



# Selectamark Secures National Forensic Marking Framework

We are delighted to announce that following a competitive tender process, Cheshire Constabulary have again chosen Selectamark Security Systems plc as its single supplier of Forensic Marking Products for Offender Identification and Property Marking as part of a major anti-burglary operation.

It forms part of a national Single Supplier Framework Agreement which began on the 1st January 2024, and runs for 4 years to 31st December 2027, with an optional year extension, up to 31st December 2028.

The framework, which is available to 15 Police forces, provides procurement teams the ability to select from the full range of SelectaDNA forensic marking products, BikeRegister bicycle marking and registration kits and Secure Asset Register phone marking kits.

The police forces which can utilise this framework are:

- Avon & Somerset
- Cheshire
- Devon & Cornwall
- Dorset
- Gloucestershire

- Greater Manchester
- Lancashire
- Merseyside
- North Yorkshire
- West Mercia
- West Midlands
- Wiltshire
- Police Service of Northern Ireland
- Gwent
- South Wales.

**James Brown, Managing Director of Selectamark Security Systems plc,** said: "We are extremely proud to have been awarded this contract for

a 2nd time, and are looking forward to working closely with Cheshire Constabulary and the other Police Forces over the coming months and years."

Included in the framework are SelectaDNA Forensic Marking Kits which can be applied to household items, vehicles, farming equipment and power tools.

SelectaDNA's technology has been proven to reduce burglaries by up to 83% and has been used to great effect by most UK police forces for the Safer Streets Neighbourhood crime initiatives.



John Dwyer, Police and Crime Commissioner for Cheshire Constabulary, and Sgt Rob Simpson

# The Brown Legacy Lives On



In 1985, when an enthusiastic businessman called Jim Brown started a new property marking company, little did many imagine that the same company would be the global leader in forensic marking solutions years later.

Jim said, when speaking about his first police property marking campaign in 1995: "In those early days we didn't know how things would progress. We just wanted to help the police do their job and got stuck in. It was sometimes quite difficult to persuade some of the senior police officers to back the idea of property marking, but we continued to work closely with Crime Prevention Officers who had faith in the concept."

"We had a lot of early morning starts and late-night finishes helping them with their crime prevention campaigns and after a while it started to become pretty clear that the crime statistics were, at long last, starting to fall. It was not just the fact that property marked with the owner's details is a deterrent

for burglars – it makes the job of the police easier when a suspect is arrested with property that is easily traceable to its rightful owner."

Jim Brown, the Chairman of Selectamark, sadly passed away in January 2023 - but his legacy lives on.

Jim's innovation, entrepreneurship and dedication took Selectamark from its humble beginnings to the company it is today.

Jim would have been delighted with the BSIA Award win, page 3, which recognises businesses working to keep people, property and places protected.

Jim will be greatly missed and fondly remembered by his family, friends and everyone at Selectamark.

His two sons Jason and James, who joined Selectamark in 2002, are continuing in his footsteps as Commercial and Managing Directors, respectively, keeping Selectamark a family-run business in every sense of the word.

In the days before his passing, Jim was cared for by Hospice in the Weald. The charity serves a population of 400,000 people in West Kent and East Sussex and delivers a multi-professional service to improve the quality of life for patients with terminal illness and their loved ones.

In October 2023, the Selectamark team attended a business fundraising quiz night hosted by Hospice in the Weald, in order to give back to the hospice that supported the Brown family during that difficult time.

Care is provided completely free of charge, so they are reliant on donations to help maintain the service they currently provide. At least 90 pence of each £1 raised goes towards the care of the Hospice's patients and those important to them.

To donate toward this amazing charity, scan the QR code:



Jason, Jim and James Brown, pictured left to right



# Selectamark Wins Security 'SME of the Year' Award



**Selectamark Security Systems, which owns and runs SelectaDNA, a powerful crime deterrent solution using synthetic DNA, is delighted to announce that it has won the prestigious SME of the Year 2023 award at the British Security Awards.**

The BSIA's flagship event, the British Security Awards, returned to the live stage at the Grand Connaught Rooms in London, to recognise businesses working to keep people, property and places professionally protected during the last 18 months.

James Brown, Managing Director of Selectamark, said:

"This is a such an amazing accolade. The security industry in the UK is extremely buoyant, and there are so many other exciting SMEs around, including the other finalists in this category, so to pick up this award is really special. Without doubt, our success is down to our people, and I would like to say thank you to everyone at Selectamark for their continued efforts to innovate and provide our clients with the best service."

Selectamark's triumph is testimony to the company's resilience and vision. It was founded in 1985 to help individuals and organisations protect their valuable items of property. The company's first ever police property marking campaign was launched in 1995 in Darlington and resulted in an impressive 98% reduction in burglaries.

