



2025/26

Impact Report

Giving people the power to
speak up and stop crime.

100% anonymously.
Always.

CrimeStoppers.
Speak up. Stay safe.



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Welcome from our Chair

More people than ever are choosing to speak up

Welcome to our charity's latest Impact Report.



Lord Ashcroft KCMG PC
Founder and Chair,
Crimestoppers

Every day, people across the UK make a choice. They decide not to ignore what they have seen, heard or suspected. Instead, they speak up anonymously to Crimestoppers. Thanks to their decision to step forward, cases are solved, fugitives are caught and communities are made safer.

Over the past year, we have continued to support the public, police and partners by providing a trusted and secure route for sharing information about crime.

More people than ever are choosing to trust our anonymity promise and share information they might otherwise have kept to themselves.

Quietly and anonymously they are helping to keep communities safe.

Breaking down barriers
Since establishing Crimestoppers nearly four decades ago, one thing has remained true: Criminals thrive when people feel unable to come forward. Fear, intimidation, uncertainty or concerns about being

identified can all prevent someone from reporting what they know.

Crimestoppers has removed those barriers, giving people the option to step forward whilst staying completely anonymous.

The stories in this report illustrate the breadth of our work. From tackling organised immigration crime and money laundering to illegal vapes, exploitation and rural crime, anonymous information continues to help law enforcement and partners prevent harm and protect vulnerable people.

The people behind our impact
None of this would be possible without the hundreds of thousands of individuals who contact us every year, or the dedication of our staff, volunteers and supporters. I thank them all for their contribution.

We believe everyone has the right to feel safe from crime. By speaking up anonymously, the public continues to play an essential role in making that happen.

“
More people than ever are using our service, demonstrating the growing confidence in our promise of anonymity
”

Making it easier for people to share information safely



Mark Hallas OBE
Chief Executive,
Crimestoppers

This year has once again demonstrated the value of trusted anonymous reporting with strong partnerships, targeted campaigns and continued investment in our services.

Across the UK, more people shared information that helped support investigations, prevent harm and stop crime. Every anonymous report represents someone choosing to act, often in circumstances where they may not otherwise have felt able to come forward.

As this report shows, anonymous information helps shine a light on crimes that can otherwise remain hidden. Working with partners across the UK, we have run campaigns on issues ranging from organised immigration crime and exploitation to theft, violence and fraud.

Investing for the future

We have also continued to invest in the future of our service. This year, our Fearless youth service reached more than two million young people and their supporters, while a record

22,000 reports were sent to police in Scotland. Alongside this, new technology and tools are helping us process information more efficiently and improving the service we provide to police and partners.

At the same time, we have strengthened our focus on reaching communities that may be less likely to engage with traditional reporting methods.

Commitment and determination

I am particularly grateful to our staff, volunteers, trustees, partners and supporters. Their commitment enables us to continue providing a unique service that helps people speak up safely and anonymously.

We remain determined and ambitious for the future. There is still more we can do to build confidence, reach new audiences and ensure that everyone who wants to share information about crime knows there is a trusted way to do so.

Thank you for your continued support.

“
Every anonymous report begins with one person deciding that silence is not the answer
”

Our vision, mission and values

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 and communities you care about from crime, so everyone can feel safe.

Values – the principles that guide how we conduct ourselves

At Crimestoppers, we believe that it is people who stop crime. Our community of staff and volunteers live our values every day:

- **We care** – we believe that everyone has the right to feel safe from crime, wherever they live. Crime can be frightening, so we offer hope.
- **We are inclusive** – we don't judge people. We're here for everyone who needs us. We can change communities for the better by working together.
- **We are trustworthy** – we're reliable, honest and an independent charity. We act responsibly and never break anonymity.
- **We are determined** – we commit all our efforts to achieving positive change. We have a 'can-do' attitude.

Our role

We break down barriers that silence people and communities by offering a trusted, alternative place for people to pass on crime information with no comeback. The information we receive and pass on ensures lives are saved, criminals are stopped, and victims and their loved ones receive justice.

Our impact

Every year, we help solve and prevent thousands of crimes.

April 2025 – March 2026



827,442

people contacted us. This year's figure excludes junk and non-genuine submissions



268,929

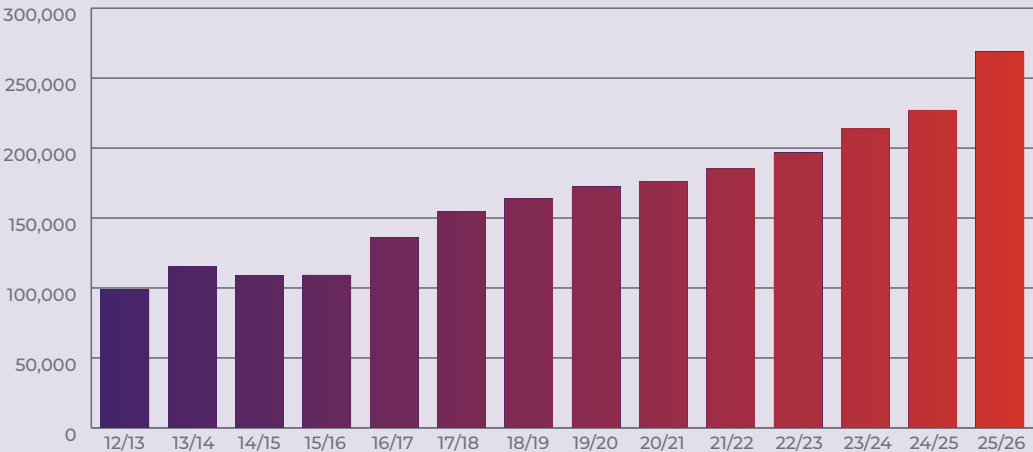
We sent over 268,000 pieces of information to the police.



35,791

The police tell us we helped solve and prevent over 35,000 crimes. As not all forces provide comprehensive feedback, we can estimate our impact is much more than double this.

Disseminations more than double in a decade



What we've done in the past year

Our strategy: We believe in the power of people to help stop crime.

The power is in speaking up – silence allows criminals to prosper, to hurt us and those we care about. Our promise of anonymity is at our heart and embedded in our UK Contact Centre's operations.

Our charity's objectives:

- Improve the quality of anonymous information we send to the police and partners.
- Improve trust and confidence in our services among our likely users.
- Extend our supporter base, partnerships and networks to reach all communities.
- While meeting these objectives, we aim to be effective, efficient and provide the best value for our beneficiaries, partners, staff and volunteers.



