



CrimeStoppers.

Speak up. Stay safe.

2018/19

Impact Report

2018/19

Impact Report

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Welcome from our Chair

Welcome to our Impact Report 2018-19 outlining the progress our charity has made over the past year and illustrating how we help protect people, communities and workplaces across the UK.



Lord Ashcroft KCMG PC
Chairman of Board of Trustees
Crimestoppers Trust

No one should ever have to suffer in silence, especially when it comes to crime, our safety and security. It was this belief that inspired me to set up Crimestoppers over 30 years ago and in today's challenging times, our service is needed more than ever.

Fear of revenge and reprisals remains a considerable barrier to people speaking up. That fear silences a significant proportion of the population which, when ignored, can give free rein to criminals and serious organised crime.

And yet a record half a million people contacted us with their crime information – real people with genuine crime concerns. They may have felt unable to speak directly to the police, but were confident enough to use the support that our guaranteed anonymity provides.

Our Contact Centre is open and accessible to people in their hour of need 24/7, 365 days a year – by phone and online.

Our agents are at the forefront of supporting those who feel disempowered and our independence remains a huge motivation for our beneficiaries.

People tell us being a charity encourages them not to turn a blind eye. I remain heartened that so many want to do the right thing, even if they are too scared to go straight to authorities.

I'm proud that each and every day our staff and volunteers show their total commitment to our cause in ways that are often unseen, but extremely important.

Thank you for taking the time and interest to find out more about our work. I hope you will help spread the word about our charity and its unique offer of giving people the power to speak up and stop crime.

Lord Ashcroft KCMG PC
Chair of Board of Trustees
Crimestoppers Trust

“Being a charity encourages people not to turn a blind eye.”

Introduction from our CEO

The most rewarding aspect of the past year has been our continued growth in attracting more people than ever to trust us with their crime information.

We have not only had over half a million people contact us, but also reached a landmark: more than 2 million pieces of 'actionable information' have now been passed to law enforcement since we began over 30 years ago.

That's 2 million pieces of information that were unlikely to have been received by investigators had it not been for Crimestoppers' unique guarantee of anonymity to everyone who contacts us.

However, there is still much to be done. To respond to the persistent problem of youth and knife crime, we have expanded our Fearless team from 3 to 15 outreach workers across the country; a critical enhancement of capacity.

They play an invaluable role delivering face-to-face sessions with young people, along with our 'Train the Trainer' programme specifically designed for youth work professionals. Information on knife crime has more than doubled from 4,000 to over 10,000 reports.

The five-fold increase in dedicated Fearless workers is thanks to our Development Team who secured vital funding from partners, especially Police and Crime Commissioners (PCCs). It is reassuring to know that despite financially tough times, we can continue to respond to the changing face of crime by working together.

In addition to the beneficiaries who drive our service, most praise must be given to our frontline Contact Centre staff. Their dedication and professionalism are impressive, meeting 'head-on' the challenge of answering more calls.

I believe that by collaborative working with our partners – police, PCCs, councils, the Home Office, companies and other charities – we can ensure we reach out to more people who desperately need us. Giving them the ability to speak up helps build confidence in communities which, ultimately, leads to greater safety and security for us all.

Mark Hallas OBE
CEO Crimestoppers



Mark Hallas OBE
CEO Crimestoppers

“We can continue to respond to the changing face of crime by working together.”

Our vision, mission and values

100%

We are an independent charity that gives people the power to speak up and 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 day we live our values. Here are a few examples of how:

We care

In the past few years life at our Contact Centre has got busier and busier. It's great to see our team going the extra mile, and treating everyone who contacts us with the respect and attention they deserve.

We are inclusive

Whatever your story or situation, we are here to help. We go out of our way to make sure that all communities know they can trust Crimestoppers. This includes people in prison, where we provide an anonymous reporting service aimed at improving inmates' safety.

We are determined

With violent crime sadly on the increase we made it a priority to make a difference. A huge team effort from our fundraisers and regional staff has helped us expand the number of Fearless outreach workers in the community. This is a real step change.

We are trustworthy

In 30 years our promise of anonymity has not been broken. Last year, more than half a million people trusted us and got in touch, anonymously. Every day we keep this pledge, and will continue to do so for as long as we are needed.

Our Stoppers' stories

Our highly-trained Contact Centre staff take information 24/7, 365 days a year, that leads to violent attacks being prevented, suspects arrested and bomb plots being foiled.

Here are some anonymised examples to illustrate how Crimestoppers helps keep people safe each and every day.

Murder gang chief jailed

In an inner-city area, Crimestoppers received detailed information about a murder that had taken place. The gang had a reputation for using violence and intimidation and had boasted that they were invincible.

Someone was brave enough to contact us with information that led to the gang leader being convicted for murder, resulting in a life sentence. For the family who had lost a loved one, it was our information that helped them see justice served.

Acid attack foiled

A plan to throw sulphuric acid on the face and body of a vulnerable woman as she returned from work was prevented thanks to a tip-off from a concerned caller. Arrests were made and the potential victim was spared inevitable trauma.

Child sexual abuser caught

A paedophile was on the run and wanted over a string of child sex offences. His prior behaviour meant he remained a significant threat to children. We received information that led to the man being arrested within hours.

Murder weapon found

In another part of the country, we were contacted by a member of the public regarding the location of weapons that were key to helping solve a murder. This led to the police searching the location provided.

Our information was critical to resolving the case swiftly and the Chief Constable estimated his force, conservatively, saved a quarter of a million pounds in police time.

24/7 365



“For the family who had lost a loved one, it was our information that helped them see justice served.”

Child neglect stopped

A passer-by was concerned at possible neglect after seeing a young child sitting on a door step looking dishevelled. After contacting Crimestoppers, the child was safeguarded – and the investigation uncovered shocking domestic violence in the home that led to a substantial jail term for the mother's partner.

Prolific burglar hands himself in

A man wanted for a series of violent robberies using firearms was on the run and at risk of reoffending. Following extensive publicity around one of our reward offers in the county where he committed his crimes, he voluntarily handed himself in. He was reportedly angered that Crimestoppers had stopped him from being able to continue to 'lie low'.

