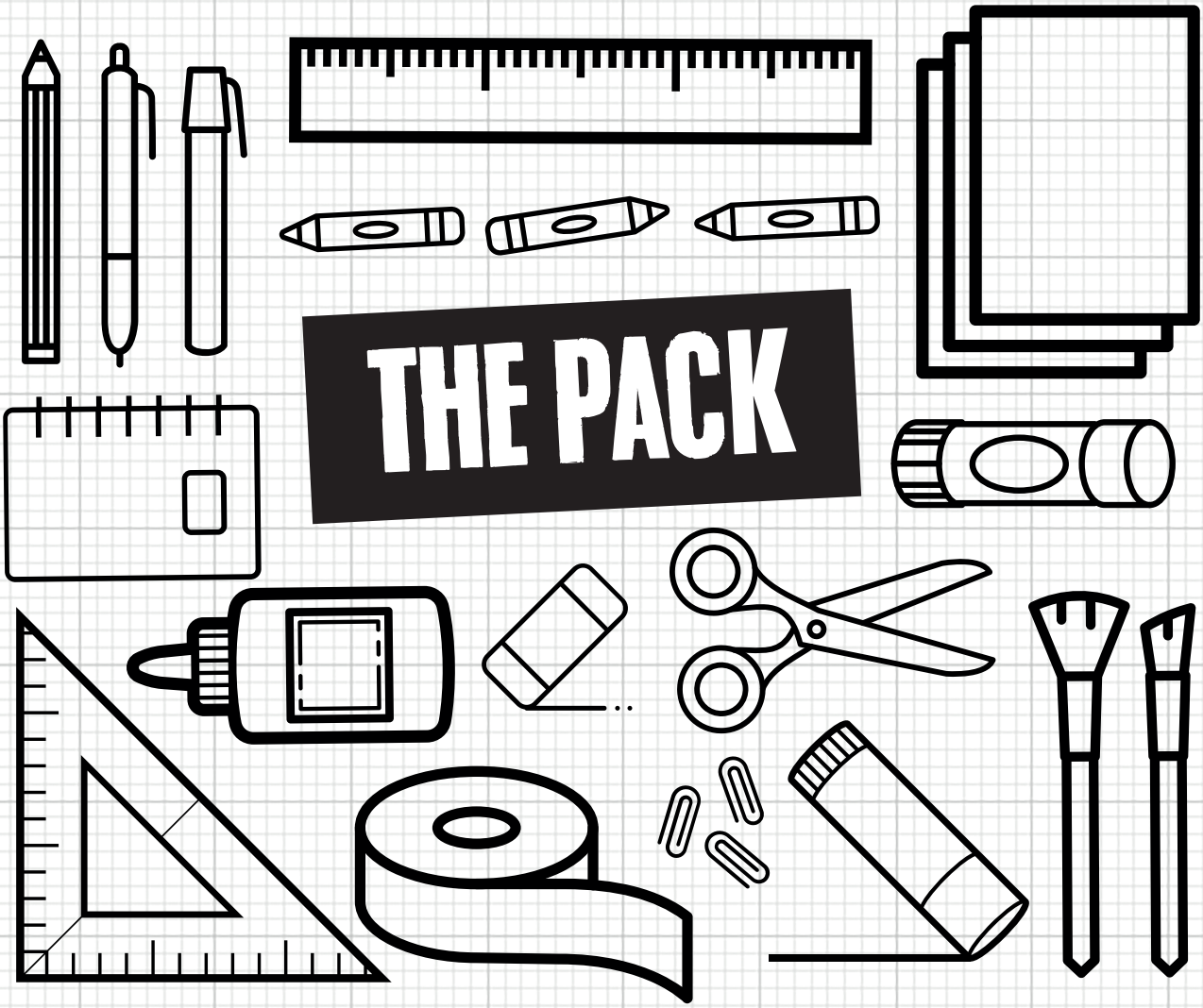
Interchange

COUNTY LINES GRAPHIC DESIGN COMPETITION 2023



THE PACK

Worcester Cathedral · The Clewer Initiative · Platform · Worcestershire Community Rail Partnership · Mothers' Union

ESSENTIALS – **THE BRIEF**

You MUST read this before you start designing.

1. INTRODUCTION

Hi and welcome to your Graphic Design Competition Brief.

As part of the Interchange project, we are asking students to design a poster that raises public awareness of County Lines within Worcestershire.

The purpose of the poster is to highlight what the phrase County Lines means and to inform the public about the signs that they may see.

The aim of the poster is to make the public sit up to take notice and act on their suspicions, by reporting what they have witnessed.

THE PRIZE

The winning designer gets:

- £40 Amazon Gift Voucher
- An afternoon with a professional graphic designer to turn their winning design into professionally finished digital artwork.
- A printed copy of their finished poster design

DEADLINES AND HOW TO SUBMIT

The closing date for entries is:
10pm, Friday 16th June

Entries should be submitted to:
Your teacher (they will inform you how)

Please include your:
Name, Age, School, Email address and/or telephone number

So, first of all, lets explain a few things…

2. WHAT IS COUNTY LINES?

You've probably heard this phrase and wonder what it means?