Improve the quality of anonymous information

Quality information is useful to police and partners, and unique because it is supplied anonymously. We maintain high standards in our Contact Centre for users and partners. This year we have:

- Worked with police and partners to automate the secure sharing of our information between systems, reducing processing time.
- Developed a tool to pilot in 2026-27 using a private, dedicated large language model to cut manual online form processing time.
- Upgraded internal platforms for more efficient data handling and introduced a new telephone system to understand caller intention.
- Enhanced recruitment practices and training to successfully improve retention and therefore the stability of our teams.



Improve trust and confidence in our services among our likely users

Our users need to trust our anonymity promise and be confident that speaking up makes a difference. Working with communities and partners, we make sure those least likely to speak up know our service is there for them. This year we have:

- Implemented campaigns in communities most exposed to crime but least likely to know or trust traditional reporting mechanisms.
- Refreshed our ambitions for Fearless and run a national campaign which reached over 2 million teenagers, young adults and the professionals who support them.
- Developed a Communications Strategy to sharpen priorities and keep activity data-driven and aligned to organisational needs.



Extend our supporter base, partnerships and networks to reach all communities

Strong partnerships and supporters are integral to stopping crime.

Some receive anonymous information for investigations; many advocate for us and financially support our work. This year we have:

- Worked closely with partners to create new opportunities asking for the public's help to solve and prevent crimes of key public concern, e.g. organised immigration, shop theft, illegal tobacco and vapes.
- Agreed a new plan to ensure volunteers are valued and supported by a professional, efficient and flexible team hub.
- Kept news pages and social channels active, sharing public safety messages and generating partner engagement.



Run an effective and efficient charity

We are ambitious, caring, trustworthy and inclusive, determined to help solve and prevent crime while protecting anonymity. This year we have:

- Worked collaboratively with colleagues, volunteers and stakeholders on the future direction of the charity, looking at our goals and activities to remain relevant and increasingly effective.
- Developed a Data Strategy to demonstrate impact, drive value from our data, improve efficiency and support innovation.
- Heard through our staff survey that colleagues feel strongly connected to our cause, and improved learning, benefits and retention.
- Continued to run a financially secure charity, underpinned by strong partnerships and prudent management.



Making a difference

True stories, anonymised

These case studies show our charity's real impact. Details have been changed to protect the brave people who contacted us.

Weapons haul leads to jail term

Anonymous information led police to execute a warrant at a residential address, where officers recovered multiple taser-style devices, adapted weapons, a crossbow, an air rifle and an air pistol. One person was arrested, charged with weapons offences and later received a four-year jail term.

Multi-million-pound drug import halted

Information provided anonymously indicated that two people travelling into the UK from overseas were suspected of carrying a large quantity of cannabis in their luggage. The report included specific travel details, enabling Border Force and police partners to act quickly.

When the travellers arrived back in the UK, they were stopped by customs officers. A

search of their luggage led to the discovery of over 100kg of cannabis, with an estimated street value of around **£7 million**.

The intelligence helped prevent a significant quantity of drugs from reaching communities and demonstrated the value of anonymous reporting in supporting law enforcement action at the border.

Firearms, drugs and body armour recovered

Information reported that a person involved in drug supply was also in possession of weapons. Police acted on the intelligence, arresting and charging the suspect. Searches recovered firearms, drugs, cash, other weapons and a bulletproof vest, removing serious risks from the community while investigations continued.

Vulnerable victim protected from stalking and harassment

A report about stalking and harassment enabled officers to visit a victim who disclosed further offences. Police assessed the victims as being at high risk of significant harm. The suspect was arrested and remained in custody, with officers confirming the information may have prevented further serious harm.

“
Searches recovered firearms, drugs, cash, other weapons and a bulletproof vest, removing serious risks from the community while investigations continued
”

Safeguarding three young children from neglect

Anonymous information raised concerns about three very young children living in unsafe and unhygienic conditions. Officers carried out a welfare check, arrested an adult for neglect, and removed the children to a safer environment. The case highlighted how reporting concerns can directly protect vulnerable children.

Child safeguarded from exploitation

A Crimestoppers report raised concerns that a teenage child was being groomed and exploited by an older teenager. Police acted on the intelligence, later making an arrest for child abduction after the child went missing. Safeguarding measures were put in place to help protect the young person.

Domestic abuse victims protected

Anonymous information warned that a woman was at serious risk from a man reportedly armed with weapons. Police traced and spoke to the victim, who disclosed assault, threats to kill and coercive control. The suspect was arrested and released on conditional bail while the investigation continued.

Drug dealer jailed after reward offered

A Crimestoppers appeal generated information that led police to locate a wanted person linked to significant organised drug supply. The suspect was arrested and later imprisoned.

Illegal medicines supply stopped

Information about unlicensed weight-loss medications being imported and sold online led to warrants carried out with specialist partners. A number of people were arrested, and a significant quantity of items were seized by officers.

Preventing a major cannabis farm from reaching the streets

A report raised concerns about suspicious activity at a vacant property in the North East, including the strong smell of cannabis and signs of cultivation. Police executed a warrant and recovered over 1,200 cannabis plants with a combined potential value of around **£1.25 million**.

“
A Crimestoppers appeal generated information that led police to locate a wanted person linked to organised drug supply
”



CrimeStoppers. Highlights

April 2025 – March 2026

827,442

Total contacts



78% online



22% phone



+23.5%

More arrests and charges compared to last year



35,791

Positive outcomes



REWARDS

62

Enhanced rewards offered

£870,500

Total value of enhanced rewards offered

£244,308,733

Total value of secured coverage



9,340

Pieces of print and broadcast coverage

CRIMESTOPPERS ENGAGEMENT



WEBSITE

9.7 million

page views from

1.6 million

website visitors



NATIONAL AND REGIONAL CAMPAIGNS

10

National Campaigns

85

Regional Campaigns

33

Joint (CS & Fearless)

40

Fearless Campaigns

Driving quality information

Money laundering: Helping stop those who play dirty

Money laundering is a serious problem because it makes everyday life less fair for everyone. It harms both legitimate businesses and vulnerable people.

It also means public services lose much-needed revenue that could have gone to healthcare, schools and infrastructure.

Dirty money, real harm

At the request of the regional organised crime unit, we ran a campaign across South West England to show that behind laundered money are real victims, and to encourage anyone with suspicions to come forward anonymously.

606,113

people reached by our social media campaign

32,893

people actively engaged with our campaign

1,907

individuals visited our campaign web page for more information

£53,325

worth of media coverage was achieved

42% increase

in reports about money laundering

Once criminal gangs make their profits, they need to 'wash' the money to hide any links to lawbreaking.

