

CREATIVE DESIGN

ANIMATION

BRANDING

PORTFOLIO

PHOTOGRAPHY

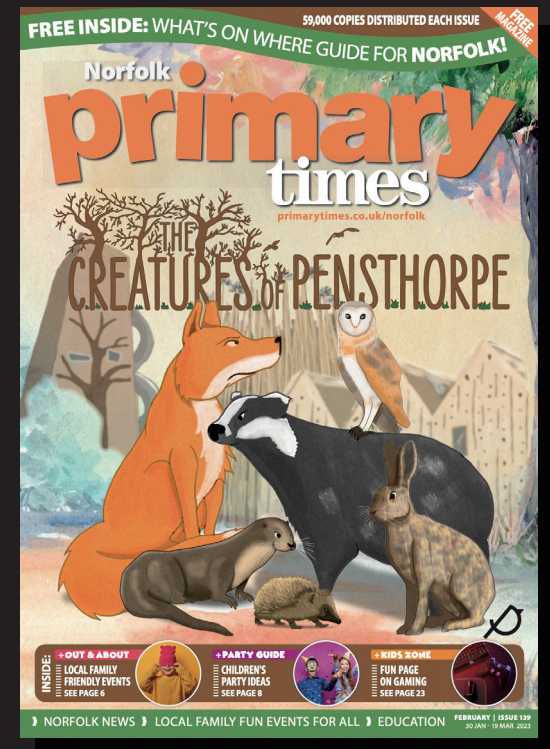
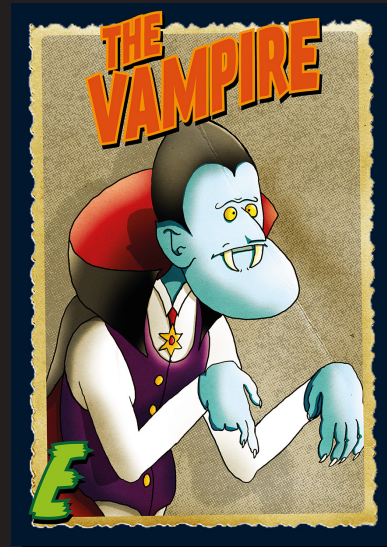
VIDEOGRAPHY

ILLUSTRATION

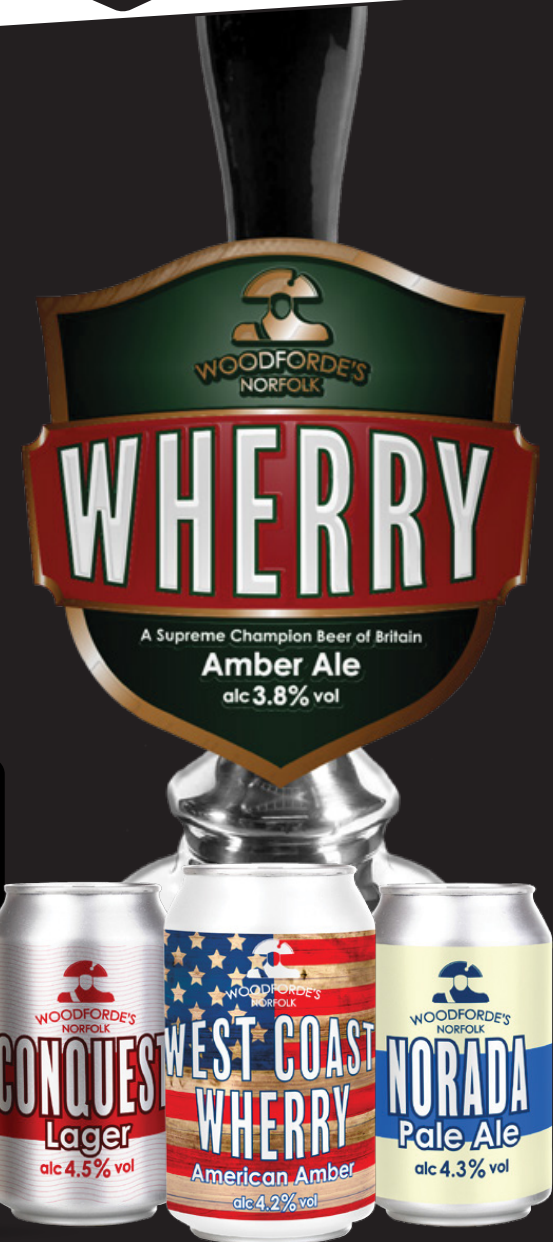
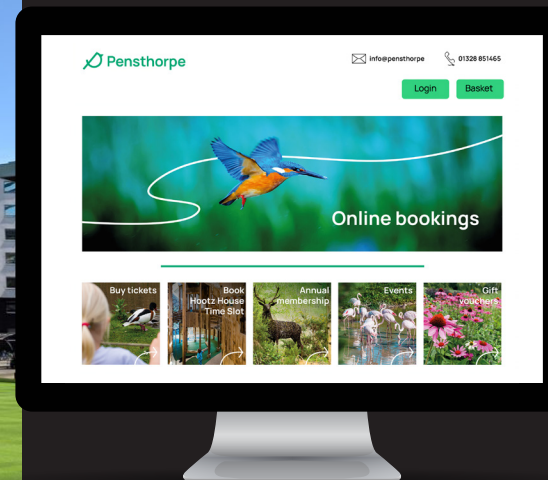
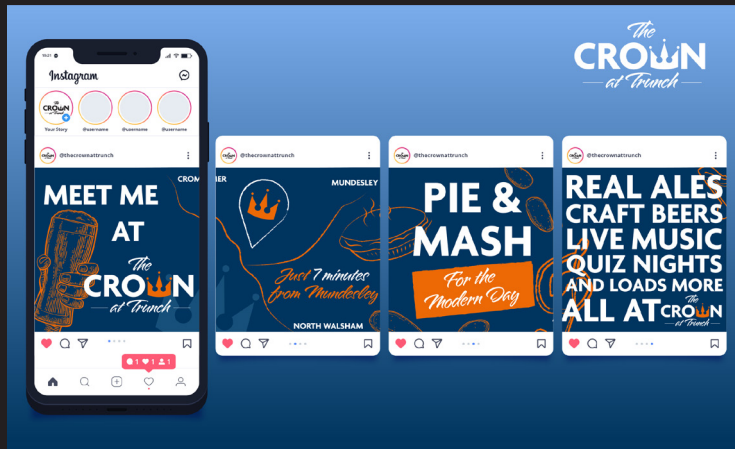


