

# Crimestoppers Briefing

Lydia Patsalides

Regional Manager – East Midlands

Crimestoppers Trust is a registered charity.  
UK Registration Nos. 1108687/SC037960.

**CrimeStoppers**  
Speak up. Stay safe.

We're an independent charity that gives people the power to  
speak up and stop crime –  
100% anonymously.

# CrimeStoppers.

We won't ask your name. Won't judge.  
Just listen to what you know. And pass it on for you.  
No police contact. No witness statements. No courts.

Speak up. Stop crime. Stay safe.

## 0800 555 111

100% anonymous. Always.



## Vision (Why we exist)

Everyone has the right to feel safe from crime, wherever they live.

## Mission (What we do to achieve our vision)

We're an independent charity that gives you the power to speak up to stop crime, 100% anonymously.

Whoever you are, wherever you live, from communities to companies.

By phone and online, 24/7, 365 days a year.

We also share advice on how to protect the people you care about from crime, so everyone can feel safe.



# Every year we help solve thousands of crimes

2018–19



27

# Anonymous crime reports



# Making a difference



Murder Gang Boss Jailed



Child Neglect Stopped



Hidden cannabis farm uncovered



Exploitation Ended



Child Sexual Abuser Stopper



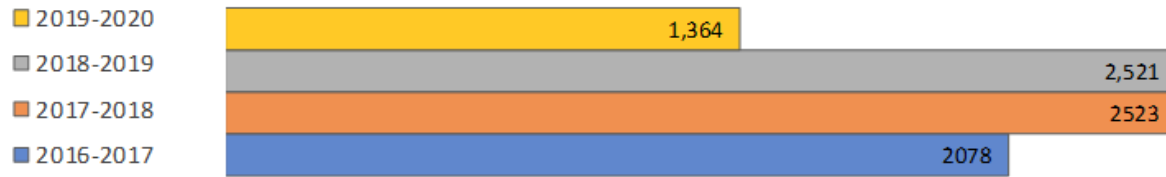
Prolific Burglar Hands Himself In

# Leicestershire Statistics

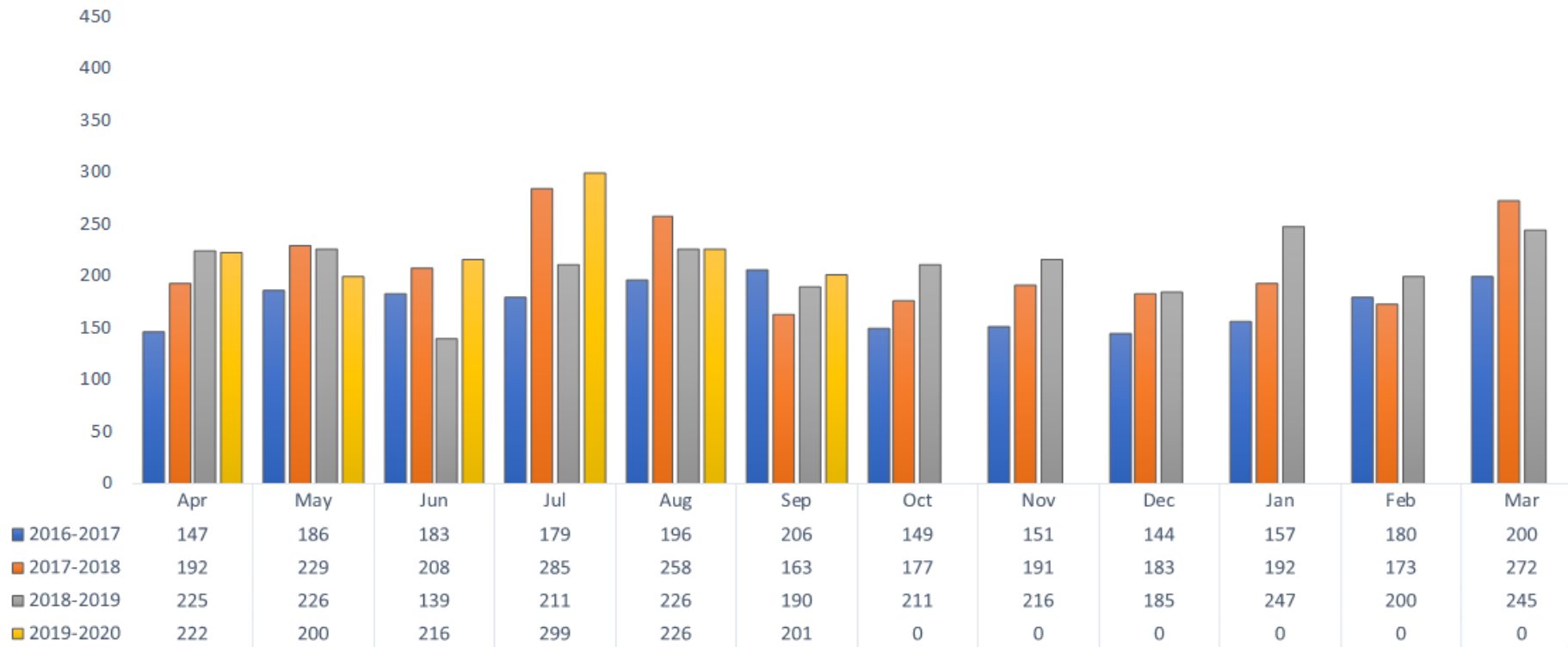
Until 30<sup>th</sup> September 2019

## CONTACT CENTRE STATS

Number of reports disseminated to the force



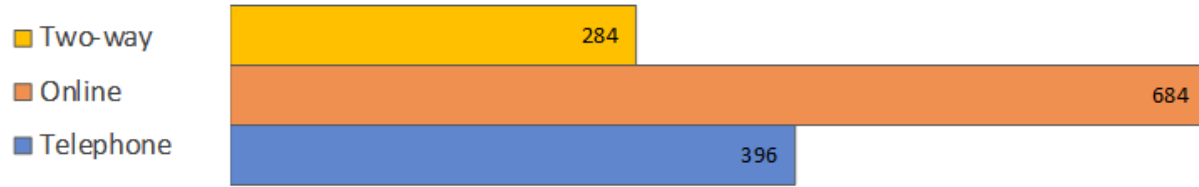
Bar charts show the number of reports disseminated to force for current and previous years





