



2019/20

Impact Report

Giving people the
power to speak up
and stop crime.

100% anonymously.
Always.

CrimeStoppers.
Speak up. Stay safe.



2019/20

Impact Report

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Registered Charity
No. 1108687 (England) No. SC037960 (Scotland)
Company No. 05382856

Welcome from our Chair



Lord Ashcroft KCMG PC
Chair of Board of Trustees
Crimestoppers Trust

The information that Crimestoppers receives is as vital today as it was when I established this charity over 32 years ago.

Welcome to our Annual Report 2019-2020. We hope you enjoy reading about our charity's innovative work supporting law enforcement across the UK and helping communities to speak up anonymously and stay safe.

As we look back at our achievements over the past year, we have to acknowledge that this report is being published at a time of great uncertainty due to the Coronavirus pandemic. I am pleased to say that our charity remains open for business whilst adhering to strict government guidelines, and our wonderful Contact Centre staff continue to fulfil their function, providing a lifeline to the public. We play a key role in helping the most vulnerable.

We exist because a significant proportion of the population are unable, or simply refuse, to talk to the authorities. However, with Crimestoppers, we offer hope. Our charitable status remains an essential ingredient as it gives people much-needed confidence in their hour of need to trust our unique service. Fear of revenge is a key barrier, alongside deeply-ingrained cultural reasons. Keeping silent has a detrimental impact, allowing more criminals to flourish, causing significant damage and harm to society.

The information that Crimestoppers receives is as vital today as it was when I established this charity over 32 years ago. It assists police investigations, finds wanted criminals who are on the run and helps families who desperately seek justice.

It's a team effort: from staff and volunteers, along with our partners including police, Police and Crime Commissioners and businesses. But ultimately, it's our beneficiaries who are at the centre of everything we do. Thousands of them contact us every day, making a positive choice to do the right thing, often in the most difficult circumstances - we thank them for their bravery and public-spirited attitude.

I appreciate you taking the time to understand more about our work. Thanks to Crimestoppers, people have a way of helping to keep their community and family safe, whilst remaining not just confidential, but completely anonymous.

Lord Ashcroft KCMG PC,
Chair of Board of Trustees,
Crimestoppers Trust

Welcome from our CEO



Mark Hallas OBE
CEO Crimestoppers

Contacts from the public are now well over half a million and we sent over 172,000 reports to the police – an increase of 5%.

I cannot start this introduction without mentioning Coronavirus; the challenge we faced and how we overcame it. Most important of all, our Contact Centre remained open 24/7 throughout the crisis. Not once did we reduce our service, due to the incredible commitment of our Call Agents. This ensured we were able to help our beneficiaries throughout this difficult period.

The rest of the team have pulled their weight too: Regional Managers, Communications, Youth and Finance, Business Development and Human Resources have all impressed by coming together to find ways of supporting those who need us, whilst working from home.

Performance has not dipped. In fact, we have had another record year. Contacts from the public are now well over half a million and we sent over 172,000 reports to the police – an increase of 5%. Quality of information has not dropped either; we have had remarkable successes where our information has directly led to the solving of murders, the capture of rapists, disruption of serious organised criminal gangs and the safeguarding of those most in need.

This year we concentrated on making sure our activities were particularly focused on local communities. Our campaigns, across the nations and regions, are driven as much from the bottom up as top down. This ensures we maintain local legitimacy. Key to achieving this is the wonderful work carried out by our volunteers the length and breadth of the country. They know their patches and make sure, together with our Regional Managers, that our messaging is relevant and resonates.

We are working more closely and more effectively with our partners than ever before. We look for ways to find common cause to protect the public – working with police, PCCs, the Home Office, devolved governments, councils, other charities, trusts, and businesses, who all share our values.

We have delivered in the face of adversity, making a real difference for communities. We care passionately about all our beneficiaries. We want to make sure they are able to get justice. That's why we go the extra mile to deliver a trusted, world-class anonymous reporting service to protect the vulnerable and keep people safe.

Mark Hallas OBE,
Chief Executive, Crimestoppers



Our vision, mission and values

Helping everyone to feel safe from crime...

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 and communities 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

We believe that everyone has the right to feel safe from crime, wherever they live. Crime can be frightening, so we offer hope. Our partnerships with services and charities, such as Childline and Victim Support, means we can transfer callers to get them any additional help they need.

We are inclusive

We don't judge people. We are here for everyone who needs us. We can change communities for the better by working together. Our volunteers represent their local area and work with all their different communities to build trust and confidence in reporting crime anonymously.

We are determined

We commit all our efforts to achieving positive change. We have a 'can-do' attitude. When the pandemic struck, we kept our services open 24/7. Staff worked extra hours and showed incredible flexibility to cope with increased demand as other sources of community intelligence dried up.

We are trustworthy

We are a reliable, honest and independent charity. We act responsibly and never break anonymity. Our bond of trust extends beyond the public and police into the commercial world. We are a trusted partner for a wide range of companies and public bodies who seek to protect their staff and local communities from crime.

Achieving our strategy



As we evolve from one strategic plan to the next, it is clear that the ambitions we set in 2015 were the right ones to follow. Our service guaranteeing anonymity is routinely seen as a centre of excellence by partners, and we are grateful for their support in our ongoing development.

We have a consistent focus on communities who need us the most, and continue to learn more about our beneficiaries so that we can support them better. Our marketing, communications and projects are clearly targeted, helping us grow the number of people who use our service anonymously. We routinely share quality crime prevention information from our partners so that people can protect themselves and their families. We are increasingly using data and insights to inform our work, and that of our partners, in a culture that is keen to learn and improve. Our strategy has been further refreshed for the period 2020 onwards.

Progress so far 2019/20

Anonymity

Ongoing development of our staff and services at our Contact Centre helps keep us relevant and professional.

Our research has shown that processing digital images anonymously would be welcomed by both our users and the police. We have started a project with pro-bono support to model demand to help with staffing levels.

We know that many people who come to us initially tried to get help from the police. We are improving police officers' understanding of our service through training and communications.

Our next steps

Moving our Contact Centre team to the same premises as our Central Office will help the whole charity work better together.

We will implement recommendations from the review of staffing levels.

Communications with key stakeholders such as the police will be improved. Tools for explaining anonymity in a simple way will be created and shared.

Analysis

We concluded the strategic plan with more discussion with staff, volunteers and stakeholders on how to achieve our vision. We have surveyed our Stoppers, and reviewed the brand implementation.

Thematic reports about the information we have received are now routinely produced.

With our new strategy in place, we will develop a new performance framework to help us assess, process and inform future efforts.

We will continue to develop our impact reporting and analysis to help inform our work and that of our partners.

Engagement

We have continued to prioritise the crimes that cause the most harm, in particular violent crime, and have seen significant growth in reports on these issues.

Our regional team, including volunteers and youth workers, have worked with many communities which experience high and harmful crimes, to build trust in our services. Our inaugural podcast series brought diverse voices to our communications.

We have reviewed our Fearless youth programme to learn from the experiences of our whole team and to improve.

We will undertake more projects that bring our communities together, under one theme at a time to be more effective and efficient. Giving our teams quality tools with which to communicate.

As volume crimes become an increasing priority with partners, we will consider how to address this with our communities.

Using new communications tools, our regional team and volunteers will seek to improve the public's trust and confidence in our service.

Education

Our BBC Radio 4 Appeal was a great success for us. We have become more confident at championing our charitable status as a result and have seen increased funding from trusts and foundations.

We have a partnership agreement in place with Neighbourhood Watch and Victim Support. We continue to share partners' crime prevention advice through our networks.

