

SMARTWATER SEARCHLIGHT



ISSUE 4

SmartWater is an Official Police Accredited Organisation

DOMESTIC BURGLARY DOWN BY 80% CAR CRIME DOWN BY 75%

South Yorkshire Police announce major crime reduction figures

The SmartWater Strategy is at the heart of a series of new crime reduction statistics unveiled by South Yorkshire Police in Doncaster.

Implemented in full, the SmartWater Strategy has demonstrated its versatility across a range of applications, helping Doncaster MBC to meet its PSA targets, including:

- Domestic burglary reductions
- Theft from vehicle reductions
- Theft of vehicle reductions
- Protection for schools
- Capture and conviction of PPO's
- Community reassurance

SmartWater was first piloted in the Hyde Park area of Doncaster in April 2005. Within days the strategy recorded its first conviction, after two youths from Edlington pleaded guilty to a series of burglaries after traces of SmartWater Index were found on their shoes.

The £280,000 scheme has been funded by the Neighbourhood Renewal Fund, with over 6,500 homes and all 117 schools in Doncaster using SmartWater forensic coding systems. Doncaster police are also targeting car boot sales and second hand-dealers, cutting off the criminal's ability to sell on stolen goods. Since the launch, burglaries within the Hyde Park area have plummeted by 80 per cent.



Pictured: SmartWater is clearly visible on a suspect



Pictured: The rat trap warning sign is now a common sight in Doncaster car parks

South Yorkshire Police have also had great success using a "rat trap" car, in which valuables such as satellite navigation systems are deliberately left on show to tempt opportunist thieves. Upon breaking into the trap car, thieves are sprayed with SmartWater Index, which remains on skin and clothing for extended periods and acts as a forensic link back to the crime scene.

Following 9 separate activations, the SmartWater trap car has so far been responsible for 14 convictions, including several of Doncaster's most prolific offenders, such as the offender pictured. The deliberate use of media to promote the trap car helped spread anxiety

amongst criminals, and led to police in Doncaster recording a 75 per cent drop in thefts from vehicles.

Further convictions have been secured as part of "Operation Apparent", focusing on the theft of copper piping and cylinders from void properties. Following the theft of SmartWatered cylinders from a property in Denaby, police checks were carried out at all scrap metal dealers in Doncaster, Mexborough, and Rotherham. Two cylinders were subsequently recovered and identified by SmartWater analysis, tracing them back to the Denaby burglary.

MET FIGURES REVEAL VALUE OF SMARTWATER



Pictured: Evidence of the SmartWater Strategy in Ealing

The latest burglary figures for the Metropolitan Police Service have revealed that a number of areas deploying the SmartWater Strategy have achieved significant reductions in burglary.

In Boroughs where an established SmartWater Strategy is in place, reductions in the total number of burglaries committed between October 2005 - September 2006 include Hackney (-26.7%), Westminster (-15.8%), Hillingdon (-10.7%), Ealing (-9.8%), and Southwark (-4.5%).

Hackney in particular has witnessed a significant reduction since it first launched SmartWater in five areas - Newick Road, Lower Clapton; Bayston Road, Stoke Newington; Tudor Grove, South Hackney; Roding Road, Lower Clapton, and Waterson Street; Haggerston. Every household in all five roads has received a SmartWater forensic coding system from Hackney Police.

WHATS INSIDE

- The SmartWater Strategy in action
- Tallahassee scheme rolls out

- SmartWater welcomes new Police Liaison Team member
- Dance floor arrest for thieves
- "Stronger & Safer Communities" Seminars

41% DROP AS BURGLARS FACE DANCE FLOOR ARREST

The implementation of an innovative SmartWater detection procedure has helped produce a 41 per cent drop in burglaries in Wirral, Merseyside.

Burglars and robbers have been left with nowhere to hide after Wirral Council and local Community Safety Officers teamed up with pub and club bosses to target criminals. Police in Wirral now have access to CCTV images from pubs and clubs in the area, and are studying the footage to search for SmartWater Index sprayed onto any burglars.

SmartWater is invisible under normal light, but glows brightly under ultraviolet lights, which are widely used within bars and nightclubs. SmartWater is already checked for within police station custody areas, and Wirral officers are now hoping that the pub-watch scheme will allow for the widespread checking of SmartWater.