As the system became better known, Selectamark expanded into providing property marking solutions for companies needing to identify and track their equipment and other assets for audit purposes, as well as to prevent losses and theft. Selectamark has also designed and built a forensic laboratory to support UK police forces with rapid turnaround of forensic marking samples. Thanks to this progress, Selectamark have marked more than 100 million valuable items worldwide.

Mike Reddington, Chief Executive, BSIA, added:

"The British Security Awards were created in 1998 to recognise those in our industry and particularly those operating on the front line who frequently go above and beyond to protect people and property and this year we have seen a record number of entries.

"It was an honour and a privilege to be able to recognise our winners and finalists for their professionalism, innovation and commitment to our industry. The scale of achievement we see

every year from across each sector is remarkable, and our awards enable us to recognise the outstanding work being carried out by members of both the Association and the wider industry in keeping people, property and places professionally protected on a daily basis.

"As always, the standard of nominations has been exceptional this year, and the judging panel, made up of independent experts from across the industry have had a very difficult job selecting the winners. It is therefore a fantastic achievement by all the finalists."



Commercial Director, Jason Brown and Managing Director, James Brown, pictured left to right

# Openreach Secures Cable Theft Convictions Using SelectaDNA

**An invisible DNA marker that links criminals to crime scenes is playing a key role in helping Openreach clamp down on cable thefts.**



Openreach's incidents of criminals unlawfully stealing underground cable has dropped over the last year, reducing the effects of widespread phone and broadband disruption.

The reduction was aided by the widespread deployment of SelectaDNA Grease, which had marked miles of Openreach cable with synthetic DNA and UV tracer.

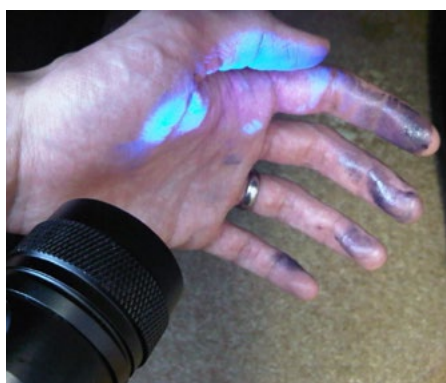
More recently, SelectaDNA helped secure three convictions in Lincolnshire, including a 16-month custodial prison sentence for attempted theft.

SelectaDNA grease is a transferable DNA solution that is brushed onto the surfaces of cable, and when handled, transfers onto skin and clothing.

Traces of the unique DNA and UV tracer can remain for weeks, even after washing.

**Richard Ginnaw from Openreach,** said: "Cable thefts are hugely disruptive. The loss of phone and broadband is not only inconvenient but can put vulnerable people at risk.

"Repair work also pulls our engineers away from other work, can take weeks to finish, and costs thousands of pounds.



"We take the security of our network seriously and have a wide range of crime prevention tools to prevent thefts and catch those responsible.

"SelectaDNA is proving to be one of the best. We can put it on equipment throughout the Openreach network and it works by leaving a unique DNA trace on people and vehicles that have contact with it.

"We really hope criminals will take note of this new crime-fighting tool and continue to think twice before deciding to target Openreach's network."

SelectaDNA and Openreach have been working in partnership with each

other since 2019 to deploy SelectaDNA solutions nationally across the network to mitigate theft of valuable assets and critical infrastructure.

**James Brown, Managing Director of Selectamark,** said: "The benefits of using SelectaDNA are twofold. Not only does it help prevent and reduce crime, it also helps the police by providing irrefutable evidence to link offenders to crime scenes.

"Openreach's approach to tackling crime is very proactive and innovative, and results like this demonstrate how well their tactics are working."



# SelectaDNA Partners with THREE to Deter ‘Shop Steaming’



Mobile phone giant THREE is just one of many high street retailers to report a growing concern over the rise of criminal behaviour including ‘steaming’ incidents.

Steaming is a crime that involves organised gangs running into targeted stores, threatening staff with violence then fleeing with high value stock such as mobile phones. These incidents can be particularly distressing for retail staff and customers who are left shocked and frightened by what they have witnessed. In addition, there is also damage done to the store and its fixtures and having to close stores for repairs has a massive trading impact.

To proactively deter and prevent this problem, Three recently launched a new partnership with security company SelectaDNA at its flagship store in Oxford Street, London ahead of the launch of the latest Apple iPhone 15.

The launch, which was covered by Sky News, featured security workshops led by Clair Frame, Head of Sales for SelectaDNA, and was supported by the Metropolitan Police and the National Business Crime Centre.

The partnership involves forensically marking high value assets across all Three’s retail stores in the London area with SelectaDNA, a property marking system used as part of crime prevention strategies for businesses and residential properties.