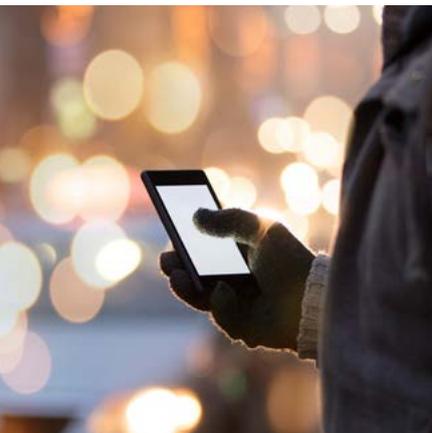
We will develop content to help the public understand what crimes 'look like' so these 'signs to spot' help them keep safe and improve the quality of anonymous information we receive.

Partners' expertise will be better used to inform our work and to support our projects.



Former Victims' Commissioner
Baroness Newlove
- BBC Radio 4 Appeal

Anonymity case studies



Over the past year we have offered nearly 50 enhanced rewards which have generated vital leads for Senior Investigating Officers. Unfortunately, we are unable to celebrate our successes due to our anonymity guarantee.

On-the-run fugitives thwarted by Most Wanted

Our ongoing national Most Wanted campaign – utilising the unique and popular platform on our website – identifies individuals wanted for crime committed in the UK. They may be trying to evade arrest here or have fled abroad. The public have access to over 200 live appeals with information input directly by police forces to ensure accuracy in a fast-changing arena.

The past year has seen over 150 arrests nationally, including 27 for burglary and 32 for violent crime.

There have also been arrests of two further 'Operation Captura' targets, including Christopher Guest More, who is now awaiting trial for murder, and suspected drug trafficker Dominic McNally. Operation Captura is jointly led by the National Crime Agency and Crimestoppers and has now seen 85 wanted suspects arrested and returned to the UK for prosecution.

Enhanced rewards, enhancing investigations

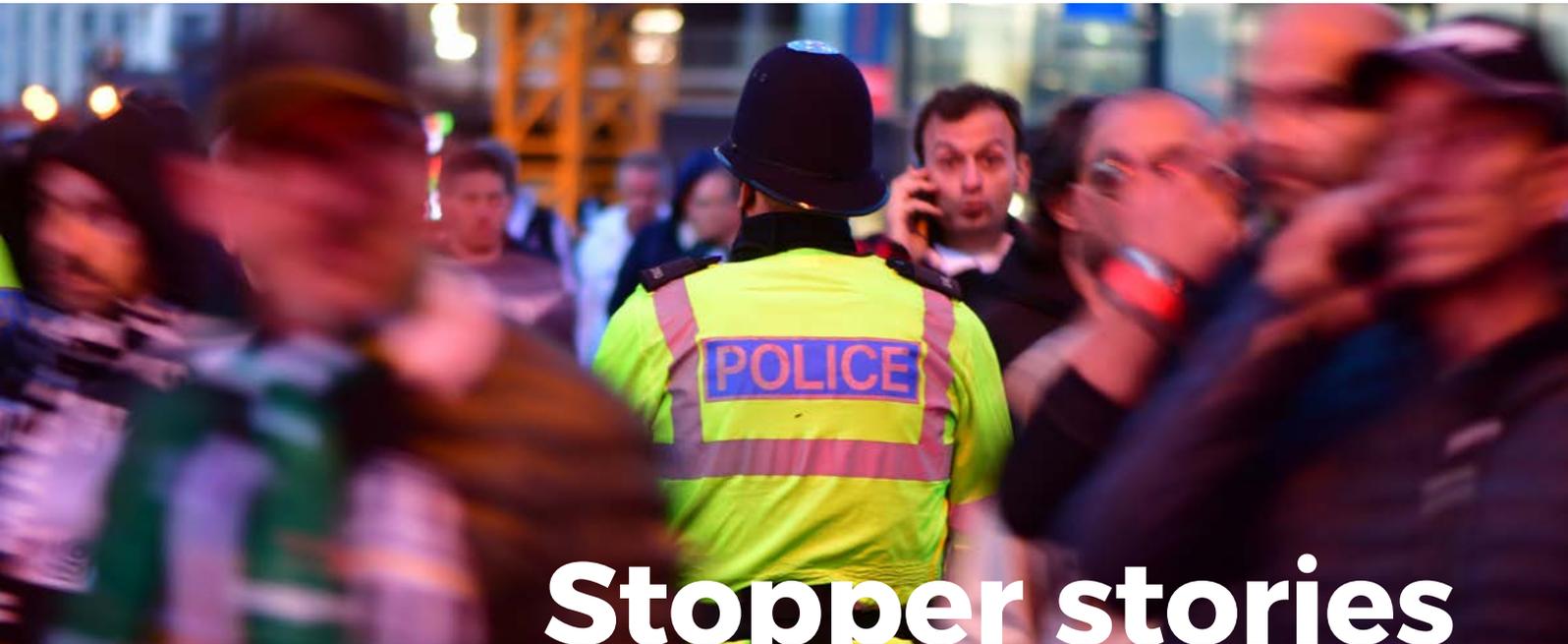
Crimestoppers is here for people who have information about any crime. However, our value to law enforcement is especially important around serious and harmful crime such as murder, rape, violent attacks, child abuse and serious organised crime.

We offer enhanced rewards, generally up to £10,000, on specific serious cases, often when investigators are struggling because they face a wall of silence or there remains a crucial missing piece of evidence.

Over the past year we have offered nearly 50 enhanced rewards which have generated vital leads for Senior Investigating Officers. Unfortunately, we are unable to celebrate our successes due to our anonymity guarantee.

Rewards attached to an appeal help to gain much-needed publicity. They boost media coverage across TV, radio, online and in print, and help increase our engagement across social media. Maximising this coverage ensures we reach the right people, appealing to their conscience or hopefully jogging someone's memory to come forward anonymously when they have so far failed to pass on what they know directly to the police.

Ultimately, it's not about the cash, as this is an incentive for a small minority of people who contact us. The vast majority of our beneficiaries are motivated by doing the right thing.



Stopper stories

Enhanced reward

Crimestoppers publicised a £5,000 reward after a robbery in a jewellery shop left a member of staff with injuries. Information given to Crimestoppers named one of the three robbers involved in this offence. From this information police were able to identify a prolific robber who was arrested. Due to the weight of evidence, the individual pleaded guilty to the robbery and appeared in Crown Court, where a judge imposed a seven-year jail term, plus three years on extended licence.

Reaping rewards in Northern Ireland

Crimestoppers Northern Ireland has made a significant impact over the past year, with a record number of reports – over 3,500 – being passed on to the police. We also supported a number of high-profile investigations in Northern Ireland with enhanced rewards – the largest number of appeals we have ever launched for the region.

The rewards included the murder of 29-year-old journalist Lyra McKee, whose killing gained international attention and widespread condemnation.

Additional work included the ongoing investigation into 'The Disappeared' – the men who were abducted, murdered and secretly buried during Northern Ireland's Troubles. We worked with the Independent Commission for the Location of Victims' Remains on this appeal as, despite many years passing, three of the sixteen bodies of victims have never been found.

Anonymity case studies

A quality experience at our Contact Centre

Our Contact Centre hosted many visits from business and other organisations from around the UK. They are always keen to witness first-hand what we do and put names to the faces of the teams that they are in regular contact with. These visits give us a chance to inform stakeholders about our anonymity guarantee. We also benefit from partner organisations telling us what is of interest to law enforcement, so that Contact Centre staff are confident in asking our Stoppers the right questions.

