

Mtrack Sponsor Dorset Rural Crime Conference



Automatics were invited to present mtrack at the Dorset Rural Crime Conference on Friday 27 April 2012.

The event was initiated by Inspector Les Fry & Crimestoppers at the impressive grounds of the Kingston Maurward College, a training complex that specialise in the education of land-based industries.



Speakers covered criminal issues faced by rural businesses and preventative measures to deter thieves. They highlighted the cost of crime to businesses, both in terms of insurance, and securing costly alternatives to stolen equipment.

Over 180 attendees registered to see the day's speakers, which opened with an introduction by Richard Drax – MP for Dorset South.



Other speakers included High Sheriff of Dorset, Jeremy Pope, Craig Baker and Vice President of the NFU, Adam Quinney.

Delegates seemed shocked when Mark Timbell, staff engineer from NFU Mutual detailed tractor theft alone had cost the company over £10 million in 2010. Mark detailed tractor theft was on the increase and that Poland and Cyprus were key known destinations for stolen equipment.



The NFU Mutual presented discounts for customers who secure property with approved security systems. These included 12.5% discount for customers who protect equipment with the Automatics mtrack theft recovery tracking system.

Mtrack has already successfully recovered equipment for the NFU Mutual with the mtrack system boasting an impressive 98% international theft recovery performance.



**Inspector Les Fry
£10 Million Tractor Theft**

Mark also presented a new initiative from the NFU Mutual to help raise awareness in the form of their 2012 Country Crime fighter Awards into which Automatics have been entered.

Automatics director Richard Taylor discussed the successful mtrack theft recovery performance with NFU Vice President Adam Quinney to consider Automatics support with an NFU security focused campaign currently under consideration.

The event was important to raise awareness to the Rural Community and was delivered under the banner of Prevent, Protect and Preserve.

Inspector Les Fry said: "I'm incredibly happy with the success of the event. It got to the people most likely to be affected, so I hope we have come some way towards helping potential victims of crime to safeguard their businesses for the future"