Exploitation ended

A gang who had moved into the home of a vulnerable person to sell Class A drugs was shut down after we passed on vital information from a concerned neighbour. Three individuals were jailed and the young person who was protected and safeguarded wrote to the police who raided the property to thank them for "saving his life".

Regular drink driver halted

A man working shifts at a club was seen to drink regularly to excess before driving home. Information we received meant he was stopped en route to his home late at night and subsequently charged.

Our Supporters' stories

“Our two institutions have developed a strong partnership based on mutual respect and the experience built over 30 years of close working.”

Cressida Dick CBE QPM, Commissioner of the Metropolitan Police Service



“We’ve said it before and will say it again – Crimestoppers gets results. We’ve secured warrants, effected arrests and even protected vulnerable people from their abusers thanks to Crimestoppers’ intelligence. You can make a difference without us even knowing your name. #YouMadeItHappen.”

Police Scotland

“It is great work you do helping not only us tackling NHS Fraud, but many other groups and organisations to stop crimes of all kinds. Thank you!”

NHS Counter Fraud Association

“We believe that the combination of the reward and the guarantee of anonymity should make people feel able and willing to give information. We need to know where Lisa is, we need to bring her home and Crimestoppers is helping us do that.”

Craig Douglas, brother of missing woman Lisa Brown

#YouMadeItHappen

“Prisons are themselves communities, and just as on the outside, there are plenty of people who want to live peaceful lives, untroubled by threat, intimidation, violence and corruption. Our 100% guarantee of anonymity is crucial in giving prisoners the confidence to contact us.”

Peter Clarke CVO OBE QPM, Trustee of Crimestoppers and Her Majesty’s Chief Inspector of Prisons

“I’m so proud to have been part of the Crimestoppers community for the last 11 years. I’ve gained so much by volunteering – it’s been a big part of my life and has taught me life skills that I use every single day.”

Carolyn Collard, volunteer

“Crimestoppers provides a vital service... Their contribution to reducing crime over the past 30 years has been invaluable and I would like to congratulate them on their anniversary.”

Ash Denham, Minister for Community Safety, Scotland

“Crimestoppers’ work has an impact every day. Whether it is helping support victims of domestic abuse, or providing the police with more information about County Lines gangs, the information they receive can be invaluable.”

Victoria Atkins MP, Parliamentary Undersecretary of State for Crime, Safeguarding and Vulnerability

“From a policing point of view... the campaign was a great success and information was continually received throughout.”

Detective Inspector Justin Redman, Derbyshire Constabulary

“The work you do is extraordinary both in terms of scale (half a million contacts a year) and in terms of the number of offenders you help bring to justice – making our communities that much safer.”

Zoë Billingham, HM Inspector of Constabulary and Fire & Rescue Services



Focus on Fearless

Five-fold increase in Fearless workers after funding drive

With serious violence – and knife crime in particular – posing a real threat to our young people, it was more important than ever to see our Fearless service expand.

“Working collaboratively to respond to the need to support more young people than ever.”

One of our most important successes over the past year has been to make effective, tactical approaches to the right funders, leading to a huge increase in the number of Fearless workers across the UK.

We have made a real co-ordinated effort, working collaboratively to respond to the need to support more young people than ever, by reaching out to Police and Crime Commissioners and Trusts for grants.

Funding has now been secured to increase the number of Fearless workers from 3 to 15 across the country, and we hope this can be increased further over time. Fearless outreach workers visit schools and youth groups and conduct ‘Train the Trainer’ sessions with youth workers and other professionals.

The sessions educate young people about the consequences of crime and challenge attitudes to reporting it, building trust and confidence in our service.

A new approach

This expansion came out of a pilot fundraising plan which focused all our energies across the charity on meeting the needs of young people by aiming to increase Fearless workers from 3 to 7 by the 2019/20 financial year. We were delighted to over-achieve against that target.

Consultation and collaboration within Crimestoppers and Fearless were key to ensuring this pilot project would generate the necessary income and also promise defined, deliverable outcomes.



By securing funding from outside sources and basing it on an issues-led approach, we aim to encourage more people to share our message and engage actively in our campaigns.

Through early intervention and education, Fearless helps Crimestoppers specifically engage a younger demographic, supporting them to make the right choices, safely. It also encourages them to anonymously report crime that hurts them.

