

BRITISH RETAIL CONSORTIUM

*For Immediate release
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To: retail Journalists

CRIME SURVEY SEEKS RESPONSES FROM RETAIL INDUSTRY

The British Retail Consortium (BRC) is seeking responses from the retail industry to help gather data to produce its 12th Annual Crime Survey, which is being sponsored by ADT the UK's leading provider of retail fire and security systems.

Every year the BRC asks its members to complete the survey, outlining the costs of crime to their business. This year the BRC is asking ALL retailers to participate in the survey to gain a wider understanding on how crime affects the industry as a whole. ADT is generously offering one SME who answers the questionnaire the opportunity to win a free security audit and up to £2,000 worth of security equipment.

The results will be published in October and the data is the most comprehensive of any crime survey in the UK.

Kevin Hawkins, BRC Director General, says: "Last year spending on crime prevention grew by 77 percent and violence against staff soared. This is clearly an issue that affects all retail businesses.

"It is only through the participation of a cross section of retailers that we can paint an accurate picture of the effects crime has across the UK. I would urge all retailers to take the time to fill out our survey, to help us gain an accurate view of the effects of crime on our industry."

This is the 12th year the Annual Crime Survey has been undertaken and electronic versions of the questionnaire are available to retailers for the first time by e-mailing: surveys@brc.org.uk

ENDS

NOTES TO EDITORS

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About ADT

ADT, part of Tyco Fire & Security, designs, installs and services electronic security systems for retail, business and government and home intruder protection and detection systems. Sensormatic is a leading brand of ADT. In Europe, ADT's products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems. They are used to deter thieves and protect people, goods and property.