

Helping make suburbs safer

Residents of the suburb of Groenkloof in Pretoria are sleeping easier, following the establishment of a safety initiative directed at displacing crime from their area aided by Pole Ads's sponsorship of signs at the entrances and exits to the suburb. Pole Ads is the Pretoria-based division of independent media owners ADreach Group, which operates a widespread national network of more than 30 000 advertising signs.



Having established the Groenkloof Safety Initiative (GSI) in an effort to combat crime in their area, concerned residents approached Pole Adds for a sponsorship to assist in raising awareness for their initiative. Pole Adds responded to their call by erecting 30 frames to carry signage prompting residents to join the GSI.

“We have had a very good response from the community since the signs went up,” says GSI member Ma Wassenaar. “Many more people have joined our initiative, we are now getting active participation on crime reporting and in general people feel safer.”

GSI's increased membership has facilitated the appointment of a single security service provider for the suburb. Groenkloof residents will soon enjoy associated benefits, including: active vehicle patrols in the area; a 'meet and greet' service available on request; a dedicated contact number at the security company for GSI members; alarm monitoring and armed reaction to alarms; and on-site 24-hour monitoring of CCT cameras to be erected at the suburb's 6 entrances and in the park.

“The signage is very striking, and can't be missed by anyone entering or leaving our suburb,” continues Wassenaar. The signs also send out a strong message to criminals who might still dare to come here! In essence our crime statistics have improved – mostly due to enhanced communication and interaction between community members and the SAPS. The support of companies like Pole Adds has helped immensely in our effort to fight crime. Thank you for improving the visibility of our initiative!”