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SELECTADNA™

NEWSLETTER ISSUE 2

Trackside Metal Theft Derailed By SelectaDNA Technology

SELECTADNA™ DNA FORENSIC MARKING

SELECTAMARK'S Dutch distributor, Rhine Group BV, has won a major contract to protect the main rail infrastructure in the Netherlands from metal theft, using SelectaDNA.

Rhine Group has been awarded the contract by Dutch rail company ProRail BV to combat trackside metal theft. The increased risk of stealing, transporting and handling SelectaDNA-marked copper and other metals is expected to deter thieves and have a significant impact on the number of incidents. Driven by continuing global demand for metals such as copper, the Netherlands is among many countries to struggle with the problem of trackside metal theft, which not only disrupts rail services but also causes substantial damage to signaling equipment, posing serious danger to passengers. Property marking schemes using SelectaDNA have also been implemented in Germany by Rhine Group's SDNA Forensische Markierungstechnolgie GmbH, where the first projects have just started in Bremen and Bremerhaven.

ProRail will be deploying SelectaDNA's superior new 'Trace' technology to mark trackside metals such as copper cable with the product's unique DNA signature, which is highly resistant to sunlight, withstands temperatures of up to 1,000°C and can be identified and analyzed on the spot.

The unique chemical composition of the marking can be identified with a portable DNA scanner. The DNA marking is immediately visible under ultraviolet (UV) light and contains metal microdots with an engraved coding that can be analyzed with a small USB-microscope.

This technology provides Police with robust and immediate forensic proof of where stolen metal has come from, thus enabling them to prosecute criminals using an indisputable chain of evidence.

The detection and analysis technology can also be made available to scrap metal dealers so they can check for markings on the metal offered to them. Donald van der Laan, General Manager of Rhine Group said: "When we started to look at the problem of copper theft in 2008 it became obvious to us that solutions that were available at the time had several serious flaws.

"Most importantly, if the presence of marking a piece of metal could only be determined under UV light, scrap dealers could be misguided into believing that material that does not 'light up' under UV is not stolen - even if it was offered to them by dubious sources."

Mr van der Laan continued: "Therefore, we set out with our partners to develop smart marking technologies that overcome these flaws, providing a broader toolset to Police and a much more serious deterrent to criminals."

100% Burglary Reduction on crime-ridden industrial estate

There has been a 100% reduction in burglaries on a previously crime-ridden industrial estate in Pembrokeshire, following the use of SelectaDNA forensic marking.

Traders on the Waterloo Industrial Estate in Pembrokeshire were so concerned at the level of crime that they complained to local Police about the large number of burglaries, criminal damage and anti-social behaviour being committed.

PC Ian Whiteford, Crime Prevention Design Advisor for Pembrokeshire Police, said: "The problem was of such scale that certain businesses on the estate were considering relocating out of the area due to the financial loss they were experiencing."

He continued: "Large quantities of high value stainless steel and other metals were being stolen, scrap metal thefts and diesel thefts were common and one instance of criminal damage had cost in the region of £100,000."

SelectaDNA can be used to mark any item of value including scrap metal, industrial piping, diesel tanks and machinery such as fork-lift trucks.

If marked items are stolen from a particular premises and later found they can be linked directly with the crime scene, not only allowing the property to be returned to the business concerned, but also increasing the chance of conviction.

PC Whiteford said: "An in-depth crime survey was carried out at the Waterloo Industrial Estate and as a result various recommendations were made, including the use of SelectaDNA throughout all premises.

"Signage was placed in prominent positions indicating the use of SelectaDNA and a press launch publicised the scheme to the wider community."

He added: "To date there has been a 100 per cent drop in offences at the estate, which is an excellent result for us and for the local businesses concerned."

SelectaDNA
In Award-Winning POP Partnership

A Neighbourhood renewal project that has used SelectaDNA to help improve the quality of life for residents in a deprived area of Lancashire, has scooped a Problem Oriented Partnership (POP) Award at a recent ceremony held in Blackpool.

