

NRCN

National Rural Crime Network



NATIONAL RURAL

CRIME ACTION WEEK



21st – 25th
October - 2024

**CAMPAIGN
PACK**

Welcome to the National Rural Crime Action Week 2024 Campaign Pack!

Much work is being done to tackle rural crime, and the National Rural Crime Action Week is an opportunity for you to showcase your achievements. This campaign pack is a short guide to the activity that will be taking place in National Rural Crime Action Week and some suggestions on how you can get involved.

A brief History of the National Rural Crime Network

The NRCN was set up in 2014 by a cross-party group of Police and Crime Commissioners and leading campaign organisations. The aim was to better co-ordinate our efforts to highlight the impact of rural crime on communities and raise awareness of the need to give greater protection to the farming community, rural business and residents living in the countryside.

Our Partners



Our Associate Members



What is Rural Crime?

We often get asked to define rural crime and that rural crime can mean different things to different people. The NRCN uses the following definition to plan our campaigns and advocacy strategies. We have categorised rural crime into two distinct campaign areas:

- Any crime or incident in a rural area that impacts upon farming, agriculture, wildlife, equine, the environment, heritage assets and any other rural business.
- A criminal activity that can take place anywhere, but which possesses distinctive characteristics due to specific issues associated with rural communities such as geographical isolation, vulnerability, challenges in rural policing.

This definition is not designed in any way to set policing priorities or strategy for forces.

Our Key Message:

Rural crime is serious, organised and international with links to the international drugs trade. If we are serious about smashing the crime gangs then tackling rural crime must be a key part of the national and local plans.

Latest Research

Rural Crime: Serious, Organised and International

Earlier in the year the NRCN released a new piece of research carried out by Dr Kate Tudor of Durham University.

The presence of criminal activities in our rural areas have been evident, and have been on a constant rise, negatively impacting the businesses and the residents of the countryside. This has left our rural communities feeling isolated and inadequately protected. Uncovering and highlighting the complex, organised nature of rural crime is the first step in safeguarding these communities.

The data collected in the research demonstrates that a significant portion of rural crime constitutes organised criminality. 22 currently active OCGs were involved throughout the time this research was conducted with those involved having links to wider criminal activities including the international drugs trade.

To read the full report please, [click here](#).



NFU Mutual Crime Stats 2024

NFU Mutual's latest figures show a **4.3% rise in 2023**, pushing the cost of crime in rural areas to a staggering **£52.8m**. Criminal gangs are increasingly targeting farmyards and fields, capitalising on high inflation and strong resale markets both in the UK and overseas.

The impact is felt across rural communities, with theft of farm machinery, tools, livestock, and even large-scale fly-tipping contributing to this surge. These crimes are not isolated incidents; they are often part of organised criminal networks that operate across regions, leaving rural communities vulnerable.

To know more, read NFU Mutual's complete Rural Crime Report 2024 now:

[Click here](#)



The Action Week

We will have themed days throughout the week as follows:

Monday 21st October – Rural Crime Matters. The work of PCCs, Mayors and Deputy Mayors and MPs to combat rural crime and what more needs to be done.

Tuesday 22nd October – On the Frontline. The work of the NRCU and rural crime teams to tackle OCGs including machinery theft, hare coursing and serious organised rural crime.

Wednesday 23rd – Partners Day – Promoting the work of our partners and associate members in the fight against rural crime.

Thursday 24th October – Protecting Our Countryside, Livestock attacks, heritage crime, fly tipping and anti-social behaviour.

Friday – 25th October – Out of Sight – the issues of isolation, remoteness in identifying issues such as domestic abuse and mental health issues in our rural communities.

How you can support Rural Crime Action Week




Send us your Video Clips

We will be producing a **promotional video** on how Police and Crime Commissioners, Deputy PCCs, Mayors and Deputy Mayors are working to **protect rural communities**.

For our action week launch video this year we are particularly interested in the work to **tackle organised criminal gangs operating in rural areas**.

For example, initiatives to tackle machinery and equipment theft, hare coursing, county lines.

However, please feel free to send video content on any of the issues outlined above 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 video from last year [please click here](#).

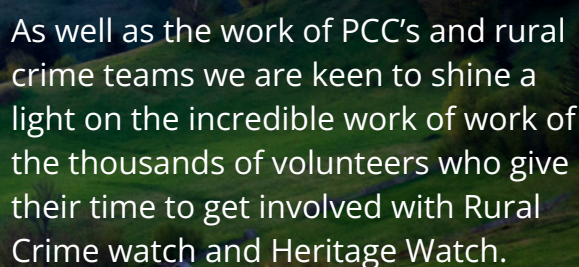
For further information or to send a video clip please email stuart.hand@apccs.police.uk



Showcase your Achievements on Social Media

Just make sure you tag us at **@ruralcrimentwk** on X and **@National Rural Crime Network** on LinkedIn, and we'll spread the word about the great work that you are doing.

Any **rural crime video content**, news stories or campaigns that you promote during Rural Crime Action Week will be promoted via our **social media channels**.



As well as the work of PCC's and rural crime teams we are keen to shine a light on the incredible work of work of the thousands of volunteers who give their time to get involved with Rural Crime watch and Heritage Watch.

Don't forget to use the hashtags **#RuralCrimeMatters** and any of the hashtags of the issues you are highlighting on social media e.g. **#HeritageCrime #FlyTipping #FoodandFarmSecurity #WildlifeCrime #RuralCrimeActionWeek**

How you can support Rural Crime Action Week



Share Best Practices

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

This rural crime guide produced by the team at Hampshire Police and Crime Commissioner's Office is a great example of local forces highlighting the importance of rural crime and what steps can be taken to better prevent, report and detect rural crime

[Click here](#)



Tell your local press

Tell your local press about National Rural Crime Week and that we are all coming together to tackle rural crime.

Here are just a few ideas on successful ways to promote rural crime in your area.

Working together initiatives and partnerships to tackle rural crime make good local news stories.

A great example here from PCC Dave Allen in Cumbria.

[Click here](#)

Highlight your successes in tackling rural crime.

A great example here from PCC Daryl Preston in Cambridgeshire in the progress in tackling hare coursing and poaching down by 48% last year.

[Click here](#)



Visits to farms and rural business

are a great way to involve the local media and publicise the work being done to tackle rural crime. NRCN Chair and PCC for Suffolk, Tim Passmore visiting farmers last year.

[Click here](#)

NRCN

National Rural Crime Network



For any further information or questions about National Rural Crime Action Week or the work of the NRCN please contact:

Stuart Hand

📞 07784 239299

✉️ Stuart.Hand@apccs.police.uk

NATIONAL RURAL

CRIME ACTION WEEK

Thank You

We look forward to campaigning together during National Rural Crime Action Week.