

# Helping our corporate and business partners to tackle wrongdoing



Crimestoppers works with organisations to give people a chance to speak up about crime and wrongdoing.

**Our 100% anonymity guarantee gives people the peace of mind that they can speak up and stay safe.**

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

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

# Almost 40 years on the frontline

For nearly 40 years we have supported the public, businesses and their employees to speak up safely about wrongdoing.

As an independent charity, we're able to provide a highly trusted reporting service through which those who choose to contact us can report concerns completely anonymously.

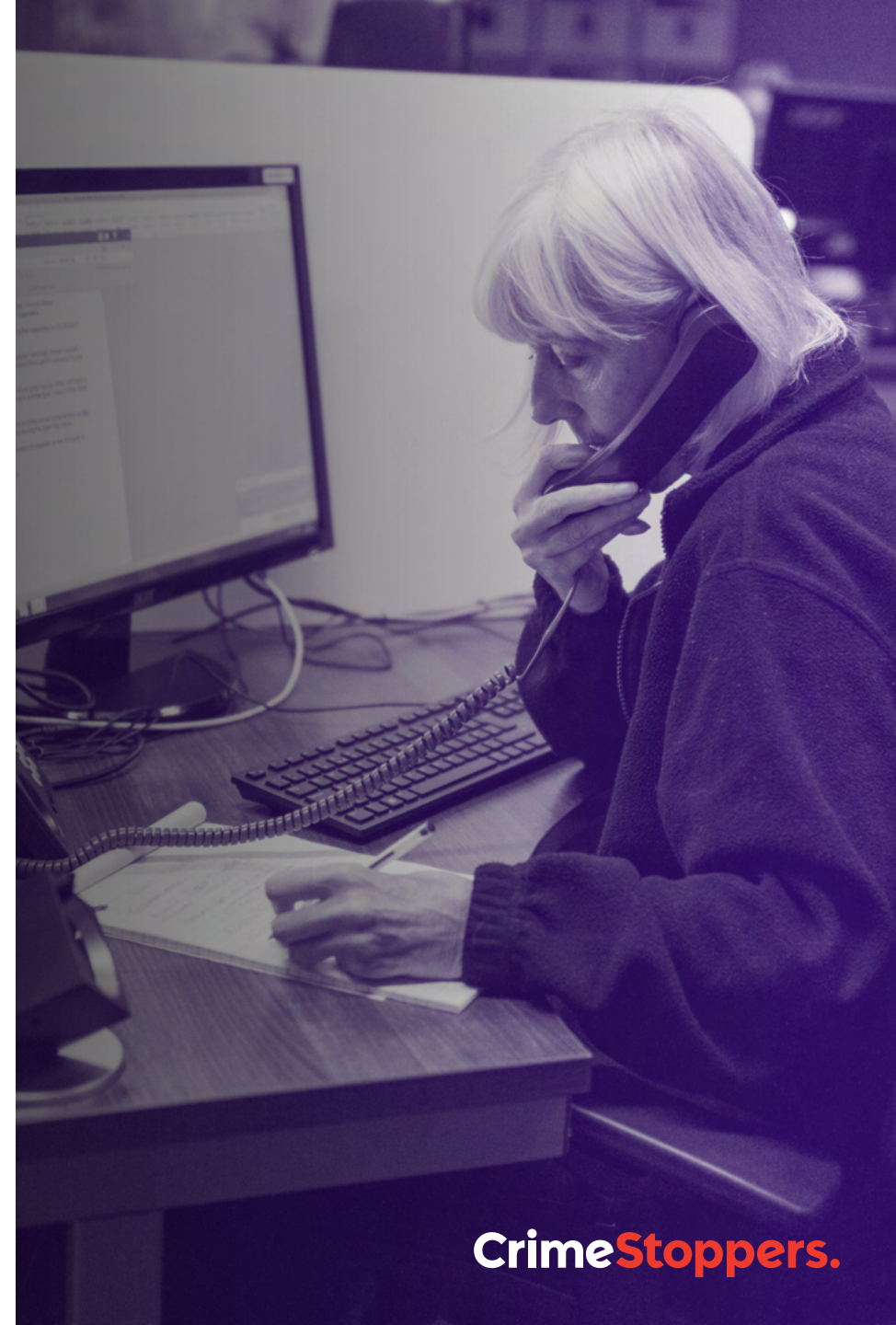
We help protect employees, organisations and industries, consumers, families and whole communities.

People talk to us safe in the knowledge they can speak up without fear of reprisal, retribution and exclusion.

Behind each statistic there is inevitably a human story and a personal cost as a result of wrongdoing.