We are extremely grateful for these visits as they are beneficial to all. They help build strong working relationships and improve our service through learning and sharing.

Police Forces

We often use these visits as an opportunity for police to deliver a short training presentation to our Contact Centre staff. Topics covered include:

- intelligence gathering
- new crime trends
- force priorities
- demonstrating what happens to Crimestoppers reports once they have been received, which is a particular favourite.

Forces who visited this year include Avon and Somerset, Essex, Hampshire, Kent, Metropolitan Police Service, Northamptonshire, South Yorkshire, Sussex, and West Yorkshire.

High Sheriffs

This year we were fortunate enough to welcome High Sheriffs and their consorts from three counties: Sussex, Kent and City of London. The post is the oldest secular office after the Crown and has maintained the duty of rewarding members of the public for outstanding acts of bravery in helping to stop crime that they have witnessed. The High Sheriffs heard about Crimestoppers' strategic aims and saw how people are taking the opportunity to speak up and stay safe anonymously.

Business and other statutory partners

The Business Development team has offered us an incredible diversity with their visitors this year. We have enjoyed welcoming representatives from the following organisations amongst others, and benefitted from learning about their crime challenges:

- Brighton and Hove City Council
- British Horseracing Authority
- Forensic Science Regulator Unit
- VSG-Mitie
- Intellectual Property Office
- International Testing Agency
- National Vehicle Crimes Intelligence Service
- Medicines and Healthcare Products Regulatory Agency
- Office of Product Safety and Standards
- Royal Mail
- Save the Children
- Thames Water



Stopper stories

Modern slavery

Information received by Crimestoppers led to the start of a police investigation which identified underage girls being exploited in a brothel. Two perpetrators were arrested and charged for attempted rape, as well as human trafficking and exploitation.

Modern slavery: Playing perpetrators at their own game

The number of people being exploited, trapped and tricked into modern slavery in the UK has been rising in recent years. Nationally, over 10,000 potential victims have been referred for support.

The GLAA (Gangmasters and Labour Abuse Authority) approached us wanting to help warn Romanians jobseekers that many recruitment adverts are simply not what they appear. Latest intelligence suggested that young Romanian men are being recruited using Facebook ads to lure them into working for unscrupulous employers or for criminal gangs, specifically in London's busy construction sector.

By playing the fake recruiters at their own game, we used a series of fake-style ads across Facebook aimed at gaining potential victims' attention with headlines such as 'Are you looking for work?' or 'In need of a job?'

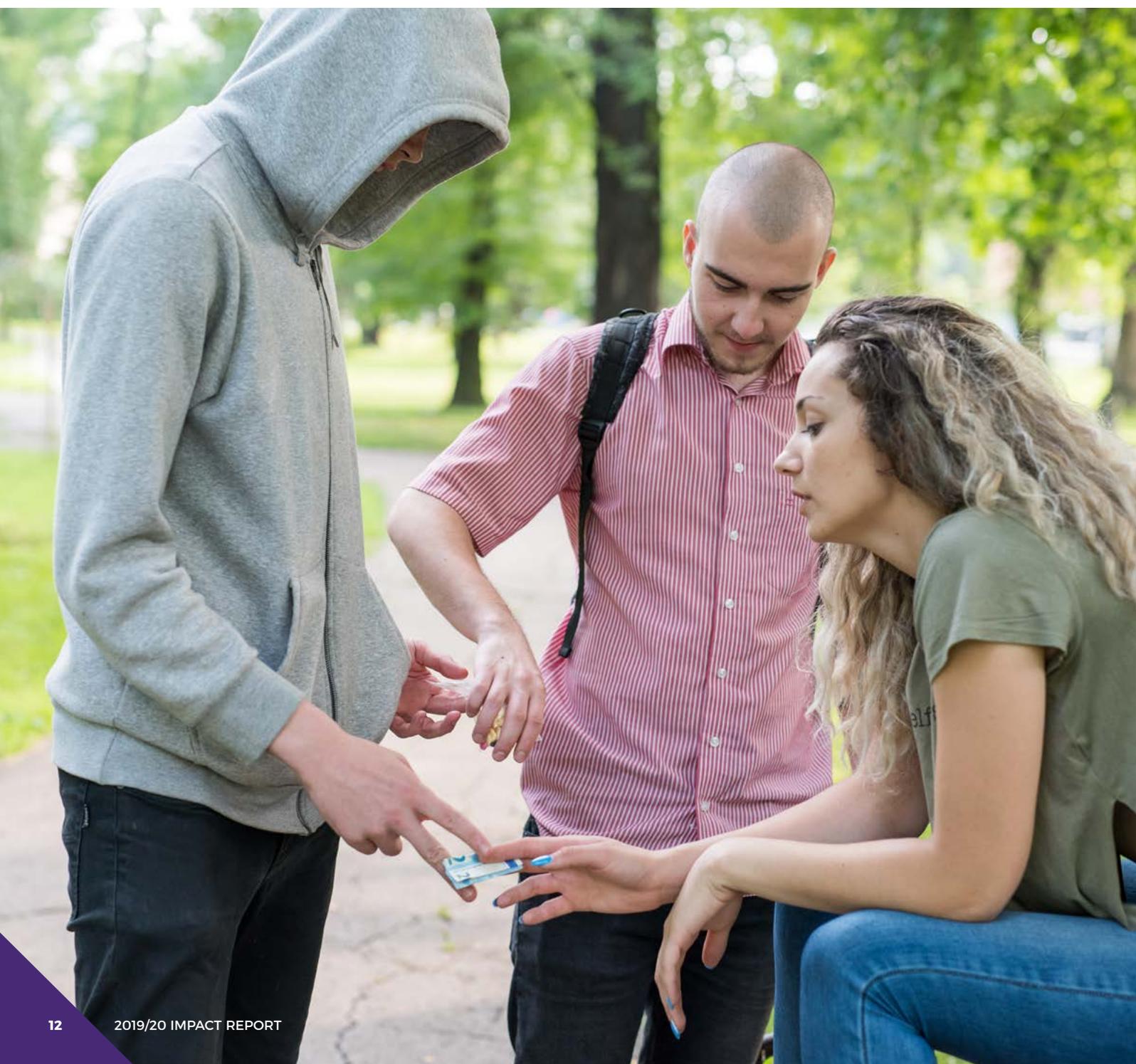
The ads performed as intended, with audiences progressing to the website landing page where they were warned to be aware of fake job ads and informed as to what to look out for. Our targeted ad reached nearly a million people, had over 3 million impressions and led to a 13% increase in reports on modern slavery over the 2-week campaign period. In addition, the campaign generated nearly half a dozen specific reports relating to Romanians who were victims.

Funded by the GLAA, the campaign helped educate the target audience on the signs to spot of fake ads to help prevent future cases of modern slavery. The information we received will help protect victims and disrupt the work of criminal gangs behind this appalling form of exploitation.

Engagement case studies



County Lines refers to illegal drugs being transported from one area to another, normally across police and county boundaries. Criminal gangs groom and exploit vulnerable adults and children to become 'runners'.



Northamptonshire volunteers drive critical engagement work in deprived communities

The Northamptonshire Volunteer Committee has gone from strength to strength over the last three years. The committee's membership has grown and their dedication developed, with new and creative ideas for working with people in their rural and ethnically-diverse county. Alongside initiatives with young people, our volunteers have campaigned on domestic abuse, burglary and County Lines.

Looking more closely at their county, a number of communities were identified as having high levels of drug crime, violence, weapons, gang crime and other issues. Police confirmed a lack of intelligence from these areas. It was clear to the committee where to focus their efforts, and they successfully fundraised to support their work.

