CASE STUDY:
LONDON BOROUGH OF BRENT

In 2013 SmartWater® packs were issued to homes in the London Borough of Brent as part of a Metropolitan Police Service (MPS) trial into the effectiveness of traceable liquid products.

The two areas of Brent selected for the trial, Harlesden and Kilburn, were established hotspots for domestic burglary. A total of 1,000 SmartWater traceable liquid packs were issued to residents, saturating both areas. 40 street signs were also put up in participating streets and around perimeters.

The success of the 2013 Brent project resulted in the MPS committing to the largest ever rollout of SmartWater in March 2015 - announcing plans to protect 440,000 London homes.

GENERATING AWARENESS
The Brent rollout was supported by a high profile media and awareness campaign, including regular articles in the local press, and high visibility advertising targeted at known offenders. Adverts were placed at local bus stations and on noticeboards throughout the area. This had the dual benefit of raising awareness amongst criminals whilst also promoting reassurance amongst law-abiding members of the community.

COVERT TRAPS
To demonstrate to local criminals that SmartWater had real ‘teeth’ and was not an empty threat, trap cars and trap flats rigged with SmartWater spray systems and CCTV were deployed to great effect.

The arrest of car thief Yafet Askale made national and international news headlines after the MPS issued photographs to the media of Askale covered in SmartWater. Despite denying a charge of theft from a motor vehicle Askale was found guilty and sentenced to 49 hours of community service and was ordered to pay £400 costs.

A serial burglar was also jailed after being sprayed with SmartWater when he broke into a trap flat. Paul James McIntosh was jailed for two-and-a-half years for burglary. During his trial McIntosh asked for seven thefts from motor vehicles, one attempted residential burglary and three residential burglaries to also be taken into consideration.

ACHIEVING RESULTS
At the conclusion of the traceable liquids trial, figures issued by the MPS confirmed an 85% reduction in domestic burglary within the SmartWater-protected areas of Brent. The trial also delivered as estimated cost saving of £500,000 and saved 15,000 police hours, freeing up resource to tackle other pressing issues.

TESTIMONIAL
“SmartWater has been central to reducing burglary in the Borough of Brent and for building more confidence within our communities. Criminals know about SmartWater and are aware that contact with it will effectively ‘date stamp’ them to the scene of a crime.”

Chief Superintendent Matt Gardner, Metropolitan Police Borough Commander for Brent