Each Three store is being issued with a SelectaDNA kit (specifically registered to the individual store) along with warning cards which can be placed on the shelving and podiums where the phones are displayed.

Every store will also display highly visible deterrent window stickers advertising the fact that all stock in the shop is now DNA-protected.



Clair Frame, Head of Sales (UK) at Selectamark Security Systems plc (bottom right), and the THREE team at their flagship store in Oxford Street, London

Clair Frame, Head of Sales for SelectaDNA said: “Increasing the chance of detection is critical in deterring thieves from targeting retailers. SelectaDNA provides the police with the evidence they often need to secure convictions, so we are excited about this partnership with Three and fully expect it to make a difference in reducing these attacks. Retailers need assistance from technology providers to protect their stores and particularly their employees, and we are passionate about providing them with the tools to do that.”

# Liverpool University Hosts Phone Marking Event



University of Liverpool has hosted a successful phone marking event at their campus to combat increasing levels of mobile phone theft.

Marking a phone with a Secure Asset Register tamper-resistant QR label visibly marks it with a unique ID and deters theft. All phones can then be registered to our Secure Asset Register database, so that if the phone is lost or stolen it can help facilitate the recovery of the device.

Liverpool University has already run successful bike marking events. Phase one of this new project allowed them to extend this success into marking 500 mobile devices.



# Cambridgeshire Constabulary Crack Down on Moped Crime



Recently, Cambridgeshire Constabulary were called out to a report of two abandoned motorbikes in Teversham, with a Yamaha confirmed as stolen and a Honda yet to be returned to its owner.

Whilst investigating, three offenders turned up and immediately fled the scene, one of which was a 16 year-old by who had previously been sprayed with SelectaDNA's Tagging Spray when fleeing another crime scene.

The 16 year-old was later arrested during a search of his home where the Police Officers found and recovered another motorbike, which was reported stolen on the 16th December 2023.

Cambridgeshire Constabulary have said that, "The Neighbourhood Team are working daily to tackle moped and motorcycle theft in Cambridge and secure convictions on those involved."

Moped crime is a growing issue, and to combat this, other forces have already been using the proven DNA spray technology including West Midlands Police, Cheshire Constabulary, Merseyside Police, Surrey Police and West Yorkshire Police.

SelectaDNA Defence Sprays are proven to reduce PTW (Powered Two-Wheeler) enabled crime and anti-social behaviour by up to 70%.

The SelectaDNA Tagging Spray can be aimed by officers at suspected criminals, as well as at mopeds and motorbikes involved in other crimes such as robberies and smash and grabs. The DNA tagging spray marks the bikes, clothing and

skin of any riders and passengers with a uniquely-coded but invisible dye that irrefutably links criminals to a specific crime scene.

James Brown, Managing Director of Selectamark, said: "We are constantly evolving the use of our synthetic DNA to assist Police in the fight against crime. This is a great example of how our innovative technology is helping police forces to catch criminals and remove anti-social offenders and dangerous drivers from our streets. It only takes a tiny drop of DNA spray to tag and identify an offender and this tactic will undoubtedly lead to more seizures and prosecutions."



Image source: Cambridgeshire Constabulary

# Humberside Rural Task Force Fight Back Against Rural Crime



Humberside Rural Task Force hosted a selection of forensic marking events in order to tackle the growing effects of rural crime. These forensic marking events were hosted with the help of the local Cadet group and aimed to mark agricultural equipment, trailers and all-terrain vehicles.

Across a series of events held by the Rural Task Force, they were able to mark over £1.4 million worth of agricultural equipment. The team deployed SelectaDNA's Rural Crime Forensic Property Marking Kits, as well as visible warning signage to alert any thieves that this property is marked.

Humberside Police are hoping to continue this partnership with SelectaDNA, and are "Committed to reducing rural crime through enhanced rural crime prevention initiatives."



Image Source: Humberside Police



## Phone Snatching Reduced by 50% in City of London



A widespread police operation led by the City of London Police has partnered with SelectaDNA, in order to reduce phone theft following a spike in 2022.

James Thomson, Chair of the City of London Police Authority Board, said:

“With well over half a million workers commuting into the City of London, many on a daily basis, and over 10 million visitors annually, the Square Mile appears attractive to phone snatchers.”

The City of London Police specifically targeted phone thefts due to the sharp increase in stolen phones reported in the summer of 2022, with the highest month seeing 148 mobile phones stolen in July 2022. Thanks to the new operation, this number has been reduced dramatically to 44.