If SmartWater is detected on someone, it can be analysed and forensically linked back to the scene on an individual crime, even if it was committed weeks or months prior to detection.

Household burglaries have fallen to less than three a day following the introduction of SmartWater, which is also being used on commercial properties within Wirral.



Pictured: SmartWater's Index Spray System reveals itself under UV light

SAT NAV THIEVES TARGETED

Police in Cleveland have begun rolling out the SmartWater Strategy to target the growing problem of thefts from motor vehicles.

'Operation Hassocks' will see Cleveland officers marking up to 1,000 vehicles with SmartWater to curb thefts of satnavs and CD players from vehicles in Middlesbrough. Funding for the SmartWater systems has been provided by the Safer Middlesbrough Partnership.

The launch comes after figures revealed that Middlesbrough accounts for 45 per cent of all incidents of theft from motor vehicles across the Cleveland force area.

Cleveland police will also be working with the town centre management team, Middlesbrough FC, and the University of Teesside to get the message across. In keeping with the SmartWater Strategy, the operation will target known car criminals and handlers of stolen goods, along with second hand dealers and car boot sales. The aim is to cut off both the supply and the demand for stolen goods.

STOP PRESS

Cleveland Police have announced that Operation Hassocks has reduced car crime by more than a third. Four arrests have been confirmed, with another 2 people on remand in jail.

COVENTRY CITY COUNCIL MAKES FINANCIAL SENSE WITH SMARTWATER

Coventry City Council has revealed that school burglaries have plummeted by an incredible 71 per cent.

SmartWater property coding systems along with the covert use of SmartWater's Index Spray System were first introduced to all 117 primary, secondary, and special schools across Coventry in late 2004.

Prior to the introduction of SmartWater, Coventry schools made 89 insurance claims for property and damage, valued at a total of £158,770, for the financial year 2003 / 2004. Following the introduction of SmartWater, figures for 2004 / 2005 revealed that the number of claims fell to just 28, for damage and property worth a total of £34,330. This represents a 79 per cent reduction in the number of claims, and a financial saving of £124,400. The number of burglaries also fell from 77 to 22 - a 71 per cent reduction.

As a result of the crime busting SmartWater project, Coventry City Council has won the best loss prevention award at the European Risk Management Awards.

Coventry City Council has been astute in ensuring that the SmartWater Strategy is sustained through a number of initiatives; as well as being used in all schools, SmartWater is used at the council's Whitley depot, Youth Offending Services buildings, and Coventry Transport Museum. Homes in the Wood End and Henley Green area of the city are also protected by SmartWater.

UK-WIDE SEMINARS DEMONSTRATE WIDER USE FOR SMARTWATER

A series of regional seminars which examined the full potential of the SmartWater Strategy have been hailed as a success.

A total of 9 seminars have been held at venues across the UK, including the Centrex Police training facility at Bramshill. The 'Stronger and Safer Communities Seminars' attracted key figures from the police service, along with colleagues from partner agencies, including CDRPs and local authorities.

The events featured several speakers from within the police service, including Sgt Kevin Drewett from South Yorkshire Police. Sgt Drewett spoke at length about recent successes in Doncaster where domestic burglary and car crime were reduced by 80 per cent and 75 per cent respectively as a result of SmartWater.

Other speakers included Inspector Steve Wilson of Derbyshire Police, Crime Reduction Manager John Birkenshaw from the 'Safer Leeds Partnership', and Ken Pease OBE, Professor of Criminology at Loughborough University.

The Seminars gave delegates a fascinating insight into the SmartWater Strategy and addressed key crime reduction issues. Topics included the use of SmartWater to wage persistent psychological warfare against criminals, how to create reassurance in the community, and how to achieve measurable crime reduction outcomes.



Pictured: Inspector Steve Wilson of Derbyshire Police speaking at the Ricoh Arena, Coventry



Pictured: Sgt Kevin Drewett from South Yorkshire Police speaking at Centrex Police Training Facility, Bramshill

ON THE BUSES

Buses across Shrewsbury are delivering a hard-hitting message to criminals who target homes and schools within the area – “You steal, you’re marked!”