The Lancashire POP Awards are given to representatives from various agencies involved in community schemes in recognition of their use of partnership working to resolve a problem. Titled 'Shaping the Place', the scheme was launched in 2007 as a partnership involving Lancashire County Council, Lancashire Constabulary, Lancashire Fire & Rescue, North Lancashire PCT, Lancashire Probation Trust, together with Lancashire Police Authority.

As part of the scheme, residents of more than 200 properties on St Albans Road (in the central ward of St Annes), together with the owners of a number of small retail outlets and takeaway restaurants, aswell as a large YMCA situated on the road, were encouraged to mark any items of value in their homes or businesses with a SelectaDNA property marking kit.

Since 2007 to date, there have been ZERO burglaries reported in St Albans Road, and the scheme has been judged a huge success. Bryan Ward, community safety manager at Fylde Borough Council said: "We are delighted to have done so well at the POP awards. Residents of St Albans Road are increasingly proud of the area they live in and it has sparked regeneration in the neighbourhood."

SelectaDNA helps Cumbrian flood victims deter looting

Flood affected areas of West Cumbria are being protected by more than 2,000 SelectaDNA property marking kits as local Police take to the streets to continue their efforts to prevent crime in the area.

West Cumbria Community Safety Officers have been issuing SelectaDNA kits for flood-affected householders to mark valuables including tools and electrical equipment, to deter looters and ensure items can be traced back to the rightful owner if they are taken.

Inspector Joe Murray, of West Cumbria Community Safety Team, said: "We are using SelectaDNA to mark any valuables that remain in houses affected by the floods where the homes are considered uninhabitable.

We are using SelectaDNA as an element of reassurance to those communities affected. At the same time we are using street signage to highlight the use of DNA property marking to ensure the message is clear to would be criminals."

Home security and keeping hold of as many of their possessions as they can is a major concern for flood victims, according to Deb Muscat, Acting Director of Cumbria Community Foundation.

She said: "Some people continue to stay in cold, damp homes just to keep the remains of their belongings safe. The DNA kits will give people the peace of mind they need. We are really pleased that a grant from the Flood Recovery Fund can be used to help in this way.

Inspector Murray concluded: "Thanks to this hard work I am proud to say we have seen very few reports of crisis-related crime such as looting or fraudulent traders and we want to keep it that way."

"We are committed, through the Policing Pledge, to keeping our neighbourhoods safe, and people can be confident that we will continue to work together to rebuild our homes and communities to ensure West Cumbria, specifically the towns of Cockermouth and Keswick remain one of the safest places in the country."

Dudley DNA scheme cuts burglaries by 52%

ONE YEAR on from the launch of a SelectaDNA property marking scheme in a crime hotspot in Dudley, residential burglaries have been cut by an impressive 52%.

Bob Dimmock, Dudley Community Safety Team, said: **"One year on and we are pleased to report that the scheme has been very successful and has reduced burglary dwelling offences by 52%. SelectaDNA was chosen by our panel over other products because we felt it would give us more output for our available funding."**

Operation Identify, a police-backed scheme covering more than 700 homes in the Kates Hill area, involved the distribution of SelectaDNA kits to residents by local officers. The scheme was funded by Dudley's Community Safety Partnership.

Police monitoring research shows the project has been a big success for not only reducing burglary by more than half, but also in terms of significantly narrowing the gap between burglary dwelling rates in the 'Identify' area when compared with the Dudley borough average.

SelectaDNA is an increasingly popular choice for community partnership property marking schemes due to its one-off price with no license or renewal fees.

Broadland properties are armed against thieves

BURGLARS who target homes and business premises in the Broadland District of Norfolk will be thinking twice about the risks involved, as the properties are now armed with SelectaDNA that will instantly link them with the crime scene.

SelectaDNA, a state-of-the-art property marking product, is being applied to items of value in homes and businesses previously targeted by thieves, as police and Broadland District Council join forces in a major crime reduction initiative. Funded by the council, the new scheme will warn off criminals, target harden properties and reduce the fear of crime.

All safer neighbourhood teams, response cars and police stations in the Broadland district have been equipped with Selectamark ultra-violet lights to enable them to check for the solution as a matter of course.