Using both our youth service Fearless and Crimestoppers messaging, the volunteers facilitated, with partners, engagement days and events. They worked in schools and youth groups and delivered campaigns in these areas. They sought to give young people tools to find a way out of a life of crime, or to find the information they need to help make the decisions to report information on crime, or walk away.

In doing so, the committee has:

- Delivered theatre productions to over 1,500 students
- Helped cut arson by 50%
- Facilitated community events attended by over 700 people
- Delivered the Fearless message to over 10,000 students
- Worked with the Northampton Town FC Premier League Kicks programme to ensure Fearless is a part of their delivered workshops

Reports double after second County Lines campaign in Dyfed Powys

County Lines refers to illegal drugs being transported from one area to another, normally across police and county boundaries. Criminal gangs groom and exploit vulnerable adults and children to become 'runners'. This enables them to expand their network by dealing in towns and villages further afield.

Crimestoppers ran a national campaign during 2018 to help respond to this growing problem, which was successfully rolled out in Dyfed Powys. In July and August 2019, Crimestoppers Wales ran a follow-up to help boost awareness of the dangers and to generate new leads for the police. It was aimed at reinforcing the force's 'Operation Guardian' campaign.

Over 20,000 people were reached by our Facebook adverts in the county and over 4,000 visited our campaign page. Along with strong organic social media engagement, the campaign supported media coverage totalling 46 articles with an AVE (advertising equivalent value) of £200,000. Landlords, landowners and the hospitality sector were also engaged with at the Royal Welsh Show.

The media and digital exposure paid dividends, as we saw a 127% rise in contacts to Crimestoppers compared to the previous quarter. There was also a significant increase in reports relating to Class A drugs. Reports referring to County Lines were up three-fold and Crimestoppers' information enabled five arrests during the campaign period.

Crimestoppers Wales remains a key partner of Project Diogel in Dyfed Powys, a multi-agency response to preventing serious violence and organised crime.

Engagement case studies

Encouraging results from tackling hidden harms in London

Crimestoppers has received funding over three years from the City Bridge Trust to provide innovative campaigns that raise awareness and shine a light on Hidden Harm crime types in London.

This overarching project aims to reduce Hidden Harms by improving the public's understanding of what these crimes involve and educating them on how to spot the signs early. The campaigns encouraged people to come forward and report information 100% anonymously.

Hidden Harms include human trafficking, modern slavery, domestic violence, and hate crime. Whilst these crimes are often unreported, the exact scale of the problem is unknown. However, evidence suggests they are on the rise.

Whilst planning and sharing campaign materials, we worked in close partnership with MOPAC (Mayor's Office for Policing and Crime), the Metropolitan Police Service, National Crime Agency, City of London Police, and charities including Victim Support, Stop the Traffik, and Stop Hate UK.

Campaign artwork was specifically created for London Hidden Harms to reflect the diverse community who live, work, socialise and travel in London.

In total, we saw a 220% increase in reports received relating to Hidden Harm crime types during the course of the first year. This is incredibly positive, with many Londoners being reached and actively engaged with during the campaign. But there is still more to do.

We will work with partners in London to ensure campaigns delivered over the next two years continue to raise awareness and contribute to building safer, stronger communities across the UK capital.



Hidden Harms – Outputs & Outcomes:

3 separate campaigns: Hate crime launched during National Hate Crime Awareness Week in October 2019. Domestic abuse launched in November to meet the run-up to Christmas, and modern slavery launched in February

All campaigns had paid-for advertising on social media platforms complemented by attendance at community events, presentations to London hotel workers, lawyers, faith leaders and at mosques

In total, we achieved a digital reach of 910,480 in London

Over 100,000 people engaged with the campaign online

61% increase in modern slavery reports during the campaign compared to 2 weeks prior

150% increase in reports relating to hate crime during the campaign compared to 2 weeks prior

9% increase in reports relating to domestic abuse compared to 2 weeks prior



Stopper stories

Firearms and County Lines

Crimestoppers information named an individual who was trafficking drugs and was in possession of guns and knives. The subsequent search by police at two named addresses uncovered Class A drugs with an estimated value of £10,000. Substantial quantities of suspected crack cocaine and heroin and cash were also seized in addition to a gun, ammunition and a sword. Two individuals were arrested and charged. Our information also led to a welfare check on a vulnerable person whose home was being 'cuckooed' by the gang.

43% rise in info after reactive Sheffield firearms campaign

A quick-paced response was requested from South Yorkshire Police after a number of serious firearms incidents near Sheffield. Handguns and a sub-machine gun had been used recently, including on a man who was shot at. At its root was believed to be rivalry between two organised crime gangs linked to drugs supply.

Due to a risk to life of innocent members of the public, as well as the wider family connections close to those involved in the drugs turf war, we launched a comprehensive social media campaign. This involved paid-for advertising, distributing postcards to target locations and mobile phone advertising. The campaign received local press coverage and was also promoted on a digital Advan touring relevant areas.

Following the 2-week campaign, we saw an impressive 43% increase in information relating to firearms. This information helped complement police intelligence to enable the force to create a more accurate picture around the location of guns and of the perpetrators.

Education case studies

“Whether you are a refugee or an asylum seeker in Scotland, it’s important you feel welcome and know your rights. This is an excellent development that ensures the voices of all are being heard.”

Malcolm Graham, Deputy Chief Constable



BBC Radio 4 Appeal helps boost our charity's profile

The BBC has run appeals for good causes since 1926 with the aim of promoting and raising much-needed funds to support charitable causes.

Nearly a century on, Crimestoppers was delighted to be featured on the BBC Radio 4 Appeal in June 2019.

Fronted by long-time supporter, former Victims' Commissioner Baroness Helen Newlove, the three-minute slot gave us a crucial opportunity to showcase our work, engage with new listeners and boost our profile. The appeal was broadcast on three occasions across the week.

Over £6,300 was raised, with the added bonus of reinforcing our status as an independent charity to an important and influential radio audience.

Scottish Parliament reception hails Fearless' New Young Scots programme

Some of the most vulnerable groups of people in society are asylum seekers and refugees. They face a bewildering array of challenges, living in a new country with different laws, languages and cultures. They are often placed in areas of high deprivation and crime. Unaccompanied children and young people especially can find the transition to a new school difficult in a totally unfamiliar environment. They have often missed out on much of the valuable PSHE (Personal, Social, Health and Economic) classes that their Scottish peers receive from an early age.

A common theme is that they are too frightened to report crime because of traumatic experiences with police and authorities in their home country where they fled persecution. They also worry about complicating or negatively affecting their asylum applications if they became involved by reporting crime.

Our charity's Fearless youth programme in Scotland led on an innovative project working with new young Scots to encourage young people to know more about the law and to **#BeFearless** in speaking up about crime anonymously via **Fearless.org**.

We engaged with hundreds of young people who are either going through the asylum process or were recently granted refugee status in Scotland.

The programme was led by a steering group of young people who have personal experience of the asylum process. More than half of them were unaware of the 999 number, with many thinking it was 991 or 911. As a result of this engagement, a range of resources were produced and training organised to raise awareness of our service among this group of newcomers and the professionals who work with them.

During the two-week campaign, the number of new visitors to the Fearless.org website rose by 87% and there were over 7,000 views of the campaign videos. Over 35 partners from across Scottish Government and the third sector attended our Fearless 'Train the Trainer' sessions and networking event. The 'Empowering New Young Scots to be Fearless' programme – made possible by funding from the Percy Hoskins legacy – was officially recognised with a reception at the Scottish Parliament during World Refugee Week.

