

CASE STUDY



METROPOLITAN POLICE - GREENWICH BOROUGH SELECTADNA

Greenwich Borough Police approached Selectamark following the identification of a burglary hot-spot area in the Woolwich Dockyard area of the London Borough of Greenwich.

An area containing approximately 500 homes was identified as being suitable for a pilot test to allow the Police to assess the effectiveness of SelectaDNA.

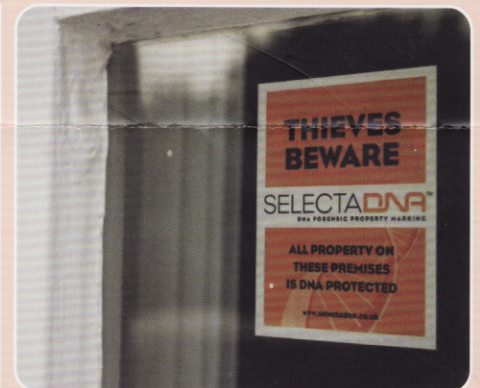
SelectaDNA was applied to all properties in the hot-spot area which included a large number of repeat victims. The take-up of the kits was excellent, with over 95% of the tenants agreeing to mark their property.

Signage, posters and window stickers were then used to deter criminals from operating in the area as well as significant media coverage.

UV lights were not only purchased for all Police stations in the borough, but also for all Cash Converter stores to prevent any stolen marked property being sold on.

The test was a phenomenal success, with an incredible 85% reduction in domestic burglary, 60% reduction in theft from vehicles, and 50% reduction in theft of vehicles.

As a result Greenwich Borough Police purchased a further 1500 kits to supply to other areas and burglary victims.



RESULTS

- ❖ 85% reduction in burglary
- ❖ 60% reduction in theft from vehicles
- ❖ 50% reduction in theft of vehicles

SOLUTION

- ❖ 2,000 SelectaDNA kits
- ❖ 600 UV Keyring Lights