The operation partnered with SelectaDNA in order to tag offenders

fleeing crime scenes on mopeds, with the aim to reduce powered two-wheeler enabled crime. The SelectaDNA Tagging Sprays can be aimed by officers at moped offenders, marking the bikes, clothing and skin of any riders and passengers with a unique synthetic DNA that provides irrefutable evidence linking the offender to the specific crime.

In addition, the City of London Police have also relaunched it's cycling team to allow police to be able to get through highly trafficked/inaccessible areas quickly.

Superintendent Neal Donohoe, City of London Police, said:

“Phone snatching has a significant impact on victims and our key priority has been to reduce the number of phones stolen and we relentlessly target those criminals responsible.”

“Our success has been due to the hard work of our officers and the introduction of our highly visible cycle team, who are able to quickly get across the Square Mile and deter snatchers.”



## SelectaDNA Recommended to Combat Car Theft



Cheshire Police have issued a warning over an increase in car and key thefts within Warrington following a recent spike, recommending residents ramp up security within their homes with solutions, including SelectaDNA.

Offenders are said to be forcibly gaining entry to residential homes during the burglaries in order to take car keys so they can drive away in the vehicles parked outside without breaking into the car itself.

The police have recovered multiple vehicles within the Warrington area and made several arrests in connection with these thefts.

John Teaside, Police Constable for Warrington Local Policing Unit, said: “SelectaDNA kits have also proven extremely useful in getting criminals off our streets and recovering stolen property. Using it in this way to target people intending to commit burglary or robbery sends a clear message that Cheshire is a hostile environment for anyone who comes here to commit crime.”



# SelectaDNA Wins Highly Commended 'School Estate Supplier' Award

EducationToday  
School & Supplier  
HIGHLY COMMENDED

SelectaDNA are delighted to announce that it has been recognised by the 2023 Education Today Awards as a highly commended 'School Estate Supplier', reflecting on our commitment to excellence in providing crime prevention solutions for educational facilities.

The awards ceremony, held at the River Bank Park Plaza Hotel, London, aims to recognise and reward suppliers, schools and individuals who work to improve education across the country.

Schools across the country have used SelectaDNA for many years, to protect and deter against theft. Our asset marking solutions were used to mark electronic equipment including computers and iPads, helped school break-ins to plummet by over 70%, when trialled at over 60 schools in Wolverhampton. More than 20 schools were not supported with SelectaDNA Forensic Marking kits at the time, and crime subsequently doubled in those schools over the same time period -

showing SelectaDNA to be a strong theft deterrent.

PC Diane Shepherd, West Midlands Police, said: "The deterrent aspect of SelectaDNA appears to have been a great success."

This achievement serves as a testament to our team's hard work, innovation, and passion for supporting the educational sector.

James Brown, Managing Director of Selectamark, said: "We have helped schools, colleges and universities against burglary and theft for almost 40 years, so to receive this recognition means a great deal."

Lyn Poole, Design Development Manager for Secured By Design, commented on this achievement: "This news really doesn't surprise me about Selectamark, I have known them for years and they have a great attitude to business and their products, and they are extremely passionate about the work that they do."



"Selectamark have been working with schools and having their asset marking products on equipment within schools for decades. I heard about them when I was a police officer and in my role as a crime prevention officer recommended them to schools. It's great news that they have this recognition, congratulations to James Brown and his team."

## SelectaDNA Sponsors England Police Rugby



SelectaDNA are proud to announce their sponsorship of England Police Rugby Union FC for the 2024 season and their South Africa tour.

Established in 2015, The England Police Rugby Union FC's main mission is to bring together the policing community and beyond through rugby, allowing the forces and players to come together as one. Their team is currently composed of players who serve with over 24 police forces across England.

SelectaDNA wholeheartedly support their goal of prioritising inclusivity, advancing health and well-being through the positive influence of sports and exercise, and using this as a platform to engage with the wider community.

James Brown, Managing Director of Selectamark Security Systems plc, said: "We are delighted to be supporting England Police

Rugby during this exciting year for them. The partnership fits so well with our company beliefs and aims – we too are passionate about keeping the public safe and driving down crime, and we also share the values of respect, discipline and teamwork, which are so important in rugby. We wish England Police Rugby success and good health for the coming year!"





# SelectaDNA Gets a Royal Visit at the Security Institute Conference



The Security Institute Conference, which aimed to highlight the importance of a safe environment for individuals, communities and businesses, had a special guest attendance, HRH The Princess Royal.

Louis Bennett, Business Development Manager for Selectamark (pictured), introduced the SelectaDNA range and discussed our forensic technology with HRH The Princess Royal, who particularly took interest in our ability for SelectaDNA to be identified through the use of search dogs. Louis Bennett, said: *"It was a real honour, and an experience I'll never forget."*



# Protecting Shipwrecks from Heritage Crime



Historic England

**Artefacts from historic and archaeologically important underwater sites are being forensically marked with SelectaDNA as part of a 'world-first' project to give them greater protection and make them traceable.**

The project by Historic England, working with MSDS Marine, is sending a direct message to potential thieves that underwater artefacts on Protected Wreck Sites are too hot to handle.