ILLUSTRATION

HAND DRAWN
AND VECTOR



BRANDING FROM DIGITAL DISPLAY ADDS TO LARGE FORMAT PRINT



PHOTOGRAPHY

INTERNATIONALLY PUBLISHED PHOTOGRAPHER
IN A WIDE RANGE OF SUBJECTS





RECENT PROJECTS

LOGO DESIGN

FROM LOCAL
TO GLOBAL



Snug.
HOSPITALITY

The CROWN
— *at Trunch* —



HAINFORD THE NORFOLK
CHEQUERS
COUNTRY PUB & DINING



THE FREEMASONS
ARMS
NORWICH





CITY OF LONDON POLICE



UK's Policing Lead Fighting Fraud, Economic and Cybercrime

Fraud

[fraud] noun

Fraud is the act of gaining a dishonest advantage, often financial, over another person. It is now the most experienced crime in England and Wales, with an estimated 6.1 million incidents in 2021/2022.

Economic Crime

[i'kɒnɒmɪk] [i'kɒm] noun

Economic crime refers to a broad category of activity involving money, finance or assets, the purpose of which is to unlawfully obtain a profit or advantage for the perpetrator or cause loss to others.

Cybercrime

['saɪbəkraɪm] noun

Cybercrime encompasses a wide range of criminal activities that are carried out using digital devices and/or networks.

Role of City of London Police

The City of London Police, as the UK's policing lead combating fraud, economic, and cybercrime, spearheads coordinated criminal justice strategies. It operates Action Fraud, the national reporting centre for these offences, saving an estimated 400,000 police hours annually. In 2024, the force will launch an enhanced reporting and analysis service, underscoring its commitment to staying ahead of the ever-evolving landscape of financial crime.

As the dedicated police force for the City of London, often referred to as the Square Mile, the City of London Police plays a pivotal role in ensuring the safety and security of both the physical and digital aspects of the UK's primary financial district. Their local presence not only safeguards the businesses and professionals within the area but also contributes significantly to fostering a safe and welcoming environment for global companies, reinforcing the City's economic security and status as a world-class destination for international commerce and investment.

The City of London Police collaborates closely with partners such as the National Crime Agency (NCA), National Cyber Security Centre (NCSC), and Financial Conduct Authority (FCA). Their efforts ensure effective coordination across regions to combat offenders and disrupt criminal networks while maintaining personalised victim care through collaboration with local police authorities.

Additionally, the City of London Police operates the National Economic Crime Victim Unit (NECVU), offering support, guidance, and resources to victims of economic crime. The City of London Police Authority works closely with the City of London Police in shaping the government's response to fraud, economic, and cybercrime by contributing expertise, facilitating collaboration, and driving innovation to protect individuals, businesses, and the economy from criminal exploitation.

Recent Developments Overview

Strategy Development

City of London Police has achieved a significant milestone by developing its inaugural national 5-year policing strategy, addressing the interconnected challenges of fraud, economic, and cybercrime. This strategic initiative underscores the need for a 'whole system' response to these threat areas.

Policy Innovation and Advancement

The City of London Police works closely with key partners and stakeholders in shaping legislation aimed at combating economic crime, particularly through its involvement in the passage of the Online Safety Act 2023 and the Economic Crime and Corporate Transparency Act. Of significant note is City of London's advocacy for provisions within the Online Safety Act targeting online fraud, which mandates the removal of illegal content, including fraudulent adverts on online platforms. This legislation, coupled with the Online Fraud Charter, is a collaborative effort between the government and the technology sector.

By successfully advocating for the more prominent inclusion of fraud in the Strategic Policing Requirement (SPR) 2023, the City of London Police Authority has helped elevate the prioritisation of fraud by local Police and Crime

Commissioners. With local authorities now mandated to factor in the SPR, this strategic advancement will help fraud prevention and enforcement receive appropriate attention and resources, both nationally and locally. Considering the future, City of London Police Authority is initiating the call for the Strategic Policing Requirement (SPR) to recognise fraud as a standalone threat, rather than a subsidiary of Organised Crime.

