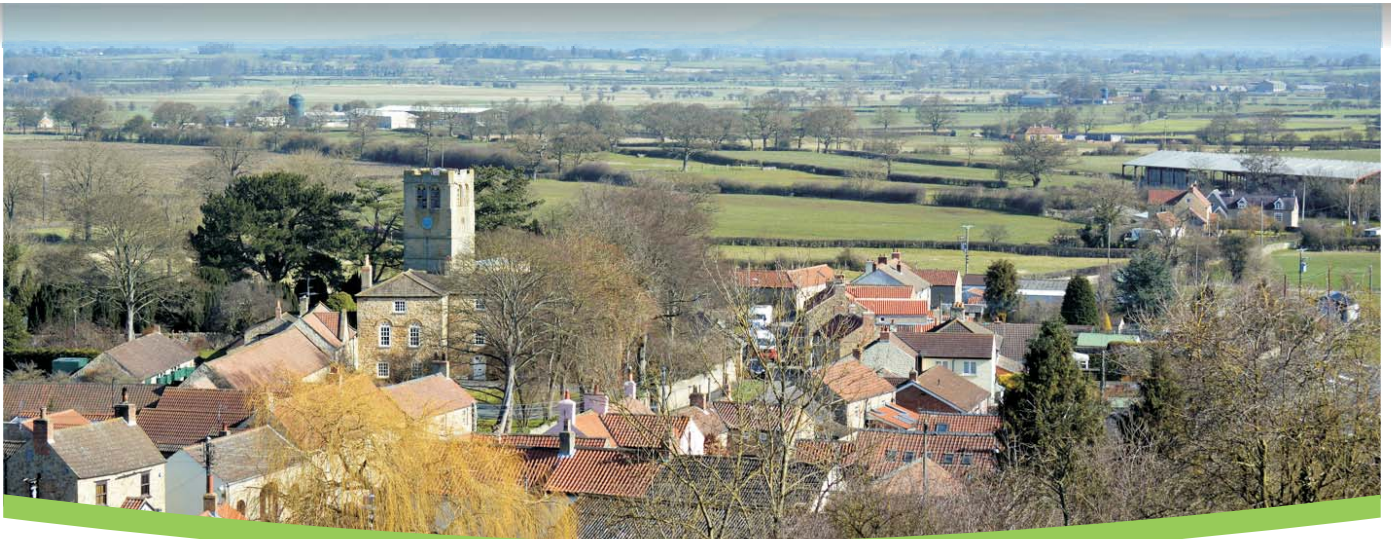


NRCN

National Rural Crime Network

The true cost of crime in rural areas

Report and recommendations



11 September 2015





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FOREWORD

Julia Mulligan, Chair of the National Rural Crime Network

Throughout my tenure as Police and Crime Commissioner for one of the largest rural police forces in England and Wales (North Yorkshire), it has been clear that all is not well in our green and pleasant land. Despite much good practice and good will on the part of the police and their partners, members of the public have frequently expressed concerns about the service they receive.

As Chair of the National Rural Crime Network, I am delighted we now have this report, although some of its findings make uncomfortable reading. It is particularly welcome as research specifically into policing and crime in rural areas seems to be as rare as hens' teeth. Indicative perhaps of a focus on more 'serious' harm in urban areas.

This does communities in rural areas a disservice. Residents and businesses in the countryside pay as much, often more, per head of population for policing and they deserve equal treatment to their urban counterparts.

One frequently quoted reason for shifting resources towards urban areas is the policing policy of assessing need based on 'threat, risk and harm'. This is logical and very often correct given the harm and risk faced by some people. But this policy should not be deployed to the detriment of rural dwellers.

Our survey points to large scale under-reporting, an £800m crime bill being footed by rural communities and in comparison to national statistics, significantly lower levels of confidence and trust in policing.



I believe this poses different risks. Our report comes at a critical time when the structure and funding for policing are being fundamentally reassessed. Any decisions which exacerbate the situation risk alienating rural communities further still. What's more, I believe trust and integrity in the service could be irrevocably damaged, eroding the fundamental principals upon which British policing is built.

The police, national and local government and others with responsibility for services in rural areas must take heed. The report also identifies opportunities; it is upon us all to listen and act upon them.



Julia Mulligan, Chair of the Network, with an officer from North Yorkshire Police undergoing sheep rustling prevention and detection training



INTRODUCTION

The countryside is a beautiful place to live and offers a lifestyle many aspire to, but the picture postcard hides crime and poverty, which in some communities can be on par with urban areas.

The issue of rural crime has risen up the agenda of rural concerns over the past few years and in many surveys crime/anti-social behaviour (ASB), law and order and policing are a key concern – second only to the National Health Service. Knowing the extent of crime in rural areas only partially reflects the problem, the experience of crime in rural areas differs in many aspects from urban areas.

For many people, whether falling victim to crime or not, simply fearing the possibility of crime can have a detrimental effect on their quality of life. It has been suggested that fear of crime has the potential for greater harm than actual victimisation due to the effect of long-term stress and other mental health considerations.

This is why 30 Police and Crime Commissioners from across the country, rural stakeholders and national crime prevention charities have come together to form the National Rural Crime Network (NRCN).

The NRCN is working to see greater recognition and understanding of the problems and impact of crime in rural areas so more can be done to help them feel safe and be safe.

Particular challenges exist in tackling other crime types when perpetrated in rural areas. For example, drug dealing, sexual abuse and burglary, very often present different demands from similar incidents in cities and urban areas.

Providing services across large, sparsely populated geographical areas can also be proportionately more costly than in urban areas. As resources come under even greater pressure, this is becoming ever more challenging. It is vital that the voice of the countryside is heard and the personal, social and economic costs of crime and anti-social behaviour are fully understood and acted upon by all agencies working towards common goals.





NATIONAL RURAL CRIME SURVEY

In May 2015 the NRCN launched the largest ever survey into crime and ASB in rural areas to find out how we can all work together more effectively, how the police can better serve rural communities, and how rural communities can support the police and other agencies in tackling the causes of crime. The survey called for people who work or live in rural areas to give their views on crime and policing in their community, explain the impact crime and ASB has on them and their neighbours and to ultimately help shape the future of crime prevention and rural policing.

Against a backdrop of budget reductions and a government review of the police funding formula, as well as a growing focus on urban areas, the survey asked how crime and ASB and the threat of potential crime affects individuals, both financially and emotionally. It also sheds light on the human implications of crime and the fear of crime, seeking to explore the impact not just on individual victims, but communities as a whole.

Any crime that happens in an urban area can, and does, happen in rural areas too, and the way policing is delivered affects everyone living and working there. Traditional farm-related incidents such as fuel theft and livestock rustling make up just one part of the problem; we need to understand the other issues that affect people in our remoter areas, as well as in market towns, villages and the countryside more generally. These include the less well understood issues such as heritage and wildlife crimes, alongside the more obvious types of crime.

Methodology

The NRCN survey is not a random sample of the rural population and we are not claiming that overall figures are absolutely representative of the population in question but we believe they do give a clear indication of the issues and concerns from rural communities.





KEY FINDINGS

The NRCN Survey sought to look into crime and understand the true cost of crime to people who live and run businesses in rural areas of England, Wales & Northern Ireland.

The survey took place with support from the Home Office and has provided a body of information to improve national awareness of crime in rural areas as well as provide a clearer picture of attitudes towards crime to help inform government and local policy.



Key survey results:

- 1. Financial impact of crime on rural economy is significant** – the cost of crime to rural communities is £800 million¹, equivalent to £200 for every household in the countryside. The average cost to households who are victims of crime is £2500 and it is £4100 for rural businesses. Only 26% of households that suffered a loss made an insurance claim. Amongst rural businesses the figure was 32%, to cover their loss and these tended to be related to significant losses like that of agricultural machinery or burglary of a property. On average insurance claims only covered 80% of the true cost of crime because of factors like property repairs, increased security, loss of earnings, legal fees and higher insurance premiums following a claim.
- 2. Fear of crime is relatively high and increasing, with emotional cost of crime taking its toll too** – 39% of rural people are very or fairly worried about becoming a victim of crime, compared to 19% nationally. Even more worryingly, 32% of respondents are more fearful of becoming victims of crime than five years ago, compared to only 3% who are less fearful. The most significant emotions reported are ones of anger and frustration but the increased fear and concern as a result of being a victim of crime raises the pervasive fear of crime. Amongst rural communities, farmers suffer this most acutely, followed by hard-pressed rural young working families. Fear of crime and incidence of crime go hand in hand, the corrosive nature of this fear on how people feel, particularly those in the most isolated parts of the UK, is significant.





3. Low satisfaction rates of police performance in rural areas – rural communities have a poor perception of the performance of their police force and see the police as being out of touch with them and the impact crime has on their lives. 39% of rural people rate the police as good (32.4%) or excellent (6.3%), but amongst rural businesses this figure was just 32%. Satisfaction levels drop further to just 23% when it comes to the rural public's perceptions of the police's ability to solve crime. Only 39% agree the police can be relied upon to be there when needed, which compares to 61% nationally. Similarly only 33% of respondents agree that their local police deals with the things that matter to their community – again the national comparison is 62%.

4. Crime is under reported in rural areas (including civil offences e.g. fly-tipping) – more than one in four (27%) did not report the last crime of which they were a victim, this means that against Home Office figures of 294,000 rural crimes between April 2014 and May 2015, the actual number of crimes could be as high as 403,000. Worryingly the main reasons crimes were not reported was because the victim either felt it was a waste of time or that the police would not be able to do anything. Offences which were most likely to be under reported included fly tipping (56% went unreported), theft from outbuildings and agricultural materials (50%) and 32% did not bother to report theft of fuel. Speeding and dangerous driving were also highlighted by 63% of respondents.

5. Rural communities are resilient – the rural community spirit is strong with four out of five people feeling they belonged to their local community and 27% felt this had strengthened over the last five years despite the many pressures they face and not least in response to crime in their area. The emerging picture is one of rural stoicism, having to deal with crime as best they can while getting on with their everyday lives.



6. Lessons for Local Authorities and other partners – two issues of greatest concern to the rural community were not solely, if at all, police matters. One was road safety (63%), which the police play a crucial part in, but which they cannot resolve without working with partners, and the other was fly-tipping, which is now a civil offence (61%).

Tackling rural crime comes with its own specific challenges whether that is the ability of police forces to respond quickly, the role that rural communities and other agencies can play or the scale of crimes which may go unreported. This survey is an important step towards delivering a better service to communities and making the countryside a safer place to live and work.



Courtesy of Mark Anderson

¹ See Appendix for further detail. £800m has been calculated by average cost per crime (taken from the survey) multiplied by the total number of rural crimes. Total number of rural crimes is calculated using figures for May 2014 through to April 2015, specifically for victim based crimes, taken from ucrimestats.com. Under-reporting as identified by the survey was then applied.



CONCLUSIONS

Unfortunately there is a common perception and myth that rural crime is all rather trivial. Rural crime is not just about a bit of old fashioned poaching and the odd garden shed getting broken in to. Neither is it solely about farm crime. Most of the crimes that occur in urban areas occur in rural communities too. However the impact of those crimes, not just on the victims and their families but also on the rest of the community in that locality can be quite different.

One of the biggest implications emerging from this survey is the nature of the relationship between rural communities, the police and other agencies. Good policing depends upon strong police and public co-operation and engagement. Where the rural community is strong and pulling together in support of each other both fear of crime and rating of their local police is better. There is clearly a role for localised rural policing working with communities and other agencies, which will help to strengthen those neighbourhoods. This survey suggests that tapping effectively into this and building the resilience of local communities yet further is a 'stand out' opportunity for service providers, especially the police.

Under reporting and fear of crime

The survey has cast new light on the problems and issues facing those in rural communities. It shows that the true level and cost of crime is substantially higher than official and other figures suggest. This is largely due to a significant level of crime that goes unreported, potential insurance claims that are not made, and hidden costs that are not specifically covered by insurance.

The lower rates of crime experienced should also not mask the reality of the experience of victims of crime in rural areas. The impact of crime in rural areas can be different and equally impactful, not least because of the challenges of social or physical isolation and a lack of support and services.

The most significant emotions that were highlighted in the survey were ones of anger and frustration about a perceived inability by police to act on crime but the increased fear and concern as a result of being a victim of crime raises the pervasive fear of crime out of proportion to the actual threat. Fear of crime is at its highest in isolated areas which are actually relatively close to the more populous urban areas of England and Wales. People living in the most remote areas appear to feel safer. These rural communities, which may be more accessible to urban



based criminals, could be seen as soft targets and should be prioritised accordingly by the police. Amongst our rural communities those who fear crime the most are farmers, followed by the hard pressed rural young working families. This contrasts with often cited convention, that those most at risk and afraid are older, isolated members of the community.

Rural businesses have a significantly heightened fear of crime and many (39%) of them are more worried now than they were five years ago. The financial and emotional impact seems to be borne most by those who operate a business within the rural economy. The financial impact is debilitating for a business and that greater impact appears to be turning into a frustration and greater concern of repeat crime compared to five years ago. These findings indicate a need for police resources to be more attuned to the needs of rural businesses going forward as they remain a key part of the economic infrastructure of the countryside.

The survey findings are important to ensure the human costs such as psychological impacts of crime are fully taken into account so that police and related agencies' resources are allocated accordingly, rather than assuming urban conurbations have greatest need.

Perceptions of rural policing

The feelings of those who responded to the NRCN survey on how they felt regarding police involvement in crime makes for uncomfortable reading, with only 39% of people rating the job done by the police as good or excellent.

With almost a third of rural dwellers rating the police as poor for crime prevention/reduction and solving crime it is little wonder that people are not reporting crime and when asked why not said there was 'no point / not worth it' followed by 'the police couldn't have done anything'. While more trivial crimes or historic theft may well not be reported for practical reasons, all these figures point to a clear breakdown in the belief and trust that the police are effective in rural areas.



The areas that fear crime the most and have the highest proportion of victims also have the lowest opinion of the job done by the police. Once again it is the hard working young families and farmers who feel the most let down by their local police. This may be because they do not 'fit' traditional assessments of vulnerability.

Many rural dwellers highlighted 'frustration' as a key emotion in relation to crime. This is coupled with the fact that whether the police are involved or not, the emotional legacy of crime remains the same i.e. the police involvement has actually done nothing to alleviate the emotional legacy of the crime experienced.

Essentially, people responding to the NRCN survey think there is little point in reporting crime to their police force as they believe the police cannot do anything about it. This has got to change, it is simply not good enough for rural communities and businesses to feel so let down.

Financial impact of crime on the rural economy

The financial cost of rural crime is estimated to be £800 million, which is almost £200 for every rural household. Almost three out of every four domestic crimes led to some kind of financial loss, but only 26% of those incurring financial costs made an insurance claim. Those who did make a claim only received on average 80% of their losses. This is due to the hidden costs of crime over and above replacement and repair of property, such as loss of earnings due to equipment being stolen; the additional costs of installing new or upgraded security equipment etc.

When it comes to rural businesses, 86% of victims suffered a financial loss, which was on average about £4,100, but only 32% of those incurring financial costs made an insurance claim. For those who were able to claim they were still only able to recover around 60% of losses.

The perception of the police's poor effectiveness in fighting crime, coupled with an under reporting of crime implies that we have a rural population and economy simply putting up with the crime they experience and making do as best they can. Most worrying of all is the impact that any further reductions in rural policing could have, given some of the findings from our survey. When current perceptions of police effectiveness are low, further reductions could be catastrophic in terms of rural confidence in their police force.

These findings indicate a need for police resources to be more attuned to the needs of rural businesses and communities, ensure that rural areas on the fringes of large conurbations are prioritised over other rural areas and the needs of farmers and young rural families are addressed when it comes to targeting policing.

Community spirit

Evidence from the survey has shown that rural communities are resilient and close knit. Not only that, but those communities seem to be growing stronger - 27% said their feeling of belonging had strengthened over the last five years. That sense of community is something which the police and their partners need to recognise, understand and ultimately, tap into.

Using community based initiatives, and building on the strong foundation already clearly in place, the police and local authorities could close the apparent gaps in trust and confidence.

For example, many urban areas will have 'Anti-Social Behaviour Hubs' or have council staff with certain police powers, but these services are not often extended to rural areas. Police and partners need to consider how these services can be developed to benefit rural neighbourhoods, which in turn be supported by resilient and public-minded communities.

The NRCN survey has come at a critical time for the future of policing. It is vital that the voice of the countryside is heard and the personal, social and economic costs of crime and anti-social behaviour are fully understood and acted upon.





RECOMMENDATIONS

- 1. Fair funding for rural policing** - we are calling for the review of the funding formula to recognise the costs of policing rural areas. Providing services across large, sparsely populated geographical areas is relatively expensive on a per capita basis, and as resources come under even greater pressure, this is becoming even more challenging.
- 2. Rural communities encouraged to report all incidents including crime, anti-social behaviour, road safety concerns and fly tipping** - there is a clear reluctance to report crime in rural areas, which could be due to fear of repercussions in small communities, a lack of confidence in the vigour of a police response or a mix of other reasons. However, for the police to meet the needs of rural communities and set appropriate policing priorities, then rural communities need to report all incidents.
- 3. Police, government and other partners must work better together** - good rural policing is about far more than numbers of police officers on the ground. If we truly want to tackle rural crime, then we must form more effective partnerships between the police, rural communities and other authorities. Consideration needs to be given to the nature and size of resources and potential for multi disciplinary teams, something more commonly done in urban areas, but which can be less developed in rural locations.
- 4. Policing must be targeted better** - police resources are routinely focused on areas which have the greatest 'threat, risk and harm'. The police need to acknowledge the lack of trust and confidence in the police as a significant risk. In addition work needs to be done to ensure the assessment of threat, risk and harm is as applicable to rural communities as urban and take into consideration the context of policing rural environments. This is especially important as budgets come under even greater scrutiny. Within rural areas the survey highlighted more vulnerable victims on the fringes of urban areas and includes businesses, farmers and hard pressed young families in particular. At present, assessments of 'vulnerability' rarely take such factors into account.
- 5. Innovative ways to tackle crimes in rural areas and sharing of best practice** - particular challenges exist in tackling some crime types when perpetrated in rural areas, for example, drug dealing, domestic abuse and burglary, including heritage and wildlife crimes which very often present different demands from incidents in cities and urban areas. The College of Policing needs to increase its focus on rural areas and there needs to be a concerted effort to work with academia to improve knowledge and embed best practice.





6. **Businesses are victims too** - this survey shines light on the significant impact of crime on rural businesses. In targeting their activities, the police and partners need to develop specific prevention and response policies focused on improving protection for rural businesses. Where this exists, best practice needs to be better shared.
7. **Build on rural resilience** - it is clear from the results that the nature of close knit rural communities presents an opportunity for service providers. Much good practice exists, but police and their partners need to reassess their engagement and communication models to leverage the resilience of local communities. The skill mix of teams and issues such as turn over of staff based in the community need to be considered to help protect and nurture essential relationships.

Further work needed: Rightly policing very often focuses on protecting vulnerable people. Care needs to be taken to ensure that this definition also embraces those at greater risk in rural areas – business, farmers and struggling families, as well as those who may need 'safeguarding', such as vulnerable children and elderly people. Further research is required to fully understand the links between demographics, location and crime to ensure the right communities are prioritised and supported.





