



**WE DON'T  
BUY CRIME**



**HEDDLU  
GWENT  
POLICE**

# SAFER NEIGHBOURHOODS



COMISIYNYDD YR  
HEDDLU A THROSEDD



@GP\_WDBC

[www.gwent.police.uk](http://www.gwent.police.uk)

Trowch drosodd am fersiwn Cymraeg.

2075\_62



**We Don't Buy Crime** is a new department within Gwent Police tackling acquisitive crime throughout the Local Authority areas of Blaenau Gwent, Caerphilly, Monmouthshire, Newport and Torfaen, with the support of the Office of the Police and Crime Commissioner.

We are aware that acquisitive crimes - those in which the offender receives a material gain - including burglary, robbery and theft harm our communities. A person's home and possessions often carry an emotional attachment and when crime interferes with this, it can have a long-lasting impact on its victims. Gwent Police are committed to protecting people from these crimes.

**We Don't Buy Crime** demonstrates this commitment by taking an innovative approach to reducing and disrupting the market for stolen goods, whilst protecting your home and possessions by making them less attractive to the would-be criminal.

We work with second hand retailers and have developed processes to ensure traders adopt best practice, whilst working with our local policing teams to identify stolen goods, identify offenders and make it harder for them to benefit from crime.

Information about these dealers is recorded on a unique portal which assists in identifying which dealers are at more risk of receiving stolen property.

A key function of the portal allows officers to send stolen property email alerts to stores across the force area, allowing us to work more efficiently and effectively to protect our communities.

We also have a number of assets which we deploy as "capture"

vehicles and items across the force; this has proved an extremely successful tactic in identifying offenders and securing convictions against them.

We have formed partnerships with local businesses and communities with a common goal of reducing crime. We work closely with our Neighbourhood Policing Teams and SmartWater to make use of the latest technologies to fight crime, by ensuring that property in homes is marked appropriately and that signage is displayed accordingly.

By working with partners, we are looking to property mark as many households as possible to create **We Don't Buy Crime Safer Neighbourhoods**, to significantly reduce the risk of burglary and theft across communities.

As a community council, we invite you to join us in this approach.



## WHY USE SMARTWATER TO PROTECT HOMES AND POSSESSIONS?

This approach is supported by a variety of academic research. For example, when interviewing burglars about the best deterrent, SmartWater outscored all other forms of crime deterrent.

SECURITY MEASURE	SCORE OUT OF 10
<b>SmartWater</b>	<b>8.3</b>
High visibility police patrols	7.4
Ink-dye tags	7.2
Access control systems	6.9
Window Grills	6.7
CCTV	6.2
Burglar/Intruder alarms	6.0
Cased merchandise	5.9
Electronic tagging	5.0
Security guards/Store detectives	4.9
Property marking	4.8
Mirrors	3.9
Perimeter fencing	3.8

The above highlights the impact that marking property with SmartWater can have.

All officers and second-hand retailers within Gwent are provided with a UV torch to detect the presence of SmartWater, using it when searching suspects and property and also when goods are brought in for sale.



## WHAT IS SMARTWATER?



SmartWater is a water based solution which contains a unique forensic code.

Each pack contains its own individual forensic signature; by marking property with SmartWater, if an item is stolen it is more likely that we can trace that item back to its rightful owner. This also helps to link offenders to a crime, with a 100% conviction rate in court cases where SmartWater is used as evidence.

SmartWater is extremely effective as a deterrent to criminals; research shows that 74% of acquisitive crime offenders would not break into a property with a SmartWater sign on display.



## WHAT IS A WE DON'T BUY CRIME SAFER NEIGHBOURHOOD?

**We Don't Buy Crime Safer Neighbourhoods** are towns and villages where every resident has the opportunity to mark their possessions free of charge with SmartWater. This is supported by deterrent street signage (large warning signs at the key entry and exit routes and smaller repeater signage throughout the area).

The purpose of this is to let any would-be criminal know that if they commit crime, they are more likely to get caught and less likely to profit from their criminality, due to the wider work also being completed.



## DOES THIS PARTICULAR APPROACH WORK?

The We Don't Buy Crime approach originated in the West Mercia Police area where, since the inception of the scheme five years ago, they have recorded:

- a reduction in burglary by between 30 - 50%
- a significant reduction in both robbery and other criminal offences
- analysis evidenced that crime was not displaced and that a diffusion of benefits was found up to 750M from the areas using SmartWater
- a survey sent 6 months after distribution found more than half of respondents reporting feeling safer as a result of their property being treated with SmartWater.

We believe that by creating **We Don't Buy Crime Safer Neighbourhoods**, we will be able to significantly reduce not only acquisitive crime but also the fear of crime. This can only be made possible by working in partnership with local people and community councils.



# POTENTIAL COST OF PROPERTY MARKING IN YOUR COMMUNITY

The cost involved in implementing this scheme includes the property marking kits (offered at a reduced rate agreed as part of 'We Don't Buy Crime' at £9.95) and the associated signage.

Based on our previous experience we would recommend that those interested in adopting this initiative make their cost prediction on approximately 75% of the homes in the area will be marked.

The work being completed by the We Don't Buy Crime department across the force area provides support for this approach; from our work with second-hand retailers, the checks our officers are making in relation to SmartWater, our work with partners, victims and businesses, to the analytical capabilities of the team and daily review of all acquisitive crime across the force area; we provide a collaborative and holistic approach to tackling these types of crime.

We will fund the cost of the metal deterrent signage throughout the Safer Neighbourhood area and also assist you in coordinating the implementation of the scheme, providing resources to do this.

We strongly believe that by preventing crime from happening in the first place, we can reduce the distress, concern and impact caused. By working together, we can continue to make our communities and neighbourhoods safer.

To become a **We Don't Buy Crime Safer Neighbourhood** or for more information, please contact us at, [WeDontBuyCrime@gwent.police.uk](mailto:WeDontBuyCrime@gwent.police.uk)

