

Air weapons campaign

NO LICENCE. NO AIR GUN.



The Scottish Government is running a public information campaign from Monday 16 May 2016 to raise awareness of a new licensing system for air weapons in Scotland that will come into effect on 31 December 2016.

The national campaign will comprise radio advertising, outdoor and digital advertising, a bespoke website and PR activity.

This toolkit is designed to give stakeholders information to promote the campaign through your communications channels.

Why is a campaign needed?

The Scottish Government (SG) has a long-standing commitment to eradicating gun crime in Scotland.

Part 1 of the Air Weapons and Licensing (Scotland) Act 2015, sets out a licensing system that will better protect our communities by taking potentially lethal weapons out of the hands of those who could misuse them.

Although crimes involving guns are significantly down, air weapons were used in almost half of all offences involving a firearm in 2013-14.

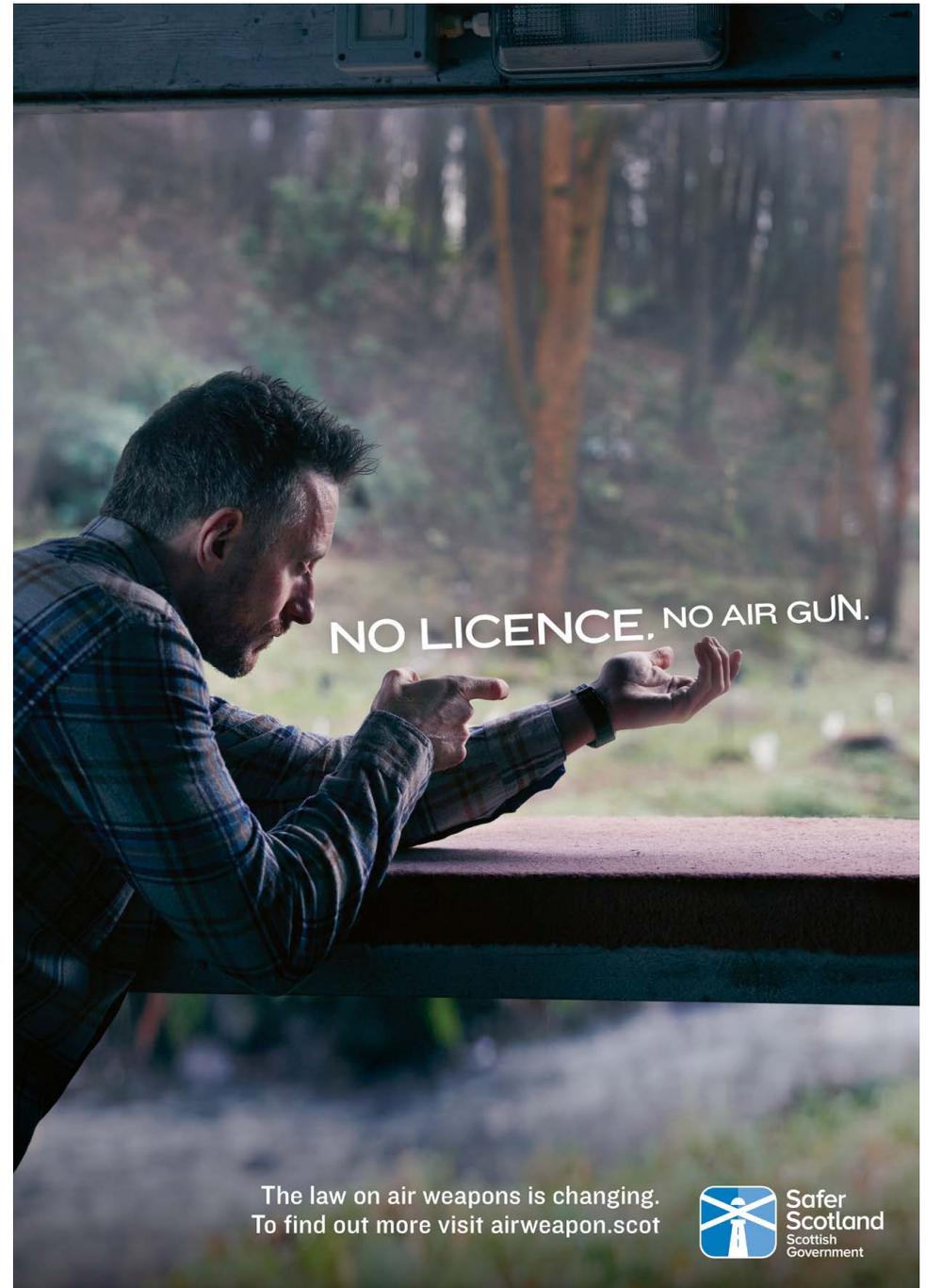
To help reduce air weapon misuse in Scotland, the Scottish Government has introduced this new legislation to ensure that legitimate shooters have access to air guns.