Convening key partners

The City of London Police Authority convenes key partners from law enforcement agencies, regulatory bodies, and public sector authorities in roundtable discussions aimed at driving collaborative efforts towards achieving meaningful reforms that prioritise justice, reduce resource burdens, and enhance the effectiveness of fraud investigations and prosecution. A recent roundtable event brought together the NCA, Crown Prosecution Service, Serious Fraud Office (SFO), Public Sector Fraud Authority (PSFA), Financial Conduct Authority (FCA), and HM Revenue and Customs to discuss reforms in the disclosure regime concerning fraud investigations and prosecutions.

The National Economic Crime Victim Care Unit (NECVU) has supported 92 victims to recover **£2,501,570** since January 2021.



Case Study

Operation Henhouse



Strengthening National Security Through Proactive Fraud Prevention

The City of London Police Authority advocates for the UK's approach to be continuously reviewed and updated to address evolving threats.

Strong and consistent political leadership and commitment, as well as dedicated levels of funding are essential to reframe the UK's fraud problem as a national security priority. Joining up of Government structures to drive a strategic approach which addresses the interplay between fraud, economic and cybercrime and other serious and organised crime such as terrorism, modern slavery, and drug trafficking.

Discussions: Sustained momentum in ongoing reviews, removing barriers that hinder the advancement of fraud cases and bolstering efforts across various crime types in response to the increasing digitalisation of society.

In the year ending December 2021, **1 in 15** adults of all crimes in the UK were victims of fraud. 18% of those victimised locations were more than once.



During 2021, over **300** calls were made to the City of London Police, which is judged to be at risk of outside.



City of London Police estimates that **over 70%** of fraud either originates abroad or has an international element.

Accounts for **41%** of all crimes in England and Wales but receives less than **5%** of funding.

Next steps in tackling fraud, economic and cybercrime

Spearheading an innovative overhaul of its reporting service, transitioning from Action Fraud to an improved, next-generation fraud and cybercrime reporting and analysis service. This £150 million transformation programme not only aims to enhance the victim experience but also harnesses cutting-edge technology to analyse, link, and identify trends, offenders, and enabling activities, reinforcing the police force's proactive stance against the ever-evolving threats of fraud and cybercrime.

Establishing the Economic and Cyber Police Headquarters (ECPHQ) to consolidate national responsibilities for fraud, economic, and cybercrime. This initiative aims to centralise coordination, capitalise on synergies in strategy setting and performance frameworks, and facilitate consistent engagement, support, and organisational learning nationwide.

Launching and managing regional Proactive Economic Crime Teams (PECTs), in conjunction with enhanced National Lead Force teams. These units will actively target fraudsters, disrupting their operations to achieve both criminal justice outcomes and alternative resolutions.

Supporting the national development and implementation of the Fraud Targeting Cell (FTC). This involves contributing resources and facilitating the establishment of systems and processes, deploying over and over intelligence assets to fulfil national intelligence requirements outlined by the FTC, bolstering intelligence packages, and driving proactive operations.

Overview

Operation Henhouse was a nationwide crackdown on fraud in 2023. The culmination of Operation Henhouse 1, 2 & 3 has resulted in 146 arrests and voluntary interviews, 1014 cases and direct notices issued and over £24.5m in seizures and disruptions. Led by the City of London Police and funded by the National Economic Crime Centre (NECC), this collaboration exemplified the power of collaboration among various law enforcement bodies in the United Kingdom. Targeting a wide array of fraud offences—from romance scams to banking fraud and money laundering—Operation Henhouse not only disrupted criminal activities but also safeguarded potential victims and recovered high-value assets.

£13.9 million in seized assets (including luxury cars, jewellery, and cryptocurrency)

Strategic Approach

Operation Henhouse's strategy hinged on nationwide collaboration, with 100% representation nationally across UK police forces and regional organised crime units (ROCU). This concerted effort was instrumental in executing a comprehensive crackdown on various forms of fraud, demonstrating the effectiveness of pooling resources and expertise. The operation witnessed substantial seizures, including luxury vehicles like a BMW M5 Competition, high-end watches, and substantial amounts of cryptocurrency.

Key Outcomes and Impact

National Coverage: The operation covered the entire UK, with notable activities including the recovery of over 250 smartphones linked to money laundering in Stockport and the disruption of a major online-enabled fraud operation by South Yorkshire Police.

Protecting the Vulnerable: A poignant success story involved safeguarding a vulnerable elderly victim in West Wales, showcasing the operation's focus on the human cost of fraud.

Financial Recovery: The seizure of high-value items and the disruption of money laundering operations dealt a significant financial blow to criminal networks.

58 Warrants Executed

Reflections and Future Directions

Operation Henhouse represents a landmark achievement in the UK's fight against fraud, showcasing the strength of collaborative law enforcement. The operation's success has established a precedent for future initiatives. The intensification efforts of Operation Henhouse have shown that through coordinated action, various forces and regions can effectively confront economic fraud. By addressing vulnerabilities that permit fraud, increasing high-impact disruptions, and future-proofing systems, these efforts mitigate evolving risks associated with fraud.

