

**CrimeStoppers.**

Spring 2022

# Connections

Giving people the power to speak up and stop crime



## **RURAL CRIME**

Crimestoppers launches the biggest national rural crime campaign in our history

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## **SUPPORTING INVESTIGATIONS**

Spotlighting Most Wanted fugitives in Spain as new campaign sees suspect snared within 24 hours

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## **SEXUAL HARASSMENT**

Crimestoppers commissions new research on sexual harassment in public places

# Challenging violence against women and girls

What Crimestoppers is doing to make change happen

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## FOUNDER AND CHAIR'S WELCOME

# Our focus builds on our success whilst embracing future challenges

This is the 4th edition of Crimestoppers' Connections, where we give organisations, from police and wider law enforcement agencies to businesses, an opportunity to share their experiences of working with our charity. Their aim resonates with ours: to help keep communities, workplaces and businesses safe.

Spotlighting our invaluable work brings me incredible pride and is something I cherish. It was back in the late 1980s that I saw a desperate need for people to be able to speak up anonymously about what they know, without fear of reprisals. Thirty plus years later, Crimestoppers has become a highly respected organisation that gives the public a genuine and effective option when reporting crime.

### Confidence through anonymity

Without Crimestoppers, people may well be silenced – never to divulge what they know, allowing dangerous criminals to continue harming families, communities and companies.

I'm delighted that we provide a trusted and dependable way that help breaks down the wall of silence. Having offered this unique service for decades, we are now expert at knowing how to reach those who otherwise would never, or rarely be prepared to, speak up.

With continued emphasis on our independence and unbreakable guarantee of anonymity, it means that every single week our Contact Centre hears from

thousands upon thousands of people – all desperate to do the right thing and tell us what they know.

Their information stops people from being hurt, prevents individuals and communities from suffering violence, and sees perpetrators face up to their crimes with victims, and their families, securing much-needed justice.

### Most Wanted rewards and appeals

Our charity's rewards, appeals and campaigns boost our profile and are designed to reach those with vital information about everything from the whereabouts of wanted fugitives, to people who know about violence against women, domestic abuse and other 'hidden harm' exploitations. The profile we gain across social media, and the publicity we secure across traditional media, reassures and reminds everyone that they can do something to help: anonymously.

Our focus builds on our success, being agile and adaptable enough to take on future challenges with confidence. Guidance from the Home Office, police and Police & Crime Commissioners



(PCCs) shapes our priorities. It has served us well over the years and will ensure we continue to provide the best professional service to our beneficiaries.

Please spend some time browsing through the articles that follow – they shine a light on our great work in a whole range of areas.

Thank you for your support. In return, I promise that we will continue to work hard to encourage the public not to turn the other cheek, but to pass on their crime information, safe in the knowledge that we will protect their identity and guarantee their anonymity.

**Lord Ashcroft KCMG PC, Founder and Chair of Crimestoppers**

## Saving lives and stopping harm are central to our charity's work

I have led Crimestoppers over the past eight years and have had the pleasure of seeing impressive and genuine progress as we grow and confidently respond to changing priorities and unexpected challenges.

A recent stand out for me is how Crimestoppers has successfully navigated the trials and tribulations of the pandemic. We've not just coped, but have thrived in the face of adversity. That is, in large part, down to the commitment and quality of our staff across the organisation. And that includes those on the frontline in the Contact Centre, along with staff and volunteers in the nations and regions across the UK.

### One Call Can...

We have a mantra that just one call can make all the difference, and every year we receive hundreds of thousands of them. In fact, each and every day over one thousand five hundred people trust us with their crime information.

They say they would not speak up and tell us what they know were it not for one thing: our total guarantee of anonymity. It's estimated that 20% of people will not speak directly to the authorities. We never ask for, nor can we store, personal details. This guarantee of anonymity is critical. It means we are helping to save lives and stop harm – a theme that is absolutely central to our work. Our charity status and promise of anonymity puts us in a unique position.

Lord Ashcroft has already highlighted how this works not only in our favour, but to the benefit of police investigations both here and abroad. The information passed on ensures our communities and streets are safer. It's information that may never be heard if our charity did not exist.

### Critical connections through partnership working

Most of all, the relationships we have developed with police, PCCs, public and private sector organisations is of enormous mutual benefit. It ensures criminals are caught, perpetrators are stopped in their tracks and the public are warned of evolving threats – AND are made aware that they have an anonymous alternative around reporting crime.

There's no comeback, no questions about who they are, no personal details asked for. All Crimestoppers wants to know is 'what they know'.

I am hugely proud of the successes we've had over the decades and particularly in recent years. The tip-offs, or information we receive, are highly valued by police across the country.



The articles ahead cover a host of areas, including the focus on preventing violence against women and girls, to tackling murder, fraud and crimes that affect community cohesion.

Our work continues. There is always room for improvement. However, I hope you agree that we have made great strides in recent years, and in the future, we will endeavour to build on those successes.

**Mark Hallas OBE,**  
**Chief Executive of Crimestoppers**



## Crimestoppers research on sexual harassment in public places

**Dr Dev R Maitra is the Senior Research Fellow and Head of Centre for Abuse Research, University of Suffolk...**

This research has been commissioned to collect views of people in the UK on sexual harassment in public places. Funded by Crimestoppers, the research will seek to investigate whether, and to what extent, public sexual harassment continues to affect the lives of individuals in Britain, primarily focusing on the experiences of women and young girls. The sample of the research does, however, also include some male individuals as well as members of the LGBTQ+ community. The research will collect data through a number of methods, including questionnaires as well as focus groups. The research has gained ethical approval from the University of Suffolk's Ethics Board and will combine methodological data collection techniques with a sensitive and pragmatic approach to uncover: 1.) individuals' personal experience of public sexual harassment and 2.) whether, and to what extent, individuals have been subjected to physical sexual harm/assault such as, but not limited to, groping and rape.

### Recent spotlight on sexual harassment

Public sexual harassment has received increasing levels of media and academic attention in recent times, with landmark cases such as the murder of Sarah Everard in 2021 bringing this topic to the fore of public discussions. Recent research has shown that four fifths of young women in the UK have been sexually harassed in public spaces (YouGov 2021 cited in Topping 2021) and these high levels of persistent sexual harassment, particularly as faced by women and girls, have led to growing calls to make street sexual harassment a criminal offence.

In light of this longstanding problem, as well as growing calls for governmental agencies to challenge it, and for a wider debate in the public sphere, this research, as commissioned

by Crimestoppers, and to be undertaken by myself and Dr Katherine Allen at the University of Suffolk's Centre for Abuse Research (CARE), will seek to gain further data and insights on the subject. In particular, the extensive questionnaire will collect responses from approximately 1,700 participants, who will be asked to respond on their experiences of an extremely wide range of sexually harassing behaviours. The questionnaires will allow participants to convey their personal experiences, regarding the frequency with which they have experienced a range of sexually harassing behaviours such as (but not limited to) being subjected to sexually explicit comments and digital images without their consent, being followed, touched, photographed, sexually assaulted and raped.

This extensive questionnaire further asks individuals to provide their own definitions of sexual harassment through open-ended questionnaires, and asks them to provide further details on the locations, ages and individuals relevant to their experiences of sexual harassment. The research will then go on to engage a separate set of participants in focus groups (all male or all female) and one-on-one interviews in which, due to concerns around participant well-being, the focus of questions will be on the broader theme of sexual harassment in modern society more generally, rather than participants' own experiences.