Results from the First National Rural Crime Survey for England, Wales and Northern Ireland

Prepared For:

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1. The National Rural Crime Network

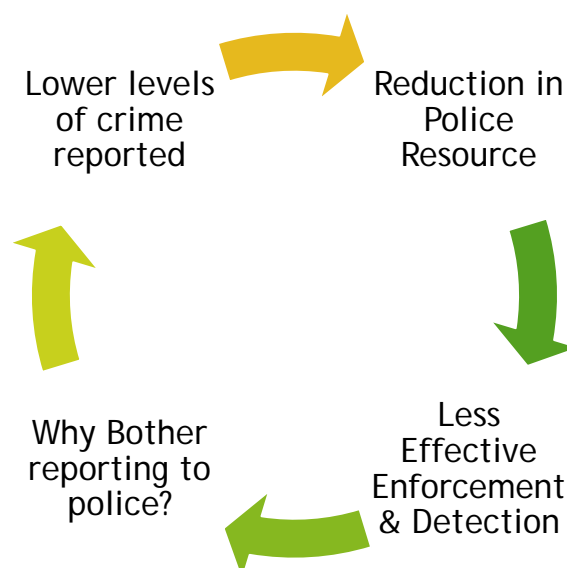
The National Rural Crime Network was set up to represent the rural community of the UK in an era characterised by resources becoming scarcer. It is vital that the voice of the countryside is heard and understood. The National Rural Crime Network champions a better understanding of crime in rural areas, and new, effective ways to help to keep rural communities safer.

We have a number of specific objectives which are:

- To act as a multi-agency think tank on rural crime strategy.
- To encourage and support the activities of those involved in making rural communities across England and Wales become and feel safer, as well as assisting them in the protection and preservation of heritage assets and their settings.
- Provide information and support for rural communities by promoting and facilitating the sharing of good practice.
- To develop and target good publicity to encourage stronger local response from the public in relation to reducing crime in rural communities.
- To encourage regional fora and facilitate a national forum for discussions between relevant rural partners and appropriate national organisations and watch groups on rural crime issues.
- To act as a forum to consider effective Community Safety Initiatives across rural areas.

Our concerns over the disproportionate impact an era of continued austerity and public service cutbacks could have on our rural communities appear justified in a post election period where talk of predominantly Urban Northern Powerhouses and autonomy in budget allocation amongst the so called Metro Mayors has gained traction and impetus.

For several years we have suspected that the true picture of crime in our rural economy has been understated. There is a corrosive cycle which we felt may be lying beneath the surface of this significant and vital part of the UK wider economy:





To take a more objective look for signs of this type of effect being evident the NRCN sought to organise the largest survey of its kind to explore the current situation across rural communities in the UK. Specifically the first National Rural crime Survey was designed to understand:

1. The true cost of crime in rural areas
2. The current pattern and nature of crime
3. The impact of crime on rural communities and the way people live their lives
4. The perceptions and confidence in policing
5. The emotional legacy of crime
6. Who suffers most

Our aim in initiating this survey is

- To provide robust evidence to enable Rural Policing Strategy to draw upon
- To represent the united voice of rural communities and people who live and work in our rural economy and express their views in relation to the experience, perception and impact crime has on them
- To ensure that policy makers have clear insights into the way our rural communities feel about crime in their area



2. Highlights

- **The first National Rural Crime Survey has cast a new light on the problems and issues crime in our rural communities places on everyday life in the countryside. It shows that indeed the true level and cost of crime is higher than official figures suggest. This is largely due to a significant level of crimes which go unreported, potential insurance claims that are not made and hidden costs not specifically covered by insurance.**
 - Our results suggest that the cost of crime to rural communities is some £800 million, equivalent to £200 for every household in our rural areas
 - The cost of crime for households who have suffered averages at £2500
 - Rural Businesses are particularly hard hit with an average cost of £4100
 - Overall 1 in 6 people living in the countryside experienced a crime in the last 12 months
 - However 27% of crimes go unreported – this means that against reported figures of 294,000 rural crimes between April 2014 and May 2015, the actual number of crimes could be as high as 403,000
 - Our survey suggests that insurance claims, traditionally a barometer of rural crime, also show an under reporting. Only 26% of those households who incurred a financial loss as a result of crime made a claim, amongst rural businesses the figure was 32%. While these figures mask a common calculation of whether it is worth making a claim (value of replacement cost+any increase in premium) and therefore reflect the larger values involved – it seems clear that a significant number of crimes which have a clear financial cost on the victim are simply not being seen.
 - Crime of any kind has an emotional as well as a financial cost. The most significant emotions are ones of anger and frustration but the increased fear and concern as a result of being a victim of crime raises the pervasive fear of crime. Amongst our rural communities farmers are suffering this most acutely, followed by the hard pressed rural young working families.
- **Our survey shows that rural communities also suffer from many of the crimes common in other parts of the UK but in addition they are susceptible to a whole range of crimes focused on rural areas which represent a softer and more convenient target to criminals.**
 - Fear of crime and incidence of crime go hand in hand. We have found that rural areas which are relatively closer to large urban areas are the most prone to suffer crime. Potentially the ease of getting to more remote communities by urban based criminals makes these areas the most susceptible to crime. Conversely the most remote parts of our island show the lowest levels of fear of crime.
- **Perhaps most worrying of all is the impact that any further reductions in rural policing could have, given some of the findings from our survey. When current perceptions of police effectiveness are low, further reductions could be catastrophic in terms of rural confidence in their police force**
 - Our survey respondents already have a poor perception of the performance of their police force and see the police as being out of touch with the reality of their lives and the impact crime has.
 - Only 39% agree the police can be relied upon to be there when needed in our survey, this compares to 61% nationally
 - Similarly, only 33% of our survey respondents agree their local police deal with the things that matter to their community – again the national comparison is 62%



- To people responding to our survey there seems little point in reporting crime to their police force when they believe the police cannot do anything about it.
- Overall 39% rated their local police force good or excellent – nationally this figure is 63%
- **Finally we felt we should highlight some of the positivity found within the survey results which perhaps also provides further insight on the stoic response rural communities have in response to crime**
 - People who live in Rural communities appear to feel a sense of belonging to their community– 4 out of 5 people felt they belonged to their local community and 27% felt this feeling had strengthened
 - 77% chatted to their neighbours at least once a week and 25% said that this had increased
 - 25% felt that their community pulled together to improve their neighbourhood with 21% also stating this had increased

So the emergent picture is one of rural stoicism, having to deal with crime as best they can while getting on with their everyday lives. A sense of community helps and there is clear evidence that our rural communities are pulling together on the face of crime. To some this may represent the rural community mindset: “we had better get on with it and make do as best we can’ – surely our rural communities deserve a better response?

The biggest implication emerging from this survey is the nature of the relationship between rural communities and their local police force. At its worst this survey suggests that people do not report crime because there is little point in doing so. Where the crime is more trivial, perhaps this is less of a concern. However the sheer volume of unreported crimes must indicate that some more serious issues are going unreported because the victims perceive there is no point in reporting to a police who cannot react.

If rural police resource is reduced further, as it appears may be happening, or suggested, in some rurally focused forces, then some of the trends and concerns shown in this report will clearly get worse.

This survey, partly because of its scale of response and partly the make up of the people who felt strongly enough to respond, highlights a growing concern within the countryside about the threat of crime and the increasing sense of isolation being felt as policy focuses elsewhere. Some people choose to live in the countryside but many more see this as a continuation of their way of life. Farmers appear to be of particular concern due to their specific vulnerability and the cost that crime has on an already vulnerable sector of the rural economy.

So our core messages coming out of a consideration of the results of this first National Rural Crime Survey are:

To Police Force Chiefs and PCC’s with responsibility for rural areas

- Understand that your public have less confidence in your response and your performance and this is having a detrimental effect on the way the service is being perceived which in turn is resulting in lower levels of crime reporting. You have an incomplete picture of the true level of crime if you focus purely on official crime figures
- A different and perhaps more flexible strategy needs to be considered within rural policing which uses the available resource more effectively by targeting the rural enclaves within easy reach of our more populated areas which appear to have a higher fear of crime based on actual incidence rates
- More, not less, engagement is required between the police and what appears to be a relatively strong and cohesive community – the relative strength of community spirit needs to be embraced by the police to erode the level of crime which appears to go unreported
- Policing Strategy needs to refocus on what is most important to each local community in terms of making a difference in reducing specific and potentially targeted crime to demonstrate progress

To wider government departments and local government working together for the good of our countryside



- Government should not lose sight of the significance of our rural community and economy. With an increasing focus on economic recovery and productivity which appears to be concentrated on urban areas and new powerhouses for growth – remember the rural economy and what is a significant inhibitor to development and growth, the true cost of crime being committed in our countryside
- Policy initiatives are needed to stop the cycle of under-reporting and a sense that the cost of crime in rural communities is actually some form of 'hidden cost' on choosing to live in rural locations
- Government should also be aware that a survey of this type gained response from over 13,000 people who live in rural areas and were concerned enough about the subject of crime to make their views known. The profile of the respondents is provided so government may see clearly where concern lies
- Police forces and government should look to build more empathy around the true impact of crime on farmers and the less privileged in our countryside. The impact of financial loss through crime is significant when it increases the cost to people whose working budgets are already under pressure.
- Greater co-operation and transparency between agencies involved in dealing with, what is a growing blight on our countryside, in the form of fly tipping (civil offence). Perhaps this is an area where stronger legislative powers are required under environmental policy.

To our rural communities

- Crime is clearly a concern and wherever it is seen should be reported to the police as a way of ensuring rural police forces can make decisions in true possession of the facts. Rural communities could be made more aware of the type of crime that may be more prevalent in their areas, not in a way that promotes anxiety and fear but more positively setting targets together with the community to be more active by being more aware. We would hope that greater cooperation and partnership with the police would be the result.
- Similarly rural communities should be made aware that a strong sense of community and watching out for each other reduces the fear of crime in an effective way
- Specific initiatives to encourage this and target areas our survey has highlighted as being particular targets for criminals, should be trialled and have very specific pre and post measures of local crime reporting, involvement in reporting and an ability to measure the impact of any activity on a reduction in the fear of crime.
- It may well emerge that the best way to combat crime in rural areas is through a more effective use of the sense of community that naturally exists. Police led initiatives to promote and help to organise such initiatives should be trialled, with simple and clear feedback to the community to show results and action.



3. Methodology

The Questionnaire

The questionnaire was developed in conjunction with the NRCN and North Yorkshire's OPCC. It was designed to be a self-completion questionnaire i.e. it was not administered by an interviewer in the way that the Crime Survey of England and Wales (SCEW) is conducted.

The questionnaire was designed to be filled in online and was optimised for PCs and Tablets. Two versions of the survey were made available; an English version and a Welsh Language version. Both versions were accessed via the National Rural Crime Network (NRCN) website.

A word copy of the questionnaire used can be found in Appendix 3.

Sampling

The sample was one of convenience i.e. any member of the public could take part in the survey if they wished to do so. One of the main aims of this work was to give as many rural dwellers a voice on the issues as was possible. Respondents were recruited via local marketing activity by members of the NRCN. Respondents were also recruited via BBC Countryfile which publicised the survey.

This method of sampling has some clear economic advantages however it is susceptible to bias because it has not been randomly selected. Those with the strongest views on the subject matter are more likely to want to take part, particularly those with a more negative viewpoint. The degree to which the findings of this survey will vary from the true rural picture will depend upon which question area is being looked at. Where we look at behaviours and events we are likely to be more representative but where we look at perceptions of authority then we are less likely to be representative.

Everyone was free to take part in this survey if they see themselves as living or owning a business in a rural area. The main analysis of the data was confined to respondents who lived in an officially recognised rural area as defined by the Office of National Statistics (ONS) Output Areas 2011. A respondent's Output Area is defined by their postcode. More details on Urban-Rural classification can be found in Appendix 1.

The Response

The scale of the response was significant. In total 22,807 responses were received from across England, Wales and Northern Ireland. Of these 13,193 were from people living in or owning businesses in geographic Output Areas (OA) classified as rural. We believe this in itself is testimony to the interest and concern amongst our rural population to the impact of crime.

It is the first and largest survey looking into the impact of crime on the lives of people living and working in the countryside and it provides some invaluable insights into how crime is impacting our rural communities.



Profile of Respondents

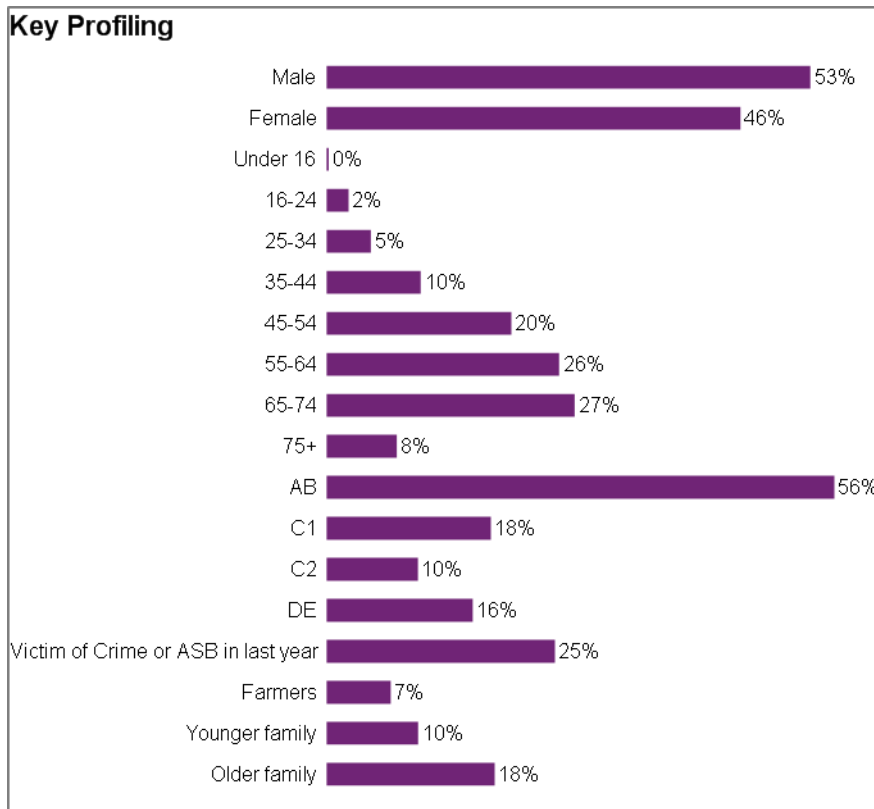


Chart 1 Base: All rural respondents n=13,193

The relatively high incidence of older respondents to our survey is reflective of two trends. A genuine concern amongst the rural elderly population to be heard and the fact that our rural areas are ageing in population terms as people retire to rural areas or buy second homes there, while younger people seek jobs and more affordable housing in urban areas.

This indicates a perceived potential for a higher degree of vulnerability within rural communities as population age changes.

Classifying Rural Populations

Throughout the report we refer to the 6 different rural area clusters, as defined by the Government Statistical Service (GSS). There are 3 sizes of conurbation used, subdivided into whether they are located in a generally less populous area (sparse) or more populous areas (less sparse). It is important to understand the relative sizes of these areas when interpreting the findings of this research. Nearly half of the rural population live in a rural town or its outskirts. The two other most significant rural areas are Villages and Hamlets & Isolated Dwellings in more populated areas of the country (sometimes referred to as less sparse). This classification is important in that it represents rural enclaves which are relatively close to urban areas and are consequently more vulnerable to criminal activity.

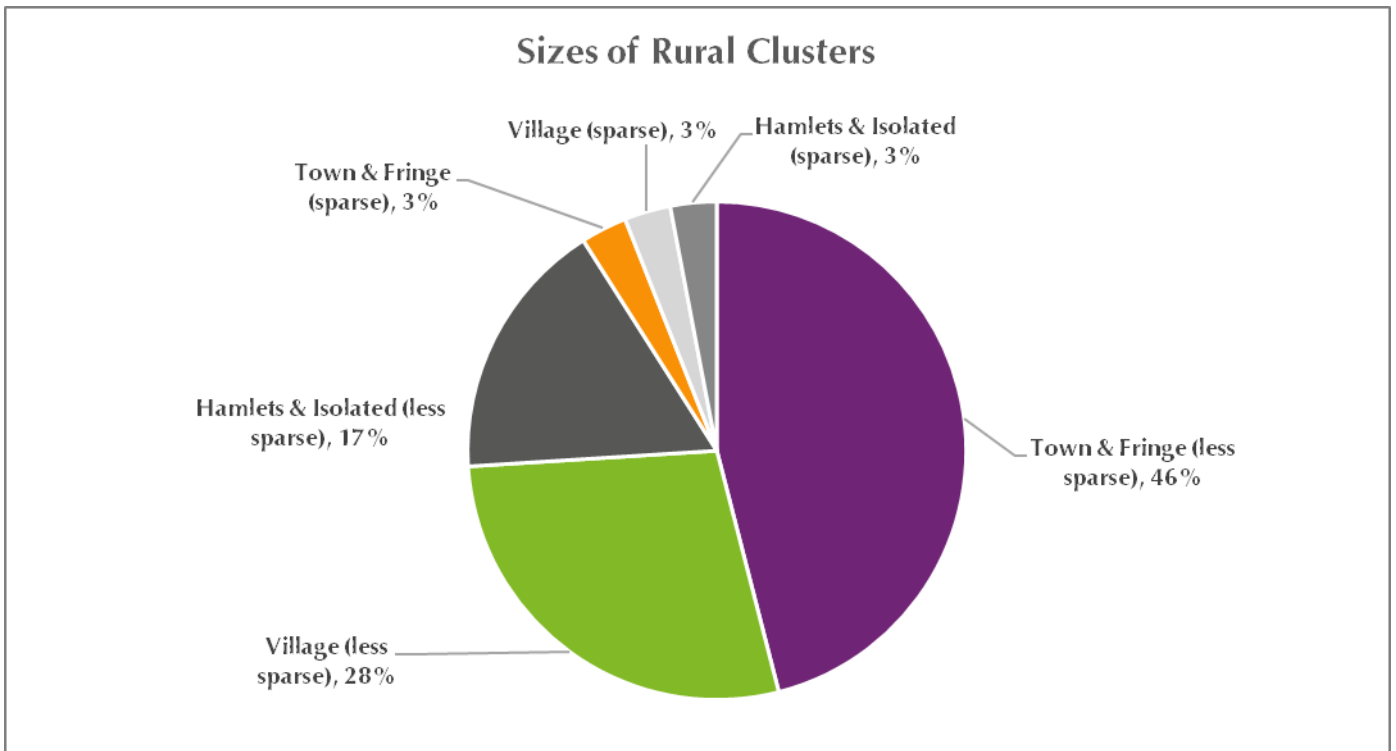


Chart 2. Sizes of the different rural area types in England & Wales based upon Output Areas (Output areas contain similar numbers of households).

