

Rural crime campaign

Working to keep rural communities
safer together.

Launching 4 August 2021

CrimeStoppers.



Criminal gangs exploit our local wildlife, environment and communities.

Your voice can make a difference.

Speak up to stop rural crime.

Have information on rural crime?

You can speak up and remain 100% anonymous. Always.

Contact Crimestoppers online or call 0800 555 111.



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 workplaces safer together.



Working to keep rural communities safer together.

Together we can raise the profile of rural crime. We want people to know what it is, why it's a problem and what you can do to help stop it.

Rural crime is repetitive and organised, but without information it can't be tackled. Rural communities are often aware of criminal activity that is happening, but for a variety of reasons they may not want to talk to the police; that's why it's important to raise awareness of our anonymous service.

We have been working with our partners and supporters to gather prevention tips to help protect rural residents, their livestock and possessions as well as awareness raising signs to spot to help them stay vigilant to potential criminal activity.

From Wednesday 4 August we'll be delivering a comprehensive social media campaign to speak to: rural residents, who may feel unsafe in their own homes; farm owners, who have to foot the bill for criminal damage; business owners, who want to help deter crime and visitors, who can be our eyes and ears to report what they see.

Show your support [online](#) or on the [ground](#).
Together we can speak up to stop rural crime.



Campaign partners



Supporters



100% anonymous. Always. CrimeStoppers.

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

Week one from 4 August
Wildlife crime



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crimestoppers-uk.org

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- Hare coursing
- Poaching
- Badger baiting
- Bat crime

Week two from 11 August
Environment crime



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- Arson
- Heritage crime
- Agricultural waste
- Waste crime
- Large scale dumping

Week three from 18 August
Theft



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- Machinery theft
- Livestock theft
- Equine crime
- ATM theft
- Cable theft
- Fuel theft

Week four from 25 August will draw all rural crime themes together.

We'll be promoting guest content from:

Week one from 4 August
Wildlife crime



NFU on hare coursing
Angling Trust on poaching
RSPCA on badger baiting

Week two from 11 August
Environment crime



County Durham and Darlington Fire
and Rescue Service (part of
Firestoppers) on arson
Environment Agency on
waste crime and large scale dumping

Week three from 18 August
Theft



NFU Mutual on machinery and
livestock theft
Link on ATM theft

Week four from 25 August will draw all rural crime themes together.
Guest content from Humberside police.

Show your support on the ground.

Order a campaign pack: we've got a limited supply of posters, leaflets and window stickers for you to put up in rural communities. [Order here.](#)

Want to go big? [Download](#) print ready PDFs to print your own posters and leaflets.

Posters and leaflets are available in English and Welsh.



Together we can stop rural crime.

We want people to know what rural crime is, why it's a problem and what you can do to help stop it.

Visit crimestoppers-uk.org/ruralcrime to learn more about crimes which affect rural communities including wildlife crime, environmental crime and theft.

We are working with our partners and supporters to gather prevention tips to help protect yourself, livestock and possessions as well as awareness raising signs to spot to help you stay vigilant to potential criminal activity.

Visit our website to learn more from police and supporting organisations who work together to prevent and solve rural crimes – and how anonymous information submitted to our charity can make all the difference in their investigations.

Rural crime is repetitive and organised, but without information it can't be tackled.

Speak up to stop rural crime.

Have information on the suspected criminals behind rural crime?

Our independent charity is here to help anyone with information to speak up, 100% anonymously.

Your voice really can make a difference.

In an emergency always call 999 – otherwise call 101.

If you want to help stop and prevent rural crime but wish to remain anonymous tell us what you know by calling 0800 555 111 or using our online form by visiting crimestoppers-uk.org.

Campaign partners



CrimeStoppers.

0800 555 111

100% anonymous. Always.



Show your support online.

Our campaign partners and supporters will be lending their voices to our social campaign through guest blog posts – they'll be going into the detail on their specialist crime concern and will be telling our digital audiences why their information can make all the difference in helping prevent and solve rural crime.

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](#). *Please note: Links to webpages will go live on 4 August.*

Alternatively tag us in your social posts and use the hashtag #ruralcrime – you can [download](#) social images and template tweets.



Tell your networks: Email brand@crimestoppers-uk.org to receive our campaign kitemark and boilerplate copy to add to your intranet, newsletters and press releases. We'd also invite you to circulate this partner pack to your professional networks to help get more people involved too.

CrimeStoppers.

Breaking the wall of silence since 1988

To learn more about this campaign contact Crimestoppers Head of Marketing Communications:
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