

Impact plan report: Crimestoppers in the West Country Quarter Four Year End January - March 2021

For over 30 years Crimestoppers has helped people who want to stop the crimes that hurt them, their family, and their community.

Our anonymous service gives them the opportunity to speak out when their personal circumstances could silence them.

Crimestoppers' role is unique and independent of the authorities. Our promise of anonymity really makes a difference:

- To those who contact us, who have nowhere else to turn
- To the victims of crime who see justice done, and
- To communities who are safer.

The following report outlines our activities, indicators and outcomes and our progress towards achieving these, together with explanations for changes and highlighting the key challenges for Crimestoppers during Oct - Dec 2020.

Outcome 1

Crimestoppers are known by the public in the West Country as providing a safe and anonymous way of reporting information about crime.

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What difference does this make?	Indicator	2018	2019	2020 Target	Q1 Actuals April – June 2020	Q2 Actuals July – Sept 2020	Q3 Actuals Oct – Dec 2020	Q4 Actuals Jan – March 2021
Crimes in the West	Number of calls and online	3085		Maintain 3000 per	753 Reports disseminated	769	714	997 Year end
Country are	reports	actionable		annum.	in April 2020 took a			3290 = 7 %
prevented	received from	pieces of			'hit' from COVID-19			Average 257
and solved.	West Country.	information			but are showing signs			month
					of recovery.			
Communities								
are safer		Delivered 10	Planned	Maintain	1) Fraud campaign	Keep	Local	Local appeals
from crime		campaigns	WWYD x 2,	reach across	with Bristol Water	Bridgwater	appeals	include
and there	Results of	Taxi,	County lines,	the counties	went on social media	safe campaign	using social	Musgrove
are fewer	public	Doorstep	Economic	and with	and on cards to	rolled out in	media	Tyre
victims.	awareness	crime, knife	Crime, CSE,	partners	vulnerable people via	partnership	included	slashings,
	campaigns	crime, county	MDS		Bristol Water and	with police	reward	High value
Community	delivered in the	lines, WWYD			many community	and council.	appeals for	burglary
intelligence	West Country.	x 2, Drink			support networks	Ad messaging	targeted	Redland, re-
results in		drive, illegal			starting in March and	had higher	elderly	appeal racial
fewer victims		money			ongoing. There was	than average	Thornbury	assault
of		lending,			an 80% increase in	click through	couple and	Southmead,
unintentional		fearless, cop			fraud reports to	to	robbery in	Road rage
harm.		shop			Crimestoppers	Crimestoppers	Whitchurch .	West
					compared to	website.	(art work	Somerset .
Through the					April/May/June 2019	Community	below)	
promise of					and a 100% increase	engagement	1406	Callina and
anonymity,					in positive outcomes.	ongoing	MDS	Call to action
communities					Artwork attached.	although	messaging	messaging

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can stand up	Campaigns	hampered by	supporting	for DA, CL,
against crime	1) Reward appeals for	Covid19	Op Aidant	Drugs, Fraud,
and	local crimes which	restrictions.	with a	Organised
criminals.	affect communities		steady	Immigration
	including rural	DA campaign	number of	Crime, car
	commercial break-ins	in progress	reports into	crime
	in Somerset, arsons in	with	cs	
	Frome and theft of	messaging on	maintaining	Using radio,
	engagement ring	pharmacy bags	100%	social media,
	Bath.	and digital	increase in	leaflets,
		/social media	Q2 and Q3.	sharing with
	2) Keep Bridgwater	messaging. To	Art work	partners,
	safe campaign in	date 125%	below .	ambassadors
	partnership with the	increase in		and
	SOC community	reports to	Ongoing	supporters .
	coordinator and	Crimestoppers	community	
	Sedgemoor police and	over summer.	radio	Rural Crime
	council. funding		appeals.	campaign
	received. Campaign in	Local appeals		about to
	progress now	using social	Rural Crime	launch.
	lockdown relieving	media	campaign is	
	and will include ad	included	ready to go	Modern
	messaging/radio/print	reward	but needs	slavery
	media such as	appeals for	face to face	campaign for
	coasters and posters	violent hate	so waiting	op up
		crime incident	for	brothels in
	3) Domestic Abuse –	in Southmead.	lockdown.	progress.
	MOJ funding received	Colston Hall	(Art work	
	for digital, print and	statue damage	below)	

