To maintain a feeling of safety in the district and have no less than 90% of residents feeling safe during the day and no less than 75% of residents feeling safe after dark.

Rural Crime is a theme running through all aspects of the priorities.

**Anti – Social Behaviour:**
To ensure that current levels of ASB don’t increase.
To maintain current low levels of youth related ASB.

**Road Safety:**
To reduce death and serious injury on “A” roads by 10%.
To reduce road traffic collisions by 5%.

**Burglary:**
To reduce burglary by 5%.

**Violence – excluding prison violence:**
To reduce violence by 5%.

**Domestic Abuse:**
To see an increase in reports of Domestic Abuse, as a positive measure towards supporting victims.
To reduce the number of repeat victims of Domestic Abuse.
To increase the number of victims who access support.

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**Outcome Measures**

- Promote positive messages about community safety through social media and on the council website on a fortnightly basis.
- To develop a Seasonal Plan including initiative to tackle all crime types throughout the year.

- Identify the top 5 ASB locations weekly for immediate enforcement and reassurance initiative.
- Utilising the ASB car to visit hotspots.
- Positive messages every quarter to parish councils and on website to residents, including case studies relating to ASB tools and powers.

- To deliver targeted roadshows aimed at older drivers – one per locality.
- Targeted campaigns at young people – in schools.
- Social media campaigns – hashtag campaign with weekly safety messages, weekly website safety messages.

- To develop a Business Crime Reduction Initiative.
- Key messages to parishes regarding burglary others for inclusion in parish magazines, parish noticeboards.
- Promote Smart Alert to increase the uptake in South Staffordshire.
- Encourage parishes to develop and promote a Rural Crime Initiative within their communities.

- Re-develop a Violence Action Plan.
- Targeted messages to nursing homes, children’s homes, licensed premises, local businesses.

- Early Intervention: “No Further Action” is following up with the victims within 48 hrs of incident.
- Reassurance Visits: Officers to make sure a victim is safe and that the offender is not on the premises.
- Operation Blitzen: Staffordshire Women’s Aid and Police visiting victims and perpetrators.
- Promotion to residents – education messages through social media, Review, parish magazines.
- Promotion to staff – Core, Friday newsletter, notice boards, LWT.
- Tailored campaigns – hotspots (Great Wyrley, Codsall, Wombourne), schools, baby & toddlers, leisure centres.