Education case studies

Reaching out to Orkney Islanders during intensive 3-day visit

The Orkney Islands, just beyond the tip of the Scottish mainland, are renowned for their stunning views, boasting a designated UNESCO World Heritage Site. Like all small islands however, people can often be reluctant to speak to police for fear of being identified.

With a population of 21,000, the islands are experiencing an increase in issues such as grooming of teenage girls by older men, drugs & drink driving. In September, Crimestoppers Scotland embarked on a comprehensive 3-day visit to meet Islanders face-to-face and share information about the charity's unique anonymous service.

Our staff hosted a range of community presentations, including Fearless Ambassador training, a young farmers' session, and a 'Communita' event for key civic partners, police and the public.

Islanders had the chance to hear how our anonymous service works, how we pass information to the police and how contacts to our charity help to keep people and communities safe. We also live streamed some presentations, enabling outer-lying Islanders to join in and learn more about Crimestoppers' and Fearless' offer to our beneficiaries.

The outreach project was warmly received with impressive press coverage and a legacy created in the form of a group of new volunteers to champion our charity.

“In my country, they don't tell you the law, they beat you and you do not know your rights. And here you tell me the law and what I can do. This makes me feel stronger.”

One young person said of the Fearless.org project.



Stopper stories

Fearless/knife crime

Crimestoppers received information that a person was in possession of a 15" knife and was posting images of it on social media. Subsequently, the individual was stopped and searched by police and found to be in possession of a sword. They were arrested and given a youth caution.

New podcast series sheds light on the impact of knife crime

In a fast-changing media landscape, podcasts have become established as another way to engage with new audiences.

With this in mind, Crimestoppers launched a new podcast series in November dubbed 'Community Conversations'. It explored the extent that knife crime had affected communities and features local people. Guest speakers included those whose lives have been changed forever because of knife crime, along with ambulance crew, an A&E doctor, an ex-offender, social workers, police and other charity partners.

The format followed a panel discussion with a Q&A session from audience members.

The four-part series visited communities in London, Swansea, Surrey and Tyneside. Listeners were invited to learn more about the impact crime has on local areas, what people are doing to prevent it and how they can help tackle the problem.

All podcasts were recorded in community settings in front of an invited audience made up of people who represented different groups from the local area. Attendees felt the events were worthwhile, emotive and enabled an important discussion to take place.

These podcasts, in addition to educating the public about our service, were also pitched towards policymakers, lawmakers, local authorities and others. They remain available to stream across all major podcast platforms and have achieved over 1,000 listens to date. We hope to develop further podcasts in the future.

Insights case studies



“Early on we saw that reports relating to domestic abuse were growing significantly. This bucked the overall trend of a dip in reports across most crime types.”

Coronavirus lockdown and domestic abuse

The UK entered ‘lockdown’ on Monday 23 March 2020 to help reduce the spread of the Covid-19 virus and the impact on our NHS. It would be remiss of us not to reflect on how this impacted on our organisation over the year end.

Firstly, there was the personal impact on our frontline staff. We set out to keep our service open despite the challenges. The response from our Contact Centre team was phenomenal.

From the beginning, we started to monitor each week the number of people reaching out to us during the lockdown and the types of crimes they were talking about.

Early on we saw that reports relating to domestic abuse were growing significantly. This bucked the overall trend of a dip in reports across most crime types. We responded to this quickly, flagging up this worrying development and appealing for the public to be aware and to continue passing on information about this crime. This proved highly successful.



Stopper stories

Domestic abuse

Crimestoppers received information about the safety and wellbeing of a person whose partner was breaching their domestic bail conditions. Thanks to our information, the perpetrator was found by police and charged.

Our service:



Contact from the public:
593,940



Online:
345,096



Telephone:
248,844



Reports sent to police:
172,317

Policing outcomes:

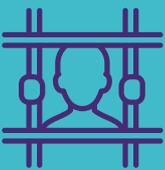
This gave the police a minimum of

122,505

pieces of actionable information, which they used to achieve at least:



Positive outcomes¹
23,320



Arrested & charged²
2,077



Property recovered
£443,518



Drugs seized
£9,520,325

Focus crimes:

In recent years we have focused our efforts on the following crime types that are important to us, our partners and the public.

Number of reports sent to police about the following crime types, and their change compared to last year:

Domestic abuse

4,006 Up 45%

Modern slavery

679 No change

Possession of weapons

19,445 Up 40%

County Lines

499 Up 116%

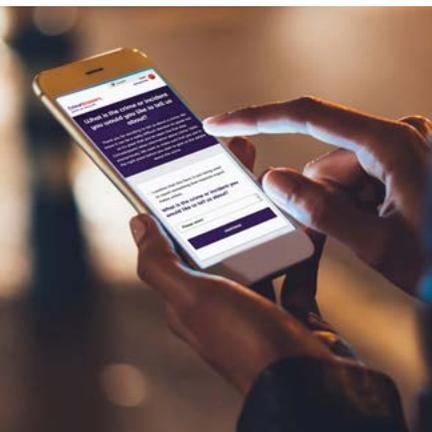
Child sexual exploitation & abuse

2,202 Up 8%

Note: These figures will increase in the coming months, with 15 (31%) of forces (at the end of June 2020) yet to provide full annual figures. This includes 5 forces that we know will not provide a complete set of feedback data. The actual feedback from forces does not show the full value of anonymous information. There are 11 forces who provide much better feedback on arrest and charges than others. Using their average return rate of 8% of actionable information, we can estimate that UK-wide, the 'true' number of arrests would be over 10,000.

1 A policing outcome where no arrest is made, but there is a successful result e.g. a crime prevented, safeguarding activity, drug site closed down, property recovered, etc.
2 A charge, summons, taken into consideration or other non-court caution, warning, penalty notice or community resolution.

2019 Stoppers Survey



What our phone and online users told us about themselves.

For the fourth time, we have surveyed the users of our service, anonymously, to learn more about them and what they value about our service. Over 2,000 people responded. We use this data to make improvements to our service, from the Contact Centre to our marketing.