To avoid detection, they often use cash-based businesses as 'fronts', such as pubs, food takeaways, local taxi companies, haulage firms, nail bars or car washes. Drug dealing, counterfeit goods, human trafficking, modern slavery, weapons sales, exploitation and other serious crimes are often linked.

Once 'washed', this money can be used to fund a lavish lifestyle in the UK or abroad.

More than **32,000 people** actively engaged with our campaign, which led to a **42% increase** in reports about money laundering.

Unexplained wealth near you?

Do you know about a business used as a front?

Easy money could be too good to be true.

Money laundering enablers.

Organised criminals use high street businesses to clean dirty money.

Common fronts are barbers, car washes, nail salons, vape shops, and mini-marts.

If you know someone involved tell our charity, 100% Anonymously. Always.

crimestoppers-uk.org

CrimeStoppers
0800 555 111
100% anonymous. Always.

Young people can be caught up in money laundering schemes by organised criminals who use their bank accounts to move dirty money.

If you suspect someone is trapped in a money laundering scheme, tell our charity, 100% Anonymously. Always.

crimestoppers-uk.org

CrimeStoppers
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100% anonymous. Always.

in the property...ly or criminals...n use...e t...rity, Always...rg

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Illegal vapes campaign generates hundreds of quality reports

Single-use or disposable vapes were banned in the UK in June 2025, making it illegal to sell or supply them in the UK. With millions being discarded every week, the legislation addressed significant environmental harm. It also responded to concerns about rising youth vaping, fuelled by cheap, colourful and easy-to-access products.

There were wider concerns too that the growth of the illegal vape trade could fund more serious crime.

Anticipating that unscrupulous vendors would continue to sell banned products, Crimestoppers

worked with FACT (Federation Against Copyright Theft), drawing on their expertise in illegal trade.

An evolving criminal landscape
Our national campaign focused on gathering critical intelligence about the people and businesses involved in the sale and supply of illicit vapes.

Intelligence indicated that these products would likely be sold illegally through cash-only transactions at convenience stores, market stalls and high street vape shops, as well as online.

This campaign encouraged people to speak up anonymously and appealed to their sense of civic duty and concern about preventing harm in their community.

During the campaign period, **422 reports** were passed to the relevant authorities. In total, **804 reports** were shared between 23 April and 17 August, covering the periods before, during and after the campaign.

Information passed on spotlighted supply routes, rogue retailers and wider criminal groups. It also helped build a clearer picture of how illegal vapes were reaching communities.

ILLEGAL VAPES HIGHLIGHTS

REPORTS



422 reports

were disseminated during the campaign period, from 1 June to 9 July.



804 reports

were disseminated across the wider campaign window, from 23 April to 17 August, including pre-, during and post-campaign activity.

123% increase

Reporting increased by 123% in the post-campaign period compared with the pre-campaign period.

PRESS COVERAGE



£119,000
advertising value equivalent

54 million
Total reach

FACEBOOK & INSTAGRAM

1,719,904
Times the ads appeared on screen

917,867
People reached at least once

32,092
People who clicked through from social media ads

1.87%
Share of social media ad views that led to a click

CAMPAIGN WEB PAGE

4,451
Total views of the campaign web page

242
Visitors who went from the page to the reporting form

2,957
Individual visitors to the page

112
Anonymous reports submitted through the form

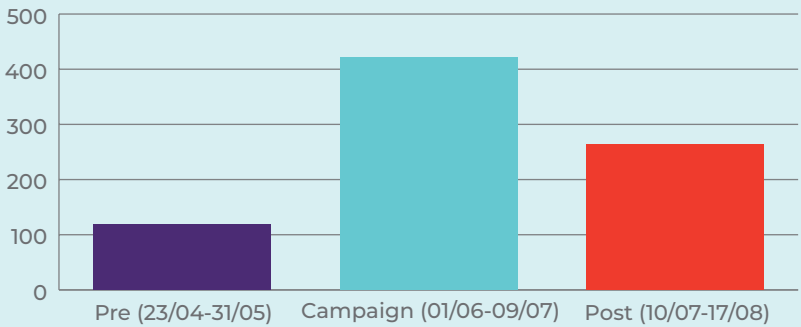
GOOGLE SEARCH & DISPLAY

98,948
Times the ads appeared on screen

26,769
People who clicked on an ad

27.05%
Share of ad views that led to a click

CAMPAIGN TREND ANALYSIS



Campaign response and learning from people smuggling activity

People smuggling into the UK is extremely dangerous and can result in serious injury or loss of life. Criminal gangs exploit vulnerable people, forcing them into unsafe boats or overcrowded vehicles in inhumane conditions.

Small boat crossings on the English Channel carry particular risks, from extreme weather and lack of food or water to the danger of drowning on one of the world's busiest shipping routes.

In February 2026, Crimestoppers launched a 10-week campaign within Sorani Kurdish and Pashto-speaking communities across the UK. It focused on the human cost of people smuggling and encouraged anyone with information to report it anonymously. The campaign was supported by Meta, Google and outdoor advertising.

What happened
The campaign reached its intended audiences and prompted people to act, with strong online engagement and reporting activity. Most importantly, people contacted Crimestoppers to pass on information, showing the value of a clear, anonymous route for those worried about speaking directly to the authorities.

Online performance was also strong. The campaign evaluation showed high engagement across paid channels, especially Google advertising, and strong web page behaviour. On the English landing page, **964 users** progressed to the reporting form and **319 reports** were submitted during the campaign period, indicating trust, clarity and confidence in Crimestoppers' anonymous reporting route.

As expected with such a sensitive topic, some public responses,

particularly to English-language ads, were critical. Comments shifted toward wider views on immigration rather than the criminal exploitation behind people smuggling.

What we learned
The response highlighted an important communications challenge: safeguarding messages can be powerful for intended audiences, but may be interpreted differently by the wider public when immigration is part of the debate. These insights are shaping future people smuggling campaigns, helping us protect the safeguarding message while continuing to encourage people with information to speak up anonymously.

Overall, the campaign showed that, even in a difficult public conversation, clear anonymous reporting messages can lead to meaningful action.



New whistleblowing service for immigration removal centres

The Immigration Enforcement Detention Service carries significant responsibilities, overseeing immigration removal centres across the country.

Transparency, accountability and public confidence are essential, given the sensitive and complex nature of its work.

In 2025, we launched the Immigration Detention Integrity Line, providing an anonymous way for people to report corrupt or unprofessional behaviour within Immigration Removal Centres (IRCs).

The service is available to Home Office staff, contractors, healthcare

“
Reporting has increased by 400% so far in 2026 compared with 2025, suggesting growing awareness of the service and increasing confidence in anonymous reporting
”

workers, non-government organisations such as the Independent Monitoring Board, detained individuals and their visitors. It is promoted across the centres through staff communal

areas, entrances, visitor areas and centre-issued phones.

