



At Gloucestershire Constabulary, we fully recognise that rural areas typically tend to be safer, but the impact of crime is often greater on victims in the countryside due to their remote and isolated locations, making them feel more vulnerable and concerned. They also pose a threat to public health and safety, as well as animal welfare.

The scale, cost, social impact and other effects of crime in rural areas are underestimated, under-reported and not fully understood.

Farming communities are facing fear and intimidation from groups of criminals and this has severe impacts on agricultural businesses. This in turn negatively influences both the local and national economy.

The loss of equipment may not be noticed immediately and its detection can often be challenging but this type of crime has a real impact on peoples' livelihoods and community confidence, heighten the feelings of vulnerability and fear of crime in rural locations.

To assist in combatting these issues, our Police and Crime Commissioner, Chris Nelson has secured funding from the Home Office's Safer Streets scheme to allow AX Innovation Limited to provide its industry leading covert vehicle tracking service at a substantially discounted rate to landowners and farmers within Gloucestershire.

AX Innovation's "AX Track service" is accredited by UK Policing's Secured by Design initiative and Thatcham Research, which means it is also approved and recommended by top UK insurers, including National Farmers Union, Aviva and Hiscox.

The AX Track team have been successfully recovering stolen vehicles for over 10 years, protect more than £250m worth of vehicles and have a stolen vehicle recovery rate of over 99%.

AX Track is a completely managed covert service, which will be professionally installed on site by in-house technicians and provide you with the best chance of recovering your vehicles and machinery in the event of theft.

With decades of policing experience, the AX Track team understand the competing demands on Gloucestershire Constabulary officers and staff, and in the event of you reporting a theft, they will independently deploy to the area to help ensure your property is recovered as soon as possible.

Knowing that agricultural machinery could sometimes be left unattended for prolonged periods, the intelligent technology also allows you to set virtual GPS geofences, which means that if it reports outside of the protected area, you will be contacted to confirm whether the asset is safe.

This exclusive offer is **12 months cover for £140 plus VAT** for 12 months cover with home fitting. There is also an option to extend it for £100 plus VAT for additional years (reduced from £125 plus VAT) directly with AX Track at the end of the contract.

Please note the funding for this scheme has secured a limited number of AX Track covert tracking devices which will be allocated by Gloucestershire Constabulary. This offer will last until all the devices have been purchased.

AX Track normally retails at £424 for 12 months cover with on-site fitting.

To take advantage of this exclusive discounted offer please make your purchase on the AX Track website here : <https://my.axtrack.com/> using the discount code GLOSPOLICE@AXTRACK

Once your payment has been processed AX Track will notify Gloucestershire Constabulary of your acceptance into the Home Office funded initiative.

Whilst this offer is primarily intended for commercial vehicles and machinery, AX Track have also agreed to protect your private vehicles at £300 plus VAT for 12 months cover under this Police-led initiative until 15th November 2024 - please apply discount code GLOSPOLICE@AXTRACK/PRIVATE

You can find out more about AX Track here: [Vehicle Tracking and Recovery Solutions | 99.1% Recovery Rate | AX Track \(ax-uk.com\)](#)

Contact the team online: [See AX Track's Prices | Contact Us \(ax-uk.com\)](#)

If you have any questions, please contact the AX Track team: axtrack@ax-uk.com – Telephone number 0333 009 1199.

In addition, upon benefiting from this offer you will also automatically be registered as a member of the new Gloucestershire “Farm and Estate watch”, which will be launched shortly and whose principle aim is to focus on the concerns experienced by yourself and work together to tackle them.

If you wish to discuss any additional matters in relation to rural, wildlife or heritage crime in Gloucestershire please do not hesitate to contact me at samantha.swinford@gloucestershire.police.uk or your local Rural Crime officer.

We very much look forward to working with you in the future.

PS Samantha Swinford

Rural, Wildlife and Heritage Crime Sergeant