



Home Office

County Lines Partner Pack

County Lines – guide for partners

As part of the Government's ongoing commitment to tackle serious and violent crime, the Home Office has relaunched its County Lines awareness-raising campaign.

County Lines is the term used to describe urban gangs supplying drugs to suburban areas, as well as market and coastal towns, by using dedicated mobile phone lines or "deal lines". Gangs use children and vulnerable people to move drugs and money to these areas. Once caught up in County Lines, exploited individuals are at risk of extreme physical and/or sexual violence, gang recriminations and trafficking.

Our campaign aims to raise awareness about County Lines among frontline staff, like teachers, health workers and those working in the transport, housing and security sectors. It is these people who are most likely to encounter those young people or individuals who are most at risk.

With the right knowledge, staff will know how to spot potential victims and report concerns anonymously to Crimestoppers, or safeguard in line with their organisation's safeguarding policy.

This campaign pack contains promotional social media images and posters that you can download to raise awareness of County Lines to your staff, partners and the public.

It is part of the work the Home Office is doing to tackle County Lines, which is set out in the **Serious Violence Strategy**.

Thank you in advance for your support in helping us tackle County Lines and protecting children and vulnerable adults.



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Frontline staff – content catalogue

Staff such as teachers, health workers, local authority staff and job centre staff who work with children and potentially vulnerable adults may encounter potential victims. These frontline staff can help spot and safeguard young people in line with their organisation's safeguarding policy.



Guidance booklet for statutory frontline staff
Download here.



Social media
Download social media images here.



Posters
Download and print campaign posters here.

Social media – recommended messaging

Staff working with children and young people: Frontline staff may spot a child being exploited by **#countyliners** gangs. We're working with **@ukhomeoffice** so staff know how to **#spotthesigns** and report concerns

Do you know how to **#spotthesigns** of **#countyliners**? We're working with **@ukhomeoffice** so frontline staff know how to spot a child who's a victim of County Lines gangs, and how they can report concerns.

Staff working with vulnerable adults: Frontline staff may spot a vulnerable adult being exploited by **#countyliners** gangs. We're working with **@ukhomeoffice** so staff know how to **#spotthesigns** and report concerns

Do you know how to **#spotthesigns** of **#countyliners**? We're working with **@ukhomeoffice** so frontline staff know how to spot a vulnerable adult who's a victim of County Lines gangs, and how they can report concerns.

Bus and coach company staff – content catalogue

Coach and bus networks are used by children to courier drugs and money. Drivers and on-board staff such as ticket inspectors can help spot potential victims and report concerns.



Posters

Download and print campaign posters here.



Social media

Download social media images here.

Social media – recommended messaging

Bus drivers may spot a child who is being exploited by **#countyliners** gangs. We're working with @ukhomeoffice so bus drivers know how to **#spotthesigns** and report concerns

Do you know how to **#spotthesigns** of **#countyliners**? We're working with @ukhomeoffice so bus drivers know how to spot a child who's a victim of County Lines gangs, and how they can report concerns.

Train and rail operator staff – content catalogue

Rail networks are used by children and vulnerable people to courier drugs and money. On-board staff such as guards and station staff can help spot potential victims and report concerns.



Posters

Download and print campaign posters here.



Social media

Download social media images here.

Social media – recommended messaging

On-board train staff: Train guards may spot a child who is being exploited by **#countylin** gangs. We're working with **@ukhomeoffice** so train guards know how to **#spotthesigns** and report concerns.

Do you know how to **#spotthesigns** of **#countylin**? We're working with **@ukhomeoffice** so train guards know how to spot a child who's a victim of County Lines gangs, and how they can report concerns.

Railway station staff: Railway station staff may spot a child who is being exploited by **#countylin** gangs. We're working with **@ukhomeoffice** so staff know how to **#spotthesigns** and report concerns.

Do you know how to **#spotthesigns** of **#countylin**? We're working with **@ukhomeoffice** so railway station staff know how to spot a child who's a victim of County Lines gangs, and how they can report concerns.

Taxi and private vehicle hire staff – content catalogue

Taxis and rented cars are used by children and vulnerable people to courier drugs and money. Drivers can help spot potential victims and report concerns.



Posters

Download and print campaign posters here.



Social media

Download social media images here.

Social media – recommended messaging

Taxi drivers may spot a child who is being exploited by **#countyliners** gangs. We're working with **@ukhomeoffice** so taxi drivers know how to **#spotthesigns** and report concerns.

Do you know how to **#spotthesigns** of **#countyliners**? We're working with **@ukhomeoffice** so taxi drivers know how to spot a child who's a victim of County Lines gangs, and how they can report concerns.

Letting agents and landlords – content catalogue

County Line drug gangs rent property where they operate. Letting agents and landlords can help spot the signs of potential victims and report concerns.



Posters

Download and print campaign posters here.



Social media

Download social media images here.

Social media – recommended messaging

Landlords may spot a vulnerable tenant who is being exploited by County Lines gangs. We're working with **@ukhomeoffice** to help landlords know the **#signstospot** and how to report concerns.

To help landlords prevent **#countylines** drugs gangs operating in rental properties, we're working with **@ukhomeoffice** to help landlords know how to **#spotthesigns** and report concerns.

Private Security Staff – content catalogue

County lines gangs use children to courier drugs and money across the country. Children are targeted for recruitment by these gangs in public spaces, such as shopping centres and high streets. Security staff can help spot potential victims and report concerns.



Posters

Download and print campaign posters here.



Social media

Download social media images here.

Social media – recommended messaging

Security guards may spot a child who is being exploited by **#countylines** gangs. We're working with **@ukhomeoffice** so security guards staff know how to **#spotthesigns** and report concerns.

Do you know how to **#spotthesigns** of **#countylines**? We're working with **@ukhomeoffice** so security guards know how to spot a child who's a victim of County Lines gangs, and how they can report concerns.

Thank you for your support.



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