

SEPTEMBER
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NATIONAL
RURAL

CRIME ACTION WEEK

Rural Voices
Real Impact



NRCN

National Rural Crime Network

Dear Supporter,
Thank you for standing with us.

National Rural Crime Action Week is an important moment for all of us.

It is an opportunity to recognise the impact of rural crime, to listen to those who have experienced it first-hand, and to work together to improve the way rural communities are protected and supported.

Welcome Letter from NRCN Chair



Tim Passmore
Chair, **NRCN**
National Rural Crime Network

This campaign pack has been prepared to help you take part. In this pack, you will find the week's themes and tools to support your activity. Whether you are part of a local authority, a voluntary group, a national partner, an associate member or a concerned resident, your involvement matters.

Thank you for your continued support and for being a part of this important work.



Brief History of NRCN & Action Week

The National Rural Crime Network (NRCN) exists to ensure rural voices are heard. Formed to tackle the often-overlooked challenges of rural communities, NRCN brings together police and crime commissioners, local authorities, experts, and partners from across England and Wales to create safer, more resilient rural areas.

Rural Crime Action Week began to unite efforts, spotlight key issues, and build momentum around real change.

Over the years, we have seen major victories, highlighting the impact of rural crime on national platforms, influencing legislative change, and building partnerships that are now shaping the future of rural safety.

Digital Campaign Badge

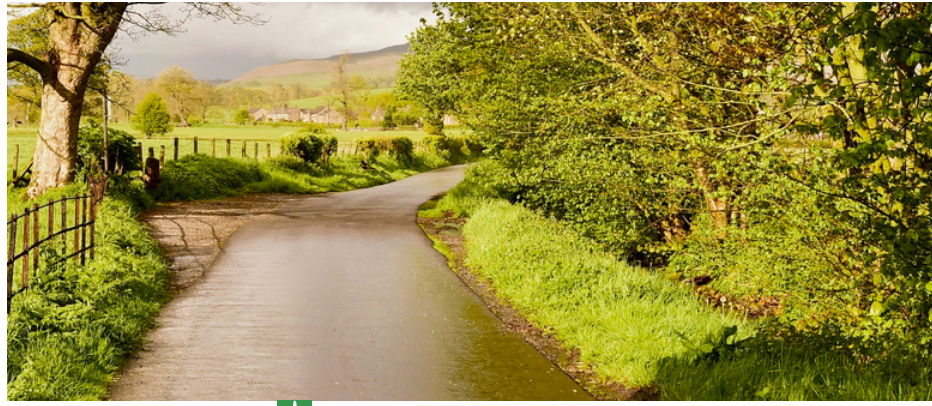


Download our official National Rural Crime Action Week 2025 Campaign Badge and display it on your website, social profiles, emails, or printed materials throughout the week.

This year, our theme is **'Voices from the Countryside'**. We are bringing to the front stories of victims to drive forward our mission for justice, safety, and visibility.

Day-by-Day Theme Breakdown

Each day of the campaign week focuses on a different aspect of rural crime, giving attention and urgency to the realities victims face:



**DAY
01**

What You Don't See

Shining a light on unseen damage, when livelihoods are shattered, and victims are left behind.

**DAY
02**

Rural Forces Rising

Celebrating the frontline efforts of rural policing and community action that make people feel safer.

**DAY
03**

Rural Crime is Bigger Than You Think

Highlighting the ripple effect of rural crime, from heritage destruction to agricultural theft and fly-tipping.

**DAY
04**

Isolated, Not Alone

A powerful look at domestic abuse in rural areas, and the support systems stepping up.

**DAY
05**

The Power of Policy

Championing policy change, with a focus on The Equipment Theft (Prevention) Act and our Power Tools Theft Petition.

How to Support Guide



Send us your Video Clips

This year, our theme is 'Voices from the Countryside'. It highlights the need for action, the injustices and support gaps, and the experiences that victims have faced.

For this year's action week, we aim to focus on victims' voices, highlighting their stories to drive forward our mission for justice, safety, and visibility.

For example, to tackle the issues victims face like theft, isolation, intimidation, and in some cases, violence, with no visibility or support.

However, please feel free to send video content on any of the issues outlined in our themed days.

If you would like to be involved then, please send us a video clip of no more than 2 minutes on the work your PCC, Mayor or Deputy Mayor is undertaking to protect rural communities and business.

To see the PCC video from last year [please click here](#).

For further information or to send a video clip please email stuart.hand@apccs.police.uk



Make sure to tag us at [@ruralcrimentwk](#) on X and [@National Rural Crime Network](#) on LinkedIn.



Share Best Practices

We will be happy to share your great ideas and work with other members and partners of the NRCN.

You can highlight the impact of rural crime and what steps can be taken to better prevent, report and detect it.

Reach out to your local press and let them know about National Rural Crime Action Week. This is a nationwide effort where communities, organisations, and law enforcement are coming together with one shared goal: tackling rural crime.



Tell your local press

Social Media Support



Caption:

Standing with Rural Communities.

This week, I'm backing Rural Crime Action Week, shining a light on the real impact of rural crime and the action we can all take together.

Join me and be part of the national conversation.

Share, speak up, and help drive change.

To know more, visit - <https://nationalruralcrimenetwork.net/resources/>.



Caption:

Rural Crime Action Week is here, and I'm proud to stand alongside communities, organisations, and individuals committed to making a difference.

Show your support: share the message, start the conversation, and help protect what matters most.

For more, visit - <https://nationalruralcrimenetwork.net/resources/>.



To show support, use these posts and share them on your **social media platforms**.

Don't forget to include these hashtags in your posts throughout the week.

Don't forget to use the hashtags
#RuralCrimeMatters
 and **#NRCNActionWeek2025**
#NoPlaceForComplicit
#ComplicitIsComplicit
#NRCN

Your Guide On How-to Share And Gather Stories Responsibly

Includes:

- How to approach someone's story with care
- Key questions to ask
- What to do if someone discloses abuse or crime
- Ways to share anonymously or with consent



DOWNLOAD

Want to share local stories or victim experiences but not sure where to start?

Use this printable/digital prompt sheet to guide conversations respectfully and meaningfully. Suitable for partners, community groups, or individuals who want to speak up.

Thank You

for Standing With Us.

The National Rural Crime Action Week is a collective step towards visibility, support, and long-overdue change.



We are grateful for your time, your voice, and your platform. Every share, every story, and every moment of attention helps make rural crime visible, and its victims heard.

Tag us in your posts and use the campaign hashtag:
#NRCNAActionWeek2025

For additional information,
reach out to:

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✉️ Stuart.Hand@apccs.police.uk

Follow our journey and initiatives



Visit Us