**Crimestoppers guarantees a safe haven to report wrongdoing 100% anonymously.**

**Together we really do make that difference.  
Are you ready to join us?**



# 100% anonymous. Always.

## Our partners

Our service is free-of-charge to all members of the public in the U.K. and accessible over the phone or online.

Each day almost 2,000 people contact Crimestoppers with information on crime and wrongdoing.

We support and work with nearly 100 partners: entire sectors, government agencies, commercial organisations, trade associations and not-for-profits.

Crimestoppers supports all police forces and law enforcement agencies in the UK.

## Crimestoppers guarantees:

- All those who contact us remain 100% anonymous
- Independence and impartiality
- Operating 24/7, 365 days of the year
- Highly trained and experienced Contact Centre staff
- Prioritisation of performance management and security (certified to ISO 27001 standard)
- Our dedication and commitment to the public and our partners, which include government and commercial organisations.



# Speak up. Stay safe.

**CrimeStoppers.**



# We have multiple services and solutions to meet your business safeguarding needs

We offer a multi-faceted approach to uncover and deter wrongdoing, both within your organisation and across your extended supply chain. The Crimestoppers service portfolio helps business leaders to identify and address issues which affect their organisations.

## Our expert teams will help you:



**Develop business resilience** against the threat of crime from internal and external sources.



**Develop trust with hard-to-reach audiences** utilising public trust in the Crimestoppers brand.



**Network and learn from our key stakeholders** from government, business, the public sector, and trade bodies.



**Assist organisations in supporting their employees** by demonstrating commitment to their welfare and giving them the confidence to report wrongdoing and crime without fear of reprisals.



**Understand crime trends** affecting your business and sector through our information sharing services.



**Enhance reputation** through working closely with the Crimestoppers brand and aligning with our work.



**Engage with exciting CSR activity** to support employees, customers and communities.



**Protect financial position** by preventing and detecting crime that hits the bottom-line.

Our tailored approaches deliver real returns.

# How we support our business partners



**Employee reporting lines**



**Industry reporting lines**



**Information sharing**



**Campaigns**



**Intellectual Property**



**Corporate Social Responsibility**



**Fundraising**



**3rd party partnerships**



**Networking events**



# Campaigns

Crimestoppers helps raise awareness about crime and wrongdoing - regionally and nationally.

Crimestoppers' campaigns are a vital tool for raising awareness of crime and wrongdoing, often involving a specific call-to-action for information. We have strong brand recognition and trust as a wholly independent service which guarantees the anonymity of all those who contact us.

Over the past twelve months we have worked with partners from different sectors on a range of specific crime and wrongdoing concerns. Working closely with our Marketing Communications team, we design short-term campaigns (typically six weeks) and ones that are ongoing. Below offers a glimpse of a range of recent campaigns:

- **Safer neighbourhoods** - Ring
- **Counterfeit goods** - Amazon
- **Romance fraud** - City of London Police
- **Coastal crime** - Border Force
- **Electoral fraud** - Electoral Commission
- **Illegal streaming** - Sky
- **ATM theft** - Link ATM, Safercash
- **Drug smuggling** - National Crime Agency





# Information sharing

Crimestoppers receives information and intelligence through the 0800 555 111 phone line and our online service.

When this information relates to a specific named business, we can share this information to help them tackle criminal threats targeting their business, customers and communities.

These reports often provide information that would otherwise go undetected relating to wrongdoing, including fraud, drugs, theft etc., and also provide valuable insights into crime trends.

## B&Q

“As a major UK DIY retailer, B&Q always look to forge partnerships with law enforcement bodies and Crimestoppers is a natural extension of this process. Throughout our partnership, Crimestoppers has provided actionable information to B&Q in relation to persistent problematic thieves and organised groups who target our business, along with very useful information regarding where these criminals dispose of stolen property.

“Utilising our bespoke Crime Centre and trained staff, we use this information to work closely with the police, bringing offenders to justice and saving our business money.”

**Simon Moss, B&Q National Security and Commercial Stockloss Manager**





“Morrisons and Crimestoppers have worked in partnership for over a decade; in this time the information passed on to us has proved useful in protecting our staff, business and customers.

“More recently we have branded a number of Morrisons CCTV vans with the Crimestoppers call to action, to further promote our close working partnership, and we are really pleased to report that as a result of doing so we have seen the number of pieces of information we receive go up by over 50%.

“This enables us to identify more crimes that impact us, and to keep our business, colleagues and the communities we operate in safer by taking the appropriate action.”

**Carl Probert, Corporate Protection Manager – Investigations,  
Wm Morrison Supermarkets Limited**



**CrimeStoppers.**



# Employee reporting lines - online and phone.

Employee reporting lines are a fundamental defence for organisations in protecting their business interests and staff from wrongdoing and criminality.