### Helping shape a national campaign

The survey and qualitative data are primarily designed to feed into a national campaign from Crimestoppers which will challenge perpetration and address barriers to/encourage reporting. This research aims to significantly contribute to the growing body of knowledge on how severe a problem sexual harassment is/has been in public spaces in the UK, and what steps can best be taken to address the issue.

In 2021, we sent thousands of reports to police about violence against women and girls. This includes:

**8,500 reports on domestic abuse**

- up 45% on last year

**2,550 reports on child sexual exploitation and abuse**

- up 17% on last year

These are all examples of information people have shared with us anonymously to help women and girls who are subject to violence and controlling behaviours. Often there can be a risk to someone's life, so we pass to police for immediate action.

**...expose domestic violence and abuse**

Our caller is concerned for the welfare of a frail vulnerable female in her 60s. She lives with her husband, who threatens violence daily, including using a knife. She has suffered broken bones, black eyes and other injuries.

**...discover rape**

We were told about a man, described as a sexual predator, who raped a 16-year-old girl that he met on a dating website. This was not the first time he has raped and assaulted young women, who he meets online or in town. He uses drugs and alcohol to get them back to his home.

**...find forced prostitution**

We heard of a woman exploiting women by supplying them with drugs and prostituting them out to local men. She is a cocaine addict and dealer. The man she is in a relationship with pays to have sex with the other women, and makes them steal for him also. He will drive the women around to get drugs or drop off for sex appointments.

**...uncover coercive and controlling behaviour**

We were told about a woman whose partner is constantly messaging her, making unreasonable demands for her attention, isolating her from family/friends. He is monitoring her social media and destroying her things. He tells her none of her family want or love her anymore. She has said she will leave him, but he threatens to take their children or hurt himself. She has become extremely withdrawn and emotional in the last few months.

**...show stalking behaviours**

Our caller told us about a man who is harassing a woman he works with. He uses Facebook as a way of communicating with her. He regularly follows her, turns up at her home, makes nasty threats and constantly calls and messages her. He turns up at her property and asks for sex.

**...reveal child sexual abuse**

Our caller gave details of a paedophile ring which is filming children and teenagers performing sexual acts on adults. They provided names and addresses where this abuse is happening, and websites used to share the videos and images. We shared this with specialist police team CEOP.

**...protect against forced marriage**

A man has threatened to kill his daughter if she does not go ahead with the marriage he has arranged to his cousin in Pakistan. Our caller gave details of her self-harm and suicide attempt. She is now receiving support and protection from the authorities.

**...stop planned sexual harassment**

A man and his friends were planning to spike women's drinks with Rohypnol at a named pub the evening we heard this information. We were able to share this with the police for immediate action.

**...reveal modern slavery and human trafficking**

We heard of young women being prostituted out to men across a city, using a network of properties where they are taken to have sex with men. They are advertised on a sex website. Very young girls are being taken into properties by force by men. Women and girls are brought from Eastern Europe and held against their will. There is CCTV at the property where they live.

## Helping police make a meaningful change

**Deputy Chief Constable Maggie Blyth, national Police Lead for Violence Against Women and Girls (VAWG), coordinates police action across England and Wales...**

I came into post in October 2021 as the new national police co-ordinator to address violence against women and girls. At this time policing was facing substantial trust and confidence challenges following the death of Sarah Everard at the hands of a serving police officer. This event heightened public and media understanding of the tragic deaths of many other women at the hands of male perpetrators. Our policing response was clear – whilst I know we need to continue to listen to the voices of victims and survivors, to women and girls, policing has needed to demonstrate swiftly what it is doing, and what it is changing to prioritise the disproportionate impact of VAWG on the daily lives of women and girls - implementing tangible and meaningful change within policing. Policing is committed to doing just this and there is widespread energy and commitment to make tangible change to end violence against women and girls right the way across the service. It is humbling, and a real privilege to be leading this work.

Between October and December, supported by individual officers and staff from forces, I established a VAWG taskforce and engaged with many individuals, organisations and key stakeholders within the VAWG sector in order to co-create and shape the National Policing VAWG Framework, which launched in December 2021. We hope this will start to deliver meaningful change, focussing on policing in the first year, and then looking at our work with partnerships and other sectors in years two and three. It lays out the three key strands that seek to build trust, bear down on perpetrators and make safer spaces - public, private and virtual - for women and girls.

### Changing behaviours

One of the key areas of work is encouraging our workforce as well as our public to become 'active bystanders', focussing on reporting within a number of different contexts. Firstly, we are asking our workforce to proactively 'call-out' misogyny and other unacceptable behaviours; we are also encouraging the public to understand indicators of violence and abuse, how to report, where to find support and advice and, where required, how to potentially disrupt violence and abuse they witness. So, reporting mechanisms such as



Deputy Chief Constable Maggie Blyth, National Police Lead for Violence Against Women and Girls (VAWG)

Crimestoppers are vital to help encourage those who may have information about violent and abusive individuals to come forward.

We have an awfully long way to go, and much to do. But I am so personally encouraged by the energy and commitment I have seen from all those I encounter – public, police and our partners. It will take all of us working together, but I am confident that there is a brighter and safer future ahead for women and girls in this country. Policing cannot solve VAWG alone but working with other sectors, and with our communities, my ambition is for women and girls to feel safer on a daily basis and for violent men to know that policing will be hostile to them.

## FGM isn't just a woman's issue, it's everyone's issue

**Melanie Golding is the Harmful Practices Lead for Hampshire Constabulary and South East Region...**

Violence against women and girls (VAWG) is at the top of the political agenda and the National Police Chiefs' Council has included Harmful Practices into its VAWG strategy.

As the regional south east Harmful Practices lead, I have worked closely with Crimestoppers throughout 2021 coordinating four other force areas to improve our understanding of Female Genital Mutilation (FGM), generate intelligence on cutting and cutters, influence the narrative on FGM and engage with communities to help mitigate risks of stigmatisation and negative community feedback.

### Experts and 'critical friends' input

Representing Hampshire Constabulary, I worked with leads in the Met, Bedfordshire, South Wales and Sussex police to see how Crimestoppers could support our work in this area. Consultations were held with professionals and third sector leads nationally. Critical friends, experts in the field and campaigners actively shaped the

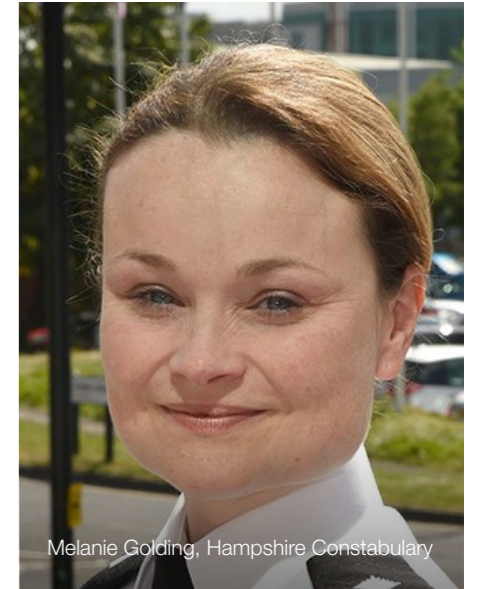
design of campaign messaging, which was invaluable for this pilot project. In addition, the Met's Harmful Practices leads trained Crimestoppers staff.

Crimestoppers designed communication materials for two different audiences in multiple languages, with a social media campaign targeting audiences in our pilot areas. Their regional managers built relationships with relevant third sector and local community partners and distributed materials and organised advertising at a local level.