Well, here goes;

County lines is a form of criminal exploitation. It is when criminals befriend children, either online or in-person, and then manipulate them into drug dealing. The 'lines' refer to mobile phones that are used to control a young person who is delivering drugs, often to towns outside their home county.

County Lines is where illegal drugs are transported from one area to another often across police and local authority boundaries (although not exclusively) usually by children or vulnerable people who are coerced into it by gangs. The 'County Line' is the mobile phone line used to take the orders of drugs. Importing areas (where the drugs are taken to) are reporting increased levels of violence and weapons-related crimes as a result of this trend.

But what does that all mean? Let's explain it a bit more…

Organised Crime Gang (OCG): A group of people for whom involvement in crime and violence is for personal gain and is seen as their occupation.

Gang members are people who are part of the Organised Crime Gangs (OCGs). They can look completely normal, just like you or me.

Illegal activity is classed as things like selling drugs, slavery, prostitution etc. These things are against the law and whoever is involved can get sent to prison.

Grooming is a bit like manipulation – when a person tricks someone else into thinking they care about them when they actually just want to use them (in this case, to sell drugs).

Young people is anyone up to the age of 18

So how do they do it? How do these gang members manage to get young people to do what they want? Surely the young people know what's happening and can just say no?

Unfortunately not.

The gang members will usually pretend they want to be friends with the young person first. They might do things like; invite them to go places with them, or just to hang out. They might give them gifts like money, a mobile phone or even offer them drugs. The gang members do all this so that the young person starts to feel safe with them, to trust them, and eventually do whatever they want. This is what we mean by manipulation and grooming. They **do not really** want to be friends at all.

Once the young person is in this situation, the gang member will start to use them.

Quite often the gang member will give the young person a new mobile phone, this is a key sign that someone might be part of a County Lines illegal gang. They give the young person the phone so that they can contact them without being traced. They will most likely ask the young person not to tell anyone else about the phone, including their friends, parents or teachers.

But why would the young people do it?

There are many reasons as to why some young people may get involved with gangs.

- It might be through choice, thinking that they will gain status and power. Maybe the thought of taking risks excites them. That being in a gang would mean that they would gain respect whilst being protected by senior gang members.

- It might be through peer pressure, or their socio-economic backgrounds may make believe that they have no other option. They may feel that their future looks bleak and that being in a gang offers them the opportunity to be part of something.

- It might be through coercion, being groomed by Organised Criminal Gangs with false promises of gifts, money, brotherhood and belonging. Often these gangs would target young people who present a level of vulnerability.

And so why should I care?

There are 2 reasons this is important to you:

1. You or someone you know could be a target (a **target** means when the gang member chooses the young person they are going to try and manipulate. So the target is a person.)

2. Once a young person becomes involved in one of these gangs, it's very hard to get out (but not impossible). They can bully, threaten and abuse the young person to do anything they want. Families are also threatened.

So, hopefully that makes more sense now.

If you feel like you want to know more, you can search County Lines online:
Visit the following websites

childrenssociety.org.uk
nspcc.org.uk
theclewerinitiative.org

So what do we want you to do…? Turn the page to find out!

3. DESIGN A POSTER

OVERVIEW

We want to help people (the public) understand what County Lines is.
We want them to know what signs to look out for.

A lot of the activity we've described happens in public places; on benches,
in parks, in the street or on train stations. So the more that people know
about County Lines and what it is, the more chance there is of spotting it happening and reporting it to the police. Your poster will help us do this!

We are going to give you some design tools to help get you started, but you don't have to use these – you can create it all yourself from scratch, if you want to.

BUT, there are some things the poster HAS to include…

POSTER DESIGN ADVICE
Your poster design should include the following things:

1. A headline or title
2. A main image
3. Explanation
4. Signs
5. Call to action

Let's go through these in a bit more detail…

1. HEADLINE / TITLE
Your headline (or title) is one of the most important aspects of your poster design. It should try to catch people's attention but also be easy to read. Keep it simple.

Example 1: Don't look away. You can help.
Example 2 : County Lines is happening here.
Example 3: County Lines: Know the signs.

In the Design Toolkit:
We've have provided some headline examples inside the Toolkit and some key words for you to assemble your own. But please feel free to write your own text if you want – either using a computer to print out text or just drawing it.

2. MAIN IMAGE
There will usually need to be at least 1 image in your design. You can use more than 1, but too many can be distracting. Again, try to keep it simple. What image would go well alongside your Headline?

Example:
It could be an image of someone being given a mobile phone, or on their own being bullied/pressured into something by a gang.

In the Design Toolkit:
We've provided a selection of images we think may work, but you can find your own online or even draw something (we don't mind if it's just a sketch, as long as it's clear what is happening).

