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**Our members  
are known by  
the company  
they keep...**

**... how about you?**



# LANCASHIRE'S MOST TRUSTED COMPANIES

*Scores of our local firms, large and small, have helped the Lancashire Partnership Against Crime (LANPAC), to raise more than £1 million for additional crime reduction measures in the county, improving their own trading environment, making invaluable contacts and earning a reputation of trust that their customers value.*

## What do we do?

LANPAC is a registered charity and a company limited by guarantee which raises valuable additional resources from a small annual fee paid by our members, as well as through fund-raising events, charitable donations and tax concessions. A Board of Directors drawn from our partners in the public, private and voluntary sectors allocate grants to enable police officers around the county to operate crime reduction initiatives that would not otherwise have been affordable and make donations to other organisations whose work supports our objectives, including the Lancashire Neighbourhood Watch Association and the NSPCC.

On average, our work allows one new crime reduction project to begin almost every week - protecting the vulnerable elderly, tackling car crime, drug abuse, street robbery and burglary, making women feel safer on the streets and at home, and providing a wide range of educational services and recreational opportunities to help our young people lead safe, productive lives. Over the years, more than £1 million has driven hundreds of effective projects, both locally and countywide, providing a significant addition to community safety and prosperity and making a real difference to the community of Lancashire.

## Who are our Members?

LANPAC members represent the complete spectrum of Lancashire's businesses and public services, including the police, local authorities, national companies with branches in the county, small local firms and even sole traders. No organisation is too large or small and our graduated system of membership fees is designed to ensure that no one is excluded. We believe that our members exemplify the best of Lancashire, people who understand the importance of corporate social responsibility and its growing impact, both on their working environment and the way they themselves are perceived by their customers. Survey after survey has shown an increasing public trend for spending decisions to be biased in favour of companies like them that demonstrate this kind of community awareness, so being 'Known by the Company they Keep' also offers clear commercial advantages.

## **What do our Members Receive?**

In addition to these enhanced public perceptions, members also enjoy direct benefits, including:

- priority access to up-to-date criminal intelligence, crime reduction advice, publications, conferences and training, improving their own security and the safety of their employees
- networking opportunities with a wide range of businesses and organisations, social events and contact with their divisional police management, providing opportunities to influence solutions to local problems
- direct one-click links to their own business via a dedicated LANPAC website
- privileged business-to-business rates for products and services from their fellow members
- exclusive use of the LANPAC logo to agreed standards on their corporate correspondence, publications and advertising
- opportunities to take part in LANPAC and police initiatives, providing exposure for their products and services

And, of course, being 'Known by the Company they Keep' includes invaluable endorsement by association with the police and the county's leading public services and businesses.

## **How do I Join?**

Becoming a LANPAC member could not be easier. Just contact the LANPAC team at Police Headquarters or visit the LANPAC website. Once your membership is approved, we will be pleased to invite you to Police Headquarters, for the official presentation of your framed membership certificate. After that, we will keep in regular contact with a series of newsletters, the latest crime reduction information and social events such as our annual dinner and golf tournament.

## **Why Should I Join?**

The host of good reasons we have already described add up to one simple answer: LANPAC companies send out a powerful message that they share their customer's concerns for a safer, more prosperous Lancashire.

## **Shouldn't your firm be 'Known by the company it keeps?'**

Visit [www.lanpac.co.uk](http://www.lanpac.co.uk)  
or call us direct on 01772 618733



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