This campaign therefore sets out to make people who own or use an air weapon aware that from 1 July 2016 you can apply for an air weapon certificate by downloading an application form from www.airweapon.scot and sending it to Police Scotland.

What are we telling people?

From 31 December 2016 it will be an offence to use, possess, purchase or acquire an air weapon in Scotland without holding the new licence.

- After this date air weapon users without a certificate or permit could face a fine or imprisonment of up to two years.
- It is estimated there are currently around half a million air weapons in Scotland.
- There were 182 air weapon offences in 2013-14, the equivalent of an offence using an air weapon every second day of the year.
- For more information visit www.airweapon.scot





When will the campaign run?

Campaign activity will run from Monday 16 May – Sunday 16 October.

Police Scotland will be conducting a hand-in of air weapons from Monday 23 May – Sunday 12 June.

Our ambition

To encourage people who possess or intend to possess or use an air weapon to visit www.airweapon.scot where they will find information on how to apply for a licence, what weapons need a licence, and where to hand weapons in if they no longer use them.

What will the campaign look like?

Outdoor advertising

Examples of the outdoor advertising are included within this toolkit.

Website

The website www.airweapon.scot offers information on the new legislation and advice on how to apply for a licence to people who use, possess, acquire and purchase air weapons.

Digital advertising

Digital adverts will run throughout the campaign period.

Radio advertising

Radio adverts will run from 23 May – 5 June to highlight the Police Scotland hand-in period with a second burst in July to make people aware that they can apply for their licence from 1 July.

How can you get involved?

We want to reach as many air weapon owners and users as possible during the campaign period and would appreciate your help in spreading the word through your organisation's communication channels.

Social media

The campaign won't have a dedicated social media account so we'll be encouraging stakeholders to support the campaign by posting campaign messages and images.

Below are suggested social media posts to support the first of the four strands of campaign activity.

- No licence, no air gun. That's the message to air weapon users. Visit www.airweapon.scot for more info
- Do you use an air weapon? From 1 July 2016 you can apply for a certificate or permit at www.airweapon.scot #nolicencenoairgun
- After 31 Dec, air weapon users caught without a certificate or permit could face a fine or imprisonment.
- Make sure you apply early, licensing process open from 1 July.

Further posts on each of the strands of activity will be sent to your organisations separately and we'd encourage you to accompany any Twitter and Facebook posts with the campaign hashtag #nolicencenoairgun



Suggested newsletter/e-zine copy

If you plan to include information on the air weapons campaign in your newsletters, e-zines or online, you may want to use some or all of the following when the campaign launches on Monday 16 May.

Campaign raises awareness of air weapons licensing scheme

The Scottish Government has launched a campaign to raise awareness of the new air weapons legislation that aims to improve public safety and reduce gun crime in Scotland.

Anybody who wants to use or own an air weapon will be able to apply to Police Scotland for an air weapon certificate, or a permit in some circumstances, from 1 July 2016.

This gives users six months to get a certificate before new rules tightening access to air weapons, introduced in the Air Weapons and Licensing (Scotland) Act 2015, come into effect from 31 December 2016.

From that date it will be an offence to have an air weapon without the proper certificate or permit, unless a person is exempt from the need for a licence.

It is estimated there are currently around half a million air weapons in Scotland.

There were 182 air weapon offences in 2013-14, the equivalent of an offence using an air weapon every second day of the year.

For more information visit
www.airweapon.scot

For any questions please contact Julie Watt at Consolidated PR
julie.watt@consolidatedpr.com or call 0131 240 6420