3. EXPLANATION
Once you've got someone's attention, you then need to tell people what your message is about in more detail. A headline isn't usually enough to explain everything, so a short sentence or two will help to make it clear.

Example:
"County Lines is when criminal gang members groom young vulnerable people to help them carry out their illegal activity."

In the Design Toolkit:
We've provided the above Explanation as type in the Toolkit, which
you can use or rewrite yourself.

4. SIGNS
We think it would be useful to tell the public about some of the signs that happen during County Lines grooming. If the public know these, they can look out for them. We've included some examples below but please feel free to interpret what we've already told you and write your own.

SIGN 1 EXAMPLE:
They will seem interested in the vulnerable person, try to befriend
them and even introduce them to other members of their gang.

SIGN 2 EXAMPLE:
They usually offer them gifts like money, drugs or even a mobile phone.

SIGN 3 EXAMPLE:
Giving a mobile phone as a gift is a key sign that someone is being groomed by a criminal gang member.

In the Design Toolkit:
We've provided 'Sign' title boxes in the Toolkit, which you can position before them, or you can design your own. Feel free to use the typed out ones or write them out yourself by hand.

5. CALL TO ACTION
A 'Call to action' means what we (the poster designers) want the audience (the people looking at our poster) to do once they've finished reading it. Usually it's things like 'visit this website' or 'call a number'. In this case, we have a specific list below. You MUST include one of the actions

"If you think you've seen something,

Option 1: text the British Transport Police on 61016

Option 2: download and use the Railway Guardian App

Option 3: contact Fearless on 0800 555 111

In the Design Toolkit:
There is a typed version of this in the Toolkit, but you can write it out yourself if you want to.

That's everything!

4. HOW TO USE THE DESIGN TOOLKIT

This is how we recommend you use the design elements we've provided. But remember, you're free to do it your own way too. This is just a guide.

1. Select your elements
Cut out any 'elements' that you want to use from the Design Toolkit safely with scissors. Remember you can also create your own versions of anything we've provided too.

Please note: there are some other elements to choose from that were not mentioned in the Poster Design Advice section (2b):

Backgrounds
You can use one of the colour backgrounds we've provided, a plain white background or any coloured paper you want. You could even paint or colour-in a piece of paper for your background.

Graphics/Icons/Illustrations
We have also provided a selection of graphic icons and illustrations that you can use. Icons and illustrations can be used to support or enhance some of the text in your design. As always, you can also create your own icons or illustration inspired by these, if you want.

2. Prepare your Artboard
Get a blank piece of A4 paper. In the design industry this is called your 'Artboard'.

3. Start Designing
Now you can position your chosen elements on your blank piece of A4 paper (your Artboard) however you think they look best. You can use our Layout Guide if you're not sure. Don't stick anything down just yet though!

This is the main part of the design process. It's also called "creating a composition" or "creating a layout" in the design industry.

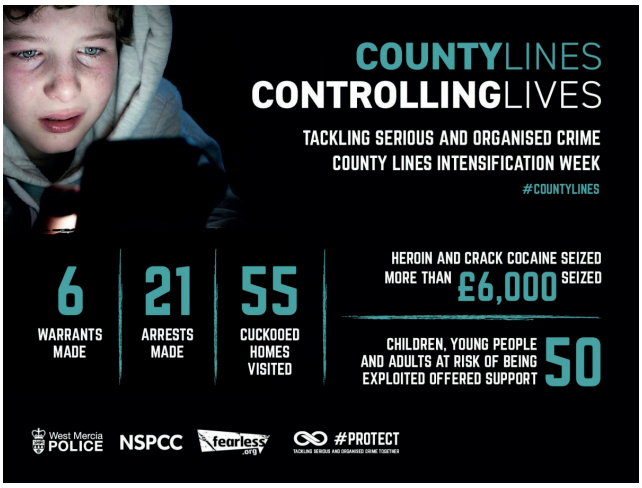
Drafts
If you have a mobile phone you could take a picture of your design/composition, and then try an new one, and take a picture of that. Then at the end you can decide which is the one you want to submit (you can only submit one design).

4. Stick and Submit
Once you're happy with your design, stick it all down to your artboard and submit it to your teacher.

We can't wait to see what you create!

