



# CYCLE THEFT PREVENTION CAMPAIGN CAMPAIGN TOOLKIT

Supported by:

National Cycle Crime  
Steering Group



## Campaign background

In 2021, government initiatives to create a greener, healthier nation mean that more people are getting on their bikes.

The Covid-19 pandemic means many people have started cycling and enjoying its benefits.

However, cycle theft is a barrier to growing cycle use. Cycle theft has declined in recent years, but more than 300,000 cycles are still stolen each year – about three times the number of cars taken. Many who lose their bikes in this way never return to cycling.

Research has shown that most cyclists are unaware of how to keep their bikes safe. To address this, we are launching a national campaign to educate new and seasoned cyclists alike on what they can do to protect their bicycles from thieves.

We ask you to support this campaign so we can reach as many cyclists as possible with the advice from UK policing's cycle crime experts.

## Research shows awareness of anti-theft advice is relatively low and there's plenty of room for improvement

Some of the most common anti-theft advice given to cyclists is:

- Lock it through frame and wheel
- Double lock it
- Register the frame number on a tracking website

We conducted research with 2,000 GB cyclists and a survey of 399 locked bikes to see how the message is getting through.

The results show that most cyclists are unaware of the advice and fail to put it into practice.

Our aim is to increase awareness via a coordinated national campaign.

	Aware of the advice	State that they follow it	On-the-ground finding
Lock through frame and wheel	64%	45%	14%
Double lock	40%	29%	17%
Registered on a tracking website	N/A	19%	N/A

OnePoll survey May-June 2021, 2000 UK adults who cycle at least monthly  
Regional split: 1,600 England, 250 Scotland, 150 Wales

Survey by police officers of 399 bikes at 12 England locations, May-June 2021

## Campaign messages

**We want cyclists to double lock their bike. If that's not possible, they should least lock it through the frame and wheel.**

Double locking with at least one D-lock is the best way to lock to keep a bike safe from thieves.

Many cyclists don't use the one lock they have in the best way, so we have also developed materials that explain you should lock through frame and wheel. You can use these materials if you think your audience need more basic advice.

**We want cyclists to register their bike using a tracking website.**

Popular websites include BikeRegister and Immobilise. Registering helps the police reunite stolen bikes with owners, and work is underway to build a national search tool to enable police to search all databases.

Which database to recommend is down to the individual police force or organisation. You can find police-approved databases at [securedbydesign.com](https://securedbydesign.com)

