



Robbery Prevention



Colonial Heights Police Department

Tips & Suggestions

Be a great neighbor, communicate with neighboring businesses. You are part of a larger community. By working together we can keep each other safe. Criminal activity in our community affects everyone.

“A robber’s objective is to get the money!”

Colonial Heights Police
100-A Highland Ave
Colonial Heights, VA 23834
804-520-9300 (non-emergency)
9-1-1 (emergency)
www.colonial-heights.com

TAKE THE INITIATIVE

Report any suspicious activity or persons to the police.

From convenience stores to banks, a robber’s objective is the same; get the money! One action the criminal initiates before each robbery is to weigh the risk of detection and apprehension, versus the reward.

Immediately report suspicious activity to the police.

People are usually afraid to report suspicious activity because they are afraid of offending someone or inconveniencing the person they are calling for help (usually the police).

If you observe it, report it.

Create clear lines of sight (both looking in and out) that can alert you to someone casing your business. Don’t cover your windows with marketing materials or pile up crates/boxes in front of windows or in aisles.

Good lighting can deter most criminals. Proper lighting, both inside your business and in your parking lot will help with prevention initiatives.

Cash control procedures can decrease your loss. The larger the amount of cash on hand, the greater the risk to the victim and the larger the reward for

the suspect.

Evaluate all security devices and procedures to ensure they will perform as expected. Educate your employees on the capabilities and operation of security devices located in your business.

Digital Video Snapshot
Site: Virginia/2186
Camera Name: Cam 2 First 2 counters
6/21/2008 12:51:43 PM (Eastern Daylight Time)



Capture Size: 352 x 240 pixels
Recorder Network Name: DVRGS0751A907
Recorder Serial Number: GS0751A907
Recorder Station ID: 2186

This picture represents an actual robbery that occurred in the City of Colonial Heights. (Note: The quality of camera & positioning was instrumental in identifying the suspect.

During & After A Robbery

During Robbery

- Your responsibility is to survive. You will greatly increase the danger of being injured or killed if you resist.
- Your best defense is to comply with the demands of the robber.
- Robbers bring a weapon to ensure they get control.
- If a weapon is indicated but not seen, assume that the suspect has a weapon.
- Do not resist.
- Do not fight.
- Do not argue.
- Do not follow robber out of the store.

After Robbery

- (9-1-1).
- Lock up the store.
- Ask witnesses to stay.
- Preserve the scene.
- Obtain names & phone numbers of anyone unwilling to wait for police.
- Complete the Robbery Suspect Description Form.



Colonial Heights Police Department

Robbery Suspect Description Form

Business: _____


Address: _____


Victim / Witness: _____

Phone Number: _____

DESCRIPTION OF PERSON

DESCRIPTION OF PERSON

SEX _____ RACE _____ AGE _____ HEIGHT _____ WEIGHT _____ HAIR _____ EYES _____ COMPLEXION _____ SCARS, etc _____ WEAPON _____ CLOTHING _____ BUILD (Pot Belly, Skinny) _____ LOCATION LAST SEEN _____ DIRECTION OF TRAVEL _____ UNUSUAL CHARACTERISTICS (Glasses, beard, jewelry, etc.) _____ 	
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SEX _____ RACE _____ AGE _____ HEIGHT _____ WEIGHT _____ HAIR _____ EYES _____ COMPLEXION _____ SCARS, etc _____ WEAPON _____ CLOTHING _____ BUILD (Pot Belly, Skinny) _____ LOCATION LAST SEEN _____ DIRECTION OF TRAVEL _____ UNUSUAL CHARACTERISTICS (Glasses, beard, jewelry, etc.) _____ 	
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Description of Vehicle

Circle Appropriate Vehicle Type: 2-Door 4-Door Convertible Van Truck Station Wagon
 Motorcycle Other: _____

Vehicle Make: _____ Vehicle Model: _____ Vehicle Color: _____

License Plate Number: _____ State: _____ License Plate Color: _____

Unusual Characteristics of Vehicle (dents, markings, bumper stickers, etc): _____

Use back page for any other remarks