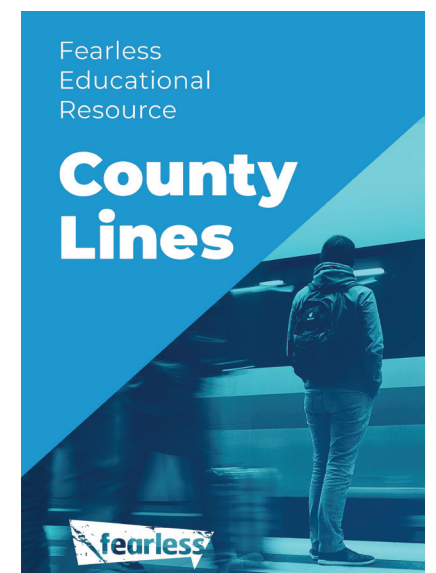
630,000

Through these campaigns, we reached over 630,000 young people

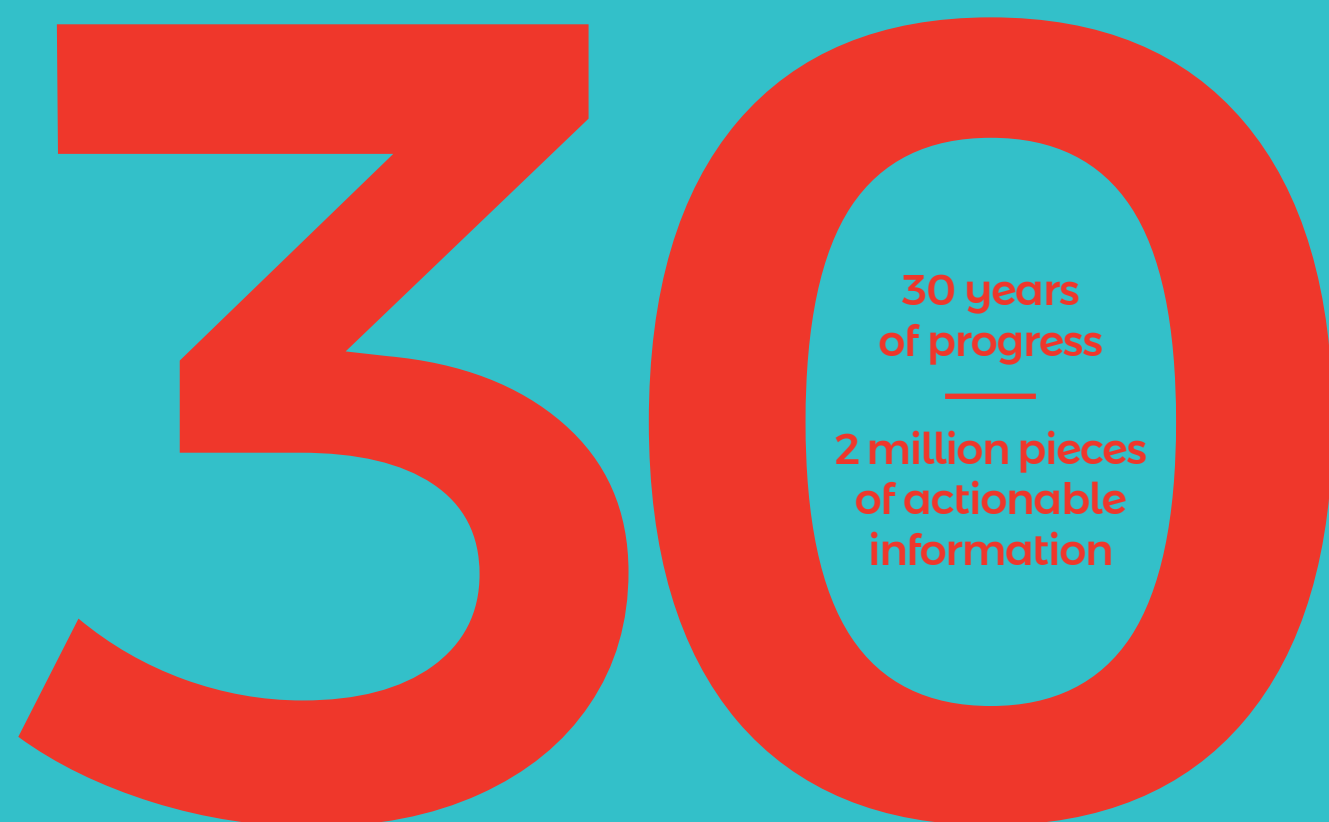
A successful year

Last year, the Fearless team delivered preventative workshops to more than 18,000 young people and nearly a dozen targeted digital campaigns were run throughout the UK. The crime types ranged from hate crime, drugs, County Lines to general promotion of our service. Through these campaigns, we reached over 630,000 young people.

Our Fearless team also trained over 900 professionals, working with young people around the country, and responded to hundreds of requests from schools for our tools and resources. With our new expanded team, Fearless will be able to reach even more young people and have a greater positive impact.



Tracking our progress



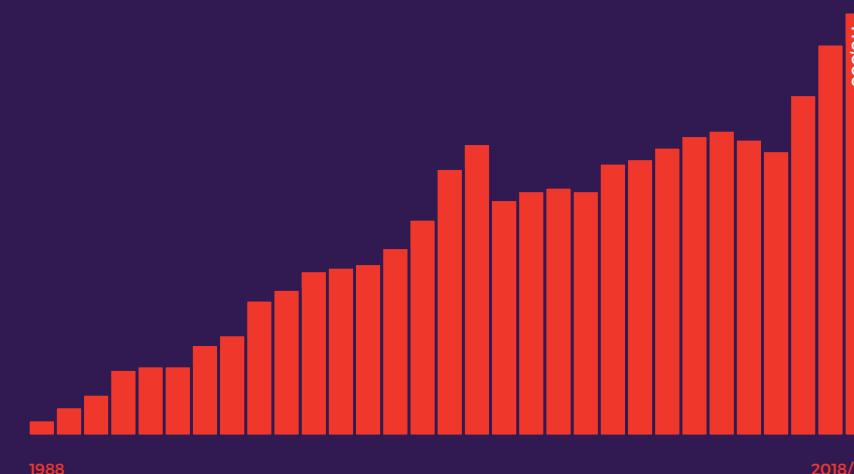
The information that the public gives us anonymously is passed on to police and categorised as 'actionable information'.

In our 30th year, we reached a milestone of 2 million pieces of actionable information.

Actionable information

Behind every piece of information is a person who was able to speak up safely because of our unbroken promise of anonymity.

Looking back, you can see how our service has grown. Over time, more and more people have trusted us. In our 20th anniversary year we sent our 1 millionth piece of information. It took half that time to reach the 2 million mark. This is encouraging as it shows our efforts to engage better with people are proving effective.



Giving information online

The predicted shift from phone to online was one of the core reasons behind the launch of our new website and rebrand in 2018.

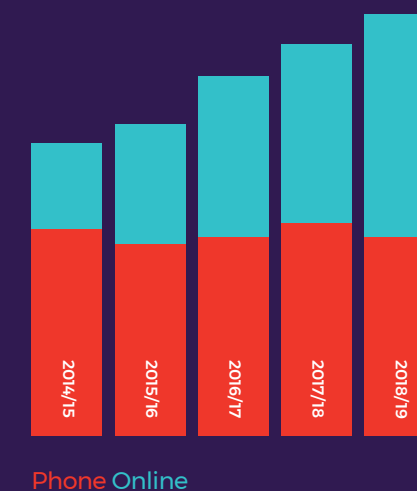
Our look and tone of voice is more charity-focused, with an emphasis on community and empathy-building which resonates better with modern audiences.

Back in 2008, we introduced our first online form. We were unsure as to how this might develop, so initially avoided significant publicity around this new option.

However, it has proven to be an excellent and increasingly popular route for people to 'speak up'.

Last year, an unprecedented half a million people contacted us. For the first time, over half of them did so online.

