

Safer Communities

Together we can call out crime.
Stop thieves in every season.

July 2021

CrimeStoppers.



CrimeStoppers.

We believe everyone has the right to feel safe from crime, wherever they live, wherever they work, for ourselves and all those we care about.

But sometimes people might be worried about a crime, or something that's wrong, and want to pass on information. Which is why it's good to know they can always trust Crimestoppers.

We're an independent charity that gives people the power to speak up and stop crime, 100% anonymously. By phone and online, 24/7, 365 days a year.

No police contact. No witness statements. No courts.

Every year we help stop thousands of crimes.

Support us to help make communities and work places safer together.



Together we can call out crime.

Thieves operate all year round. That's why we're launching our new seasonal acquisitive crime campaign 'Together we can call out crime'. Over 4 weeks we'll be raising awareness of our anonymous service and sharing prevention advice from our partner Neighbourhood Watch to help protect you, your home and car from opportunistic thieves.

Each week we'll share **prevention** advice, **educate** the public on anonymous crime information we can take and **detect** crime through driving calls to our anonymous telephone and online service.

We'll be revisiting this campaign in Autumn and Winter to maintain awareness of our service and share prevention advice.

Summer

Stop thieves from stealing
our summer

4 weeks – 12 July

Autumn

Darker nights:
Shine a light on crime

4 weeks – 4 October

Winter

Stop thieves from stealing
our Christmas

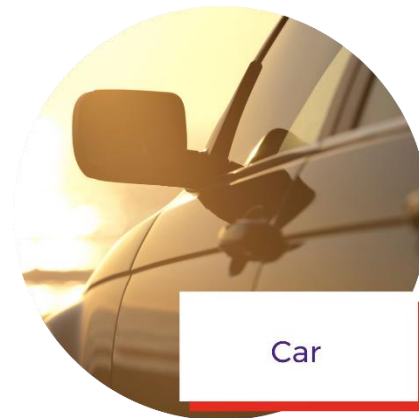
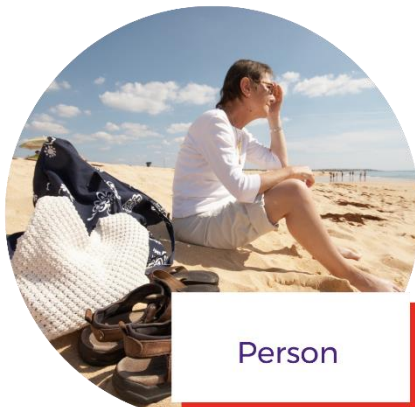
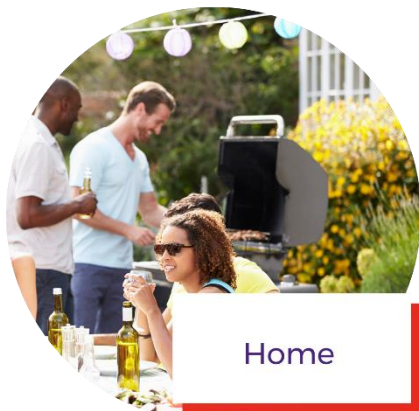
3 weeks – 29 November

Every year our anonymous information helps stop and prevent crimes, reunites people with stolen goods and brings people to justice.

Our four week paid social media campaign will focus on the following rural crimes:

Stop thieves from stealing our summer.
Together we can call out crime.

Click below to learn how we can all help stop theft from the



Week one: Theft from a person.

The problem

It is likely that with lockdown easing we'll also see a rise in crimes such as snatch-theft, pick pocketing and assault as people go out more in the evening and have a few drinks with friends.

According to the Metropolitan Police, most thefts happen between six and ten at night. But remember, criminals operate during the day too, so stay vigilant.

We want people to tell us about thieves operating in their local area. Whilst we can all take personal precautions to prevent opportunistic theft, we believe everyone has the right to feel safe where they live.

Our campaign aims to:

Prevent theft from a person by sharing tips on how to protect yourself and your belongings from snatch-theft and pick pocketing.

Educate the public on what information we can take on suspected criminals.

Detect known thieves by raising awareness of our anonymous service.



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Have information about thieves
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You can speak up and remain
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crimestoppers-uk.org

CrimeStoppers.
0800 555 111
100% anonymous. Always.

Campaign partner:



Week two: Theft from a car.

The problem

Whilst traditionally car theft has related to possessions left in unoccupied cars, more recently criminals have taken to stealing car parts too, with the sharp rise in the value of metal over recent years driving up the rate of catalytic converter theft. Palladium is currently more valuable than gold, meaning that a catalytic converter can sell for more than £500 on the black market.

With a third of motorists planning to drive further afield due to a second summer of international travel restrictions, we're urging car owners to stay vigilant.

