

# 'PROTECT YOUR CAR'

Social media pack, March 2021

## PROTECT YOUR CAR, LEAVE IT:

**1. LOCKED**  
LOCK YOUR CAR  
WHEN YOU LEAVE IT

**2. LIT**  
PARK IN A WELL-LIT AREA

**3. EMPTY**  
HIDE ANY ITEMS ON SHOW

**SHARE THESE 3 STEPS  
WITH 3 FRIENDS**



[www.ourwatch.org.uk](http://www.ourwatch.org.uk)

Neighbourhood Watch Network is a charity registered in England & Wales, CIO no: 1173349

# Introduction

**HIDE YOUR  
ITEMS FROM CAR  
THIEVES**



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Car crime is a real problem in the UK. Alarmingly, **one car is stolen every ten minutes.**<sup>1</sup> With Covid-19 and the recent lockdowns, many people aren't driving or checking on their cars as much as they used to. At Neighbourhood Watch, we need your help to remind car owners to remain vigilant about where and how they park their cars, in order to keep them safe.

John Hayward-Cripps, CEO of Neighbourhood Watch Network, says *"Most car crimes happen because cars are left unlocked. There is a misconception that some cars are auto-locking and lock themselves if left unattended after a period of time. This isn't always correct. Another misconception is that your car is too old and no one will bother stealing it. This is also incorrect – both new and old cars are at risk. Having a car stolen or broken into is more than simply a hassle, it can impact on people's livelihoods. The good news is that there are simple steps everyone can take to help reduce the risk to their car. With only a 46% recovery rate<sup>3</sup> we're reminding everyone to leave your car **locked, lit and empty.**"*

## Remember - Leave your car:

- **Locked<sup>2</sup>**  
A simple mistake that can prove calamitous: **44%** of cars are broken into via an unlocked door. [Leave your car locked video.](#)
- **Lit<sup>2</sup>**  
**80%** of car crime occurs during the evening or at night. Parking near streetlamps or in a busy area can deter thieves. [Leave your car lit video.](#)
- **Empty (or with no items on show)**  
Owners often forget that personal belongings within the car are at as much risk of being stolen as the car itself. [Leave your car empty video.](#)

Hayward-Cripps continues *"Car thieves are opportunists. Leaving items on a car seat or forgetting to lock your car can act as an invitation for crime. We want to instil the habit of double-checking where and how you've parked with our three simple steps: **leave it locked, lit and empty.** As a local charity with a trusted voice in the community, we're asking everyone to proactively support their neighbours and friends by sharing our three steps with three others. By spreading the word, we're confident we can crack down on car crime which can be deeply distressing and debilitating for its victims."*

# Download campaign assets

**LOCK YOUR  
CAR AND KEEP  
THIEVES OUT**



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You can run this campaign at any point on your social media channels, including sharing with your WhatsApp group.

## Steps:

1. Simply download the campaign videos and static images.
2. You can use the suggested wording (on the next page) or create your own.
3. Link to our website for more information:  
<https://www.ourwatch.org.uk/protectyourcar>

## Download the Facebook videos

- [Leave your car locked video](#)
- [Leave your car lit video](#)
- [Leave your car empty video](#)

## Download the campaign static images

- 'Leave it locked, lit and empty' image ([Facebook/Instagram](#) and [Twitter / LinkedIn](#))
- 'Lock your car and keep thieves out' image ([Facebook/Instagram](#) and [Twitter / LinkedIn](#))
- 'Hide your items from car thieves' image ([Facebook/Instagram](#) and [Twitter / LinkedIn](#))
- 'Park somewhere well-lit' image ([Facebook/Instagram](#) and [Twitter / LinkedIn](#))

**Please note: all of the videos or images can be used on WhatsApp**

# Suggested campaign wording



## Suggested wording (or you can create your own)

- Car crime remains a pressing problem in the UK – alarmingly, one car is stolen every ten minutes. The vast majority of car crimes happen through unlocked cars, parked in badly lit areas and where there are visible items to steal. Remember these simple steps to keep your car safe... [#protectyourcar](https://www.ourwatch.org.uk/protectyourcar) leave it locked, lit and empty. For more top tips including how to protect your catalytic converter visit <https://www.ourwatch.org.uk/protectyourcar>
- #Protectyourcar - leave it LOCKED, LIT and EMPTY. For more top tips including how to protect your catalytic converter visit <https://www.ourwatch.org.uk/protectyourcar>
- Is your car LOCKED, LIT and EMPTY? The vast majority of car crimes happen through unlocked cars, parked in badly lit areas and where there are visible items to steal. #Protectyourcar \_ find our more on <https://www.ourwatch.org.uk/protectyourcar>
- #Protectyourcar \_ Leave it locked, lit and empty <https://www.ourwatch.org.uk/protectyourcar>