Historic England initially commissioned MSDS Marine to source forensic marking products to protect wreck sites. SelectaDNA is now being used to mark artefacts including cannons from some of England's 57 Protected Wreck sites. The project forms part of the Heritage Watch scheme, which aims to help prevent and detect heritage crime.

SelectaDNA was successfully trialled on dives last year and can now be used by enforcement agencies to establish if artefacts have come from a particular wreck and if divers have been in contact with that wreck. It can also make it more difficult for criminals to sell-on stolen items from wreck sites; and to deter the crime in the first place.

Mark Harrison, Head of Heritage Crime Strategy, Historic England said: *"This will act as a clear deterrent to those*

*looking to unlawfully lift and remove historic material from Protected Wreck Sites. If someone breaks the law and removes any property, the new markings will give police the ability to link the offender to the crime scene and implement criminal proceedings."*

Alison James, Heritage and Systems Manager, MSDS Marine, added: *"This protective marking project is a game changer for maritime archaeology and how authorities protect sites underwater."*

James Brown, Managing Director of SelectaDNA, concluded: *"We are delighted and proud to be working with Historic England and MSDS Marine in this world-first project. Marking these artefacts gives them even greater protection as they will now be identifiable and traceable. The analysis of SelectaDNA samples in our Forensic Unit is compliant with the Forensic Science Regulator's code of practice, which means any evidence used in court is admissible and will help secure convictions."*

# CNH Industrial Partnership Tackles Rural Crime & GPS Theft



CNH Industrial, a leading agricultural and construction company, has partnered with SelectaDNA to combat rural crime by providing dealerships with the option to mark tractor GPS kits at point of sale.

Recently, GPS theft has more than doubled to over half a million pounds in the first quarter for 2023, so marking your GPS systems is more important than ever. Protecting vehicles with SelectaDNA's forensic marking products and used in conjunction with the warning stickers supplied, makes it easier for police to identify stolen property and convict criminals.

In response to this increase, SelectaDNA have developed a GPS

Marking Kit, which marks the GPS receiver, screen and navigation control box. Since forming the partnership, SelectaDNA launched the GPS marking kit at the LAMMA Agricultural conference in association with CNH Industrial (pictured).

A spokesperson from CNH Industrial, said: "CNH Industrial has taken steps to help customers protect expensive GPS equipment, we have forged a partnership with SelectaDNA to offer smart marking of components. The protection of a unique DNA code is to deter criminal activity and allows police to better identify recovered components and to give our customers peace of mind."



# Northumbria Fights Back Against Rural Crime



More than £200,000 worth of agricultural machinery, tools and equipment has already been marked with a forensic code as part of Northumbria's ongoing fight against rural crime.

The Northumberland Partnership Against Rural Crime (NPARC) recently teamed up with leading rural insurer NFU Mutual and forensic property marking company SelectaDNA.

At a launch event in Hexham, dozens of people had their all-terrain vehicles (ATVs), trailers and other agricultural equipment marked with an invisible DNA code. The code helps police easily spot stolen property that thieves may be attempting to sell on and quickly identify rightful owners. So far, more than £200,000 worth of rural equipment has been successfully marked with the unique, invisible code.

Sergeant Calum Meikle, of Northumbria Police, said: "The free events provide a great opportunity for farmers and owners to bring ATVs, quad bikes, trailers and any other valuable equipment that could be the target of thieves.

"We can then mark their equipment with a specialist unique invisible code which will help us identify any stolen property, take robust action against thieves and return those goods to their rightful owners.

"This is just one of many ways we are proactively looking to detect, disrupt and prevent rural crime in Northumbria, and through NPARC, we are really excited about what we can do to continue this positive momentum."

Hannah Binns, Rural Affairs Specialist at NFU Mutual, said: "We know that theft of agricultural vehicles and equipment is incredibly disruptive and causes additional pressures for farmers and their families. Combined with good farmyard security and effective policing, property marking is one of the best tools in the toolbox and we're pleased to support this marking initiative to make it harder for criminals to operate in the countryside."





# DNA Rural Scheme Extended following Huge Success



**A farm property marking scheme has proved so successful at reducing rural crime in areas of Scotland, that leading rural insurer NFU Mutual is providing additional funding to assist rolling out the initiative in other parts of Scotland.**

Police Scotland has reported that a trial of SelectaDNA marking on 100 South Lanarkshire farms was a huge success, with repeat thefts on farms previously targeted by thieves eliminated.