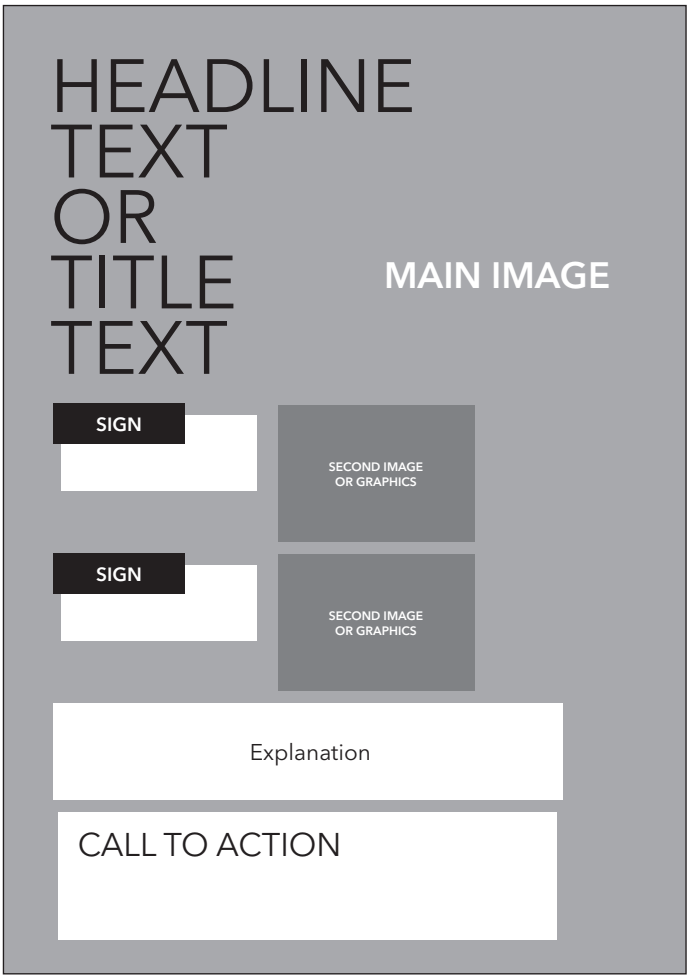
USEFUL – **RESEARCH**

Some examples of existing County Lines graphic design posters.



USEFUL – **LAYOUT GUIDES**

If you're not sure how to layout your poster, try using one of these as a starting point.



DESIGN TOOLKIT – HEADLINES / TITLES (EMPTY)

Use these if you want to. Or you can write or create your own.

TARGETED.
HOOKED.
TRAPPED.

County Lines: Know the Signs

HIDDEN IN PLAIN SIGHT

DON'T LOOK AWAY!

YOU COULD CHANGE THE OUTCOME.

COUNTY LINES IS HAPPENING. HERE & NOW!

YOU CAN HELP THEM

DESIGN TOOLKIT – HEADLINES / TITLES (COLOUR)

Use these if you want to. Or you can write or create your own.

TARGETED.
HOOKED.
TRAPPED.

DON'T LOOK AWAY!

County Lines: Know the Signs

YOU COULD CHANGE THE OUTCOME.

COUNTY LINES IS HAPPENING. HERE & NOW!

HIDDEN IN PLAIN SIGHT

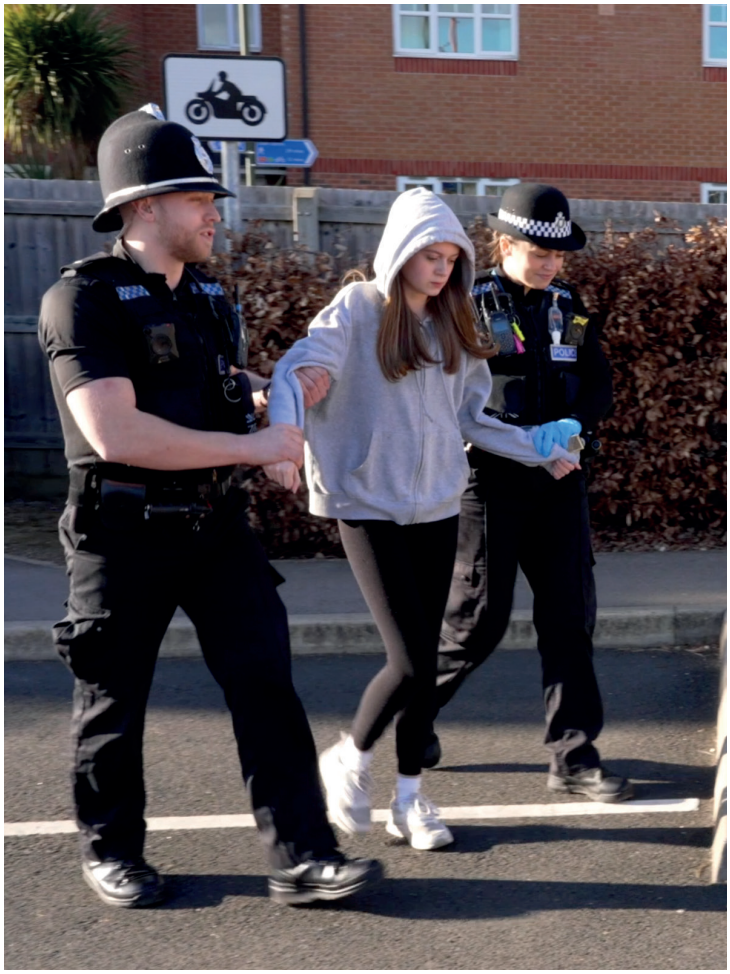
YOU CAN HELP THEM

DESIGN TOOLKIT – IMAGES SHEET NO.4

Use these if you want to. Or you can find or create your own.