The need for our service is clear. We have evolved to remain relevant and easy to contact.



Achieving our strategy

Our strategy remains valid and focuses on our beneficiaries. However, we have acknowledged changing priorities and the evolving nature of crime in particular and responded to the effect this has on individuals and communities. We have also made important strides in optimising governance.

Progress so far 2018/19

Anonymity	Increasing demand for our services shows how much anonymity is needed. A revamp of our Contact Centre layout has made a better working environment for staff and allows for future growth. Our website now has dynamic anonymous forms which tailor questions according to crime type. A new data protection and privacy policy ensures we use personal data appropriately.
Engagement	We have focused on particular high-harm crimes for a number of years and have seen growing levels of reporting as a result. Our brand is helping us talk more effectively about the personal nature of crime and the challenges of reporting it. A clear plan to increase our Fearless outreach work with young people has exceeded expectations.
Education	Our 30th Anniversary CommuniTea events saw volunteers speak up about Crimestoppers all over the country. A proactive piece of PR showed public interest in the increasing need for our service. Writing policy has proven challenging within the day-to-day operation of the charity, but progress has been made.
Analysis	We learnt much about our charity's future potential by listening to volunteers, partners and staff all across the UK. Dedicated research on specific crimes is helping us and our partners with understanding and identifying trends.

Our key priorities:

- To learn from our beneficiaries – our Stoppers – in order to evolve and improve our service
- Help solve high-harm crimes
- Work more closely with young people to prevent and deter youth crime

Our next steps 2019/20

Anonymity	We will investigate processing digital images anonymously to add value to our service. We will use technical solutions to further help staff with the growing demand and complexity they face. We will help our police partners make the best use of our service through training and targeted communications.
Engagement	We will continue prioritising the crimes that cause the most harm, in particular violent crime. Sustaining our regional team, including volunteers and youth workers, is vital to respond to local needs and to build trust. We will seek to reflect local voices in our communications. Alongside the growing Fearless outreach team, we will improve our digital engagement with young people.
Education	We will use new ways to promote our charity status, including building on our appeal on BBC Radio 4, and boost communications with our base of supporters. We will strengthen relationships with other charities in our field, including Neighbourhood Watch and Victim Support, so all our beneficiaries get the help they need.
Analysis	With a vision for our charity's future in place, we will develop new plans for our next strategic period. We will survey our Stoppers about the benefits of our service, and review the roll-out of our refreshed brand.

Anonymity

Huge publicity over our growth in contacts amid 101 delays



To coincide with the release of the National Crime Statistics 2018, we issued our own figures to offer an alternative snapshot.

We passed on 152,000 reports to law enforcement agencies in the year 2017/18. This is 6% up on the previous year and a staggering 33% up on 2015/16.

Almost half of those who use our service are aged under 35, an angle that proved significant for a piece on BBC News Online with an article headlined 'Why more young people are using Crimestoppers' hitting the top 3 'most read' stories.

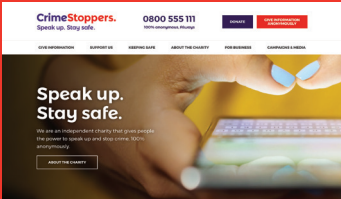
Broadcasters, from BBC News Channel to ITV Lunchtime News, and national newspapers such as the Daily Mail and Daily Telegraph, focused on the

fact that part of this rise in demand is down to people being unable to access 101 in a timely fashion. This dominated news bulletins across BBC Network Radio and TV throughout the day.

Above all, this coverage was extremely useful publicity for Crimestoppers as it served to put us in the public's mind, emphasised our charity status and highlighted the vital role our service plays in keeping communities safe.

“Why more young people are using Crimestoppers.”

Website



Our new website was launched in 2018 with our refreshed brand.

It enables greater accessibility across all platforms, including smartphone, tablets and laptops.

One of the key reasons for doing this was to update our anonymous form. We can now ask tailored questions depending on the type of crime being reported, to make sure the police have the best possible chance to take action.

This has been a great success, with 40% more people who start the form now completing it. 22% of our website visitors complete our anonymous form.

Keeping up-to-date with crime trends

We encourage our Contact Centre staff to keep up-to-date with developing crime trends. Our partners are keen to help and share their knowledge with us. These sessions are always well-received.

Here is just a snapshot of the more than 21 training sessions we ran this year, with thanks to our partners from the corporate, statutory and third sectors.

Contact Centre Training

- County Lines (MPS)
- Abuse Against Women (Home Office)
- Fraud (Cabinet Office)
- Rural Crime (NFU)
- Modern Slavery (Sussex Police)
- Anti-social behaviour (Resolve)
- Energy Theft (British Gas and UK Power Networks)
- Barnardo's
- BT Openreach
- Border Force
- First Aid
- Gambling Commission
- England and Wales Cricket Board
- HM Prisons and Probation Service
- Independent Press Standards Organisation (IPSO)
- Immigration Enforcement
- Insurance Fraud Bureau
- NHS Scotland
- NHS Counter Fraud Authority
- Security Industry Authority
- Thames Tideway
- UK Anti-Doping Authority

Anti-social behaviour

The links between anti-social behaviour (ASB) and serious crimes are clear. So it is important that our team can respond appropriately. Specialists from Resolve ASB, who support housing associations with ASB and crime issues, briefed us on the risks and where our callers can get help.

“I was able to direct a caller worried about anti-social behaviour to the correct authorities this morning, whilst also taking the details we would usually take around the trafficking of drugs.”

A work space that works for us

We are doing lots to manage the increase in demand within our existing resources as much as possible.

Our staff regularly go the extra mile, dedicated to providing an outstanding service with care and attention. A new layout and repaint at our Contact Centre brought new life to the space.



Engagement

Record yearly results as Scotland embraces Crimestoppers' service

Our charity's impact in Scotland continues to grow as yearly results reveal a record number of reports received from the public.

Police Scotland were given over 14,500 pieces of anonymous information, which led to over 730 criminals being arrested and charged – that's an increase of 40% on the previous year. Thirteen of those were charged with murder or unlawful killing.

Seventeen fugitives were arrested and there were further arrests for modern slavery and child sexual offences. Drugs with a street value of nearly £1 million were seized as a result of Crimestoppers information.

