

# CrimeStoppers.

End of campaign report

## Safer Streets 5 – Oadby and Wigston

19<sup>th</sup> December 2023 – 27<sup>th</sup> February 2024



Report compiled on 20<sup>th</sup> March 2024

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## Report summary

The key objectives of the campaign activity were to raise awareness to the community of Crimestoppers' alternative and anonymous reporting line and to highlight crimes such as Burglary and Theft in order to empower the local community to report information about crime and those who are involved in criminal activity.

The campaign ran from 19<sup>th</sup> December 2023 to 26<sup>th</sup> February 2024 on a two-week on and two week off basis and had great success in achieving the directive and desired impact

Oadby and Wigston's combined population is around 57,000 people and the campaign reached at least every adult at least once during each two week period, with over 1.3 million impressions made over the life of the campaign.

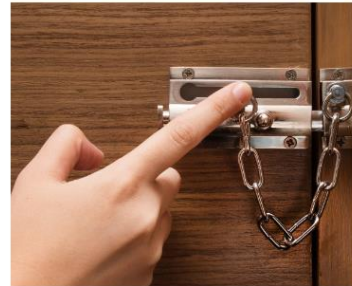
There has been a great increase of information for the area, demonstrating that the community want to share what they know, but wanted an alternative way to do so.

A dedicated landing page was created, which also highlighted the Target Hardening activity that has taken place in Oadby and Wigston. The landing page received over 1,600 page views.

A press release was disseminated to the relevant media outlets for Oadby and Wigston and 3 articles were published online and in print. These articles reached over 4 million people and equated to a value of £3,476.

### KEEPER CAMPAIGN

## Keeping homes safe in Leicestershire



We're supporting the people of Leicester by encouraging everyone to cut the chance of becoming a victim of so-called acquisitive crime.

As an independent charity, we want to raise awareness of the issue of burglary in Leicester, and we want to encourage people to take some simple steps to help protect themselves, their homes and their property from theft, robbery, and burglary.

### Campaign results (during campaign compared to prior):

**28%** increase in information for Oadby and Wigston during the campaign, compared to the same time period before.

**66.66%** increase in information for Oadby and Wigston in the two weeks after the first part of the campaign.

**Drug trafficking** and supply were the most reported crimes, however, we also saw reports about County Lines, drug manufacturing, immigration, domestic abuse, drink driving and vulnerability and safeguarding.

**57,752** people were reached during the first 2 week campaign period, this was followed with reaches of 53,256 and 50,328 – a total of 161,336 across all 3 campaign periods.

**1,346,965** impressions were made in total across the campaign Crimestoppers social media activity.

**1,682** landing page views.

**4,345,151** people were reached by the press release, equating to £3,476 of advertisement.

One of the businesses that the immigrants are working at is (business name and address supplied)

Some of the reports received were:

1. The shop on the corner of (road names supplied) in Wigston is being used to deal drugs. There are youths going in and out buying drugs.

Cars are always pulling up and people are going in and out. There are also people smoking outside of the shop.

The drugs are stored in the car and in the shop. They come from the shopkeeper who sells children's sweets.

The property has no dogs, and it is unsure if the CCTV is working. The landlord (name supplied) is involved.

2. MK of (address supplied) is providing false documentation for illegal immigrants to live and work in the UK.

They create new identities for immigrants, including names and passports. They provide them with housing and jobs in shops owned by family, charging £45,000 for each immigrant.

Each immigrant that they brings to the UK is given their surname, and claims they are all family members coming to live in the UK.

One of the addresses currently inhabited by illegal immigrants is (address supplied - Oadby). PK lives here, a female approx. 27yrs. Also living at this address is OS, PK's niece.

### Why we ran the campaign:

Crimestoppers contacted Leicestershire Office of the Police and Crime Commissioner in relation to the Safer Streets 5 initiative, with a proposal to support the activity that is being undertaken in the force area.

Oadby and Wigston were identified as having had issues with burglaries, having seen an increase of 18% up to June 2023.

Crimestoppers proposed to deliver social media activity, raising awareness of Crimestoppers as an alternative reporting line as well as highlighting the differences between and the issues of robbery, theft and burglary.

The campaign also proposed to raise awareness of home security tips as well as information to protect yourself from theft and robbery.

### We wanted to:

- Educate members of the community about Crimestoppers and the unique service we offer.
- Empower people to report any information they have on crime or on any suspicious activity they may have seen or know about anonymously to Crimestoppers or to the Police.
- Educate the community on the differences between theft, robbery and burglary and what they can do to protect themselves.



## Creative

Social media assets focussing Crimestoppers and the anonymity guarantee.

Social media assets detailing theft, robbery and burglary.

Detailed and specific landing page for the campaign and Oadby and Wigston.

## Advertising

In order to ensure the right messages were distributed to the right audience, social media posts were sent out from Crimestoppers across Instagram and Facebook targeting people aged over 18 in the Oadby and Wigston area.

These posts focussed on:

- Crimestoppers anonymity
- How to report information anonymously online and by phone
- Robbery
- Theft
- Burglary

Crimestoppers social media reached 161,336 people in total, which is an average of 53,779 people during each social media activity period. These posts

made 1,346,965 impressions, meaning that the population of Oadby and Wigston saw the messages more than once.

The Crimestoppers landing page was accessed 1,682 times, with the majority of views between January 16th and 26th. There was a peak of activity of 225 views on Sunday January 21st.

6 users went from the page to the information reporting form.

## Crimestoppers campaign deliverables

Crimestoppers paid Social Media strategy and plan.

Press release.

Dedicated landing page.

# CrimeStoppers.

We believe everyone has the right to feel safe from crime, wherever they live, wherever they work, for ourselves and all those we care about.

But sometimes people might be worried about a crime, or something that's wrong, and want to pass on information. Which is why it's good to know they can always trust Crimestoppers.

We're an independent charity that gives people the power to speak up and stop crime, 100% anonymously. By phone and online, 24/7, 365 days a year. No police contact. No witness statements. No courts.

Every year we help stop thousands of crimes. So, let's make communities safer together.

Find out more about our work.

Contact us at [hello@crimestoppers-uk.org](mailto:hello@crimestoppers-uk.org).