The existing Fearless campaign was used with materials in English and Welsh. Crimestoppers materials were available in English, Egyptian/Arabic, Somali, Sudanese/Arabic, French and Welsh.

### Learning for the future

In the main, professionals and partners engaged enthusiastically with the pilot, with positive feedback that Crimestoppers and the police were taking action. Social media activity was wide, reaching across three different platforms using different languages, with evaluations showing that Arabic and French generally performed better than English.



Melanie Golding, Hampshire Constabulary

Through reflection and evaluation, learning has been identified to progress into a second phase of the pilot. Further work is needed to build trust and confidence with our communities, which takes time and investment longer term. It is only through increased ownership, co-creation and championing at local level that barriers can truly be overcome to better understand the safeguarding risks and wider picture. Professionals felt that there were more opportunities in schools to be explored in the future, with pockets of existing good practice in some of the force areas.

We have been excited to work with Crimestoppers teams and collaborate to explore new ways to tackle FGM and better safeguard women and girls. We are now looking at future opportunities to utilise the unique benefits of anonymous reporting and are excited to continue to work in partnership in the coming year.



Suzanne Jacob, Chief Executive of charity SafeLives

**Suzanne Jacob OBE is Chief Executive of domestic abuse charity SafeLives and a trustee at Crimestoppers...**

Embarrassingly, when I wrote my 2020/21 objectives (which for SafeLives started July 2020), I noted it was important to 'improve staff morale after a difficult final quarter of 2019/20 due to Covid.' Looking back to that point over 18 months ago, it seems ridiculous that I thought Covid was 'over' or would be anytime soon.

## The need to 'reach in' to stop domestic abuse

### Raising the alarm

The end of 2021 brought news of two absolutely horrific cases in which children had been in the middle of abusive situations at home, hidden from view. Arthur Labinjo-Hughes and Star Hobson were subjected to almost unspeakable harm, with their parents and step-parents directly responsible.

Grandparents and other concerned relatives, neighbours and friends had tried to raise the alarm unsuccessfully, with social workers finding it hard to understand the full truth of what was happening, while Covid created barriers to access and hearing the voice of the children and adults involved.

Covid isn't over, and the domestic abuse of adults and children which has been perpetrated since March 2020 didn't originate with it in any case. Domestic abuse is endemic in the UK and will only be ended if we as individual citizens play a role in

'reaching in' for people we are worried about, instead of waiting for them to 'reach out'.

### Routes to report

There are specialist routes for this when it comes to domestic abuse (with immediate **helplines and online chat services**) - the SafeLives list of resources also includes Crimestoppers. This is a vital route for anyone who is anxious or unable to speak to the police directly about criminal behaviour going on behind closed doors.

This has been a long two years. Much longer if home isn't a safe place. Please trust your instincts, and if you're concerned about someone, **ask a question** or contact Crimestoppers. You could stop harm and even save a life.





Dr. Raven Bowen, CEO, National Ugly Mugs

## Violence against sex workers

Raven Bowen, from National Ugly Mugs, discusses the challenges sex workers face when reporting crime and how Crimestoppers can support...

National Ugly Mugs (NUM) is a UK-wide victim/survivor support service for adults in sex industries. Our mandate is to 'end all forms of violence against sex workers' and eliminate the conditions that lead to 'survival sex' where sex is exchanged to pay for basic needs such as accommodation or food. We run the only national digital reporting and alerting mechanism for sex workers in the world. Our services include individualised survivor support services from 'report to court' and beyond, through Independent Sexual Violence Advisors (ISVAs) and sex industry experts; online screening tools; national dissemination of alerts about potentially dangerous individuals to prevent harm; a sex worker-only digital space; a sex worker wellness centre in Glasgow; community-based research, education, and systemic advocacy.

NUM exists because sex industry workers face significant barriers to receiving quality non-judgmental support as survivors of crime. They tend not to report the violence and harms that they experience to anyone, especially to police and public services, due to experiences of discrimination, fear of being 'outed' and to avoid the negative impacts that sex work stigma has on life chances. Sex workers who become known publicly are often shamed, and face challenges to their credibility and worthiness.

### Varied motivations and backgrounds

Sex workers are a diverse population of individuals; some hold jobs both in and outside of sex industries. Many are working class, students, mums and parents, pensioners, migrants, members of LGBTQ+ communities, and individuals from racial, cultural, sexual and gender minorities, and many are disabled.

Some are experiencing destitution and must supplement their incomes to heat their homes and feed their families. Others participate in sex industries to have a chance of gaining economic security or social mobility.

### Support not stigma

Harmful stereotypes about sex industry workers characterise them as infantilised victims, vectors of disease or drivers of crime, and this leads to their social censure and exclusion as stakeholders in crime prevention. This population of adults are just as interested as anyone else in reducing crime, in ending violence against women and girls (VAWG) and stopping gender-based violence (GBV). NUM argues for their inclusion as part of the community safety landscape.

We believe that with greater access to the anonymous reporting offered by Crimestoppers and sight of the charity's Most Wanted List, alongside NUM's specialised services and digital tools there will be more resources available to sex industry workers to help keep themselves, their communities and society as a whole safer.



Graham Goulden

## Challenging the notion that violence against women is just a female issue

Graham Goulden - former police officer of 30 years with eight years at the ground-breaking Scottish Violence Reduction Unit (VRU) – discusses how to reframe the debate...

In recent months, news feeds have been dominated by content describing acts of violence being committed against women. The horrific murder of Sarah Everard by a serving police officer last year added a new dimension to how women maintain their personal safety.

Invariably, when cases like this are discussed, the focus is placed on the behaviour or actions of the victim. But when this happens, we risk playing into a victim-blaming narrative which presents a major barrier to the long-term prevention of these appalling crimes. Also, those who are committing these acts are rendered invisible from the discussion.

### #DontBeThatGuy

The recent 'Don't be that guy' campaign developed by Police Scotland has helped refocus prevention, taking it right back to men. Uncomfortable as it may be, the reality is that men make up the main group who are responsible. 'Not all men', I hear you say. However, try telling that to a woman who is scanning the streets, for 'that guy'.

This campaign has asked men to reflect on their words and language. A lot of behaviours are often excused as banter. 'That guy' has presented the reality that acts of sexual violence starts with these behaviours. Furthermore, the campaign and website allow men to learn what they can do and to be better allies in helping them speak to other male friends about this crucial and previously dismissed topic.

At this time, Police Scotland have read the room perfectly, presenting society with powerful messages which will help promote valuable conversations. Ultimately, we can only hope this will support longer-term prevention and a safer space and environment for women and girls alike.

## Tackling sexual violence on trains and at stations

By Samantha Collins, Vulnerability & Safeguarding Co-ordinator, Rail Delivery Group ...

Britain's rail companies are committed to ensuring there is no unsafe space on the railway so that everyone can be free to travel where and when they like without feeling unsafe, violated or intimidated. One issue that affects how safe women and girls in particular feel in public spaces, including transport, is the issue of sexual harassment.

In partnership with British Transport Police (BTP), sexual violence support services, and academics, the Rail Delivery Group (RDG) has developed a national strategy to end sexual harassment on trains and at stations. This involves several projects, including a partnership between RDG, BTP and the charity Crimestoppers.

Through this collaboration, we were able to launch a national campaign in August 2021

displaying information on social media and posters across the UK rail network at stations and on-board trains. The campaign sends a clear message to perpetrators that no form of sexual harassment is tolerated. It also informs rail users about how to report this type of behaviour if they see or experience it.