DESIGN TOOLKIT – IMAGES SHEET NO.5

Use these if you want to. Or you can find or create your own.



DESIGN TOOLKIT – IMAGES SHEET NO.6

Use these if you want to. Or you can find or create your own.

DESIGN TOOLKIT – EXPLANATION

Use these if you want to. Or you can create your own.

County Lines is when criminal gang members groom young vulnerable people to help them carry out their illegal activity.

Be aware of those reachable moments when YOU can make a difference.

COUNTY LINES IS WHEN CRIMINAL GANG MEMBERS GROOM YOUNG VULNERABLE PEOPLE TO HELP THEM CARRY OUT THEIR ILLEGAL ACTIVITY.

BE AWARE OF THOSE REACHABLE MOMENTS WHEN YOU CAN MAKE A DIFFERENCE.

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Be aware of those reachable moments when you can make a difference.

OR WRITE YOUR OWN

COUNTY LINES IS WHEN CRIMINAL GANG MEMBERS GROOM YOUNG VULNERABLE PEOPLE TO HELP THEM CARRY OUT THEIR ILLEGAL ACTIVITY.

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DESIGN TOOLKIT – SIGNS

Use these if you want to. Or you can find and write your own.

They will seem interested in the vulnerable person, try to befriend them and even introduce them to other members of their gang.

They usually offer them gifts like money, drugs or even a mobile phone.

Giving a mobile phone as a gift is a key sign that someone is being groomed by a criminal gang member.

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OR WRITE YOUR OWN

SIGN	SIGN	SIGN	SIGN	SIGN	SIGN	SIGN
SIGN 1	SIGN 1	SIGN 1	SIGN 1	SIGN 1	SIGN 1	SIGN 1
SIGN 2	SIGN 2	SIGN 2	SIGN 2	SIGN 2	SIGN 2	SIGN 2
SIGN 3	SIGN 3	SIGN 3	SIGN 3	SIGN 3	SIGN 3	SIGN 3

DESIGN TOOLKIT – CALL TO ACTION

You must use one of these call to actions and the matching logo.

If you think you've seen something, text the **British Transport Police** on

61016

BRITISH TRANSPORT POLICE

If you think you've seen something, text the **British Transport Police** on

61016

If you think you've seen something, text the **British Transport Police** on

61016

If you think you've seen something, call **Fearless** on

0800 555 111

fearless

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If you think you've seen something, download and use the

Railway Guardian App

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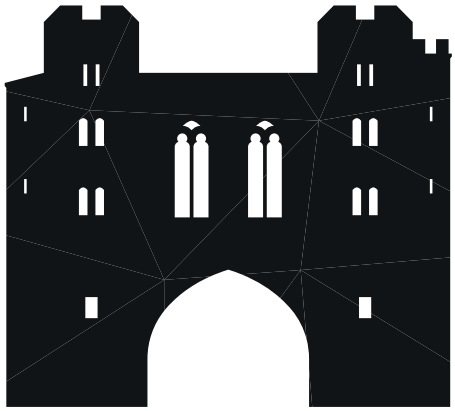
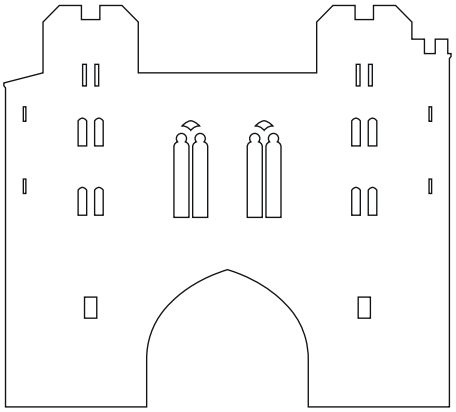
DESIGN TOOLKIT - GRAPHIC ICONS

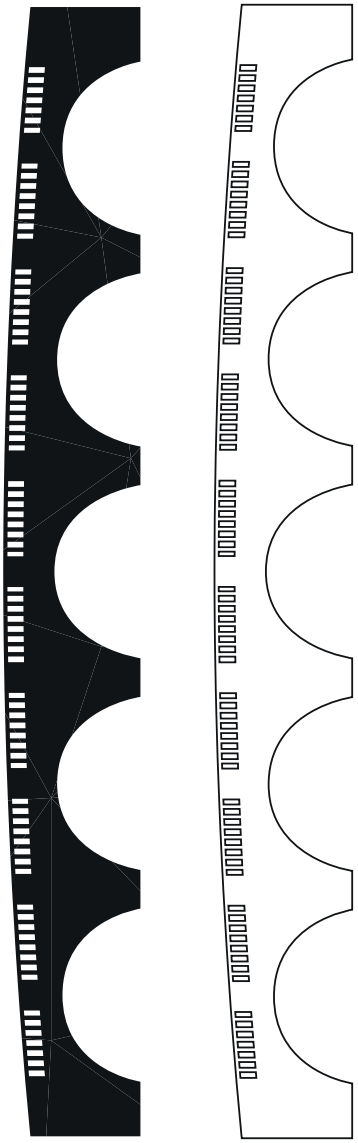
Use these if you want to. Or you can find or create your own.