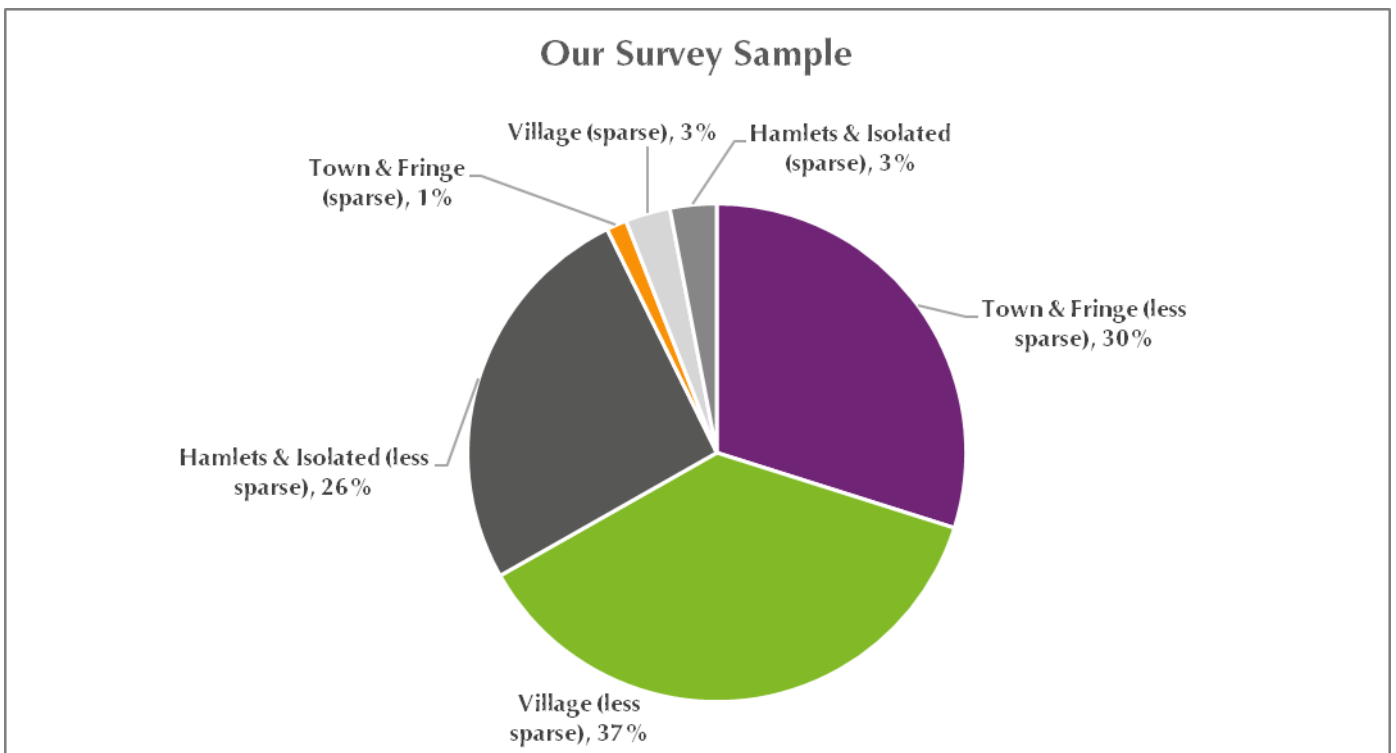


Chart 3. Survey broken down by rural area types. Base: All respondents n=13,193



Statistical Tests

As we have not taken a random sample of the rural population we are not claiming that overall figures are absolutely representative of the population in question. We have therefore not assigned any statistical confidence intervals to these figures. As respondents across different parts of the country were recruited in a similar way then we feel, justified in making statistical comparisons between sub groups of the population. Statistically significant differences between sub groups are flagged on charts throughout the report in blue and red.



4. The Cost of Crime in Rural Areas

The Financial Cost

Across our sample 13% (1 in 8 people) had been a victim of crime in rural areas in the 12 months between May 2014 and April 2015.

The overall cost of crime to victims in our rural communities is significant. We have estimated the total financial cost of rural crime between May 2014 and April 2015 to be £800 million - that's almost £200 for every rural household. These figures do not include the costs of Policing rural areas or the rural crime related costs to councils, ambulance service and fire services.

- Almost 3 out of every 4 domestic crimes (73%) suffered some kind of financial loss. As an average this loss was £2,500.
- The average loss even after any insurance settlements was £1,400.
- Only 26% of those incurring financial costs made an insurance claim. Those who did make an insurance claim still only recovered around 80% of losses on average. This is due to all those hidden costs of crime over and above replacement and repair of property, such as a loss of earnings due to equipment being stolen; the additional costs of installing new or upgraded security equipment etc.

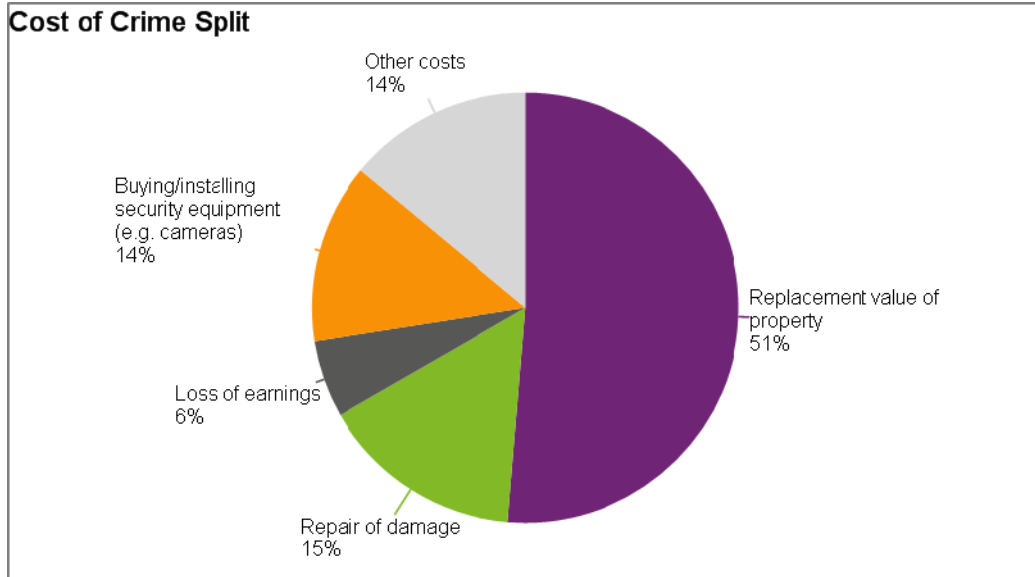


Chart 4. Cost of domestic crime split by source. Base: Victims of domestic crime suffering a financial loss n=3648



When we turned our attention to people who run businesses within rural areas we found that the figure increased to 86% of victims of crime suffering some kind of financial loss.

- On average this loss was £4,100.
- Average losses after any insurance settlements are £2,600.
- Only 32% of those incurring financial costs made an insurance claim.
- For those who were able to claim on insurance they were still only able to recover around 60% of losses on average.

So a simple comparison between the costs of domestic and business related crime highlights a significant difference. Rural businesses suffer greater financial losses and while they are more likely to make an insurance claim, rural businesses recover proportionately less of the losses they incur.

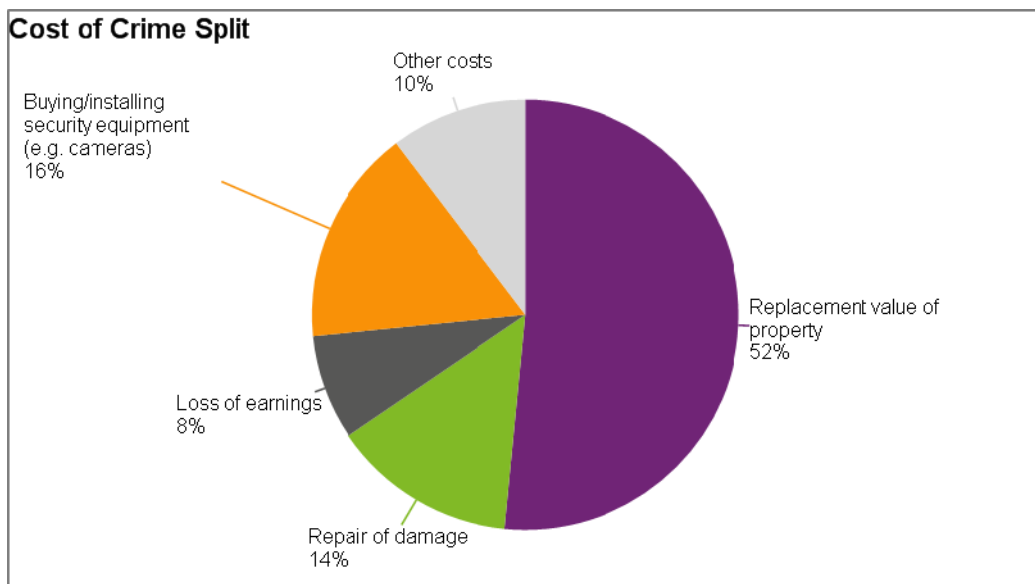


Chart 5. Cost of business crime split by source. Base: Victims of business crime suffering a financial loss n=894

There must be some concern over why such a high proportion of victims of crime choose not to claim when they have incurred some financial loss. We didn't explore whether people had insurance and decided not to claim or whether they had adequate or any insurance cover in our survey as we felt this is often a misleading and suspicious question to ask. Clearly people aren't able to claim against those hidden costs such as loss of earnings and increasing security.

It was interesting to note that we found some anecdotal evidence that below a certain sum is judged to be not worth claiming though. The average cost incurred by those not making a claim was found to be £1300.



The Emotional Cost of crime

Anyone who has experienced crime understands that while financial cost can be significant the emotional cost lasts much longer and can be more significant. This is true irrespective of where the crime is committed, urban or rural locations. Our survey cannot show the impact of crime compared to urban areas but the corrosive nature on how people, particularly those in the most isolated parts of the UK, feel is significant and we know that support for victims in rural areas is more difficult to achieve because they are physically harder to reach.

4.1.1 How does crime make people feel?

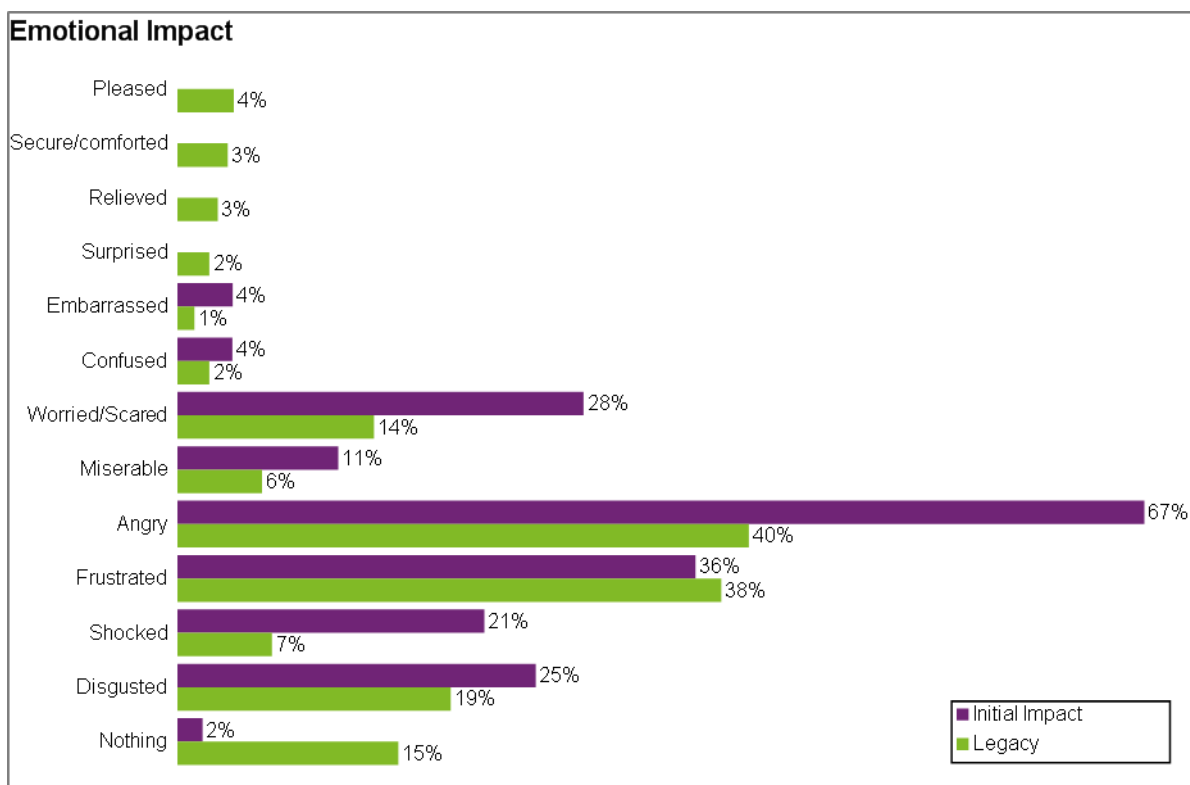


Chart 6.Initial and Legacy Impact following the crime. Base n=4179 victims of rural crime

Anger is an emotion that follows the immediate discovery of a crime, but it lasts as a legacy impact, long after the crime itself. Similarly frustration and disgust has a legacy impact. However the survey also highlights the fact that while feeling worried or scared diminishes – it remains a significant legacy impact for around 14% of our sample.

Contrasts between business crime and domestic crime shows a whole set of the same emotions and the same ongoing legacy of feeling scared and worried. However the frustration felt by businesses in the rural economy is also very evident.

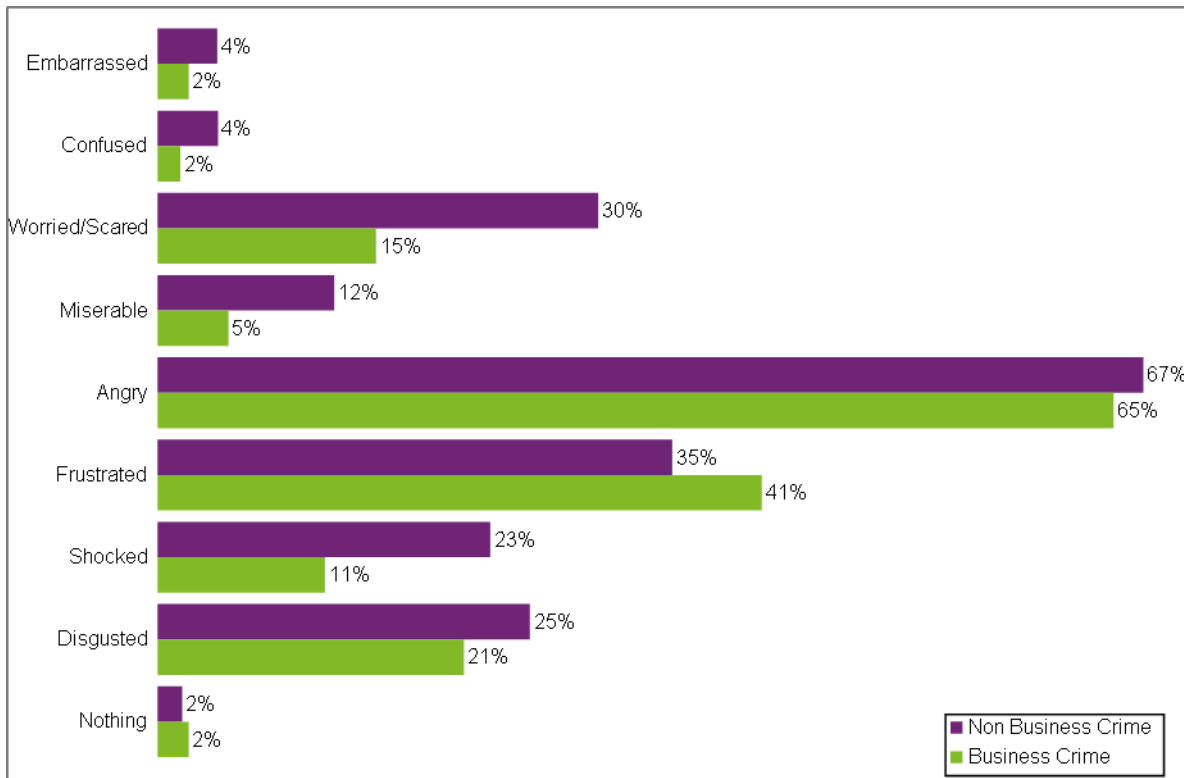
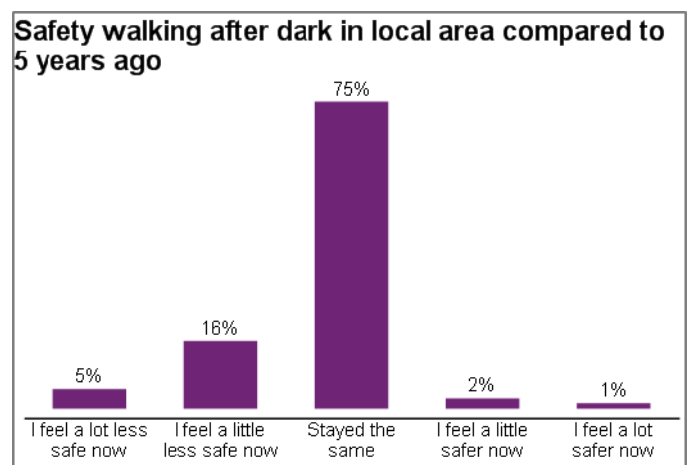
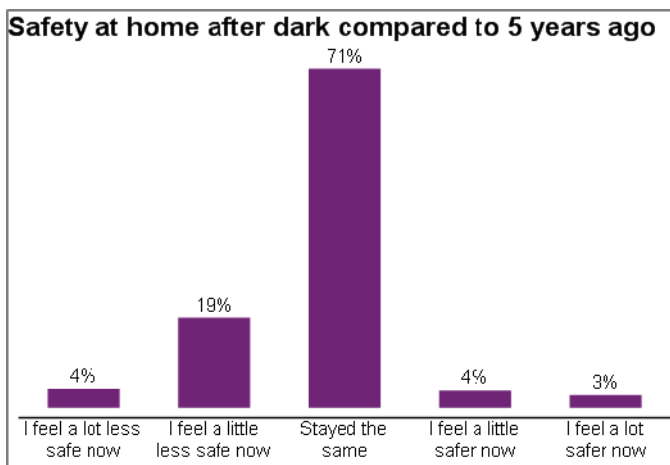
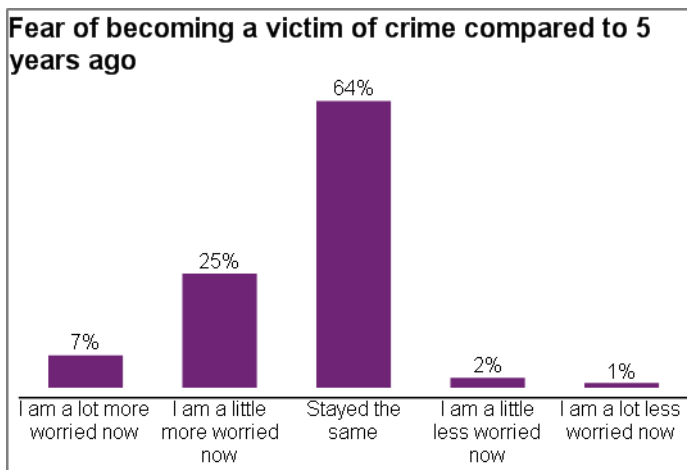
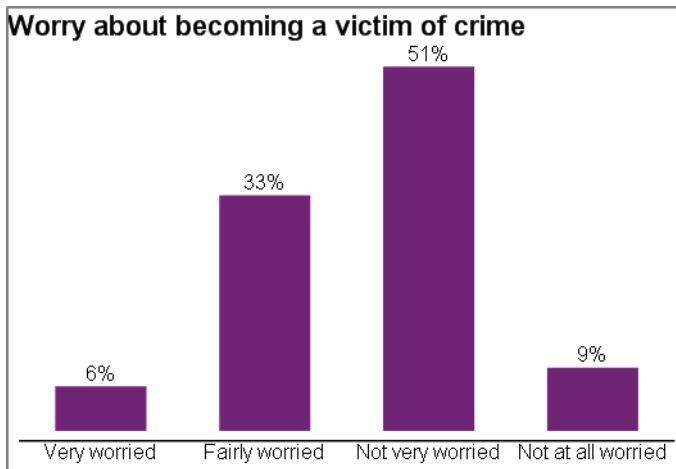


Chart 7.Initial Impact of crime split by business and domestic. Base n=4179 victims of rural crime

4.1.2 Fear of Crime

Feeling worried or scared turns into a heightened fear of crime over time. We found that amongst our total sample 34% had been a Victim of Crime. It is certainly true that once you have been a victim of crime your fear of a repeat incident remains higher than it was.

So while we may be encouraged that the majority of our sample do **not** live in fear of becoming a victim, almost one in three people in rural areas do feel more worried about becoming a victim of crime now compared to how they did 5 years ago. They are feeling less safe, both in the area where they live and in their homes.



Charts8-11. Fear of crime and feelings of safety. Base n=12086

Rural businesses have a significantly heightened fear of crime and many of them (39%) are more worried now than they were 5 years ago. The financial and emotional impact seems to be borne most by those who operate a business within our rural economy – clearly the financial impact is debilitating as a business for a period of time and that greater impact appears to be turning into a frustration and greater concern of repeat crime compared to 5 years ago.