Rising confidence in reporting
The service is anonymous by default. However, people can choose to leave their contact details, enabling the Home Office Detention Services Counter Corruption and Investigations Unit to seek clarification or additional information where required.

Reporting has **increased by 400%** so far in 2026 compared with 2025, suggesting growing awareness of the service and increasing confidence in anonymous reporting.

Building safer high streets across London

Crimestoppers works tirelessly with national, regional and local partners to support safer communities from crime including those negatively affecting the high street and retail sectors.

One such example was an initiative to boost intelligence about those responsible for theft, robbery, burglary and phone snatching across Greater London.

Working with the Home Office, The Mayor's Office for Policing and Crime (MOPAC) and the Metropolitan Police, our charity ran the campaign from July to September 2025. Despite London's scale, it reached the most crime-affected areas across all 32 boroughs.

The campaign led to **nearly 2,000 intelligence reports** being passed on to the police.

Impressive public support

The overarching aim was to increase public confidence, reduce harm, and enhance intelligence flows to support operational policing.

Crucially, the quality of reports – with actionable information – helped support police activity across the UK capital.

High street harm

Messaging focused on the real-world impact of high street crime on individuals, communities and local economies, while reinforcing our guarantee of anonymity to build trust and reduce barriers to speaking up.

Successful delivery was, in part, due to collaboration across local

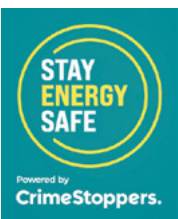
“Crucially, the quality of reports – with actionable information – helped support police activity across the UK capital”

authorities, community safety teams, businesses, health partners, faith groups and Neighbourhood Watch networks.

The results provided granular borough-level insights into crime patterns and community concerns and gave partners a strong evidence base to inform future campaigns and police operations.



Continued growth in people giving energy theft tip-offs



Stay Energy Safe, the meter tampering and energy theft reporting service, is approaching its 10th anniversary and continues to be a huge success.

The service was launched in September 2016, providing people with a safe way to report suspected energy theft, a crime that is extremely dangerous and can cost lives.

In the first full financial year (1 April 2017 to 31 March 2018) we sent the energy sector **2,613 pieces** of information.

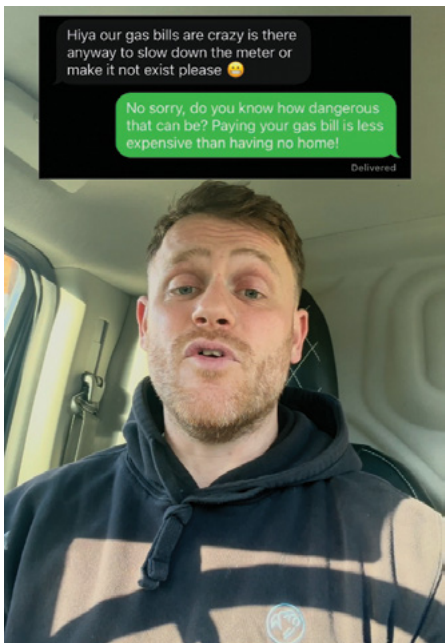
The 2025-26 financial year saw **13,778 pieces of information** about suspected energy theft, received from individuals who wish to stay completely anonymous, passed on to the energy sector in Great Britain.

This represents a **growth in report disseminations** of just over **427%**, and this is only a small part of the picture.

Influencers

As the service has evolved, smarter marketing has helped us reach the right people through more effective channels and messages, leading to this substantial growth in reports over the years.

In 2025, this included working with a number of influencers who allowed us to take a more human



impact approach using Luke, a gas engineer, and Kimmy the Sparks, to bring the dangers of energy theft to life.

Scale of the problem

It is estimated that 250,000 incidents of energy theft, or meter tampering, go unreported each year. There is still plenty of work to do to:

- educate people on the dangers of energy theft
- ensure they know what to look out for in order to identify this dangerous and criminal activity
- promote the call to action so members of the public know how they can pass on what they know, so that they can speak up and stay energy safe.

We will also continue to provide information on the support available, so that those struggling with their bills know where to go to get help safely, and to deter them from tampering with their meter as a way of reducing their energy costs.

The dangers of this crime can have serious consequences for individuals, families, homes, businesses, neighbouring properties and the wider community.



Youth-led healthy relationships campaign reaches almost 200,000 young people



Healthy relationships are not always easy for people to define, especially when controlling or harmful behaviours may be hidden, normalised or excused.

Fearless in London partnered with Hammersmith & Fulham Youth Council to develop a healthy relationships campaign. The campaign aimed to help young people identify unhealthy relationship behaviours, understand boundaries, and seek support when they feel unsafe.

Accessible understanding
This campaign created a youth-led, accessible way to help young people understand the difference between red flags and green flags, feel more confident recognising unsafe behaviour, and know where to turn for support.

Adverts featuring young people's responses ran across social media, including Spotify audio adverts. All content directed young people to the Fearless Healthy Relationships webpage for advice, support and information on the 100% anonymous reporting service.

The campaign achieved strong engagement, **reaching almost 200,000 young people**, generating



more than 19,000 link clicks, and delivering an overall 0.6% click-through rate (CTR).

Fearless also delivered an online workshop for 31 professionals working with young people in Hammersmith & Fulham, helping them promote the service and support young people to speak up anonymously.

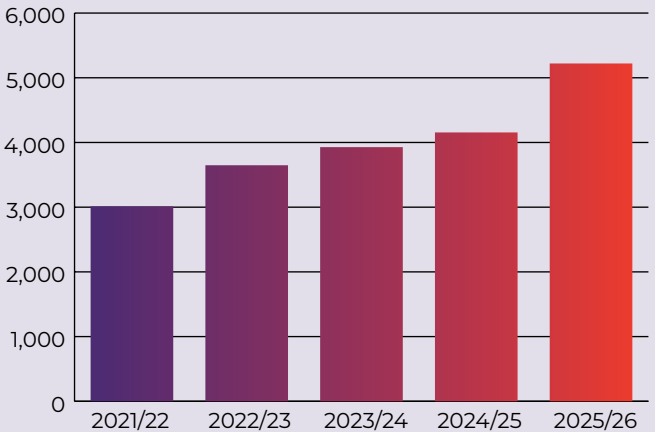
Growing numbers in Northern Ireland put their trust in Crimestoppers

In Northern Ireland, more people are choosing to contact Crimestoppers anonymously with reports peaking at just over **5,200 disseminations**.

