

Look up.
Look out.

Street Robbery
Partner Toolkit
2020



**METROPOLITAN
POLICE**

Contents

Campaign Overview

- Introduction
- How you can amplify the campaign

Campaign Resources

- Print materials
- Campaign copy
- Social assets

Thank you



Look up.
Look out.

Campaign Overview Introduction

London is a great city. And the Met Police are working hard to keep it that way. But when we're out on the street we're often distracted by phone screens or plugged into headphones, which can leave us vulnerable to street robbery, especially when travelling alone.

Unfortunately, some areas of London have seen a rise in street robbery. So to help keep businesses' staff and customers safe, the Met Police have launched the 'Look up. Look out.' campaign. With your help we will increase understanding of what people can do to protect themselves and reduce their vulnerability to this crime.

Look up.
Look out.

Campaign Overview

How you can amplify the campaign

The Met Police are reaching out to businesses and organisations who can help spread the message in hotspot areas, including Westminster Borough of West End and St James wards.

In this toolkit, you'll find a range of assets and materials that will make it easy for you to give staff and customers the crime prevention advice they need to keep safe.

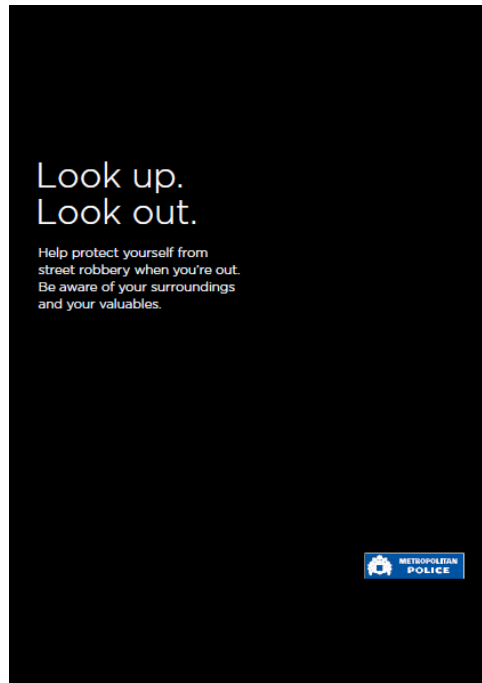
These include:

- Materials for printing
- Campaign copy
- Social Assets

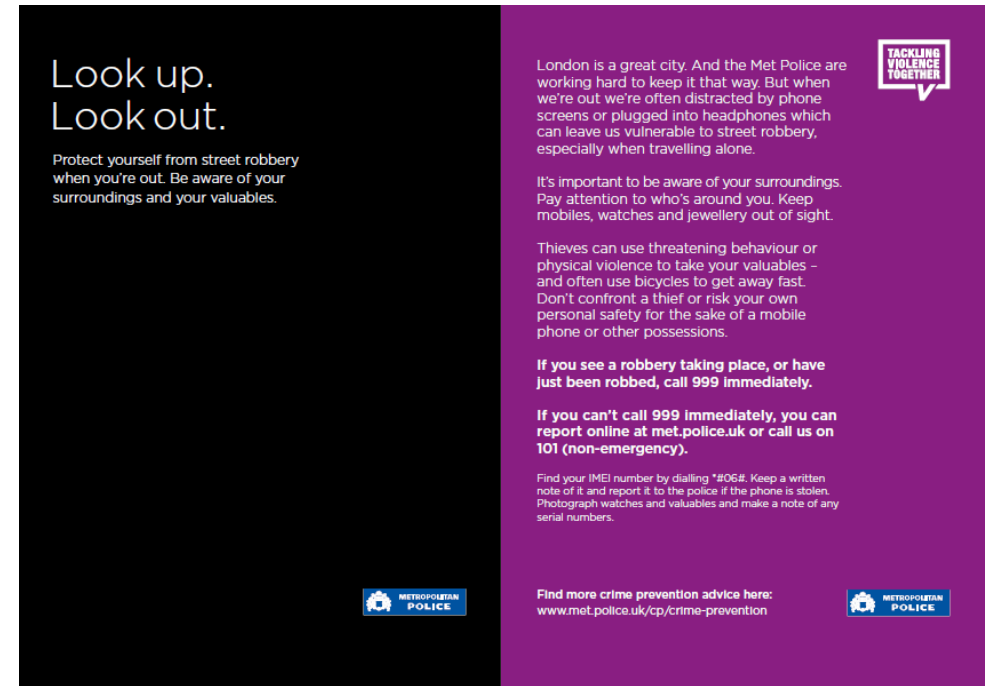
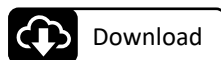
Campaign Resources

Print materials: posters and leaflets

Our informative posters and leaflets are ideal for point of sale, high dwell time customer areas, or as a reminder to keep safe as people leave your premises.