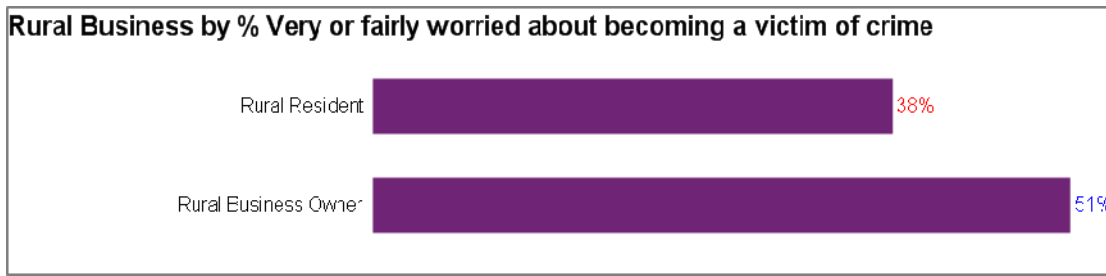


Chart 12. Fear of crime split by respondent type. Base n=12086

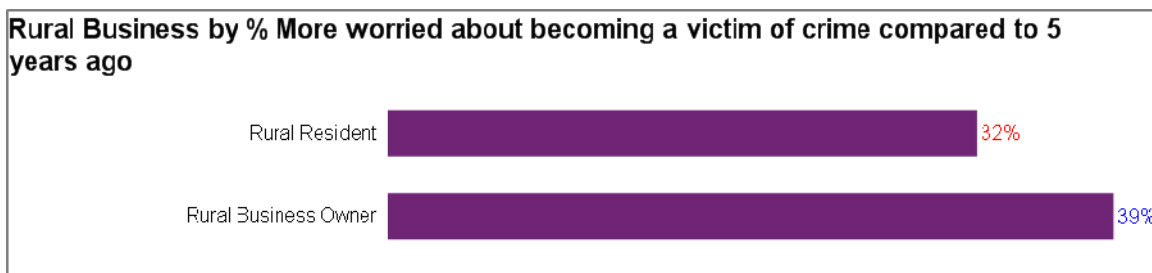


Chart 13. Change in fear of crime split by respondent type. Base n=12086

These findings appear to indicate a need for police resources to be more attuned to the needs of rural businesses going forward as they remain a key part of the economic infrastructure of our rural areas.

Another key insight is that fear of crime is at its highest in isolated areas which are actually relatively close to the more populous urban areas of England & Wales (non sparse areas). People living in the most remote and isolated areas (sparse areas) appear to feel safer. These rural communities, which may be more accessible to urban based criminals, could be seen as soft targets and should be identifiable to police forces.

Should 'easy to get to' remote areas be prioritised over other rural areas when it comes to strategic policing?

We will see later that this survey suggests they are also more likely to be targeted and become a victim of crime.

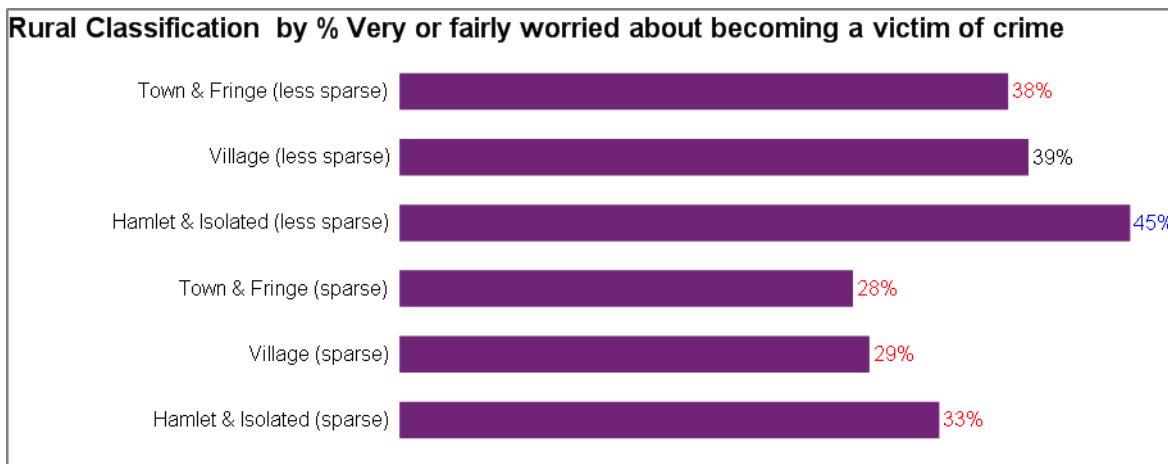


Chart 14. Fear of crime split by rural area. Base n=12086

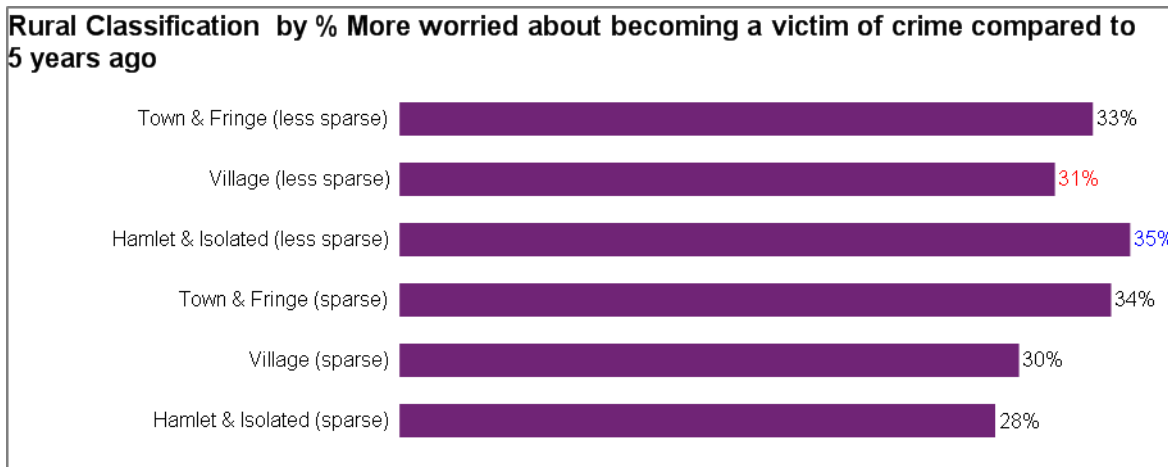


Chart 15. Change in fear of crime split by rural area. Base n=12086

4.1.3 Who fears crime the most?

We know this survey is biased towards older people but the results clearly show that it is not the very old who are living in fear of crime and nor is it the most affluent.

In fact those bringing up families, who are most likely to be working in jobs in rural areas – hard working families (C2s) are actually the people feeling most vulnerable according to our data. The survey naturally focused on farmers as a core group and the feedback from farmers shows they are clearly the most worried of all the groups we looked at. Again the vulnerability to crime, the difficulty of securing remote buildings and the value of high cost capital equipment or supplies underlines the particular issues faced by farmers.

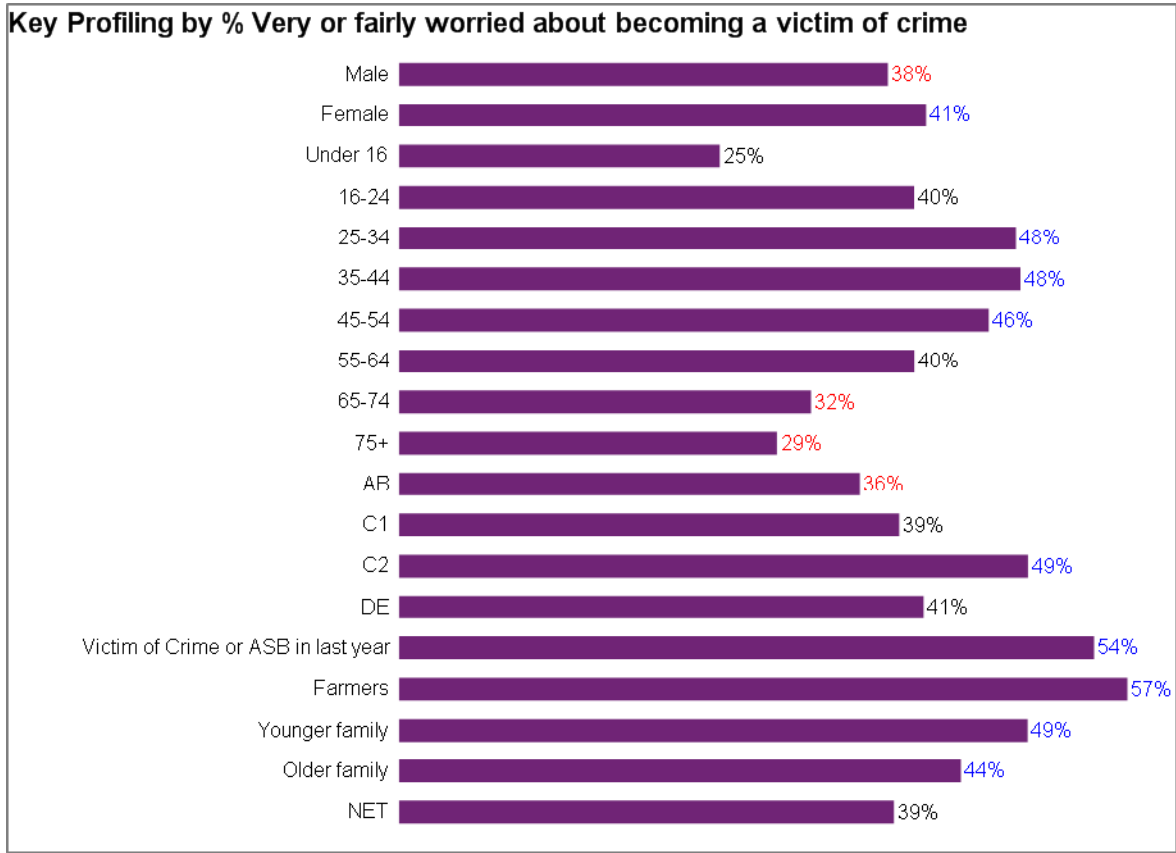


Chart 16. Fear of crime split by respondent profiles. Base n=12086

5. Crime Reporting

Victim Based Crimes

When we look underneath the headline figures at the types of crime our sample had experienced, we can see how common 'people-based' crimes are. Effectively the same types of crime are experienced in rural areas as anywhere else in the country. Thus burglary / criminal damage and vandalism are also common in rural areas. However in addition there are a whole range of crime types which are only found in rural areas: theft of agricultural machinery and fuel are significant problems, followed by other rural specific crimes such as poaching / illegal hunting and theft of materials.

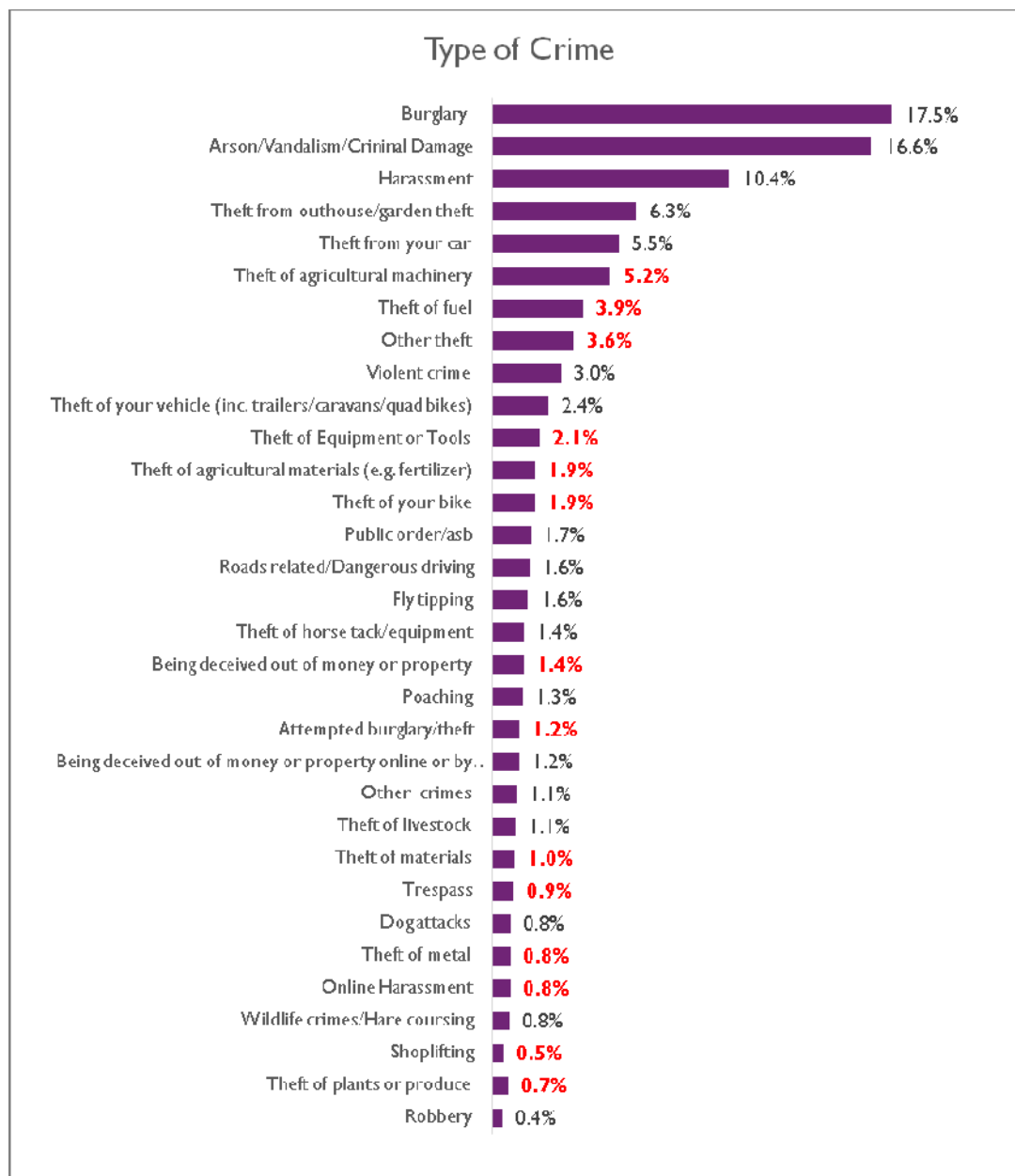


Chart 17. Description of crime types experienced by respondents (more rural focused crimes highlighted in red). Base n=4179



The following analysis shows how fear of crime matches the victim experience. When we look at the profile of people who were victims of crime they show the same patterns as those groups who showed the greatest fear of crime. It may be a truism to say you don't fear crime unless you have experienced it but across our sample we can see the victim profile in rural communities is farmers, who appear to be clear targets relative to the members of the rural community. The next most common group are the family life stage. By contrast to the profile of the sample which was more biased to older age groups the profile of victims of crime amongst the elderly is significantly lower.

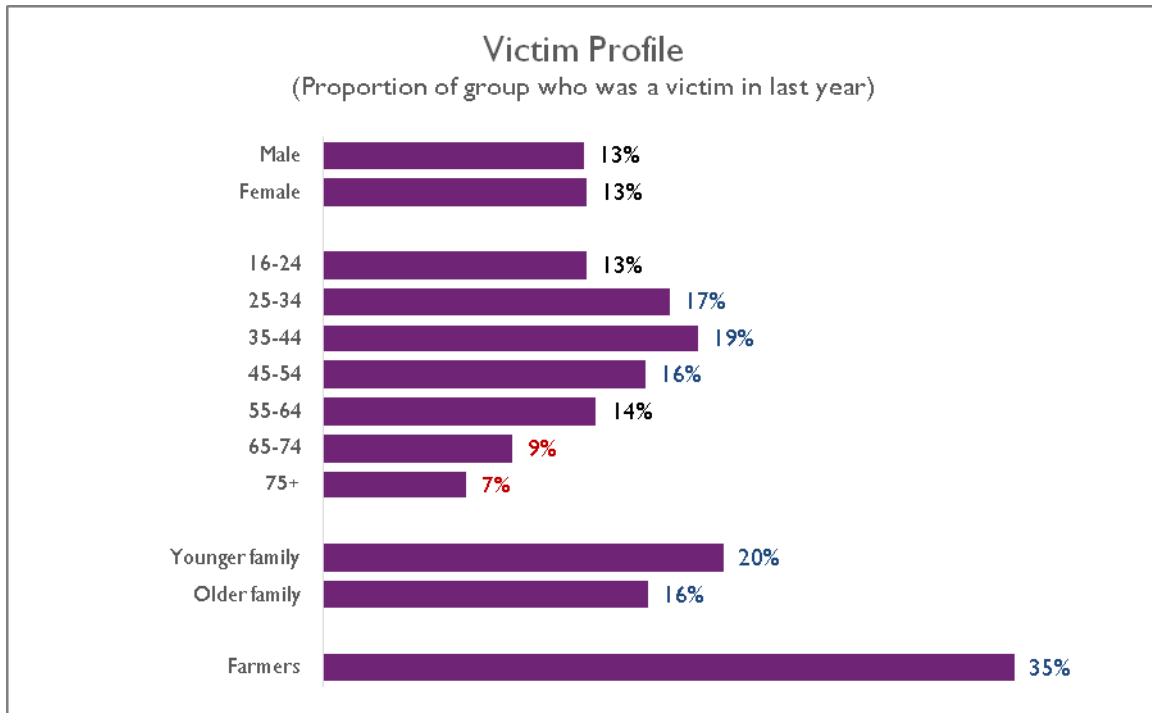


Chart 18. Profile of victims – proportion of group who were a victim in the last year.

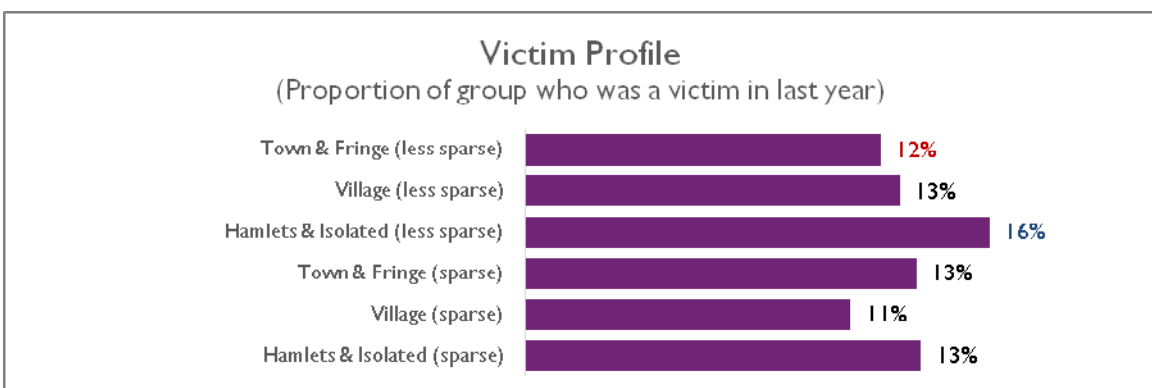


Chart 19. Profile of victims by type of rural area – proportion of group who were a victim in the last year.

The Victim Profile analysis also shows that those living within the isolated dwellings and hamlets which are closest to our urban population areas are most likely to be a victim of crime. It would appear that these are perhaps targets for urban based criminals and therefore more susceptible to targeted criminal activity.

So for police forces who are looking to be more effective in fighting rural crime these target areas appear to be where the greatest impact could be felt.



Crimes against Society

Respondents were asked to mention any crimes they perceive to go unreported particularly those that fall under a heading of crimes against society. These are characterised by two main blights – speeding traffic and fly tipping (civil offence). Wildlife crimes (including Hunting and Hare Coursing), vandalism and poaching also get significant numbers of mentions as do issues relating to off-road bikes.