Our charity has worked with the Police Service of Northern Ireland (PSNI) to offer a number of rewards relating to high-profile or difficult cases. These included the murder of Sean Small in County Down and a reward in connection with the murder of Glen Quinn.

We also offered a reward in response to numerous high-value thefts against farms and rural homes including items such as quad bikes, farm tools and agricultural machinery.

Year-on-year analysis (fiscal) – Northern Ireland



Scotland: Helping protect adults involved in prostitution

Crimestoppers Scotland piloted a campaign aimed at raising awareness of sexual violence and exploitation in the sex industry and encouraging anonymous reporting.

Sexual violence and exploitation often thrive in hidden environments, with many victims living in fear and unsure where to seek help.

The campaign, run in February 2026, focused on reaching people whose circumstances may silence them, whether due to immigration status, fear of retaliation, or concern about being judged. This can be a particular problem given the hidden nature of the business.

On-street prostitution

The campaign also supported those who work with individuals involved



in on-street prostitution. It helped communities recognise the signs of potential brothels in their area and provided the hotel and leisure industry with guidance through the **"Who Is Your Guest?"** initiative to identify exploitation.

A launch event was held at Forth Valley College, Falkirk, attended by a wide range of partners.

Results and next steps

The campaign was run with Police Scotland's Operation Begonia and the Scottish Government's Violence Against Women and Girls programme.

As a direct result of the campaign, **40 pieces of information were received**, enabling Police Scotland and partner organisations to better safeguard vulnerable individuals within our communities.

Following its initial success, the campaign will now expand to Aberdeen, Inverness, Glasgow, Dundee, and Edinburgh.

SCOTLAND IMPACT 2025-26

31,000
people anonymously passed on information about crime in Scotland.

up 21%
increase of 21% on previous years

3,000
amount of generated media articles

22,000 reports
We shared a record 22,000 anonymous reports with Police Scotland and other law enforcement partners.
This information resulted in arrest and charge of criminals, positive outcomes for thousands and justice for victims.

£9 million
advertising value equivalent



Taking a stand at the Royal Welsh Show

The Royal Welsh Show is one of Europe's biggest agricultural events in terms of its scale and draws over 200,000 visitors every year to Llanellwedd, Builth Wells, Powys.

It's a celebration of rural life, farming, heritage and community, making it the perfect place for Crimestoppers and Fearless, our youth service, to raise awareness of rural crime and the power of anonymous reporting.

Crowd-pulling Jenga

This year, the Wales team brought something extra to the event with our interactive Crime Facts Jenga. The giant game was a real crowd-puller, with each block containing a true or false question about crime, Crimestoppers or Fearless. It gave us a fun and relaxed way to start conversations about serious issues affecting people in Wales, while empowering them to speak up safely.



We were joined by families, farmers, students and young people, many of whom stayed to ask more about what we do and how they can report what they

know. It was a wonderful way to build trust, break down barriers and show that support is available for those affected by crime.

Wales impact: continued growth 2025-26

Crimestoppers Wales has continued to make a strong impact across Wales with **13,479 reports shared** with police forces, marking a **19% increase** on the previous year. This reflects growing public confidence in anonymous reporting and the value of the information being provided.

The reports have helped tackle key crime types including drug trafficking, drink and drug driving, and wider safeguarding concerns. Drug trafficking and supply remained the most commonly reported issue across Wales, highlighting the ongoing challenge posed by organised crime groups.

Fearless also played a key role, **engaging with 28,485 young people across Wales** through schools, community settings and outreach. This work continues to raise awareness of exploitation, knife crime and county lines, while giving young people safe ways to speak up.



'A Girl Called Alice': New short film shines a light on organised phone theft

Crimestoppers is supporting 'A Girl Called Alice', a new short film from award-winning independent production company Fact Not Fiction Films, as a charity partner.

The compelling 15-minute short drama brings the realities of organised phone theft to life on screen and carries an important public-safety message. UK communications network EE also supported the film's production.

A skill turned to crime
Set against the streets of

Over 100,000 phones were stolen in London alone in 2024

Approximately 75% of stolen devices are moved overseas to be resold in countries where UK network blacklisting does not apply

The Metropolitan Police and the Mayor of London have called on device manufacturers to "design out" phone theft

contemporary London, the crime drama follows Alice, a young woman with a reputation as one of the city's most skilled phone thieves.

When she is challenged by a notorious gang leader to prove her abilities, a police operation quietly begins to close in, exposing the scale and structure of the criminal networks behind everyday handset theft.

As an independent charity, Crimestoppers is using the film to encourage people to stay alert, protect their phones and speak up about those involved in phone theft.

Safeguarding and supporting everyone involved in dance sport

The British DanceSport Association (BDSA), in partnership with Crimestoppers, has launched BDSA Be Safe, a dedicated independent safeguarding and anonymous reporting service designed specifically for the dance sport community.

As the national governing body for dance sport, the BDSA ensures that everyone can participate in dance within a safe, inclusive and respectful environment. Through this new service, dancers, parents, coaches, adjudicators, volunteers, officials and anyone connected with dance sport can raise concerns where they may not feel comfortable speaking directly to someone.

The British DanceSport Association governs competitive dance

sport across the UK, supporting all recognised dance genres.

A safer future for Dance Sport

BDSA Be Safe provides a safe and confidential way to report concerns relating to safeguarding, abuse, bullying, harassment, inappropriate behaviour, intimidation, grooming, discrimination or any issue that may place an individual at risk or compromise their welfare within a dance sport environment.

Where sufficient information is provided, Crimestoppers will

securely pass the report to the British DanceSport Association, enabling appropriate action to be considered in accordance with the Association's safeguarding procedures.



Hidden exploitation in Leicester's gig economy

The **Fair Work, Fair World** campaign was created to raise awareness of labour exploitation affecting some delivery drivers working in Leicester's gig economy.

Exploitation can be difficult to spot. Workers may face unfair conditions, withheld earnings or coercive practices that leave them with little control over their income, safety or working lives.

Delivered in partnership with Crimestoppers and Leicestershire Police, the campaign used social media, direct mobile messaging, out-of-home advertising, media relations and neighbourhood policing engagement to help people recognise the signs of

exploitation and report concerns anonymously.

Strong reach

Although the activity focused on a relatively small geographic area, it achieved strong visibility. Social media reached more than 57,000 people and generated over 236,000 impressions. AdVan activity reached an average of more than 73,000 people per day across three deployment days, while media coverage extended the campaign's reach further, with an estimated audience of more than 5.2 million people.

The campaign landing page attracted hundreds of views and



led to **20 high-quality reports** being disseminated during the campaign period in relation to the target area.

