

Safer Streets Summer London Regional Campaign

3 July – 30 August 2025

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), 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.

Building Safer Communities.

This summer, Crimestoppers is supporting the Home Office's national initiative to make our town centres and communities safer.

The Safer Streets summer campaign is working in partnership with the Metropolitan Police to tackle crime and anti-social behaviour in town centres across London.

The campaign aims to encourage everyone to:

- understand the features of robbery, theft, shoplifting and anti-social behaviour 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.
- Support building safer communities helping put a stop to the economic toll felt by families, businesses, and public services.



**Every theft
leaves a mark**

Theft in all its forms from phone snatching to pickpocketing and distraction theft leave victims anxious, unsafe and exposed.

If you know who's committing thefts, speak up to our charity, 100% anonymously. Always.

Crimestoppers.
0800 555 111
100% anonymous. Always.

crimestoppers-uk.org

Crimestoppers.
Speak up. Stay safe.

Campaign Introduction

- The campaign is supporting work being undertaken by the Metropolitan Police which will see increased community engagement, visible policing, and collaborative efforts to increase community safety and tackle issues such as shoplifting, pickpocketing, theft and phone snatching.
- The campaign will run from 3 July until 30 August 2025 targeting town centres in 20 London boroughs.
- The table on the right lists the London borough town centres included in the campaign targeting.

No	Town Centre	Borough
1	Barking Town Centre	Barking and Dagenham
2	Brixton Town Centre	Lambeth
3	Camden Town	Camden
4	Croydon Town Centre	Croydon
5	Ealing	Ealing
6	Elephant and Castle	Southwark
7	Finsbury Park	Islington
8	Ilford	Redbridge
9	Kingston	Kingston Upon Thames
10	Lewisham High Street	Lewisham
11	Romford Town Centre	Havering
12	Seven Sisters	Enfield
13	Shepherds Bush	Hammersmith and Fulham
14	Shoreditch	Hackney
15	Silver Street	Enfield
16	Soho	Westminster
17	Stratford	Newham
18	Walthamstow	Waltham Forest
19	Whitechapel	Tower Hamlets
20	Woolwich Town Centre	Greenwich

Campaign Delivery

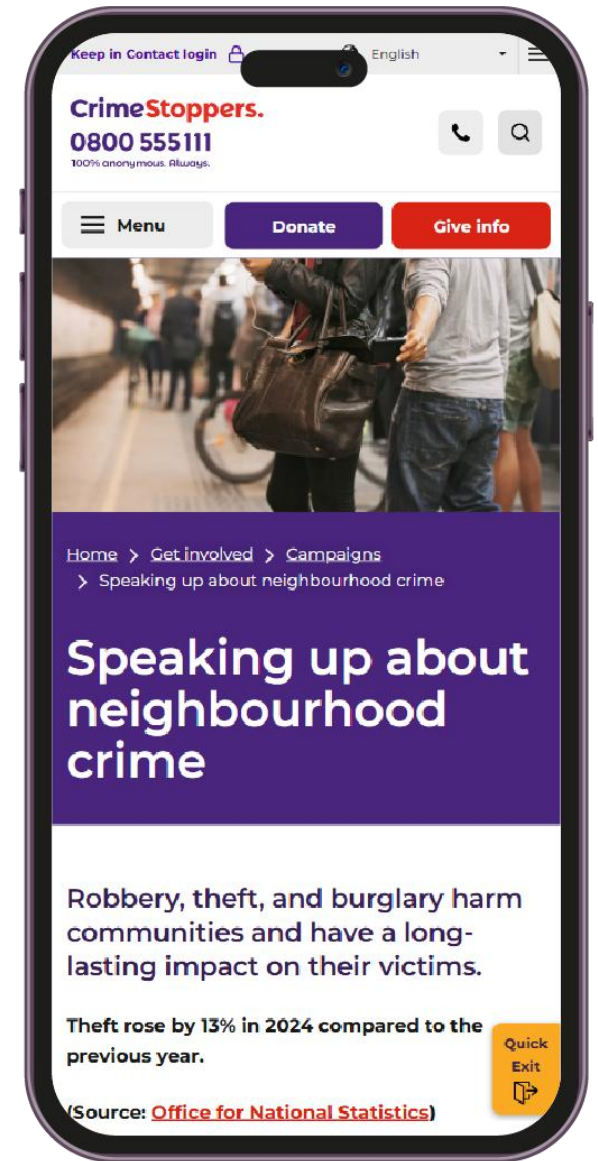
Crimestoppers' campaign aims to reach people who have concerns about the prevalence of thefts, shoplifting, robberies and anti-social behaviour in their areas.

Campaign social posts aim to highlight the ways in which town centre crime impacts individuals, businesses and creates an unsafe environment for communities.

Geo-fenced advertising will target people in specific locations encouraging audiences to tell our charity of the people behind the crimes and handling the stolen goods.

The campaign landing page further details how the criminals work, operate, and harm society, and how by giving information individuals can help protect their community.

CrimeStoppers.
Speak up. Stay safe.



How you can support us

We've developed a series of five social media assets and a series of accompanying messages which you can download and share with your network.

Click to view and download:

[Safer Streets London](#)

Alternatively, follow us across our social media channels:
[LinkedIn](#) – [Facebook](#) – [X](#) – [Instagram](#) – [TikTok](#) – [Bluesky](#)
Support our charity's work by sharing our posts.

View the campaign landing page

[Safer Streets Campaign](#)

To learn more about our campaign, please contact:

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