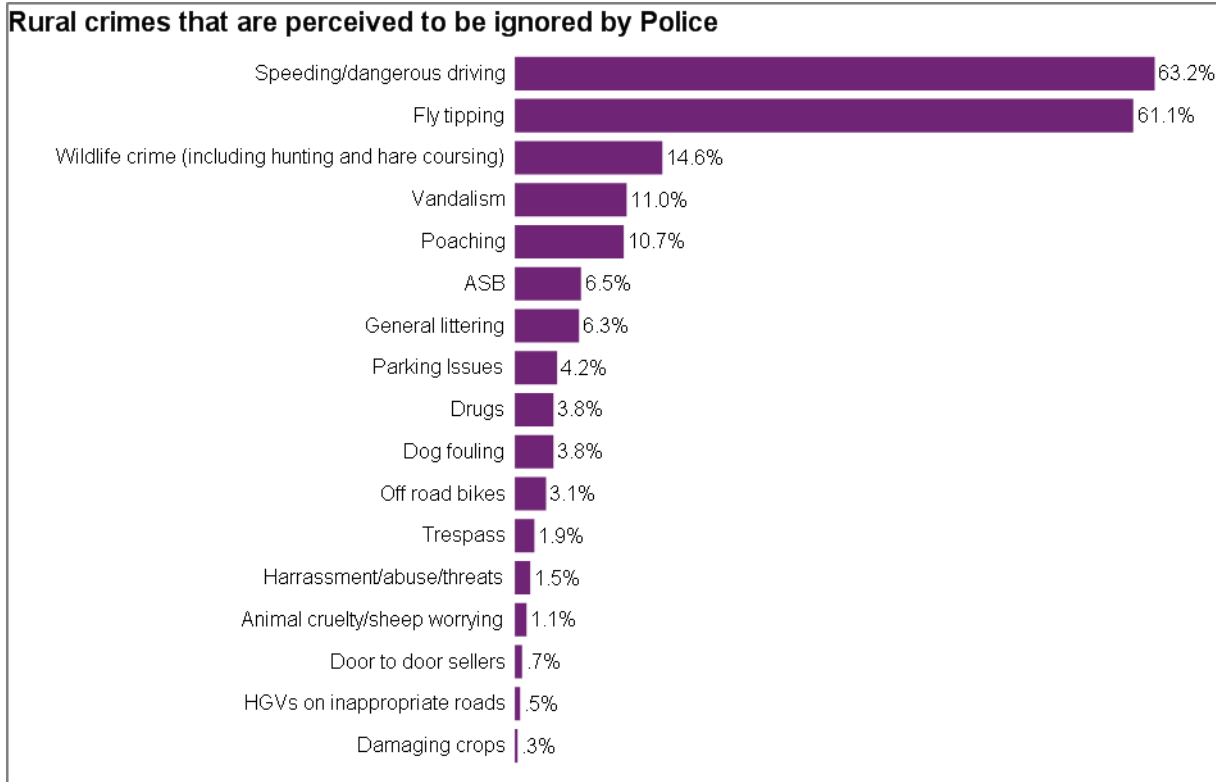


Chart 20.Base: All rural respondents n=13193.



Rural crimes that are perceived to be ignored by Police by Rural Classification

Column %	Town & Fringe (less sparse)	Village (less sparse)	Hamlet & Isolated (less sparse)	Town & Fringe (sparse)	Village (sparse)	Hamlet & Isolated (sparse)
Speeding/dangerous driving	65.0%	65.8%	57.2%	65.0%	69.5%	60.7%
Fly tipping	53.3%	63.1%	70.2%	36.6%	52.0%	49.0%
Wildlife crime (including hunting and hare coursing)	9.6%	15.1%	17.4%	17.1%	19.1%	23.1%
Vandalism	17.1%	9.1%	7.1%	19.5%	11.4%	7.8%
Poaching	5.6%	10.5%	15.7%	3.3%	13.4%	18.5%
ASB	11.9%	4.7%	3.2%	13.8%	6.0%	4.9%
General littering	5.8%	6.6%	6.4%	8.1%	5.7%	7.1%
Parking Issues	7.7%	3.5%	1.5%	5.7%	3.7%	1.3%
Drugs	6.4%	2.8%	2.3%	12.2%	3.4%	1.3%
Dog fouling	5.4%	3.8%	1.9%	7.3%	5.4%	1.9%
Off road bikes	3.4%	2.7%	2.9%	2.4%	3.4%	6.2%
Trespass	1.1%	1.4%	3.4%	1.6%	2.7%	2.6%
Harrassment/abuse/threats	1.8%	1.2%	1.6%	3.3%	1.3%	1.0%
Animal cruelty/sheep worrying	.9%	.7%	1.5%	4.9%	1.3%	2.9%
Door to door sellers	.7%	.7%	.7%	1.6%	1.3%	3%
HGVs on inappropriate roads	.6%	.7%	.3%	0%	0%	.3%
Damaging crops	.2%	.3%	.3%	0%	0%	0%

Chart 21. Perceived crimes split by rural area type. Base n=13193.

Respondents were then asked for their views on some specific and topical road policing issues facing rural communities.

How big a problem in your area are?

Row %	A very big problem	A fairly big problem	Not a very big problem	Not a problem at all
Speeding cars	31%	40%	25%	3%
Speeding motorcycles	22%	29%	41%	7%
HGVs using inappropriate routes	22%	25%	33%	20%
Loud or antisocial vehicles	7%	19%	44%	30%
Inappropriate use of vehicles on private land	7%	15%	43%	35%

Chart 22. Perception of traffic issues. All respondents seeing question Base n=4454.

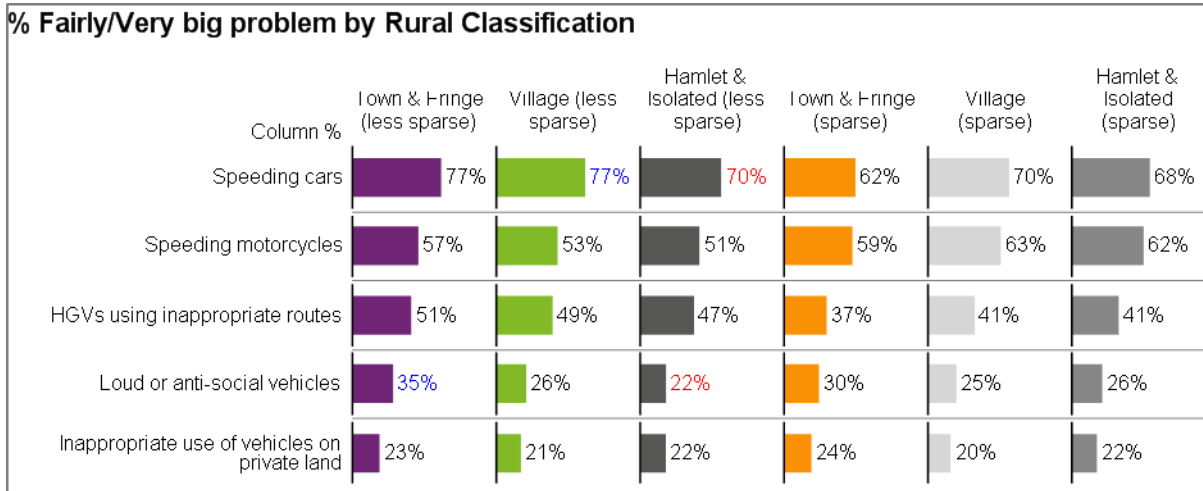


Chart 23. Perception of traffic issues by rural area type. All respondents seeing question Base n=4454.



Anti-Social Behaviour

53% of the people surveyed have been affected by antisocial behaviour in the last year and for one in four of our rural population it is a weekly event. So ASB is not just an urban problem, it is simply a function of living together – the bigger the community the greater the likelihood of anti-social behaviour being experienced.

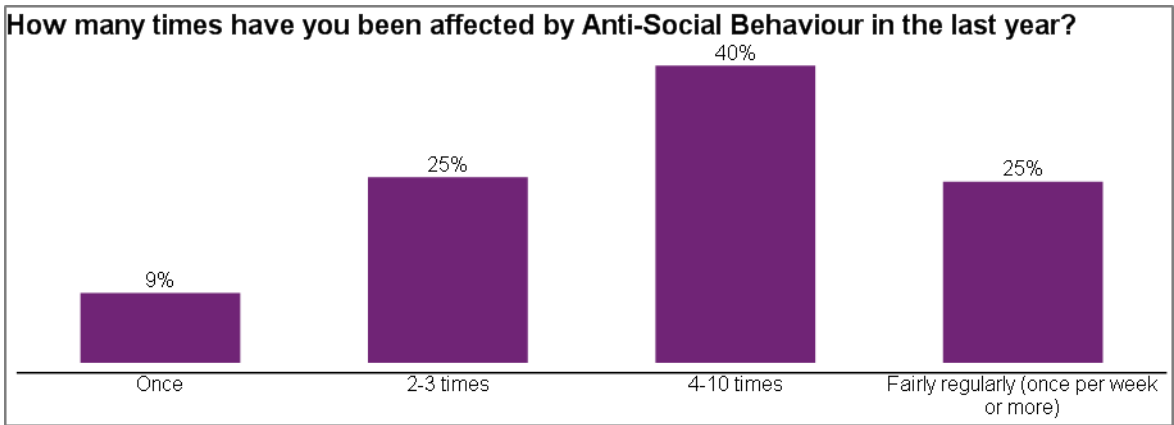


Chart 24.Frequency of ASB.Base: All victims of ASBn=6788.

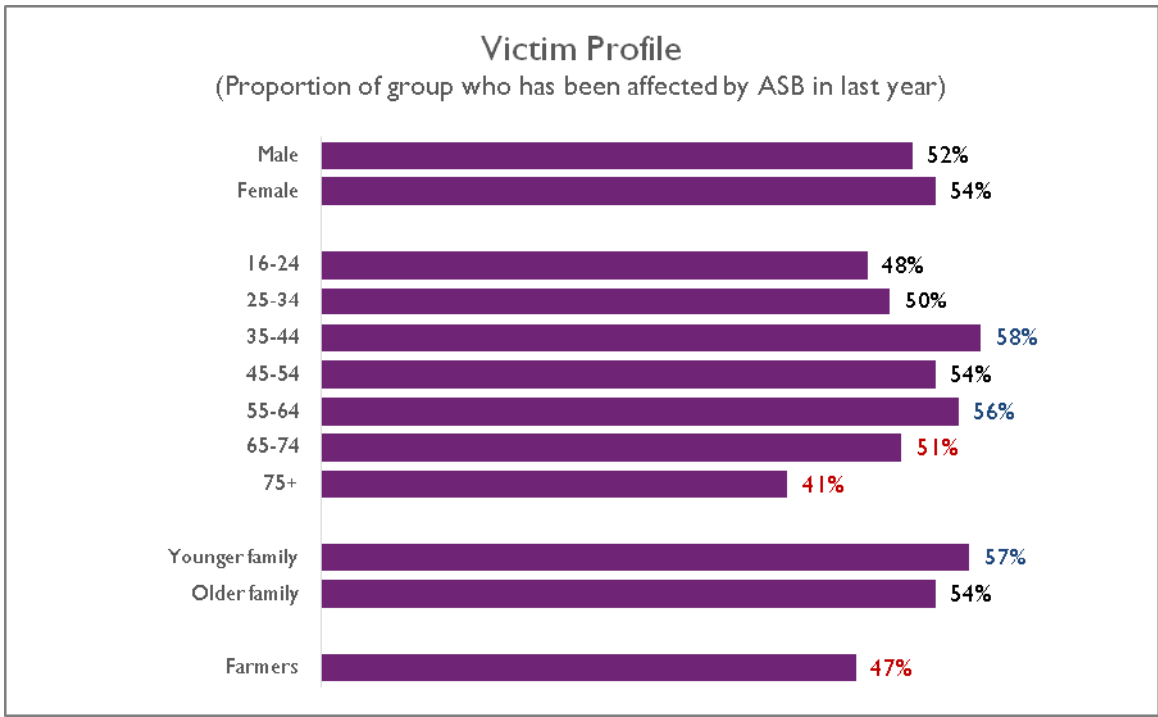


Chart 25.Profile of ASB victims.Base: All victims of ASBn=6788.

In terms of the groups who feel the pressure of ASB, we again see a focus on younger family life stages rather than the elderly which may have been many readers’ perceptions. Clearly ASB is an issue for all ages

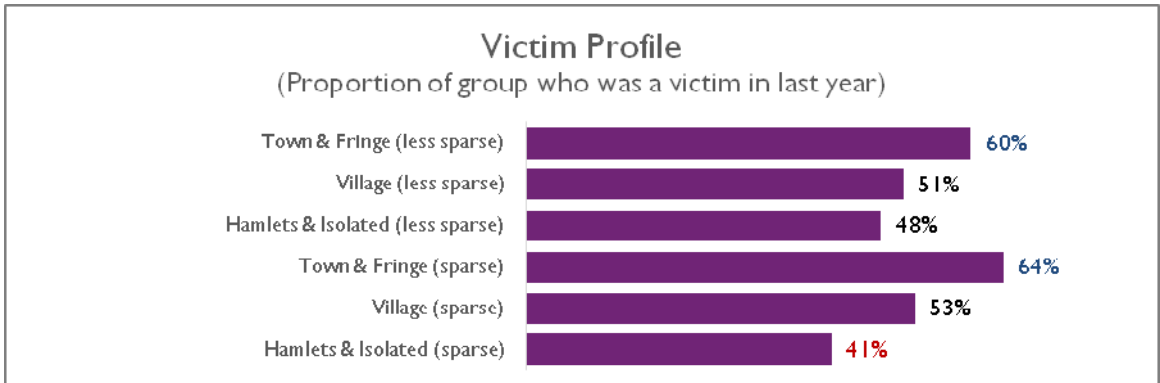


Chart 26. Profile of ASB victims by rural area type. Base: All victims of ASB n=6788.

The bigger the community the more of a problem ASB is....It doesn't matter if you are in a remote part of the country, if you live in a rural town you are likely to be experiencing ASB to some level.

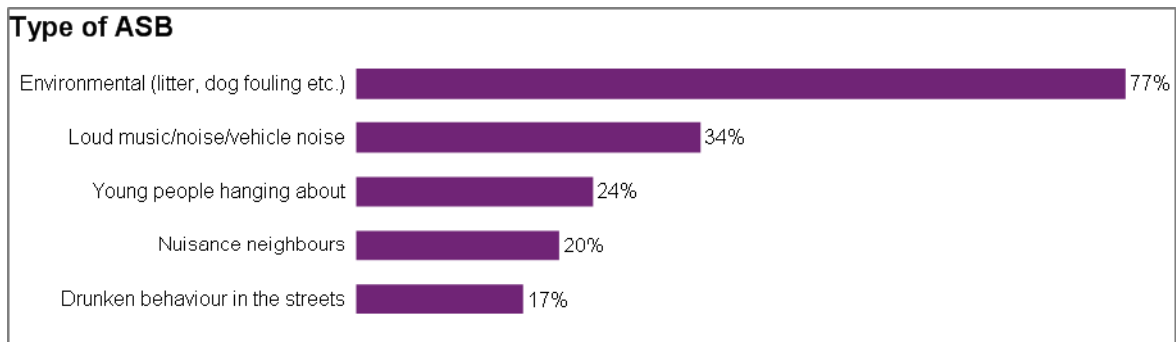


Chart 27. ASB type. Base n=6788

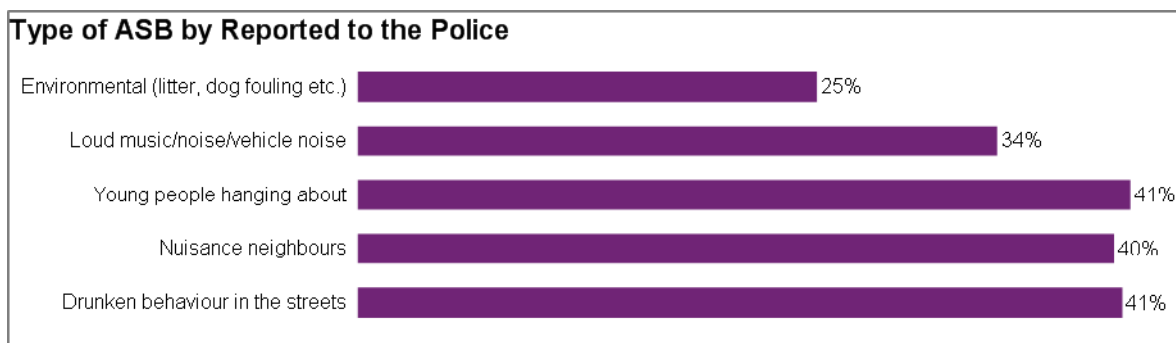


Chart 28. Reporting of ASB by type. Base n=6788



Under-Reporting of Crime

27% of crimes were not reported: 28% of domestic crimes and 23% of business crimes. There were no significant differences found in under-reporting by demographic.

The total number of crimes (against a person*) in rural area of England & Wales between May 2014 and April 2015 was in the region of 294000. Based on our data we would estimate the total number of crimes was actually 403,000.

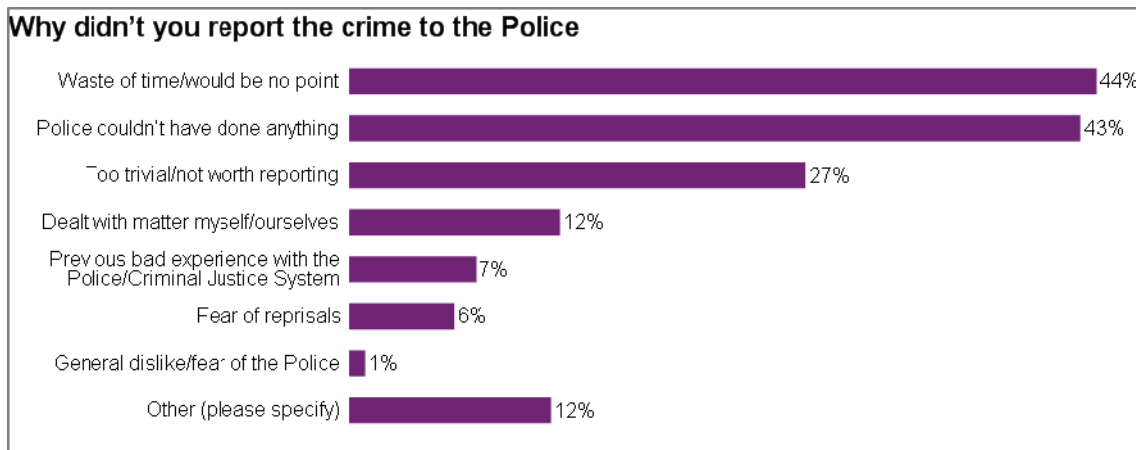


Chart 29.Reasons for not reporting crime.Base n=1147

Many of the 'other' responses talk about a perception (based on experience for some) that the Police are not interested in minor crimes like petty theft particularly when it is hard to prove or say when it happened, as can sometimes be the case for farmers and land owners. There is also some suggestion from a handful of people that the Police are unwilling to tackle perceived criminal activity by the travelling community.

No significant variations in reasons for not reporting were found between different demographics or geographies.

Fly tipping (civil offence) is top of the list when it comes to unreported crimes. It is a considerable problem in country areas and no matter how isolated or relatively close to other towns and cities it is a problem that people simply do not report as it is seen as the responsibility of other agencies.