"For some people, staying anonymous is the only way they'll be prepared to speak up about what they know."

Positive results in Northern Ireland's anti-drink driving campaign



The temptation to drive whilst under the influence of drink or drugs, especially during festive seasons such as Christmas with office parties and get-togethers, is a perennial problem.

Our charity supported the Police Service of Northern Ireland (PSNI) with its anti-drink drive operation that ran from late-November until 1 January.

The public showed their support for safer roads with an encouraging 65% increase in information on drink drivers compared to the average for the previous seven months.

Susan Brew, Regional Manager for Northern Ireland Crimestoppers, said: "We appreciate that it can be difficult to come forward and provide information about drink drivers, particularly if it's about a work colleague, a neighbour, a family member or a friend, because of the fear of being identified."

"This highlights how our anonymity guarantee resonates with the public, especially when they may be reporting on someone they know personally."

With many drink drivers assuming they won't be detected, we are encouraged that people in Northern Ireland trust Crimestoppers.

65%

65% increase in information on drink drivers

Engaging with a wide range of vulnerable members of the community is a critical activity at the heart of what Crimestoppers is here to achieve.

Derbyshire voices crime concerns in multiple languages

Welcome

Witaj

Bienvenue

Bem-vindo

When English is not your first language, there is a greater risk of being excluded from mainstream society and feeling unable or reluctant to come forward in the event of having information about crime.

Traditionally, many immigrant communities bring with them a distrust of authorities including police, and this attitude can take a significant length of time to soften. Our charity can play a key role in empowering people – whatever their language – to speak up.

In Derbyshire, we ran a general awareness campaign in 7 languages to engage with communities and promote our translation service – available in 150 languages. This led to an impressive rise in intelligence including in Polish, Russian and Hindi.

During the course of the 4-week campaign we received over 800 reports – prior to this, no reports from the county had been received in any other language.

"Our charity can play a key role in empowering people – whatever their language – to speak up."

Connecting communities to combat rural crime



Rural communities suffer a wide range of criminality that is both harmful and costly. It can be devastating for farmers and their businesses. The problem is not helped by the inevitable reluctance of some to speak up about what they know because of the risk of reprisal.

To help rural communities, Crimestoppers has teamed up with the National Farmers' Union (NFU) to provide a dedicated service for farmers and the public to give information anonymously about these crimes.

NFU Deputy President Guy Smith said: "The Rural Crime Reporting Line has offered farmers and rural communities an invaluable service to give information anonymously about rural crime."

Crime focus:

- Large-scale industrial fly-tipping
- Hare coursing
- Machinery theft
- Livestock theft

Engagement

UK's first ever FireStoppers' reporting service sees 20% cut in arson

FireStoppers.
0800 169 5558

Arson attacks cause stress to the community, costly criminal damage and put unwarranted pressure on hard-pressed firefighters.

Arsonists target vehicles, homes, commercial buildings and sheds, and at worst their actions can be lethal.

Following a significant rise in arson locally, we joined forces with County Durham and Darlington Fire and Rescue Service with an innovative approach to identify persistent arsonists.

FireStoppers, as the name suggests, encourages people to feed in any information or concerns to the local fire service via Crimestoppers, whilst staying completely anonymous.

District Manager Phil Innis said:

"Our communities have experienced increases in the number of arson attacks for the past five years. Now, with a significant reduction in the first year, it has been extended into two neighbouring fire services, Tyne & Wear and Northumberland Fire & Rescue. The joint initiative, supported by the strength of the Crimestoppers' brand, has been really positive."

Surge of 28% in public giving information about energy theft



Crimestoppers works closely with the energy industry to raise awareness about the perils of energy theft and meter tampering.

As public understanding of the dangers of energy theft improves, our StayEnergySafe anonymous reporting service has seen a significant increase: up from 2,600 reports to over 3,300 year on year.

Each report has the potential to save lives and protect communities from fires and explosions that can occur when meters are tampered with. Our service has been promoted in print and online across various media, including using video, advertising and stories that emphasise community safety.

The success of the project over the last three years has resulted in a 40% increase in investment from energy companies for the awareness campaign covering 2019-2020.

Partnership with St Giles Trust confronts Newport crime gangs



A Home Office-funded prevention pilot in Newport has seen a more holistic approach taken when tackling serious organised crime.

Commissioned by the Gwent PCC, we have expanded our youth service in the city by appointing a new Fearless youth outreach worker who, in partnership with St Giles Trust, helped us reach nearly 6,000 pupils at nine Newport comprehensive schools.

The project also included a digital campaign to help target and prevent serious organised crime in Newport through raising young people's awareness of gang activities – particularly around child exploitation.

The success was shown in the digital engagement and increase in Crimestoppers reports around key issues including weapons, exploitation, gangs and drug dealing.

As a result of more than 90,000 people viewing our Facebook adverts, we saw an 83% increase in reports in Newport and a 67% increase in reports about crack cocaine – the class A drug commonly sold by gangs.

Newport residents demonstrated how they are looking out for the most vulnerable in their community; we saw a 100% increase in reports relating to 'vulnerability'.

The unique approach, combined with the strength of joint working with St Giles Trust, was shown in the overwhelming positive response we received from the schools and pupils in the feedback forms.

"I really enjoyed the talk. I understand that the decisions I make now can have consequences later on in life. I also feel confident about how to report crime or if things worry me."

"Both of the men were really enthusiastic and knew a lot. They told us some really important things and what to do if we were ever in trouble."

"It [the session] raised awareness of the dangers of getting into a gang and also how to report crime."

Education

New County Lines resource highlights harm at the hands of drug dealers

"A really useful resource, particularly the cards as they were such a good source to begin meaningful conversation."

Student Services Manager,
Octagon AP Academy, Haringey

"Fearless is great. The playing cards are a very good resource and we would look at purchasing them."

Deputy Head, Park Campus School,
Lambeth

"The playing cards were used during our session. This was combined with the Police presentation, which worked really well with engagement and interaction of students."

Met Police, London

County Lines has been a major concern in recent years as gangs exploit children, young people and vulnerable adults to sell drugs. They are often forced to travel across counties and use dedicated mobile phone 'lines' to sell their illegal wares.