The guarantee of 100% anonymity is important for many people who would otherwise remain silent. Crimestoppers supports organisations in targeting their messages to educate and engage their employees.

Proactively account managing our partners, we always seek to understand the requirements of organisations before making recommendations.

Our highly experienced team supports the differing needs of businesses, government bodies, law enforcement and trade bodies – from those operating in a single office, to multiple sites including home working; suppliers, sub-contractors and temporary staff.

## Key features:

- Telephone and online reporting channels
- 24/7, 365 days a year
- Multi-lingual translation
- Anonymous two-way communication online
- Marketing collateral (standard template poster & digital asset)
- GDPR compliant and ISO 27001 certified
- Highly experienced Contact Centre staff with cognitive interview training



Thames Water is just one of the clients for whom we provide an internal reporting line guaranteeing anonymity to everyone wishing to protect their identity.

# FRS SPEAK UP

0800 022 3818  
frs-speakup.co.uk

The 2022 Independent Culture Review into the culture of the London Fire Brigade, chaired by Nazir Afzal OBE, found that staff were afraid to speak up about negative experiences within the service. Subsequent press reports suggest that this fear is widespread across Fire Services nationally, and a report by His Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS) recommended that all Fire Services in the UK provide their colleagues with an independent route for every member of staff to be able to securely report concerns.

We at Crimestoppers now offer all Fire & Rescue Services across the UK the opportunity to join our bespoke confidential and anonymous reporting service.

We have one national 0800 number and one online reporting form that all participating services can use. This means that staff at all those services can feel secure in the knowledge that they can report any concerns and remain 100% anonymous, and every Fire & Rescue Service can be assured that we only share the information relevant to them with them.



Providing a safe space to speak up when something isn't right.

- Discrimination and harassment
- Misogyny and violence against women and girls
- Health and safety breaches
- Fraud and corruption
- Poor or unsafe working practices

Online or on the phone,  
anonymous or confidential.

**FRS SPEAK UP**

Powered by  
**Crimestoppers.**



# Industry reporting lines

Crimestoppers is increasingly supporting partnerships seeking to communicate with the general public through a combination of our reporting and campaign services.

Organisations recognise that they aren't always best positioned to speak directly to the public or specific audiences. This might be due to public perceptions of their business activities, an innate mistrust of contacting organisations and institutions such as their own, or very limited experience of our specialist area of communications.

All our partners come to Crimestoppers because they have a business problem or issue they need to address.

We support the entire gas and electricity industry in meeting their obligation to protect customers by reducing and detecting meter tampering and large-scale energy extraction.

We work with the car insurance industry in their fight against false insurance claims.

We set up Crimestoppers COVID Fraud Hotline for the Cabinet Office to tackle criminals exploiting the different government loan schemes.



## Counter Fraud Authority

“Crimestoppers is an important contractor to NHSCFA and its telephone reporting line is one of the key channels for informing us of suspected frauds against the NHS, in addition to our online reporting tool and the work of local counter-fraud specialists.”

**Richard Hampton,**  
**Head of Intelligence & Fraud Prevention,**  
**NHS Counter Fraud Authority**



Stay Energy Safe is a service through which people can report their suspicions of energy theft, and we have seen year-on-year growth in the reporting of this crime. Each report is passed on to the relevant energy supplier, so that they can ensure the meters in question are safe, and not posing a risk to the householder, business or surrounding community.

We heavily promote the dangers of energy theft, along with the signs to look out for, to help people understand that this is a crime that can pose serious risks to health and life and to help deter the activity.

Working together with the energy sector to keep individuals, communities and businesses safe.

## FireStoppers.

FireStoppers is a reporting service that is available to Fire Services across the UK. It is a service that is viewed by the His Majesty's Inspectorate of Constabulary and Fire & Rescue Services, Police and Crime Commissioners, local councillors and land owners, amongst others, as an important and positive tool in a Fire Service's fire reduction and deterrent strategy, with many Fire Services now promoting FireStoppers as part of their everyday marketing and communications.

Through its telephone and online reporting channels, and successful promotion by Fire Services across their regions, FireStoppers has helped achieve many positive outcomes for our Fire Service partners.





# Intellectual Property

Crimestoppers is a unique organisation with over 85% public recognition. We are trusted by the general public; our services are valued and used by all law enforcement agencies and nearly 100 public and private sector businesses.

Our partners recognise the power of an association with the Crimestoppers brand.

We work with banks, the energy industry, insurance, sporting bodies and government institutions – all of which see the bottom-line benefits of their association with us.

Our brand can be used in licensing partnerships. For example, we are working closely with Ring and share their commitment to protect people in their homes. When they were a new market entrant to the UK, they recognised the value of a partnership with the Crimestoppers brand to build consumer confidence and they continue to do so.

