



PRESS RELEASE

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National Personal Safety Day 2009 - READY STEADY SAFE campaign

Today, schools, colleges, workplaces, local authorities and transport authorities around the country are marking **NATIONAL PERSONAL SAFETY DAY 2009** by promoting the 'safety on and around public transport' messages of this year's **READY STEADY SAFE** campaign.

The campaign aims to raise awareness of the following:

- Generally, perception of crime on public transport is much higher than reality and public transport in the UK is actually remarkably safe
- The risks that do exist can be reduced by taking some simple safety precautions

Ann Elledge, from Suzy Lamplugh Trust, who are the organisers of National Personal Safety Day, says:

*"The **READY STEADY SAFE** campaign is all about giving the public the knowledge to be able to reduce the risks and the confidence to use public transport without disproportionate fear of becoming a victim of crime.*

“There is a great deal of support for the campaign - from the transport authorities, local authorities, schools, colleges and workplaces around the country – and we’re delighted that these important personal safety messages will be reaching such a wide audience.”

British Transport Police Neighbourhood Police Teams around Britain are supporting National Personal Safety Day with a range of activity. This includes station surgeries, on train patrols, cycle tagging, property marking and more.

‘We are very pleased to support National Personal Safety Day 2009,’ said Deputy Chief Constable Paul Crowther.

‘We have a remarkably safe rail system. The crime figures are low and have been going down for the last five years, but we need to do more to make people feel confident when they travel.’

The READY STEADY SAFE campaign includes the following advice:

Travelling by Bus, Tram or Train

- Know where you are going and which stop you need. Check departure times, especially of last buses or trains.
- Try and have your ticket, pass or change ready in your hand so your purse or wallet is out of sight.
- If possible, wait for a bus, tram or train in a well-lit place near other people.
- If you are concerned about your safety, try and sit next to the driver.
- Try to sit with other people and avoid empty carriages.
- If you feel threatened on public transport make as much noise as possible to attract attention of the driver or guard.

Taxis & Mini Cabs

- Always use a taxi or licensed minicab.
- Taxis (Hackney Carriages) can be hailed in the street. They look like purpose-built taxis or black cabs and have an illuminated taxi sign on the roof.
- Licensed minicabs should not be hailed in the street. They must be pre-booked. The driver should have ID and the vehicle will have some sort of license displayed on it.
- Minicabs that tout for business on the streets are illegal, uninsured and potentially very dangerous.
- Carry the telephone number of a trusted, licensed company with you.

Walking to & from the bus stop/train station

- Think about the route and where you could go if you felt threatened. The best idea is to head for a public place where you know there will be other people, for example a garage or shop.
- Try to use well lit, busy streets and avoid danger spots like quiet or badly lit alleyways, subways or isolated car parks.
- Try to keep both hands free and don't walk with your hands in your pockets.
- Walk facing on coming traffic to avoid curb crawlers.
- Keep your mind on your surroundings – remember if you are wearing a personal stereo or chatting on your mobile phone, you will not hear trouble approaching.
- Consider carrying a personal safety alarm, which can be used to shock and disorientate an attacker giving you vital seconds to get away.

For further information about the **Ready Steady Safe** campaign, go to

www.suzylamplugh.org/npsd

ENDS



For **Media Enquiries** re: National Personal Safety Day and the

READY STEADY SAFE campaign please contact:

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For **Media Enquiries** re: British Transport Police's activities on

National Personal Safety Day please contact - Simon Lubin - Tel: 020 7830 8854/F: 020 7023 6952/M: 07771 670116



For **Media Enquiries** re: Transport for London's activities on

National Personal Safety Day, please contact:

Emily Herreras-Griffiths - Tel: 020 7126 1471/Mob: 07889 092 895/Emilyherras-griffiths@tfl.gov.uk

Notes to the Editor

Short Film

The short 12 minute film, accessed at the link below, has been produced for National Personal Safety Day by children at the Brentford City Learning Centre in London. The film and its accompanying worksheet aim to increase pupils' awareness of personal safety on and around public safety. *Please note, the film is also embargoed until 00.01hrs on 12th October.*

<http://www.suzylamplugh.org/content.asp?PageID=1238>

If you would like a hard copy of the cd, please email: jo.walker@suzylamplugh.org or call 07747 611308

Useful Statistics

<http://www.crimereduction.homeoffice.gov.uk/vehiclecrime/vehiclecrime51.htm> - stats on perception from 2004

<http://www.dft.gov.uk/pgr/crime/personalsecurity/perceptions/factsheet7blackandminorityet3003> - stats on perception by black and ethnic minorities – 2002/2003

The Suzy Lamplugh Trust, a registered charity, works to raise awareness of the importance of personal safety in order to help people to avoid violence and aggression and live safer, more confident lives.

The Trust works alongside government, the police, the educational establishment, public bodies and the business sector to encourage safety wherever people may be at risk - in the home, at work, in public and in schools and colleges, on public transport and when travelling at home or abroad.