

CASE STUDY

Wiri Business Association Security Solution



Client

The Wiri Business Association is a registered non-profit organisation established to provide local businesses within the Wiri area a centralised way to promote economic development and growth through events, partnerships and initiatives. In 2006 the Wiri Business Association was officially made an Auckland Council Business Improvement District (BID) through a successful member ballot.

Ratepayers and business owners within the Wiri BID area are automatically members of the association. Currently they represent approximately 340 business owners and 350 property owners, and are funded via a targeted rate.



Led by General Manager Audrey Williams, and governed by a voluntary Executive Committee consisting of a mix of business and property owners and a representative from the Local Board, the association supports diverse business activity ranging from manufacturing and industrial through to construction, food and retail.



Project

Located off the hub of the Southern and South Western motorway interchange, Wiri is adjacent to Manukau City and the Auckland Airport, and currently hosts the Inland Port of Auckland.

Not long after the Women's Prison opened in 2006, Wiri had a notable increase in anti-social behaviour in the region. Members experienced a spike in break-ins, burglaries, graffiti and groups of youths wandering through property.

From 2009 to 2014 a variety of security solutions had been attempted with little success. Crime had not reduced in the area and the impact was resulting in businesses leaving Wiri with increasing vacant premises.

In 2014 Barcon Security were invited to work with Wiri Business Association to provide a solution to resolve this escalating issue.

'Security was the #1 issue when the business association started – and when it became a BID, Wiri's crime rate was 15% higher in most cases than everybody else in South Auckland, and of course South Auckland has always been higher than the rest of the country'

*Audrey Williams
General Manager
Wiri Business Association*

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Solution

The solution Barcon Security recommended to the Wiri Business Association to achieve the optimum crime reduction results was for 8 x one hour random patrols per night. In discussing this with the Wiri BID manager, it was agreed that 6 x one hour random patrols would better fit the proposed budget whilst still achieving the desired results.

In conjunction with the Wiri BID manager sites for tracking buttons were established and significant problem areas highlighted. Once installed, the points were tested and modified to achieve optimum effectiveness and efficiency of the runs.



A key part of the solution agreed with Wiri BID, was to rebuild trust and rapport with members following on from their previous experience. Along with the Wiri BID manager Barcon Security staff visited every member business to introduce themselves, outline the security solution and discuss any concerns.

Daily reporting was implemented and tailored to suit the requirements of the BID manager. The reports are supplied by 8am each morning and indicate any issues noted by the Barcon Security officers in the runsheets.

Barcon Security management meet with the Wiri BID manager on a weekly basis. Anything arising between meetings is addressed immediately with a visit or call as required.

Results

From the time Barcon Security began the contract with Wiri Business Association in 2014, crime rates have reduced by 84% in the current BID area according to New Zealand Police data. This is attributable to the 6 x one hour random patrol system we have in place 7 nights per week.

The implementation of the security tracking system ensures that runs are genuinely random and that members can verify and be assured of the security provided. Data shows that criminal activity within the current Wiri BID is 72% less than that of their surrounding BID expansion area.

The vigilance and observation of Barcon Security officers has resulted in the location and closure of three P-Labs in the Wiri BID area. Graffiti and illegal rubbish dumping has reduced significantly, and Barcon Security work with Wiri Business Association to apply the CPTED model for deterring crime.

The success of the Barcon Security solution for the Wiri BID has resulted in our rapid growth of contracted security clients within the Wiri area.

'In my many, many years of business, not just with Wiri, Barcon Security are the most pro-active in responding with clients that I have ever worked with.'

*Audrey Williams
General Manager
Wiri Business Association*