The Ring logo, featuring the word "ring" in a lowercase, sans-serif font with a blue dot above the letter "i".

Working in partnership with

**CrimeStoppers.**



# Corporate Social Responsibility

Corporate Social Responsibility lies at the heart of Crimestoppers' activity. As a charity we seek to protect all communities from crime through our anonymous reporting services. Our impact speaks for itself. Each year we receive over **700,000** reports on crimes that might otherwise go unreported.

Our strong performance in the prevention and detection of crime helps keep communities safe from the emotional and often traumatic impact of criminal activity on their lives.

## **We tackle real issues affecting many people's lives including:**

- Domestic abuse
- Modern slavery
- Human trafficking
- Fraud
- Theft and acquisitive crime
- Counterfeit products
- Child sexual exploitation
- County Lines
- Knife crime
- Bullying, misogyny and racism

#SilenceWontStopViolence



# 3rd party partnerships

We are delighted to have the opportunity to work closely with other organisations sharing the same values, crime concerns and commercial interests as us.

We are keen to speak to organisations where benefits can be achieved, from amplifying comms to reach new audiences, and sharing prospects to talk about complimentary products and services, which will benefit both parties in respect of CSR, profitability and colleague and community safety.



“Esri was founded to help solve some of the world’s most difficult problems. Across our Public Safety customers like UK emergency services, that means helping our users fight crime, reduce risk and protect the public using a geographic approach.

“By partnering with Crimestoppers in their crucial work in collecting and sharing anonymous crime reports with the right police force or fire service in a timely manner we are helping our users get actionable information so they can do their important work keeping people safe.

“As a result, the value of geospatial data and the geographic approach is being better understood by the emergency services, our users are having greater effect in keeping our communities safe, and we are helping a hugely impactful charity deliver more impact and solve difficult problems.”

**Chris Gardiner, Head of Sector – Public Safety, Esri**



“Vivastreet’s number one priority is the safety and wellbeing of our customers, and we are proud to work with Crimestoppers to ensure that our users can anonymously report any safeguarding or welfare concerns they have about anyone on our platform.

“Our partnership with Crimestoppers further strengthens our safety and security measures, and allows us to take advantage of their unique expertise in reporting and solving crime.

“We share a vision with Crimestoppers of making our communities safer, and our work together will help keep our customers and wider society safe from those who seek to exploit our platform.”

**Will Bandy, Head of Safety & Compliance**



**BeStreamWise.com**

“BeStreamWise.com, which includes both Sky and Crimestoppers as partners, is a new platform highlighting the risks involved in illegal streaming, and helping consumers safely find content they love. Since the campaign launched, there has been an 80% rise in online reports relating to piracy, and key to its success is working in partnership.

“Having the support of a trusted, recognised authority like Crimestoppers makes people sit up and pay attention, whilst also providing a platform for people to anonymously report suspicious behaviour.

“This shows partnerships, cutting-edge tech and targeted campaigns improve the public’s understanding whilst challenging those who are culpable for online piracy.”

**Matt Hibbert, Director of Anti-Piracy at Sky**



# Corporate networking and events

Whether you're looking to manage your brand reputation, engage with the community, build employee goodwill or gain a commercial advantage, Crimestoppers can help.

## **Networking**

We host networking events throughout the year with the aim of bringing us and our partners closer together. Our partners find these very beneficial as they facilitate dialogue with other organisations, across sectors, that share similar concerns and opportunities to learn.

The networking events enable us to share and celebrate successful partnerships and cultivate long-lasting relationships that improve the wellbeing of our businesses and local communities.

## **Sponsorship**

Each year we run a number of flagship events involving senior figures from policing, law enforcement, government and business leaders from multiple industry sectors. We have a range of sponsorship options available.

## **London Marathon, Great North Run and fundraising**

Our golden bonds events like The London Marathon and The Great North Run give you and your staff the chance to get involved in one of the nation's key calendar events, and raise money for a very worthwhile charity.



# Helping people report wrongdoing is our business.



**David Crawley**  
Director of Business  
Growth and Fundraising



**Ruth McNee**  
Head of Business Growth  
and Fundraising



**Annette Booyen**  
Account Manager



**Katie Powell**  
Account Manager



**Kristina Jusyte**  
Network Engagement  
Manager

We'd like to talk to you about how Crimestoppers can work with your business to address wrongdoing concerns.

**E: [Development@crimestoppers-uk.org](mailto:Development@crimestoppers-uk.org)**

**W: [www.crimestoppers-uk.org](http://www.crimestoppers-uk.org)**



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

Crimestoppers Trust is a registered charity.  
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