### The value of tip-offs

The information passed on provides valuable intelligence and can help BTP build a picture of an offender to take action. We want to ensure that people who know something about a perpetrator can speak up and help us to stop sexual harassment, even if they don't feel able to go directly to the police.

The anonymity guarantee offered through our **Railway Sexual Harassment Line - 0800 783 0137** – run by Crimestoppers, has given us the opportunity to provide that unique service and ensures BTP has as



Samantha Collins, Vulnerability & Safeguarding Co-ordinator, Rail Delivery Group

much information as possible to boost their efforts to tackle this issue across Britain's railways.

Together we can stop sexual harassment. Find out more at [nationalrail.co.uk/zerotolerance](https://nationalrail.co.uk/zerotolerance)



# Crimestoppers' national rural crime campaign summer 2021

In partnership with Neighbourhood Watch and Mitie, we launched the biggest national rural crime campaign in our history - a four-week social media and PR campaign letting people know: your voice can make a difference.

## Criminal gangs exploit our local wildlife, environment and communities

Rural crime is often conducted by organised crime gangs, but without information it can't be tackled. Close-knit communities are often aware of criminal activity - but for a variety of reasons including fear of intimidation and concerns about their isolation, may not want to talk to the police. We therefore concluded it was important to raise awareness of our anonymous service, especially to these more secluded areas.

### What we did

We targeted four specific audiences:

- **Rural residents**, who may feel unsafe in their own homes
- **Farm owners**, who have to foot the bill for criminal damage
- **Business owners**, who want to help deter crime
- **Visitors**, who can be our eyes and ears to report what they see

We focused on wildlife and environmental crime and theft, offering valuable crime prevention tips and highlighting the signs to spot to help our audience stay vigilant to potential criminal activity.

The campaign also featured guest blog posts from relevant organisations, including the Country Land & Business Association, the National Farmers Union, the Environment Agency, Historic England, the Angling Trust, LINK, County Durham and Darlington Fire & Rescue Service, and Humberside Police.

### What were the results?

There were more than **242 million opportunities** to see and hear about the campaign, reaching close to **2.3 million people**. Nearly **6,800 views of the campaign web pages** were generated, with **185 people** going on to give information during that period via our online form after visiting those pages.



## The police perspective on rural crime from East Yorkshire to North Lincolnshire

In support of our charity's rural crime campaigns, Paul Anderson, Deputy Chief Constable of Humberside Police, shares his thoughts...

Our corner of the country is a hidden gem. We have a population of approximately one million people spanning East Yorkshire, Northern Lincolnshire, the city of Kingston Upon Hull and large towns such as Scunthorpe and Grimsby. East Yorkshire and Northern Lincolnshire are stunning rural areas, but they are vast and policing them comes with many challenges. Not only in terms of the distances needed to travel, but with the type of offences that occur.

At Humberside Police, we follow the national rural crime criteria and say that rural crime is any offence (such as burglary, theft, or criminal damage) that happens in a rural location. We also include wildlife crimes such as hare coursing, badger baiting, poaching, heritage crime, livestock injury or theft, to name but a few.

### Financial and emotional impact

When a crime happens in a rural location it can have a major impact on the victim, affecting their livelihood and their ability to do business. And something like theft of livestock has a very emotional impact on a farmer. It can also leave others in the local area fearing it may happen to them.

We are always looking at new and different ways to protect our rural communities and wildlife. In 2020, we launched a Rural Task Force consisting of one sergeant and four police officers. This unit has had some fantastic results and has seen reported cases of hare coursing reduce by over a third.

### From Flamborough to Cleethorpes

We have a coastline running from Flamborough to the south of Cleethorpes, so we also need to consider the protection of

our marine mammals and seabirds. In 2020, Operation Seabird was launched to raise awareness of the importance of our coastline and reduce water-borne disturbance to the sensitive wildlife and marine mammals. This was later recognised by the UK National Wildlife Crime Unit, winning the Wildlife Crime Partner Operation of the Year award. It was an outstanding achievement by our Rural Task Force and shows that Humberside Police remains at the forefront of tackling rural and wildlife crime. We are proud to serve our residents and will continue to police our rural communities as a priority in the future.



Paul Anderson, Deputy Chief Constable of Humberside Police

## The pandemic's impact on crime across the British countryside

Rebecca Davidson, Rural Affairs Specialist at NFU Mutual, provides the lowdown on the leading rural insurer's latest Rural Crime Report...

Some people may think of rural crime as the opportunist theft of a saw from a field. But the reality is very different. Today's rural criminals are highly organised, using surveillance techniques to identify where high-value vehicles are, before raiding farms and distributing stolen goods through global networks, often involved in other serious forms of criminality.

It causes huge disruption to farmers' lives, and the worry of knowing that criminals are watching farmers' every move is leading to high levels of anxiety.

As the insurer of three-quarters of the UK's farmers, NFU Mutual's theft claim statistics provide a reliable guide to rural crime trends. The figures in our latest Rural Crime Report do provide some encouraging reading. During the first year of the pandemic, rural theft cost the UK some 20% less in 2020 compared to the previous year. But as we all know, 2020 was no ordinary year and while the overall cost stands at a five-year low of over £43M, the headline figures only tell half of the story - and every crime has an impact.

### The trend for high value

Despite the 2020 fall, highly-organised criminals continued to plague the countryside over the pandemic, stealing high-value farming Global Positioning Systems (GPS), quad bikes and ATVs. The cost of agricultural vehicle theft reported to NFU Mutual remained at over £9M - only a 2% fall.

Gangs dubbed 'Rural Wraiths' are now using a range of tactics including silent electric scooters to steal farmers' £10,000 GPS and make off along country lanes at high speed.

Without GPS - an essential part of modern farming - harvests can be delayed and some farmers find themselves unable to work. Tellingly, we saw the cost of claims for GPS almost double last year to nearly £3M, as demand across the globe fuelled the crime wave.

### Fly-tipping and livestock attacks persist

Other rural crimes, including dog attacks on livestock and fly-tipping, rose sharply. Indeed, the value of sheep and cattle attacked by dogs shot up by more than 10% in 2020 to £1.3M - in a year which saw a surge in pet ownership and countryside visits. This situation continues to worsen, with our latest data showing the cost of attacks rose by 50% in the first quarter of 2021, and causes appalling suffering to farm animals, as well as huge anxiety for farmers and their families as they deal with the aftermath.

Crucially, with more and more people using the countryside for leisure, we are also urging the public to support our farmers and rural communities by reporting suspicious sightings anonymously to Crimestoppers or directly to the police. Our farmers have worked tirelessly throughout the pandemic keeping the nation fed and, by working together, we can help stem the tide when the criminals become more active again.



Rebecca Davidson, Rural Affairs Specialist at NFU Mutual



Steph Ingham, Intelligence Team Leader at the Environment Agency

## Tackling the big bad wolf

Steph Ingham is a Team Leader for Intelligence at the Environment Agency...

The Environment Agency has a local, national, and sometimes international remit so it's important for our third-party intelligence providers that we cover all areas of the country. Serious rural crime issues are wide ranging and extensive. That's where Crimestoppers can make a real difference for us on a day-to-day basis.

We were actively involved in the 2021 rural crime campaign to empower people in rural communities to speak up. Crimestoppers reports, passed on to us, are timely and indicate whether other agencies/police have already been notified, helping to avoid duplicated actions. On occasions, information can be passed immediately to staff for action.