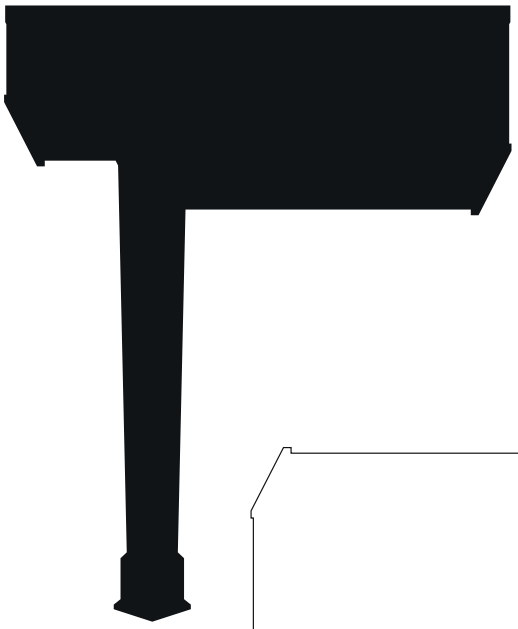
DESIGN TOOLKIT – ILLUSTRATION (WORCESTER)

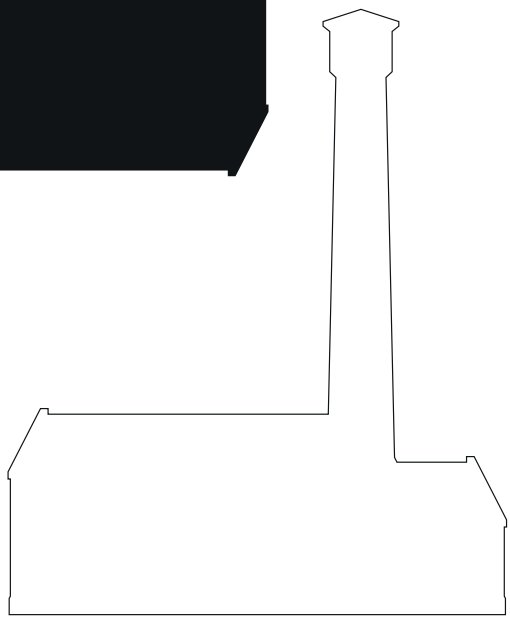
Use these if you want to. Or you can find or create your own.

