



Crime Prevention and Awareness Training

Business Watch also includes *Crime Awareness and Prevention Training* for your employees. These programs can be done as seminars given to a large group of businesses, or they can be tailored to fit your individual business needs. The programs include:

BURGLARY PREVENTION

SHOPLIFTING/RETAIL THEFT

EMPLOYEE THEFT

DRUG-FREE WORKPLACE

ECONOMIC CRIMES

Bad Checks

Credit Card Fraud

Counterfeit Currency

PERSONAL SAFETY

BUSINESS ROBBERY AWARENESS AND PREVENTION

BANK ROBBERY PREVENTION

How to Start a Business Watch

An initial meeting is scheduled between representatives from the businesses in an area and the Police Department. At that meeting, the "Community" is outlined and data for the Information Network is collected.

The **Business Watch Program** procedures are explained to all those in attendance.

Effective maintenance of a Business Watch Program is explained, and follow-up crime awareness and prevention programs are scheduled.

For more information on **Business Watch** or to schedule a program for your business, call the **Clearwater Police Department Crime Prevention Unit**

To report a crime
Call 911 for an emergency, or
562-4242 (non-emergency line)



Clearwater Police Department
645 Pierce St.
Clearwater, FL 33756
www.clearwaterpolice.org



BUSINESS WATCH PROGRAM



Clearwater Police Department



Taking the concept of a Neighborhood Watch into the Business Community

Business Watch involves businesses watching over neighboring businesses. It is designed to work for all types of business communities; malls, plazas, downtown areas and individual stores. **Business Watch** is easy to participate in, and will not interfere with your business day.

The benefits of **Business Watch** are threefold:

REDUCE CRIME

This is accomplished by making your business area less attractive to criminals.

CUSTOMER SAFETY

A safer environment for your customers means a greater chance for repeat business and referrals to friends.

EMPLOYEE SAFETY

A safer environment for workers means less of an employee turnover and a reduction in business operating costs.

Components of Business Watch

REPORTS OF SUSPICIOUS PERSONS/ACTIVITIES.

COMMERCIAL OPERATION ID

BUSINESS E-MAIL

INFORMATION NETWORK

COMMERCIAL SECURITY SURVEY

CRIME AWARENESS AND PREVENTION TRAINING

Reports of Suspicious Persons/Activities

A major component of the **Business Watch Program** is being the eyes and ears for law enforcement by reporting suspicious persons and/or activities observed within your business community. These persons or activities are easily monitored by employees, through natural observations of their working environment. Who better to recognize a problem situation than someone who is familiar with an area? You and your employees are the best defense against potential crimes in your business.

Suspect ID Chart

What to look for in a suspicious person:



PHYSICAL DESCRIPTION

Height
Hair
Complexion
Eyes
Beard, Moustache, Sideburns
Visible Scars, Marks
Tattoos, Piercings
Age
Weight
Nationality if known
Speech Characteristics

CLOTHING/WEAPONS

Weapon Type
Shirt
Jacket, Coat
Pants
Shoes

Commercial Operation ID

Business owners, like home owners, should utilize the Operation Identification Program to mark their tools, equipment and non-retail items. Burglars and dishonest employees know that Operation ID greatly reduces their opportunity to successfully sell property stolen from your business.

An inventory record of these items should then be kept in a safe place. The inventory should include a detailed description of the item, make, model, serial number (if any), value and item's location in the business. If the item cannot be engraved, a photo should be kept on file.

Business E-Mail Information Network

The Information Network system allows important information to be passed among businesses in a watch area in a timely manner. If a suspicious incident or actual crime occurs, the reporting business would first call 911, and then call the area Watch Coordinator with the information. The Coordinator would alert the Network by e-mail to disseminate the pertinent information.

Commercial Security Survey

A Security Survey can be conducted for your business by officers who are certified Crime Prevention Practitioners. This is part of the target hardening process; making your business less attractive to criminals.

The officer can survey the physical design of your business. In addition to recording existing security features, the officer will make suggestions regarding additional locks, alarms, lighting, cash handling procedures and physical layout.