Crimestoppers is playing its part in helping protect communities and individuals from the harm caused by County Lines by producing a new educational resource for professionals who work with young people. This includes playing cards with provocative questions which stimulate debate.

Dealing with the facts

Our resource is designed to challenge preconceptions, stimulate debate and encourage good citizenship. It also boosts awareness of the Fearless anonymous reporting service for those who feel unable to speak directly to law enforcement about their concerns.

It was developed in partnership with police, the Home Office and the education sector and was launched after a successful pilot with four London boroughs: Lambeth, Newham, Haringey and Enfield.

Field testing

To test the effectiveness of this preventative educational asset we sought feedback directly from young people, as well as professionals who work closely with them.

The youth workers were asked to complete an online survey which captured their experience of using our County Lines resource and provided them with a chance to share their thoughts on the features that were most useful. This enabled us to improve this educational booklet for maximum effect.

It was launched nationally to coincide with the beginning of the 2018/19 academic year during August last year.

The feedback from professionals (see quotes left) speak for themselves. With such feedback, we hope the Fearless County Lines Resource will continue to be a useful tool to inform, educate and empower young people with knowledge to help them make safe choices and avoid harmful exploitation.

Education

Zero tolerance approach to mobile phone use behind the wheel



A Business to Business (B2B) approach targeting mobile phone use while driving by professionals in the haulage industry – and promoting BOC's 'No Mobile Phone' policy.

Mobile phone use behind the wheel is a major problem affecting road safety, and it is especially dangerous when driving a lorry. Behaviour change takes time, so promoting good practice is often an effective way to galvanise support.

One company BOC – who is the UK and Ireland's leading industrial and medical gases supplier with a huge fleet of delivery lorries – launched a campaign with Crimestoppers called 'Out of Sight, Peace of Mind'.

BOC has a zero tolerance approach to mobile phone use behind the wheel. The collaboration highlighted research published in the British Medical Journal which showed that:

You are four times more likely to be in a crash if you use your mobile

Drivers using mobiles are slower to recognise and react to hazards

Even careful drivers can be distracted by a call or text – and a split-second lapse in concentration can result in a collision.

This pilot campaign was aimed at transport and logistics companies to encourage them to adopt the practice of banning all mobile phone use whilst on the road.

Using targeted LinkedIn tools to reach professionals, we successfully gained 17 new 'champion' companies who are keen to promote this innovative safety approach.

7,359

7,359 landing page views

63%

63% open rate of LinkedIn InMail advertising to senior industry professionals

17

17 companies and organisations have become 'Champions', gained over the campaign's duration

Analysis

Extra value from our anonymous information

**Specific details have been changed or omitted in order to protect those involved.*

The information we are given by the public provides a valuable insight into crimes and what concerns people. Our reports are, by their very nature, individual and uncorroborated, and can tell only part of the picture.

We are increasingly sharing our analysis with our partners. This helps improve all our understanding so that together we can better prevent and solve crime.

Understanding 'grooming' gangs

A small sample of reports were reviewed to help us improve our work on tackling child sexual exploitation.

32%

32% describe looking at or sharing of images of child sexual abuse.

19%

19% concern the grooming of children either directly or online.

18-28%

18% of reports describe individual child abuse. This rises to 28% when including reports where abuse is suspected, i.e. when a known sex offender is living with children.

8%

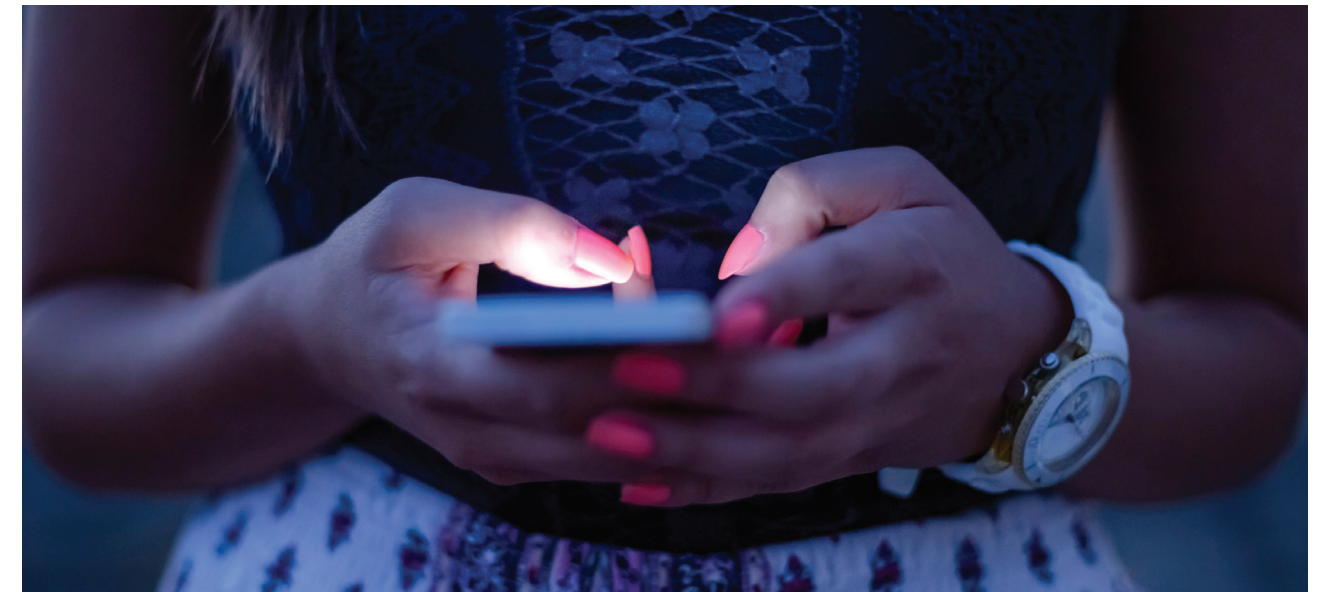
8% concern organised or group sexual exploitation of young people.

The remaining reports cover other offences in smaller numbers, including indecent exposure and where registered child sex offenders have failed to report their whereabouts.