## How you can support this campaign

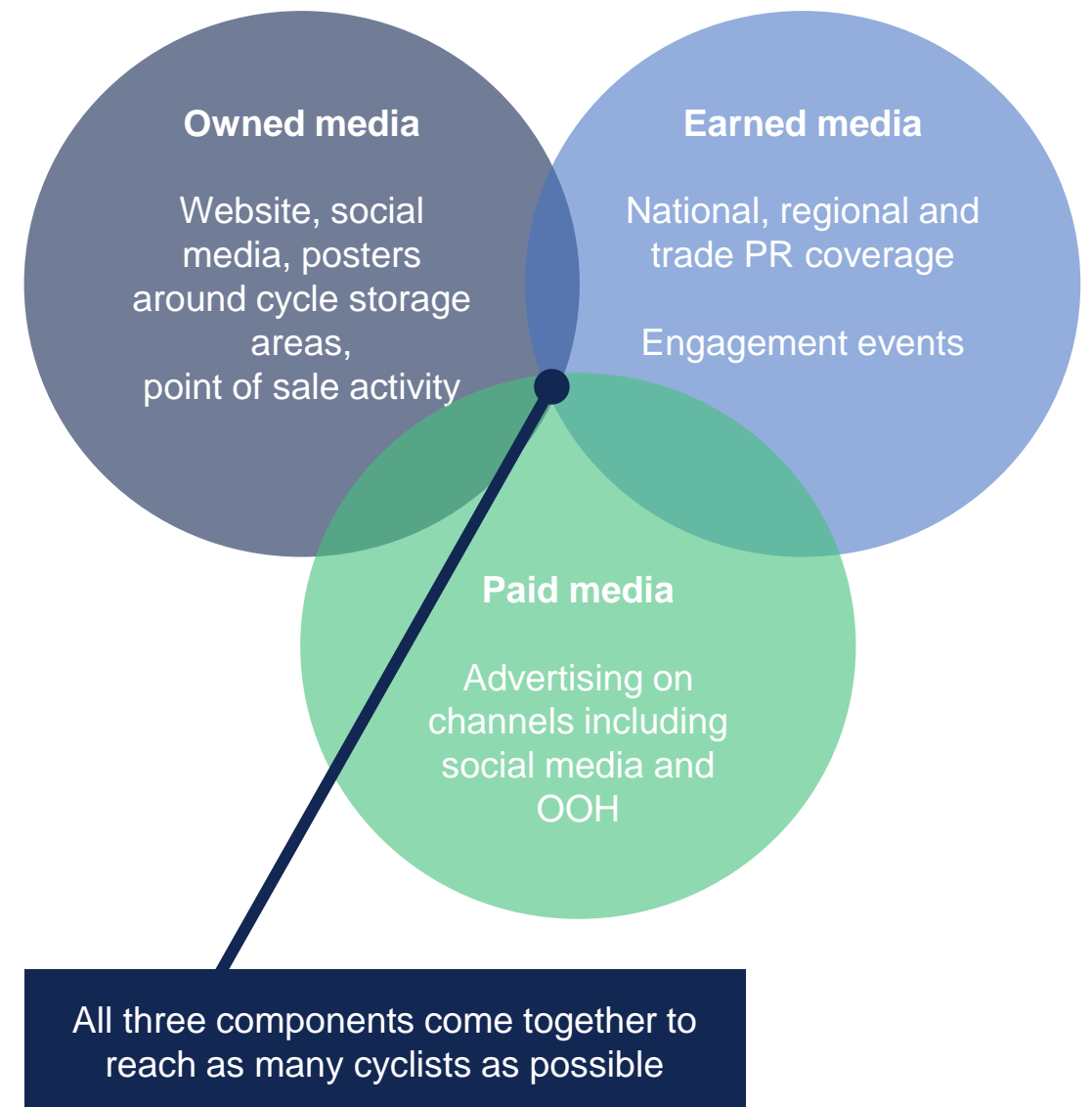
This toolkit contains marketing materials that to use on your owned channels.

By promoting the campaign, you are helping us to reach cyclists across the nation.

We would be particularly grateful for support from organisations who can display posters or street stickers around cycle storage areas.

To amplify the message, we are also planning a paid advertising campaign and PR activity using these materials.

PR activity will take place in July 2021. Details to follow.



# Marketing materials

- Posters
- Social assets
- Social carousel
- Pull up banner
- Street stickers
- Cycle rack sticker
- A5 leaflet

Files are editable so you can add your preferred cycle database and your crest/logo.

All materials are available in English and Welsh.

## [Download all marketing materials here](#)

All materials are available with the Metropolitan Police or British Transport Police crests.

All materials are available in English and Welsh.

# HOLD ON TO YOUR BIKE.

Don't give bike thieves an easy ride.  
Double lock your bike with at least  
one D-lock and register the frame  
number for free at [bikeregister.com](http://bikeregister.com)



[www.met.police.uk/bicycletheft](http://www.met.police.uk/bicycletheft)



# HOLD ON TO YOUR BIKE.

Don't give bike thieves an easy ride.  
Double lock your bike with at least one  
D-lock and register the frame number  
on a cycle database.



## Adding your crest or logo

Files are editable in Adobe Acrobat Pro or Adobe Creative suite.

You may make two changes:

1. **Change 'cycle database' to a specific provider**
2. **Add your crest or logo**

There are two options for logo placement:

- Police forces should replace the BTP crest
- Other organisations may replace the crest or add their logo alongside it

# HOLD ON TO YOUR BIKE.

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## Posters

# HOLD ON TO YOUR BIKE.

Don't give bike thieves an easy ride.  
Double lock your bike with at least one  
D-lock and register the frame number  
on a cycle database.