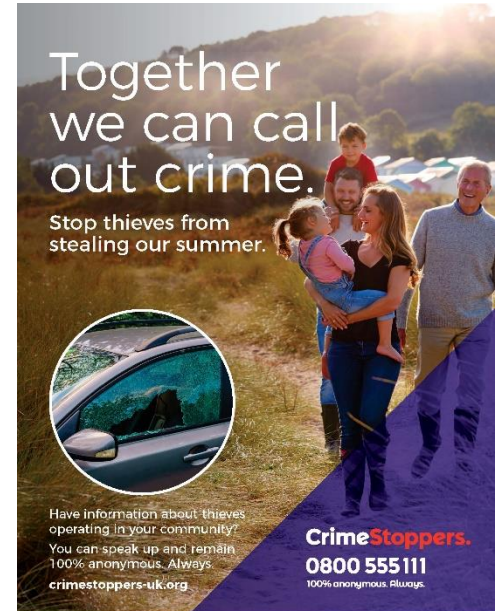
The staycation is back, which means car owners need to stay vigilant and keep their personal possessions hidden and cars parked in secure areas to stop opportunistic thieves.

This week our campaign aims to:

Prevent car crime by promoting [Neighbourhood Watch's simple protection advice](#) to keep your car locked, lit and empty, and informing the general public on how to keep their cars secure.

Educate the public on how to further deter criminals from stealing catalytic converters, signposting to our [catalytic converter theft web page](#).

Detect car crime criminals by raising awareness of our anonymous service and the information we take on theft from inside vehicles and catalytic converter theft.

A campaign poster for CrimeStoppers. The top half features a family (a man, a woman, and two children) walking along a path in a sunlit, hilly area. The text 'Together we can call out crime.' is overlaid in large white letters. Below this, in smaller white text, is 'Stop thieves from stealing our summer.' A circular inset shows a close-up of a car's side mirror and door handle. At the bottom left, there is a small text block: 'Have information about thieves operating in your community? You can speak up and remain 100% anonymous. Always. crimestoppers-uk.org'. At the bottom right, the 'CrimeStoppers.' logo is displayed in red and white, followed by the phone number '0800 555111' and the tagline '100% anonymous. Always.' in white.

Together we can call out crime.

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CrimeStoppers.
0800 555111
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Campaign partner:



Week three: Theft from the home.

The problem

Theft from the home, also known as domestic burglary, may be perceived as a victimless crime; however, 84% of victims feel emotionally affected after the incident, with 35% feeling vulnerable, resulting in a lack of confidence.

Many of us who have been employed during the pandemic and have been working from home have invested heavily in fitness and entertainment equipment, making our homes targets for burglars.

We want people to stay vigilant this summer. Our social messaging will focus on keeping our communities safe by protecting our homes and gardens, whether we're at home or on holiday.

This week our campaign aims to:

Prevent burglary by educating the general public on how to keep their homes secure.

Educate audiences on what's worth remembering if they do witness something by sharing our "[Remembering can be as easy as ABC](#)" animation.

Detect burglars by raising awareness of our anonymous service through sharing our [new acquisitive crime animation](#).

A campaign poster for CrimeStoppers. The background shows a smiling couple in a garden. A circular inset shows a burglar in a hoodie and mask using a crowbar to break into a window. Text on the poster includes: 'Together we can call out crime', 'Stop thieves from stealing our summer.', 'Have information about thieves operating in your community? You can speak up and remain 100% anonymous. Always. crimestoppers-uk.org', and 'CrimeStoppers. 0800 555 111 100% anonymous. Always.'

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Week four: Interactive content.

Week four will reinforce our key campaign message that if you have information about thieves operating in your community, and want to remain 100% anonymous, you can tell Crimestoppers what you know.

Further to this, we'll be educating the public on what good intelligence looks like if they witness an acquisitive crime and want to report it.

Our digital audiences will then have the opportunity to test their perception skills with our interactive [online quiz](#), as when it comes to giving us crime information, the more detail the better!

Safer Communities Quiz

Take a good look at the image below and see how much you can remember of the individual

A person is guilty of theft from motor vehicle if they take property belonging to someone else from, or off the vehicle.

If you've witnessed vehicle theft or have information regarding stolen goods, contact Crimestoppers today. You'll remain 100% anonymous. Always.



Show your support online.

Tell people digitally: [Download](#) and share our web ready poster or leaflet through emails and/or Whatsapp groups.

Get social: Follow us and share our campaign posts on: [Linkedin](#) - [Facebook](#) - [Twitter](#) - [Instagram](#) to help us amplify our campaign messaging to new audiences. Learn what we're posting when by downloading our content plan [here](#).

Alternatively, tag us in your social posts – you can download social images and template tweets [here](#).

You can also share our “[Remembering can be as easy as ABC](#)” animation, new [acquisitive crime animation](#) and [interactive online quiz](#).



Show your support in person.

We've developed a suite of assets which you can download, print and distribute in your local community.

[Download here.](#)

Many thanks for supporting our campaign.

We'll be in touch to share assets and messaging for the Autumn and Winter phases of the campaign in due course.



CrimeStoppers.

Breaking the wall of silence since 1988.