

SMARTWATER SEARCHLIGHT



ISSUE 2

SmartWater is an Official
Police Accredited Organisation

YORK POLICE UNVEILS WATERPROOF PLAN



York Police's Forensic Coding Team in action

The SmartWater Strategy has been officially launched by York Police.

A total of 2,000 property coding systems are currently being issued to residents living in high risk communities in York and Selby. Members of York Police's dedicated Forensic Coding Team are also visiting each household to assist with the property coding process.

Furthermore, York officers have unveiled their brand new SmartWater custody suite, stating that every detainee taken into custody will be scanned under an ultraviolet light to search for traces of SmartWater's forensic solution.

Second hand dealers and individual police officers are now being issued with UV lamps to help stop the flow of stolen goods by making any SmartWatered valuables easily identifiable. By making stolen goods more difficult for thieves to sell on, officers will successfully deter criminals

from targeting SmartWatered communities.

York Police is also using SmartWater's Index Spray System to help tackle car crime by deploying "rat-trap" cars. Each rat-trap will have valuables such as laptops and handbags deliberately left on display to tempt opportunist thieves, who will be sprayed with SmartWater's forensic solution as they break in to the vehicle.

The launch has already attracted widespread media attention, making front page headlines as well as featuring on BBC Radio North York.



York's SmartWater custody suite

IMPORTANT CHANGES TO POLICE RENEWALS POLICY

Following a recent internal 'best value' review by SmartWater, and external consultations with the police service, we can now announce that with immediate effect all existing and new domestic Police Sponsored Schemes are now supplied with a continual SmartWater licence. This means that police services are no longer required to pay a renewal fee on their SmartWater licence.

This grants all police services **FREE** access to our National Security Register database, **FREE** forensic analysis of all SmartWater samples, **FREE** expert witness testimony, and a **FREE** licence to use an agreed amount of SmartWater trademarked signage within the designated area.

In addition, our dedicated Police Liaison Team (PLT) is available to meet all police requirements, including **FREE** training and consultancy, **FREE** operational support, **FREE** SmartWater Strategy guidance, **FREE** access to our dedicated Police User Group website, and access to covert Index spray devices and support.

Under our optional maintenance guidelines, in the third year from your Strategy launch, your PLT member will be on-hand to offer advice and provide recommendations about sustaining the deterrent within each scheme area. This remains a fundamental part of the Strategy, as maintenance of each scheme will uphold the efficacy of SmartWater.

SCHOOL CRIME DOWN BY 65% CROOKS IN LEICESTERSHIRE OUTSMARTED

The North West Leicestershire Crime and Disorder Reduction Partnership, which includes representatives from North West Leicestershire District Council and Leicestershire Constabulary, first launched the SmartWater Strategy in 2004 to tackle school burglaries in the area.

The scheme introduced SmartWater property coding systems and signage to all 51 schools and colleges within the North West Leicestershire region following a spate of burglaries targeting school IT equipment.

Leicestershire Constabulary has now released figures confirming a significant reduction in burglaries involving IT equipment. Just 10 incidents have been reported since the SmartWater launch, compared to 29 incidents for the previous year – a reduction of 65%.

The scheme has now been extended to target domestic burglary, with SmartWater property coding systems being made available to homes across the district.

WHATS INSIDE

- Awards glory for SmartWater team
- The SmartWater Strategy in action

- Japanese 'Panorama' features SmartWater
- Police Liaison Team welcomes new colleague
- Police User Group website re-launched

10 MILLION TUNE IN TO SMARTWATER

A recently broadcast Japanese documentary which heavily featured SmartWater has attracted more than 10 million viewers across Japan.

The episode of Hodou Tokushu ('Weekly News Feature') featured a 20 minute segment on the success of the SmartWater Strategy, and how it could be successfully deployed by Japanese police to tackle wide reaching crime reduction issues.

In particular the programme addressed the growing issue of motorcycle crime in Japan and how SmartWater could be used to curb the increasing number of bikes that are being stolen and exported to mainland China.

Extensive filming took place at SmartWater's head office in Telford, whilst the Japanese TV crew also visited several police forces to see how SmartWater is being used across the UK to tackle crimes including burglary, robbery, race crime, and car theft.

