KNOWLEDGE™

Helping you live in Leeds.

knowledge-leeds.co.uk

85% concerned

20% of them had been a victim of crime

76% of members felt there was not enough information on crime

The Plan

The Message

We would concentrate on a number of topics for communication.

We would communicate in an honest, simple, direct manner pitched at adults.

Provide the students of Leeds with accurate and up to date information on the true state of crime.

The Goals

Brand Recognition.

The goal for the year would be the development of a strong, recognisable and durable brand . Not to reduce the crime statistics in student areas for the academic year.

The Brand

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Home > On the streets > In your home > Crime figures > Here to help you > About > Contact Us > Press

News.

November 2007 - Housing Security
11th November 2007
After a successful launch early at the end of September the Knowledge team are back and looking to help students reduce the likely-hood of them becoming a victim of burglary while living in Leeds. Along with avoiding reduce the risk, heartache and hassle that having your property stolen can cause. We are asking the students of Leeds to make a few really small changes in the way they act to help reduce the risk to their property.

Knowledge launch
24th September 2007
Today sees the start of the full Knowledge campaign. A promotional event will kick things off in Hyde Park with local representatives from Leeds universities and students' unions, the Police and Leeds City Council. You will be hearing a lot more about us over the coming weeks and we will be adding more information to the site. From real life reports from the students of Leeds, to even more top tips. Click here to read the press release.

Best Bar Non members join the campaign
17th September 2007
The freshers weekend saw the Best Bar None members join in to help the new students get the Knowledge with bar staff around town in our extra exclusive Knowledge t-shirts, as featured in the recent poster campaign.

> What's going down?

60% of burglaries against student properties were through an open window or door.

Students are, statistically, one of the most likely groups to fall victim to crime. Students own more expensive consumer goods per head than the rest of the population. It is no surprise that **around 20% of students become a victim of a crime each year**. Added to that fact, young people are around three times more likely to be victims of burglary than people in other age groups, which makes students all the more vulnerable. Muggings, burglary and vehicle-related theft are the common crimes students are at risk at being a victim of. **The Knowledge campaign** aims to work with students to help them make a few simple changes to reduce the likelihood of them becoming a victim of crime.

Beat Crime.

Get your postcode and find out the true level of crime down your street. You can use the Beat Crime website by the West Yorkshire Police to discover the crime stats for your street. Everything from burglary to car crime is covered and it will give you a great picture of crime levels in your area, and to find out where potential hot spots are.

> Vist the Beat crime website

Myth Buster.

Inspector Richard Coldwell from West Yorkshire Police cuts through the myths, about burglary in the student areas of Leeds, to give the true picture of crime in the city as well as pointing out the current trouble areas, and provide helpful tips to avoid becoming a victim.

> Read more

Real Life.

Report a crime.

Go to them

Leeds Met Students stay 'CALM' in the community.
If you only read
in here, read this
KNOWLEDGE
Represent!
Leeds University
The Union Community Reps from Lee

Results