



**STAYBACK
STAYOUT
STAYSAFE**

**DON'T MESS WITH
THE RIVER THAMES**

RESOURCES

AND INFO PACK SUMMER 2025

**PORT OF
LONDON
AUTHORITY**

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OVERVIEW

THE RIVER THAMES MAY LOOK CALM, BUT BENEATH ITS SURFACE LIES A POWERFUL TIDE THAT CAN OVERWHELM EVEN THE STRONGEST SWIMMERS.

To prevent accidental drownings involving children and young people, the Port of London Authority (PLA) is launching a summer safety campaign. The centrepiece is an awareness film titled **"Stay Back, Stay Out, Stay Safe – Don't Mess With The River Thames"**

We are calling on primary and secondary schools along the Thames, local education authorities, safeguarding leads and PSHE coordinators as well as local councils, faith and community leaders and London youth groups to amplify our campaign. We have compiled this resource pack to make it as straight-forward as possible to get involved.



OBJECTIVE

TO RAISE AWARENESS OF THE DANGERS, AND REDUCE THE NUMBER OF WATER RELATED INCIDENTS AND ACCIDENTAL DROWNINGS INVOLVING CHILDREN AND YOUNG PEOPLE IN THE RIVER THAMES.



AUDIENCE

THE PRIMARY AUDIENCE FOR THE CAMPAIGN INCLUDES CHILDREN AGED 9-16 WHO LIVE IN COMMUNITIES ALONG OR NEAR THE RIVER THAMES, AS WELL AS THEIR PARENTS OR GUARDIANS.

CAMPAIGN LAYDOWN

CAMPAIGN PERIOD: 21 JULY – 29 AUGUST 2025

The campaign will be promoted through paid social, including YouTube and META, owned channels and supported by PR.

The campaign will be GEO-targeted (by postcode) to households living close to the River Thames.

From the **21st July**, and not before, please use any of the assets and information in this toolkit.

LAUNCH
21st July 2025



END
7 Sept 2025

 YouTube



 Meta



PR



**OWNED
CHANNELS**



KEY MESSAGES

PRIMARY KEY MESSAGE:



**STAYBACK
STAYOUT
STAYSAFE**

**DON'T MESS WITH
THE RIVER THAMES**

SUPPORTING MESSAGES:

- The Thames is a tidal river. Its conditions can change quickly, and what looks calm on the surface can be dangerous underneath.
- Strong currents and cold water can overwhelm anyone, including strong swimmers.
- Even standing or sitting near the edge of the river can be risky. A small slip or sudden wave can drag someone into the water.
- Steps, causeways and jetties into the Thames can be very slippery. Many people don't realise how easy it is to fall in.
- The riverbed is unpredictable. It's full of hidden objects and sudden drop-offs. It's not like swimming in a pool or a lake.

FILM

THE PRIMARY ASSET YOU'LL HAVE ACCESS TO IS THE CAMPAIGN FILM

A link can be embedded onto your own websites and is detailed here.

Feel free to use internally or externally to promote the campaign.

DOWNLOAD FILM



POSTER

WE HAVE CREATED A POSTER FOR YOU TO USE TO PROMOTE THE CAMPAIGN. FEEL FREE TO USE INTERNALLY OR EXTERNALLY TO PROMOTE THE CAMPAIGN

DOWNLOAD HERE



SOCIALS

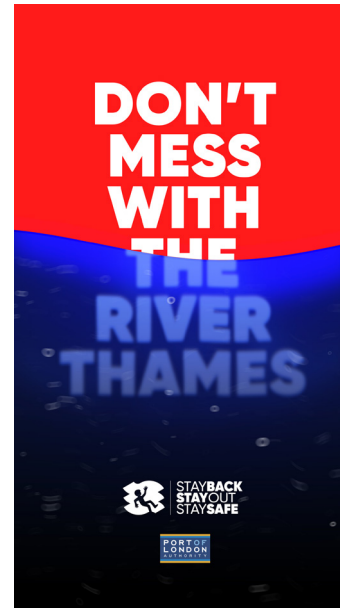
**WE HAVE A RANGE OF
ASSETS AVAILABLE THAT
CAN BE USED ON SOCIAL
MEDIA CHANNELS, WEBSITES
AND/OR NEWSLETTERS.**

All available in three formats:
1x1, 4x5, 9x16, 16x9 static + animated assets

DOWNLOAD HERE



1080x1080



1080x1920



1080x1350



1024x512

EMAIL BANNER

**WE'VE CREATED AN EMAIL
BANNER TO HELP PROMOTE
THE CAMPAIGN BOTH ON
YOUR INTERNAL EMAILS AND
EXTERNALLY.**

[DOWNLOAD HERE](#)



PRESS RELEASE

**A PRESS RELEASE,
TRANSLATED INTO FIVE OTHER
LANGUAGES, IS AVAILABLE
FOR USE ACROSS RELEVANT
COMMUNICATION CHANNELS
INTERNALLY AND EXTERNALLY.**

Available in 6 languages:

[DOWNLOAD HERE](#)



SOCIAL MEDIA SUPPORT

HELP US TO KEEP YOUNG PEOPLE SAFE AND PREVENT ACCIDENTAL DROWNINGS IN THE TIDAL THAMES BY SHARING THIS CAMPAIGN ON YOUR SOCIAL FEEDS, IN NEWSLETTERS AND ON YOUR WEBSITE.

Use the captions opposite, or take messaging from this toolkit to direct your audience to www.pla.co.uk/water-safety for more information. Alternatively, please reshare our posts on your social media channels with our messaging.

 @londonportauth

 @Port of London Authority

 @Port of London Authority

 @LondonPortAuth

The Thames may look calm, but the current underneath could overwhelm even the strongest swimmer in seconds #SaferThames

If your child is playing near the Thames this summer, please ensure they Stay Back, Stay Out, Stay Safe #SaferThames

Today the weather is very hot so please remind your children to be careful around the Thames #SaferThames

Talk to your children about the dangers of the Thames. Let's keep young lives safe #SaferThames

The Thames is not a playground. It is not a safe place to swim, paddle, or play near – at any time #SaferThames

HOW TO GET INVOLVED

YOU CAN HELP TO PROMOTE SAFE WATER HABITS AMONG CHILDREN AROUND THE TIDAL THAMES BY SUPPORTING THIS CAMPAIGN

- Use the provided range of digital assets on your social media channels, website or any other digital channels – if you require any bespoke formats that are not included in this toolkit, please email us at WaterSafety@thirdcity.co.uk
- Use your comms channels such as email, newsletter, intranet to communicate campaign messages to your network – whether that's targeting parents and/or young people
- Reshare the campaign's social posts from PLA'S Facebook, X, Instagram and LinkedIn using #SaferThames

- Print out and place the posters in common areas where both parents and children will see
- Have a conversation with young people, parents and guardians, letting them know about the importance of not playing near the River Thames
- If you work in a school, run an assembly or talk to your class about this campaign and play the film

Direct your audience to the campaign page for more information

www.pla.co.uk/water-safety

- If you do support the campaign, we would love to hear about it for our evaluation – please email us on WaterSafety@thirdcity.co.uk

THANK YOU FOR YOUR SUPPORT

If you have any questions about the campaign,
please email WaterSafety@thirdcity.co.uk or corporate.affairs@pla.co.uk

