

# Crimestoppers in Islington

25 September 2024 – 22 October 2024

**Crime**Stoppers.



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

Anyone with information about crime or illegal activity can speak up to our charity, we take information about the crime, remove any identifiable information about the person providing it, and pass it on to the police or the relevant law enforcement agency 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 and places you care about from crime.

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

# Help us make Islington a safer community.

Crimestoppers is standing together with partners and residents in Islington to support making communities safer for everyone.

Crimestoppers and its youth brand Fearless has launched a dedicated campaign asking people who live and work in the community to speak up 100% anonymously about violence, robbery, drug dealing and organised criminal gang activity.

With a particular focus on Finsbury Park and its neighbourhoods, the initiative is encouraging people to speak up and report what they know about crime without the fear of retaliation or ever being identified.

Crimestoppers offers a safe and secure way for people to pass on what they know about crime 100% anonymously and without ever speaking directly to the police.

## The campaign aims to encourage everyone to:

- understand the features of organised crime and the impact it has on peoples lives and their communities.
- have trust and confidence in the anonymous reporting service.
- speak up anonymously to Crimestoppers, as a national charity, independent of the police.

## Help keep your community safe from crime

Criminals are harming your neighbourhood. If you know something isn't quite right, talk to us without ever having to tell us who you are.



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

[crimestoppers-uk.org](http://crimestoppers-uk.org)

**CrimeStoppers.**  
**0800 555 111**  
100% anonymous. Always.

# CrimeStoppers.

This campaign will engage with the community, providing information about the anonymous reporting service to members of the public, encouraging people to come forward with new information about criminal activity in their community.

We hope this will have an impact across the boroughs of Islington, Hackney and Haringey, where people feel empowered to speak up anonymously, helping to reduce crime and improve safety in local neighbourhoods.

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 work being undertaken by the Police.

**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 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 the boroughs, encouraging young people to swipe up to learn more about the Fearless and report what they know whilst staying 100% anonymous.

We will also be sharing Fearless educational resources with youth professionals.



# How you can support us.

We will be reaching members of the public through targeted adverts on radio, social media and direct to mobile adverts in locations across the boroughs. We also have print posters and Fearless materials which we will share with school leads.

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

- 4 social statics (covering weapon and drug crime types)
- 2 social carousels (explaining the CS service and how it can help)
- 2 square format videos for socials
- 2 Fearless videos
- 1 social media plan
- 1 poster

[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.

The campaign landing page sits here: [Islington - help keep your community safe from crime | Crimestoppers \(crimestoppers-uk.org\)](#)

To learn more about our campaign, please contact:  
[alexa.loukas@crimestoppers-uk.org](mailto:alexa.loukas@crimestoppers-uk.org)



**CrimeStoppers.**

Breaking the wall of silence since 1988.