

Safer Streets Winter of Action

Partner Toolkit

Together let's take action to make our town centres safer this winter!

01 December 2025 to 31 January 2026

Why this matters?

This winter, we have an incredible opportunity to make a real difference in our communities.

Building on the success of the Safer Streets Summer Initiative, which took action to tackle crime and anti-social behaviour in over 640 town centres, the Winter of Action is our chance to keep that momentum going and tackle the unique challenges of the festive season.

From bustling shopping streets to vibrant nightlife, we want people to feel safe, welcome, and proud of their local areas.

Your role is vital – together, we can show communities that crime and anti-social behaviour have no place in our town centres. This is more than a campaign – it's a movement to create safer streets and thriving town centres.

Through visible neighbourhood policing and stronger partnerships on the ground we can build trust between police and the local communities they serve.



This toolkit has been developed for a wide range of partners across policing, local authorities, retail sector and local businesses, charities as well as central and local government comms teams who are all supporting the Winter of Action to help bring together local activity under a national umbrella.

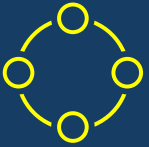
What's new this Winter?



Two months of action: 01 December 2025 – 31 January 2026



Locally led, nationally supported: flexibility for your area to tackle what matters most



A focus on persistent and seasonal challenges aligning with existing campaigns run locally

Your Role

You are the voice of this campaign in your community. By sharing stories, amplifying messages, and showing the public what's happening on the ground, you'll help build confidence and pride.

Together, we will:

- ✓ Make town centres vibrant and welcoming
- ✓ Reduce crime and anti-social behaviour
- ✓ Bring back visible, community-led policing

Winter of Action key themes to promote action on:

Nationally these issues happen across town centres and in local communities at this time of year and we know many of you will already have local campaigns planned to tackle these issues. We will be focusing on these broad themes nationally showcasing partnership activity during the Winter of Action, and it would be great if **you could support these at a local level.**

- **Retail crime:** Tackle theft, abuse of retail workers and organised criminality, with a clear focus on prolific offenders and partnership with retailers.
- **Street crime and anti-social behaviour:** Maintain visible patrols and public confidence, using enforcement and prevention to address persistent issues.
- **Night-time economy safety and VAWG:** for example, tackling alcohol-related disorder, spiking, and violence against women and girls (VAWG).

We know that every area will have locally tailored approaches – addressing the most pressing local issues in each town centre through:

- High-visibility, hotspot-led patrols in town centres, focused on peak shopping periods and festive events
- Swift, visible enforcement
- Problem-solving prevention
- Partnership working with policing, councils, schools, health services, businesses, transport operators and community organisations
- Night-time economy safeguarding
- Support for vulnerable groups, including outreach for substance misuse
- Engagement with Business Crime Reduction Partnerships, and Business Improvement Districts
- Environmental improvements with local authorities

Crucially, local areas should retain the flexibility to identify and address their most pressing issues in their town centres, ensuring that responses are tailored to local need.

How can we support each other?

As with the Safer Streets Summer Initiative, we know many of you have already developed local communications plans, however feedback showed that having overarching Safer Streets messages helped to align local communications under a national umbrella of activity.

National activity

We will be using these messages in our national communications activity – feel free to use, or adapt these for your channels:

- “This winter, we’re taking action to make our streets safer for everyone.”
- “Together, we can create town centres where businesses thrive, and communities feel secure.”
- “Building on the success of summer, we’re tackling crime head-on this festive season.”
- “Visible policing. Strong partnerships. Safer streets.”

Locally – how to get involved

- ☐ Share your local success stories – big or small – with us at saferstreetscomms-policing@homeoffice.gov.uk we are keen to hear your stories and amplify them
- ☐ Use the national Winter of Action campaign branding and call to action alongside your local campaigns for maximum impact
- ☐ Amplify Home Office social content throughout December and January
- ☐ Tag your posts with #SaferStreetsWinter and #WinterOfAction

We have also created ready-to-use assets, which you can use or tailor to support your local comms, including boiler plate template for newsletters and articles, social plans and hashtags should your comms teams wish to use them – see Annex for more detail.

Winter of Action – campaign timeline

Key national moments where we can highlight the Winter of Action activity.

