

**Tackling Retail Crime Together Comms Guidance**

The Tackling Retail Crime Together Campaign is coordinated by the NBCC, working with Home Office, police, BCRPs, BIDs, private industry and other partners to raise awareness, share practical tools and support stronger partnerships between police, businesses, and local communities.

It supports the Tackling Retail Crime Together strategy launched on 3rd July.

There is an ongoing media narrative that police are not doing enough around retail crime and retailers also feel not enough action is taken by police to bring offenders to justice. It is important to develop a positive narrative which accurately tells the story of the work police forces are doing in this space and the outcomes they are getting.

The campaign provides a great opportunity to generate some positive PR for the agencies involved both with the media and also directly with the local community through social media.

The NBCC has developed some guidance to help your communications/PR leads promote the campaign using the national brand guidelines and to help amplify the messaging on social media.

The guidance is there to ensure all partners involved are represented in the promotion of the event and can help share the successes.

**Tackling Retail Crime Together Branding –**

The Tackling Retail Crime Together Campaign has specific branding which should be used as part of all marketing and promotional material alongside partner agency branding. It should be used and referenced in any operations or activity being carried out to tackle retail crime where police are working with at least one partner agency.

**Master Logo –**

The Tackling Retail Crime Together Logo is available in several formats and full branding guidelines on how to use it. (Link)

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AI-generated content may be incorrect.**

**Media Relations –**

It is important to make your local print and broadcast media aware of the planned Tackling retail crime Together campaign and to try and get them to come along to any events or enforcement activity planned. Here are some points to consider as part of your media plan:

* Decide on the spokesperson/s around retail crime and ensure they are comfortable talking to the media and are well briefed on the key messages
* Invite media in advance to attend the event for a photo/broadcast opportunity and potential interviews with the identified spokesperson/s
* Draft and distribute a press release promoting the launch before it happens including quotes from identified spokespeople.
* Draft and distribute a press release post event including photographs/videos of the day – below is a quote for inclusion from the NBCC but we can also provide a bespoke quote on request:

**Superintendent Lisa Maslen of the National Business Crime Centre** said: *“The Tackling Retail Crime Together strategy and campaign is an opportunity to bring police and partners together to tackle the key issue of business crime in their local communities. It will help to highlight the work policing and partners are already doing to target prolific offenders and help protect retail workers from violence and abuse.”*

**Social Media –**

* Create social posts for pre-launch event promotion ensuring all agencies involved are tagged into the posts and please also tag the NBCC accounts: LinkedIn @national-business-crime-centre
* Please use national agreed hashtags #TacklingRetailCrimeTogether on all posts in order to amplify the messaging across all agencies involved
* Take lots of photos on launch day to post on the day and afterwards
* Where possible please also tag in the accounts of individuals who are featured in any post launch photographs.
* Please ensure you have permission of the people featured in any event photographs before publishing