

Preventing Crime. Inspiring Public Confidence.

Police leaders are placing prevention at the heart of policing. Tackling antisocial behaviour, reducing Violence Against Women and Girls (VAWG) and protecting communities are national priorities.

We've been a trusted partner to the police for over 40 years. We deliver proven, scalable solutions that help prevent crime before it occurs, deter offenders, ease pressure on frontline officers, and strengthen both investigations and prosecutions.

In this newsletter, we focus on key areas of policing and community safety:



Theft, Burglary & Robbery



Antisocial Behaviour



Violence Against Women & Girls



Community Engagement



SelectaDNA Supports Met Police as 32 Arrested in Retail Crime Crackdown

Operation Zordon highlights how collaboration between police, retailers and SelectaDNA can make our communities safer for businesses and shoppers.

SelectaDNA is at the forefront of the Metropolitan Police Service's fight against retail crime as part of Operation Zordon. The operation, which began in South West London, has now expanded city-wide and has been recognised in the College of Policing's practice bank.

During two high-profile days of action in October, officers visited 120+ stores, resulting in 32 arrests and 9 shop closures for offences including handling stolen goods, drugs, and immigration breaches.

SelectaDNA marking kits were supplied to major retailers including Sainsbury's, Tesco, Co-op, Holland & Barrett and BP. These kits allow high value or frequently stolen items to be marked with synthetic DNA, linking offenders directly to crime scenes when stolen goods are recovered. Our SelectaDNA search dog also assisted in recovering marked items, proving highly effective in supporting enforcement action.





Cheshire Constabulary use SelectaDNA to combat violence and antisocial behaviour at Football matches

In collaboration with the UK Football Policing Unit, Cheshire Constabulary recently launched SelectaDNA handheld spray as a tool to deter violence and identify offenders at football matches.

The approach was showcased at the National Football Policing Conference in September 2025 and has since been chosen by South Yorkshire Police to use during the Sheffield Derby.

Scan the QR code to see how SelectaDNA prevents antisocial behaviour, reduces repeat offences and restores public confidence.



SelectaDNA recognised by the College of Policing as a tool to tackle Violence Against Women and Girls

SelectaDNA Personal Defence Spray has been independently recognised by the College of Policing in their evaluation of forensic marking as a tool to help combat domestic abuse.

The report found that:

- Repeat offending dropped by 22% when forensic marking was used
- 98% of survivors said they would feel confident using SelectaDNA sprays
- Cases progressed more quickly and investigations were strengthened

The police forces involved in this pilot study continue to use SelectaDNA to protect survivors, deter offenders, and support wider efforts to make women and girls safer – with proof that SelectaDNA can have a life-changing impact.

To discover how SelectaDNA Personal Defence Spray can enhance community safety, scan the QR code to read the full case study.



SelectaDNA drives the fight against tool theft with Police Forces across the UK

SelectaDNA is partnering with Police Forces and Councils nationwide to protect tradespeople and small businesses from tool theft.

In Sussex, PCC Katy Bourne's investment in Tool Marking Kits is helping deter criminals and protect livelihoods. Similar initiatives in Havering with the Metropolitan Police and in Gravesend with Kent Police are engaging communities, reducing theft, and strengthening trust between police and local businesses.

Scan the QR code to find out more about the impact of these campaigns.



Why Police Leaders Trust SelectaDNA

- Proven prevention:** reductions in acquisitive crime, ASB, and VAWG offences
- Visible deterrence:** warning criminals and reassuring communities

Scalable, cost-effective solutions: no licensing fees, easy to implement

Backed by policing: trusted by every UK force, admissible in court, delivers results across VAWG, ASB and theft

SelectaDNA is committed to working alongside police leadership to reduce crime and repeat victimisation, cut demand on frontline officers, protect communities and businesses, and deliver long-term measurable impact.