

Level

Tier

Scope

Community

Parish District Unitary

Street Scene



# Sandhurst Pride

**Characteristic(s) / CSF(s):**  
**Role of the Authority**  
**Managing Expenditure**  
**Use of Data and Intelligence**

## Problem and Approach

- In Sandhurst town centre, common to other Bracknell towns, there was a significant problem of vandalism and graffiti.
- Sandhurst Town Council built on the United Nations programme of rights, respect responsibility. The council appointed a member of staff to work in schools. It was felt that rights only came after respect and responsibility, so the Sandhurst programme was named Respect, Responsibility and Rights. The programme built upon the Sandhurst Pride initiative which included coordinated events and actions of community groups. The initiatives were externally validated

## Outcomes

- There was a measurable reduction in crime, inc vandalism and graffiti, and reduction in the required police resources. This reduction was compared to other areas in Bracknell and shown to be a significant improvement. This was validated by an external academic study.
- In addition, the attitudes and perceptions of residents were measured over the programme and for example showed a 57% reduction in number of residents with the belief that residents don't treat each other with respect..



<http://www.sandhurst.gov.uk/sandhurstpride.html>