



Durham Constabulary

Press Release

10.08.11

'COP 'N' SHOP' SCHEME LAUNCHED IN PETERLEE

CUSTOMERS at a Peterlee supermarket will now find their local police in store when they call in to do their shopping.

Officers in the town have teamed up with ASDA to launch a joint initiative which aims to cut crime, provide a rapid response to any problems in the store and increase the visibility of uniformed staff.

The 'Safe Stores Partnership' gets officially under way today at the ASDA store in Surtees Road, in the centre of Peterlee.

Along with help from the Safe Durham Partnership, the two organisations have signed up to a range of measures designed to reduce the number of incidents at the store by 25% over the next year.

The 21-point action plan includes:

- Officers working alongside Asda's security staff to identify known shoplifters and other offenders
- a new office to be provided at the front of the store for the joint use of police and security staff
- crime prevention and other advice to be distributed through the store's home delivery service, and also displayed on tv screens in the electrical department.
- Police to provide details of the most prolific thieves, with officers making home visits to repeat offenders.

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Regular crime prevention days are planned, along with the informal beat surgeries with local officers – the popular ‘cuppa with a copper’ scheme.

And a small number of parking bays near to the store entrance are also to be allocated to police vehicles, allowing quicker access when responding to an incident.

“This is a really innovative approach and we think the benefits will soon become apparent to shoppers, ourselves and the Asda staff and management,” said Sgt Ian DICKINSON.

“The new office inside the store will be a great asset to the town centre beat team and will help provide a more effective response to any reported problems.”

Mike CANNON, regional security manager for Asda said; “As part of the Asda police engagement programme, we’re pleased to be supporting Durham Police and our local Peterlee Neighbourhood Policing Team with the opening of a local police office in our store.

“We hope our customers and colleagues will benefit from having access to local officers, who can help them out with any issues or advice they might need.”

ENDS