



Press Information

Romford BID Hosts Third 'Day of Action' and Announces Major Expansion of My Local Bobby Service

Romford BID held its third "Day of Action" in the town centre on Thursday 15th May. The event aimed to inform and educate local businesses, workers, and residents about various ways different safety organisations work together in the town and how the community can take steps to improve their own safety.

A key highlight of the day was the announcement of a major investment into the My Local Bobby (MLB) service. The landlords of The Liberty and The Brewery shopping centres have each pledged £50,000 to support and expand the initiative, doubling the number of Bobbies from two to four. This increased investment means Romford will now benefit from MLB coverage seven days a week, with four officers on duty on four of those days. The expanded team includes existing officer Chris Levy, joined by new recruits Muhammad Islam, Tyler Morrison, and Ricky Averkiou - further strengthening Romford BID's commitment to maintaining a welcoming and safe town centre.

The Day of Action began with a breakfast briefing at the Salvation Army at 9.15am. Attendees included Superintendent Simon Hutchison, Inspector Matthew Willison, a representative for MP Andrew Rosindell, and representatives from the police, Havering Enforcement, MLB, shopping centre security teams, and landlord representatives - bringing together around 50 people. Presentations were delivered by BID Director Julie Frost, The Brewery Centre Manager Stuart Wilson and Sergeant Aaron Harris, plus some great words of encouragement from Superintendent Simon Hutchison – while delicious bacon and sausage sandwiches were demolished.

The Police Community Safety Officers had a stall on South Street between 11am and 12.30pm and in the Brewery Shopping Centre between 3pm and 4.30pm, where they offered tips to the public about how they could better protect themselves online. Throughout the day the Police, Havering Enforcement, and My Local Bobby were also in the town monitoring and responding to anti-social behaviour.

There were some great results during the day including 15 x searches and 5 arrests in total – 1 x immigration, 3 x shoplifting theft and 1 x obstructing the police. Other disposals included 3 x community resolutions for cannabis and 3 x community resolutions for shoplifting theft.



Press Information

Havering Enforcement teams also had a good day with 1 x CPW issued for waste, 1 x fly tipping issue and 3 x verbal warnings given. We look forward to the next one!

Julie Frost, Romford BID Director said, *"Our Day of Action is all about collaboration and visibility. It's so important for the community to see the united front working to make Romford safer - and to feel empowered to contribute. The investment from The Liberty and The Brewery into our My Local Bobby programme is a huge vote of confidence in the work we're doing, and it allows us to build an even more consistent, proactive presence in the town centre."*

Stuart Wilson, Brewery Centre Manager said, *"It's been great to be part of supporting the increase and planning of the additional My Local Bobby officers. Since Romford BID initiated the first team, I've seen crime and ASB continue to reduce across the town and I've no doubt by increasing the presence of officers this will continue to reduce to ensure our town centre visitors feel safe and want to come to the town. The key to the whole initiative is partnership working with shopping centres, My Local Bobby, Romford BID and our local town centre Police teams all working together, which this additional team will enhance."*

Tom Stobbart, Centre Manager at The Liberty Romford, commented: *"As a well-established part of the Romford community, The Liberty is proud to support initiatives that make the town centre a safer, more welcoming place for everyone. Expanding the My Local Bobby service is a vital step in creating a consistent and visible security presence that reassures visitors and supports local businesses. Being part of this collaborative effort with Romford BID and our neighbouring centres shows the strength of our shared commitment to the town's future."*

----- ENDS -----

For more information, please contact Sarah Gregory on 07725 041862