Example information about child sexual abuse:

We were told about a man who is holding a 14-year-old girl against her will in an "active sex ring". A precise location is given. He plans to move her to another area where she will be forced to work in the sex industry.

Details of a man were given who is sexually abusing underage girls. He is grooming young girls on social media, manipulating them into meeting up with him. He organizes group sex parties for his friends with the girls.



Knife crime growth

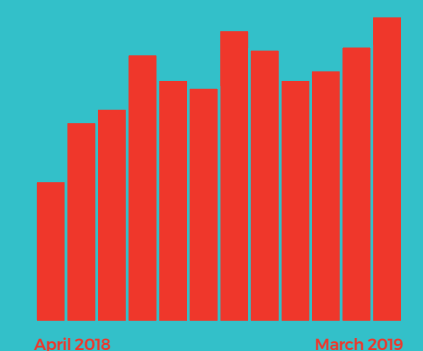
The past year has seen a worrying rise in the number of knife crime offences. As this issue has grown in the public consciousness, we've responded with local campaigns to encourage people to talk to us about what they know.

The growth in anonymous reports about knife crime has more than doubled.

Example information about knife crime:

The report talks of a stabbing that took place that day in Yorkshire. Details of the victim and location are given. Two people are named for having carried out the attack; they are siblings. The report says where they are hiding and an address is provided. They have stabbed others in the past and are racist.

Anonymous reports about knife crime:



New crimes: County Lines and Cuckooing

The public are becoming aware of how criminals are using and sometimes brutally exploiting vulnerable people. And they are telling us, anonymously.

The terms 'county lines' and 'cuckooing' are increasingly mentioned. This allows us to benchmark these crimes and monitor this in the years ahead. We've also shared our information with the National County Lines Coordination Centre.

Example information about county lines:

A young teen is named as selling cannabis in Leicestershire. It is believed that the boy is the victim of County Lines dealing. The report notes changes in his behaviour and that he is spending time with children much older than himself. He lives with his parents and siblings at a given address.

Volunteering Cups of tea and conversations about crime

As part of our 30th Anniversary, our regional staff and volunteers ran 'CommuniTea' events in the summer.

An informal way to have a cuppa and a chat with local communities, the events helped to spread the word about the charity and our achievements over 30 years.

- Half of our volunteer committees hosted tea parties
- We saw an increase in volunteering requests
- We fundraised at local committee level
- We increased engagement with other charities locally
- We benefited from publicity about the events

Volunteers really grasped the opportunity to speak up about our work. One commented: "It's been great for the volunteers to really get involved, speaking to people about Crimestoppers and hearing their views about their communities."

A range of events were held:

10 people abseiled down the K2 building in Hull to raise funds for the work of the **Humberside** Committee

Hertfordshire volunteers celebrated 30 years of Crimestoppers at a Fearless professionals training event focussing on CSE. Over 70 people attended, many sharing photos and tweets

Scotland launched their CommuniTea project in September with a media release, logo, quotes from Scotmid and the Minister for Communities

Volunteers attended an historical re-enactment in Spetchley Park, **West Midlands**, and spoke with younger people using Fearless.org

20 community influencers attended a community engagement event in Whitmore Reans, **Wolverhampton**, supported by local housing associations

"Our core purpose is to serve communities and to improve people's everyday lives."

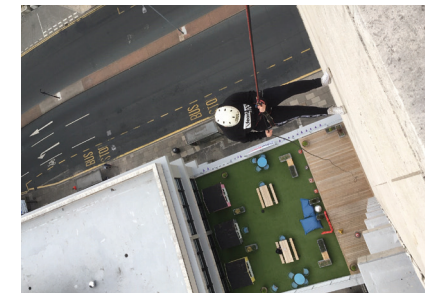
West Country held 12 events, including several community centre events, a ticketed train event, a stand at the golf day and 5 days in Avon and Somerset's festival 'Cop Shop' in the centre of Bristol

Sussex 'Golden Handcuffs' supporters' meeting was held at Parham House stately home, with canapes and drinks, and a tour around the private gardens

A joint event with the **Merseyside** Police and Crime Commissioner at a community centre in Bootle, Liverpool for Armed Forces Day with over 120 visitors

Stall at Festival of **Manchester** – visited by over 600 people

Ladies' Day event at Wykin Community Centre, Hinckley, **Leicestershire**. 30 attendees, included the making of head fascinators – a fun, engaging and novel approach



Wales held a 30th anniversary committee party, attended by senior officers and local community supporters, and recognised the fundraising efforts of a London Marathon-running husband and wife duo. A CommuniTea for young people was held during Safety Week in conjunction with Cardiff University, Grangetown community and Victim Support

Hampshire used their Most Wanted campaign to promote our anniversary over two full days and included volunteers, partners and many members of the public

Gloucestershire linked their CommuniTea to two large events – a cricket festival and motor show, with hundreds of visitors

CommuniTea at Bromyard Gala, a prominent event in **Hereford** with an attendance of over 2,000

Strong support in Scotland

Scotmid, part of Co-op, supplied 15 CommuniTea Hampers (tea, coffee, biscuits cakes, etc.) to 15 diverse, established community groups across Scotland to host their own tea party.

Jim McFedries, Head of Profit Protection & Security at Scotmid: "Scotmid are proud to support Crimestoppers Scotland and the brilliant CommuniTea events. As a community convenience retailer, Scotmid stores are situated right at the heart of local areas across Scotland and our core purpose is to serve communities and to improve people's everyday lives. So helping to ensure our stores and the surrounding areas are safe and welcoming is a key part of that, which fits perfectly with Crimestoppers Scotland's ethos."

West Country branches out

The first CommuniTea in May set a high standard in Bristol with a complimentary train journey along the Severn Beach Branch Line, with afternoon tea, courtesy of the Severnside Community Rail Partnership. The event was generously supported by GWR and the Bristol Twenty Tea and Coffee Co and Katie's Kitchen.

West Mercia

This was one of a number of volunteer committees to have a Crimestoppers CommuniTea presence at large events. They took the opportunity to explain successfully our charity's work.

