



Croydon Business Crime Reduction Partnership Key Achievements 2013-2014

- A six-fold increase in CBCP membership was achieved during the year - up from 34 in April 2013 to 208 in February 2014 - following a comprehensive review of membership.

- CBCP became principal sponsor of the Croydon Best Bar None Accreditation scheme, which recognises and rewards responsible licensed premises management.

Over 150 people attended the prestigious Awards event and, for the first time in the scheme's history, all 32 applicants received accreditation status, demonstrating their commitment to raising standards in the town centre.



- Following the launch of the new CBCP intranet site (DISC), steady increases were experienced in both visitor numbers to the site and the number of incidents reported.
- A new brand identity was introduced for the CBCP, which emphasised its close association with Croydon BID and was applied to various items of marketing collateral, including window stickers, to help raise awareness of the Partnership and the businesses associated with it.
- A new PubWatch exclusion scheme was launched in pubs and clubs in the town centre to help deter and tackle drink-related crime by banning persistent and serious offenders for a 12 months' period. The scheme adopts a 'banned from one, banned from all' approach, with written warnings issued initially to those demonstrating unacceptable behaviour. Since its launch in September 2013, 48 warning letters have been issued and five offenders have been banned from all premises.

- CBCP played an integral role in a summer initiative aimed at targeting street drinking and begging across the town centre. Spearheaded by police enforcement with support from various outreach agencies, Operation Loch Derg, resulted in over 750 alcohol confiscations, 30 arrests and the issue of 40 penalty notices.



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