Kirsten Cooper, Broadland Council Community Safety Partnership Co-ordinator said: "Broadland has the lowest crime rates in East Anglia and Broadland Community Safety Partnership are committed to reducing crime and disorder in Broadland even further. "Our aim is for Broadland residents to feel safe and this product has been funded to increase the safety of victims and vulnerable premises.

The system is already used in parts of King's Lynn and Great Yarmouth.

Birmingham students learn how to protect their property

STUDENTS from the University of Birmingham living off-campus are actively involved in a new scheme using SelectaDNA's hi-tech forensic marking system to protect their accommodation and personal possessions from theft.
The Safer Birmingham Partnership, which consists of several key agencies including West Midlands Police, Birmingham City Council and West Midlands Fire Service, is funding the scheme.

Austin Rodriguez, from Birmingham City Council, said: "The SelectaDNA scheme is centred around the Bournebrook area in Selly Oak which houses around 8,000 students in terraced housing.

"Selly Oak has suffered from high levels of burglary in the past and the Partnership was keen to find a solution that would not only help deter theft in the first instance but also reduce the fear of crime for students in the area.

"We are encouraging the students to take an active role in marking their own belongings which include laptops, TVs, Wiis, mobile phones, iPods and bikes."

The crime fighting kits contain a bottle of the SelectaDNA formula, which consists of an ultraviolet tracer and a unique DNA code. The clear liquid can be easily applied by the students to any personal item to identify it as belonging to them. If the item is stolen and later recovered by police, it can be scanned and traced back to the rightful owner via the DNA marking.

West Midlands Police have also been advising students to display the hi-visibility deterrent stickers that come with each kit on the windows and doors of their accommodation indicating that their property has been marked.

Mr Rodriguez continued: "We are also erecting 20 metal street signs which will clearly denote the area where SelectaDNA is being deployed and will be a firm warning to would-be thieves that they should stay away or run the risk of getting caught and arrested."
Feedback from the students has been excellent. "We have heard back from members of the Student Union who are saying it is the 'best project we have ever run'," said Mr Rodriguez. "This is encouraging news for us, as we are determined to reduce theft and help keep our students safe in the process."

Dwelling burglary & bike theft reduced in massive DNA scheme

An entire policing district on the north-east coast of England, which covers nearly 100 square miles, is being protected by SelectaDNA forensic marking after Cleveland Police introduced an extensive scheme featuring both urban and rural locations.

The scheme was introduced 18 months ago with the aim of reducing dwelling burglary and covers the Redcar & Cleveland Police district.

The district includes the main towns of Redcar, Guisborough, Saltburn and Loftus, aswell as the villages of Kirkleatham and Skinningrove. It has over 58,000 households in a mixture of inner-city and countryside areas. Some local businesses have also been using SelectaDNA, in particular, charitable organisations that have been keen to protect their IT equipment from theft.

PC Chris Gunnell, Crime Reduction Officer for Redcar & Cleveland, said: "There is a wide mix of property in the district including housing association, private residential, urban dwellings and rural properties including farms.

PC Gunnell added: **"We were looking for an alternative forensic marking product to the previous one we had been using, which we found to be too expensive with all the renewal fees. We wanted a product that you just paid for once and then were able to get on and use it, on all types of property".**

Another issue in Redcar & Cleveland has been the problem of mountain bike theft, with bikes worth up to £1,000 being stolen. Selectamark's bikeregister kits (www.bikeregister.com) are being deployed in this instance to reduce and deter theft.

Local officers have also been working closely with Neighbourhood Watch organisations to mark around 700 bikes at schools and youth clubs in the area.

Rotherham scheme is as safe as houses

Empty homes awaiting tenants in Rotherham, South Yorkshire, are being protected from burglary by Selectamark's permanent visible marking system.

Housing management organisation 2010 Rotherham was keen to introduce new security measures following a spate of thefts from council-owned homes in the area. The scheme is being funded by the Safer Rotherham Partnership.