West Mercia Police has launched the latest stage of its SmartWater Strategy by unveiling 12 buses which will carry warnings to would-be thieves and burglars that Shrewsbury is a SmartWater area. The signs on the back and sides of 12 Arriva buses will travel around Shrewsbury, ensuring that the message reaches every corner of the local community.

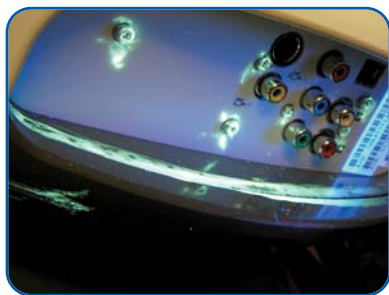
West Mercia police are using SmartWater property coding, together with the covert use of SmartWater’s Index Spray System within schools and businesses across Shrewsbury. Ultra-violet lights have now been installed in the new custody block at Shrewsbury police station where every single person arrested will be screened for SmartWater when they are booked in.



Pictured: Buses in Shrewsbury now carry SmartWater messages

I.T. GOODS RECOVERED

Greater Manchester Police in Oldham have assisted a local company in recovering valuable items stolen during a robbery. Thieves stole a flat panel LCD monitor and a projector used for business presentations during a raid on Brimar Ltd, of Chaddertson Industrial Estate in Oldham. The crooks then made off in the company’s BMW which was parked outside.



Pictured: SmartWater fluorescing on a projector, similar to the one stolen

However, the robbers were not aware that both items were marked with SmartWater property coding solution. The stolen goods were later recovered by Greater Manchester Police and analysis of the SmartWater solution traced the items back to Brimar Ltd.

Brimar, which specialises in defence electronics, was one of the first companies in the area to use SmartWater at the advice of Oldham Police.

SMART IDEA SEES STREET ROBBERY FALL BY 42%

Crime prevention measures for new students studying at Nottingham University have been unveiled.

The Student-watch project is currently in its sixth year, and Nottingham City Council is continuing to build on the success of the 2005 campaign, when figures revealed that burglaries within student accommodation fell by 30 per cent, whilst street robbery was also reduced by 42 per cent.

The Student-watch project will give advice for first-year students arriving for the new term, and also issue them with fresher’s packs containing SmartWater forensic coding systems to code all of their valuables, such as laptops and mp3 players.

Costing £15,000, this is the first time the scheme will be paid for by Nottingham City Council’s area committees for Radford, Lenton and Sherwood – all of which have a high concentration of student housing. Previously the scheme has relied on funding from other sources, such as the police and New Deals for Communities (NDC).

In addition to providing all freshers with SmartWater, the Student-watch project will advise students on how to avoid becoming a victim of crime, as well as informing them on how their behaviour impacts on the local neighbourhood.

HAVE YOUR SAY...

If you have an example of the SmartWater Strategy in action which you would like featured in a future edition of SmartWater Searchlight, please contact Dave Reynolds at SmartWater Head Office. Tel: 0870 242 8899, Email: davereynolds@smartwater.com



CO-FUNDING APPROACH WIPES OUT BURGLARY

West Yorkshire Police have announced that not a single burglary had been reported on Gipton Estate in North Leeds more than a month into the deployment of the SmartWater Strategy.

The initiative has been mounted as part of West Yorkshire Police’s ‘Operation Beacon’, and co-funded by Safer Leeds, Leeds East Homes, Leeds City Council’s Area Management and the Burglary Reduction Initiative Leeds (BRIL).

After an impressive take-up, community support officers and street wardens visited hundreds of households in Gipton to assist with the application of SmartWater property coding systems. This highly visible approach helped the PCSO’s and Street Wardens to engage with householders, bringing a strong reassurance message to the community.

To date no burglaries have been reported, and only one unsuccessful break-in has been recorded. This success has spurred West Yorkshire Police on to extend the campaign, who are now targeting a further four areas within nearby Killingbeck.

SMARTWATER HITS 'THE STREET'

Coronations Street's Ken Barlow – aka actor William Roache – has given his endorsement to Cheshire Constabulary's "Smart" approach to reducing burglary outside the Rovers Return.