Security Measures for Public Awareness

In the aftermath, authorities emphasised the importance of vigilance against fraud, recommending strong, unique passwords, the use of two-step verification, and caution against unsolicited requests for personal information or money. Victims of fraud are urged to report incidents to www.actionfraud.police.uk or to Police Scotland for residents in Scotland.





THE CITY OF LONDON POLICE AUTHORITY

Briefing Pack for Newly Elected Police and Crime Commissioners on Economic and Cyber Crime Policing

Key partners and Initiatives



National Economic Crime Victim Care Unit (NECVCU)

Purpose and Achievements: The NECVCU provides targeted support to victims of fraud and cybercrime, aiming to enhance their safety and confidence while reducing repeat victimisation.

Engagement:
280,707
victims engaged
since inception.

Preventative Impact:
Only 112
repeat victims
recognised.

Financial Recovery:
Supported
92 victims
in recovering
£2,501,570.41
from the financial sector.

Financial Prevention:
Prevented potential losses of
£2,512,223.

Positive Feedback:
Achieved an 81%
overall positive reaction
rate.

Rollout: All 43 forces have signed up for Level 1 service, with 36 also agreeing to Level 2.

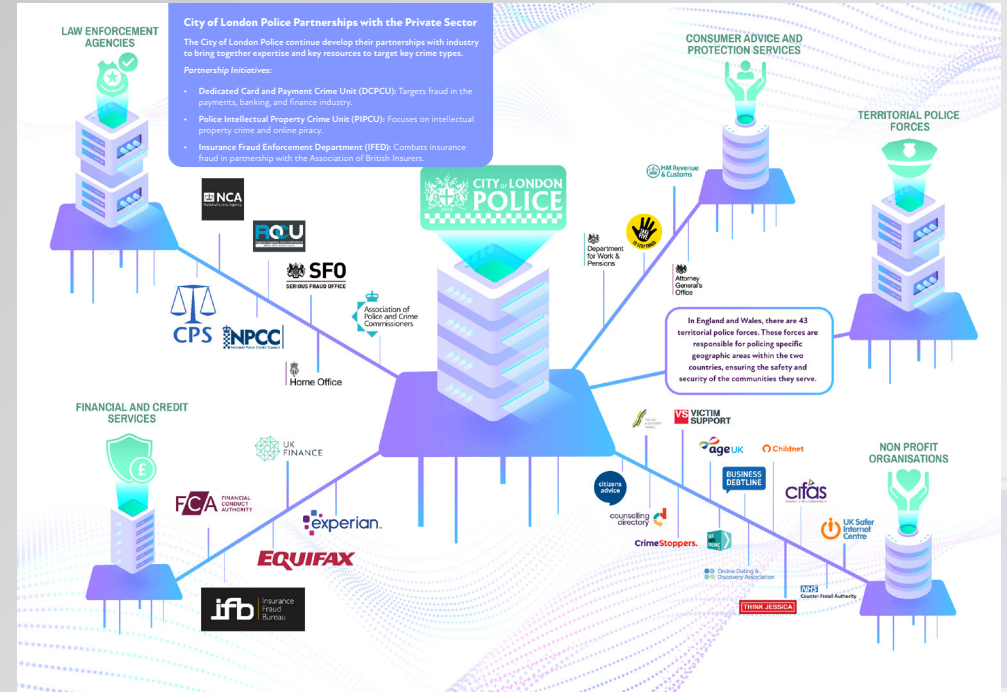
Replacement for Action Fraud

Introduction: FCCRAS, a £150m program managed by the City of London Police, will replace the current reporting and analysis system for fraud and cybercrime. It aims to improve victim experiences and law enforcement capabilities.

Objectives:

- **Go Live:** Early 2025.
- **Enhanced Services:** Improved reporting, analysis, and real-time disruption of criminal activities.

Engagement: Stakeholder engagement and testing will occur throughout 2024/2025.





**CITY OF LONDON
CORPORATION**



Suicide Prevention Measures in the City of London

October 2023

Foreword

This report looks at suicide prevention measures in the Square Mile. It has been developed with a view of celebrating good practice, improving partnership working and identifying gaps and opportunities across local Suicide Prevention networks.

It aims to help the City of London Corporation assess and reflect upon the current initiatives, the collaborative strategies in place, provide strengthened, informed, and innovative future.

We want to provide an opportunity to reflect or address lessons learnt and challenges and then professionals and stakeholders: *what's next?*

In shedding light on the work being undertaken to combat suicides, the City of London Corporation hope, provide support, and ensure protection. Various governmental bodies, the NHS, emergency charities, and educational sectors, the goal is to ensure the Square Mile remains a world-class destination, and a safe community where every resident, worker and visitor can thrive, and support, and protection.



Ian Thomas, CBE
Town Clerk and Chief

Introduction

The Square Mile's multitude of iconic bridges, tall commercial structures, and public thoroughfares necessitate vigilant preventive measures and strategies to safeguard both residents and the numerous daily visitors from potential high-risk situations.