Around 1,500 council homes a year become empty in Rotherham as one tenant moves out and another moves in. Before a new tenant takes up residence, 2010 Rotherham send in workmen to repair and ensure it meets the Empty Property standard. During this time the home can become vulnerable to burglary with boilers and copper piping being the main target for thieves. Chris Gaynor from 2010 Rotherham "We want burglars to be aware of the fact that property in our homes is permanently and visibly marked using an indelible compound and therefore it is not worth their while to steal it."

Selectamark's forensic marking product SelectaDNA Gel is also being used by 2010 Rotherham to protect copper heating pipes in the empty properties. Rising copper prices and the current recession have contributed to the problem of metal theft.

SelectaDNA Gel is used to uniquely identify criminals tampering with property or illegally gaining access to premises. Once a thief comes into contact with the Gel, it transfers to their hands and clothing and is then irrefutably linked to the crime scene.

Bike Register ramps up security in Doncaster schools

FOLLOWING a new link-up with Bike It, the national cycle-to-school initiative, children from primary schools in the Doncaster area have had their bikes security-marked and placed on the Bikeregister database to protect them from loss and theft.

Pupils attending Owston Park, Bawtry Mayflower and Dunsville primary schools are among several hundred in the area to have been regularly cycling to school as part of the popular Bike It initiative, run by the UK's leading sustainable transport charity Sustrans. Now in its fifth year, the scheme has been hugely successful in encouraging children throughout the UK to leave the car at home and travel to school in ways that are better for them and for the environment."

Sustrans Bike It officer, Jim Cole, said: "It's been a fantastic few months for Bike It in Doncaster, with loads of children cycling to school and full bike sheds everywhere."

The Bike It team have been running Dr Bike sessions at the schools, where pupils have had their bikes checked for safety and road-worthiness. Pupils were then given the chance to have their bikes visibly marked with a unique ID code before being placed on Selectamark's police-approved Bikeregister database (www.bikeregister.com). A warning sticker was then placed on the frame of the bike to deter would-be thieves.

Jim Cole said: "The introduction of Bikeregister at some of the schools in Doncaster has been an added bonus as it brings to the forefront the idea that the children should be concentrating on security. They need to remember to lock their bikes up when they get off them and leave them somewhere!"

Jim hopes to extend the bike marking scheme to other schools in the area in the near future.

"It's been a fantastic few months for Bike It in Doncaster, with loads of children cycling to school and full bike sheds everywhere."

Jim Cole

bikeregister.com
the log book for bikes

Slovakian Police Visit UK On Forensic Marking Mission

POLICE officers from Slovakia recently visited the UK to find out more about SelectaDNA and to see how it was being used to prevent crime in the Buckinghamshire area.

Thames Valley Police have been using SelectaDNA's forensic property marking system to fight burglary and other acquisitive crimes as part of the force-wide Operation Breaker campaign, which was launched in July. Supt Richard List from Thames Valley Police said: "I am delighted to be able to share these ideas and technologies with colleagues from Europe. We need to continually share best policing practice not just nationally but internationally."

Sunderland Police Grease The Way To Capture Lead Thieves

A NEW Police operation is underway in Sunderland using SelectaDNA Grease to put a stop to lead thefts.

Over the past few months there has been a rise in the number of incidents where lead has been stolen or attempted to be stolen, particularly in the south of the city.

Local Police are now making sure lead gets coated with forensic marking product SelectaDNA Grease. Anyone touching the lead is immediately covered in the grease, which is impossible to remove.

Police are also reminding scrap metal dealers of the law they need to comply with when trading. Neighbourhood Inspector Cheryl Warcup said: Scrap metal yards hold a responsibility to ensure the origin of the metal they are being sold is genuine.

"We're asking them to be extra vigilant and make sure they're complying with the law as they can play a huge part in putting a stop to the thefts of metal by making it even more difficult for offenders to sell on their stolen goods. The information they give us is also crucial in helping us identify those responsible."

Details scrap metal dealers are required to log by law:

- description and weight of the metal they are trading
- date and time of receipt. This relates to the date and time of the trade
- the full name and address of the person trading the metal
- price payable, if any, or estimated value of the metal traded
- registration details of the vehicle which came to the yard or office with metal

For more information on our products visit www.selectadna.co.uk or contact +44 1689 860757

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