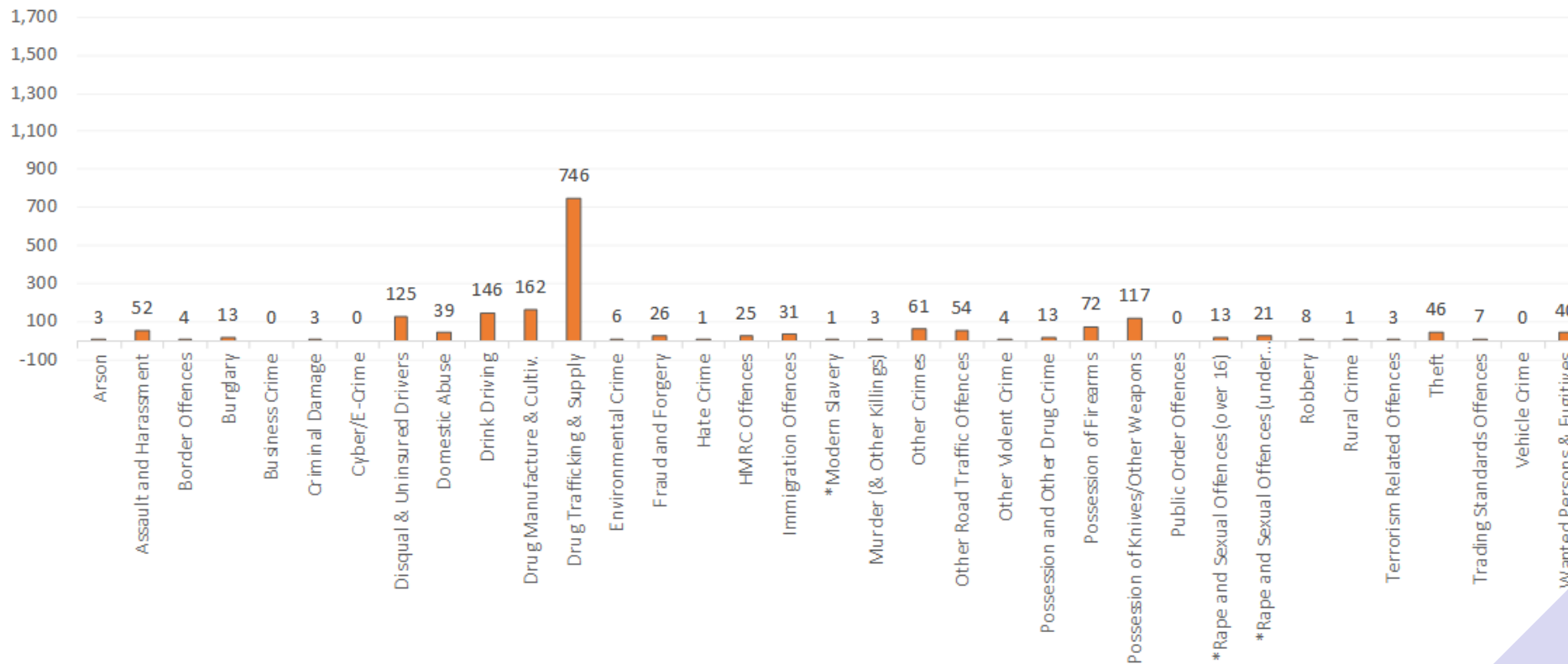
# Crimes Reported

Until 30<sup>th</sup> September 2019



The bar charts show the number of reports disseminated to force by contact method for current year.

The bar chart below shows the number of reports disseminated to force for current year by offence



# Our Stoppers

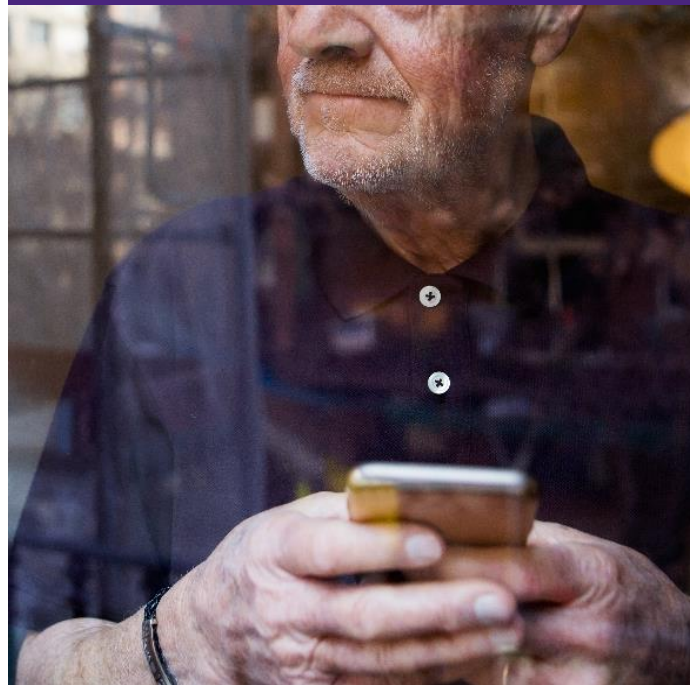
Concerned friend



“ I wanted my friend to report it but she wouldn't. I felt torn – I didn't want to go to the police but the guy could do it again... ”

”

Everyone knows everyone



“ I see the criminals from my window all the time. I worry about my neighbour downstairs. I'll get a load of grief if I talk to the police. ”

”

Family protector



“ I know if I did report something it might come back on me - and the kids would be in danger. They know where I live. ”

”

# What do we do?

- **Most Wanted**

- ❖ This is a very under used resource by all forces.
- ❖ Force managed
- ❖ Ideal for known criminals, with photographic images, that you are looking for
- ❖ Opportunity to run Most Wanted campaign alongside website resource
- ❖ Multiple success rates across the UK

- **Rewards and Enhanced Rewards**

- ❖ 'Ordinary rewards' available to all – up to £1000 from local committee funds – linked to seriousness of offence/on arrest and charge
- ❖ Enhanced rewards upon request usually between £2,000 to £10,000 put up by the Charity – usually on arrest and conviction – for information provided to Crimestoppers
- ❖ Crimestoppers SPOC details [Hunter.Thorburn@crimestoppers-uk.org](mailto:Hunter.Thorburn@crimestoppers-uk.org)