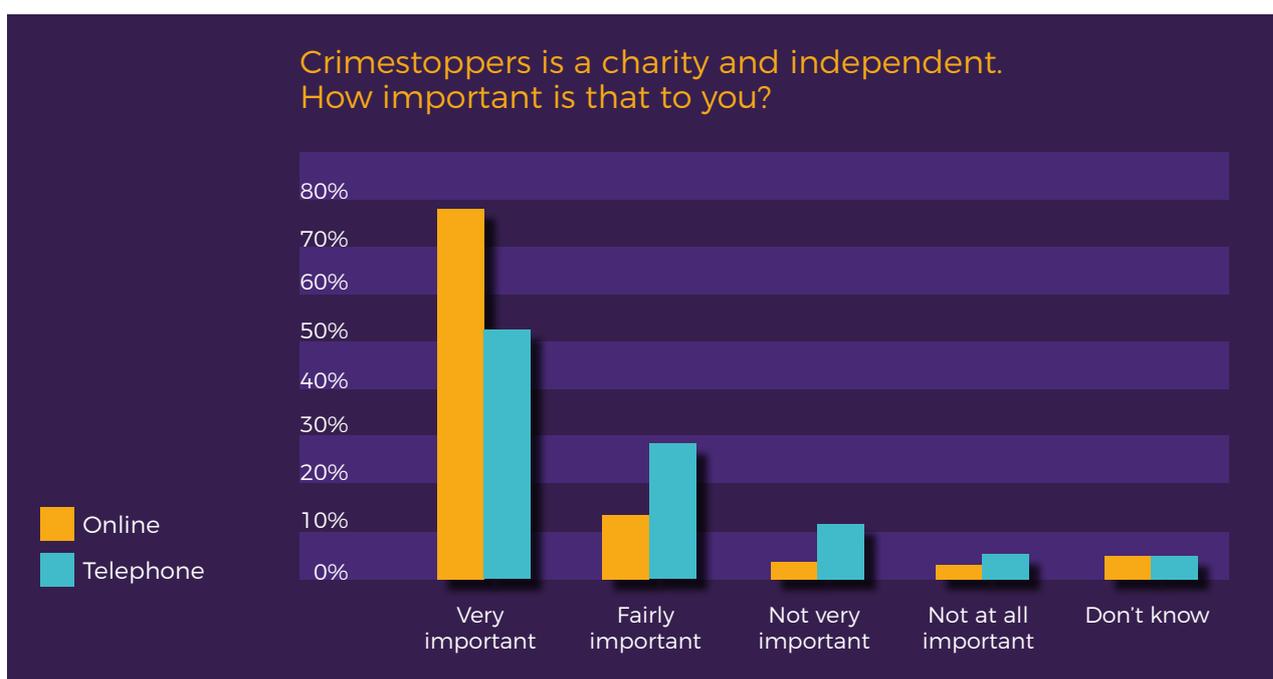
Perceptions of our service and police

Previous surveys have shown that over 90% of our service users feel our promise of anonymity is very important or vital. This time we asked about our status as an independent charity. Both online and by phone, 86% of our users say this is important to them.

We wanted to understand if our users have tried to report their information to the police previously. Across both channels, 58% of users had not contacted the police. However, 42% of the people who gave information to us were initially happy to talk to the police.

- 19% had reported to the police but believed nothing had been done.
- 15% of users had not been able to contact the police.
- 8% were directed to us by police.

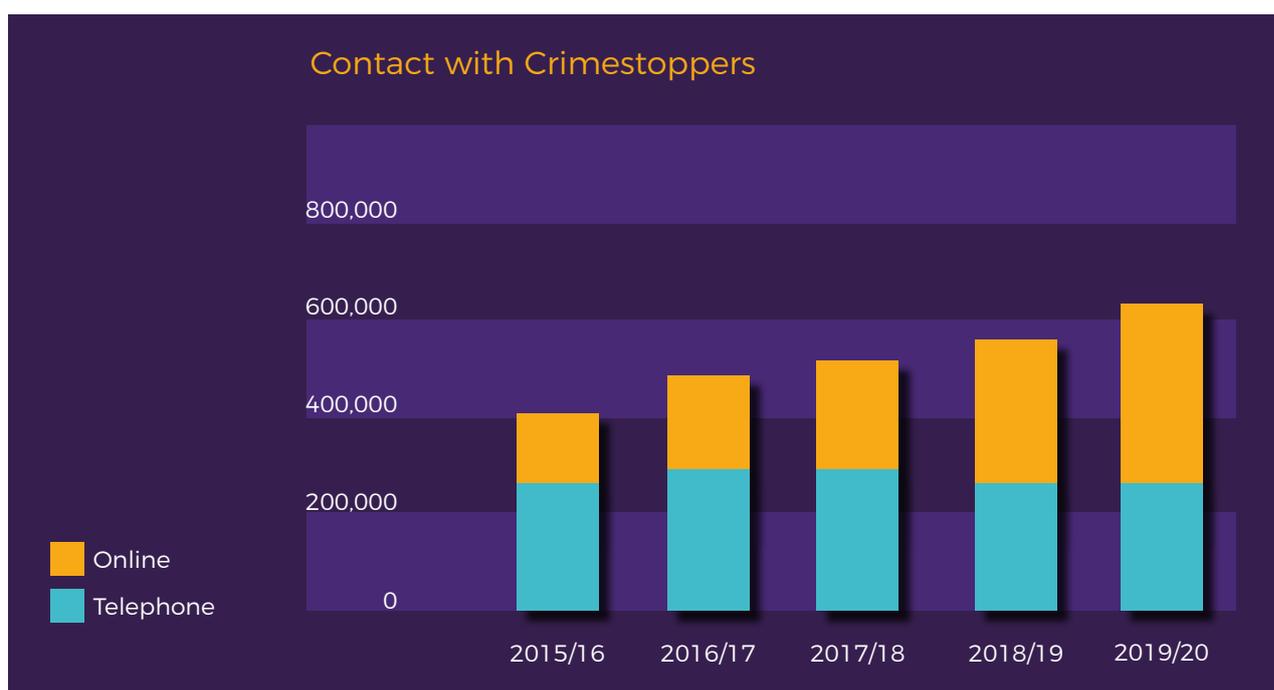
We are considering extending our service so users can send us images. It is possible to do this and maintain anonymity. 50% of our survey respondents would upload images, rising to 61% of our online respondents.



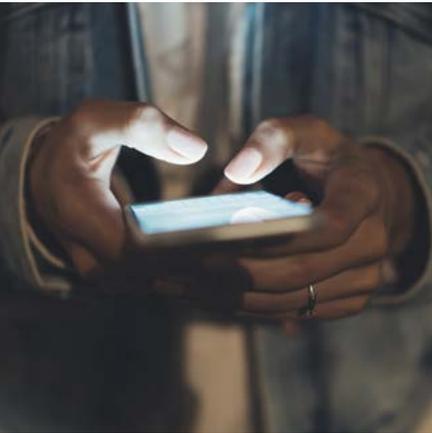
Demographics

Demographic information has been collected again to see if there are any changes.

- On gender, we still see an equal split between male and female users across both channels. However, there is a slight bias towards men using the phone and women going online, which is new.
- We still see a slightly older set of users on the phones than online. Our users are most likely to be aged between 35-49 or older, with 64% aged over 35.
- On ethnicity, we still see on the phones a higher level of BAME users (20%) than online (10%). Phone users are more ethnically diverse (especially callers of Asian origin) than the general population.



Five years of growth...