The hour long prime-time show is widely respected amongst Japanese audiences for its news and current affairs output, and is considered to be the Japanese equivalent to Panorama.

Representatives from the Japanese Government and Japanese Police have since visited SmartWater's head office in Telford.



AWARDS GLORY FOR SMARTWATER

SmartWater Technology has been presented with a 'Highly Commended' certification at the 2005 National Business Awards ceremony.

The company picked up the accreditation in the category of AXA Small to Medium Sized Business of the Year, after impressing judges with the phenomenal strides made over the last 18 months.

SmartWater was also named as finalists for the Corporate Social Responsibility category, whilst Dr Jo Greenwood, SmartWater's Technical Services Manager, was nominated for the Orange Award for Bright Business for her ongoing forensic casework which has secured a large number of SmartWater's criminal convictions.

The National Business Awards attract thousands of nominations each year from FTSE 100 companies and SMEs all across the country. The gala ceremony for finalists took place at the Grosvenor House Hotel in Park Lane, and was hosted by BBC One presenters Declan Curry and Fiona Bruce.

This success comes off the back of SmartWater Technology being named as Shropshire Company of the Year at the 2005 Shropshire Business Awards.



Pictured: SmartWater Chief Executive Phil Cleary with Melanie Foley and BBC One's Business Breakfast Presenter Declan Curry



Pictured: Members of the SmartWater Team at the Shropshire Business Awards

FORENSICS FASCINATE SCHOOL KIDS

Brighton and Hove City Council has been working in partnership with Sussex police to help reduce crime throughout the city by launching the SmartWater Strategy in schools. To maximise awareness both in the schools and in the surrounding community, lesson plans about SmartWater, featuring science and personal and social education, have been provided for teaching staff.

Science lessons will be used to show pupils how SmartWater's property coding solution is applied to school equipment and then detected using ultraviolet lights, whilst citizenship lessons will provide opportunities for pupils to develop respect and collective ownership for school property. The lesson plans have been designed to provide teaching staff with ideas to be used

either as published, or expanded upon to meet individual teaching styles, at key stages 2, 3 and 4 within the National Curriculum.

The scheme has been pioneered by former Sussex police officer, and recent SmartWater recruit, Kieran Madden in partnership with Linda Ellis, Senior Advisor from the Children, Families and Schools Department at Brighton and Hove City Council.

The teaching plan is currently available on Sussex Police's website. For more information please visit www.sussex.police.uk/community_safety

To ensure the lesson plans reflect local procedure, or any recent curriculum amendments, they should be presented to the education department of your local authority prior to any distribution taking place.

SMARTWATER HOSTS WEST MERCIA MEETING

Pictured: SmartWater Chief Executive Phil Cleary (centre) and Police Liaison Manager Graham Davies (far right) with members of the West Mercia Crime Manager's team

SmartWater Technology hosted a recent Crime Manager's Meeting for officers from West Mercia Police Force.

SmartWater's head offices are based within the West Mercia region, and the Crime Managers were keen to view the potential of SmartWater first hand, as well as discuss the full extent of its uses within West Mercia's crime reduction strategies.

The visitors were treated to a tour of the building which included a look at SmartWater's state-of-the-art forensic laboratories and a demonstration of SmartWater's Index Spray System.



SMARTWATER SECURES CONVICTION

A SmartWater Strategy launched in the Hyde Park area of Doncaster has recorded its first conviction within days of its official launch.

Two youths, aged 16 and 17, from nearby Edlington pleaded guilty to a series of burglaries after traces of SmartWater Index solution were found on their clothes.

Since the conviction, the Mayor of Doncaster has pledged to make SmartWater systems available to every home and school in Doncaster, whilst local businesses are

being given the opportunity to install SmartWater Index spray systems.

To add to the campaign's deterrent value, a large number of SmartWater street signs have been unveiled in burglary hotspots.

Car boot sales in and around Doncaster have also been targeted, with police officers insisting that all stall holders have their goods screened for traces of SmartWater to establish whether they were selling stolen property.

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Doncaster police announce three arrests using SmartWater's Index Spray System in rat-trap cars. More info next issue.