- **Two Way Reporting**

- ❖ This is chosen by the reporter, who when reporting online has opted to be contacted for further information and creates an account with a password known only to them.
- ❖ With this, you may go via Crimestoppers to try and seek further information on a report.
- ❖ We cannot guarantee a response and cannot task correspondents
- ❖ To activate the contact, email the contact centre and quote the AIS number with your questions.
- ❖ *NB: Our experience shows that a timely response to this opportunity will be more successful. Questions submitted within the first two days ideally or at least the first week, will have a stronger chance of response.*

- **Regional Manager & Central Office – Campaigns, Events & Presentations**

- ❖ Contact Centre, PR & Communications, Analyst



## Regional Manager .... What do you actually do?

- Link in with the Police Force and OPCC to discuss priorities and intelligence gaps
- Design and delivery of campaigns and events for prevention / detection of crime, raise awareness of issues and have a specific call to action
- Build partnerships with local authorities, community safety partnerships and local businesses
- Support the Chairs of the local committees and help them to deliver campaigns and ensure they raise awareness via fundraising events and hosting stands at days such as Freshers Weeks
- The role is very varied, but overall is focussed on working with like minded organisations to increase the reporting of crime and raise awareness of local issues



# Do campaigns deliver results?

## 2017 – 2019 Campaigns delivered in the East Midlands

- **Derbyshire**

- Generic – Campaign to raise awareness of CS and used as a preemptive to crime specific campaigns
  - ❑ City of Derby, 67,000+ people reached and 386,000+ impressions made in over 7 languages
  - ❑ Over 2,600 website views, with 17 online reports completed
  - ❑ 15.94% Increase in reports for city of Derby, some of which came in different languages which had not happened before
- Fairfield – ASB and Drugs – delivered as a part of a County Lines investigation
  - ❑ Fairfield saw a 180% increase in information and Buxton had a 211% increase in information. The rest of Derbyshire had a further 18% increase in reports disseminated.
  - ❑ Over 40,000 people were reached via SM with over 227,000 impressions made.
  - ❑ Over 2,300 people viewed the website in relation to this campaign and 99% of those went on to the online form to make a report
- Ilkeston – Cuckooing, drugs & ASB – delivered as a part of a County Lines investigation
  - ❑ Ilkeston reports increased by 100% for ASB, 50% for Drugs and 10% for all other crime types. Derbyshire reports as a whole increased by 80% for ASB and 63% for Drugs.
  - ❑ 65,000+ people were reached by SM and over 43,000 were reached by Fearless SM
  - ❑ 29% of people who viewed the website went on to give information online

- **Leicestershire**

- Burglary – Raising awareness of Burglar to Loughborough Students in their new academic year
  - ❑ 25% increase in information regarding Burglary
  - ❑ Over 18,000 people reached via SM with 22% of people going online to give information