November 2025

Building the buzz

Throughout November we are already building momentum in the lead up to launch in December, highlighting the forthcoming Winter of Action campaign in our national media lines

National opportunities:

- w/c 10 Nov: USDAW Respect for Shopworkers Week & National Safer Business Action Week
- 18–19 Nov: APCC NPCC Annual Summit
- 25 Nov: International Day for Elimination of Violence Against Women and Girls (and following 10 days of action up to 10 December)

Other related national campaigns:

- Counter Terrorism Policing’s winter vigilance campaign running from 3 November – 5 January

December 2025

Launch and Delivery

Official launch day (exact date tbc) however, plans are being developed for the first few weeks of December where Ministers will be visiting local areas to promote the Winter of Action

National opportunities:

- w/c 01 Dec and w/c 08 Dec – Ministerial visits to promote the Winter of Action in local areas, supported by local/regional media, social content and supportive stakeholder voices
- 06 Dec: Small Business Saturday – tie in the Winter of Action to activity promoting Small Business Saturday working with Department for Business and Trade (DBT)

January 2026

Delivery and impact

Throughout January we’ll continue to promote the Winter of Action through Ministerial visits, stakeholder channels as well as social campaigns and local media opportunities

National opportunities:

- Jan: exact dates TBC, Ministerial visits, social activity and local media opportunities

Safer Streets Winter of Action

Thank you for your support with the Safer Streets Winter of Action.

For any questions on the national communications activity please contact the Home Office Safer Streets Policing Comms team at: saferstreetscomms-policing@homeoffice.gov.uk

Annex – Winter of Action national messages

This toolkit has been developed for a wide range of partners across **policing, local authorities, retail sector and local businesses, charities as well as central and local government comms teams** who are all supporting the Winter of Action to help bring together local activity under a national umbrella.

Feedback from partners on the Safer Streets Summer Initiative showed that providing template copy on the national messages was more useful to partners who could then tailor it to their local comms needs, rather than providing generic social assets.

To help partners support the Winter of Action we have provided the following assets in the Annex:

- Boilerplate template news article
- Social media plans, suggested hashtags
- Visual graphics

We hope this information helps you to support the Winter of Action and compliments any comms activity you already have planned during this winter period.

Please contact the team if you need anything else to support your comms plans saferstreetscomms-policing@homeoffice.gov.uk

Annex – Boilerplate newsletter template

Safer Streets Winter of Action

This government will not tolerate criminality blighting our communities, which is why it is our mission to make streets safer for everyone, as part of our Plan for Change.

To support this mission, following the successful Safer Streets Summer Initiative, we are continuing this momentum on a Winter of Action throughout December and January. Focusing on reducing town centre criminality, shop theft, street crime and anti-social behaviour, as well as issues in the night-time economy including steps to tackle violence and girls – for example tackling alcohol related disorder and spiking.

The Safer Streets Winter of Action is being led by Police and Crime Commissioners (PCCs) and Deputy Mayors, supported by the Home Office in partnership with Chief Constables and other essential local partners such as councils, schools, health services, business, transport and community organisations.

Forces will be harnessing the £66m in hotspot policing funding from this financial year, and building on existing powers and initiatives, to ensure local needs and concerns are addressed.

We know over recent years, trust in community policing has eroded and the number of people who see uniformed officers in their local area has halved in the last decade.

Through the government's Neighbourhood Policing Guarantee, and commitment to place 13,000 additional police officers, PCSOs and special constables into neighbourhood policing roles we will turn the tide on crime and bring back visible, community-led policing.

Through targeted national and local action, together we can create safer, thriving town centres and make a lasting difference to communities.

Social media plans and visual graphics

The Home Office digital team will be posting content throughout the Winter of Action. We would appreciate your support in amplifying the content via your channels and will keep you updated on our social schedule for the Winter of Action content. You can follow the Home Office at:

Twitter: [@ukhomeoffice](https://twitter.com/ukhomeoffice)

Instagram: [ukhomeoffice](https://www.instagram.com/ukhomeoffice)

Facebook: [@ukhomeofficegov](https://www.facebook.com/ukhomeofficegov)

LinkedIn: [UK Home Office](https://www.linkedin.com/company/uk-home-office)

and use **#SaferStreetsWinter** in any comms activity on social accounts.

Ready-made assets which you are free to use on your channels, should you wish to do so, during the Winter of Action are available here:

English: https://f.io/w_C6HfWq

Welsh: <https://f.io/SuA98rOb>

We are creating more assets which will be available shortly.

Please contact the team if you need anything else at saferstreetscomms-policing@homeoffice.gov.uk



SAFER STREETS WINTER OF ACTION

FOR FURTHER INFORMATION PLEASE CONTACT

saferstreetscomms-policing@homeoffice.gov.uk