



2026



Rural SafeGuard



Rural SafeGuard™

Mitigating Rural Crime by Reducing
the Opportunity to Offend

**OPTIMAL
RISK** Programme

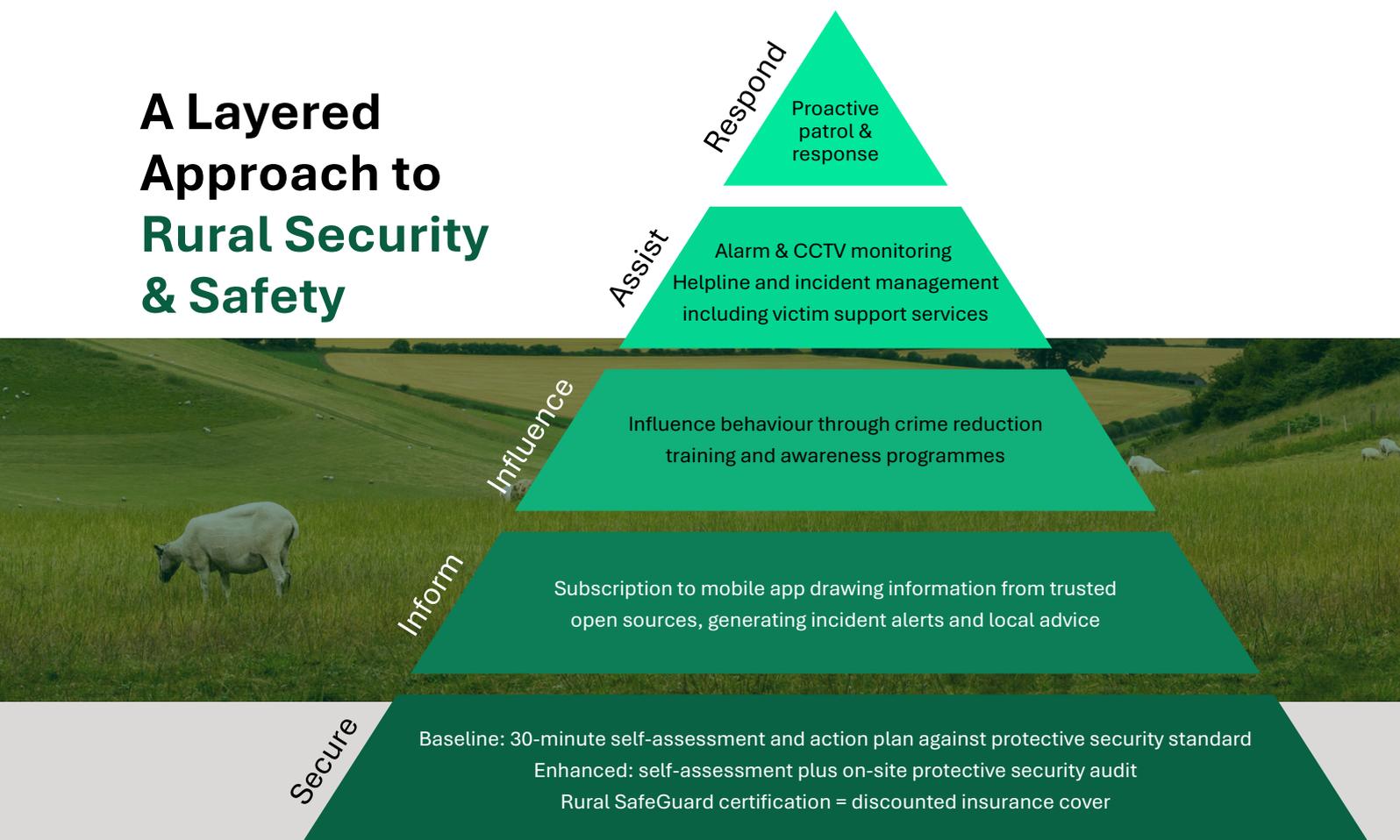
What is the Rural SafeGuard™ Programme

Rural SafeGuard™ was developed, and is managed, by Optimal Risk's team of Chartered Security Professionals, drawing on their extensive military and commercial security experience to help bring innovative solutions to crime across our rural communities.

The programme seeks to achieve a true national picture of rural crime, looking beyond local county or regional trends. Working alongside the National Rural Crime Network, it is overseen by a panel of industry experts drawn from the police, criminologists, industry bodies, and insurers.

Designed to reduce the fear and anxiety that is associated with rural crime, the programme will help achieve an appropriate level of protective security measures without impacting daily tasks around the farm.

A Layered Approach to Rural Security & Safety



It creates a behavioural based security culture that safeguards the rural way of life.