# Do campaigns deliver results continue?

2017 – 2019 Campaigns delivered in the East Midlands

- **Lincolnshire**

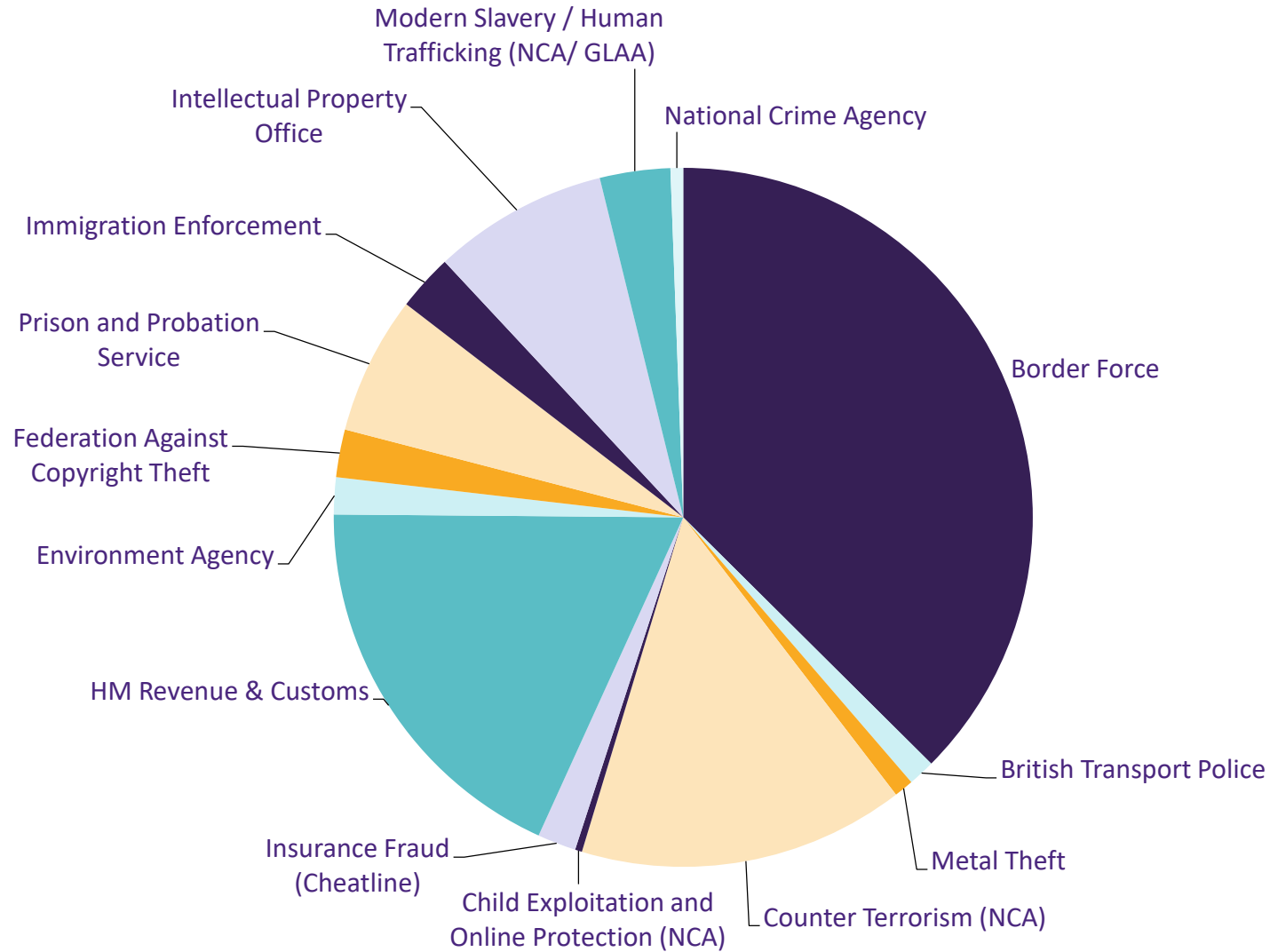
- Drugs – An intelligence driven campaign across Lincoln and Grantham specifically
  - ❑ Over 12,000 visited the webpage for more information and over 800 people went on to find out who to give information online
  - ❑ 74% increase in information relating to drug trafficking and a 61% increase for other drug related crimes.
  - ❑ Information for other crime types increased by 31% for Lincolnshire
- Sexual Consent – An awareness campaign across Lincolnshire to highlight sexual consent and violence
  - ❑ 100% increase in calls relating to sexual violence and consent
  - ❑ 19% increase in calls for other crime types for Lincolnshire
  - ❑ 42 people visited the online form to give information