MAKING ITS MARK AT SILVERSTONE



Following a request by Northamptonshire Police, SmartWater attended the 2005 British Grand Prix as a means of providing deterrence and disruption to organised criminals targeting Silverstone's campsites.

SmartWater property coding systems were made available to members of the public throughout Grand Prix week, whilst the SmartWater team maintained a high-visibility campaign in the days leading up to Grand Prix weekend with signs and banners placed at all campsite access points.

Northamptonshire Police officers also wrote letters to all individuals arrested for burglary at

the 2004 event, warning them about the presence of SmartWater. This proved to be a very effective deterrent, with none of these individuals coming to notice at all.

The high-visibility presence paid huge dividends with just six incidents of burglary reported from Silverstone's campsites, despite the presence of over 20,000 tents and 200,000 people visiting Silverstone over Grand Prix weekend.

Overall crime figures for the 2005 Grand Prix revealed a drop in recorded crime by almost 50% compared to 2004.



SOUTH WALES' SMART INITIATIVE

South Wales Police Force has provided details of a recent SmartWater launch in Pontardawe.

Although the Pontardawe Sector does not have a significant problem with dwelling burglaries, Pontardawe's Police Community Action Team is implementing the SmartWater Strategy to provide additional crime prevention measures to the area.

Members of G Division's Community Action Team are currently contacting Residents Associations and Neighbourhood Watch



schemes within the Pontardawe area to discuss the strategy. They will also be attending Neighbourhood Watch meetings to offer additional advice on crime prevention tactics.

G Division officers will be issuing hundreds of SmartWater kits to Resident's Associations and Neighbourhood Watch Schemes, and will visit each participating household to help with the property coding process. If successful the scheme looks set to be extended across the whole police division.

LET US KNOW... Have you got an example of the SmartWater Strategy in action? If so, contact Dave Reynolds at SmartWater Head Office, and have your crime reduction initiative featured in a future edition of SmartWater Searchlight. Tel: 0870 242 8899, email: davereynolds@smartwater.com



INTERNATIONAL NEWS STRATEGY LAUNCHED IN UNITED STATES

After the phenomenal success of the SmartWater Strategy in the UK, plans for the first Strategy in the USA have been unveiled in Florida.

Initial discussions about launching the Strategy in Florida's state capital of Tallahassee took place in October 2005 between SmartWater Chief Executive Phil Cleary and Tallahassee's Chief of

Police, Walt McNeil. An agreement has now been reached for the Tallahassee Police Department to proceed with a six month pilot scheme as soon as possible, and if successful the Strategy is expected to be expanded to other cities across Florida.

SmartWater Chief Executive, Phil Cleary, said: "These are very exciting developments which demonstrate that the model we have created for the SmartWater Strategy has the

potential to be rolled out by police services and governments across the world. The United States is the biggest market in the world, and if SmartWater is adopted on a large enough scale we hope to see significant reductions in crimes ranging from domestic burglary and vehicle crime, through to race attacks."

A launch date is expected to be confirmed in the very near future.



SMARTWATER'S FRONT PAGE SPLASH



Strategy was launched in September 2005. The launch was timed to coincide with an expected increase in domestic burglaries between September and January due to longer nights and seasonal festivities.

With the full support of Hillingdon Council, police officers immediately began contacting residents living within vulnerable areas to offer them a free SmartWater system.

To ensure a large take-up, Hillingdon Police heavily advertised the SmartWater Strategy in local papers, along with clear warnings to burglars that all prisoners and property coming into police stations would be checked for traces of SmartWater.

The Metropolitan police have announced that 524 fewer burglaries were committed in Hillingdon, West London between April 2004 and March 2005 – a reduction of over 20%.

To continue to suppress burglary, a dedicated burglary task force has now been introduced, bringing together key personnel from the police, the Council, and other agencies such as Neighbourhood Watch.

As part of the task force's remit to introduce innovative new crime prevention measures to the area, the SmartWater

~~STOP PRESS~~

Hillingdon police have just announced a 54% reduction in residential burglary within their SmartWater deployed area. More info next issue.

