

My Plan for a safer Avon and Somerset

Mark Shelford

Conservative candidate for
Police and Crime Commissioner, May 2024



A personal message - why I want to continue to be your PCC



Dear Resident

Nothing is more important than feeling safe in your home and in your community. For the last three years YOUR safety has been my priority.

When elected in 2021, I promised more police officers, a relentless focus on tackling serious crime, and to listen to every community across Avon and Somerset.

I have DELIVERED on these promises.

Bringing 32 years of experience in military service I have focussed on delivering excellent policing. I'm proud of the progress so far:

- * Recruiting 1,500 new police officers - delivering an extra 500 officers on our streets, ensuring we tackle serious crime.
- * Achieving more illegal drug activity disruptions than any other constabulary in England over the last 18 months — tackling the organised criminal gangs behind the drugs.
- * Appointing a new, courageous Chief Constable who has overseen a transformation in rape investigations, achieving a 300% increase in these awful crimes reaching the courts.

Every week I visit a different part of the constabulary area, ensuring I understand the policing priorities for every community.

Using every penny of the policing budget wisely and securing millions in extra funding from government, I have worked to ensure front line policing is well equipped and supported.

There is so much more to do and I remain committed to you and to delivering excellent policing.

Your vote on Thursday 2nd May will let me continue to be your strong local voice in policing and combatting crime.

Thank you for your support in making Avon and Somerset safer.

Mark Shelford

I remain committed to the Peelian Principles of Policing

- Preventing crime, not just catching criminals.
- Earning public support is the key to crime prevention.
- Public support comes from respecting and representing communities.

Stopping crime before it happens means communities feel safer. Crime prevention only works when there is a feeling of trust: something the police have to earn on a daily basis by enforcing the law impartially, respecting and engaging with communities, and only using their powers as a last resort.

As PCC, I have robustly held the police to account on behalf of residents, successfully supported victims of crime and invested heavily in frontline policing.

This manifesto is by no means exhaustive but outlines my key priorities to continue to make Avon and Somerset safer.



“The goal is preventing crime, not catching criminals. If the police stop crime before it happens, we don’t have to punish citizens or suppress their rights. An effective police force doesn’t have high arrest stats; its community has low crime rates.”

What I have achieved so far...

- **Training 1500 officers, delivering an EXTRA 500 new police officers** – the highest numbers since before 2010.
- **A 300% increase in rape charges going to court since I came into office.** By appointing a new courageous chief constable with a determination to radically change the investigation methods, she has transformed how the force deals with serious sexual assaults — her ground breaking work has now been adopted across England.
- **The best performing constabulary in England for disrupting drug gangs** - working together as five South West Conservative PCCs we launched Operation Scorpion, focussed on rooting out organised crime and making the South West no place for drugs.
- **Reducing re-offending through rehabilitation** – launching the Prisoners Building Homes programme is providing skills training to improve employability on release and delivering affordable low-energy homes.
- **Huge investment in local police stations** to make the police more accessible to communities. New stations in Bath and Minehead, and major refurbishments of stations in Bristol and Yeovil.
- **Securing over £1m in extra grant funding for ‘Hot-spot’ policing**—extra patrols tackling anti-social behaviour, preventing violence against women and girls, and stopping crime before it starts.



There is more to do....



I want to continue to build on these successes, and I have a clear plan to make Avon and Somerset even safer.

I will focus on: **Prevention, People and Policing processes.**

Prevention – from working to tackle shoplifting on our High Streets to combatting Rural Crime in our most isolated communities.

People – listening to communities, ensuring an efficient, responsive service when you need it, building a constabulary you can trust.

Policing processes – making it easier to report crime and access support. Maintaining officer numbers, increasing charging rates and ensuring they have the equipment and best technologies to tackle 21st century crime.

