



Croydon Business Crime Reduction Partnership Key Achievements 2014-2015

- CBCP membership continued to grow throughout the year with 72 new members joining the Partnership and benefiting from up-to-date intelligence and training.

- CBCP was once again the main sponsor of the Croydon Best Bar None Accreditation scheme, which recognises and rewards responsible licensed premises management. With support from the Croydon Advertiser, the scheme was extended this year with the addition of four "People's Choice" awards, voted for by readers of the newspapers. Over 11,000 votes were cast in the on-line poll.



- Through two of its affiliated Watch groups, BusinessWatch and PubWatch, the CBCP continued to operate banning schemes for both the day and night time economies, excluding prolific offenders from the town centre and serving as a deterrent to others. Over the 12 months' period, a total of 13 persistent shoplifters were banned from stores and nine people were banned for serious offences in licensed premises. In addition, over 50 warning letters were issued to individuals for unacceptable and disorderly behaviour.



- Our WISE UP! campaign was launched in December to help raise awareness among pub and club-goers about planning ahead for a safe night out. The campaign was featured on outdoor advertising sites across Croydon as well as in the Croydon Guardian and Croydon Advertiser newspapers. Posters and leaflets were also distributed in town centre licensed premises to reinforce the message.

- A range of positive news articles were successfully placed in the media over the course of the year, highlighting the various safety initiatives in place in the town centre and on its public transport systems as a means of reassuring the public.

- The CBCP supported the re-launch of the Safer Croydon Radio scheme, following the introduction of a new digital radio system replacing the old analogue network. To date, the scheme has 144 town centre businesses signed up to it.

- The CBCP paid for the installation of new, prominent street signage to clearly identify the town centre's alcohol free drinking zone and aid the police's efforts to deter and crack down on street drinking. Extra bottle bins were also funded to support the safe disposal of glass bottles.

