success and how will these be managed?	<p>Need to ensure the CCTV cameras are installed in the correct locations (ie under streetlights)</p> <p>Need to ensure that new system meets required compliance standards: (i) ACPO National Strategy 2007 (ii) Information Commissioner's Office Codes of Practice 2008.</p> <p>System has been designed to meet required ACPO standards by independent consultancy – Global MSC Security</p> <p>Data Comptroller will be appointed by MTC to ensure compliance with Data Protection & Freedom of Information Acts + CSO Codes of Practice</p> <p>System Monitoring under contract to Trowbridge Town Council who is fully compliant with above mentioned standards.</p> <p>Local Wayleaves to be completed regarding system equipment fixed to 3rd party property.</p>

	<p>Risk if continued review funding is unavailable for running costs.</p> <p>No funding has been identified for maintenance of the CCTV equipment.</p>
Who will manage the initiative	<p>John Crook, Town Clerk Melksham Town Council with the help initially from the Town Council's CCTV consultant.</p> <p>E mail john.crook@melkshamtown.co.uk tel 01225 899911</p>

Signed:



Dated: 1st October 2009

Chairman of Area Board