Demographics

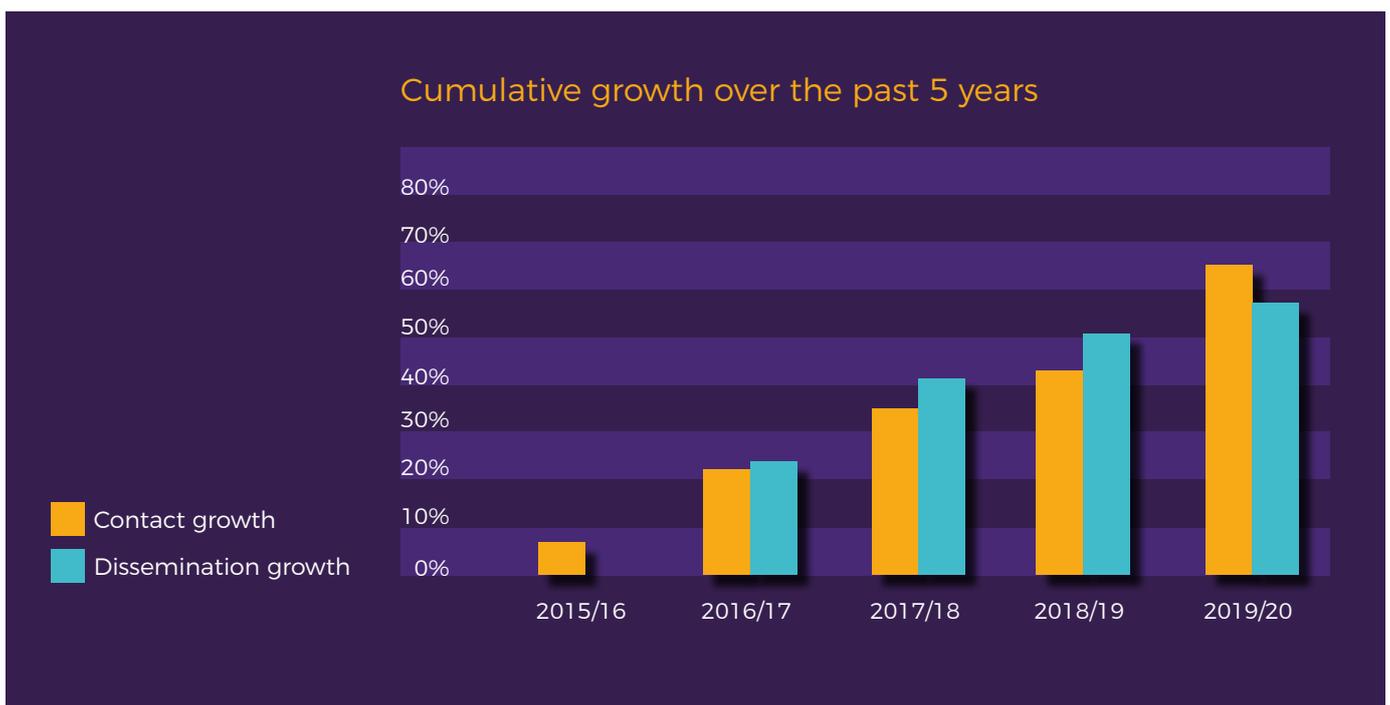
Over the past five years, our charitable activity at our Contact Centre has grown by more than 50%. The primary driver for this has been the increase in the online forms submitted via our website. We have worked hard to improve the 'user experience':

- Our website is optimised for mobile devices
- Targeted online campaigns take people directly to our anonymous form
- The form now guides users through the process to improve the quality of information

This graph compares percentage growth each year cumulatively with 2014/15.

Over the period, the number of phone calls we have received has remained constant. Online forms have grown by 131%.

This graph shows actual growth of contact by channel.



Crime types we have focused on:

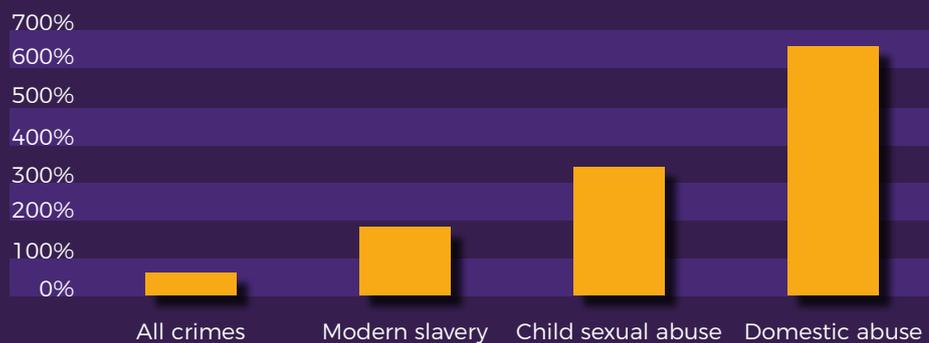
Over the past five years, we have decided to prioritise our efforts on a few crimes which are disproportionately harmful, usually hidden from sight, and where we believed we could do more. While overall growth has been significant, in these specific areas we have done even better.

In the past three years, we have expanded our focus to look at the emerging threats of County Lines and possession of weapons. We have steadily increased the number of reports about County Lines, a result of our campaigning on the issue, and growing public understanding.

Information about weapons has grown by 179% in three years to nearly 20,000 reports in 2019/20, compared to overall growth of 11%.

We conduct more in-depth analyses of these crimes, which gives our partners and us a better understanding, and helps inform our future approach.

Cumulative growth over the past 5 years



Reports - Crime type	2015/16	2019/20
All	109,584	172,317
Domestic abuse	547	4,006
Modern slavery	250	679
Child sexual abuse	511	2,202

Business Development



Our Business Development activities support the overall objectives of our charity to help gather information about crimes anonymously. As well as generating income to support our core costs, commercial partnerships with organisations who share our values provide effective platforms to communicate crime concerns with the public.

The charity needs to source non-statutory income to help us be more effective, and to demonstrate greater independence.

Our commercial services are a natural fit because they complement and run parallel to our charitable activities. They capitalise on existing infrastructure and expertise within Crimestoppers. We provide the following services to corporations, non-statutory and non-police organisations, helping them to build a picture of crime that affects them.

Whistleblowing

This is our longest-established service and provides regular income from a diverse range of companies and other organisations, from insurance and food manufacturing to retail and sport. We operate in a highly competitive field with commercial providers. Our clients value our distinctiveness, including the Crimestoppers brand and guarantee of anonymity.

Campaigns using our Intellectual Property

Here we work with companies and other organisations to use the Crimestoppers brand to highlight crime issues allied to their business, and often to encourage anonymous reporting.

Taking on both the organised crime and health threats of illegal tobacco, Greater Manchester Trading Standards successfully used Crimestoppers' service to achieve an increase of 23% in seizures compared to last year. Over the year, we sent them 266 reports about counterfeit clothes, DVDs & CDs, tobacco, alcohol, money, electrical goods and food. Peaks coincided with their campaigning - showing what an effective tool this is.

“The caller told us about a tampered electricity meter on a property that a new tenant was moving into. Our engineers removed the tamper and made the meter point safe. The customer was unaware of the fact the meter was tampered with and that it could have posed a danger to themselves and their family. They were very glad that we were able to intervene and made sure everything was safe.”



Information sharing

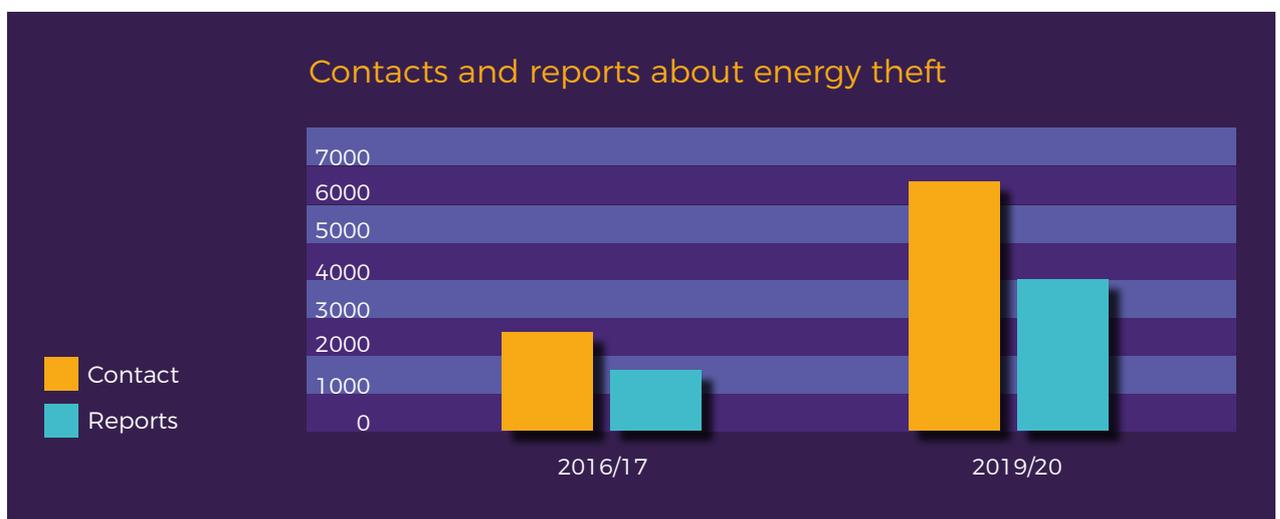
This is a service that has evolved over the past four years, where we share information from our public service with corporations, non-statutory and non-police organisations. This is information that concerns potential outsider and insider threats to their business so they can work with authorities to investigate.

