

Safer Business Action (SaBA) Events - Communications Guidance

SaBA events or initiatives provide a great opportunity to generate some positive PR for the agencies involved both with the media and also directly with the local community through social media.

The NBCC has developed some guidance to help your communications/PR leads promote the event using the national brand guidelines and to help amplify the messaging on social media.

The guidance is there to ensure all partners involved are represented in the promotion of the event and can help share the successes.

SaBA Branding

Safer Business Actions Days/Nights/Weeks/Months each have bespoke branding which should be used as part of all marketing and promotional material alongside partner agency branding.

Master Logo

The SaBA master logo suite is available in a number of formats and comes with full branding guidelines on how to use them.



[Download the SaBA Days Brand Kit](#)



[Download the SaBA Week Brand Kit](#)



[Download the SaBA Month Brand Kit](#)



[Download the SaBA Nights Brand Kit](#)

Location Logo

Alternatively, for a SaBA Day, you can use the 'location' version of the logo instead where you can add the name of the town or city where the SaBA day is taking place.





SAFER BUSINESS ACTION DAYS

Location Here



SAFER BUSINESS ACTION DAY

Insert Location

Please email the NBCC at contact@nbcc.police.uk with your location request. There is no cost for this.

Media Relations

It is important to make your local print and broadcast media aware if you are holding a SaBA event or operation and to try and get them to come along to the event. Here are some points to consider as part of your media plan:

- Decide on the spokesperson/s for the event ensuring they are comfortable talking to the media and are well briefed on the key messages
- Invite media in advance to attend the event for a photo/broadcast opportunity and potential interviews with the identified spokesperson/s
- Draft and distribute a press release promoting the event before it happens including quotes from identified spokespeople.
- Draft and distribute a press release post event including photographs/videos of the day – below is a quote for inclusion from the NBCC but we can also provide a bespoke quote on request, please contact michelle@purplepitchpr.co.uk
 - *Superintendent Patrick Holdaway lead for the National Business Crime Centre said The Safer Business Action initiative is coordinated nationally but is very much focussed on local crime and ASB issues impacting retail and other businesses in the community. It is as much about engaging with businesses and the public as it is about identifying and catching prolific offenders. The SaBA events have seen some fantastic results in targeting those who cause the most harm to businesses and also in building ongoing relationships between business, partners and the police.”*
- Use key stats in the post event press release where possible i.e. arrests, stops and searches, call volume, crimes reported, feedback from businesses and residents.

Social Media

- Create social posts for pre event promotion ensuring all agencies involved are tagged into the posts and please also tag the NBCC accounts:
 - LinkedIn @national-business-crime-centre
 - Twitter @BusinessCrimeUK
- Please use national agreed hashtags #SaBA #Crimeprevention #nbcc on all posts in order to amplify the messaging across all agencies involved
- Please also use the hashtag #SaBaDay or #SaBANights and when adding a location use #SaBADayLondon
- If the SaBA day is being run as part of a National Week of Action or month, please also include the hashtag #SaBAWeek or #SaBAMonth



- Consider doing some quick video interviews with the spokespeople at the start of the day to raise awareness
- Take lots of photos on the day to post whilst the event is underway and to use afterwards
- Where possible please also tag in the accounts of the individuals who are featured in any post event photographs
- Please ensure you have permission of the people featured in any event photographs before publishing
- Ensure you do not identify any person who may be under arrest as part of the day.