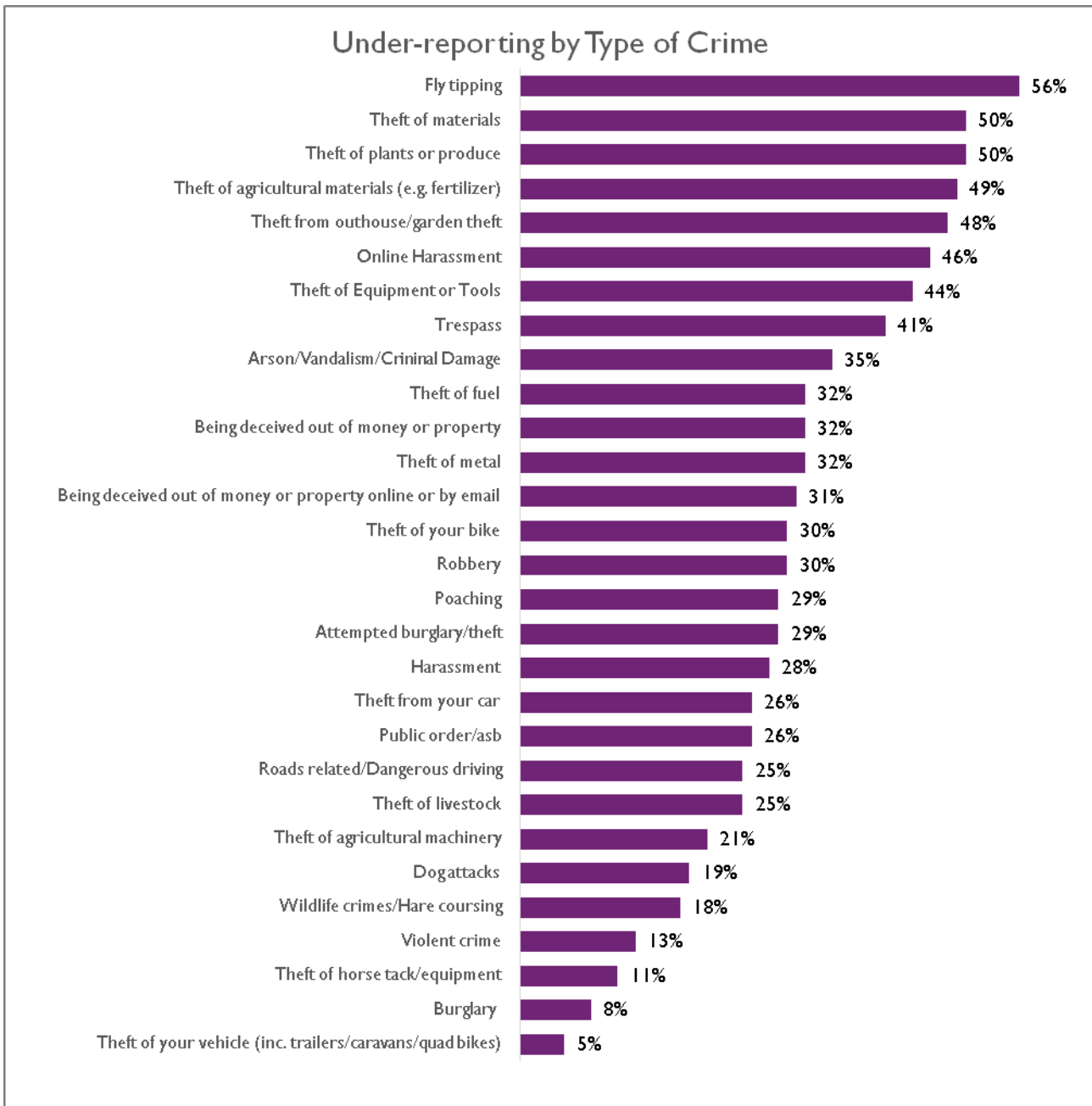


Chart 30. Under-reporting crime by type of crime. Base n=1147



6. Perceptions of Rural Policing

When we asked people on our survey how they felt as a result of police involvement in the crime they had experienced, it makes for some uncomfortable reading. The highest proportion of our survey felt frustrated – perhaps the most damaging and long lasting response they could have given. The views of rural businesses and the rural populace are very similar – however we would point out the one in five businessmen and women who were left feeling nothing and the similar proportion who were left disgusted, shocked, angry and miserable by the response of the police.

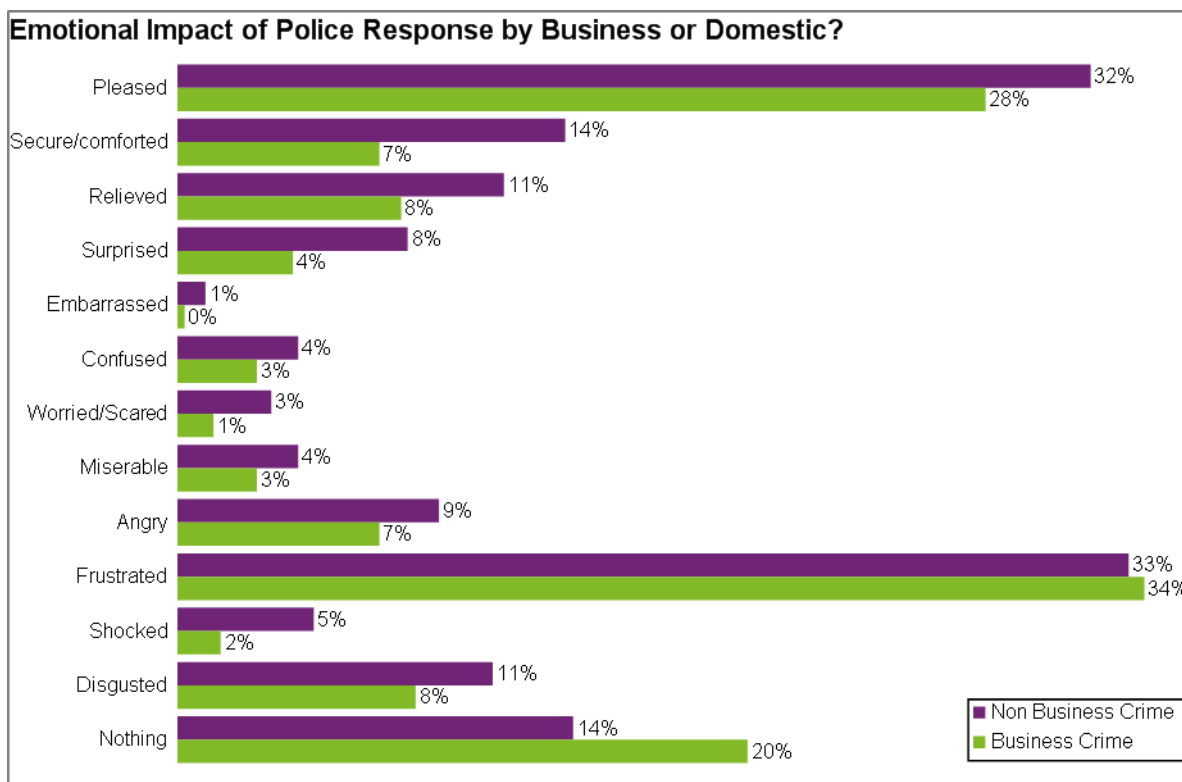


Chart 31. Base all those reporting a crime n=2945

Another sobering message for Police Force leaders is the fact that whether a crime is reported or not, the emotional legacy remains the same. Police involvement actually has been seen to do little to alleviate the emotional legacy of the crime experienced.

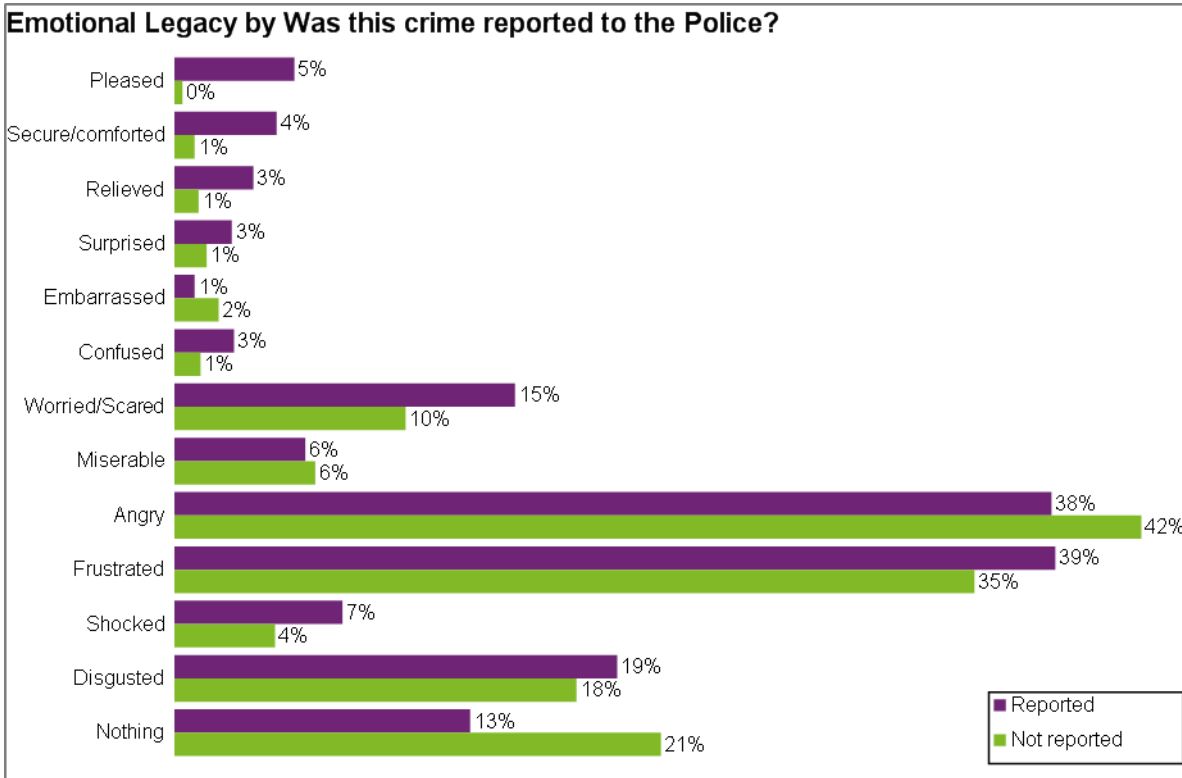


Chart 32. Base all crimes n=4179

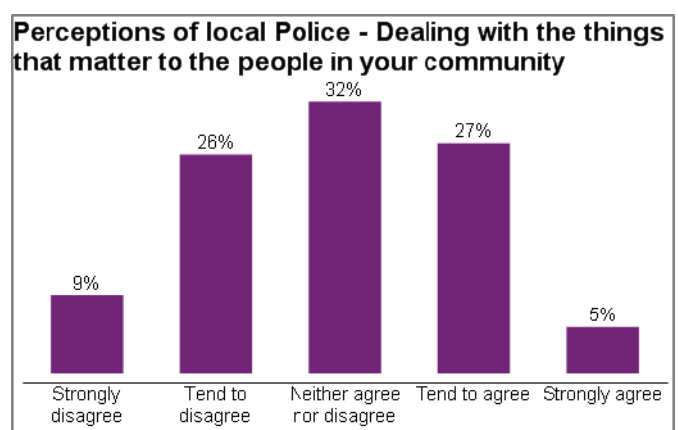
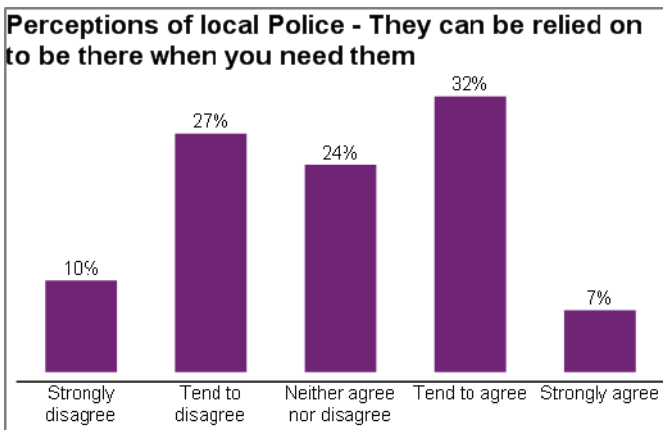


Chart 33-34. Base: all seeing question n=12734

Nationally, based on the CSEW (Crime Survey for England and Wales 2013/2014), 61% of people agree that the police can be relied upon to be there when needed. Our Rural sample suggests that only 39% of rural dwellers agree.

It's a similar situation when it comes to dealing with the things that matter to the community where the CSEW has 62% of people agreeing and our survey suggests only 33% of people agree.

Even if we avoid the direct comparison with the CSEW due to slightly different methodologies, then we are still left with the consensus view in rural areas that a Police service that performs worse on 'dealing with what matters to the community' than it does on being there when needed is simply saying that the police are perceived by many to be out of touch with rural issues.

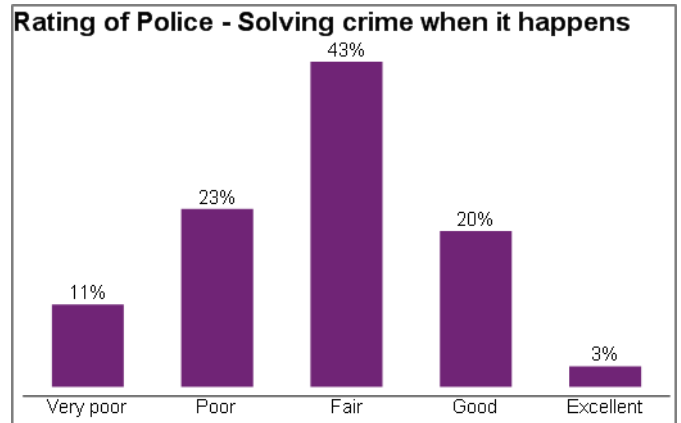
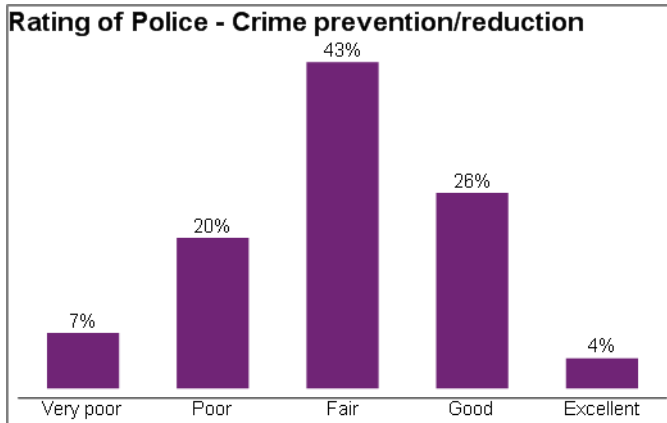


Chart 35-36.Base: all seeing question n=12734

Almost a third of rural dwellers are rating the Police as poor for crime prevention/reduction and solving crime.

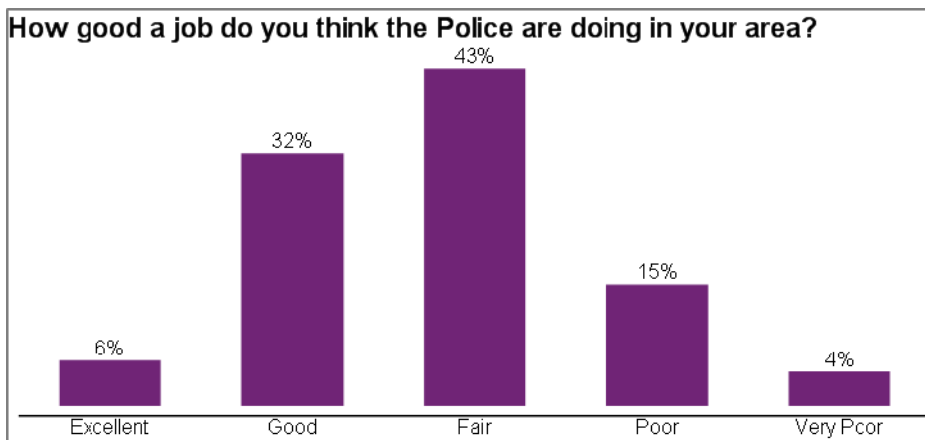


Chart 37.Base: all seeing question n=12734

Overall, 39% of people rate the job done by the Police as being Good (32.4%) or Excellent (6.3%). For business owners this figure is 32%.

Nationally (based on the CSEW) this figure is 63% (53% Good and 10% Excellent).

So it seems little wonder that the main reasons given for not reporting crime was described as ‘no point / not worth it’ followed by ‘the police couldn’t have done anything’. While more trivial crimes or historic theft may well not be reported for practical reasons, these figures also point to a clear breakdown in the belief and trust that the police are effective in rural areas.

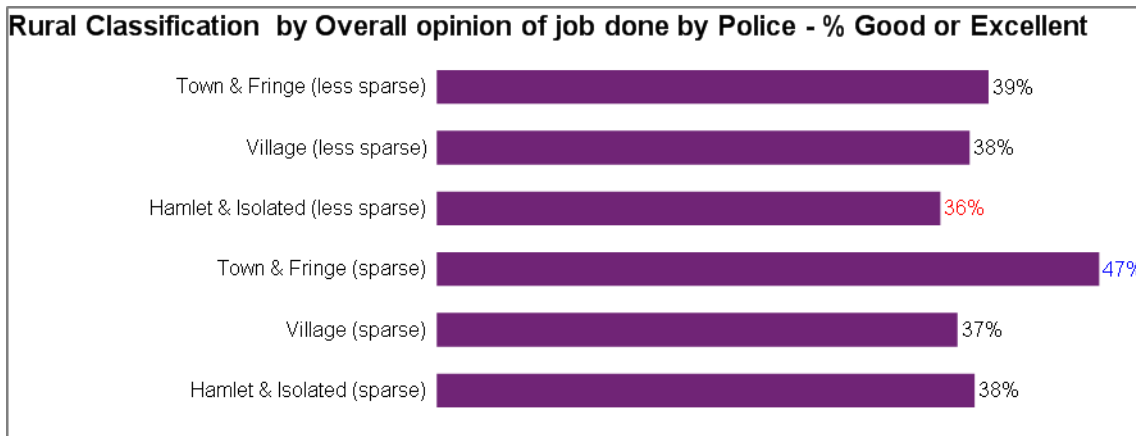


Chart 38.Opinion of Police by rural area type. Base: all seeing question n=12734

The type of areas that fear crime most and have the highest proportion of victims has the lowest opinion of the job done by the police.

