



# Press Release

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## **Gloucester Crime Reduction Partnership Exhibition**

### **A Huge Success - with Help from ICON.net Limited**

Gloucester - 4th April, 2006 - The Gloucester Crime and Disorder Reduction Partnership held an exhibition earlier this month targeting business security and crime prevention in the city, which was tremendously successful thanks in part to the involvement of ICON.net, a leading web design and branding agency based in Gloucester.

ICON.net developed the strong branding for the 'Putting Crime Out of Business' campaign which was dominant on the Partnership's web site, plus they created a range of branded promotional materials, including seminar invitations and posters, for the all-important pre-event publicity.

Pat Dabbs, project development officer at the Crime and Disorder Reduction Partnership had this to say: "The exhibition far exceeded all our expectations - it was a huge success. We received over 500 attendees to the event, featuring 25 exhibiting companies, with police officers coming from 7 neighbouring forces, as well local businesses and staff from education, religious organizations and charities - just the right target. We have a long-standing relationship with ICON.net and, again, they delivered an effective marketing campaign and provided expert help in planning the event as well."

"It was also vital that we updated our website to promote the campaign and ICON.net delivered an impressive web solution as well as meeting our offline requirements with full brand consultancy, design and print. Results of the exhibition will be posted there as we continue to monitor crime stats and trends following this high-level exposure," Pat added.

Nigel Robinson, director at ICON.net added, "We have been working with the Partnership for many years. Last year we developed their 'Challenge 21' campaign that is still running and is incredibly successful - with a far-reaching visibility across the county. Moving forward we will be working up new campaigns focusing on increasing security for the retail sector, and also a new project for the SmartWater( forensic property coding system targeting domestic and commercial applications."

The Gloucester Crime and Disorder Reduction Partnership, formed in 1999, comprising representatives from organisations across Gloucester, has a mission to ensure that the city is a safe, fair, just and thriving community, and to reduce the threat posed by crime and disorder.

Their third Crime and Disorder Reduction strategy targets the real issues affecting the city and its residents and is designed to provide a framework for activity over the next three years, based on the good success achieved to date. Take a look at [www.gloscrimereduction.org.uk](http://www.gloscrimereduction.org.uk).

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