In 2017, the City of London Corporation initiated a multi-agency Suicide Prevention Steering Group, which eventually led to a comprehensive Suicide Prevention Action Plan articulated around six priorities. This framework encompasses objectives ranging from minimising risks in vulnerable groups to promoting sensitive media reporting on suicide. The work continues to this day.

Due to its close working relationship with key partners, the City of London Corporation can gather data on both suicide attempts and completions. However, as the data refers to events occurring within its geographic area, most incidents involve individuals who reside elsewhere in London and the country.

The City of London possesses certain unique demographic characteristics that may influence its suicide trends. A notable majority of its rough sleepers, primarily male, experience mental health challenges.

Concurrently, the workforce, predominantly male and aged between 20-50, aligns with the national trend where adult males are most susceptible to suicide.

The City's male-dominant workforce and the younger age profile fit this at-risk group, prompting a more tailored approach to suicide prevention.

Between 2017 - 2022 there were 40 deaths by suicide in the Square Mile, with a peak in the suicides in 2017 - seen for both males and females.

A demographic analysis reveals specific patterns:

- Majority of attempts are by residents in both the age groups.
- Contemplations occur frequently in the 35-44 age group.
- The gender ratio of suicides is 7 males for every 1 female.
- A significant 68% of suicides involve jumps from high points, notably the Shard and its associated bridge.



BETWEEN MARCH 2021 AND JULY 2022, THE MENTAL HEALTH STREET TRIAGE RESPONDED TO



AVOIDING AN ESTIMATED **78%** OF SECTION 136 DETENTIONS.

496 INCIDENTS

THAT WERE POTENTIAL DETENTIONS UNDER SECTION 136 OF THE MENTAL HEALTH ACT

ACHIEVING AVERTED COST SAVINGS
TOTTALLING **OVER £1.4M** OVER
THE LIFE OF THE SERVICE, COMPARED TO
AROUND £1.1M INVESTED IN THE SERVICE
TO DATE.



I have worked with the City of London Police in my role as Mental Health social worker on the MHST team since it started. I think that it has been a fantastic collaboration between the NHS and the Police. We have reduced the use of Section 136 at a great cost saving to the NHS and we have reduced police time waiting at hospitals with patients. City of London Police have always made our team feel very welcome and we feel valued by them and included in their teams.

Helen-Mary Nunn, Senior Mental Health Nurse



From May 2023, the Mental Health Street Triage has dealt with over 250 people in mental health crisis; police officers would have detained 138 of these under Section 136 of the Mental Health Act, thanks to the expertise and experience of the MHST only 95 of these people ended up being held for assessment at hospital.

The MHST service extends its vision to long-term wellness and suicide prevention by proactively identifying and working with high-frequency users to create personalised care plans. Preliminary data points to a promising reduction in suicide rates and an internal evaluation suggested the service may have a positive effect in preventing suicide.

I am grateful for the help you gave me on the Bridge, I was so upset. You listened to me, and you really helped me, thank you. You and your service should always be available for people like me. I hate going to hospital, it is never the best thing for me, you calmed me down and you heard me and did the best for me.

Anonymous



CITY
OF
LONDON

City of London Approach to Economic Security

July 2024

Relevant groups and platforms

- **Economic Crime Strategic Board, Home Office:** Chaired by the Home Secretary and the Chancellor, FS stakeholders are part of this board, including NatWest, UK Finance, ABI, HSBC, LBG, Tech UK, ICAEW, BT, Meta. The City of London Police (CoLP) is part of the board as well.
- **Economic Crime Delivery Board,** chaired by senior officials in the Home Office and HM Treasury brings together senior officials across government and law enforcement, and the Public-Private Steering Group (PPSG) which brings together representatives from government, law enforcement and the private sector.
- **Joint Fraud Taskforce, Home Office:** partnership between the private sector, government, and law enforcement to tackle fraud collectively and to focus on issues that have been considered too difficult for a single organisation to manage alone. Financial Services stakeholders that are part of the Taskforce, including: Finance, ABI, Tech UK, the Law Society. The City of London Police is also a member.
- **Joint Fraud Taskforce Management Board:** sets the priorities for the Joint Fraud Taskforce to check the progress and to help teams meet their objectives (City of London Police is part of this board).
- **Online Fraud Steering Group:** public-private group focused on reducing the threat from online/cyber enable fraud in the UK.
- **Online Fraud Delivery group:** group created to progress the work and delivery of the objectives of the Online Fraud Steering Group.
- **Joint Money Laundering Intelligence Taskforce (JMLIT+):** JMLIT+ is a partnership between law enforcement and the financial sector to exchange and analyse information relating to money laundering and wider economic threats. It consists of over 40 financial institutions, the FCA, Cifas, five law-enforcement agencies: the NCA, HMRC, the SFO the City of London Police and the Metropolitan Police Services part.



Literature Review: Towards a Working Definition of Economic Security for the City of London Corporation

Introduction

Economic security has become a critical priority for nations globally, driven by the fragility exposed by the COVID-19 pandemic and heightened geopolitical tensions like the US-China trade war. The concept encompasses a broad range of issues including supply chain resilience, anti-coercion measures, and investment screening. Recent efforts emphasise the need for renewed global cooperation to address economic vulnerabilities, enhance transparency, and establish robust frameworks to safeguard national interests while promoting sustainable economic growth. Effective multilateral engagement and strategic diversification of supply chains are key to achieving these goals.