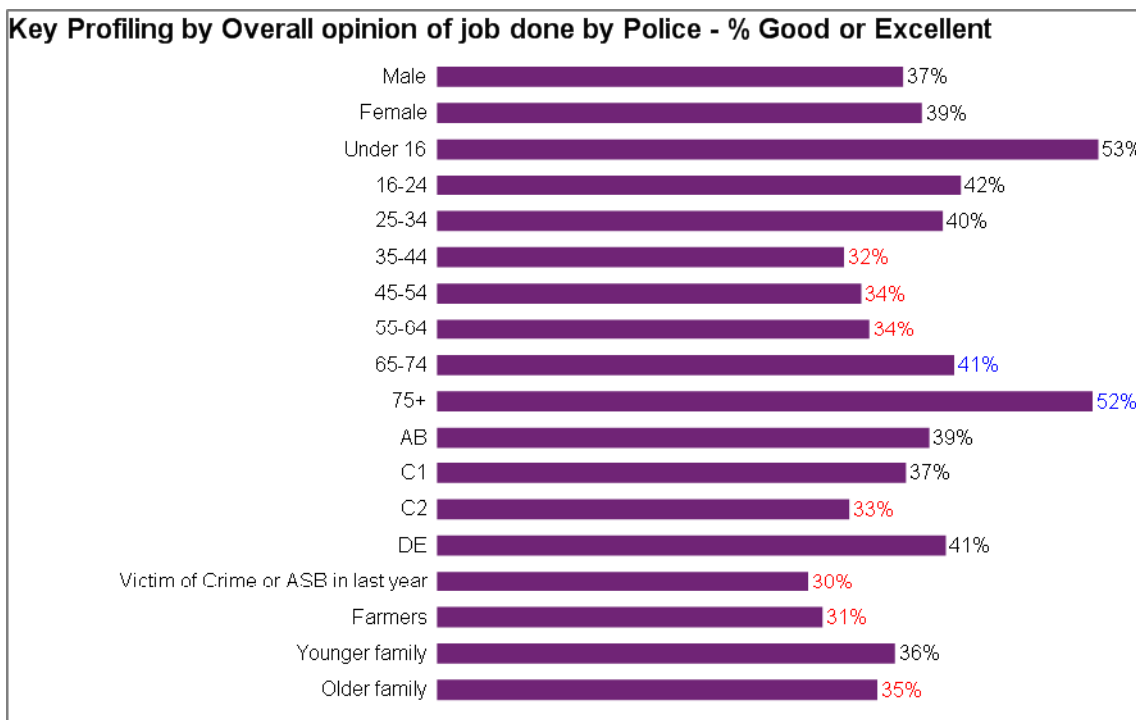


Chart 39.Opinion of Police by respondent profile. Base: all seeing question n=12734

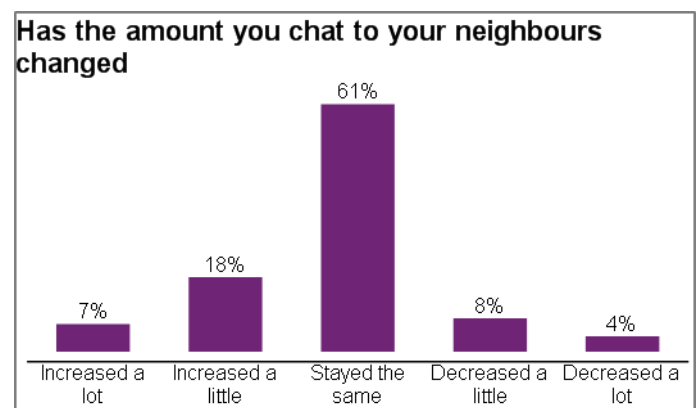
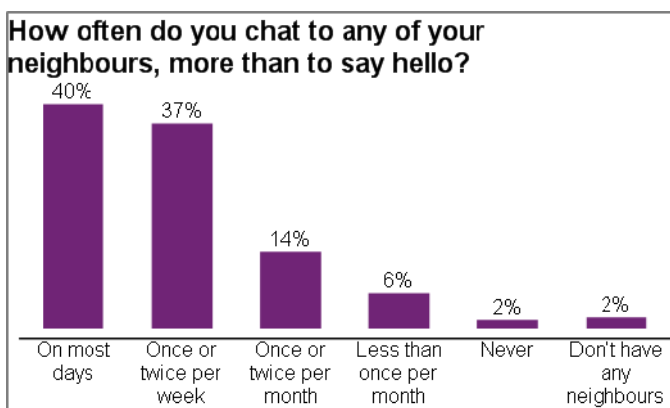
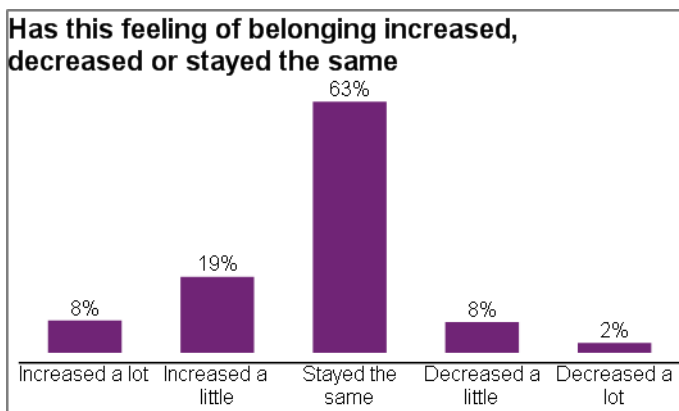
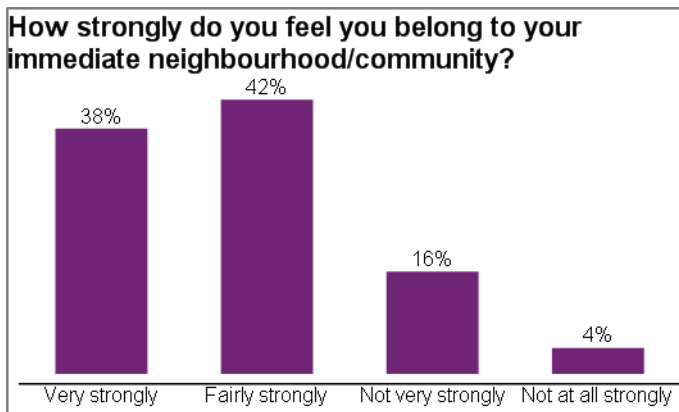
Once again we see those more marginalised hard working / struggling family groups and farmers who show the lowest regard for the job done by their local police. Support is centred on the most elderly



7. Community Spirit

Finally we wanted to test the community cohesion in the face of crime within rural communities and the results we found give us some encouragement that rural communities remain relatively strong. One thing that rurality offers is the ability to ‘belong’ to a community. The physical boundary of living in a smaller town or village has traditionally seen an emphasis on local community and self-starter initiatives, involvement and engagement / participation. We wanted to see this in the context of a survey on rural crime and therefore included some questions which investigated whether our respondents felt a sense of community or bonding.

The results are shown here and suggest that community cohesion is very strong within rural communities and on balance is increasing as a new era of dependency and interdependency emerges.



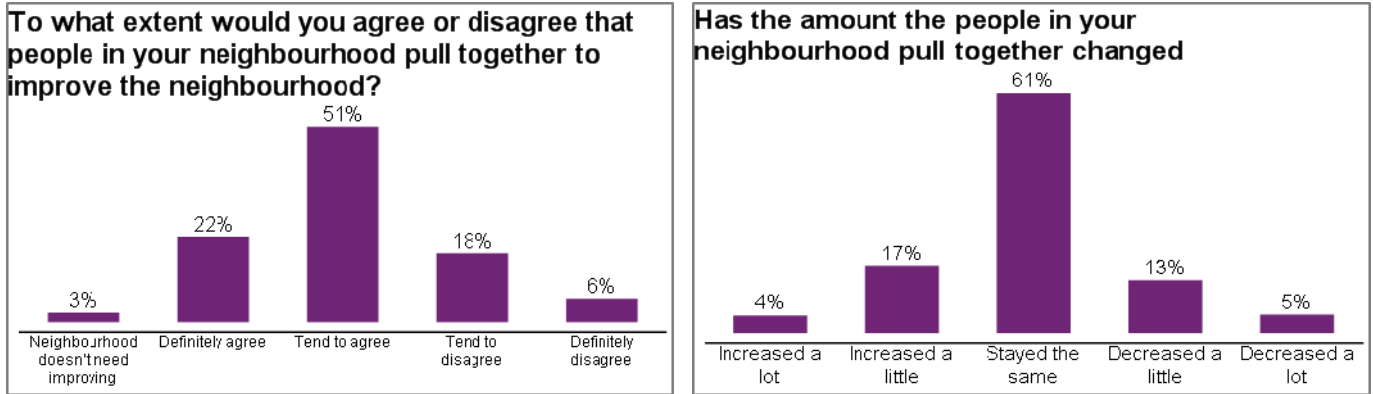


Chart 40-45. Strength of Rural Communities now and change in last 5 years. Base: all seeing question n=12734

So the rural community spirit appears to be standing up well in the face of the many pressures they face and not least in response to crime in their area. We wanted to see whether those rural areas which showed the strongest community scores were less worried about crime and Chart 47 provides that evidence:

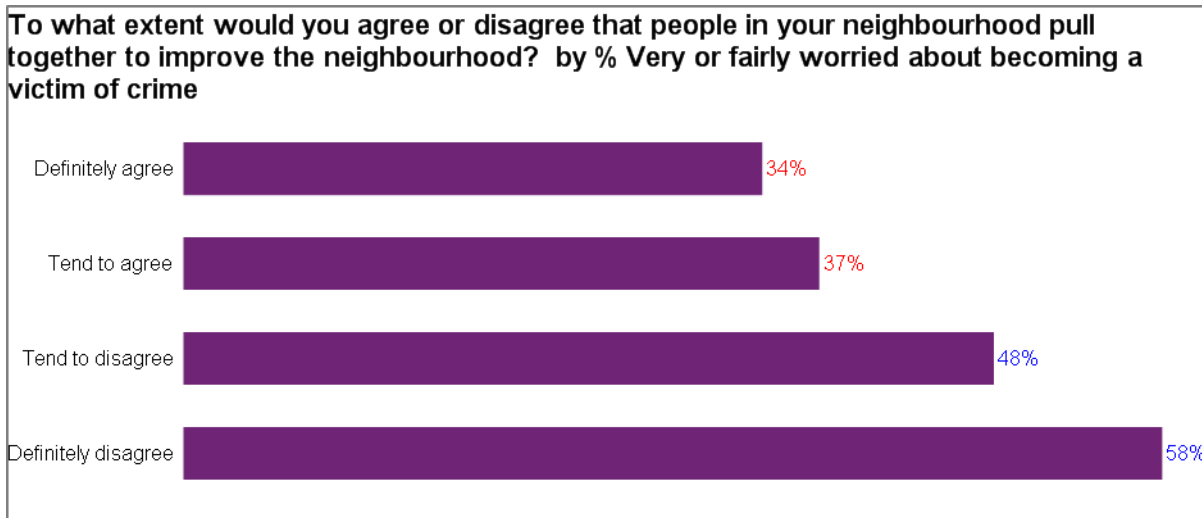


Chart 46. Strength of Rural Communities by Fear of Crime. Base: all seeing question n=12734

Those who perceive their community to be strong are less likely to be worried about becoming a victim of crime and are also more likely to rate the job done by the Police.

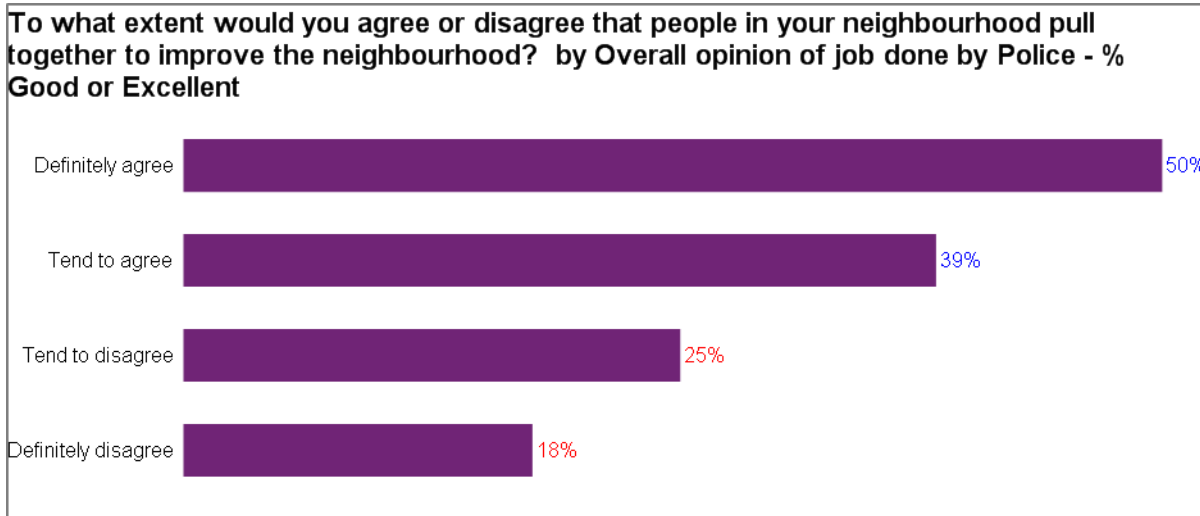


Chart 47.Strength of Rural Communities by Perceptions of the Police. Base: all seeing question n=12734

So does this provide a sense of where future policing strategy for rural areas should be directed?

Good policing depends upon strong police / public co-operation and engagement and where the rural community is strong and pulling together in support of each other – both fear of crime and rating of their local police is better. Clearly a role for localised rural policing would appear to be within and working with the local communities, helping to strengthen those communities by working on initiatives together.

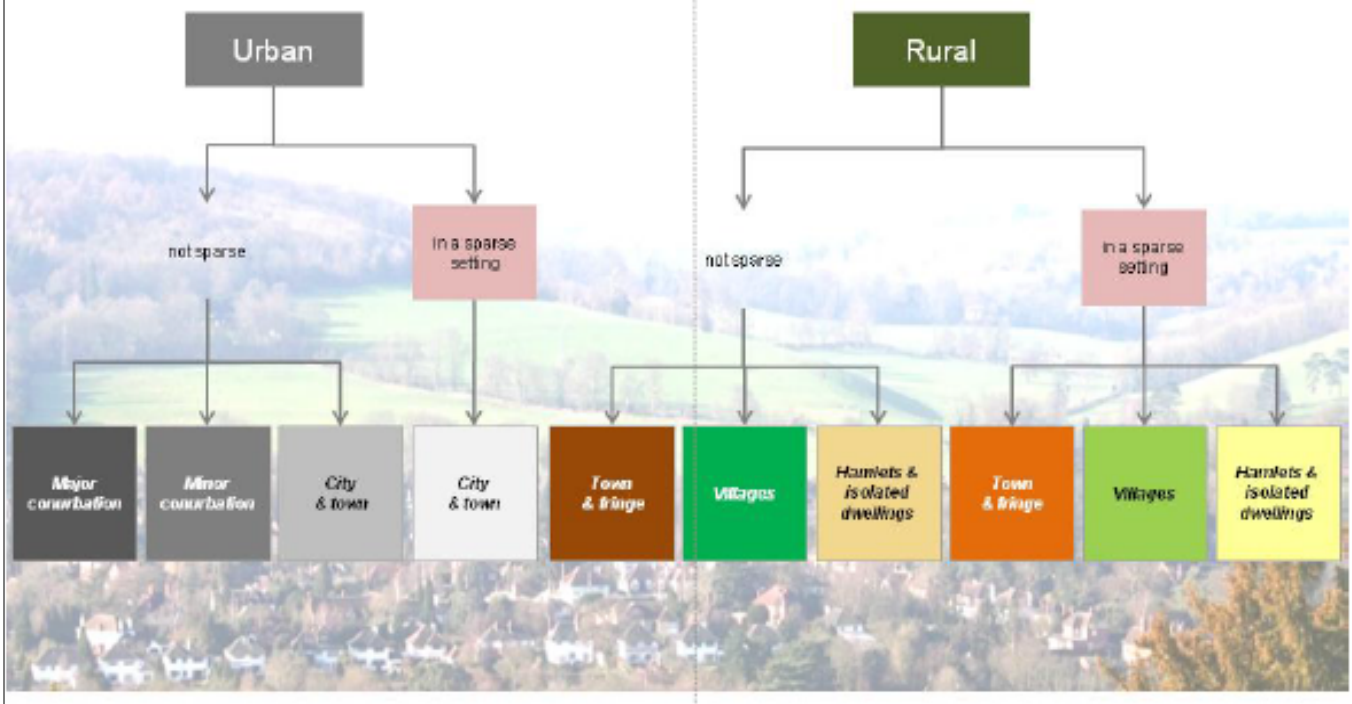


8. Appendix I Classifying Rural Areas

Our respondents to the survey were classified using the ONS Postcode Directory which is built on Output Area classifications. An overview of how urban and rural areas are classified is provided here:

- ❑ **Urban areas** are the connected **built up areas** identified by Ordnance Survey mapping **that have resident populations above 10,000 people** (2011 Census).
- ❑ **Rural areas** are those areas that are not urban, i.e. consisting of settlements below 10,000 people or are open countryside.
- ❑ For the 2011 Census, England was divided into 171,372 Census **Output Areas (OAs)** which on average have a resident population of 309 people. OAs are the smallest geographic unit for which Census data are available. Their geographical size will vary depending on the population density.
- ❑ **Each OA is assigned as urban or rural** based on whether its (population-weighted) centre is within or outside a built up area of greater than 10,000 people. The rural and urban labels can then be used to analyse Census or other data, to allow comparisons between rural and urban areas.
- ❑ A simple rural / urban statistical split may not be sufficient to reflect the diversity of rural and urban areas.
- ❑ By looking at dwelling densities for every 100m x 100m square and the density in squares at varying distances around each square, and then comparing these 'density profiles' for different types of settlement, the settlement form across the country can be mapped and this allows **every OA to be assigned a settlement type**. For the first time this has been done to provide a typology of urban areas (previously only classed as 'urban').
- ❑ As well as settlement form, the wider **context of each settlement** can be determined by looking at dwelling densities at greater distances, up to 30km beyond, to identify sparsely populated areas and thus **settlements in a sparse setting**.
- ❑ The **Rural-Urban Classification of Output Areas** (shown below) consists of six rural and four urban settlement / context combinations.

The Rural-Urban Classification of Output Areas



Classification of Urban and Rural areas courtesy of Government Statistical Service



9. Appendix 2–External Data References and Estimations

The following table gives details of external data sources used in our analysis and reporting.

Source	Data	Use
ukcrimestats.com	Recorded crime data	Finding out the total recorded crime in rural areas and using this to estimate total crime figures.
www.geoportal.statistics.gov.uk	Postcode Directory Output Area look up files	Assigning survey responses to specific rural areas, Police Force areas and other regional entities.
Crime Survey of England & Wales (CSEW) 2013-2014	Perceptions of Police	Comparison of survey data with National data.
www.gov.uk/government/organisations/department-for-environment-food-rural-affairs	Explanatory notes	Reference for Rural-Urban Classifications.

Estimating total crime in rural areas and the cost

We looked at the volumes of Police recorded crime for May 2014 through to April 2015 specifically for victim based crimes which were: Burglary, Robbery, Vehicle Crime, Violence and Sexual Offences, Theft from the Person, Shoplifting, Bike theft, Other Theft, and Criminal Damage & Arson.

The crime data was produced for Lower Level Super Output Areas (LSOA). A look up file from Geoportal statistics was used to define which LSOAs were rural. These were then used for the estimations in which we factored in the level of under-reporting we had found.

The cost of crime was then estimated using our cost per victim for our whole sample and the estimation of total rural crime.



10. Appendix 3 –The Questionnaire

Target Group

16+ year olds living in a rural area or owning a business in a rural area of England, Wales.

SECTION I SCREENING

First we would like to get some details about you and where you live.

NEXT PAGE

SC

SI Are you answering this survey as someone who lives in a rural area or as someone who owns a business in a rural area?

- Live in a rural area 1
- Own a business in a rural area..... 2
- Both 3
- None of the above..... 4 **CLOSE**

ASK IF BUSINESS OWNER AT SI (CODES 2 OR 3)

SC

S2 Which of these best describes the business that you own?

- Retail 1
- Hospitality (e.g. pub, restaurant, hotel)..... 2
- Construction 3
- Manufacturing..... 4
- Professional and administrative services..... 5
- Agriculture 6
- Other (please specify) 7

ASK IF BUSINESS OWNER AT SI (CODES 2 OR 3)

SC

S2b How many people are employed in your business?

- Just me 1
- 1-4..... 2
- 5-9..... 3



10-49 4
 50-249 5
 250+ 6

**SHOW IF LIVE IN RURAL AREA AT SI (CODES 1 OR 3)
 SHOW EXAMPLE UNDER EACH BOX
 OE TWO BOXES**

S3 Please enter your home postcode in the boxes below.

**SHOW IF OWN BUSINESS IN RURAL AREA AT SI (CODES 2 OR 3)
 SHOW EXAMPLE UNDER EACH BOX
 OE TWO BOXES**

S4 Please enter the postcode of your business in the boxes below.