FACTFILE

- The unique chemical signature within SmartWater is detectable down to a billionth of a part.
- All forensic examinations undertaken by SmartWater on behalf on the UK police service are entirely free of charge.
- In one recent case that led to a criminal conviction, traces of SmartWater Index were detected on a motorcycle helmet 15 months after the spray system's activation.
- SmartWater has been used in Northern Ireland to successfully stop incidents of sheep rustling!

LAPTOPS RECOVERED

Piloted in March 2005, the Inverclyde SmartWater Strategy was jointly funded by the Scottish Executive's housing and regeneration agency, Communities Scotland, and Inverclyde Regeneration Partnership.

The scheme was deployed by urban regeneration group INVEST, working closely with Strathclyde Police, with an initial 2,000 homes and schools receiving SmartWater property coding systems.

The strategy recently led to thousands of pounds of laptop equipment being

recovered and identified as belonging to St Patrick's primary school in Greenock. The school's Headteacher revealed that they had only coded their goods a few days before the break in and was delighted with the traceability of SmartWater.

This success has helped ensure that the scheme received widespread media attention praising the introduction of SmartWater to the area. A further 8,000 property coding systems have since been secured after additional funds were made available to expand the strategy.

SWANSEA'S INNOVATIVE APPROACH TO STRATEGY

Police in Swansea have announced a range of innovative tactics to help raise awareness of the SmartWater Strategy – which has just been launched in the area.

Plans are underway to deploy ultraviolet lights at car boot sales and night clubs across Swansea to help raise awareness of the strategy, which is being jointly co-ordinated by the Safer Swansea Partnership.

Crime Reduction Officer, Ian Hamilton-Shaw, said: "We will be searching for SmartWater in pre-planned, high-visibility operations throughout Swansea City Centre. These will include public events such as Escape and Party in the Park, where it will be a condition of entry. We believe this is an excellent way to quickly and effectively spread the word around the City."

Arrangements have also been made for 'First Cymru' buses to be branded with special "burglars beware" banners. The branded buses will travel on main routes throughout Swansea to reinforce the use of SmartWater to the criminal fraternity and ensure the message reaches every corner of the City. Posters are also being displayed in hospitals, schools, community centres and the magistrates court.

Swansea Police has also pioneered the production of a promotional SmartWater cinema slide which will be shown to all cinema visitors prior to the start of every film – a UK first for the SmartWater Strategy.

Further details of Swansea Police's SmartWater launch will feature in the next issue of Searchlight.

SMARTWATER STREET SIGNAGE

Advertising the use of SmartWater within a community remains 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 recommended supplier of all SmartWater street and custody suite signage.

Established in 1982, and offering a fast, professional service, Nuneaton Signs is a not-for-profit organisation which provides permanent and meaningful employment to people with disabilities - out of a workforce of 35 employees, 21 are disabled. The company also has their own in-house design team and hold SmartWater's approved signage templates.

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

NEWS IN BRIEF

- 12 cells at Carlton Police Station in Nottingham have re-opened after a £250,000 refit. The new facilities include electronic fingerprinting, the latest in drug and breath testing technology, and an ultraviolet suite which will scan all detainees for traces of SmartWater.
- Police officers in Bradford have re-launched the "Think Smart Be Safe" campaign for new students to the area. As part of the scheme each new student at Bradford College and University will receive a SmartWater kit to code their valuables, as well as a goody bag containing safety information.
- 10 of the worst crime-hit primary schools in Selby, West Yorkshire have revealed a dramatic turn around in fortunes. The schools haven't experienced a single break-in since the introduction of SmartWater in November 2005. The scheme has been so successful it will now be extended to every school in the district.

MACINTYRE LEFT SMARTING

SmartWater recently featured on an episode on MacIntyre's Big Sting, Channel Five's highly acclaimed series in which investigative journalist Donal MacIntyre teams up with police services across the country to turn the tables on criminals.

During the hour long programme, which examined job culture and vandalism, Donal travelled to Glasgow to investigate the growing problem of vandals targeting inner city buses. After meeting members of the public who had been injured by youths throwing stones through bus windows, Donal paid a visit to Glasgow bus operator First, who have been using SmartWater's Index Spray System to help combat the problem.