UK Definition of Economic Security

References from "Global Britain in a Competitive Age: the Integrated Review of Security, Defence, Development and Foreign Policy" (2021) indicate that the UK's existing definition of economic security encompasses protecting its economic interests from state-based threats, integrating economic measures with national security initiatives, and maintaining global economic stability. The term "Economic Security" is discussed in the following contexts.

1. **State-Based Threats to Economic Security:**
 - The document highlights that while China and the UK benefit from bilateral trade and investment, China also presents the biggest state-based threat to the UK's economic security.
2. **Integration with National Security:**
 - The UK's approach to economic security involves integrating it with broader national security efforts. This includes combining efforts from the Defending Democracy program to protect institutions and elected officials from intimidation, interference, and espionage, with initiatives to protect economic security, strengthen cyber security, enhance national security communications, and build national resilience.
3. **Global Growth and Economic Stability:**
 - The document also touches upon global growth and economic stability, although it does not provide a specific definition of economic security in this context, it implies that economic security is closely tied to the broader economic environment and stability.

Literature Review: Towards a Working Definition of Economic Security for the City of London Corporation

US Definition of Economic Security

The US definition of Economic Security, as highlighted in the White House fact sheet (published in 2021), emphasises resilient supply chains and international cooperation to address short-term disruptions and long-term challenges. Key actions include streamlining stockpiling efforts, increasing funding for trade facilitation to reduce bottlenecks, and planning a multi-stakeholder summit to build greater global supply chain resilience. These steps aim to ensure stable access to critical goods and materials, promoting national security and economic stability.

China Definition of Economic Security

China's focus on economic security was officially highlighted and formalised in the National Security Law of 2015 and further expanded through subsequent legislation, such as the Cyber Security Law (2016), the National Intelligence Law (2017), and the Data Security Law (2021). China's definition of economic security, as detailed in a report from the Mercator Institute for China Studies (MERICS) (2023), emphasises the protection of national interests through stringent economic measures. These include investment screening, export controls, and policies that reduce dependency on foreign actors. China's approach integrates economic security with broader national security goals, focusing on resilience against external shocks and coercion, safeguarding critical technologies, and enhancing regulatory frameworks like the Anti-Foreign Sanctions Law.

Japan Definition of Economic Security

Japan's definition of economic security, as outlined in its National Security Strategy (2022), focuses on protecting the nation's peace, safety, and economic prosperity from international threats. Key aspects include addressing supply chain vulnerabilities, safeguarding critical infrastructure, and managing advanced technology control. Japan also emphasises strategic autonomy to avoid economic coercion and the necessity to maintain a free and fair international economic order. Actions involve strengthening supply chains, protecting data, and investing in technology to enhance strategic indispensability and counter economic coercion. For more details, see Understanding Japan's Approach to Economic Security by the Stimson Centre.

Australia Definition of Economic Security

Japan's definition of economic security, as outlined in its National Security Strategy (2022), focuses on protecting the nation's peace, safety, and economic prosperity from international threats. Key aspects include addressing supply chain vulnerabilities, safeguarding critical infrastructure, and managing advanced technology control. Japan also emphasises strategic autonomy to avoid economic coercion and the necessity to maintain a free and fair international economic order. Actions involve strengthening supply chains, protecting data, and investing in technology to enhance strategic indispensability and counter economic coercion. For more details, see Understanding Japan's Approach to Economic Security by the Stimson Centre.

G7 Definition of Economic Security

The G7 definition of economic security, as outlined in their 2023 Leaders' Statement on Economic Resilience and Economic Security, emphasises resilience and cooperation to address vulnerabilities and threats. Key components include:

1. **Critical Infrastructure Resilience:** Strengthening security in digital and physical infrastructure.
2. **Countering Non-Market Practices:** Addressing harmful subsidies, forced technology transfers, and market distortions.
3. **Combating Economic Coercion:** Ensuring that economic dependencies cannot be weaponised against countries.
4. **Digital Security:** Protecting against data localisation and unauthorised access.
5. **International Standards:** Promoting open, democratic standards for emerging technologies.





MARLBANK





MARLBANK

SPARKLING WINE FROM THE MALVERN HILLS





MARLBANK
SPARKLING WINE FROM THE MALVERN HILLS

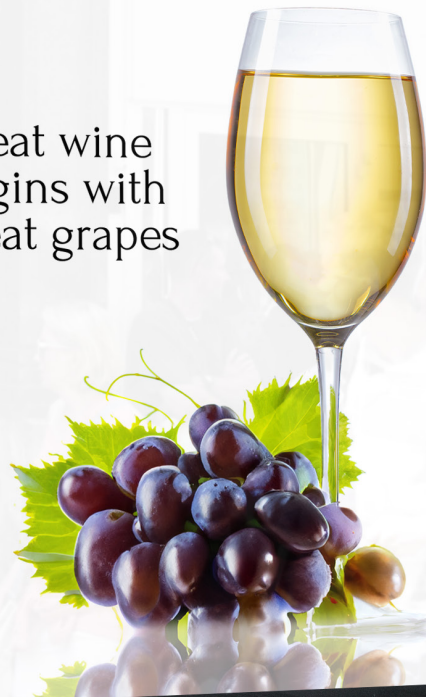


MARLBANK

Sparkling Wines from the Malvern Hills

— BLANC DE NOIRS —

Great wine
begins with
great grapes





**BASILDON
COUNCIL**

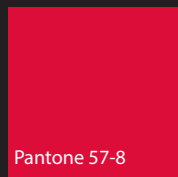


LOGO

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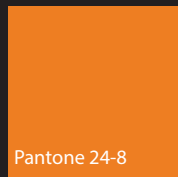
COLOURS