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radio campaign in	– most wanted		Ongoing
partnership with	listing		hate crime
Bristol/North	resulting in 5	Bystander	campaign
Somerset and	arrests.	Hate crime	with car
Somerset.		campaign	freshners
	Ongoing	started and	and social
4) Communitea on	community	is ongoing	media .
Train – spring dates	radio appeals.	with social	
were set but all now		media and	General
postponed.		air freshners	awareness o
		for cab	the CS
5) Community radio		drivers and	messaging
idea appeals – 3		council and	through prin
months / 6 appeals –		water	media such
on local and		operatives .(as Bristol
community radio. on		art work	voice and
local crimes and		below)	Pukka Bath.
general appeals such			
as county lines			
			Port safe
6) Rural crime			campaign
campaign funding			starting May
won - in early stages			2021
starting with focus on			
hare coursing a SOC in			Keep Yeovil
rural areas.			Safe
7) Continuing to			campaign
cascade head office			starting June
lead campaigns			2021

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			through digital and social media – including DA, Fraud, MDS			WWYD Campaign Taunton and West Somerset starting Autumn 2021
More pe engage v Social Mo sites	vith Zero	300 Twitter 100 Facebook	267 Twitter followers 309 Facebook followers with some posts shared thousands of times.	272 Twitter followers 400 Facebook followers	344 Twitter followers 430 Facebook followers	344 Twitter followers 477 Facebook followers
Presenta result in commun and part understa more abo Crimesto	the presentations ities With 100% positive feedback:	Deliver 12 presentations per annum with 90% + positive feedback.		Presented on zoom to BaNES compassionate community webinar.	Virtual presentation to Housing officers South Bristol Virtual presentation to community workers Bristol	Virtual presentation to Severnside community rail , Banes interagency meetings, Bath racecourse , TV licencing, anti slavery partnership,

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					Virtual	economic
					Christmas	crime group.
					Quiz	
						Quiz evening
Outreach	12	12	Due to Covid 19 all	Covid 19 still	91 articles	138 articles
events result in	Community	Community	community	restricting this	worth	worth
communities	events	events	engagement has been	but 356	£290,483.30	£75,256
understanding	including		through social media	articles in the		Total year
more about	Communiteas		and digital and print	media worth		£746,444.64
Crimestoppers.			media.	£352,758		
			12 articles in the			
			media worth £28,000			

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What difference does this make?	Indicator	2018	2019	2020 Target	April – June	July – Sept	Q3 Actuals Oct – Dec 2020	Q4 Actuals Jan – March 2021
The main objective of this programme is to look at how children and their families can make their community a safer and better place to be in, and to help them make an informed choice when faced with difficult challenges or decisions.	Number of schools taking part in the West Country's flagship campaign 'What Would You Do ?' to reach into communities	10 in Bristol and North Somerset	8	To reach into Sedgemoor and South Glos.	Covid19 all WWYD? programmes have been postponed until Autumn.	has just started in North Somerset with South Glos and	all behind schedule due	summer with next one funded in Taunton and West Somerset du
Details of how the charity Crimestoppers works and the promotion of the	Number of children taking part in 'WWYD?'	600	500	500			200	to start in Autumn 202 250

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0800 555 111 telephone number is an important part of	Number of people attending showcase	1000	800		Virtual online events planned
this project.	Reach of campaign through community engagement.	3000 +	2500+		2500+
	Increased % children taking part in WWYD? knowing how to contact Crimestoppers. Increased % children feeling more confident	90% of children who have taken part in this programme know the Crimestoppers phone number 0800 555 111 by memory compared with 1% before the programme started.	85 % of children who take part in this programme knowing the Crimestoppers phone number 0800 555 111 by memory compared with 1% before the programme started. 80% of children who take part		

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	about reporting crime after WWYD?	85% of children who have taken part in the WWYD programme now feel more confident about reporting crime		in the WWYD programme feeling more confident about reporting crime				
Through the promise of anonymity, young people are empowered to stand up against crime and criminality.	Fearless Train the Trainer Sessions delivered across the West Country		3 planned	delivered throughout the West Country	3 fearless zoom sessions delivered to professionals working with young people			
Crimes in West Country are prevented and solved.	Materials downloaded from the website for schools in the West Country.	1 download	3 downloads	across the West Country	funding received and fearless packs	funding there are 100 fearless education	downloaded from website and 100 education	2 resources requested from website but many police downloading

