

15 November 2017

Dear Colleagues,

Launch of Anti-Knife Crime Campaign

I am writing to you to make you aware of the Mayor's first anti-knife crime media campaign, which launched today 15th November. This delivers on a key commitment within the Mayor's Knife Crime Strategy, which was launched in June.

Knife Crime Strategy

The Mayor has responded to the increasing levels of knife crime on our streets and in June 2017 he launched a new Knife Crime Strategy for London that brings together police, partners and communities to take tough action against knife crime, reduce the availability of weapons and improve the services available to victims of knife crime and their families. The Strategy has been drawn up in collaboration with over 1,000 organisations, groups, communities and individuals with expertise and passion to help solve this problem – half of whom were young people. The strategy includes a range of commitments, of which this campaign is just one. Others include establishing a specialist MPS team of 80 officers, plain clothes and uniform, to carry out targeted crime prevention and enforcement in knife crime hot spots, and ensuring that police work with partners to put in place local knife crime plans that will drive anti-knife crime activity in every London borough.

London Needs You Alive Campaign

London Needs You Alive is an influencer and social media led campaign that seeks to encourage young people in London to place a higher value on their lives, and therefore not carry a knife. The campaign will primarily target young people in London who are most at risk of being affected by knife crime, with key elements in place to reach a wider spread of Londoners.

London Needs You Alive will be a movement, launched by the Mayor of London and supported hopefully by yourselves and also by influencers relevant to young people.

Campaign materials, including photography and videos, will be created by and with young people, and will be shared on the London Needs You Alive Instagram account, and in advertising in November and January.

This is an exciting, proactive and positive campaign which will require the support of not only our communities and young people, but also key stakeholders such as yourselves.

I have attached the key visuals and messaging for the campaign, including the proposed roll out plan for your information. The campaign for the film is available here - <https://youtu.be/o4ewFdCxd5Y>

The London Needs You Alive campaign is one of a number of commitments in place that aim to keep children and young people safe. These include working with schools and education providers to protect and educate young people, supporting community groups through seed funding, and ensuring that every borough in London has an action plan to tackle knife crime.

The marketing campaign objectives are:

- Challenge the perception that carrying a knife will make you safer
- Encourage young people not to carry knives
- Increase awareness of the dangers and consequences of carrying a knife
- Improve understanding of the dangers of carrying a knife
- Help the target audience feel safer in London and know that the Mayor and Police are working to keep them safe

I recognise that we do not have all of the answers to solving knife crime in London, which is why we will continue to consult with a range of partners and organisations, including young people, on the development of the 3 year multi-partnership action plan that will support the strategy. This campaign is just one element to a host of interventions that will be put in place throughout the life of the strategy.

I would welcome any endorsement and support from yourself and your organisation that is possible; and personally will also look forward to engaging further with you on the strategy commitments and throughout the life of this campaign. Every Tweet, Instagram post, 'like' and positive endorsement sends the message that the whole of London condemns knife crime and values it's young people. Thank you in advance for your support.

Yours sincerely,



Sophie Linden
Deputy Mayor for Policing And Crime

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MAYOR OF LONDON
OFFICE FOR POLICING AND CRIME