



# RURAL POLICING STRATEGY

2016-2020



**NORFOLK**  
CONSTABULARY  
*Our Priority is You*



OFFICE OF THE POLICE & CRIME  
COMMISSIONER FOR NORFOLK



Operation  
**Randall**  
tackling rural crime



# Foreword from PCC LORNE GREEN

*During* my campaign to be elected your Police and Crime Commissioner, I made a pledge to the people of Norfolk that I would listen to their crime and policing concerns and tackle the issues affecting our communities.

I met with residents across the length and breadth of our county, from our urban centres to our most rural locations, and what struck me was that many of the issues which matter most to our rural communities are actually not unique to them.

Yes, there are some crime types which are more prevalent in rural areas and bring unique challenges for policing – farm and agricultural crime, for example, or hunting and game sports – but for many rural residents their concerns are not that different from those of residents anywhere else in the county.

They want the police to be visible in their local area as this helps them feel safe and reassured.

They want their police service to engage with their community so that they feel connected rather than isolated.

And they want to know that the police will be there when they need them, and feel confident to report crime, knowing they will get an effective response.

But while these concerns may not be unique, the way we work to address them needs to be. Our county's geography and the demands of policing a rural landscape mean a 'one size fits all' approach will not fit the bill.

I have listened to these crime and policing concerns, and to what people want and need from their police service to feel safer living or working in our rural areas. I know we can do better, and that is why I pledged to take up their concerns and work with police, partners and communities to drive forward Norfolk's approach to tackling rural crime.

I want greater recognition of the impact of crime in our rural areas – both the unique challenges and shared concerns – and I believe this intensified rural policing strategy for Norfolk is a solid step on the path to achieving that.





# Foreword from DCC NICK DEAN

*Norfolk* Constabulary serves one of the largest geographical counties in England, most of which is predominantly rural in nature. This strategy recognises that Norfolk has a substantial rural policing area and population that need to have appropriate levels of policing services. The significant number of visitors to the county each year also present further policing challenges, particularly to the safety of our roads and rural communities.

Norfolk remains a safe county and as a constabulary, we remain committed to keeping it that way. Equally, we recognise that improvements can be made to the service we provide and the way in which we work with our communities and partners to reduce crime and deal with issues effectively.

This strategy sets the tone for policing our rural communities, responding more effectively to incidents and problems, working better together to find solutions and making people safe and feel safe. The strategy acknowledges the unique challenges faced in our rural county, the isolation felt by many and the need of communities to have a police service that is responsive, innovative and vested in providing a quality service to all .

We have already made good progress with the creation of our Rural Policing Task Force working under the banner of Operation Randall, dedicated to tackling rural policing issues. We continue to invest in Automatic Number Plate Recognition cameras. Our teams can use this technology to identify and challenge those that come to Norfolk intent on committing crime. This approach allows us to create a hostile environment for criminals coming to Norfolk and reduce the impact of their offending on our rural communities.

We also are committed to better engagement with our rural communities and have appointed a team of police officers around the county to focus on keeping the public informed and equally to listen to issues that need our attention.

In the strategy that follows, Norfolk Constabulary commits itself to doing more to make rural communities safe and feel safer. Every part of constabulary has a role to play in addressing rural concerns and finding ways to solve them. It is also incumbent upon me to thank the dedication of our Special Constabulary, Police Service Volunteers and Police Cadets for their unwavering commitment to supporting this work and their dedication to policing their own communities.







# INTRODUCTION

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## **RURAL CRIME** *adj*

Any crime that affects those living, working or visiting rural areas of the UK is considered rural crime

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Norfolk is a safe place to live, work, visit and invest in and the Constabulary remains absolutely committed to keeping it that way.

We continue to work hard, finding new and innovative ways to make our county safe so that people living, working and visiting Norfolk can feel safe and be safe.

The rural geography of Norfolk presents us with challenges that whilst not unique, require a partnership approach to preventing and detecting crime and making our communities safer.

We recognise the impact that incidents or crimes in our rural communities have on people and that feelings of vulnerability and isolation can be heightened.

The focus of this strategy is about protecting our rural communities, a focus on prevention, cutting crime and anti-social behaviour, improving victim care and increasing trust and confidence in policing.

We suspect that crime in our rural communities is not always reported and that people feel the police have other priorities.

This strategy is about engaging effectively with rural communities, encouraging the reporting of crime and having an effective response to dealing with these reports.

Rural crime is different. Isolation and remote locations in which crime occurs and the associated vulnerability places a responsibility on policing to respond to these challenges.





# THE MAIN CHALLENGES WE FACE ARE:



## Protecting vulnerable people

This is not just an urban phenomenon, from the young to old, crimes against the vulnerable in society are often hidden by the isolation and remoteness of our rural landscape.



