

County Lines in your community

National Campaign

16 – 29 September 2024

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 and online, 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.

Keeping communities safer together.

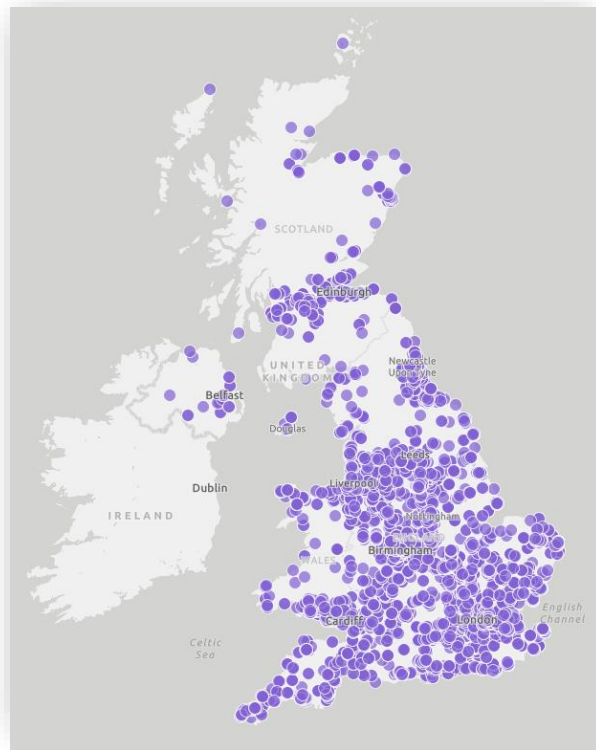
Crimestoppers has launched a new campaign to combat the exploitation of young people and vulnerable adults by criminal gangs through County Lines.

Our campaign covers signs to spot and what to do if audiences have information about possible County Lines activity in their communities.

Crimestoppers has seen a 33% rise in reporting of crimes associated with County Lines across the UK.

Tens of thousands of reports referencing drugs, exploitation, grooming and vulnerability, safeguarding, and violence received by our charity no submitted with mention of County Lines will have been connected to the criminal activity by organized crime gangs involved in County Lines in the UK.

The public are encouraged to report any suspicious activity or concerns to Crimestoppers, 100% anonymously.



Map credit Esri: Dot map showing reports received by Crimestoppers explicitly referencing County Lines between 1 Jan – 31 Dec 2023.

Keeping communities safer together.

The campaign aims to create public awareness around the following three strands:

- Defining County Lines and its associated crimes
- The grooming and exploitation of young people
- Signs to spot and how to give information for our charity

County Lines is a term used for organised illegal drug-dealing networks.

Serious organised criminals, often from big cities, groom and recruit vulnerable children and adults, often initiating contact using chat apps, games, and social networks.

The vulnerable children and adults are referred to as 'runners' to transport and sell drugs, weapons and cash.

Once someone is involved with a criminal gang, it becomes difficult for them to escape.



Keeping communities safer together.

The campaign landing page provides audiences an understanding on how the organised crime gangs operate County Lines, the grooming and recruitment process of vulnerable children and adults, the circumstances in which victims often find themselves trapped and intimidated and details the practice of “cuckooing”.

Outlined are signs to spot and calls to action for audiences to give information about crimes or the criminals involved to our charity:

- 100% anonymously
- by phone or online
- 24/7, 365 days a year
- in over 150 languages.

Additionally, the landing page provides signposting for victims to organisations who support victims directly, and other services that provide further advice and non-judgemental support to young people and their families.

CrimeStoppers.
Speak up. Stay safe.



≡ MENU

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County Lines

Combating the exploitation of children and vulnerable people by criminal gangs

What are County Lines?

County Lines is a term used for organised illegal drug-dealing networks, usually controlled by a person using a single telephone number, or ‘deal line’.

How you can support us.

We've developed a series of social media assets and messages which you can download and share with your network. Click below to download our social media schedule and template messages.

- 3 public facing social carousels
- 8 public facing social statics
- Schedule of social messaging

[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.

The campaign landing page sits here:
<https://crimestoppers-uk.org/keeping-safe/community-family/county-lines>

To learn more about our campaign, please contact:
brand@crimestoppers-uk.org



CrimeStoppers.

Breaking the wall of silence since 1988.