Appeal leads to more intel on Hampshire farming equipment theft



Across rural Hampshire, the theft of quad bikes, mini diggers, generators and other high-value equipment has been a growing concern.

It disrupts livelihoods, puts pressure on local businesses, and points to organised crime gangs operating beyond county lines and, in some cases, overseas.

To help close the intelligence gap, we ran a targeted campaign that put the issue in front of the people most likely to spot something useful: rural communities, farm businesses, tradespeople, and workers around ports and docks. Many of these groups are perfectly placed to spot suspicious activity.

The campaign combined prevention advice with a clear call to action for the

details of who is involved in stealing, storing and moving farm equipment.

The campaign encouraged people to look again at suspicious behaviour that might otherwise have been dismissed. Anonymous reports about acquisitive crime **increased by 50%**, giving law enforcement more information to help tackle the criminal networks behind stealing and theft in the countryside.

Briefing helps Wiltshire councillors champion safer communities

Following the May 2025 local elections, a Wiltshire volunteer organised an online briefing for newly elected councillors across the county. The interactive session introduced Crimestoppers' history, explained how our anonymous reporting service works, gave an overview of Fearless, and showed how councillors can support our work locally.

The session attracted 65 attendees. With input from the

Regional Manager and local volunteers, councillors heard more about **Crimestoppers** and **Fearless in Wiltshire**, the **Community Ambassador Programme**, and practical volunteering opportunities to raise awareness locally.

By strengthening links between local authorities, community leaders and Crimestoppers, the briefing showed how partnership working can help make Wiltshire safer for everyone.





Contact Centre update: 73% rise in time-critical reports

Over the past year, reports requiring immediate police attention have increased by 73% year on year.

This reflects a significant rise in reports involving crimes in progress, threats to life, weapons and immediate safeguarding concerns for vulnerable people.

Rising urgency, greater complexity

This is not just a measure of volume, but a sign of the changing demand for our service.

It also highlights the increasing complexity of our UK Contact Centre environment.

Our triage process is key to identifying these reports quickly. Specialist

human oversight within the team remains essential, helping us make real-life assessments of threat, harm and risk with confidence.

The professionalism and expertise of our Contact Centre staff ensure that when every minute matters, vital information entrusted to us is passed to the right people without delay.

Making the right call under pressure

The team is not only processing information; it is making informed, risk-based decisions that require sound judgement and resilience.

They navigate different escalation procedures across UK police forces to ensure time-critical information

reaches the right place without delay, while continuing to protect our promise of 100% anonymity.

While the reasons behind this increase are likely to be complex, it clearly demonstrates confidence in Crimestoppers as a trusted, anonymous service for sharing critical information. We continue to empower people to speak up, stay safe and share what they know, not who they are, whatever the circumstances.

The public's willingness to act, rather than stay silent, puts Crimestoppers in a privileged position of trust. Our Contact Centre team works tirelessly to serve the public and our partners, making sure critical information can make a difference when it matters most.



Recruitment fair in south London

Our mission is to help people to speak up anonymously about crime, creating safer communities across the UK.

We know that our ability to deliver meaningful impact externally begins internally: with those who work for the charity.

Employee Experience Award

That's why we are particularly proud to celebrate a series of achievements this year that reflect the strength of our culture and our continued investment in our people. Most notably, **Crimestoppers was recognised with the Cezanne Connect 2025 Employee Experience Award** for excellence in employee experience through improvements made to the recruitment and onboarding processes.

This recognition reflects the ongoing work to create a workplace where colleagues feel supported,

empowered and connected to our mission at every stage of their Crimestoppers journey.

Improved employee retention

This achievement is complemented by encouraging trends in our people metrics. Over the past year, we have seen a significant reduction in employee turnover and a continued increase in our average length of service. With turnover decreasing, we've been retaining valuable skills, knowledge and experience across the organisation, particularly in our Contact Centre.

At the same time, our latest staff survey highlighted improvements across several key measures of engagement and employee experience. In particular, colleagues reported stronger levels of feeling valued, recognised and appreciated for their contribution. Overall survey participation also reached over 82%, demonstrating strong engagement and providing us with valuable

insight into the experiences of our people.

Stronger teamwork, higher standards

When people feel valued, listened to and able to contribute meaningfully, they are more likely to be engaged in their work and more committed delivering positive outcomes for our beneficiaries.

Lower turnover creates significant benefits with the retention of talented colleagues providing continuity, strengthened teamwork and maintenance of the high standards our beneficiaries and stakeholders expect.

From an HR perspective, a positive employee experience is not simply about creating a good place to work, it's a strategic driver of organisational performance. Organisations that engage and retain their people are better positioned to respond to challenges and adapt to change.

Our incredible volunteers

We are proud of our volunteers and Ambassadors from communities across the UK who support our charity.

They help us connect with communities, share our promise of anonymity and show that everyone can speak up to stop crime.

Over **250 volunteers**, supported by our Ambassadors and community partners, **gave more than 10,000 hours of their time this year**, engaging with thousands of people across the UK through events, talks and local partnerships, encouraging more people to speak up and stop crime.

We are sincerely grateful for their dedication and the difference they make every day.





**CrimeStoppers
Volunteer
Awards 2026**

Our Volunteer Awards are a fantastic opportunity to showcase the wonderful work of our Crimestoppers volunteers, the length and breadth of the country.

The Carolyn Randall Volunteer of the Year Award
Julie Davison, Durham & Darlington Committee

Youth Volunteer Award
Goudie Academy

Fundraiser Award
Krystal Keeley, West Country Committee

Unsung Hero Award
Celia Muir, West Mercia Committee

The Colin Dobinson Community Ambassador Award
Dave & Lynn Baker, West Midlands Committee.

Lifetime Achievement Award
Jane McCann, West Mercia Committee

Lifetime Achievement Award
Jane Antrobus, North West Advisory Board

Committee of the Year Award
West Country Committee

CEO Corporate Award
Safeguarding Team at Wolverhampton Wanderers

Our future plans

As we look to the future of our charity, we will focus on helping those who most need our services to speak up safely. We have refined our strategic goals:

1. Provide unique anonymous crime information and high-quality services
Deliver unique, high-quality intelligence and continuously improve our services for users, police and partners.

2. Build confidence to speak up
Encourage reporting by building trust, communicating clearly, and showing the impact of speaking up.

3. Connect with every community
Work with networks of people and organisations to reach more communities and workplaces.

4. Be an effective and efficient charity
Deliver value for beneficiaries and stakeholders while providing a positive experience for staff and volunteers.

