



# London

## Neighbourhood Watch Association



**Watch Coordinators - please ensure this offer is forwarded to all residents on your watch areas, including those you cannot easily reach by e:mail. This is a critical strategic tool in our collective fight against crime.**

### **The MetTrace initiative in London**

As you may be aware, the Metropolitan Police Service are currently issuing their own branded SmartWater® forensic marking packs to residents of Richmond, as part of the MetTrace initiative, over the next three years. They are concentrating on high burglary hotspot areas. <http://content.met.police.uk/Site/mettrace>

It is with great pleasure that we are writing to inform you that London Neighbourhood Watch Association have agreed a special discount, so you can buy the SmartWater Home Security Pack at a significantly reduced rate, now.

**This offer is open to residents that live on a recognised Richmond Neighbourhood Watch.**

- A compelling reason to consider starting your watch.

### **How will SmartWater help me?**

Police routinely check for SmartWater, if your marked items are stolen but later recovered, the police can see you have used SmartWater, by checking with UV light.

Any property marked with SmartWater can be identified and traced back to you, whilst the thief can be prosecuted. When you buy a pack online, your details are automatically associated with the unique forensic code in the SmartWater that is sent to you.

Prevention is always the first line of defence when protecting your home, so please make sure you display **SmartWater's THIEVES BEWARE®** window stickers

clearly, they are an important deterrent to would-be thieves.

### **How Effective is it?**

There have been many SmartWater projects deployed by the UK Police service, including the deployment of 1,000 SmartWater packs to homes in the London Boroughs of Brent and Islington in 2013. Six months after the launch, police reported an 85% reduction in domestic burglary in Brent and a 63% reduction in Islington.

The London Borough of Richmond is often targeted by burglars and would benefit greatly for the crime reduction successes experienced in Brent and Islington. This special offer is a great opportunity for you to take an active part in that reduction.

### **How do I buy SmartWater?**

To order your five year (minimum) SmartWater pack for ONE OFF PAYMENT of £25.00, including free delivery, visit <https://shop.smartwater.com/london-nhw> and use promotional code **L26TW25NW**

These kits normally retail at £59.88 per year, so offers NHW members a fantastic saving.

Kind regards

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