- **Northamptonshire**

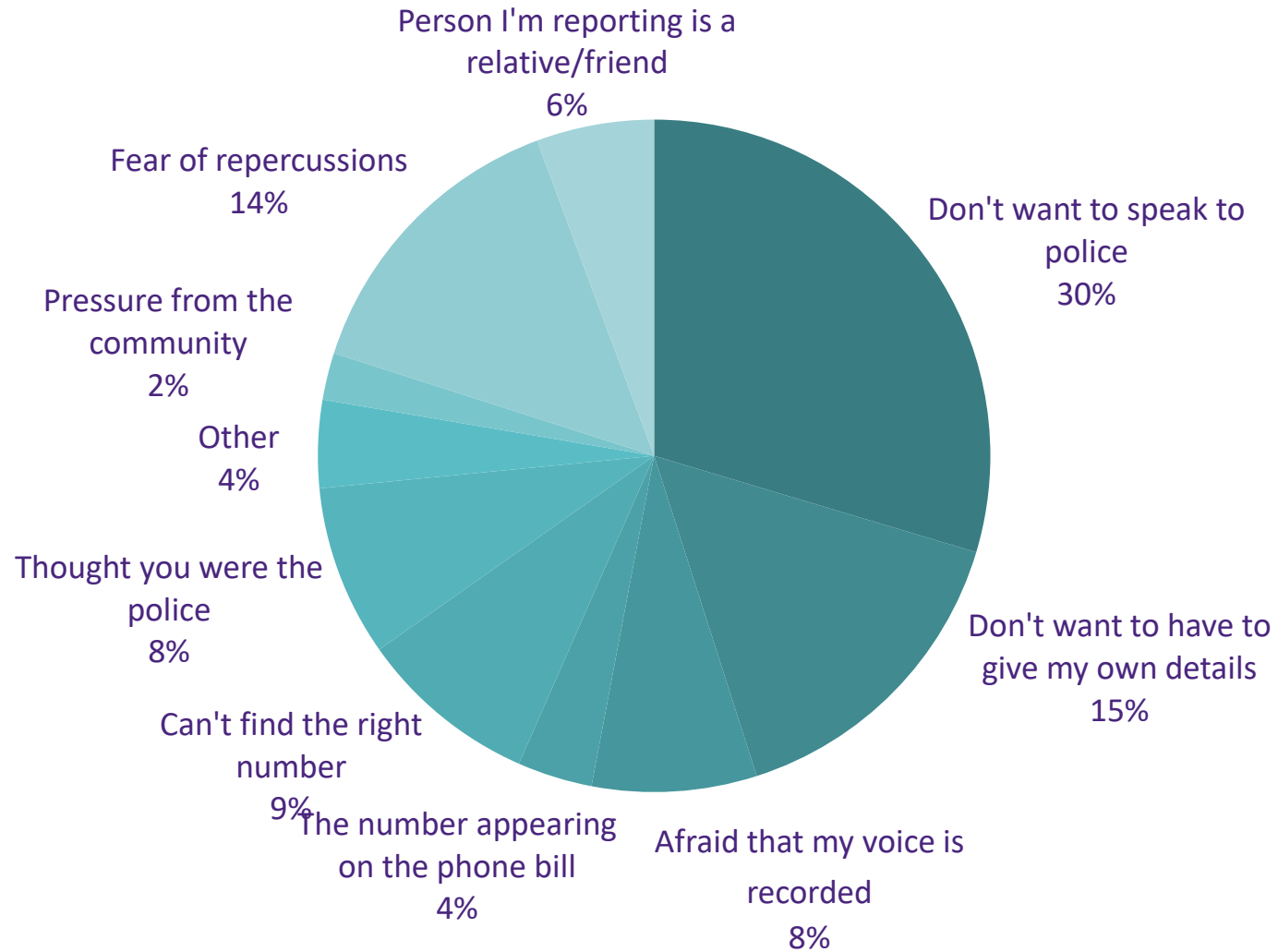
- OP Viper – Fearless campaign in Northampton to tackle SOC
  - ❑ Over 182,000 people reached, 96,000 of these were aged between 13 – 17
  - ❑ 200% increase in Fearless reports, 21% increase in information relating to knives and a 19% increase in information relating to firearms
- Somalian – Campaign in both English and Somalian to encourage information on SOIC from the Somalian Community in 3 small areas of Northampton
  - ❑ Over 116,000 people reached
  - ❑ 29% increase in information and the website was viewed over a million times with 39% of people going to give information online

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# Not just the police...