Alongside our existing activities, our plans for the coming year include:

Improve the quality of anonymous information and related services we provide to police and partners.

- Plan improved services, identified by partners and the public, to remain accessible, relevant and efficient.
- Pilot technology to improve both the collection and processing of information from the public.
- Focus on Contact Centre service levels to provide a consistently high response service.

Improve trust and confidence in our services among our likely users.

- Gather audience insights, including from those with lived experience, to shape future messaging and communications channels.
- Tailored brand campaigns will use creative, lower-cost ways to reach these audiences.
- Establish and improve the methods for testing and evaluating the impact of our communications and engagement activities.

Extend our supporter base and networks to reach all communities and help stakeholders in our joint goals to solve and prevent crime.

- Volunteer effectiveness will be enhanced through new recruitment adverts, wider training, greater engagement with Community Ambassadors, and data to demonstrate impact.
- Gather insight into police and commercial stakeholders' understanding of our service and

use it to improve communications, income and relationships.

- Develop partnerships that promote crime reporting and engagement with new audiences, underpinned by understanding of our stakeholders.
- Engage with proposed policing changes to deepen key relationships and support the charity's stability.

To be an effective and efficient charity, providing the best value for our beneficiaries and partners, and the best experience for colleagues and volunteers.

- A longer-term and more cohesive approach to technical developments will be shaped with our key suppliers.
- Improve data reporting timeliness, consistency and efficiency, supported by processing and analytical tools.
- Improve financial management efficiency and provide better information to support decisions.
- Plan talent management and manager skills training so colleagues can develop their careers at the charity.
- Continue technical skills training and support for colleagues, including SharePoint, Co-Pilot, Teams and Dynamics CRM.
- Review and update application of the Charity Governance Code and Fundraising Code.

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2025/26 IMPACT REPORT

2025/26 IMPACT REPORT

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The summarised financial statements are not the statutory accounts but a summary of the information relating to the consolidated statement of financial activities and the consolidated balance sheet derived from the full audited Trustees’ reports and financial statement of the charity, which were approved by the Board of Trustees on 23 July 2026. The auditor’s statement as prescribed by the Companies Act 2006 was unqualified. Copies of the full annual financial statements will subsequently be filed with the Charity Commission, the Office of the Scottish Charities regulator and Companies House. These summarised financial statements may not contain sufficient information to

gain a complete understanding of the financial affairs of the charity. The full audited Trustees’ report and financial statements are available on the charity’s website www.crimestoppers-uk.org or may be obtained on application to the charity’s headquarters.

Peter Gaze FCA
Trustee
23rd July 2026

Consolidated Statement of Financial Activities

(Incorporating the income and expenditure account) for the year ended 31 March 2026

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2026 £	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Income							
Income from Charitable activities	1	4,649,201	-	4,649,201	4,598,737	-	4,598,737
Donations and legacies	2	1,281,749	1,343,411	2,625,160	1,352,156	1,066,191	2,418,347
Other trading activities	3	557,359	-	557,359	554,306	1,039	555,345
Income from investments		163,017	-	163,017	131,594	-	131,594
Total income and endowments		6,651,326	1,343,411	7,994,737	6,636,793	1,067,230	7,704,023
Expenditure							
Charitable activities	4	5,416,218	1,450,742	6,866,960	5,344,871	1,153,448	6,498,319
Expenditure on raising funds	5	539,049	-	539,049	571,276	-	571,276
Total expenditure		5,955,268	1,450,742	7,406,009	5,916,147	1,153,448	7,069,595
Net gains on investments		18,236	-	18,236	-	-	-
Net income/(expenditure) before transfers		714,295	(107,331)	606,965	720,646	(86,218)	634,427
Gross transfers between funds		(86,313)	86,313	-	(65,409)	65,409	-
Net income/(expenditure) before other recognised gains and losses		627,982	(21,018)	606,965	655,237	(20,809)	634,427
Other recognised gains/(losses)							
Actuarial gain/(loss) on defined benefit pension scheme	17	-	-	-	-	-	-
Net movement in funds		627,982	(21,018)	606,965	655,237	(20,809)	634,427
Reconciliation of Funds							
Total funds brought forward		3,842,136	110,762	3,952,898	3,186,899	131,571	3,318,470
Total funds carried forward		4,470,118	89,744	4,559,862	3,842,136	110,762	3,952,898

All amounts are derived from continuing activities.
There are no other recognised gains or losses other than those stated above.

Independent Auditor’s statement to the members of Crimestoppers Trust

Report of the independent auditor on the Summary Financial Statements

The accompanying summary financial statements, which comprise the summary Consolidated Statement of Financial Activities, are derived from the audited financial statements of Crimestoppers Trust for the year ended 31 March 2026. We expressed an unqualified audit opinion on those financial statements in our report dated 18 August 2026. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by “Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)” (effective from 1 January 2019). Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Crimestoppers Trust.

Trustees’ responsibility for the Summary Financial Statements

The trustees are responsible for preparing the summarised financial statements in accordance with applicable United Kingdom law and the recommendations of the charities SORP.

Auditor’s Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (ISA) 810, “Engagements to Report on Summary Financial Statements.”

Opinion

In our opinion, the summary financial statements derived from the audited financial statements and the Trustees’ Annual Report of Crimestoppers Trust for the year ended 31 March 2026 are consistent, in all material respects, with those financial statements.

David Hoose
(Senior Statutory Auditor)

for and on behalf of Forvis Mazars LLP
Chartered Accountants and
Statutory Auditor
6 Sutton Plaza, Sutton Court Road,
Sutton, Surrey, SM1 4FS

Date: 18 August 2026

Thank you to our partners and supporters

Our work relies on the critical support of trusts, foundations, the law enforcement community, our commercial and public sector partnerships. By sharing our values, they help promote our charity's public profile to new audiences who can benefit from our unique services.

