



Northumberland
County Council

Tackling & Reducing ASB in Northumberland

Project Shield: A focus on Ashington



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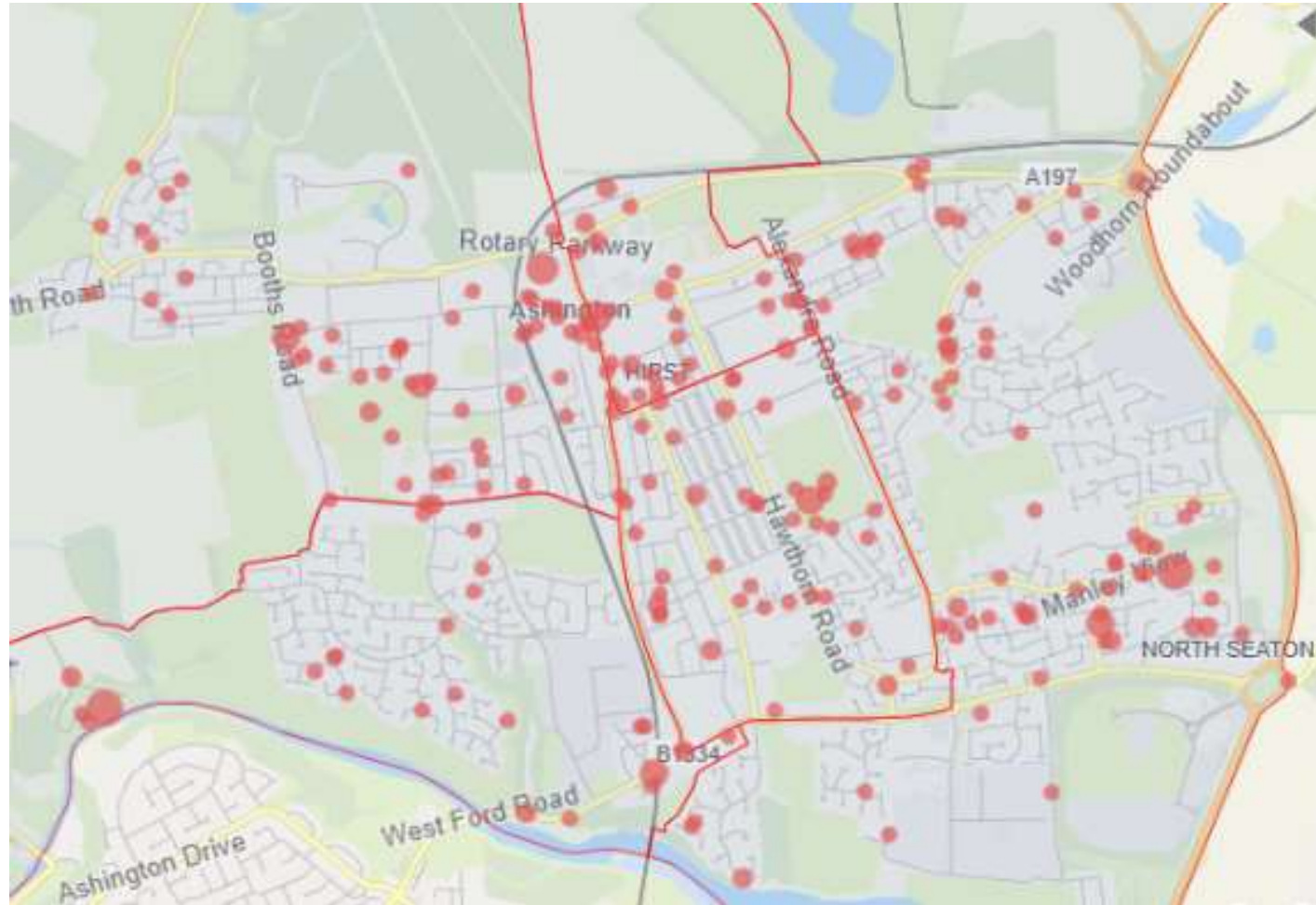
Project Shield – A Northumberland Approach

- Funded through the Hotspot Response Fund
- Part of the measures introduced by the Home Office to tackle and reduce Anti Social Behaviour
- Use multi agency intelligence to support targeted approaches to tackle and reduce crime and anti social behaviour and deploy resources in collaboration
- Adopt a strengths based approach to helping communities become safe, connected and resilient
- To identify seasonal patterns, trends and events and ensure enable the community to implement a preventative approach
- Key partners include Northumbria Police, Northumberland Fire & Rescue Service, NCC, Town Councils, Public Health, Youth Justice Service, Housing and the Voluntary and Community Sector



The current intelligence picture

- ASB incidents are reported across the town, as this image shows, there are specific concentrations within the town centre, Hirst Park and North Seaton and the teams patrols are targeted in these locations.