A3 & A4 Poster



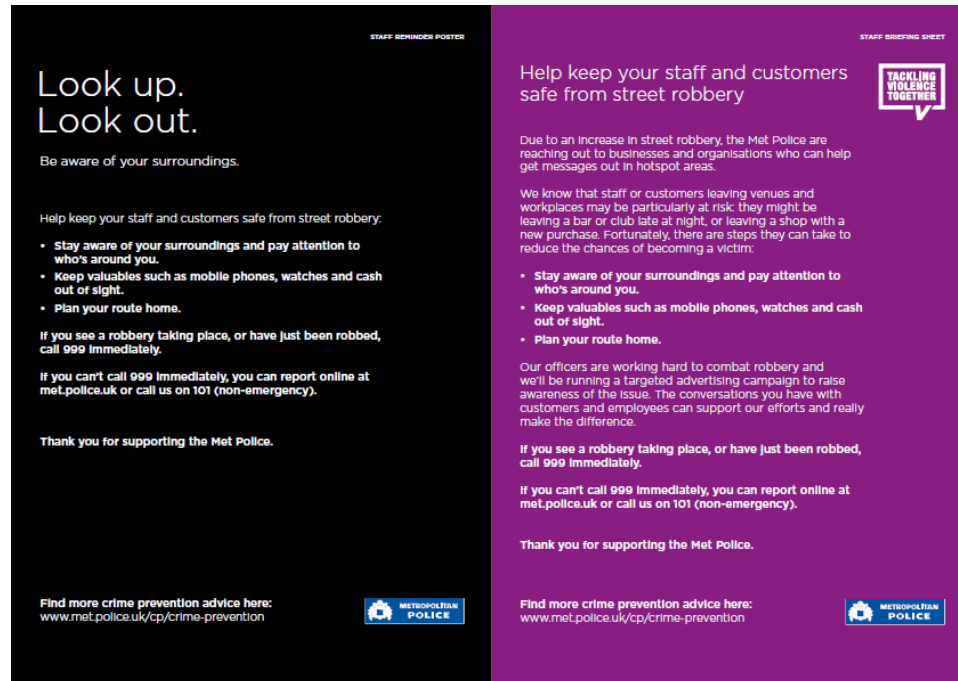
A5 Double sided leaflet



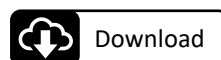
Campaign Resources

Print materials: staff briefing sheet

The staff briefing sheet has all the information you need to ensure staff are confident in advising customers how best to keep safe when they leave your premises. They also double up as a poster for staff areas as a reminder of the key campaign messages.



Double sided A4 staff briefing sheet



Campaign Resources

Campaign Copy: long and short

We've drafted two pieces of copy, one short and one longer. They explain the need for the 'Look up. Look out.' campaign and highlight the key things people can do to keep safe. Choose the length of copy that best suits your purpose to use across your website, emails, newsletters or in print.

Due to an increase in street robbery, the Met Police are reaching out to businesses and organisations who can help communicate crime prevention messages in hotspot areas. We know that staff or customers leaving venues and workplaces may be particularly at risk: they might be leaving a bar or club late at night, or leaving a shop with a new purchase. Fortunately, there are steps they can take to reduce the chances of becoming a victim:

- **Stay aware of your surroundings and pay attention to who's around you.**
- **Keep valuables such as mobile phones, watches and cash out of sight.**
- **Plan your route home.**

Met Police officers will be working hard to combat robbery and a targeted advertising campaign will be running to raise awareness of the issue. The conversations you have with customers and employees can support these efforts and really make the difference.

Due to an increase in street robbery, the Met Police are reaching out to businesses and organisations who can help communicate the following crime prevention messages in hotspot areas:

- **Stay aware of your surroundings and pay attention to who's around you.**
- **Keep valuables such as mobile phones, watches and cash out of sight.**
- **Plan your route home.**

Met Police officers will be working hard to combat robbery and a targeted advertising campaign will be running to raise awareness of the issue. The conversations you have with customers and employees can support these efforts and really make the difference.

Long Copy



Download

Short Copy



Download

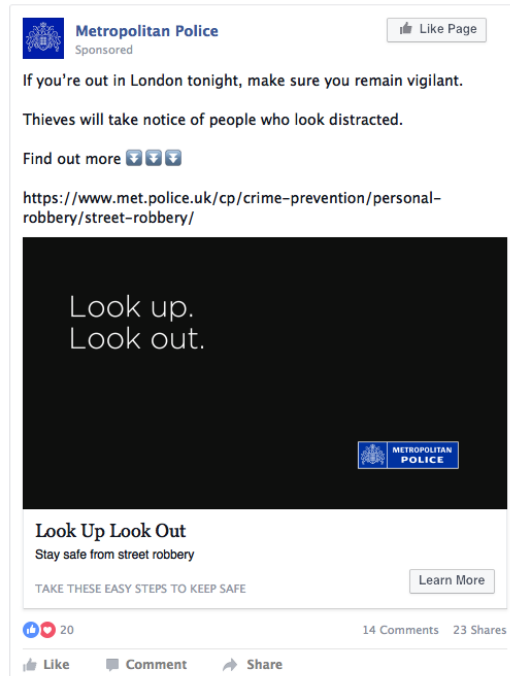


**METROPOLITAN
POLICE**

Campaign Resources

Social assets: reminders worth sharing

We have provided a range of imagery for social so that you can share your support for the campaign. Keep an eye out for @MPSWestminster on Twitter and use #LookUpLookOut




Metropolitan Police
Sponsored

If you're out in London tonight, make sure you remain vigilant.

Thieves will take notice of people who look distracted.

Find out more [👉](#) [👉](#) [👉](#)

<https://www.met.police.uk/cp/crime-prevention/personal-robbery/street-robbery/>



Look Up Look Out
Stay safe from street robbery

TAKE THESE EASY STEPS TO KEEP SAFE [Learn More](#)

👍❤️ 20 14 Comments 23 Shares

👍 Like 💬 Comment ➦ Share



Metropolitan Police @metpoliceuk

If you're out in London tonight, make sure you remain vigilant.

Look Up. Look Out.



👉 ↻ 23 ❤️ 32 ⋮

📌 Promoted



Metropolitan Police @metpoliceuk

If you're out in London tonight, make sure you remain vigilant.

Look Up. Look Out.



👉 ↻ 23 ❤️ 32 ⋮

📌 Promoted

Social Assets



Thank You

Look up.
Look out.

Thank you

Thank you for supporting the Met Police in tackling street robbery. Your contribution is vital in tackling violence together and keeping people safe.

If you would like more information on the campaign please contact publicity@met.police.uk