Financial highlights

Summarised financial statements

The summarised financial statements are not the statutory accounts but a summary of information relating to the consolidated statement of financial activities and the consolidated balance sheet derived from the full audited Trustees' Report and financial statements of the charity, which were approved by the Board of Trustees on 23 July 2019.

The auditors' 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 central office.

Peter Gaze FCA
Trustee
23 July 2019

Summary Consolidated Statement of Financial Activities for the year ended 31 March 2019			
	£'000	£'000	
		2019	2018
Income			
Income from charitable activities	2,902	2,760	
Donations and legacies	1,794	1,649	
Other trading activities	702	743	
Investment income	2	—	
Total income	5,400	5,152	
Charitable activities	4,696	4,432	
Expenditure on raising funds	773	739	
Total expenditure	5,469	5,171	
Net fund movement before pension scheme losses/(gains)	(69)	(19)	
Actuarial (losses)/gains on pension scheme	(4)	38	
Net movement in funds	(73)	19	
Summary Consolidated Balance Sheet as at 31 March 2019			
	£'000	£'000	
		2019	2018
Assets			
Fixed assets	267	324	
Current assets	2,980	2,537	
Creditors falling due within one year	(1,962)	(1,508)	
Pension scheme deficit	(39)	(35)	
Total net assets	1,246	1,318	
How our funds are held		2019	2018
Restricted by donors	395	562	
Unrestricted	851	756	
Total funds	1,246	1,318	

Auditor's statement

Independent Auditor's statement to the Trustees of Crimestoppers Trust:

We have examined the summarised consolidated financial statements of Crimestoppers Trust for the year ended 31 March 2019 which comprise the extracts from the Statement of Financial Activities and the Balance Sheet set out on page 28.

This statement is made solely to the trustees, as a body in order to meet the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice revised 2015. Our work has been undertaken so that we might state to the trustees those matters we have agreed to state to them in this statement and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's trustees as a body, for our work, for this statement, or for the opinions we have formed.

Respective responsibilities of trustees and auditor:

The trustees are responsible for preparing the summarised financial statements in accordance with the requirements of section 427 of the Companies Act 2006 and regulations made thereunder and recommendations of the Charities Statement of Recommended Practice.

Our responsibility is to report to you our opinion on the consistency of the statements on page 28 within the Annual Review with the full financial statements and trustees' report and its compliance with the relevant requirements of section 427 of the Companies Act and the regulations made thereunder.

We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion:

We conducted our work in accordance with Bulletin 2008/3 'The auditors' statement on the summary financial statement' issued by the Auditing Practices Board for use in the United Kingdom. Our report on the full annual financial statements for the year ended 31 March 2019 describes the basis of our opinion on those financial statements.

Opinion:

In our opinion the summarised financial statements set out on page 28 are consistent with the full financial statements and the Trustees' Annual Report of Crimestoppers Trust for the year ended 31 March 2019 and complies with the relevant requirements of section 427 of the Companies Act 2006 and regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (14 August 2019) and the date of this statement.

Mazars LLP
Chartered Accountants and
Registered Auditors
14 August 2019

Thank you

Our Trustees, in addition to having the ultimate responsibility for running our charity, also offer invaluable guidance and advice to help improve our performance.

Our work relies on the critical support of trusts, foundations, the law enforcement community, and 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 service.

Chairman of Trustees
Lord Ashcroft KCMG PC

- Trustees**
- Mr Zameer Choudrey CBE
 - Mr Peter Clarke CVO OBE QPM
 - Ms Angela Entwistle
 - Sir Ronnie Flanagan GBE MA
 - Mr Richard Gamble FCA
 - Ms Ceris Gardner
 - Mr Peter Gaze FCA
 - Mr Bill Griffiths CBE BEM QPM
 - Mr Michael Laurie CBE
 - Mr Vivian Robinson QC
 - Mr Nick Ross
 - Mr Stephen Rubin OBE
 - Mr Robert Scott CBE
 - Sir Paul Stephenson QPM

- Trusts and foundations**
- The Bestway Foundation
 - The John Swire Trust
 - The Garfield Weston Foundation
 - The Adint Charitable Trust
 - The Ingram Trust
 - The 29th May 1961 Charity
 - CHK Charities
 - The Peacock Charitable Trust
 - The Constance Travis Charitable Trust

Thank you Thank you Thank you

We believe everyone has the right to feel safe from crime: from communities to companies; for ourselves and all those we care about.

- Partnerships**
- Association of Convenience Stores
 - B&Q Screwfix
 - Bank of England
 - Barnardo’s
 - BE Consultancy
 - Border Force
 - British Horseracing Authority
 - Carlisle Support Services
 - Charity Retail Association
 - Electoral Commission
 - England and Wales Cricket Board
 - Environment Agency
 - ESRI
 - Energy Theft Tip Off Service
 - FACT
 - Firestoppers
 - First Central
 - Food Standards Scotland
 - Gambling Commission
 - Harod Associates
 - Henry Squire & Sons Ltd
 - HSBC
 - Industry Trust
 - Insurance Fraud Bureau
 - Intellectual Property Office
 - IPSO
 - JELC
 - Ladbrokes Coral
 - Liberty
 - Link ATM
 - Lloytron
 - Long Clawson Dairy
 - Morrisons
 - Muller
 - National Farmers Union (NFU)
 - NEXT
 - NHS Counter Fraud Authority
 - NHS Scotland
 - Northern Powergrid
 - Office of Product Safety & Standards
 - Openreach
 - Post Office
 - Ring
 - Royal Mail
 - Save the Children
 - Scottish Football Association
 - Security Industry Authority
 - SelectaMark
 - Sodexo
 - South Caernarfon Creameries (SCC)
 - Thames Water
 - Tideway
 - Trading Standards (East Midlands, Kent, Greater Manchester)
 - TSB
 - UKAD
 - William Hill
 - Wine & Spirit Trade Association

Thanks to you

Thanks to you, 2 million pieces of information about crime and criminals have been investigated.

Thanks to you, together we've solved and prevented thousands of crimes, and brought justice to victims and their families.

For 30 years you've trusted us.
Thank you.

CrimeStoppers.
Speak up. Stay safe.