

**From:** Frank Pearson pierscroft@hotmail.com   
**Subject:** Fwd: Introducing Our New Safety In Neighbours Burglary Campaign 27/07/2020 19:32:33 [332025]  
**Date:** 27 July 2020 at 19:58  
**To:** Tracey (Swanmore PC) Molloy Admin@swanmorepc.org.uk, Rosemary Hoile clerk.droxfordpc@gmail.com, Jenny Clarke clerk@soberton.org, Shedfield PC clerk@shedfieldparishcouncil.org.uk, Joanna Tester clerk@hambledon-pc.gov.uk  
**Cc:** Linda Gemmell lgemmell@hotmail.co.uk, Cllr Vicki Weston vweston@winchester.gov.uk



FYI

Sincerely, Frank  
Cllr Frank Pearson  
Central Meon Valley Ward

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**From:** alert@neighbourhoodalert.co.uk <alert@neighbourhoodalert.co.uk>  
**Sent:** Monday, July 27, 2020 7:32 pm  
**To:** pierscroft@hotmail.com  
**Subject:** Introducing Our New Safety In Neighbours Burglary Campaign 27/07/2020 19:32:33 [332025]



## Introducing Our New Safety In Neighbours Burglary Campaign



### THERE'S SAFETY IN NEIGHBOURS

Our new Neighbourhood Watch campaign to prevent burglaries

Dear Frank,

As lockdown eases in the UK, we're expecting a rise in burglaries. We've partnered with the Home Office to create a new social media campaign to help keep people safe and continue the great work your scheme is already doing.

Our new Safety in Neighbours campaign is particularly exciting as it has a modern and eye-catching design to grab younger people's attention and attract even more new members. Read more about the campaign below.

**We need your help**

### We need your help

Please help us spread the word and share the campaign on your local Neighbourhood Watch's social media pages and chat groups. You could also share the press release attached with your local news media and radio stations.

- Visit our [campaign page](#)
- Watch our [campaign video](#)
- Download our [campaign social media pack](#)
- Share using **#SafetyinNeighbours** in the caption
- Tag Neighbourhood Watch in the post

**Facebook:** @ourwatch    **Twitter:** @N\_watch    **Instagram:** @neighbourhood.watch.insta

### [Help spread the word](#)



## More about our new campaign: Safety in Neighbours

### The idea

Life's safer when you know your neighbours. With more people looking out for unusual behaviour on your street, burglaries can be prevented.

### The design

It features our iconic black and yellow brand colours, but with a modern, animated twist to grab attention and stand out on social media.

### The audience

We'll target the most high-risk areas of England and Wales – but we need you to help us reach people everywhere. Our campaign is designed to appeal to a younger audience of 20 - 50 year olds.

### The outcome

We'll provide a pack of assets for you to share with members. It includes info on the WIDE combination of security measures, which reduces the risk of burglary by nearly 50 times more than no security prevention measures, a prevention checklist, local crime map, and how to become a member.

### The campaign

We'll promote it on Neighbourhood Watch's main Facebook, Instagram and Twitter channels for 3 weeks from 27th July. Please help us by sharing on your local channels and do let us know about any local press you are able to generate.

[Find out more](#)

[Find out more...](#)

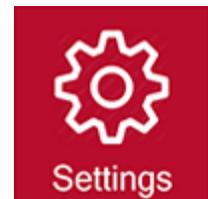
Best wishes

Cheryl

**Message Sent By**

Cheryl Spruce (NWN, Head of Membership and Community Engagement , National)

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