# Why people call Crimestoppers?

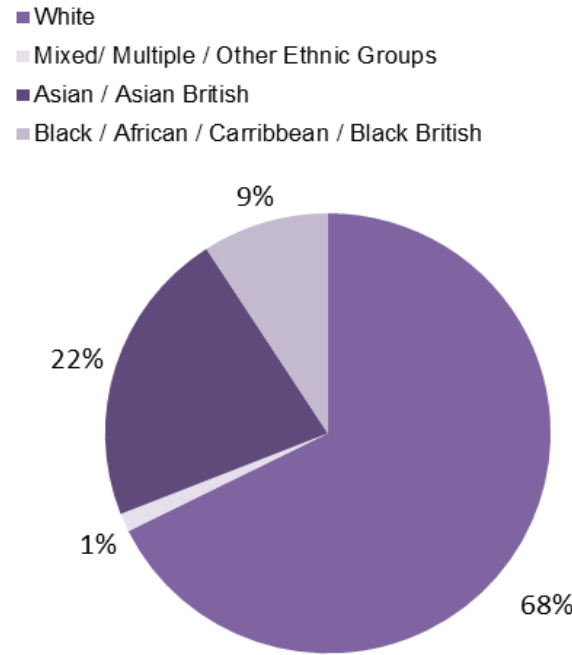




# Who calls Crimestoppers?

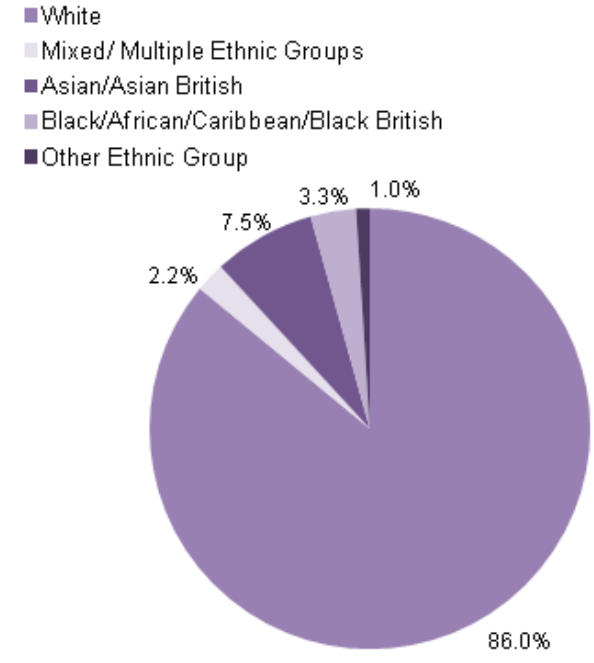
A higher proportion of ethnic minorities contact us, when compared to their proportions in the general population.

### Crimestoppers' callers



Source: Caller Survey 2015, Crimestoppers

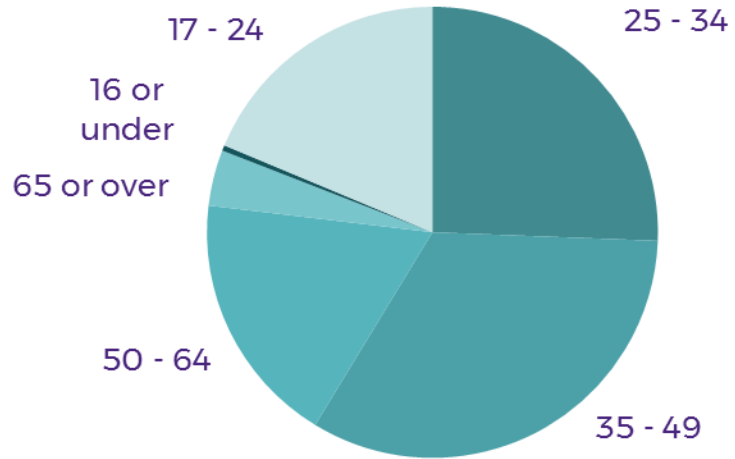
### UK population



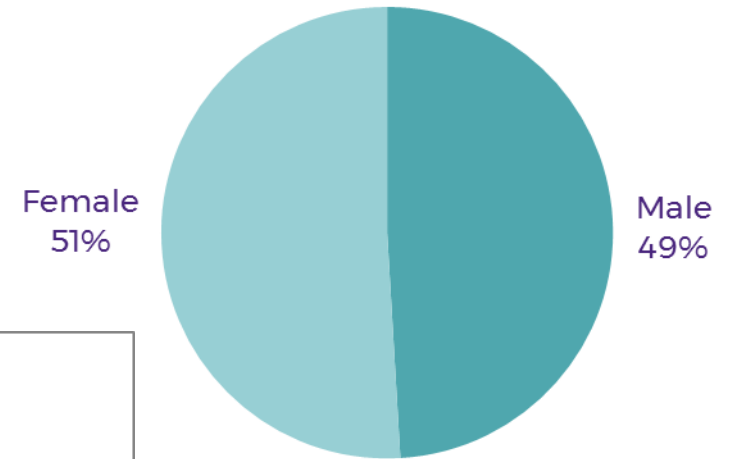
Source: Census 2011, Office for National Statistics