Criminals generally target isolated areas and hard-to-protect buildings looking for easily sold items such as tools, equipment, gardening and agricultural machinery.

The scheme uses SelectaDNA's forensic marking solutions, which consist of unique DNA coded forensic liquid and a UV tracer, which can be detected under UV light by police to identify property suspected of being stolen.

NFU Mutual initially funded the SelectaDNA kits for the trial and is now providing additional funding for the roll-out. It will enable Police Scotland to provide kits in areas which are suffering repeat rural thefts including the Scottish Borders, Ayrshire and Aberdeenshire.

NFU Mutual is providing the funding for the roll-out as part of its ongoing support for the Scottish Partnership Against Rural Crime (SPARC).

**NFU Mutual Scotland Manager Mark McBrearty**, said: "We're delighted that SelectaDNA marking is proving so effective at reducing thefts from farms and are backing the speedy roll-out of

the scheme by providing additional kits for distributions to Scottish farms."

**Police Inspector Alan Dron, Scotland's National Rural Crime Coordinator**, said: "SelectaDNA is proving to be an excellent addition to the numerous initiatives and tactics we utilise when trying to prevent, reduce and tackle rural crime throughout Scotland.

"NFU Mutual's additional funding means we can deploy yet more kits quickly and in other parts of Scotland, where thieves would potentially target agricultural and forestry machinery, plant, quad bikes, other all-terrain vehicles and expensive tools."



Police Inspector Alan Dron, Police Scotland National Rural Crime Coordinator. Photo source: NFU Mutual

# Taking Action on Public Transport Anti-Social Behaviour



Arriva are deploying SelectaDNA solutions in a bid to reduce anti-social behaviour on buses in Runcorn following reports of 17 incidents this year, ranging from windows being smashed, seats being burned and assault.

Peter Sass, Head of Operations at Arriva Buses, said: "In recent weeks, we have experienced a number of antisocial incidents across our Runcorn service routes."

The initiative will see officers patrolling bus routes plainly clothed and applying SelectaDNA to targeted items such as glass hammers and emergency stop buttons.

Inspector Daniel Haddock, commented: "Our aim is to reassure the public that officers are out and about regularly patrolling the bus routes in Runcorn, with a particular focus on services within the Murdishaw area.

"Our officers will be hidden in plain sight and will be ready to act if anyone is intent on causing harm to the public and ensure that they are removed and robustly dealt with."

# Police in Peterborough Roll-Out Tagging & Defence Sprays to Tackle Moped Menaces



Peterborough Police are using SelectaDNA Tagging & Defence Sprays to combat a rise in powered two-wheeler enabled crime and anti-social behaviour.

Officers have been trained on how to successfully use the Tagging & Defence Sprays in a bid to tackle a spate of moped-related crimes

Lindsay Sharp, Councilor for Hampton Vale, said: "It's worth noting similar issues are being seen in Hampton from youths riding motorbikes in a dangerous and anti-social behaviour throughout Hampton often on pavements and footpaths.



I'm pleased to say the Neighbourhood Police team have been engaging on how we tackle this. Again, there are obvious risks from doing so - but we need to stamp it out."

A Cambridgeshire Police spokesperson, said: "The spray can be aimed by our officers at the bikes and their riders to tag them with an 'invisible DNA' (which is non-toxic and environmentally safe) that will then provide us with forensic evidence to link them back to a specific incident, if the bike and its rider are not able to be stopped at that specific time.

"If the bike is later stopped and seized, we are then able to scan it, pinpoint where it was sprayed and identify those who are causing disruption."

Also in Cambridge City, due to the recent spike in powered two-wheeler enabled crime and anti-social behaviour, Cambridgeshire Constabulary have rolled-out the use of SelectaDNA Tagging Sprays within their neighbourhood team.

Integrating SelectaDNA solutions into their crime-fighting portfolio, will help officers spray riders from a distance with an invisible synthetic DNA solution and UV marker, providing irrefutable evidence that links the criminal to the crime.

Sergeant Neil Campbell, from the City East Neighbourhood Team, said: "We understand the considerable disruption that a handful of individuals are causing to the daily lives of residents.

"The integration of SelectaDNA represents a significant stride in our tireless pursuit to prevent vehicle thefts in Cambridge city. The roll out of these kits signifies a progressive approach in convicting offenders and deterring others from offending."





# Hartlepool Anti-Social Behaviour Crime Crackdown

Cleveland Police have implemented the use of SelectaDNA Tagging Spray in order to combat anti-social behaviour, with nine off-road vehicles already seized by police in September 2023 alone.

Police covering Hartlepool are committed to tackling the spate of anti-social behaviour linked to powered two-wheeler enabled crime.