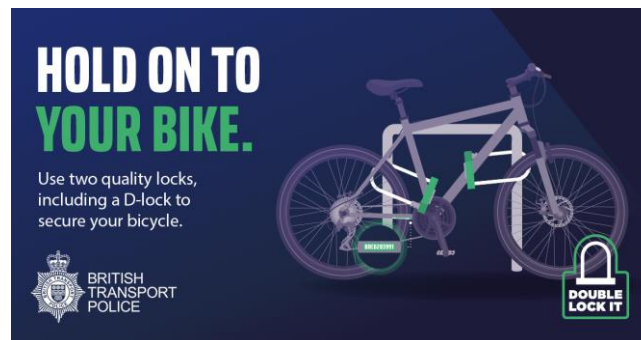
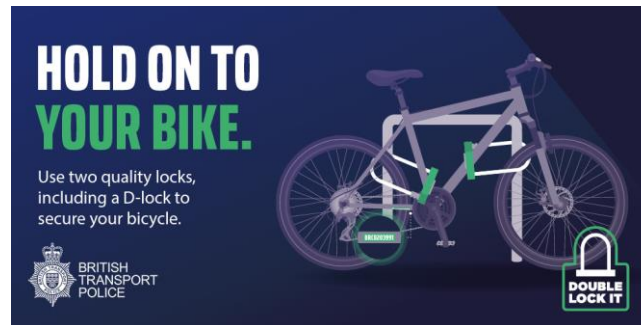
# DON'T GIVE BIKE THIEVES AN EASY RIDE.

Lock your bike through  
the frame and wheel,  
and register it with a  
cycle database.



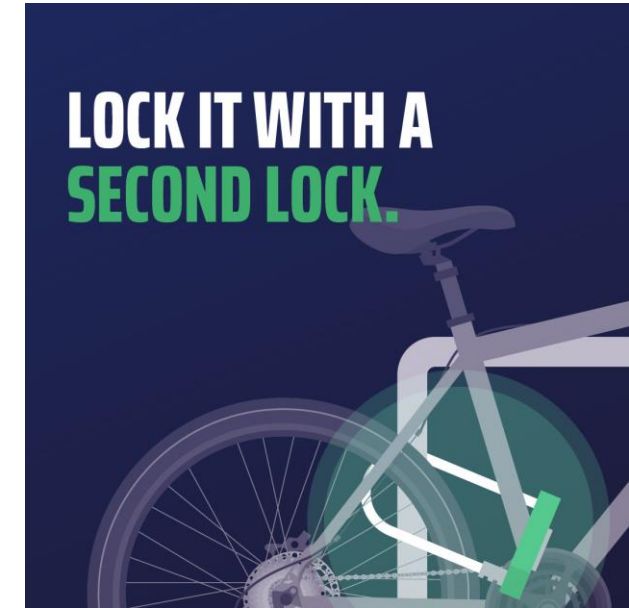
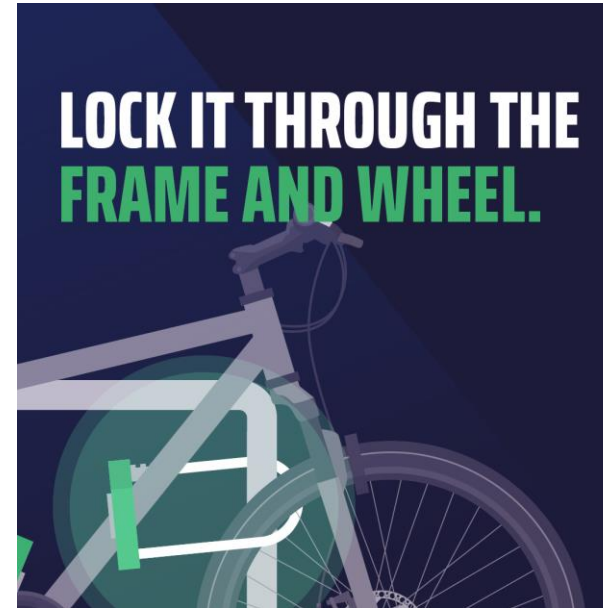
## Social assets