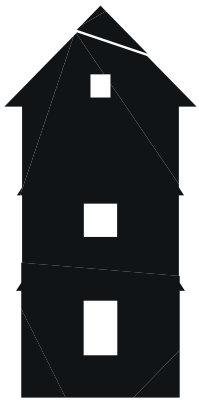


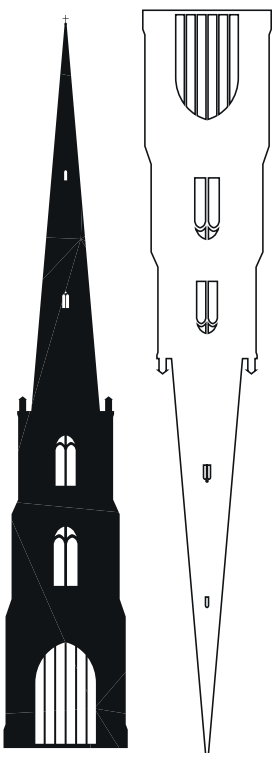


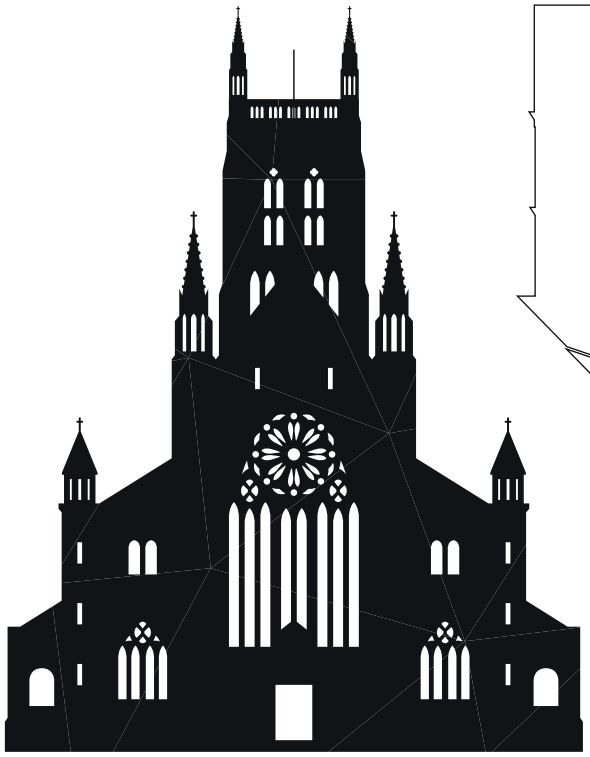


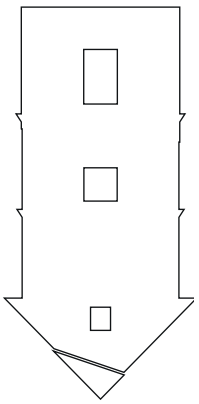


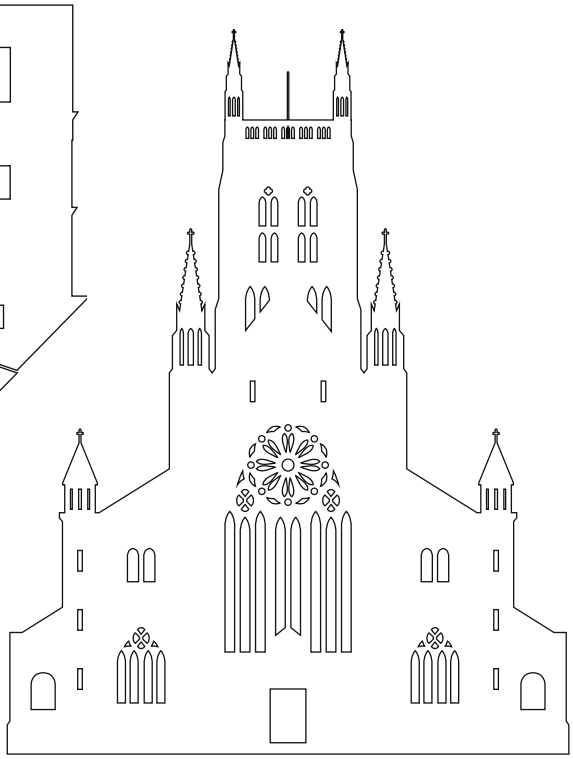










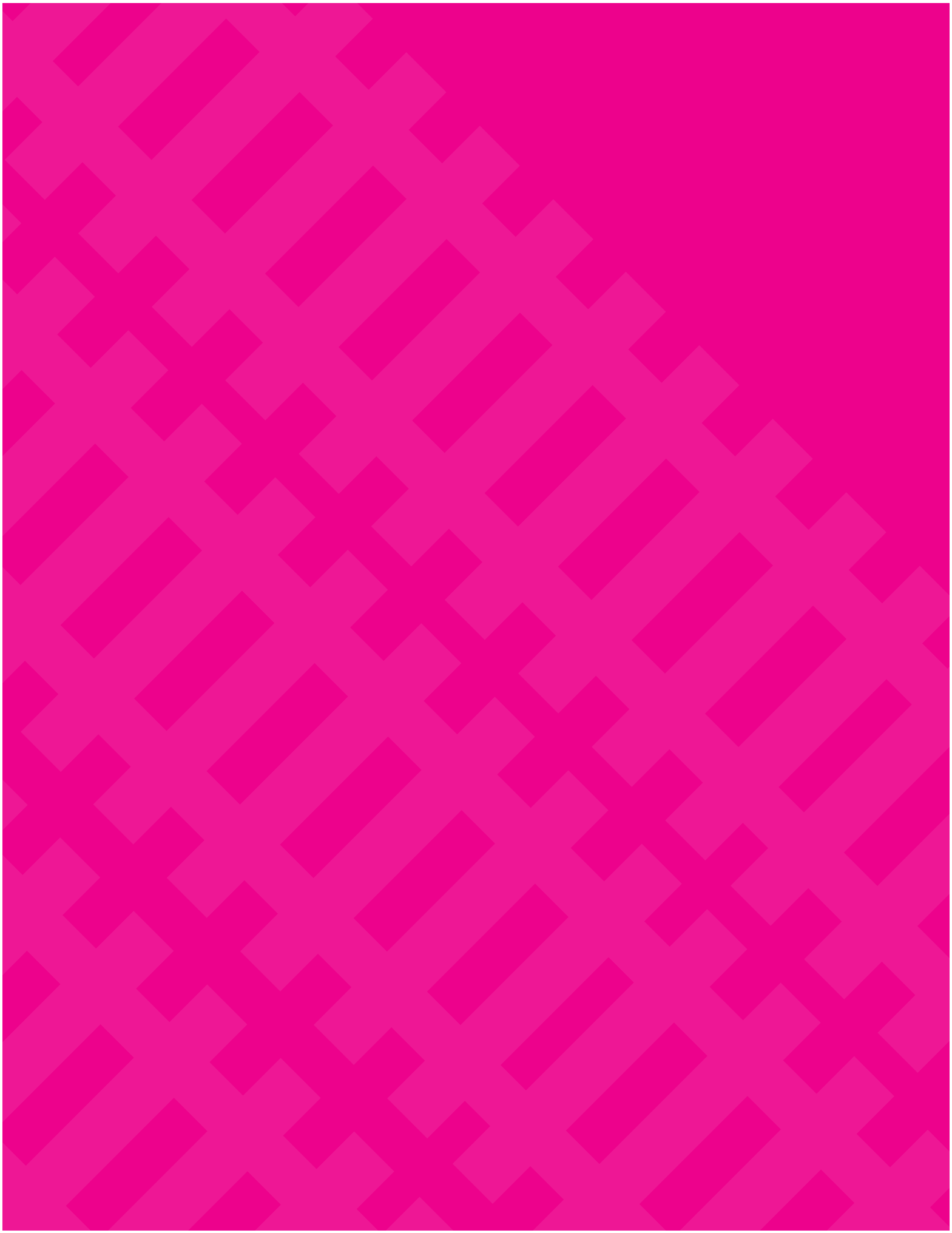


DESIGN TOOLKIT – BACKGROUND 1

Use these if you want to. Or you can find or create your own.