William described how Ken relies on his laptop in his role as a journalist for the Weatherfield Gazette in the ITV soap opera. In his own personal life William, who uses a laptop and mobile phone on a regular basis, has praised the police's use of SmartWater as a viable and effective way of protecting property from being stolen.

William said: "Anything that reduces the likelihood of someone stealing your property or entering your home has got to be a good thing."

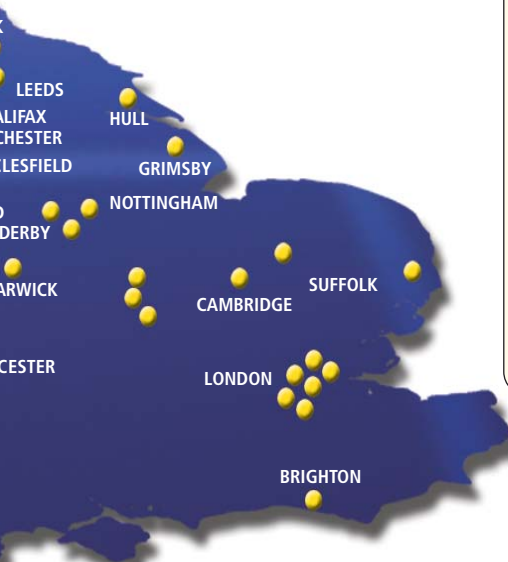
William Roache was speaking at Cheshire Constabulary's latest SmartWater launch, aimed

squarely at the criminal fraternity. Following the introduction of SmartWater property marking systems into Cheshire schools last year, Cheshire Police are now training more officers to detect the presence of SmartWater when stolen property is recovered.

Cheshire's Chief Constable Peter Fahy met up with William Roache on the set of the top-rated ITV1 soap opera, and said: "The second strand of our SmartWater initiative is all about protecting people's property to stop thieves targeting homes. William's endorsement will help us to get the message to the public about how easy it is to help the police clamp down on crime. It is a simple and effective solution that will deter criminals from targeting your home."



Pictured: Chief Constable Peter Fahy and William Roache outside the Rovers Return - Photo courtesy of Cheshire Constabulary



CUT IN BUSINESS CRIME SAVES £4.8m

Derbyshire Police have revealed that incidents of business crime in the county have been cut by 23% - saving an incredible £4.8m.

A recent independent evaluation revealed that there were 10,500 fewer victims of business crime for the period April 04 – March 06.

Derbyshire Police currently administers the UK's largest SmartWater business project, supplying over 2,000 businesses across the county with SmartWater property coding systems.

The Business-watch scheme is operated by the Derbyshire Business Against Crime team; a partnership led by Derbyshire Constabulary and funded by the Derby & Derbyshire Economic Partnership.

Most recently, more than 180 businesses in Long Eaton have joined the business-watch scheme, each receiving a SmartWater system, along with other crime prevention measures.



Pictured: A member of the Derbyshire Business Against Crime team applies SmartWater

CAR CRIME CONVICTION

Police in Humberside have said that the introduction of SmartWater trap cars, as part of their overall SmartWater Strategy, to an estate in Hull have helped slash the number of car crime incidents.

Since its introduction in August 06, police have said that SmartWater has reduced car crime by approximately 50 per cent on the North Hull Estate, from around 20 incidents a week to less than 10.

So far, police have arrested two people caught stealing from the SmartWater car, and more have been tagged following successful activations of the spray system.

One of the offenders was recently convicted after pleading guilty to stealing a £150 satellite navigation system from the car. The break-in occurred less than an hour after police planted the satnav system, with the thief smashing the passenger window in order to gain access to the vehicle. Another man is on remand and is currently awaiting a hearing after being sprayed during a separate attack on the car.

TROUBLED WATERS AHEAD FOR CROOKS

A new SmartWater Strategy is to be rolled out to a quarter of all Mansfield homes in one of the largest home security initiatives ever announced.

House burglaries across Mansfield have halved since Nottingham District Council first introduced SmartWater as part of its groundbreaking Safe and Secure Homes Scheme for selected areas in 2003. Within six months of the pilot launch in West Tichfield, Bull Farm, Ladybrook, Warsop and Northfield, burglary rates had plummeted by up to 80 per cent.