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Young people & communities are safer from crime and there are fewer victims.					schools.	ľ		and printing their own.
Young people are aware of crime and its consequences; how it affects them and their communities and what further support is available to them.	Increase in young people following and liking Fearless on social media – National Figures	Twitter 3,306 YouTube 25,496 Facebook 4,112 Instagram 115	Twitter 3,585 YouTube 28,995 Facebook 4,171 Instagram 218		4,488 Instagram 1,968 Twitter 5,619	Instagram 3108 Twitter 6077	4741 Instagram 3774 Twitter 6259 YouTube 52,675	Facebook 4797 Instagram 4026 Twitter 6413 Local facebook followers 466 Local twitter followers
	Increase in people visiting the	421 users 404 new users	2,867 users	67 fearless.org website sessions		fearless.org		100 Fearless visits

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Fearless.org wel	bsite 00:01:09	2,773 new			Year total
from the West 0	Country average time	users			366
	on site	00:01:35 average time on site			

	Crimestoppers o	ontribute to part	ners clear-up rat	Outcome 3	of assets, drugs a	and weapons in t	he West Country	
What difference does this make?	Indicator	2018	2019	2020 Target	Q1 Actuals April – June 2020	Q2 Actuals July – Sept 2020	Q3 Actuals Oct – Dec 2020	Q4 Actuals Jan – March 2021
Crimes in the West Country prevented and solved. Communities are safer from crime and fewer victims	Actionable information from Crimestoppers intelligence	3085		Maintain 3000 per annum.	753 Local reward appeals on social media and radio on arsons to delivery vans in Southmead, rural crime	769 Actionable reports See attachment showing the breakdown 46% Somerset 32% Bristol	714 Actionable reports See attachment showing the breakdown 44% Somerset 35% Bristol 19% North	Q4 997 Year total 3290 Conversion rate 37 % average
Community intelligence					thefts in Somerset,	20% North East	East	This year 6 Firearms, 54

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individuals and communities can stand up against crime and criminals.					reports.	(Firearms) and 17 that included Possession of Weapons (Knives/Other).	outcomes
Police use							
Crimestoppers as a tool to							
improve							
engagement. o	Positive putcomes from Crimestoppers ntelligence	1220		353	202	284	Year end 1405 (=15%)
А	Arrests and charged using	30	35	75	54	22	Q4 34 185 Year end + 118%

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Crimestoppers						
intelligence		 				
Street Value of	£4970		£4500	£1000	£1,002,850	Q4 £4150
Drugs						Year end
recovered using						£1,011,500
Crimestoppers						
intelligence						
Value of stolen	£1500	Police		Not recorded	Regular	Continued
property		Intranet			requests from	regular
recovered from		Information			officers to help	requests from
Crimestoppers					with localised	officers for
intelligence		Senior			crime appeals .	local crime
Police in the		Investigating			See below	appeals such as
West Country	Number of	Officer			examples.	Musgrove Park
increasingly	appeals?	briefings				Hospital NHS
engage with						workers tyres
Crimestoppers				Officers		slashed ,
when appealing				approached		burglaries, anti
for information				Crimestoppers		social
	Country Lines,			for help in		behaviours and
Awareness of	Knife Crime,			reaching out		dangerous and
Crimestoppers	Modern Day			to		car crime . see
to Police	Slavery, Child			communities		examples
	exploitation,			for intel in		below with
Police	Drink Drive			relation to		social media
approaching				Colston Statue		reach figures .
Crimestoppers				crime and		
as partners in				Hate crime in		
campaigns				Southmead.		

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Outcome 4

Volunteers and Ambassadors are actively engaged in reducing crimes within their local communities by fundraising for Regional Managers post and assisting with campaigns.

What difference does this make?	Indicator	2018	2019	2020 Target	Q1 Actuals April – June 2020	Q2 Actuals July – Sept 2020	Q3 Actuals Oct – Dec 2020	Q4 Actuals Jan – March 2021
Crimes in	Campaigns aligned to	Doorstep	What		WWYD?	Continued use of	Continued use of	Continued
the West	partners crime	crime-	Would		campaigns	digital and social	digital and social	support via
Country are	concerns /issues	Bristol	You Do?		postponed.	media during	media during	virtual
prevented		Water	South		New	Covid19	Covid19	meetings
and solved		What Would	Glos.		campaigns			with the
		you Do –	Council		in progress		Quiz and Christmas	committee.
		North		Overall	with	No fundraising	card sales	
	Local volunteers	Somerset	What	increase in	Sedgemoor	events but plans	successful.	Excellent
	make a positive	Council?	Would	volunteer	council and	for Quiz and		engagemen
Communiti	difference to their	Fearless	You Do?	led events	Safer	Christmas card	Continued support	t with
es are safer	local communities.	Station	Sedgemo	across the	partnership	sales progressing		councils,
from crime	Measured by number	Mural-	or District	West	s across the	well.		community
and there	of events supported	Severnside	Council	Country	region			safety
are fewer	by volunteers and	Community			focussing on			department
victims	ambassadors.	Partnership			Domestic			s, domestic
		Taxi – Bristol			Abuse,			abuse
Community		Business			Rural Crime			services,
intelligence				30	and Serious			police