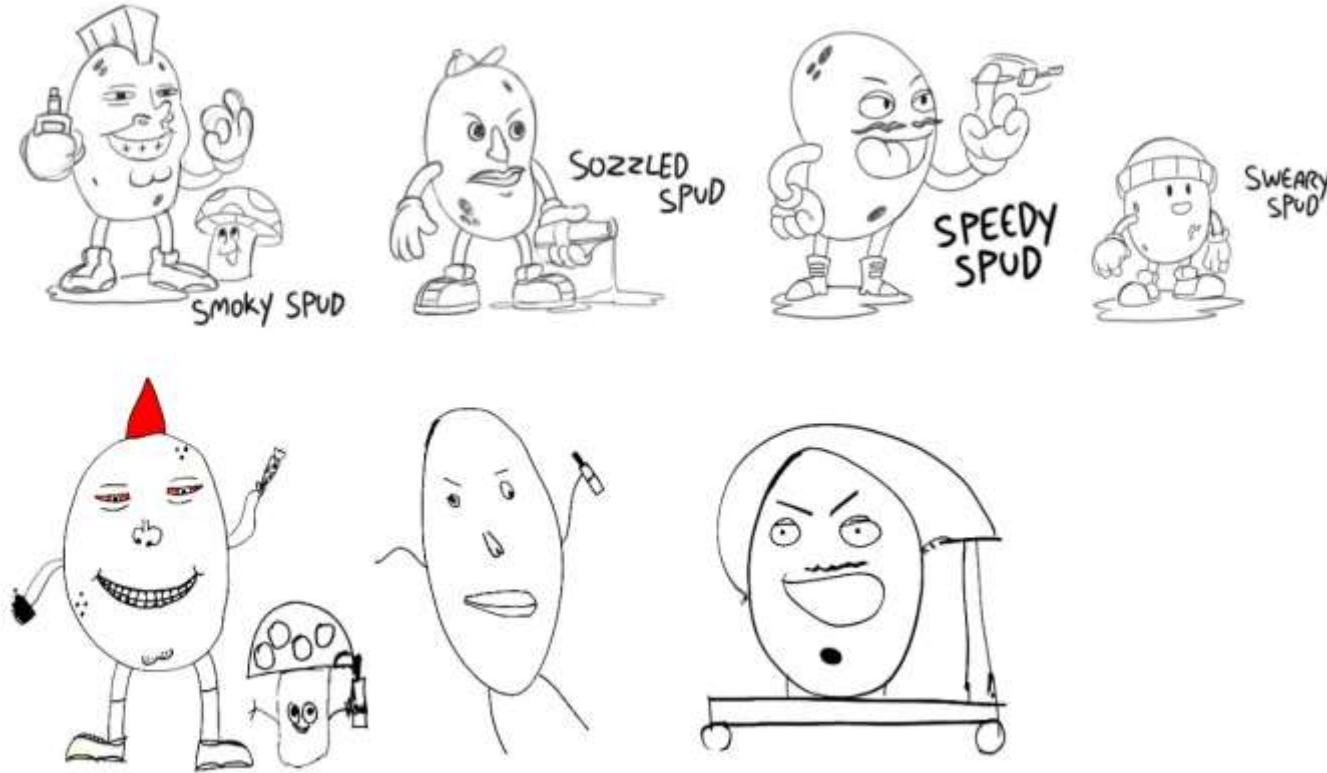
Work carried out since April 2025

- 655 Patrol hours conducted
- 48 Home visits conducted
- 12 Acceptable behaviour agreements served
- 25 Banning letters served for targeted business premises
- 4 Community events attended
- 6 Multi agency operations utilising drone capability
- 5 referrals through to the NFRS Extinguish programme
- 3 referrals to Youth Justice “Turnaround” support programme



Work carried out so far.....

- **Development of a Business ASB Partnership** - Create relationships, support training and identification of offenders
- **PlayZone and Youth Engagement** - secured funding for Beyond Youth and development of a new StreetGames programme in Hirst Park
- **Operation Final Bell 2** - A multi agency operation involving Project Shield officers, Fire Service, Police and various youth providers
- **Safe summer campaign launched** - This is a social media campaign aimed at young people to give advice around appropriate behaviour in a variety of scenarios and diversionary activities during the summer period using our developed protagonist 'Super Spud'.
- **Problem Solving** - key locations including the town centre, Northumberland Line & stations, Ashington Woods, Hirst Park.