Hashtag: #DoubleLockIt



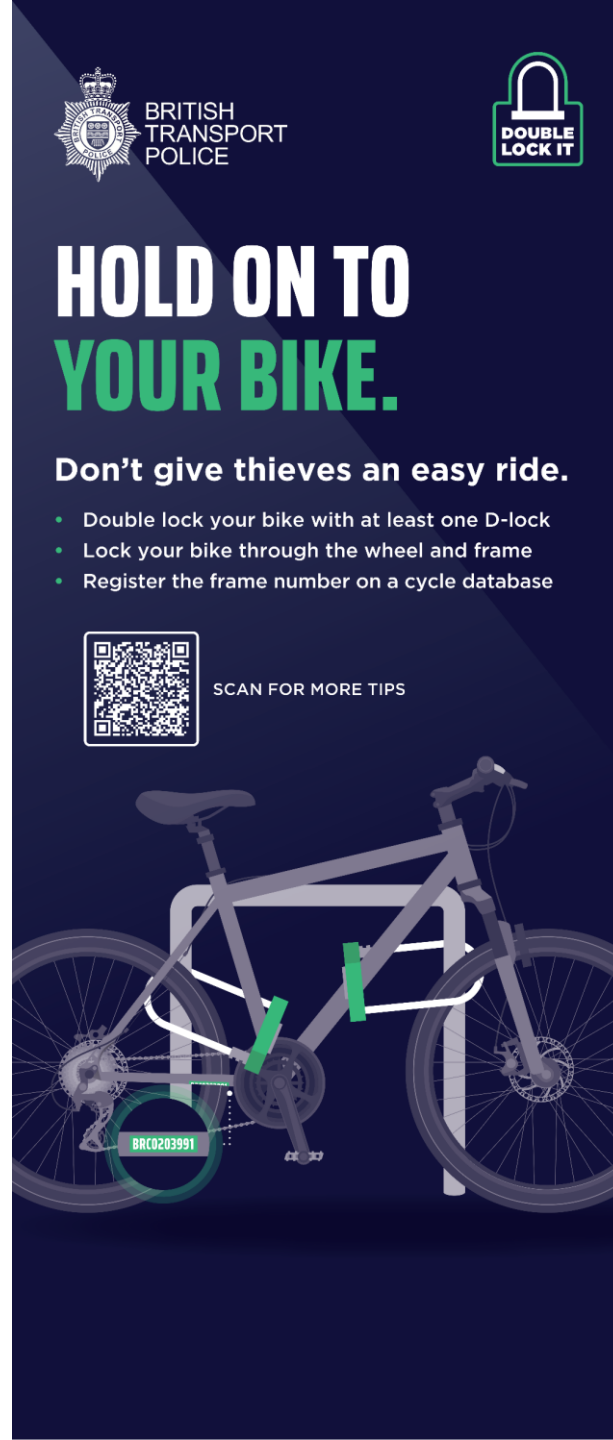
## Social carousel

Hashtag: #DoubleLockIt





## Pull up banner



Police forces may wish to amend the QR code to link to the crime prevention section of their website.

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BRITISH  
TRANSPORT  
POLICE



## TIPS TO PROTECT YOUR BIKE.

- Double lock your bike with at least one strong D-lock
- Lock the frame and both wheels
- Always lock your bike in a secure cycle parking area that is well lit and covered by CCTV
- Remove any accessories or anything that can be easily detached
- Get your bike security marked — it's a highly effective, visible deterrent for thieves
- Record the details of your bike in case it is stolen

## MY BIKE'S DETAILS.

To increase your chances of getting your bike back if stolen,  
record the details below, and register on a tracking website.

Frame number

Make/Model

Colour

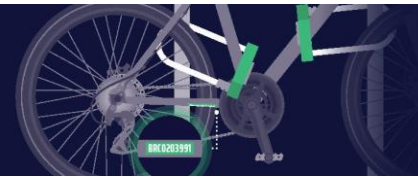
## Street stickers



## Cycle rack sticker

**DON'T GIVE BIKE THIEVES  
AN EASY RIDE.**

Lock your bike through the wheel and frame. For the best security, double lock your bike with at least one D-lock. Register the frame number for free online.



# Thank you

Questions?

Please contact [campaigns@btp.police.uk](mailto:campaigns@btp.police.uk)