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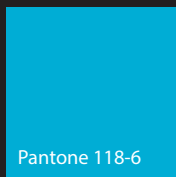


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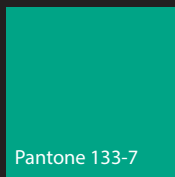
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DON



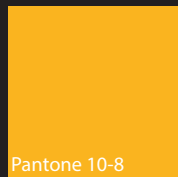
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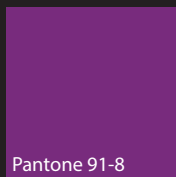
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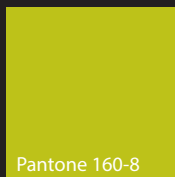
Pantone 133-7



Pantone 10-8



Pantone 91-8



Pantone 160-8

OTHER AREAS



BELIEVE ^{IN}
BASILDON



CAMPAGIN TYPE LOCKUP

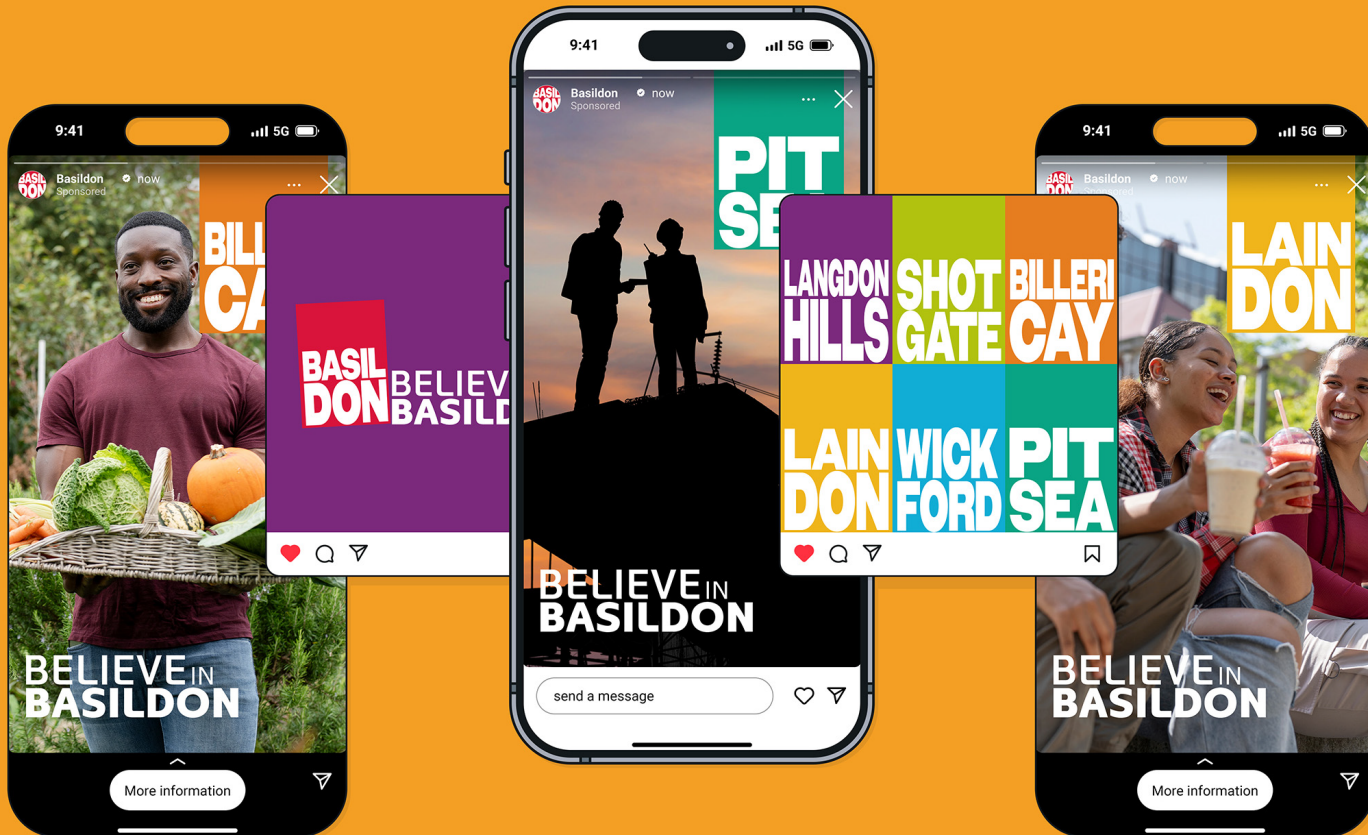
BELIEVE_{IN} BASILDON

The Kyrial font has just enough distinguishing features to set it apart from the rest, like the 'label' icon, it is bold yet still retains an element of sophistication.