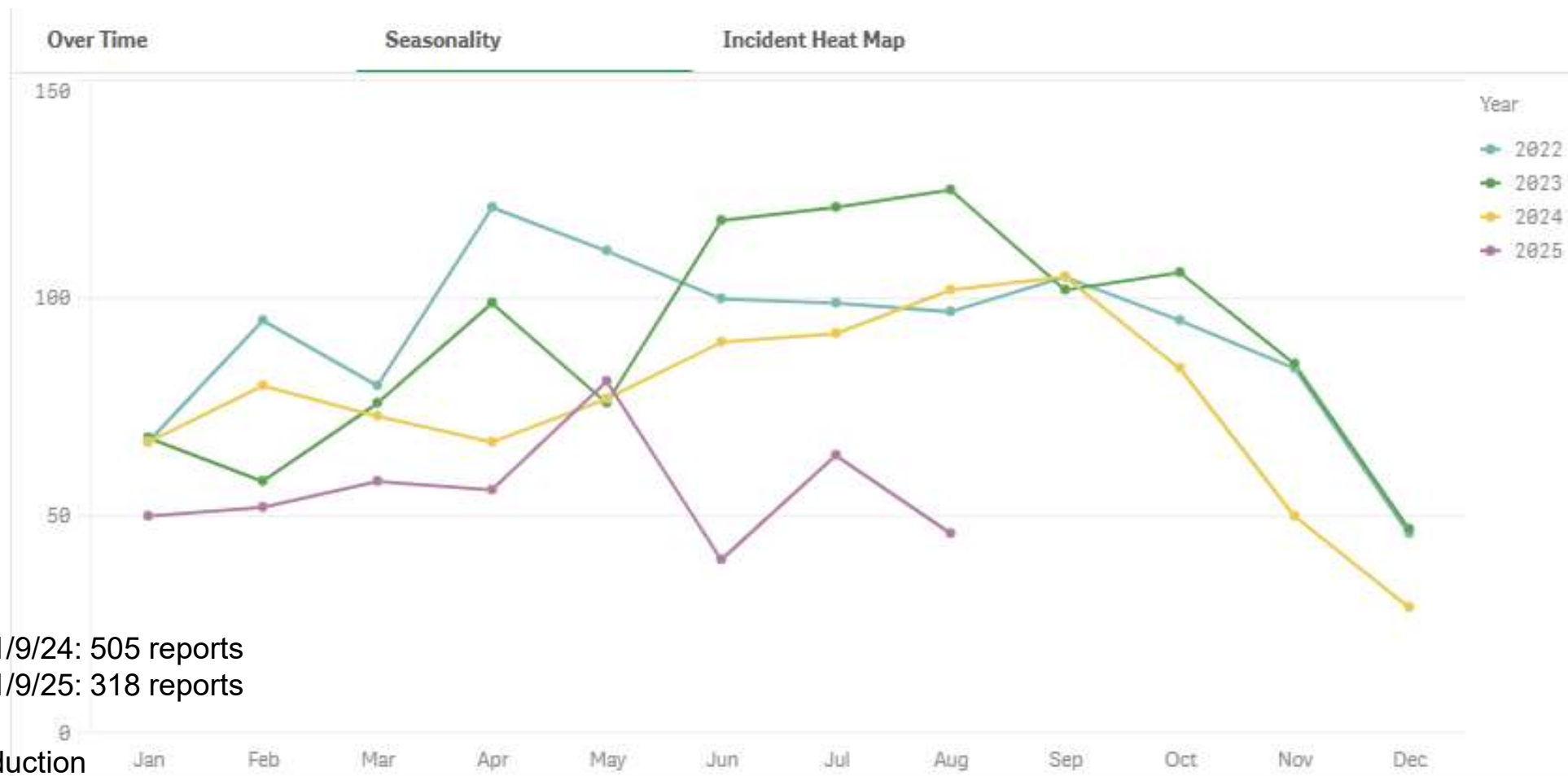
[Positive Potato- Cut 1 Animations](#)
[- Frame.io](#)

Work carried out so far.....

- **Operation Impact** - Joint event led by Northumbria Police supported by the Council and key partners to co-ordinated resources throughout a day of enforcement, engagement and reassurance
- **Home visits** - After identifying the persons involved in the ASB numerous home visits have been performed, ensuring parents are aware of child's actions, consequences of their behaviour and taking preventative action inclusive of Social Services referrals, graded anti-social response action and specific banning letters.
- **Education Inputs** - Anti social behavioural inputs at relevant schools and Colleges to educate the consequences of behaviour in the community. Attending open days at Education premises. Linking in with Education Welfare Officers to tackle truancy linked to ASB.
- **Identify offenders** - Working with the Police in specific cases of disorder/ crime to identify prolific offenders, take positive action and refer to relevant agencies.
- **Partnership work to reduce incidents of fires** - From April 2025 targeted work in locations such as Hirst Park. 3 Persons identified. Police action, Youth Justice referrals and referred to NFRS "Extinguish programme.