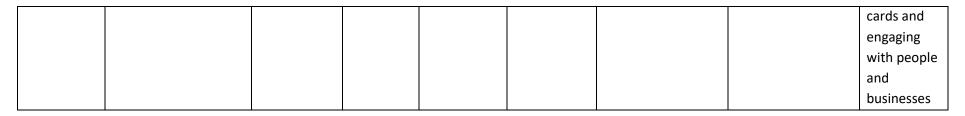
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results in		Improvemen			Organised			department
fewer		t Team			crime.			S,
victims of								Severnside
unintention					Community			Community
al harm					engagement			railway,
					and			Bristol
Through		Christmas			fundraisers			Business
the promise		Party			postponed			Improveme
of		Golf day			due to			nt Team
anonymity,		Twelve			Covid19			and Bristol
vulnerable		CommuniTe						Water,
individuals		as						Unique
and		Two WWYD						Voice and
communitie		showcases						Ports to
s can stand								raise
up against		25						awareness
crime and								and help
criminals								communitie
								s speak up
								and report
							0	crime .
	Number of	Chair,	Chair,	Chair,	Chair,	Static but progress	Static but	Static with
	committee positions	Secretary,	Secretary,	Secretary,	Secretary,	towards recruiting	continued progress	new
	held	Treasurer	Treasurer	Treasurer	Treasurer	from	towards recruiting	members
		plus other	plus other	plus other	plus other	www.sariweb.org.u	from	being
		volunteer positions	volunteer positions	volunteer	volunteer	k/	www.sariweb.org.u	considered
		μοδιτίστις	positions	positions to	positions.		k/	
				include	Volunteer			

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			fundraiser and youth social media	awards – see below.			
initiative ons give material Fund rai initiative Regiona	circulated. circulated. s s s s s s s s s s s s s s s s s s s	unteers o their nmunitie	Increased numbers of supporters and ambassador s therefore increase of materials circulated into communitie s. Quiz night Golf day Bristol half Marathon Christmas Party	Creative fundraising plans in progress such as online Christmas quiz, charity Christmas cards and crowdfundi ng supporter packs with prizes donated by supporters.	Creative fundraising plans in progress such as online Christmas quiz, charity Christmas cards and crowdfunding supporter packs with prizes donated by supporters.	Online quiz and Christmas card sales well supported with a further virtual quiz event planned plus the Annual Golf day on the 25 th June 2021and Christmas party on the 26 th December 2021.	The committee has risen to the challenges of the last year and set up 2 virtual quizzes bring in over £2500 in funds and continuing to engage with the community within their community eg selling christmas

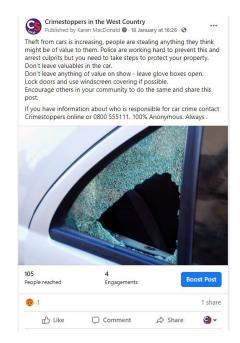
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To date 538 views



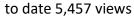


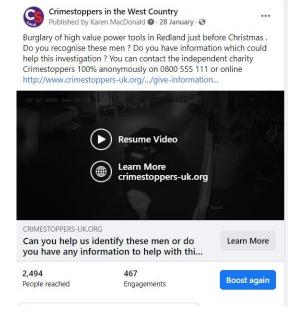
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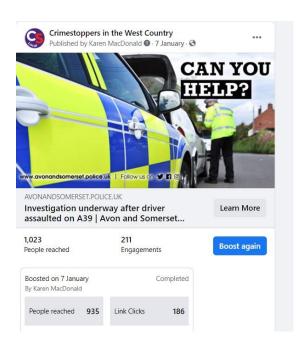
100% anonymous. Always.







to date 2,507 views



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