



The West Mercia Commissioner's 'We Don't Buy Crime' - Leading from the Front Guidance Notes & FAQ's



A match funding offer to disrupt and reduce the market for stolen goods and protect the homes and possessions of West Mercia's communities

Funding round initially open from 1st June – 31st August 2018

John Campion seeks applications from the four upper tier local authority councillors and partners:

- committed to working in partnership to address the issue of (potential) acquisitive crime
- keen to be recognised as a 'We Don't Buy crime' area
- eager to raise awareness of the initiative
- able to complete the project installation by March 2019

John Campion would like to contribute 25% funding towards your purchase of Smartwater kits in your area

Foreword

My Safer West Mercia Plan sets out my vision for what I want to achieve as Police and Crime Commissioner for our communities.

My aims will be best achieved working in partnership with others who share common goals. Together we can be more effective and efficient in reducing crime, supporting victims and witnesses and building a better and safer West Mercia.



Often the best solutions to community issues come from within communities themselves. I am very passionate about empowering communities to play a more active role in identifying and tackling local issues in ways that the police could never do, by making the right tools and opportunities available to them. It is with these principles in mind that I am opening my Commissioner's grant fund for the 'We Don't Buy Crime' initiative, inviting applications from local authorities that will deliver the results our communities need and expect.

A handwritten signature in black ink that reads "John Campion". The signature is written in a cursive style with a long horizontal line extending from the end.

Introduction

In accordance with the powers given to the Police and Crime Commissioner by Section 9 of the Police Reform and Social Responsibility Act 2011, the Commissioner may make a crime and disorder reduction grant to any person. A crime and disorder reduction grant is a grant which, in the opinion of the Commissioner, will secure, or contribute to securing, crime and disorder reduction in the West Mercia area.

By virtue of schedule 11, paragraph 14 of the Police Reform and Social Responsibility Act 2011 the Police and Crime Commissioner may do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of the functions of commissioner. A Police and Crime Commissioner may make a crime and disorder reduction grant subject to any conditions (including conditions as to repayment) that he/she thinks are appropriate

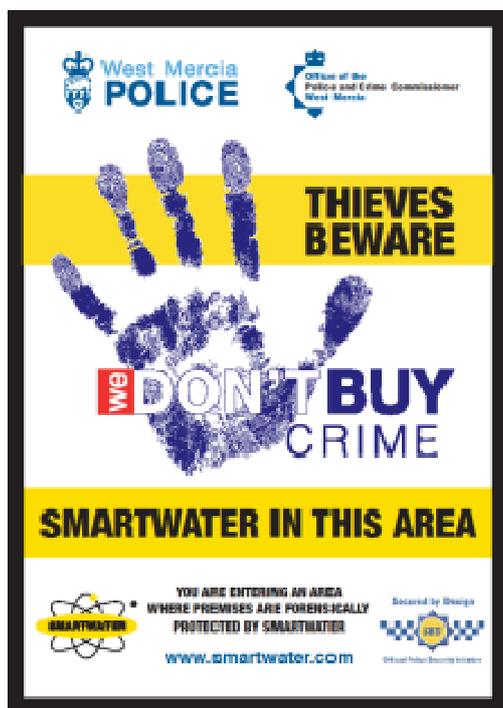
"I am aware that acquisitive crime, including burglary, robbery and theft harms our communities. A person's home and possessions often carry an emotional attachment and when crime interferes with this it can have a long lasting impact on its victims. West Mercia Police are committed to protecting people 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 and protecting homes and possessions by making them less attractive to the 'would-be criminal'. By working with partners I want us to be able to property mark as many households as possible with Smartwater to create **"We Don't Buy Crime"** towns and villages and significantly reduce the risk of burglaries." (PCC John Campion).

What is Smartwater?

A Water based solution (in a small container with an applicator brush) with a unique forensic code made of up to 31 Rare Metal Compounds. It's made invisible to the naked eye - GREEN / YELLOW under UV light and can be analysed down to a billionth part, (pin head). Only a small amount of clear liquid needs to be applied to an item and left to dry and then the property is marked. Each bottle of Smartwater is unique which enables the police/Smartwater to identify the owner of property and therefore return it if stolen, link it to any associated crime and prosecute offenders. When academics interviewed burglars about the best deterrent, Smartwater 'outscored' all other forms of crime deterrent because it makes the property less attractive to offenders due to the greater risk of recovery and difficulty in property disposition. All West Mercia Police officers now have a UV light to detect the presence of Smartwater when arresting or stopping and searching suspects. Second hand stores are also being offered UV lights which they can use to establish whether property is marked and possibly stolen.

What is a 'We Don't Buy Crime' Town?

We Don't Buy Crime towns and villages are where every residential property has the opportunity to mark their possessions free of charge (to the resident) and street signage is displayed; large warning signs at the key entry and exit routes and smaller repeater signage throughout the town.



The purpose of this is to let potential offenders know that if they commit crime they are likely to get caught and or will not have the opportunity to profit from their crime.

Does this approach work?

A similar scheme adopted outside of West Mercia identified the following benefits:

- A reduction in burglary by over 80%
- A significant reduction in 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.

Success stories in West Mercia so far....

1. Cleobury Mortimer in Shropshire became a "We Don't Buy Crime" Town in November 2015 with 1,200 homes protected with Smartwater. In the two years prior to Cleobury Mortimer becoming a "We Don't Buy Crime Town" 14 domestic burglary offences were reported. In the two and a half years since the installation there has

been 2 recorded domestic burglary offences within the “We Don’t Buy Crime” boundary area. Many people have stated that they felt the LA in partnership with the police had made a real difference in making the town safer and enhancing community spirit.

2. Higher Heath became a ‘We Don’t Buy Crime Village’ in February 2016. Since taking up this initiative the village has reported an 80% reduction in domestic burglary offences.

3. Leegomery is an area of Telford & Wrekin that became a ‘We Don’t Buy Crime’ area in July 2016. Domestic burglary offences have reduced by 46% since the scheme began.

4. Sutton Hill is another high crime area in Telford and Wrekin and became a ‘We Don’t Buy Crime’ area in July 2016. There has been a 50% reduction in Domestic Burglary in this area since the scheme began.

As well as being able to monitor the reported and recorded acquisitive crime in your area (as in the examples above) we are also utilising the expertise of Warwick University who are evaluating and supporting ‘We Don’t Buy Crime’ having raised over £30,000 of academic funding.

How much will it cost.....

...the PCC?

- 25% of the total cost of the required Smartwater kits for a chosen area
- 100% of the signage costs
- The WDBC Officer to co-ordinate the project and be the councillors first point of contact
- Police volunteer time (where necessary)

...the Councillor?

- 75% of the cost of the required Smartwater kits, purchased at a reduced rate of £8.90 (+ vat)

In areas where housing associations own properties they have agreed to fund the marking of their homes. Vacant homes or those that already have Smartwater (owner purchased) can also be discounted from the total number of houses for an area.

To date there has been 54 areas covered and it has been identified that a 70% saturation rate is the appropriate coverage of an area to deliver deductions. Covering the requested area at this level will qualify you as a ‘We don’t buy crime’ village/town.

How do I make an application?

A ‘We don’t buy crime’ application will need to be submitted by the deadline. Other PCC grant forms will not be accepted. The application package can be found [here](#). Any enquiries can be made in writing to Grants@westmercia.pnn.police.uk FAO the PCC’s Commissioning Officer, Louise White.