Crime-specific public reporting lines

We run helplines for partners about specific crime issues which they are responsible for investigating. By far our biggest partnership is with the gas and electricity industry, which has now run for five years and is branded "Stay Energy Safe".

This service encourages members of the public to report meter tampering, which is both criminal and a danger to lives. The number of people contacting this service, and the number of pieces of information passed on to the energy companies has grown over 190% since launch (the graph below showing comparable data from September to May).

Overall, the total number of reports that Crimestoppers has disseminated between September 2016 and May 2020 is 15,144. This is a huge number of additional opportunities for energy companies to investigate incidents and to recover revenue lost to energy theft – and keep people safe, as the example (below left) from Octopus Energy reveals:



Last year, we went ‘on the road’ to hear from our volunteers, stakeholders and staff about what our charity needs to be successful in the coming years. A hugely uplifting experience showed us how valued our services are, but also the ways in which we can improve the quality of our work.

Our future plans

We have now agreed on a future strategy, which builds on the successes of the past five years and consolidates on what we have learnt. We are looking forward to the whole community of Crimestoppers working together to achieve this.

We believe in the power of people to stop crime.

The power is in speaking up – silence allows criminals to prosper, to hurt us and those we care about.

- When you speak up about criminal activity, crimes are solved and prevented.
- When you take action to keep yourself and others safe, there are fewer victims.
- When you challenge the culture which keeps people silent, you can help stop crime.

Our promise of anonymity for anyone who comes to us is at our heart and embedded at our Contact Centre.

We should not underestimate the challenge. The wider criminal justice environment is smaller than 30 years ago, and organised crime is increasing in complexity; factors that can undermine us. The reasons for not speaking out are personal, complex and often entrenched; as you can see from the following quotes. Barriers include fear and intimidation, apathy, lack of knowledge, reliance on criminality, a belief that nothing will get done. Changing these attitudes and behaviours is a long-term effort.



Qualitative research 2016:

I wanted to “do something” but was scared what would happen if the woman recognised me.

Crimestoppers must be run by the police. Who else would do it?

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

There’s no way the police would speed round here and catch them, what’s the point?

What I know? It’s not enough to make a difference.

But there is hope, and we are part of a community who are determined to stop crime.

I take my hat off to them if they’re a charity. They’re out to help without getting anything back for themselves.



Now is time for the charity to speak up

We will:

- Build trust and confidence in our service by telling our charity's story and breaking down the barriers to speaking up.
- Attract more people and organisations to support our charity.

This will allow us to:

- Grow the quality of our information by encouraging new people to contact us anonymously.

This diagram represents how the charity will come together to ensure that we can help more of our beneficiaries than ever before.



Our vision: Everyone feels safe from crime

Speak up. Stay safe. Stop crime.



Financial highlights



Summary Consolidated Statement of Financial Activities for the year ended 31 March 2020

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 27 July 2020.

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

Peter Gaze FCA, Trustee
27 July 2020

	£'000	£'000
	2020	2019
Income		
Income from charitable activities	2,989	2,902
Activities Donations and legacies	2,153	1,794
Other trading activities	706	702
Investment income	4	2
Total income	5,852	5,400
Charitable activities	4,964	4,696
Expenditure on raising funds	745	773
Total expenditure	5,709	5,469
Net fund movement before pension scheme (losses)/gains	143	(69)
Actuarial losses on pension scheme	(107)	(4)
Net movement in funds	36	(73)

Summary Consolidated Balance Sheet as at 31 March 2020

	2020	2019
Assets		
Fixed assets	190	267
Current assets	3,702	2,980
Creditors falling due within one year	(2,466)	(1,962)
Pension scheme deficit	(144)	(39)
Total net assets	1,282	1,246
How our funds are held	2020	2019
Restricted by donors	234	395
Unrestricted	1,048	851
Total funds	1,282	1,246

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 2020 which comprise the extracts from the Statement of Financial Activities and the Balance Sheet set out on page 32.

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 32 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 2020 describes the basis of our opinion on those financial statements.

Opinion:

In our opinion the summarised financial statements set out on page 32 are consistent with the full financial statements and the Trustees' Annual Report of Crimestoppers Trust for the year ended 31 March 2020 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 (9 September 2020) and the date of this statement.

Mazars LLP Chartered Accountants and Registered Auditors
9 September 2020

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.

Trustee Directors

Chair of Trustees

- Lord Ashcroft KCMG PC

Trustees

- Lord 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 Stewart Harris FCA (appointed 13 November 2019)
- Mr Michael Laurie CBE
- Mr Barry Mizen MBE (appointed 23 July 2019)
- Mr Vivian Robinson (resigned 19 August 2019)
- Mr Nick Ross
- Mr Stephen Rubin OBE
- Mr Robert Scott CBE (resigned 19 August 2019)
- Sir Paul Stephenson QPM

Trusts and Foundations

- The Bestway Foundation
- The GM Morrison Charitable Trust
- The Emerson Foundation
- The Mr and Mrs TCS Haywood Charitable Trust
- The Henry C Hoare Charitable Trust
- The John Swire 1989 Charitable Trust
- The Peacock Charitable Trust
- The Constance Travis Charitable Trust
- The JR Corah Foundation Fund
- The City Bridge Trust
- The Tesco Centenary Fund
- The Michael Cornish Charitable Trust
- The Adint Charitable Trust
- The 29th May 1961 Charitable Trust
- The Ingram Trust
- The Ratcliff Foundation and Ratcliff Charitable Settlement

Partnerships

- Association of Convenience Stores
- B&Q/Screwfix
- Barnardo's
- BASE
- Border Force
- British Horseracing Authority
- Cabinet Office
- Carlisle Support Services
- Charity Retail Association
- Electoral Commission
- Energy Theft Tip-Off Service
- England and Wales Cricket Board
- Environment Agency
- EPC-UK
- ESRI
- FACT
- Firestoppers (North East - County Durham and Darlington, Tyne and Wear and Northumberland Fire and Rescue Services)
- First Central
- Food Standards Scotland
- Harod
- Henry Squire & Sons Ltd
- HMPPS
- HMRC
- HSBC
- Immigration Enforcement
- Independent Press Standards Organisation
- Industry Trust
- Insurance Fraud Bureau
- Intellectual Property Office
- International Weightlifting Federation
- JELC
- Liberty
- Link ATM
- Lloytron
- Long Clawson Dairy
- Marks & Spencer
- Morrisons
- Muller
- National Farmers' Union (NFU)
- NEXT
- NHS Counter Fraud Authority
- NHS Scotland Counter Fraud Services
- Northern Powergrid
- Openreach
- Post Office
- Ring
- Royal Mail
- Save the Children
- Scottish Football Association
- Security Industry Authority
- SelectaMark
- Sodexo (HMP Addiewell)
- South Caernarfon Creameries
- Thames Water
- Tideway
- Trading Standards (East Midlands, Kent & Medway, Greater Manchester)
- TSB
- UK Anti-Doping
- William Hill
- Wine & Spirit Trade Association

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

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

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

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

CrimeStoppers.
crimestoppers-uk.org