Rural SafeGuard™ will help its partners understand the criminal mindset, identify exploitable vulnerabilities, create affordable solutions, and allow those within the rural communities to operate in a low crime environment.

The Rural SafeGuard™ Solution

The solution delivers robust defence by integrating multiple layers of protection and creating a hostile environment for the criminal.

Each protective layer acts as a barrier between the criminal and the target of their attack; an effective barrier serves to Deter the offender from attempting their attack, Detect them at the earliest stage possible, Delay them for as long as possible, and buy time to initiate a pre-planned Response that avoids placing the victim in harm's way.

The best barriers will deliver multiple effects, at an affordable price, without unduly impacting those that live and work in the rural communities.

Systematic Approach

- Identify what to protect
- Understand the threat actors
- Detect vulnerabilities
- Categorise adversarial risk
- Design affordable solutions
- Review defences when appropriate

Simple Delivery Model

- Engage the rural community
- Start meaningful conversations
- Explain why there is a need to act
- Influence protective behaviours

Desired Effect

- Deter the offender
- Detect suspicious behaviours
- Delay the attack
- Respond as planned

The Rural SafeGuard™ Toolbox includes numerous features:

- 1 Accreditation to Rural SafeGuard™ Crime Reduction Standard
- 2 Access to a 24/7 alarm monitoring and response service
- 3 Subscription to an incident trend and information database
- 4 Access to a behavioural-based security awareness programme
- 5 Signpost to verified and affordable technical solutions
- 6 Signpost trusted security service providers

The Rural SafeGuard™ Services

Helping everyone to understanding the criminal mindset and the attack methods so they can create affordable and proportionate defences to reduce the likelihood of reoccurrence.

- Security management reviews
- Threat, vulnerability & risk assessments
- Collect and share information on rural crime trends
- Alarm & surveillance camera monitoring
- Vehicle & equipment tracking services
- Police, Local Authority, & security service liaison
- Rural crime specific user guides and toolbox talks
- Post incident support, scene investigation, root-cause-analysis
- Asset inventory, property marking, equipment registration
- Security Responsible Person competency training
- Protective security course — employee awareness

A Trusted Partner to Rural Policing

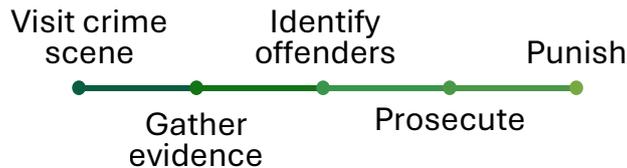
The Rural SafeGuard™ programme is designed to augment the police service across the rural communities by mitigating the ever-growing impact that crime has on those that live, work, rest, and play away from urban areas.



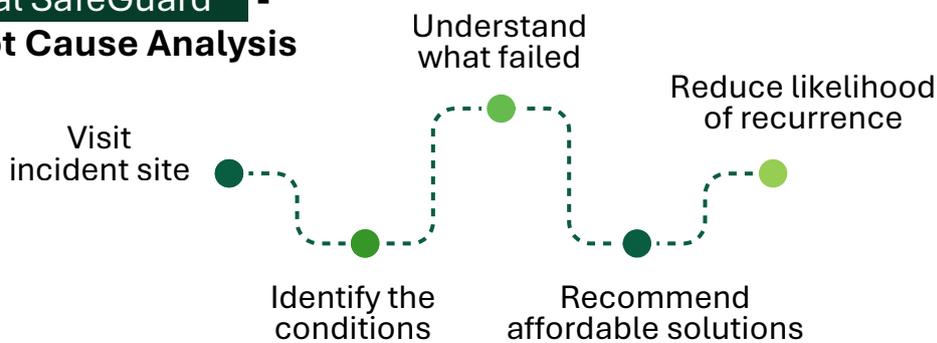
Collaborating with Police Rural Crime Teams

Whilst the police seek to gather evidence to identify the perpetrator and secure a conviction, Rural SafeGuard™ addresses the motivation, capability, and attack methods of the criminals.

Police Criminal Investigation



Rural SafeGuard™ - Root Cause Analysis



Through a systematic process, including root-cause-analysis, the programme reveals how the crime was conducted, what conditions allowed it to occur, and what was the total cost of the interruption to the business.

Armed with this information, Rural SafeGuard™ seeks to engage an array of stakeholders to start a dialogue on the need to act, outline a sustainable and affordable method to create multiple layers of defence, and to influence behaviours to reduce the opportunity for the offence to reoccur.