# Our Stoppers

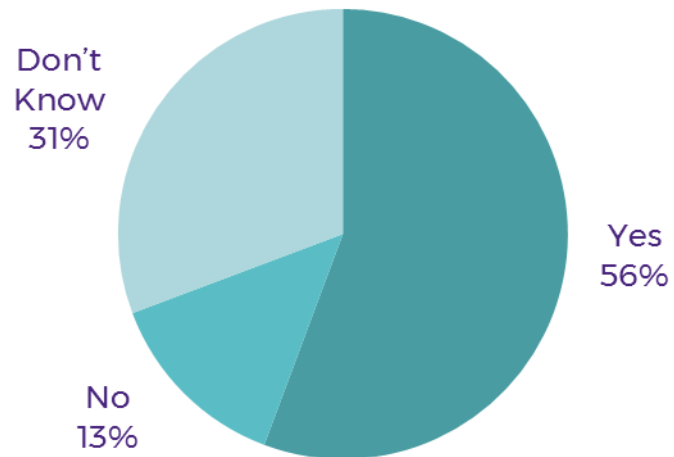
## How old are you?



## What is your gender?



## Would you use us again?



**CrimeStoppers.**  
Speak up. Stay safe.



KNOW SOMETHING

< ABOUT CRIME? >

Use our secure online form to give us any information about crime 100% anonymously.

CONTACT US ANONYMOUSLY

OR

GET MORE INFO

ANONYMOUS?

WHAT CAN YOU TELL US?

**CrimeStoppers.**  
Speak up. Stay safe.

# Working together – other partnerships



POST OFFICE LIMITED IS TEAMING UP WITH CRIMESTOPPERS TO  
**PROTECT THE ELDERLY AND VULNERABLE FROM SCAMS**

FRAUDSTERS ARE USING POSTAL, TELEPHONE AND ONLINE SCAMS TO TARGET THE ELDERLY AND VULNERABLE IN ROTHERHAM. DON'T BE FOOLED. IF IT'S TOO GOOD TO BE TRUE, IT PROBABLY IS.

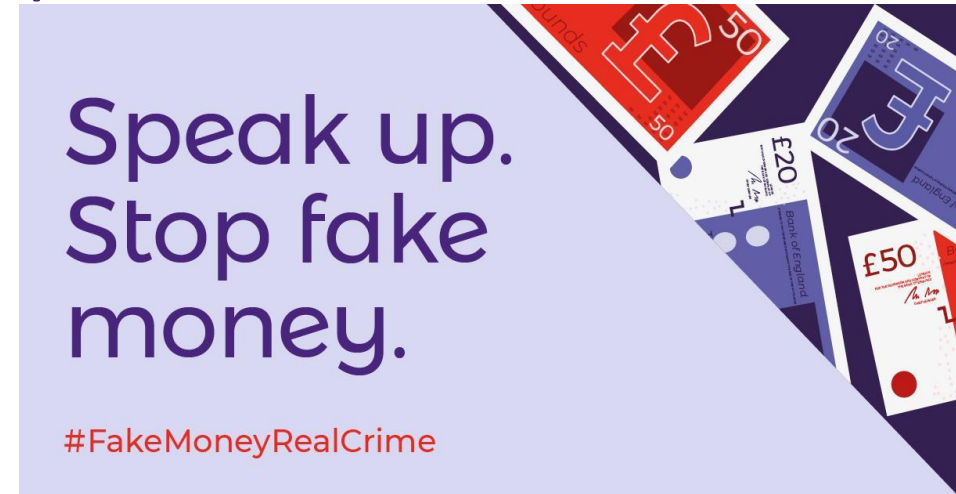
100% ANONYMITY GUARANTEED  
**0800 555 111**  
WWW.CRIMESTOPPERS-UK.ORG

CRIMESTOPPERS  
0800 555 111

STAMPING OUT CRIME  
POST OFFICE  
ROTHERHAM

STAY SAFE

POST OFFICE



Speak up.  
Stop fake  
money.

#FakeMoneyRealCrime



**STAMP OUT MACHINERY THEFT**

To give information, call:  
**0800 783 0137**  
100% anonymous. Always

NFU  
Working in partnership with  
CrimeStoppers.



Who makes a  
light switch lethal?

stayenergysafe  
Report  
energy  
crime  
call 0800 023 2777

# Get in touch.

Lydia Patsalides

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