SelectaDNA Tagging Spray is designed to provide evidential tagging which is proven to reduce criminal activity. The solution contains a unique DNA code that is registered to the user. Police can then use an ultraviolet light

to locate marked areas, immediately linking the offender to the crime scene.

Chief Inspector Peter Littlewood of Hartlepool Neighbourhood Policing, said "PCSOs have also started using DNA spray to tag bikes and riders attempting to conceal their identity, leaving a unique indelible mark to help police spot offenders and take "positive action"."

The same DNA technology is also available as a handheld defence spray that is currently used by trained security officers across the UK to protect against retail crime and disorder.

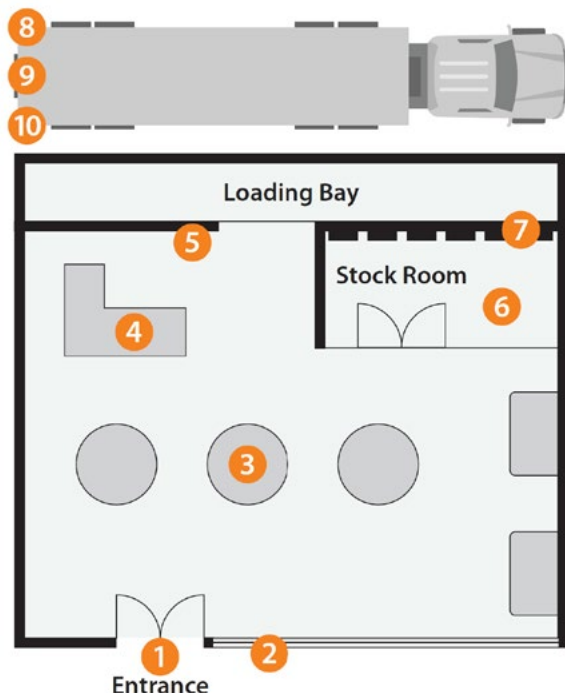


## Our 10 Layers of Retail Crime Prevention

According to the British Retail Consortium Crime Survey, retailers lost £953 million to customer theft in 2021/22 and there were 8 million incidents of theft over the year.

SelectaDNA offers a range of solutions to protect retail premises and make staff and customers feel safe and secure.

These proven solutions can help reduce crime in stores whilst retaining that essential customer experience, providing you with an effective deterrent against theft, loss, shrinkage, robbery and personal attacks.



- 1 **Intruder Detection** – Intruder Sprays
- 2 **Deter & Prevent Crime** – Window Warning Signage
- 3 **Stock Protection** – Security Labels and DNA Property Marking
- 4 **Employee Protection** – Defence Sprays
- 5 **Deter & Prevent Crime** – Instore Warning Stickers
- 6 **Internal Theft** – Gel
- 7 **Intruder Detection** – Intruder Sprays
- 8 **Stock in Transit Protection** – Portable Spray Units
- 9 **Access Point Monitoring** – Access Point Alarm
- 10 **Deter and Prevent Crime** – Vehicle Warning Signage

# Cheshire Stores Install Intruder Sprays to Combat Retail Theft



Cheshire Constabulary's Operation Shield initiative is providing local businesses with SelectaDNA intruder sprays to uniquely combat crime.

Operation Shield aims to uniquely inform and educate residents and retailers on crime prevention and to deter offenders from committing burglary or serious and acquisitive crime.

The Intruder Spray kits have been funded by Cheshire's Police & Crime Commissioner, John Dwyer, who said: "Preventing and tackling crime is a priority in the Police and Crime Plan, so I'm delighted to support the next phase of Operation Shield in helping to identify and deter the criminals who target shops and other commercial premises.

"SelectaDNA has proven extremely useful in getting criminals off our streets and recovering stolen property. Using it in this way to target people intending to commit burglary or robbery sends a clear message that Cheshire is a hostile environment

for anyone who comes here to commit crime."

SelectaDNA Intruder Spray kits have been used as part of this initiative in the hope that the high risks associated with being sprayed by one of these units will reduce the levels of retail crime in Cheshire.

The spray kits activate when unlawful entry into a building takes place, by linking into the intruder alarm system or as a stand alone panic button activated system. Activation of this spray kit results in the deployment of a colourless solution which contains a DNA code and UV tracer which is unique to the canister that has been activated.

Officers are trained to routinely check for UV on clothing and skin of possible offenders which directly links the offender to the crime.

Chief Inspector Duncan Gouck, the Force Lead for Operation Shield, said: "The SelectaDNA Intruder Spray is a fantastic commercial burglary and

robbery deterrent, and an ideal way for premises in Cheshire to protect their valuable stock and assets.