We also contributed a blog for Crimestoppers that emphasised some key messages:

- **Remember**, the environment cannot help itself, and we encourage the public to report anything suspicious such as: lots of lorry movements in and out of a site where there is no official signage; or farmers who are targeted and persuaded to bury waste on their land or simply offered cash to house waste before offenders vanish.
- **Our fairy-tale ending is healthy air, land and water for us all**, but to deliver that we need your help. We want to know about the big bad wolf that is trying to destroy that vision by dumping waste illegally across our beautiful landscape.

### What to look out for:

- Big:** Bigger than a lorry load (more than 20 tonnes) and looks like it could be illegal.
- Bad:** Looks like it contains dangerous substances like asbestos or involves other forms of criminality, such as firearms, or drugs.
- Wolf:** Destroying everything in its path, such as legitimate businesses and the environment.

## Fearlessly highlighting the danger of child financial exploitation

A young 'money mule' is a victim of child financial exploitation. They transfer stolen money on behalf of others, often doing so unknowingly, and are unaware that they are committing a crime. They receive funds and are then asked to transfer this money into another bank account before they are given a 'cut' or payment.

The money being transferred is likely to have been obtained illegally - it is often used to fund crime such as drug dealing, human trafficking and even terrorism.

### Fearless campaign

In July 2021, Fearless ran a campaign on Snapchat in Salford in the North-West of England to raise awareness of child financial

exploitation and highlighting the signs to spot. The campaign reached over 44,000 young people. The video can be viewed on our YouTube channel [here](#). The video also enabled young people to swipe up which took them to [Fearless.org](#) where they can learn more.

Our Fearless Worker based in the West Midlands has begun delivering sessions on child financial exploitation in schools. In the coming months, Fearless will be developing a resource for professionals who work with young people to help steer them away from becoming victims of this poorly recognised crime.



## All for love? Crimestoppers helping combat romance fraud

Romance fraud is a type of scam where people are conned into giving or sending money to criminals who gain their trust and convince them that they are in a loving and caring relationship. The criminals involved, who are experts at impersonating people, can spend hours researching their victims and then make often highly emotive requests for money. For instance, they may claim they need funds for emergency medical care, or to pay for transport costs to visit the victim if they are overseas. Their end goal is only ever to get money or personal information.

Examples of known romance fraudsters include Mark Acklom, described as Britain's most notorious conman. Using an alias Acklom, married with two young children, started a romantic relationship with a woman from Bath. He claimed to be a millionaire banker working in Switzerland and also an MI6 agent.

They discussed marriage and Acklom arranged for the victim to live in one of the properties he claimed to own in Bath. Acklom stated he had

cashflow problems that were hindering renovation work, and the victim gave him loans totalling £850,000. It later transpired that Acklom did not own the property. The victim never received any of her money back.

### Finally captured

Acklom was one of the fugitives sought in our previous Operation Captura campaign, run in partnership with the National Crime Agency, which aimed to trace and arrest fugitives thought to be in Spain. He was indeed arrested in Spain and jailed, before being granted temporary release and fleeing to Switzerland, where he was arrested again in 2019 and extradited to the UK.

Later this year, with the City of London Police, the national lead police force for fraud, we will be running a campaign highlighting the financial penalties and the heartbreak caused by romance fraud. It'll help the public to spot the signs and encourage them to pass on any information to us anonymously.

## Crimestoppers Covid Fraud Hotline improves understanding of evolving threat

Government Counter Fraud Function Intelligence Team set up the Crimestoppers COVID-19 Fraud Hotline in collaboration with our charity in October 2020. The Hotline has provided a key flow of information into Government and helped the Intelligence Team build a strategic overview of the threat of fraud.

The Hotline provides the public with an anonymised platform to report suspicions of people committing fraud against the public sector. Over the last year, reporting has focused on people targeting COVID-19 financial stimulus packages, created by the Treasury, to support businesses and individuals during the pandemic. Despite many of these schemes ending, a flow of information continues. The Hotline has highlighted the tactics used by fraudsters and enabled further enquiries into allegations of fraud across Government schemes and policies.

### Essential tool to understanding

The threat of fraud is constantly evolving. The Hotline has helped the Government Counter Fraud Function to keep up with the evolving threat, in particular against the ongoing COVID-19 vaccination programme. From reports to the Hotline, we have seen criminals targeting members of the public, via online and in-person scams, tricking them to hand over money, personal

information and financial details, by using vaccines, testing and vaccine certificates as a hook.

The Cabinet Office says that overall, the Hotline has been an essential tool to assist with understanding the scale and nature of the threat of fraud against government schemes. And that although fraud is a hidden crime, the Hotline continues to help find fraud, protect public resources and deliver vital services.

**Crimestoppers.**  
**COVID Fraud Hotline**  
**0800 587 5030**

Don't let fraudsters abuse COVID support.





# An anonymous alternative is vital



Lisa Townsend, Police and Crime Commissioner for Surrey

Lisa Townsend is the Police and Crime Commissioner for Surrey...

One of the famous lines spoken by the founder of modern policing, Sir Robert Peel, is

“The police are the public and the public are the police.”

I believe that still rings true to this day, but we can be in no doubt that over the last year the relationship between the police service and the communities we serve has been tested like never before.

In the wake of the tragic Sarah Everard case, it is clear that forces have much work to do to rebuild trust with the public.

That is why the relationship with Crimestoppers has never been more important, and will remain highly valued by police forces up and down the country.

There may be a number of reasons why someone may not want to speak directly to police, so the anonymous alternative offered is vital.

Sometimes that crucial piece of information from a member of the public, however small or insignificant it may seem, can help police solve a case or catch a criminal.

## Crimestoppers outreach work in Surrey

Here in Surrey, my office is a big supporter of the work Crimestoppers does in the county. In particular, we fund the dedicated outreach worker for the youth service ‘Fearless’. Emily Drew engages with young people across the county and provides education about the consequences of their choices around crime.

Since Emily started in Surrey in late 2018, she has spoken to over 7,000 young people across the county and provided training for over 1,000 professionals including GPs, social workers and teachers. That work has continued throughout the COVID-19 pandemic with online sessions across the county and social media campaigns.

## Testing time for young people

For our young people in particular, the pandemic has meant the last two years have been an extremely testing period, with disruption to their schooling and exams at such an important stage in their lives. Sadly, we know there are criminals out there who will try to exploit the situation and target them. Violent crime and the threats posed by ‘County Lines’ gangs recruiting teenagers to become part of their drug supply operation are very real issues that police here in Surrey and elsewhere are tackling right now.

The role Emily is performing through Fearless is invaluable in helping empower our young people to make their communities safer and resist being drawn into criminal activity by those who seek to exploit them.

# Inspiring partnership as former Chelsea FC player becomes our first Fearless Football Ambassador



Paul Canoville with school children and Kenya Lamb from Fearless

Fearless has announced an exciting partnership with Paul Canoville, the first black player for Chelsea FC, who is now our first-ever Fearless Football Ambassador. His appointment was unveiled at a special event held at Stamford Bridge last November, in the Suite named after him.

Fighting hate crime, including racism, and supporting young people to achieve their best are key priorities for our charity and The Paul Canoville Foundation as we join forces in this pioneering collaboration.

The successful Stamford Bridge event raised the profile of Fearless and our charity's 100% anonymous online reporting service, appealing for young people to become champions and heroes of their community. It was featured on BBC London TV's early evening news, seen by potentially millions of people on the day of the launch.