Reduce Opportunities



Rural Crime Types

- Property theft & burglary
- Malicious damage & vandalism
- Arson & sabotage (ideological protest)
- Fly tipping & off-roading (bikes and 4x4)
- Violence & antisocial behaviours
- Hare coursing & poaching
- Wildlife crime & egg collection
- Badger baiting & illegal hunting
- Animal worrying & littering
- Unauthorised encampments
- Modern day slavery & human rights abuse

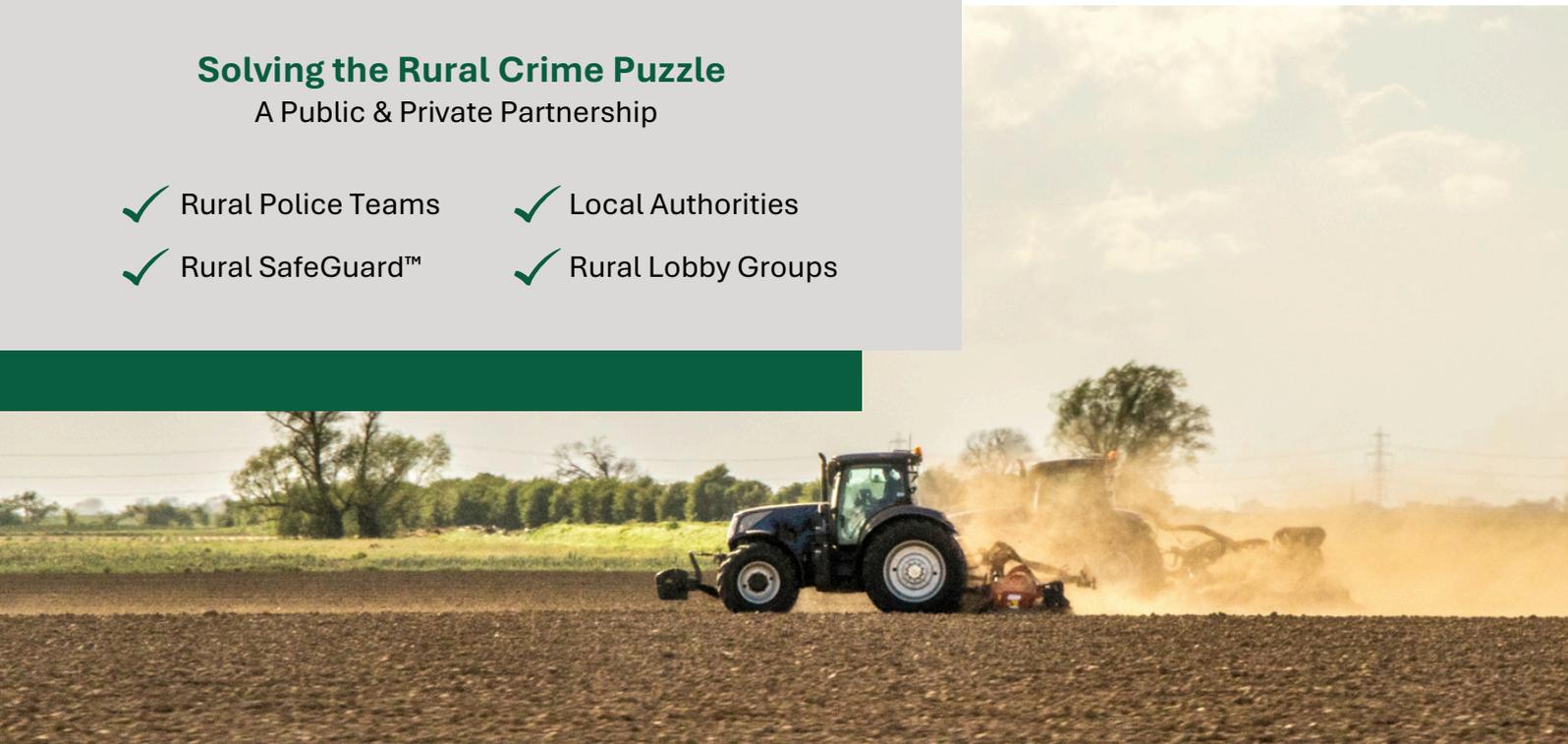
Vulnerable Rural Sectors

- High net worth families
- Farms & landed estates
- Rural sports venues
- Forestry & fishing
- Abattoirs & agricultural supply chain
- Heritage & places of worship
- Renewal energy & solar farms

Solving the Rural Crime Puzzle

A Public & Private Partnership

- | | |
|----------------------|----------------------|
| ✓ Rural Police Teams | ✓ Local Authorities |
| ✓ Rural SafeGuard™ | ✓ Rural Lobby Groups |



OSPA's
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OSPA WINNER 2024



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