The scheme will now be rolled out to cover all council properties — meaning almost 11,000 homes will have been issued with SmartWater property coding systems, along with other security measures, free of charge. The roll out is expected to take up to six months to complete.

Under the initiative, uniformed 'Safe and Secure Homes' employees will be going door to door offering advice on how to correctly apply SmartWater to valuables, as well as offering residents tips on how they can make their homes more secure.

SMARTWATER STRATEGY MANUAL

Hardback copies of the complete SmartWater Strategy are still available FREE OF CHARGE to UK police forces.

The SmartWater Strategy Operations Manual is designed to provide a complete guide to the implementation of the Strategy, from understanding the concept and creating the business case, through to roll-out. The manual will enable each police service to implement their SmartWater projects in the best possible way, benefitting from experiences gained by other police forces across the country.

Please contact your PLT member for further details.



USA DEBUT MIRRORS SMARTWATER UK SUCCESS

The Tallahassee Police Department in Florida, USA has officially launched the SmartWater Strategy to protect homes in the Forest Heights and Holly Hills neighbourhood. The first of its kind in the USA, the SmartWater launch was exclusively revealed in the last issue of Searchlight.

The Forrest Heights and Holly Hills neighbourhood was selected to participate in the pilot project because the burglary rate for the neighbourhood has slowly increased over the last two years, and the area is large enough to have a valid project evaluation. Members of the neighbourhood association have been actively involved with the development of the pilot project.

Over 800 homes have received SmartWater forensic property coding systems as part of the Strategy launch, whilst Tallahassee Police are also covertly deploying SmartWater's Index Spray System. Members of the Police Department's Burglary/Pawn Shop Unit are working closely with pawnshop owners to ensure they understand how SmartWater can help them avoid receiving stolen property.

Tallahassee Police Department have conducted a high visibility public information campaign about the implementation of SmartWater to support the launch.



Pictured: SmartWater launch in Tallahassee

NEWS IN BRIEF

- North Yorkshire police have announced plans to SmartWater EVERY school in the county after figures revealed a 250 per cent rise in the number of IT / audio visual thefts for the 2005 / 2006 financial year. In 2004 / 05 the total value of equipment stolen from schools was £33,582, but a year later it had risen dramatically to £187,265.
- New measures to crack down on the sale of stolen goods have been unveiled by South Tyneside police. 'Operation Cell' gives second hand dealers the chance to run checks on their own customers, including recording the thumbprint of people selling goods. Shop owners have also been issued with UV lights so they can check all goods for traces of SmartWater.
- Police in Todmorden, West Yorkshire have revealed that their SmartWater Strategy is continuing to produce results. Officers were due to provide an evaluation of the Strategy at a recent crime reduction meeting, but reported that so little property had been recovered because there had been so few burglaries that no statistical analysis had been carried out. First launched in Todmorden in 2004, SmartWater produced a dramatic 84 per cent reduction in domestic burglary within 4 months of the scheme launch.

TOP MARKS FOR SMARTWATER

COMMUNITY Safety Chiefs in Selby have praised the use of SmartWater to protect the district's schools. North Yorkshire Police have announced that the scheme, which introduced the SmartWater Strategy into all primary and secondary schools, has been a success - with no school buildings targeted during the summer holidays.

PC Wayne Leach, of Selby Police, said the technology had proven its value by cutting the number of break-ins at schools by thieves targeting expensive computer equipment. PC Leach said: "Schools are a lot better protected since we introduced the SmartWater system. It has been a great tool against crime and it is very worthwhile doing it."

The pilot scheme was originally funded by the district's Community Safety Partnership, but was backed by North Yorkshire Police, which extended it to all schools in the area. Children at the district's schools using SmartWater were also involved in the property marking process, learning about the science behind the technology.

North Yorkshire Police have now announced plans to use SmartWater to protect the homes and vehicles of repeat victims of crime across the district.

FARM-WATCH SCHEMES BATTLE RURAL CRIME

A recent UK-wide rise in rural crime has led to a surge in farm-watch based SmartWater initiatives.

