



Droxford Neighbourhood Watch SmartWater Village

Village Briefing
Saturday 20th January 2024

What is SmartWater?

Each phial/solution of SmartWater contains

- a unique combination of elements that provides near limitless permutations, each of which can be linked to a single application
 - ie a unique forensic code
 - Makes property traceable back to the rightful owner
 - Phial owner's details stored in a secure data base
- Easy to apply

The phial is used to 'dab' SmartWater fluid onto items

 - It takes approx. 2hrs to dry and 24hrs to fully cure
 - The fluid will not transfer by touch once it has dried (2hrs)
 - Each phial can be used to mark 50+ items
- Near invisible to the naked eye
- Near impossible to remove
- Glows SmartWater's trademarked bright yellow-green under UV light which is how it is detected by law enforcement
- Guaranteed for a minimum of 5-years once applied



- ✓ An independent study found through interviews with criminals that 74% cited SmartWater as a significant deterrent and came top of the list of reasons **not** to perform a burglary.
- ✓ In conjunction with the police the SmartWater Group have also focused on the second-hand resellers market to close down 'dispersal routes', so when buying the reseller commits to obtain certain information from sellers and scan materials/items with UV light

What is a SmartWater Village?

An offering under the SmartWater Foundation, which is a **not for profit** arm of the DeterTech organisation

➤ Comprises two elements

1. Signage

- Targeted at Primary Entry Points to Parish
Coupled with publicity this is viewed as more beneficial than deploying SmartWater kits alone

2. SmartWater Kit for each Household in the Parish

- Includes stickers for Householder use

Aim is 66-80% of households take up

There are about 120 villages in Shropshire designated as 'SmartWater Villages', though none in a National Park





Why SmartWater Village Was Considered for Droxford?

Key threats for Droxford

- Scams
- Transient Crime
 - Opportunistic in character;
 - Thefts from Vans/Cars; Outbuildings;

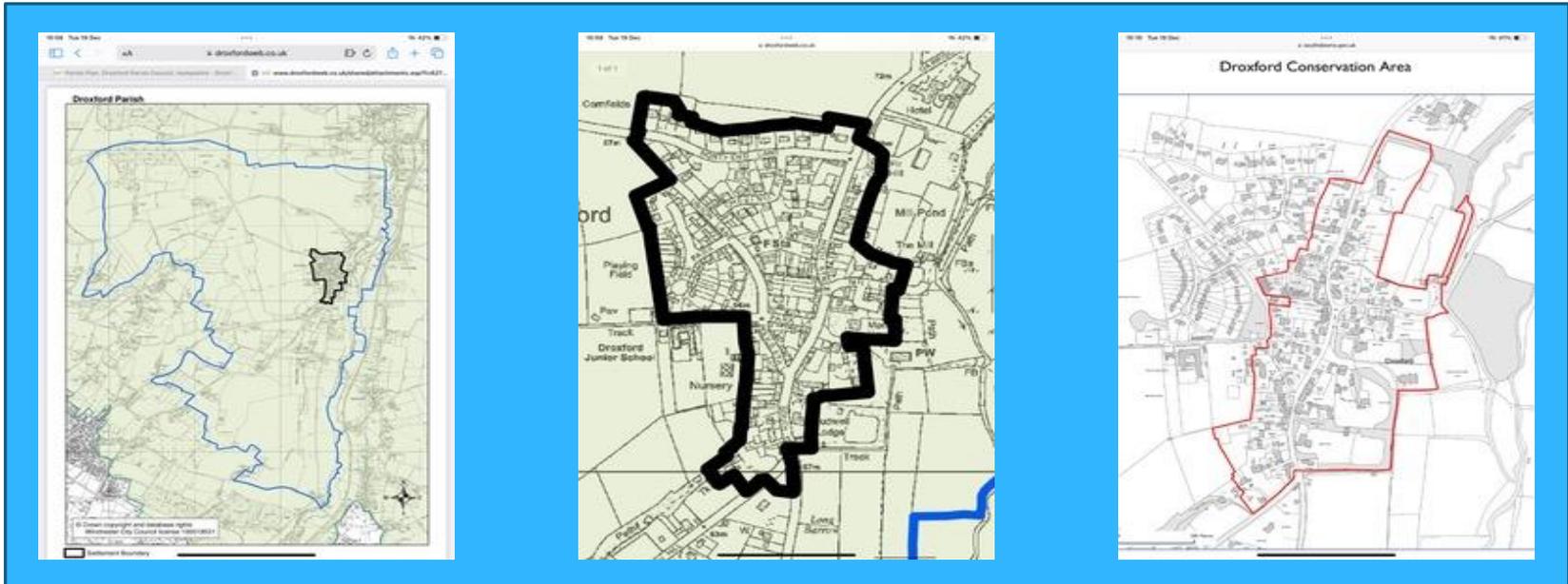
The SmartWater Village is designed to address the threat of transient crime

- The scope of the project is all residential properties within Droxford Parish (c307)
- The objective is to make 'travelling/opportunistic' thieves understand that Droxford is in the '*too hot to handle*' category and move on elsewhere

With the Police naturally focusing resources on urban centres, the SmartWater Village approach provides residents with **improved reassurance** by providing both a very good **deterrent** and irrefutable forensic evidence to the police, should a marked item be stolen/recovered.

What we have done to date and challenges uncovered

- Top Down Approach Taken – Focus on getting all parties aligned, before briefing the village: Aim was to verify it was feasible, so we could develop momentum for a village deployment
- The PC, Highways & SDNP – Signage
 - Worked with the PC to test the waters with Highways initially (Highways *not enthusiastic* and indicated *a few A4 sized signs may be considered*)
 - It became clear a more informed discussion and case needed to be presented and constraints of a National Park needed to be addressed. In further discussions with the PC other constraints were identified
 - The design of the signage was going to be key to multiple parties (Villagers; PC; SDNP; DeterTech)
 - To build the case for more informed discussions it became clear that NW & the PC required further, tangible data:
 - Along the lines of: the majority of households supporting the initiative (kit take-up; supporting additional signage); plus flexibility of the design of signs to reflect the rural Droxford setting in a National Park
- So...where do we go from here?





Planned Approach

We are not pursuing the SmartWater Village initiative at this time, but proposing a distinct, two phase approach:

1. We would offer to purchase & provide free of charge a SmartWater Kit for all households in the parish
 - subject to AT LEAST 50% of households signing up in advance.
2. If, at some future point, signage around Droxford is due for renewal/upgrade and SmartWater is established to a large degree in the parish, then we (Neighbourhood Watch) could (re)consider the boundary signage with the PC at that time

By separating the initial deployment of SmartWater packs from a SmartWater Village program and, thereby, removing the deployment of boundary signage this:-

1. Removes the challenge to agree and the cost of new signage at this time, thus allowing us to do something tangible more quickly.
2. Addresses a perceived view that exists in the village about the 'commercial aspects' of the program ie prominently displaying SmartWater trade mark on signs

❖ Future Costs: New residents; Renewal program; ...

- DNW to manage via grants (Wilfrids; Country Fair; Neighbourhood Watch etc), or fund raising activities



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Actions Following This Briefing

- Issue mail drop to all households summarising the key points from this briefing
 - Request to register for a free SmartWater kit
 - Via email; Door to Door visit; Forms at Wilfrids/PO (tbd)
- Once we have the '>50% commitment' we'll then negotiate delivery of the kits
- Process for deploying the kits and registration to the data base is to be sorted
 - Kits have to be physically handed over to maintain 'chain of ownership'
 - Assess possibility of DNW doing registration on behalf of resident