



STROUD GREEN ROAD

ALERTBOX SCHEME LAUNCH



Pauline Fearnough, with Paul Gale and the Safer Neighbourhood Team at MIND with Pauline's AlertBox



Welcome to the launch of the Stroud Green Road Alert Box Scheme.

Please enjoy the refreshments. Food and drink has been provided by Karmenz.

The results of our survey of the project have been included in this booklet. Please take some time to look through them.

Paul Gale, Safer Town Centre Manager, will give a brief summary of the background to the scheme and an overview of its successes.

This will be followed by the Mayor of Haringey, who will hand the scheme over to the next phase:
Blackstock Road.



What is an Alert Box ?

Essentially an AlertBox is an electronic messaging service that connects businesses (or residents) to each other. It can broadcast **warning** or **emergency** messages to neighbouring businesses and it's extremely simple to use. Each AlertBox is individually programmed with the user's name, address and telephone number. This information gets transmitted to other AlertBoxes if the user requires assistance. Each AlertBox contains an exact and reliable record of its use, which enables the Police to gather intelligence

Background

Following careful evaluation of crime reduction schemes in other Town Centres, the project commenced in August of 2006. Initially much of the work involved canvassing of traders. Most were extremely positive about the idea.

Objectives

- To reduce crime and diminish the fear of crime.
- To provide a catalyst for launching a business watch scheme
- To provide the tools for the business community to enable them to work together to help make Stroud Green Road a better and safer place to live and work.

The Stroud Green Road AlertBox Scheme

- 96 retailers are participating in the scheme
- All businesses are located on Stroud Green Road
- The Scheme covers both Haringey and Islington boroughs
- The scheme includes a mixture of outlets from small independents to large restaurant chains

Traders' Responses



"It's good, helpful, and at the least makes the neighbourhood feel nice and safer for the shopkeepers. We feel as though we have immediate backup." - Mustafa Danisan, ROHAN'S FRUIT BASKET

"I used the AlertBox once, and the neighbours responded right away. Definitely a good idea" - Andrea Hofner, ROGER DAVIES PHARMACY



"It helps businesses to get to know each other." - George Aristidou, CHRISTOPHER CHARLES

"It feels like FinFuture is thinking about local business people." - Alcosua Kyei, STROUD GREEN BEAUTY SHOP

"It's a fantastic thing to have, especially when I'm here on my own. It's really easy to use, and it's free." - Irene Varnasidis, BLOSSOM HAIR

"It's good, and it works. When it goes off we all respond." - Michael Walcott, CHRYSOS HARDWARE.

"I'm absolutely delighted with it. I now feel so much safer working in the shop on my own, and I also actually like the fact that everybody knows who works where. People are communicating with each other." - Pauline Fearnough, MIND