Most recently Cumbria Police launched their farm-watch scheme aimed at slashing the number of stolen quad bikes. The £30,000 project will help protect 1,800 farms across Cumbria, after figures revealed that thieves have cost Cumbrian farmers £1.6 million over the last four years.

Over the coming months, police officers and other members of the initiative will visit every farm in South Cumbria to roll out SmartWater, marking large agricultural machinery and vehicles. Officers will also be delivering farm safety and crime prevention information.

Avon and Somerset Constabulary have also announced plans for a similar farm-watch scheme in Shepton Mallet. The £1,500 SmartWater Scheme is being organised by Somerset East Police District.

Elsewhere, North Yorkshire Police has announced a 50 per cent reduction in the number of machinery thefts from farms, after SmartWater property coding systems were issued to more than 300 farms in Richmondshire.

Paid for by a £13,000 grant from Richmondshire Community Safety Partnership, the scheme has now been extended to include "hot-properties", such as building and development sites.



Pictured: Recent farm-watch schemes in Cumbria and North Yorkshire

MEET THE PLT

SmartWater's Police Liaison Team (PLT) consists of a combination of former senior and specialist police officers. Each PLT member is highly experienced and well qualified to provide support for the Police Service and their partner agencies implementing the SmartWater Strategy. Your PLT member will be on hand from SmartWater project concept stage through implementation and beyond to successfully sustain the SmartWater Strategy. All consultation is free and without obligation.

PLT members are available to provide advice, training, presentations, illustrative case studies, experience and examples gained whilst working with other forces that have adopted the SmartWater Strategy.

Nigel Anderson BA (Hons)

Head of Police Liaison Team
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To Be Announced

(Kieran Madden currently covering)

Coverage:

Metropolitan (North), City of London, Thames Valley, Bedfordshire, Suffolk, Hertfordshire, Essex



SMARTWATER ALSO EMPLOYS SPECIALISTS IN THE FIELDS OF FORENSIC ADVICE, MARKETING, MEDIA RELATIONS, AND BUSINESS SUPPORT. ALL CAN BE REACHED VIA YOUR PLT MEMBER OR BY TELEPHONING 0870 242 8899.

SMARTWATER STREET SIGNAGE

Advertising the use of SmartWater within a community is a fundamental aspect of the SmartWater Strategy and the development of its deterrent value.

Nuneaton Signs have been working with SmartWater for more than 5 years, and is our preferred supplier of all SmartWater street signage and custody suite signage.

Established in 1982, and offering a fast, professional service, Nuneaton Signs is recognised as one of the premier crime prevention and road sign manufacturers in the UK. Nuneaton Signs is a not-for-profit organisation which provides permanent and meaningful employment to people with disabilities. The company also has their own in-house design team and hold SmartWater's approved street signage templates.

To discuss any SmartWater street signage requirements, please contact Gary Phipps at Nuneaton Signs, on 0247 634 1922 or visit www.crimereductionsigns.co.uk



NEW PLT MEMBER

SmartWater Technology is delighted to announce the arrival of our newest Police Liaison Team member, Dave Betts QPM.

Having retired from Cheshire Constabulary in January 2003, Dave arrives at SmartWater Technology with 30 years police service experience. Dave has specialised in the development and delivery of highly acclaimed crime prevention and multi-agency partnership projects throughout his career. He has been particularly successful in the adoption of the partnership approach to prevent crime across all sectors and to improve community safety.

In 2001 Dave was proud to receive from Her Majesty the Queen, the Queens Police Medal awarded for his distinguished contribution and service to the community.

POLICE EYES ONLY

For all the latest SmartWater related news, be sure to sign up for SmartWater's Police User Group (PUG) web area.

The PUG offers users a further insight into the SmartWater Strategy, providing access to key information, as well as news alerts on strategy successes and the use of SmartWater in covert operations. The website also includes the SmartWater Police Forum - an opportunity for officers to exchange ideas, voice concerns and highlight successes.

To sign up to the Police User Group website, please visit www.smartwater.com today.

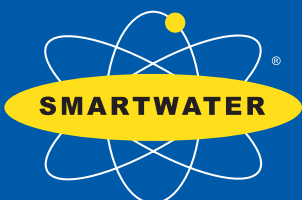
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