## Farm and agricultural crime

Acquisitive crime ranging from theft of metal to farm equipment and livestock continues to present a threat to rural communities.



## Business crime

As with farm and agricultural crime, crimes against small rural businesses can impact greatly on people's livelihoods.



## Rural community crime

Some types of crime and anti-social behaviour are not bounded to geography and impact in rural areas as much as they do in urban environments.



## Tourism crime

Norfolk is a popular destination for visitors. Crime committed in our communities and rural 'beauty spots' can impact on the local economy and wider community confidence.



## Wildlife and heritage crime

The illegal taking, disturbance, trade or movement of animals or birds, along with damage to or theft from our heritage sites across Norfolk, can affect the overall environment.



## Road safety

Norfolk has a significant rural road network and ensuring our roads are safe for all is a key priority.



## Serious and organised crime

The potential rewards, combined with remoteness of rural communities provide fertile ground for organised criminal groups.



## Hunting and Game Sports

To work with rural communities effectively in dealing with illegal hunting and games sports, whilst facilitating legal activity to continue.







# KEY PRINCIPLES

As Norfolk is a predominantly rural county, we will treat rural crime as “core business”. This means that our mainstream resources are responsible for addressing rural issues:

- Our Neighbourhood Policing Teams are at the forefront of delivering a policing service to their respective communities.
- Within these teams there are specialist trained officers in combating wildlife and rural crime.
- Supporting our local teams are dedicated resources such as roads policing, safety camera vans, which in turn are supported by technologies such as automatic number plate recognition (ANPR).

This strategy also recognises that rural communities face unique issues, which is why we have enhanced our service by creating an additional dedicated Rural Policing Task Force. This team aims to:

- Make greater use of our Citizens in Policing Strategy to support the policing of rural communities.
- Dedicate a resource to identifying emerging issues, support proactive policing and crime prevention.
- Build stronger community links to improve communication.
- Bespoke rural crime prevention advice.
- Build effective partnership arrangements through a Community Rural Advisory Group (CRAG).





# THE STRATEGY

## *Prevention*

In partnership with stakeholders we will look to prevent crimes and incidents from taking place, in order to stop people becoming the victims of crime.

We will:

- Maintain a visible presence and provide an effective response to rural communities.
- Provide advice and guidance to residents, businesses and visitors on staying safe and protecting themselves and their property from opportunist criminals.
- Continue to develop the specialist rural skills and knowledge of our staff.
- Increase the number of Special Constables and volunteers working in our rural communities as part of our Citizens in Policing strategy.
- Identify repeat victims of crime and anti-social behaviour and manage our response to their needs.
- Educate road users about road safety on rural roads, and take positive action to prevent collisions through initiatives such as Community Speed Watch and the targeted use of camera safety vans.

## *Intelligence*

It is important that we listen to what people tell us and act upon it. We will provide relevant information to rural communities to help people take preventative action themselves. We need to encourage more people living in rural communities to report crime, anti-social behaviour and intelligence to inform our policing response.

We will:

- Identify those individuals and groups who cause most harm to our rural communities.
- Improve our understanding of cross-border criminality by sharing information with other agencies.
- Continue to develop our Automatic Number Plate Recognition infrastructure in order to disrupt travelling criminals.
- Improve the way we provide information to our rural communities about policing issues.
- Ensure we have the processes and resources to gather information and react appropriately to incidents when they occur.
- Encourage people to report crimes and incidents to the police.
- Communicate back to people who have provided intelligence or information.







# THE STRATEGY

## *Enforcement*

We will enforce the law and target those areas of crime and those offenders who cause the most harm.

We will:

- Ensure an effective police response to reports of rural crime and anti-social behaviour
- Work with the communities and partners to run joint operations
- Develop stronger relationships with neighbouring police forces to combat and deter cross-border criminality
- Continue to implement Norfolk Constabulary's local rural crime initiative Operation Randall
- Utilise Automatic Number Plate Recognition to provide effective disruption to criminals using our roads.

## *Reassurance*

We want to work with communities to ensure that people living in our rural areas feel safe and can be safe.

Effective two-way communication, local engagement and reassurance all have a role to play in giving communities in Norfolk confidence in policing.

We will:

- Make sure we understand the impact of crime and anti-social behaviour on rural communities and provide an excellent service at the first point of contact
- Improve the way we communicate with our rural communities
- Keep communities updated on current trends, activity and performance
- Make the police more visible and accessible in rural communities
- Conduct partnership meetings to listen to and act upon the concerns of rural communities
- Seek feedback from people living in Norfolk's rural communities on the way we are working together to deliver this strategy.



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