"We know that robbery is a distressing crime leaving people feeling violated in their own place of work, and that theft can be extremely damaging to people's businesses.

"These devices will help to ensure people feel safe but also should deter offenders from committing these crimes in shop premises.

"Obviously, not every shop in Cheshire will be fitted with one, but offenders won't know which ones do and they run the risk of being marked with the liquid in any shops that they choose to target.

"They also won't know the liquid is on them and they will find it incredibly difficult to remove – making it easier for officers to detect them.

"We hope it acts as a deterrent by creating a hostile environment for offenders choosing to commit crime in Cheshire."



Cheshire Police and Crime Commissioner John Dwyer, and Chief Inspector Duncan Gouck, with the SelectaDNA Portable Intruder Spray Unit Kit. Image Source: Cheshire Police



# Wincanton Partners with SelectaDNA to Combat Theft

**Wincanton**

Wincanton, a leading British logistics company, launched its partnership with SelectaDNA at an event in their Dartford-based site, in order to help protect employees assets from theft.

Louis Bennett, Business Development Manager & Nick Roach, Police Liaison Officer for SelectaDNA, were joined by 3 Kent Police officers, and helped to roll-out the use of both SelectaDNA and BikeRegister to Wincanton's employees.

Louis Bennett hosted a successful presentation on the applications of SelectaDNA's solutions to around 50 employees, police and Brooknight security and followed this up by marking employees bikes and motorbikes.

Wincanton are planning to expand this partnership more, by launching a unique discount code to all 20,000 employees this month as part of the partnership.

Louis Bennett commented on the success of the day, saying: "It was a pleasure to launch our partnership



with Wincanton in Dartford to provide forensic marking solutions to help protect employees' assets against theft.

"The theft of a vehicle, whether that's a car, motorbike or push bike can have huge knock-on effects to that workers life, and so to provide a solution which

has historic success of crime reduction was brilliant.

"We look forward to developing this relationship further and to monitor the results these solutions have had on theft across Wincanton sites."

# Proactive measures to Deter Phone Theft



In conjunction with Operation Shepherd, Merseyside Police hosted their very first phone marking event to combat a rise in phone thefts, with the aim to roll-out this scheme across the force.

Their phone marking event, held in Liverpool One, was very successful, with many of the local public attending. Sergeant Craig Winstanley, said: "Mobile phones have become an integral part of our lives. We use them for communication, entertainment, and even as a tool for work.

"Getting your phone marked acts as a deterrent. If potential thieves see your phone is marked – they're less likely to attempt to steal it - because it will be harder to sell."



# NEW SelectaDNA Tractor GPS Marking Kits

Tractor GPS theft has more than doubled in the recent years, with £500,000 worth of GPS kits being stolen in Q1 of 2023 alone, so marking GPS systems is more important than ever. (Source: NFU Mutual). In response to this, SelectaDNA have launched a new Tractor GPS Marking Kit.

 **Lifetime registration with no licence fees**

 **Proven technology to convict criminals**

 **Reduces rural crime by up to 100%\***



## How Does it Work?




SelectaDNA marks and identifies GPS systems, to help protect against theft and enables police to link criminals to crime scenes to secure convictions.

Each kit marks one GPS receiver, screen and navigation control box with unique synthetic DNA, warning stickers, and etching labels, to alert criminals that property is protected.

SelectaDNA is the ultimate deterrent against theft, as the one thing criminals fear most is... DNA evidence.

Our Police and Insurance preferred products, which are supported by Crimestoppers, will help you fight crime within your community. Each kit includes lifetime registration on our secure database, which means there is no annual licence fee for residents and no ongoing costs after you have distributed the kits.

## Product Specification

-  Marks one GPS receiver, screen and navigation control box
-  Unique microdot technology to help instantly identify property
-  Fully tested and accredited forensic marker and database

**We are happy to supply SelectaDNA kits at bulk pricing to Police. Please contact us to discuss the details of your proposed scheme at [sales@selectamark.co.uk](mailto:sales@selectamark.co.uk) or on **01689 860757**.**

\*Based on a 100-farm crime reduction initiative in South Lanarkshire, Scotland, 2023.

For more information visit

[www.selectadna.co.uk](http://www.selectadna.co.uk)

email

[sales@selectamark.co.uk](mailto:sales@selectamark.co.uk)

or contact

**+44 (0)1689 860757**

Selectamark Security Systems plc, 1 Locks Court, 429 Crofton Road, Locksbottom, Kent, BR6 8NL.

For further Press information and images contact: Jodie Fisher, Marketing Executive for Selectamark. Telephone: **+44 (0) 1689 487 829** Email: [jodie.fisher@selectamark.co.uk](mailto:jodie.fisher@selectamark.co.uk)



DA0617/3