## The Paul Canoville Foundation

Paul Canoville is a former professional footballer, signed up in 1981 by Chelsea FC

“I’m calling on fellow ex-pros and current players to follow my lead in supporting the Fearless project to help cut youth violence. Being aware of how harmful crime can be is also key, which is why I’m so pleased to be working with Crimestoppers and Fearless to help address this issue in the wider community.”

at the age of 19. He was soon subjected to a torrent of abuse by his own fans. Due to injury, his career was cut short, and his life was followed by many hardships and obstacles, from homelessness, addiction, and cancer to mental health issues. After turning his life around, Paul was determined to give something back to the community and, in particular, to young people.

The Paul Canoville Foundation was established in 2015 and works with schools and youth organisations to promote wellbeing, confidence and resilience

through workshops and sport in conjunction with partners.

Chelsea FC honoured Paul's important contribution to the club by naming part of Stamford Bridge after him, with The Canoville Suite being officially opened in 2021. We are delighted that our partnership launch was the first event to be held in the Suite. We will be working closely with his Foundation, ensuring more young people are aware of Fearless.org and the option to report anonymously what they know about crime affecting their community.

# Amplifying campaigns to prevent, report and support

Deborah Waller is from the Central Support Team at Neighbourhood Watch Network...

Crimestoppers, Neighbourhood Watch and Victim Support are the three key national charities working against crime in the UK.

While there is overlap in what we all do, we all recognise that each charity focuses on reporting, preventing, and supporting, respectively. We liaise and work together regularly, strategically, and locally with many volunteers working for more than one of the charities.

Crimestoppers campaigns such as the most recent dog theft, catalytic converter

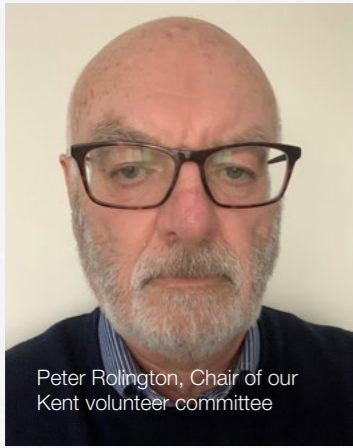
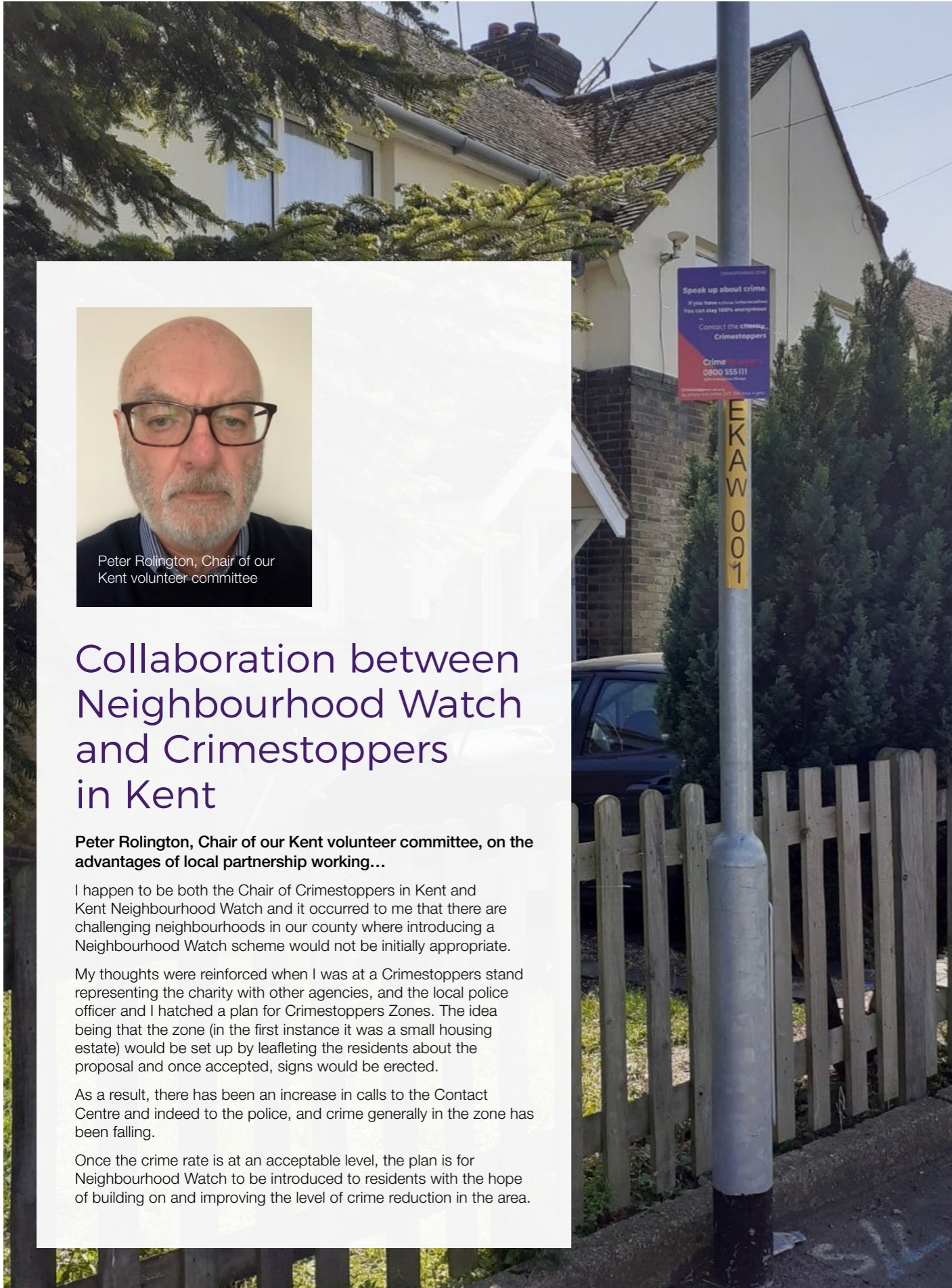
theft and Safe Streets campaigns are designed to generate intelligence that can be used by police to prevent, disrupt, and detect crime.

Neighbourhood Watch is proud to amplify these campaigns, enabling them to reach more people. By championing each other and partnering on campaigns, we ensure people who encounter one organisation can be informed about and access the support offered by the other.

By working together, we provide a wraparound triage service of prevent – report – support, empowering communities to tackle crime.



Deborah Waller, Neighbourhood Watch Network



Peter Rolington, Chair of our Kent volunteer committee

## Collaboration between Neighbourhood Watch and Crimestoppers in Kent

**Peter Rolington, Chair of our Kent volunteer committee, on the advantages of local partnership working...**

I happen to be both the Chair of Crimestoppers in Kent and Kent Neighbourhood Watch and it occurred to me that there are challenging neighbourhoods in our county where introducing a Neighbourhood Watch scheme would not be initially appropriate.

My thoughts were reinforced when I was at a Crimestoppers stand representing the charity with other agencies, and the local police officer and I hatched a plan for Crimestoppers Zones. The idea being that the zone (in the first instance it was a small housing estate) would be set up by leafleting the residents about the proposal and once accepted, signs would be erected.

As a result, there has been an increase in calls to the Contact Centre and indeed to the police, and crime generally in the zone has been falling.

Once the crime rate is at an acceptable level, the plan is for Neighbourhood Watch to be introduced to residents with the hope of building on and improving the level of crime reduction in the area.

## 'One Call Can...' make all the difference

**The theme of 'One Call Can...' was centre stage of a recent campaign, raising awareness of the specific crimes our anonymous information helps solve and prevent.**

In 2020, we heard from 528,000 people, which resulted in more than 172,000 reports being sent to law enforcement. From these, action was taken on 122,500, resulting in at least 25,000 crimes being solved or prevented.