CLASSIFY INTO FOLLOWING GROUPS BASED ON POSTCODE – FOR QUOTA MONITORING PURPOSES

Urban, not sparse, major conurbation..... 1
 Urban, not sparse, minor conurbation 2
 Urban, not sparse, city & town..... 3
 Urban, sparse, city & town 4
 Rural, not sparse, town & fringe..... 5
 Rural, not sparse, villages 6
 Rural, not sparse, hamlets and isolated dwellings 7
 Rural, sparse, town & fringe 8
 Rural, sparse, villages 9
 Rural, sparse, hamlets and isolated dwellings..... 10

**SHOW IF LIVE IN RURAL AREA AT SI
 SC**

S5 How long have you lived in this area?

Less than 1 year..... 1
 1–2 years..... 2
 3-5 years..... 3
 6-10 years 4
 More than 10 years 5

SHOW IF OWN BUSINESS IN RURAL AREA AT SI

S6 How long have you owned a business in this area?



Less than 1 year.....	1
1–2 years.....	2
3-5 years.....	3
6-10 years	4
More than 10 years	5

COLLECT ACTUAL AGE AND CODE

OE + SC

S7 Please could you tell us your age?

Under 16	1
16-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65-74	7
75+	8

SC

S8 Are you..?

Male	1
Female.....	2



SECTION 2a EXPERIENCE OF CRIME

This section is all about your experience of crime over the last 3 years in the area where you live now. We are interested in any crimes that have been committed against you, **including ones that were not reported to the Police.**

If you have moved to the area more recently than 3 years ago then only tell us about experiences of crime since you moved.

NEXT PAGE

SC

Q1 Have you been a victim of a crime in the last 3 years?

It doesn't matter whether you reported it or not

- Yes 1
- No..... 2

IF Q1 = 2 THEN SKIP TO Q14

SC

Q2 How many times have you been a victim of crime in the last 3 years?

Please count ones that were reported to the Police as well as ones that were not

- Once 1
- Twice 2
- Three times 3
- More than 3 times (please write in) 4

SC

Q3 Thinking about your most recent experience, the last time you were a victim of crime.

Which of these best describes the crime you were a victim of?

It doesn't matter whether you reported it or not.

If you are not sure if the crime is covered by the list the please tick other and write in some details.

- Burglary (having your house/business broken in to).. 1
- Robbery (having something forcefully taken from you (your person) 2
- Theft of your car 3
- Theft from your car..... 4



Theft of your bike..... 5

Theft of agricultural machinery..... 6

Theft of livestock 7

Theft of fuel..... 8

Theft of agricultural materials (e.g. fertilizer)..... 9

Shoplifting..... 10

Other type of theft (please specify)..... 10

Violent crime (being physically attacked) 11

Arson or vandalism/ damage of your property 12

Harassment (repetitive threatening behaviour causing you distress e.g. unwanted phone calls, letters, visits to your home, stalking) 13

 Online Harassment (as above but on the internet or via email) 14

 Being deceived out of money or property 15

 Being deceived out of money or property online or by email 16

 Other (please specify)..... 17

ASK IF CODE 3 AT S1 (RESIDENT AND BUSINESS OWNER)

Q4 Would you say the crime was more to do with you as a resident or as the owner of a business?

Resident..... 1

Business 2

Both 3

DROP DOWN IF POSSIBLE

Q5 In which month and year did this crime happen?

An approximation is fine

SC

Q6 Was this crime reported to the Police by you or any other person?

Yes, by me..... 1

Yes, by someone else..... 2

No, although Police already knew about it e.g. were present at the scene 3

No (so far as I know) it was never reported as a crime 4

ASK IF NO NEVER (CODE 4) AT Q6

SC/OE

Q7 Why didn't you report the crime to the Police?



- Dealt with matter myself/ourselves..... 1
- Previous bad experience with the Police/Criminal Justice System 2
- General dislike/fear of the Police 3
- Police couldn't have done anything..... 4
- Fear of reprisals..... 5
- Too trivial/not worth reporting..... 6
- Waste of time/would be no point..... 7
- Other (please specify) 8

**ONLY SHOW FOR MOST RECENT CRIME
DO NOT SHOW FOR SEXUAL OFFENCES OR VIOLENT CRIME
SC/OE**

Q8 Which of these words best describes how you felt when the crime happened?

- Embarrassed 5
- Confused..... 6
- Worried/Scared 7
- Miserable..... 8
- Angry..... 9
- Frustrated 10
- Shocked 11
- Disgusted 12
- Didn't feel anything..... 15

**ASK IF REPORTED CRIME TO POLICE AT Q6 (CODES 1-3)
ONLY SHOW FOR MOST RECENT CRIME
DO NOT SHOW FOR SEXUAL OFFENCES OR VIOLENT CRIME
SC/OE**

Q9 Which of these words best describes how you felt about the response you received from the Police?

- Pleased..... 1
- Secure/comforted 2
- Relieved..... 3
- Surprised 4
- Embarrassed 5
- Confused..... 6



Worried/Scared 7
 Miserable..... 8
 Angry..... 9
 Frustrated 10
 Shocked 11
 Disgusted 12
 Didn't feel anything..... 15

**ASK IF YES AT
 ONLY SHOW FOR MOST RECENT CRIME
 DO NOT SHOW FOR SEXUAL OFFENCES OR VIOLENT CRIME
 SC/OE**

Q10 Which of these words best describes **how you feel now** about what happened?

Pleased 1
 Secure/comforted 2
 Relieved..... 3
 Surprised 4
 Embarrassed 5
 Confused..... 6
 Worried/Scared 7
 Miserable..... 8
 Angry..... 9
 Frustrated 10
 Shocked 11
 Disgusted 12
 Don't feel anything..... 15

**OE
 INCLUDE NONE OPTION**

Q11 What if any financial costs did you incur as a result of this crime?

Knowing this will help us calculate the true financial cost of crime in rural areas

Enter your best estimate in pounds

- None
- Replacement value of property
- Repair of damage



- Loss of earnings
- Buying/installing security equipment (e.g. cameras)
- Other costs
- Total**

CREATE SUM

SC

Q12 Did you make an insurance claim?

- Yes 1
- No..... 2

ASK IF CODE I AT Q12

OE

Q13 How much did you receive from your insurance claim?

Please give your best estimate in pounds.

REPEAT Q3 TO Q13 FOR UP TO TWO MORE CRIMES IF APPLICABLE

SC

Q14 Are you aware of any other crimes that **you know** go unreported in the area where you live (or area where you own a business)?

We are specifically thinking about crimes which don't always have a specific victim (sometimes called crimes against society) such as speeding, fly tipping (civil offence), poaching, hunting or other wildlife crime.

- Yes 1
- No..... 2

ASK IF YES AT Q14

OE

Q15 Please give us a description of these crimes and how often they have happened in the last year?

We are specifically thinking about crimes which usually don't have a specific victim (sometimes called crimes against society) such as speeding, fly tipping (civil offence), poaching, hunting or other wildlife crime.

Description of crime	How often happened in last year
-----------------------------	--



SECTION 2b EXPERIENCE OF RTC

We know that Road Traffic issues are an area of concern for people living in rural areas and it’s important for us to understand the size of the problem.

NQI. So far as you are aware, how much of a problem do you think each of the following are in the area where you live?

We would like you to select an answer based on your perception of each issue.

- Speeding cars
- Speeding motorcycles
- Inappropriate use of vehicles on private land
- Loud or anti-social vehicles
- HGVs using inappropriate routes

- A very big problem 1
- A fairly big problem 2
- Not a very big problem 3
- Not a problem at all 4

NEXT PAGE

SC

Q1a Have you been involved in a Road Traffic Collision/Accident in the last 3 years?

It doesn’t matter whether you reported it or not

- Yes 1
- No 2

IF Qa1 = 2 THEN SKIP TO Q16

SC

Q2a How many times have you been involved in a Road Traffic Collision/Accident in the last 3 years?

Please count ones that were reported to the Police as well as ones that were not.

- Once 1
- Twice 2
- Three times 3
- More than 3 times (please write in) 4

SC



Q3aa Thinking about your most recent experience of a Road Traffic Collision/Accident in the last 3 years?

Which of these best describes your involvement?

- Driving a vehicle 1
- A passenger in a vehicle 2
- Riding a motorbike 3
- Riding a push bike 4
- A pedestrian (on foot) 5
- Other (please specify) 6

SC

Q3ab Which of these best describes the location of the collision/accident?

- Minor country road 1
- Main country road 2
- Built up area/town 3
- Motorway 4
- Other (please specify) 6

SC

Q4a Which of these best describes the seriousness of the collision/accident?

- No damage to any vehicles or people 1
- Damage to vehicles only 2
- Very minor injuries to some of those involved (did not require a trip to hospital) 3
- Minor injuries to some of those involved (may have required a trip to hospital) 3
- More serious injuries to some of those involved 4
- Don't know/can't recall 5

DROP DOWN IF POSSIBLE

Q5a In which month and year did this collision/accident happen?

An approximation is fine

SC

Q6a Was this accident/collision reported to the Police by you or any other person?

- Yes, by me 1
- Yes, by someone else 2
- No, although Police already knew about it e.g. were present at the scene 3



No (so far as I know) it was never reported to the Police 4

**ASK IF NO NEVER (CODE 4) AT Q6
SC/OE**

Q7a Why didn't you report the crime to the Police?

- Dealt with matter myself/ourselves (Police not required) 1
- Previous bad experience with the Police/Criminal Justice System 2
- General dislike/fear of the Police 3
- Police couldn't have done anything..... 4
- Too trivial/not worth reporting..... 5
- Waste of time/would be no point..... 6
- Other (please specify) 7

SC/OE

Q8a Which of these words best describes how you felt when the crime happened?

- Embarrassed 5
- Confused 6
- Worried/Scared 7
- Miserable 8
- Angry 9
- Frustrated 10
- Shocked 11
- Disgusted 12
- Didn't feel anything..... 13

**ASK IF REPORTED CRIME TO POLICE AT Q6a (CODES 1-3)
SC/OE**

Q9a Which of these words best describes how you felt about the response you received from the Police?

- Pleased 1
- Secure/comforted 2



Relieved..... 3
 Surprised 4
 Embarrassed 5
 Confused..... 6
 Worried/Scared 7
 Miserable..... 8
 Angry..... 9
 Frustrated 10
 Shocked..... 11
 Disgusted 12
 Didn't feel anything..... 15

SC/OE

Q10a Which of these words best describes **how you feel now** about what happened?

Pleased 1
 Secure/comforted 2
 Relieved..... 3
 Surprised 4
 Embarrassed 5
 Confused..... 6
 Worried/Scared 7
 Miserable..... 8
 Angry..... 9
 Frustrated 10
 Shocked..... 11
 Disgusted 12
 Don't feel anything..... 15

OE

INCLUDE NONE OPTION

Q11a What if any financial costs did you incur as a result of this crime?

Knowing this will help us calculate the true financial cost of Road Traffic Incidents in rural areas

Enter your best estimate in pounds

None



- Replacement value
- Repair of damage
- Loss of earnings
- Other costs

Total

CREATE SUM

SC

Q12a Did you make an insurance claim?

- Yes 1
- No 2

ASK IF CODE 1 AT Q12a

OE

Q13a How much did you receive from your insurance claim?

Please give your best estimate in pounds.

SECTION 3 EXPERIENCE OF ASB

This next section is all about your experiences of Anti-Social Behaviour. Anti-Social behaviour can range from litter and dog fouling through to noisy neighbours and drunk and rowdy behaviour.

NEXT PAGE

SC

Q16 Have you been affected by Anti-Social Behaviour in the last year?

- Yes 1
- No 2

ASK IF YES AT Q16

OE

Q17 How many times have you been affected by Anti-Social Behaviour in the last year?

ASK IF YES AT Q16

MC

OE ALLOW FOR UP TO 3



Q18a Which of these best describes the type (or types) of Anti-Social Behaviour you have been affected by in the last year?

Anti-social Behaviour can be far ranging so, if the Anti-Social behaviour you experienced is not covered by the list, the please tick other and write in some details.

- Young people hanging about 1
- Drunken behaviour in the streets..... 2
- Nuisance neighbours 3
- Loud music/noise/vehicle noise 4
- Environmental (litter, dog fouling etc.) 5
- Other (please specify)..... 6

SC

Q18b Were any of these incidents reported to the Police by you or any other person?

- Yes 1
- No..... 2

ASK IF YES AT Q18b
SC/OE

Q18c Which of these words best describes how you feel about the response of the Police to Anti Social Behaviour in your area?

- Pleased 1
- Secure/comforted 2
- Relieved 3
- Surprised 4
- Embarrassed 5
- Confused 6
- Worried/Scared 7
- Miserable..... 8
- Angry..... 9
- Frustrated 10
- Shocked 11
- Disgusted 12
- Don't feel anything..... 15



SECTION 4 COMMUNITY

IF SI = 2 THEN SKIP TO Q27

This section is all about your community. This can mean different things to different people, it could be your neighbourhood, your village, or the general area that you feel you are part of.

NEXT PAGE

SC

Q19 How safe do you feel in your own home after dark?

- Very safe..... 1
- Fairly safe 2
- A bit unsafe..... 3
- Very unsafe..... 4

SHOW ON SAME PAGE SCREEN AS ABOVE

SC

Q20 How does this compare to 5 years ago?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

- I feel a lot safer now..... 1
- I feel a little safer now..... 2
- Stayed the same..... 3
- I feel a little less safe now 4
- I feel a lot less safe now..... 5

SC

Q21 How safe do you feel walking in the area where you live after dark?

- Very safe..... 1
- Fairly safe 2
- A bit unsafe..... 3
- Very unsafe..... 4

SHOW ON SAME PAGE SCREEN AS ABOVE

SC

Q22 How does this compare to 5 years ago?

If you haven't lived in this area for 5 years then please think about the time since you moved in.



- I feel a lot safer now..... 1
- I feel a little safer now..... 2
- Stayed the same..... 3
- I feel a little less safe now 4
- I feel a lot less safe now..... 5

SC

Q23 How worried are you about becoming a victim of crime in the area where you live?

- Very worried..... 1
- Fairly worried..... 2
- Not very worried..... 3
- Not at all worried..... 4

SHOW ON SAME PAGE SCREEN AS ABOVE

SC

Q24 How does this compare to 5 years ago?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

- I am a lot less worried now..... 1
- I am a little less worried now 2
- Stayed the same..... 3
- I am a little more worried now 4
- I am a lot more worried now 5

SC

Q25 How strongly do you feel you belong to your immediate neighbourhood?

- Very strongly..... 1
- Fairly strongly..... 2
- Not very strongly..... 3
- Not at all strongly..... 4

SHOW ON SAME PAGE SCREEN AS ABOVE

SC

Q26 Has this feeling of belonging increased, decreased or stayed the same in the last 5 years?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

- Increased a lot 1



- Increased a little 2
- Stayed the same..... 3
- Decreased a little 4
- Decreased a lot 5

OE

Q27 How often do you chat to any of your neighbours, more than to say hello?

- On most days..... 1
- Once or twice per week..... 2
- Once or twice per month..... 3
- Less than once per month 4
- Never 5
- Don't have any neighbours 6

SHOW ON SAME PAGE SCREEN AS ABOVE

SC

Q30 Has the amount you chat to your neighbours (more than to say hello) changed in the last 5 years?

If you haven't lived in this area for 5 years then please think about the time since you moved in.

- Increased a lot 1
- Increased a little 2
- Stayed the same..... 3
- Decreased a little 4
- Decreased a lot 5
- Not applicable..... 6

SC

Q31 To what extent would you agree or disagree that people in your neighbourhood pull together to improve the neighbourhood?

- Definitely agree..... 1
- Tend to agree 2
- Tend to disagree 3
- Definitely disagree 4
- Neighbourhood doesn't need improving 5

SHOW ON SAME PAGE SCREEN AS ABOVE

SC

Q32 Has the amount the people in your neighbourhood pull together changed in the last 5 years?



If you haven't lived in this area for 5 years then please think about the time since you moved in.

- Increased a lot 1
- Increased a little 2
- Stayed the same..... 3
- Decreased a little 4
- Decreased a lot 5
- Not applicable..... 6



SECTION 5 PERCEPTIONS OF THE POLICE

This section is all about your thoughts on the job that the Police do in the area where you live.

IF SI = 2 THEN ADD

If you are answering this survey as someone who owns a business in a rural area then please think about the area where your business is located.

NEXT PAGE

SC

Q27 How much you agree or disagree with each of the following statements about the police in your local area?

You do not need to have had contact with the Police, we are interested in your opinion based upon what you know or believe to be the case.

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
They can be relied on to be there when you need them	1	2	3	4	5
They are dealing with the things that matter to the people in your community	1	2	3	4	5

SC

Q28 How would you rate the Police in your area on the following issues?

You do not need to have had contact with the Police, we are interested in your opinion based upon what you know or believe to be the case.

	Very poor	Poor	Fair	Good	Excellent
Crime prevention/reduction	1	2	3	4	5
Solving crime when it happens	1	2	3	4	5

SC

Q29 Taking everything into account, how good a job do you think the police in your area are doing?

You do not need to have had contact with the Police, we are interested in your opinion based upon what you know or believe to be the case.

APPENDIX



Excellent..... 1
Good..... 2
Fair..... 3
Poor..... 4
Very Poor 5



SECTION 6 FURTHER PROFILING

And finally a few questions about you and your household to help us get a picture of the people taking part in the survey.

NEXT PAGE

SC

Q30a Which of the following best describes you and your household?

- I live alone..... 1
- I live with friends or with my parents and have no children 2
- I live with my husband/wife or partner and do not have children 3
- I am a parent with a child/children (mostly aged under 12) living at home 4
- I am a parent with a child/children (mostly aged between 12 and 18) living at home 5
- I am a parent with a child/children (mostly aged over 18) living at home 6
- I am a parent whose child/children no longer live at home 7

SC

Q30b Which of the following best describes your working status?

- Student 1
- Work part time 2
- Work full time 3
- Full time Housewife/Househusband/Homemaker..... 4
- Not working..... 5
- Retired 6
- Prefer not to say 7

SC

Q31 Which of these descriptions best represents the type of occupation of the main income earner in your household?

If you can't find a group that fits then please tick other and write in details of their occupation.

If they are retired with a pension other than the state pension then please use the occupation prior to retirement.

-Semi or unskilled manual worker Semi or unskilled manual worker (e.g. Manual workers, labourer, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)



-Skilled manual worker Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
-Supervisory or clerical/ junior managerial/ professional/ administrative Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
-Intermediate managerial/ professional/ administrative Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/local government)
-Higher managerial/ professional/ administrative Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Land owner, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))
-Student
-Casual worker – not in permanent employment
-Housewife/Househusband/Homemaker
-Retired and living on state pension
-Unemployed or not working due to long-term sickness
-Full-time carer of other household member
-Other (please specify?)
-Prefer not to say

SC

Q32 Which of these best reflects your total household income?

- Less than £10,000 1
- £10,000 - £15,000 2
- £15,000 - £20,000 3
- £20,000 - £30,000 4
- £30,000 - £40,000 5
- £40,000 - £50,000 6
- £50,000 - £75,000 7
- £75,000 - £100,000 8
- £100,000 -£125,000 9
- £125,000-£150,000 10
- More than- £150,000 11
- Prefer not to say 12

That’s the end of the survey. Thank you very much for your time.

OE

Q34 Do you have any comments you would like to make about crime in rural areas of England and Wales?



SC

Q35 Would you like us to let you know by email when the results of this survey have been published?

Yes..... 1

No..... 2

ASK IF YES AT Q34

INCLUDE 2 BOXES AND CROSS REFERENCE FOR ACCURACY

Q35 Please enter your email address in the boxes provided?

Thank you for completing this survey, if you have remembered something that you now think would like to report to the Police then you can call them on 101.

If you would prefer to report a crime anonymously then you can call Crimestoppers.



11. Acknowledgments

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