

**The Royal Parks and
The Metropolitan Police**

Safe parks made safer:
Crime Awareness Campaign

Brief

Although crime is quite low in
The Royal Parks, there is a
requirement to communicate
awareness messages.

We were asked to devise a
campaign to encourage people to
be aware of their personal safety
and of their belongings.

Solution

Creating awareness without causing
fear, was a primary objective, as well
as making the messages visible
and understandable to local users,
tourists and overseas visitors alike.
Using the internationally recognised
exclamation mark as the primary
graphic device achieved this
purpose.

Our research mapped incidents
against park facilities and street
furniture to suggest means of
delivering the messages via multiple
methods, appropriate to site and
crime. A full user guide aided
appropriate use.

Result

The campaign was considered
a great success, and statistics
released by The Met indicated a
decline in crime of more than 20%
throughout affected areas.



Featured items (clockwise from top left):

Advertisement on parking permit, poster, web banner,
cardboard coffee cup holder, table-top device