Over the course of three weeks, our One Call Can campaign shared redacted outcome stories on social media and invited the public to share them to further showcase how information we are given makes all the difference in putting a stop to crime and keeping communities safe.



## Silence Won't Stop Violence prompts 15% rise in guns and knives reports



**Our three-week campaign to help tackle serious organised violence saw a 15% increase in reports relating to guns, knives, gangs, and County Lines.**

Instagram and Facebook adverts, along with organic social media, reached over 15,000 viewers. More than 1,500 people visited our campaign page, with nearly 130 people submitting information anonymously through our online form.

## Safe Streets with Neighbourhood Watch and Ring

**Thieves operate all year round, which is why we launched our seasonal acquisitive crime campaign last year, featuring fictional residents on 'Safe Street'.**

Run with Neighbourhood Watch, who offered helpful tips on keeping homes and cars safe from opportunistic thieves, and Ring, who offer smart security solutions to help bring peace of mind, the campaign reminded people that 'Together we can call out crime' against people, our vehicles and, most importantly, our homes.



Lewis Gittins

## New Fearless Youth Panel for vital feedback

**Lewis Gittins, Fearless Youth Panel Member...**

"Working with the Fearless Youth Panel is a pleasure. Influencing the work of the organisation is an experience that will stay with me for life.

"Reporting to Fearless, Crimestoppers or the police is often associated with 'snitching' - this negative connotation is certainly not the case, as reporting these crimes can make your local area a safer place to live."

# Breaking the wall of silence is Crimestoppers' expertise

Crimestoppers knows all about barriers to people giving information. It's why we exist. We understand that, with the best will in the world, there will always be a significant hardcore of people who won't speak to the police. It could be because of fear of reprisals or retribution. It could be because of cultural beliefs within their community or previous experience here or abroad. Maybe the criminals are too close to home, and through loyalty or concern about being found out, it prevents them from saying what they know once a serious crime has occurred.

Our charity gives those people a vital, anonymous option – they can do the right thing to help bring criminals to justice and protect their community and those they love, without anyone knowing how they played a part in the investigation.

**"He was found after a huge 9-day manhunt. The Crimestoppers appeal really helped us ensure our plea to find this dangerous individual was widely seen and heard. It generated significant coverage in both media and social media in the region and further afield. Given the urgency to find him, we were grateful for the charity's support and the speed of their response."**

DI Phil Poole, West Midlands Police

## Rewards are not about rewarding

Last year, Crimestoppers publicised over 40 so-called enhanced rewards with a typical value of around £3,000 to catch someone who is wanted and 'on the run', to a maximum offer of £20,000 to support a murder investigation.

The headline cash reward helps generate widespread publicity in both traditional (broadcast, print and online news outlets) and social media. This helps reach the very people who need to hear about our appeal and encourages some to come forward. It's interesting to note that over the years the number of people who claim those rewards varies from as low as 1% to a high of 7% – thereby proving that the overwhelming majority of people who contact us are purely motivated by doing the right thing.

## Winning over the 20 percenters

Being independent of the police and guaranteeing anonymity offers the estimated 20% of people who would normally be unwilling to speak up, an option. Our reassurance works. It's why we get over 1,500 calls and contacts each and every day. And some of those contacts offer information that is invaluable to investigators, especially police SIOs (senior investigating officers). Those nuggets of information provide law enforcement and other agencies with vital missing pieces of the jigsaw, or can direct them to someone who will be key to gaining essential evidence or preventing further harm.

### A sample of our rewards:

- **£5,000 enhanced reward** appeal requesting information on the sad discovery of a baby's body in a Walsall canal.
- **£3,000 enhanced reward** press release to find most wanted man Lee Martin in September. He was believed to be in the West Midlands region, to be armed and was wanted for suspicion of stabbing and kidnapping a pregnant woman in the Solihull area.
- **Reward and appeal** over the firebomb attack on the home of former Celtic FC Chief Executive Peter Lawwell.
- **£5,000 and a fresh appeal** for information over a racially-aggravated attack on a Bristol NHS worker.
- **A reward and appeal** to help find a man who sexually assaulted a woman in Salisbury.

**"Using Crimestoppers' distinctive profile as a charity to promote rewards for anonymous information is incredibly useful. I'm grateful for their support on a number of recent investigations."**

DI Susie Cairns, Lanarkshire Reactive CID

# Spotlight on suspects hiding in Spain sees Most Wanted fugitive snared within 24 hours



Mark Hallas, Chief Executive of Crimestoppers, speaking at launch

**An alleged drug trafficker from Merseyside was arrested in Spain within a day of Crimestoppers and the National Crime Agency naming him as one of Britain's most wanted fugitives.**

30-year-old Joshua Hendry was caught by an off-duty Spanish police officer in Marbella as he was walking his dog.

The capture came the day after a new campaign was launched to trace and bring to justice 12 of the UK's most wanted fugitives believed to be hiding in Spain.

The offenders, who are all men, are wanted for crimes including murder, large-scale drugs trafficking and supplying firearms and ammunition.

## Close co-operation

The campaign was run jointly with the NCA and supported by Spanish law enforcement. It followed the previously successful Operation Captura campaign which resulted in the arrests of 86 offenders.

Spain is renowned as one of the most popular countries for British ex-pats and the

two nations have a long history of strong law enforcement partnership.

The launch event in Madrid in January was streamed live online and received huge coverage across TV, radio, online and in print media – both in Spain and the UK.

All the men featured on the campaign are believed to have links to Spain or the Canary Islands.

## Gangland murderer

The Most Wanted appeal included offenders such as 27-year-old Callum Halpin who is wanted by Greater Manchester Police for the murder of drug dealer Luke Graham, 31, and the attempted murder of Anton Verigotta.

Graham, a father-of-two, was ambushed and shot dead in a drugs turf war in broad daylight on a street in Ashton-under-Lyne as children played nearby in June 2018.

In July 2019, five men were jailed over the execution.

We're delighted to be working with the NCA and look forward to further appeals in the future.

# THE UK'S MOST WANTED FUGITIVES

Help us find them  
Call Crimestoppers anonymously on  
**0800 555 111**

 **NCA**  
National Crime Agency

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



## Scotland: Nightwatch with Barnardo's helps protect young people from exploitation

Barnardo's Scotland has recently re-launched the Barnardo's Nightwatch Hotline in partnership with Crimestoppers. This initiative supports the fight against child sexual exploitation, providing those who work in the night-time economy with information on what to look out for. It's particularly aimed at workers in pubs, clubs, hotels, takeaway shops, on public transport and taxi drivers so that they can be vigilant and can share their concerns 100% anonymously.

Barnardo's vital work protects, supports, and nurtures the UK's most vulnerable children and young people in our society.

The Hotline is supported by marketing and publicity to raise awareness of the service, and to encourage those who may have information to tell us what they know. To find out more and to see their new animation, [click here](#). It's designed to help workers recognise the risks, and prompt them to report their concerns.