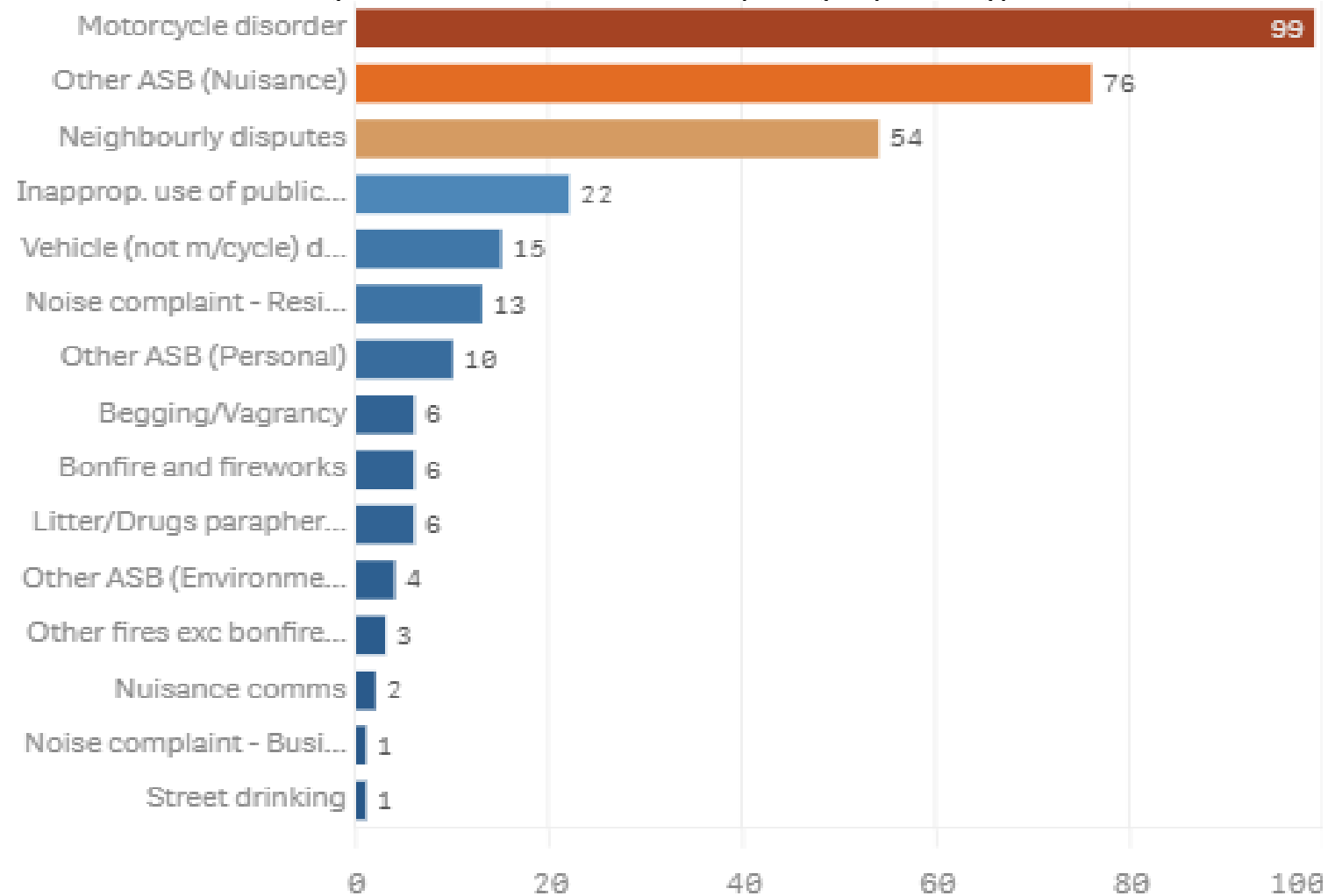
The current intelligence picture

- ASB incidents are at their lowest levels in 4 years & reduction seasonal spikes in holiday periods



The current intelligence picture

Breakdown of the 2025 reported incidents. Motorcycle disorder is the most frequently reported type of ASB incident:



Thank You