

Op Sceptre Sussex Knife Crime Campaign

Together, we can make a
difference.

May 2023

CrimeStoppers.



15th May – 21st May 2023

This partner pack is for a Crimestoppers campaign which aims to encourage reporting and awareness about knife crime across Sussex during Op Sceptre week.

The Crimestoppers campaign element aims to encourage communities to speak up 100% anonymously with any information they have about people carrying weapons, via Spotify adverts.

The Fearless Youth engagement element of this campaign will be promoted via Snapchat, and challenges the “no grass” culture, whilst highlighting the service of Fearless.org as an anonymous reporting platform.

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.

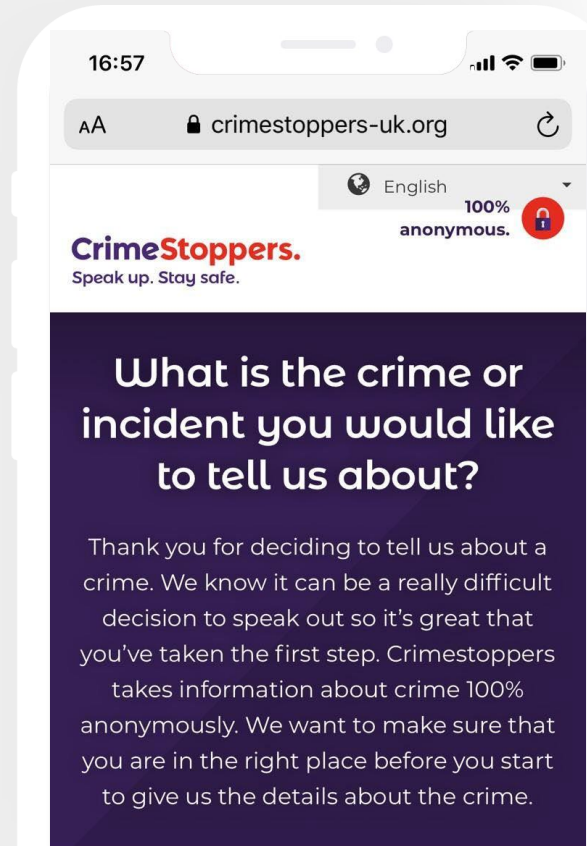
But sometimes people might be worried about a crime, or something that's wrong, and want to pass on information. Which is why it's good to know they can always trust Crimestoppers.

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.



Tackling Knife Crime.

What are the figures around knife crime?

In the year ending March 2022, 282 people in England and Wales lost their lives to a knife or sharp instrument*. This represents a 19 per cent rise compared with the previous year, and the highest annual total since records began in 1946.

And in the year ending June 2022, 4,098 people were admitted to hospitals in England and Wales for attacks by sharp objects.

*figures from the Office for National Statistics.

Who is at risk?

Some people mistakenly think that carrying a knife may protect them. Unfortunately, this is often far from the truth. Carrying and then using a knife shows you are intending to cause someone serious harm, and that comes with a long prison sentence. If that person dies, it will result in a life sentence.

Knife crime incidents are featured regularly in the news nowadays, often with tragic consequences for the victims and their families.

You can help protect your family by reporting anyone you know who carries a knife, 100% anonymously.



The screenshot shows the mobile interface of the CrimeStoppers website. At the top, the time is 10:47 and the status bar shows signal strength, Wi-Fi, and battery. The header features the CrimeStoppers logo with the tagline "Speak up. Stay safe." and icons for a phone and search. Below the header is a navigation bar with "MENU", "DONATE", and "GIVE INFO" options. The main content area has a breadcrumb trail: "Home > Keeping safe > Personal safety > Weapons crime". A large image of a knife is displayed with the text "Weapons crime" overlaid. Below this, a headline reads "Crime involving weapons causes misery to thousands of victims and their families in Britain every year." A sub-headline states "We're aiming to remind people about our safe and easy way of reporting criminals in their neighbourhood." A prominent red button contains the text: "CLICK HERE TO FILL IN OUR QUICK & EASY ANONYMOUS ONLINE FORM, OR CALL US FREE, 24/7, ON 0800 555 111". At the bottom, there is a "Knife crime" link and a yellow "QUICK EXIT" button with an external link icon. The footer shows the website URL "crimestoppers-uk.org".

How you can support us.

We have developed a suite of assets which you can download, print and share with your network. Click below to download the following:

- Posters
- Social Media images
- Suggested text to accompany images being shared by partners.

[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.

To learn more about our campaign, or request any additional assets/support please contact:

annabelle.goodenough@crimestoppers-uk.org



CrimeStoppers.

Breaking the wall of silence since
1988.