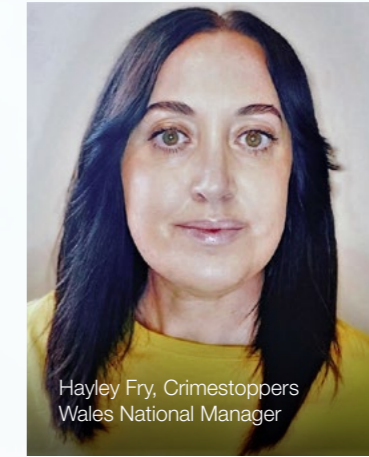
## Northern Ireland: Crimestoppers key role in new BBC1 show Crime NI

BBC1 launched a new show in September 2021 called Crime NI with veteran journalist Wendy Austin and Dearbhail McDonald appealing for the public's help in solving major crimes. The show has led to a number of arrests and boasts strong viewing figures.

Crime NI uses a mix of studio interviews, features and reconstructions. The aim of the series is to provide a vital role in supporting ongoing investigations, helping to identify offenders

and highlighting the work of the Police Service of Northern Ireland.

Members of the public are encouraged to come forward with information they have on the featured appeals, and viewers are being urged to take advantage of the unique opportunity offered by Crimestoppers - as an independent charity not directly aligned with the police - of providing that information 100% anonymously, guaranteed.



Hayley Fry, Crimestoppers  
Wales National Manager

## Wales: My life on the bench

**Hayley Fry, our Wales National Manager, on the process of becoming a magistrate...**

Whenever I thought about magistrates being the court of our peers, it never sat comfortably with me. As a lay person, magistrates prosecute offences of domestic abuse, assaults, criminal damage, minor public disorder incidents, all but the most serious traffic offences, possession of drugs, dangerous dog offences, offences of dishonesty and commercial burglaries. And let's not forget that magistrates also hold preliminary hearings for more serious crimes. I think you would agree that sounds challenging for any volunteer, given that's what magistrates are.

My journey into the magistracy started back in 2017 when I was reading an article that spoke about the makeup of the current benches. Civil servants, retired teachers, doctors, and university lecturers. I could not help but think that these are not fully representative of the wider communities they serve. That's when I applied to become a magistrate. The process took just over 12 months from application to several interviews.

### The challenge of being different

I became a magistrate at the age of 38 and, on paper, I did not fit in. The most obvious difference was my relative youth, along with the fact I was not a civil servant or retired. Personally, it was a challenge. We are a bench of three and my voice was equally as important as those of the other two magistrates.

I have been sitting now for five years and I am pleased that things are changing. Recruitment is now advertised outside government buildings. The similarity of my role as Crimestoppers Manager for Wales and my volunteering role as a magistrate is that I am working for the seldom-heard communities. Those that polite society forgets. Those that would not call the police to report a crime or ask for help in times of need and therefore end up in criminal court. In both my roles I strive to do my utmost to be inclusive to all.

“I have seen a lot of schemes, and projects, initiatives and programmes over the past 25 years reporting and researching crime and justice, and I’m not convinced many would stand up to scrutiny and provide the much-needed service this one does.”

Danny Shaw, Senior Associate at Crest Advisory

### Crimestoppers represents “extraordinary value for money” says ex-BBC correspondent during Annual Dinner speech

After a 2 ½ year gap due to pandemic restrictions, the Crimestoppers’ Annual Dinner returned on 17th November with over 80 guests in attendance representing a range of partners from law enforcement, government, business, charity, volunteers, and the media.

Held at Gray’s Inn, one of the four Inns of Court in central London, guests enjoyed great food and wine courtesy of the event sponsor, the global software group Altia.

In his speech on the night, our Founder and Chair, Lord Ashcroft, spoke of his pride at the dedication, resilience and mental fortitude shown by the Contact Centre team in dealing with an ever-increasing and often harrowing workload. He singled out the fact that, as key workers, they turned up for work each and every single day throughout the pandemic, meaning that not once was our service unavailable.

Our after-dinner speaker, Danny Shaw, award-winning former BBC Home Affairs Correspondent, reflected on how his experience as a victim of crime in his late teens, although some 40 years ago, remains as fresh in his mind as though it were yesterday.

Danny praised our charity’s unique service, stating that Crimestoppers works. It is proven because of the thousands of pieces of information provided to police and other agencies that have given them leads in investigations or helped solve crimes. He said that for £6 million per year, of which only a proportion is taxpayers’ money, Crimestoppers represents extraordinary value for money on any analysis.



## Abuse of shopworkers rising, prompting ShopKind campaign to customers



Edward Woodall, Association of Convenience Stores

**With 400 shopworkers being abused everyday across the UK, Edward Woodall from the Association of Convenience Stores discusses why #ShopKind has been so important...**

In local convenience stores there were over 40,000 incidents of violence and 1.2 million acts of verbal abuse reported in the last year.

Sadly, over the last few years, when shopworkers faced more pressure than

ever to serve their communities and feed the nation, the prevalence and severity of violent incidents increased. These shocking statistics were the basis for joint Government and industry action to tackle violence and abuse against shopworkers through a new campaign – ShopKind.

ShopKind is a consumer and colleague-facing campaign, funded by the Home Office and co-ordinated by my organisation ACS (the Association of Convenience Stores), to bring the whole retail sector together to positively address the growing problem of violence and abuse against shopworkers.

### Changing behaviours

The aim of the campaign is to encourage positive behaviours in shops, acknowledge the important role of shopworkers and raise awareness of the scale and impact of violence and abuse against shopworkers. This is an issue that Government and industry have long tussled over, with retailers wanting to see increased and consistent protection in law across the UK for shopworkers and better resources for police to tackle retail crime violence.

The ShopKind campaign provided a way for Government and industry to come together and act through a positive, Government-endorsed message addressing the shared challenge.

### Campaign success

Phase 1 saw ShopKind secure widespread broadcast coverage across national and regional radio stations, and was also featured on Sky News, with an interview including retail industry leaders and trade bodies. Consumers and the media alike appreciated the positive ‘ShopKind’ message. Phase 2 focused on social and regional media ahead of the busy Christmas period.

Government Ministers such as the Home Secretary and the Small Business Minister endorsed the campaign as well.

ShopKind’s support continues to increase, with over 130 retailers, business groups and police forces backing the campaign and sharing the important ShopKind message.



## Fundraisers and our charity supporters

Our charity partnerships help us achieve our goal of keeping communities safer. These also include the 17 people who chose to run the London Marathon for us, raising more than £40,000.

In addition, the Bestway Foundation, the Peacock Trust, the John Swire Trust, the Henry Hoare Charitable Trust, the Adint Charitable Trust, the Emerson Foundation and the Sir John Beckwith Charitable Trust are some of our long-term supporters.

This year, we have formed many partnerships to tackle violence against women and girls. We have also been supported by local Trusts and Foundations such as the Mather Family Trust, the London Freemasons, the JR Corah

Foundation, the TC Haywood Charitable Trust, the William Webster Trust, the Prince Phillip Charitable Trust, to name a few.

The 29th May 1961 Trust and the Ingram Trust have been valuable long-term supporters of our Fearless project, helping to keep our young people safer. If you would like to become a charity partner or fundraiser, to help us in our work, please do not hesitate to get in touch for further information.



# Crimestoppers for corporates.

Our charity supports organisations to protect your brand and business.

We provide many services including:

- Whistleblowing lines
- Crime reporting lines
- Sharing information on crime
- Crime specific marketing campaigns

Work with us to help keep your business and customers safe.

Contact [development@crimestoppers-uk.org](mailto:development@crimestoppers-uk.org)

[crimestoppers-uk.org](https://www.crimestoppers-uk.org)

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

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

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

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

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

Find out more about our work.

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

**CrimeStoppers.**

**0800 555 111**

100% anonymous. Always.

[crimestoppers-uk.org](https://www.crimestoppers-uk.org)

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