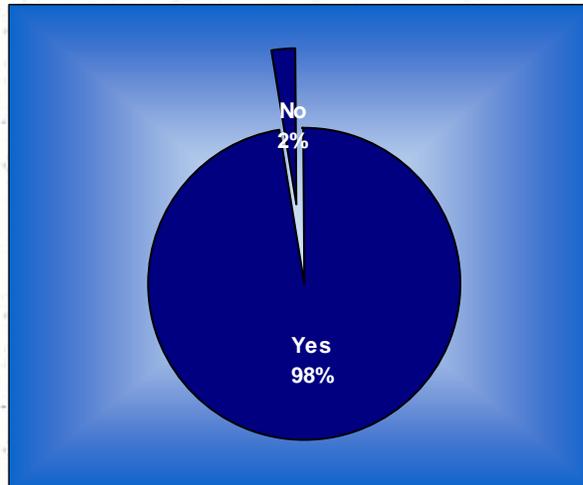


"It does what it says on the box." - Michael Tsu, SPARKS

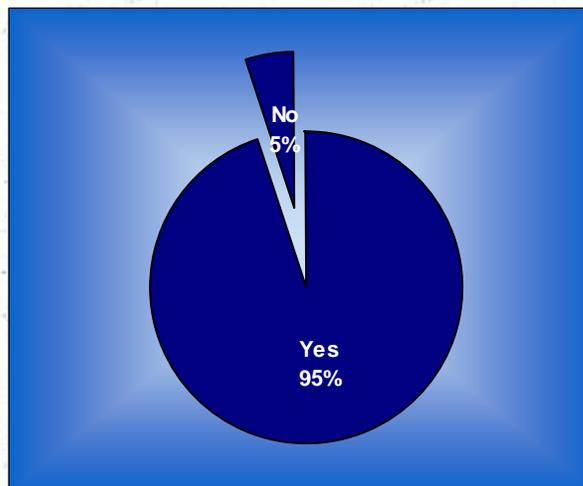
Results of the AlertBox Survey

We surveyed 41 businesses on Stroud Green Road about their AlertBoxes

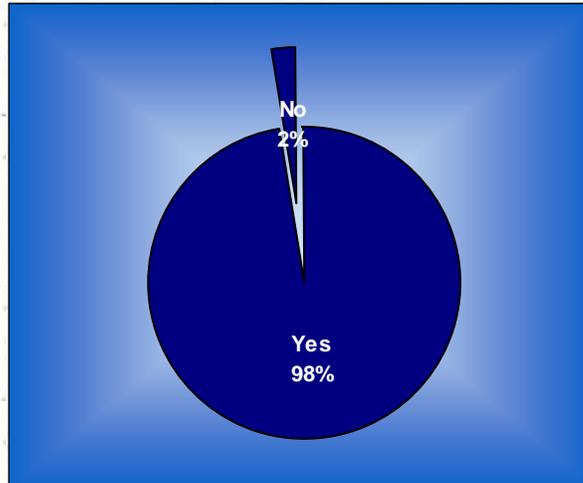
We asked businesses whether their AlertBox reduced their fear of isolation in worrying situations. 40 replied that it did:



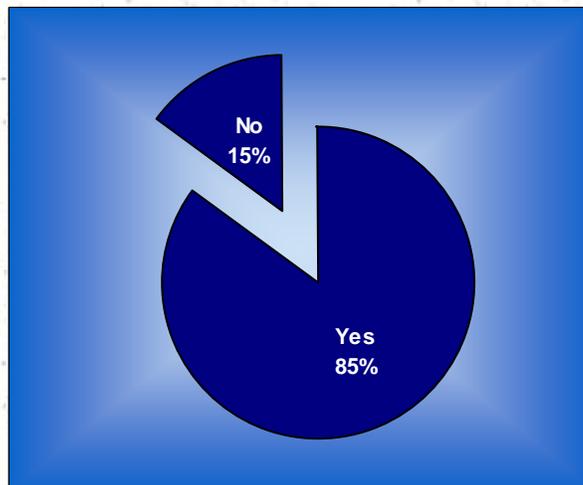
We asked businesses whether their AlertBox reduced their fear of anti-social behaviour. 38 Replied that it did:



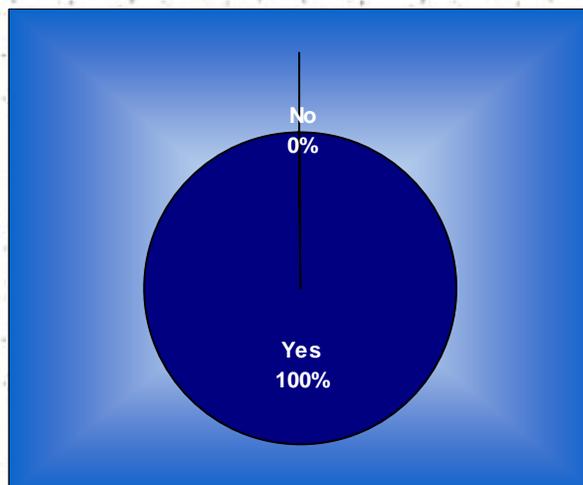
We asked businesses whether their AlertBox helped them identify the perpetrators of crime. 38 replied that it did.



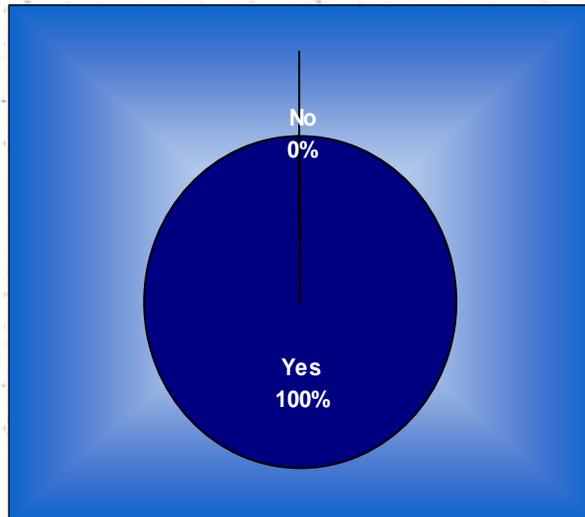
We asked businesses whether they felt their AlertBox had helped improve their relationships with other businesses. 34 Replied that it had.



We asked businesses whether it was beneficial to communicate with neighbours in the event of a problem. 41 replied that it was.



We asked businesses whether security and safety were important issues for them whilst at work. 41 replied that they were important issues.



We asked businesses whether they and their staff were confident in how to use their AlertBoxes. 41 replied that they were confident, and did not need further training.