Each of First's Glasgow buses has been fitted with a SmartWater panic button, which can be activated by the driver, in the event of an assault or act of vandalism.

Each bus has been assigned with its own SmartWater code, ensuring that in the event of an activation, a criminal can be irrefutably linked back to the scene of the crime.



Pictured: Donal MacIntyre demonstrates the use of SmartWater on First buses.

AIR-CADET HONOURED



Pictured: Cadet Andrew Hill receives his award from SmartWater Police Liaison Officer Nigel Anderson and Detective Chief Inspector Martin Jordan, crime manager for Calderdale.

An air-cadet from West Yorkshire has been presented with the SmartWater Citizenship Award after demonstrating a strong sense of drive and enthusiasm to help benefit his local community.

Andrew Hill, 17, from the 24447 Calder Valley Squadron, spent time leafletting houses with his fellow cadets to raise awareness of the SmartWater Strategy when it was first introduced to the area.

The cadets worked in partnership with West Yorkshire Police to help ensure a high level of take-up for the scheme. A total of 4,000 homes in Todmorden have now adopted the SmartWater Strategy since the launch, which has led to a dramatic 84% reduction in domestic burglary.

Andrew, from Meadow Bottom, Todmorden, said: "It was a group effort even though I won the award. It makes me feel good helping the police and its good to know what I've done has put burglars off."

THE SMARTWATER POLICE LIAISON TEAM

SmartWater's Police Liaison Team (PLT) consists of a group of highly experienced and well-qualified former senior police officers who provide support for police services, from SmartWater project concept stage, through implementation and beyond to successfully sustain the SmartWater Strategy.

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



Geoff Knupfer

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THE SMARTWATER STRATEGY MANUAL

Copies of the complete SmartWater Strategy are available **FREE OF CHARGE** to UK police services.

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

Please contact your PLT member for further details.



UV FACTS BROUGHT TO LIGHT

Andy Pearson, from the Health Protection Agency (HPA), recently addressed a seminar indicating that, provided a person keeps within the stated exposure limits, they will be safe when using or being exposed to a UV light source. The exposure limits are dependent on numerous factors; however it is clear that sensible and moderate use of UV torches and lamps provide no real cause for concern.

Guidance on the use of UV may be obtained from Andy Pearson, Health Protection Agency, Centre for Radiation, Chemical and Environmental Hazards,

Radiation Protection Division, Chilton, Didcot, Oxon, OX11 0RQ, Telephone: 01235 831600

UV Light Technology have also developed a series of UV training days, with topics including definitions and classifications of UV light, HPA recommendations, and control measures for protection against over exposure to UV light.

The one day course is priced at £290.00 plus VAT per delegate. Interested parties should contact Paul Jackson at UV Light Technology on 0121 423 2000 or visit www.uv-light.co.uk for more information.

PLT WELCOMES NEW COLLEAGUE

SmartWater is delighted to announce the arrival of Kieran Madden, the newest member of our Police Liaison Team.

Kieran arrives at SmartWater Technology from Sussex Police, having completed over 25 years of police service. After joining Sussex Police in 1978, Kieran assumed Plain Clothes Detective duties in 1985, investigating the supply of controlled drugs at both local level and across Force boundaries. This was coupled with appointments to the Force Intelligence Unit and other specialist posts within Sussex police.

From 1999 until his retirement in December 2005, Kieran assumed the role of Crime Prevention and Architect Liaison Officer for Brighton and Hove Police Division. The role involved developing crime reduction strategies in partnership with other agencies, one of which saw the introduction of SmartWater across a socially deprived area of East Brighton.

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SAVE 15% ON INSURANCE!

Get a guaranteed 15% off your insurance - commercial or domestic - when you buy SmartWater.*

For more information call 0800 521 669

*Subject to terms. Insurance arrangements provided through Rollinson Smith Group.

POLICE WEBSITE RE-LAUNCHED

The dedicated police user section of the SmartWater website has received a major revamp.

The Police User Group (PUG) web area is an invaluable police tool designed to keep officers informed of all new developments regarding the implementation of SmartWater, as well as providing access to key information, advice, and downloadable documents.

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



FOR MORE INFORMATION CALL US ON 0800 521 669

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