Making communities safer

Prevention



- Combatting rural crime – I have enhanced resources and increased the capability of the dedicated Rural Crime team. I will continue to expand training and resources for all aspects of Rural Crime, including tackling illegal hunting, dealing with unauthorised encampments, and supporting farmers and rural business to reduce machinery and livestock theft.
- Tackling anti-social behaviour and youth offending – often vulnerable young people get drawn into criminal behaviour. I will be further supporting our Violence Reduction Partnership to build resilience and purpose in our young people by working with schemes such as Duke of Edinburgh, Scouting and Cadets to provide access to volunteering and training schemes. I will continue to support schools through our Early Intervention Teams and enhanced neighbourhood policing.
- Cracking down on Business Crime – the scourge of shoplifting, fraud and cyber crime affects many of our hard working local businesses.
- I will be ensuring we focus on the most prolific shoplifting offenders and continue to enact the government’s Harm to Hope 10 year drug strategy – funding a drug habit is so often a cause of retail theft.
- Continuing to work with PCCs across the South west on tackling drug gangs – making the region no place for drugs through Operation Scorpion, our successful, cross-border collaboration.
- Education and enforcement to improve road safety – too many lives are lost on our roads. I will continue to support Community Speed Watch, speed enforcement teams and education on drink/drug driving.
- Relentlessly tackling the scourge of male violence against women and girls. Funding education in schools on healthy relationships. Rolling out ‘Drive’ – the project aimed at domestic abuse perpetrators and continuing to work with partners to improve women’s safety. Investing Safer Streets grant funding to increase awareness and support, particularly training for Night-time economy businesses.
- Working tirelessly on improving road safety, particularly working with Motorcycle Action group to reduce motorcyclist fatalities and educating every road user on the ‘Fatal Five’ causes of accidents.

Keeping you safer



People

- Continuing to support neighbourhood policing to build trust with our diverse communities and ensure everyone is assured of equitable treatment and excellent service.
- Visiting and listening to communities across Avon and Somerset to act on your local priorities. I will continue my weekly day 'out and about' ensuring I know what is important to you.
- Championing our Citizens and Constabulary partnerships - Community Speed Watch, Neighbourhood Watch, Farm and Horse Watch – invaluable in fighting crime together. Together we achieve more, I value every volunteer who makes such a difference.
- Helping victims of crime come forward - commissioning excellent support services that give victims confidence to report crime, supporting them to recover and re-build their resilience to move forward. My team are currently recommissioning victim services, improving the availability and quality of service.
- Reducing reoffending—continuing to expand the award winning Prisoners Building Homes programme, training prisoners in building skills to improve employability on release, while providing much needed low-energy, affordable homes.
- Rehabilitation - Increased investment in tackling perpetrators of Domestic Abuse to reduce reoffending.
- Enhance Community Payback schemes, working with the four other SW PCCs to ensure Payback makes a visible difference—e.g. Introducing pothole repair programmes.

Making policing better



Policing processes

- Maintain improvements in investigations and charging rates. Building on the success of Operation Soteria which has seen a 300% increase in rape charges going to court. Perpetrator-focussed policing will be a force-wide priority.
- Ensuring burglary is routinely investigated, with every victim receiving an appropriate response, including advice on prevention and home security.
- Continue to improve the technology offered to policing— primarily protecting frontline officers with the equipment they need.
- Improving IT to reduce the administrative burden – increasing time out in communities and catching criminals!
- Streamlining reporting – making reporting non-urgent crime easier and improving response times.
- Supporting improvements to the police leadership academy with the development of the second tier leadership course for Police Sergeants to Inspectors.
- Continue to support the Chief Constable in maintaining and improving morale of the wider police family. Valuing our Special Constables and volunteers that enhance the service across Avon and Somerset.
- Continue to drive efficiency measures to increase public facing policing and value for money for the tax payer.

Mark's record of achievement in Avon & Somerset



RE-ELECT

Mark SHELFORD

Your Conservative Police and Crime Commissioner candidate

1 More Police officers in Avon and Somerset
1,500 newly recruited police officers which has delivered 500 extra officers to our communities.

2 Tackling drugs
Top performing constabulary in England for illegal drug disruptions for the last 18 months (as a result of a South West Conservative PCC partnership, Operation Scorpion).

3 More rape cases brought to court
A 300% increase in rape cases reaching the courts thanks to our radical new approach to investigations called Operation Bluestone – now rolled out nationally.

4 Tackling anti-social behaviour
Over £1m investment in making our streets safer – tackling anti-social behaviour and violence against women and girls, thanks to Safer Streets grants from the government.

5 Increased focus on Rural Crime
A dedicated rural crime team with increased capacity to help isolated farms and communities.

6 Greater Accountability
Holding the Chief Constable to account with monthly live streamed accountability meetings.

How Police & Crime Commissioners can help cut crime...

- ✓ Manage a multi million-pound police budget
- ✓ Set local policing priorities
- ✓ Help deliver the Government's plan to cut crime
- ✓ Hold the police to account



Mark meets regularly with residents to discuss local crime issues.

EXPERIENCED, LOCAL, WITH A STRONG RECORD OF GETTING THINGS DONE.

RE-ELECT MARK SHELFORD AS AVON & SOMERSET PCC ON THE 2ND OF MAY.



Promoted by Amy Green on behalf of Mark Shelford , both of Unit 1 Heritage Courtyard, Sadler Street, Wells, BA5 2RR