Trusts and Foundations

- The Bestway Foundation
- The Peacock Charitable Trust
- The Summerfield Trust
- The Woodland Foundation
- The Shawlands Trust
- The Mr & Mrs TCS Haywood's Charitable Trust
- The Gilbert and Eileen Edgar Charitable Trust
- The Ingram Trust
- The National Lottery Community Fund
- The Octopus Foundation
- The High Sheriff's Police Trust Manchester

Partnerships

- Anker Innovations (Eufy)
- Association of Convenience Stores (ACS)
- B&Q and Screwfix
- Bakers Basco
- Border Force
- British Association for Screen Entertainment (BASE)
- British DanceSport Association (BDSA)
- British Horseracing Authority (BHA)
- Carlisle Support Services
- Centrica Plc
- Cricket Scotland
- Crime Stoppers International
- DPD UK
- Electoral Commission
- England and Wales Cricket Board (ECB)
- Environment Agency
- EPC-UK
- Esri UK
- Fair Work Agency (formerly GLAA)
- Federation Against Copywrite Theft (FACT Worldwide)
- Food Standards Scotland
- Forensic Science Regulator (FSR)
- HM Prison and Probation Service (HMPPS)
- HM Revenue & Customs (HMRC)
- imabi
- Immigration Enforcement
- Independent Press Standards Organisation (IPSO)
- Insurance Fraud Bureau (IFB)
- Intellectual Property Office (IPO)
- Isle of Man Government
- JD Sports
- Liberty London

- LINK
- Long Clawson Dairy
- Mayor's Office for Policing and Crime (MOPAC) - London
- Ministry of Housing, Communities & Local Government
- Morrisons
- Müller UK & Ireland
- National Crime Agency (NCA)
- NEXT plc
- NHS Counter Fraud Authority
- NHS Scotland Counter Fraud Services
- Northern Ireland Electricity Networks (NIE Networks)
- Openreach
- Retail Energy Code Company (RECCo)
- Ring (Amazon)
- Royal Mail
- Save the Children UK
- Security Industry Authority (SIA)
- Sky UK Limited
- South Caernarfon Creameries
- Sport Resolutions (UK Sport)
- Thames Water
- UK Anti-Doping (UKAD)
- UK Border Watch (formerly Coastal Crime Line)
- Vivastreet
- William Hill

Fire and Rescue Services with FireStoppers

- Cleveland Fire Brigade
- County Durham and Darlington Fire & Rescue Service
- Essex County Fire & Rescue Service
- Greater Manchester Fire & Rescue Service
- Hertfordshire Fire & Rescue Service
- Humberside Fire & Rescue Service
- Lincolnshire Fire & Rescue Service
- South Yorkshire Fire & Rescue Service
- Tyne and Wear Fire & Rescue Service

Fire and Rescue Services with FRS Speak Up

- Avon Fire & Rescue Service
- Bedfordshire Fire & Rescue Service
- Cumbria Fire & Rescue Service
- Dorset & Wiltshire Fire & Rescue Service
- Essex County Fire & Rescue Service
- Gloucestershire Fire & Rescue Service

- Greater Manchester Fire & Rescue Service
- Humberside Fire & Rescue Service
- Lincolnshire Fire & Rescue
- Norfolk Fire & Rescue Service
- North Yorkshire Fire & Rescue Service
- Northamptonshire Fire & Rescue Service
- South Wales Fire & Rescue Service
- Suffolk Fire & Rescue Service
- Surrey Fire & Rescue Service

Police with Integrity Lines

- Bedfordshire Police
- British Transport Police
- Cambridgeshire Constabulary
- Cheshire Constabulary
- Civil Nuclear Constabulary
- Derbyshire Constabulary
- Devon and Cornwall Police
- Dyfed-Powys Police
- Gloucestershire Constabulary
- Greater Manchester Police
- Guernsey Police
- Hampshire and Isle of Wight Constabulary
- Hertfordshire Constabulary
- Isle of Man Constabulary
- Kent Police
- Leicestershire Police
- Merseyside Police
- Metropolitan Police Service
- Ministry of Defence Police
- North Wales Police
- Northumbria Police
- Police Service of Northern Ireland
- Royal Gibraltar Police
- Royal Montserrat Police Service
- South Wales Police
- Staffordshire Police
- States of Jersey Police
- Thames Valley Police
- Warwickshire Police
- West Mercia Police
- West Yorkshire Police
- Wiltshire Police

Trading Standards

- Trading Standards Cheshire and Merseyside
- Trading Standards East Midlands
- Trading Standards Greater Manchester
- Trading Standards Kent
- Trading Standards Wales

Trustee Directors

Chair of Trustees

- Lord Ashcroft KCMG PC

Trustees

- *Ms Angela Entwistle – Deputy Chair
- Lord Choudrey CBE SI Pk
- *Mr Peter Clarke CVO OBE QPM
- Ms Ceris Gardner
- Mr Peter Gaze FCA
- Mr Bill Griffiths CBE BEM QPM
- Mr Stewart Harris FCA
- Mr Martin Hewitt CBE QPM
- Ms Suzanne Jacob OBE
- *Mr Michael Laurie CBE
- Mr Nick Ross CBE
- Mr Stephen Rubin OBE
- Sir Paul Stephenson QPM

Advisory Board

Trustee Directors and officers marked with a * serve on the Advisory Board, together with the following:

- Mr Phil O'Shea
Deputy Chair & AB Member for Northern Ireland and the Islands (Isle of Man & Channel Islands)
- Miss Jane Antrobus
North West Regional Representative
- Mr Bill Cullen
East Midlands Regional Representative
- Ms Nina Dawes
West Midlands Regional Representative
- Mr John Dobbin
Yorkshire & the Humber Regional Representative
- Mr Jonathan Drake
Wales Representative
- Mr Jonathan Hamill
North East Regional Representative
- Mr Stuart Rawlins
Eastern Regional Representative
- Mr Peter Rolington
South Regional Representative

Legal & administrative information

Senior Officers

- *Mr Mark Hallas OBE
Chief Executive
- *Mr Stephen Mann
Director of Finance, Company Secretary
- *Mr Michael Duthie
Director of Operations
- *Ms Kate Johnston
Director of Business Development
- *Ms Karen Ogborn
Chief of Staff

Bankers

The Royal Bank of Scotland plc
280 Bishopsgate, London, EC2M 4RB

Auditor

Forvis Mazars LLP
Parkview House, 58 The Ropewalk,
Nottingham NG1 5DW

Solicitors

Bates Wells,
10 Queen Street Place, London, EC4R 1BE

Status

Crimestoppers Trust was originally established by a Deed of Trust on 20 October 1986 and was registered by the Charity Commission with effect from 4 November 1987. On 1 April 2005 the complete undertaking of Crimestoppers Trust was transferred to a company limited by guarantee, Company Number 05382856, which is itself a registered charity, Number 1108678 (England) and Number SC037960 (Scotland).

The registered office of the charity is at Sedulo London, Office 605, Albert House, 256–260 Old Street, London EC1V 9DD.

The principal office is:
PO Box 324, Wallington, SM6 6BG.

Speak up. Stop crime. Stay safe.

Crimestoppers is an independent charity that gives you the power to speak up to stop crime, 100% anonymously.

This means:

- No police
- No witness statements
- No courts

Tell us what you know,
not who you are.

crimestoppers-uk.org

Speak up and stay 100% anonymous. Always.

CrimeStoppers.

0800 555111

100% anonymous. Always.