Like the icon this can also be changed into the brand colours depending on the media that is going on.

BELIEVE_{IN} BASILDON BELIEVE_{IN} BASILDON BELIEVE_{IN} BASILDON
BELIEVE_{IN} BASILDON BELIEVE_{IN} BASILDON BELIEVE_{IN} BASILDON

SOCIAL POSTS AND STORIES



CONSTRUCTION HOARDING



POLE FLAGS





BUILDING SHORT POLE FLAG



DIGITAL DISPLAY AD



TOTE BAG



BASILDON PIN BADGE



BASILDON VAN WRAP





HIGH PERFORMANCE FOUNDATION

JOIN THE HIGH PERFORMANCE FOUNDATION TEAM AT THE HIGH PERFORMANCE LONDON HALF!

SUNDAY 3RD MARCH

**QUEEN ELIZABETH OLYMPIC PARK, LONDON
10K, HALF MARATHON AND JUNIOR RACE**

WHAT'S IN IT FOR YOU?

- 🏆 An unforgettable half marathon with roads closed around the iconic Queen Elizabeth Olympic Park which includes brilliant photo opportunities inside the stadium.
- 🏆 Support and motivation from a fantastic community of runners.
- 🏆 The satisfaction of knowing you're making a real impact by fundraising for the High Performance Foundation.

UNLOCK YOUR PERKS!

- 🏆 FREE Exclusive High Performance Running Top: Join our team and you'll receive a high quality running top, designed exclusively for our runners.
- 🏆 VIP After-Run Celebration: Rub shoulders with fellow runners, High Performance Podcast hosts and bask in your post-race glory!
- 🏆 Rewards and Perks for Your Fundraising Milestones: We love to reward dedication. As you hit your fundraising goals, you'll earn fantastic perks along the way

WHERE WILL MY FUNDRAISING GO?

The High Performance Foundation is committed to helping young people thrive. By participating in this event, you'll help give children the tools and skills they need to kick start their journey to a future where they can thrive. From creating free resources for schools to mentoring at-risk youth, your support makes a real difference.

HERE'S HOW YOU CAN GET INVOLVED

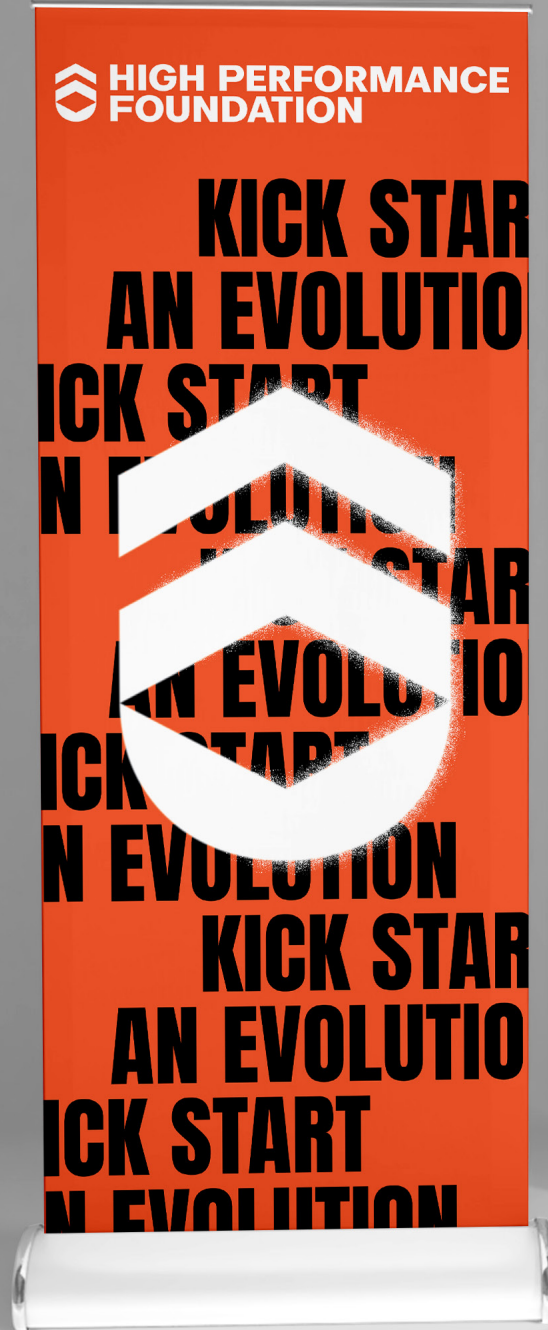
1. Register for the High Performance London Half here www.londonhalf.com
2. Set up your fundraising page and start spreading the word.
3. Train hard and prepare for an incredible race day.
4. Run with purpose and inspire others to support your cause.



HIGH PERFORMANCE FOU



**HIGH PERFORMANCE
FOUNDATION**





ADAM@ALCREATIVE.CO.UK