DESIGN TOOLKIT – BACKGROUND 2

Use these if you want to. Or you can find or create your own.



DESIGN TOOLKIT – BACKGROUND 2

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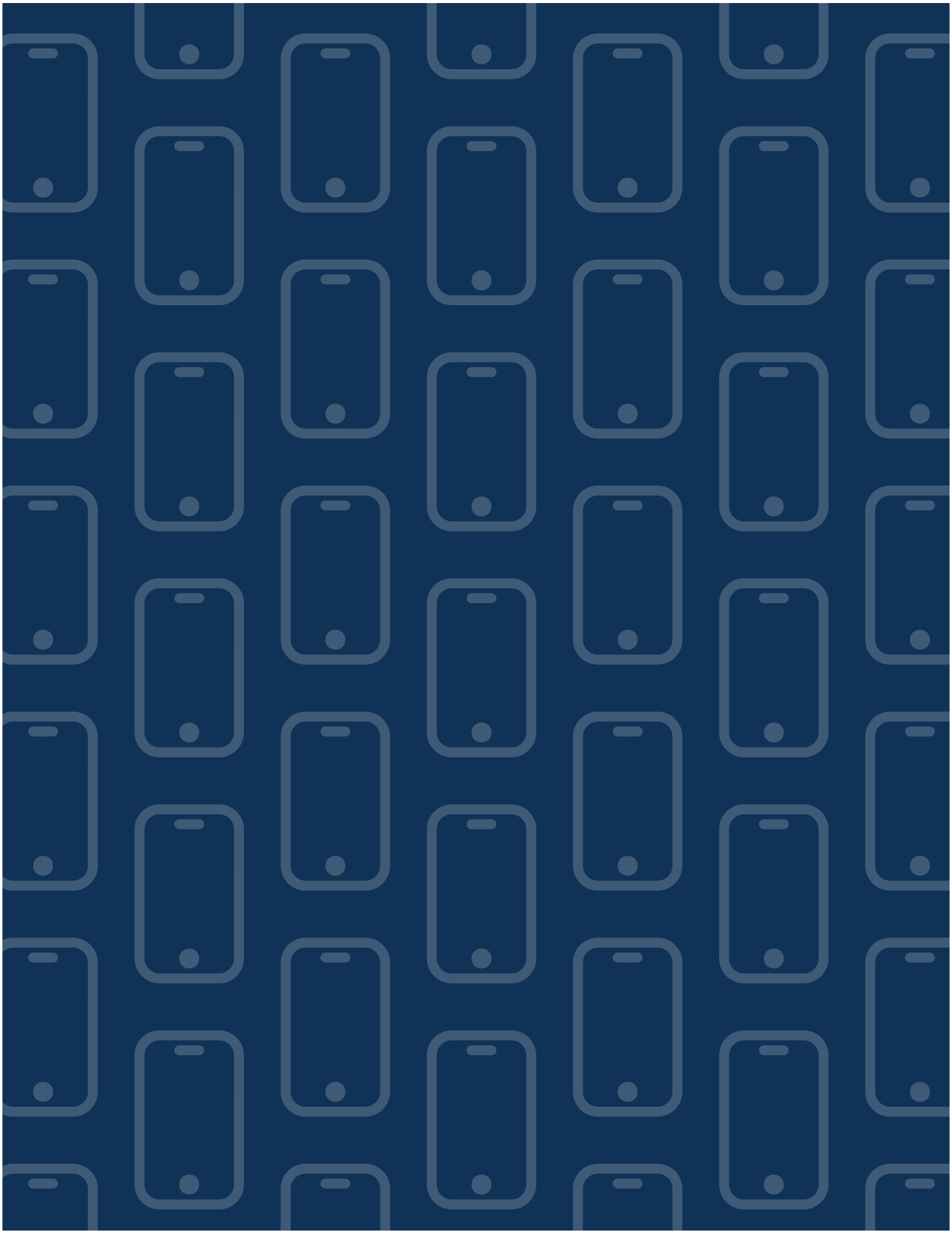

DESIGN TOOLKIT – BACKGROUND 2

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