

Crimestoppers in Barnet

Clear, Hold, Build Campaign

7 December 2023 – 10 January 2023

CrimeStoppers.



We are an independent charity that gives people the power to speak up and stop crime, 100% anonymously.

People with concerns and information about crime and illegal activity contact our team, we take information about the crime, strip it of any identifiable information about the person providing it, and pass it on to the relevant authorities to take appropriate action.

Our service is available on the phone (0800 555 111) and online ([crimestoppers-uk.org](https://www.crimestoppers-uk.org)), 24/7, 365 days a year. We also share advice on how to protect the people you care about from crime.

We're working towards a country where everyone will feel safe, wherever they live.

Keeping communities safer together.

Crimestoppers are working with local partners to support making Grahame Park Estate in Colindale, Barnet a safer neighbourhood.


We've launched a campaign appealing to members of the community to help keep their estate safe by being alert to the activities of organised criminal gangs and speaking up 100% anonymously about crime.

The campaign aims to encourage everyone to:

- understand the features of organised crime and the impact it has on peoples lives and their communities.
- learn the signs to spot around serious and organised crime, which is often not recognised for what it is by members of the public.
- have trust and confidence in the anonymous reporting service
- speak up anonymously to Crimestoppers, as a national charity, independent of the police.




How can
Crimestoppers
help?



Got information about
gangs in your area?

Anonymous information can help
keep our streets safe.

ays. **Crimestoppers.**



Do you know people who
are carrying weapons
in your community/area?

Anonymous information can help
keep our streets safe.

If you have information about
crime, speak up to our charity.
100% anonymous. Always.

crimestoppers-uk.org

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crime, speak up to our charity.
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The campaign will engage with the community, providing information to every household on the estate to encourage people to come forward with new information about criminal activity in their community.

It is hoped that this campaign will also lead to a much wider ripple effect across the borough of people speaking up anonymously and helping to reduce crime in other areas.

The campaign will support the following policing priorities:

Clear - Raise awareness of the Crimestoppers anonymous service through advertising and promotion, highlight anonymity and independence from the Police and encourage reporting.

Hold – Increase contacts from members of the community reporting any criminal activity to Crimestoppers and provide police with actionable information to consolidate and stabilise the initial ‘clear’ phase.

Build - Trust and confidence in the community with residents and businesses seeing Crimestoppers as a trusted partner offering a safe and secure way to speak up with information about crime.



What is Fearless?

The campaign will also target young people in Colindale through Fearless, the dedicated youth service of **Crimestoppers**, where young people can access non-judgemental information and advice about **crime and criminality**.

Fearless aims to break down any barriers that might prevent young people from reporting crime. Whether this is a fear of the process, fear of repercussions or a distrust of the police, Fearless aims to empower young people to speak out.

The campaign will run 2 snitching adverts across Snapchat targeting 13 – 17 year olds who live in Barnet, encouraging young people to swipe up to learn more about the Fearless.



How you can support us.

All households and local business providers on the Grahame Park Estate will receive a direct mail communication to their homes and businesses.

Print materials including leaflets, posters, wallet cards have been provided to Safer Neighbourhood Policing Teams for sharing with local partners and housing providers.

We've developed a series of assets which you can download and share with your network. Click below to download our social media schedule and template messages.

- 3 posters for print
- 3 social tiles
- 2 Crimestoppers videos for socials
- 2 Fearless videos

[Click to view and download](#)

Alternatively, follow us and share our campaign posts on: [LinkedIn](#) – [Facebook](#) – [Twitter](#) – [Instagram](#) to help us amplify our campaign messaging to new audiences.

Learn more on the activity news page:
<https://crimestoppers-uk.org/news-campaigns/campaigns/keeping-barnet-safe>

To learn more about our campaign, please contact:
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CrimeStoppers.

Breaking the wall of silence since 1988.