

The background of the entire advertisement is a photograph of a busy street in Salisbury, England. On the left, there are shops with signs for 'THOMAS', 'TERBURY', 'CHURCH', and 'BAKERY'. A large yellow triangle is overlaid on the left side of the image. In the center, there is a blue sign for 'Jo Jo Maman Bébé'. On the right, there is a historic stone building with a large archway. Several people are walking on the sidewalk in the foreground, including a man in a light blue shirt and dark shorts, and a woman in a black top and floral skirt. The overall scene is a typical high street in a historic town.

# Salisbury BID

## **Businesses Against Crime**

**Increase your profitability  
by reducing crime**

**Better security for  
your staff & customers**

**Free to all levy payers**

**Safer together, sign up today...**



# Joining the Businesses Against Crime Scheme

**Our aim is to create a safe and secure city for customers, staff and visitors.**

We develop and train staff to build confidence and improve their awareness and response to crime related issues, while working alongside Wiltshire Police, CCTV, Salisbury City Council, PubWatch and businesses to ensure improved levels of communication.

## Business Benefits

### City Radio

A professionally managed radio system connecting businesses, CCTV control room, the police\* and city centre security personnel.

### Shared intelligence

Access to the DISC website and phone app, giving the latest intelligence on offenders, alerts, instant messaging and reporting.

### BID Ranger business crime support

The Salisbury BID city ranger is available to assist you with any business crime issues or support you require.

### Intelligence meetings with Police and city partners

Monthly meetings give all businesses and partners the opportunity to directly communicate, discussing updates, trends and sharing important information.

### Expert Training

This can include; theft prevention, radio & DISC, cyber-crime and anti-terrorism.

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**Salisbury BID's crime initiatives are an absolute strength in providing a safe and secure environment for our customers. With the City Watch Radios and the City CCTV we can actively prevent as well as tackle crime, recovering goods and giving excellent evidence to the police.**

Arnold Catterall, Centre Manager,  
Old George Mall

Salisbury  
BID

SALISBURY  
CITY COUNCIL

ALM  
Purple  
Flag™



Salisbury  
PubWatch



\*Police are not guaranteed to respond to or hear all radio communications

Salisbury  
BID

[salisburybid.co.uk](http://salisburybid.co.uk)



## City Radio

Co-ordinated from the CCTV control room, the City Radio helps reduce crime and keep you, your staff, customers and other businesses safer. Delivery and full radio training is provided by Salisbury BID.

- Instant information sharing
- Security intelligence
- Panic alarm facility (important for lone workers)
- City CCTV, security and police contact\*

Please contact us for costs if you are based outside the city centre.

**One off cost**

**Free one week trial  
available on request**



## ShopWatch DISC System

The secure intranet system gives you all the information you need to identify and report known offenders and gives you up to date city wide and national intelligence.

- Current offender images
- Easy to use report function†
- Instant security alerts
- Monthly business crime intelligence meetings
- Training information and business crime updates
- Available on smart phones

**Free to all levy payers**

## Contact Salisbury BID for an application

\*Police are not guaranteed to respond to or hear all radio communications

†Reporting via DISC does not replace reporting with Wiltshire Police



## Contact Salisbury BID for an application

[info@salisburybid.co.uk](mailto:info@salisburybid.co.uk)

01722 658000

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Since joining ShopWatch we have noticed the results in our yearly shrink report. We can see who to watch out for as well as feedback new shoplifters that aren't on the system. The radios are easy to use and having CCTV, the BID ranger and Venture security on them means we can get valuable intel and communicate any issues we have. Regular monthly meetings allow us to pass on any concerns and receive important updates on what is happening in Salisbury.

Michael Pitcairn,  
Sainsburys Manager



## What to do if you suffer business crime?

- If you or others are at risk **call 999**
- Call CCTV using the City Radio (follow instructions on the right)
- Wait for other radio users to respond and/or help
- Circulate an image on DISC system via instant message from your mobile
- **Report it** (Police 101 online, DISC, your own loss prevention officer)
- Contact BID's City Ranger

## When speaking to CCTV & City Radio

- Location (where is this happening?)
- Direction (which way have they gone?)
- Description (include something distinctive)
- Speak clearly and calmly

