

## East Midlands Business Delivery Plan

April 2022 - March 2023

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

crimestoppers-uk.org  
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## Introduction

The Crimestoppers delivery plan for the East Midlands outlines our priorities and the work that the charity and the Regional Manager will undertake over the next twelve months to help make communities across the region safer.

We will give people the confidence to speak up anonymously about crime without fear, make people aware of the many hidden harms that affect vulnerable people in our society and prevent crime.

The plan includes our National Priorities, 4 key regional priorities and 6 outcomes and aims.

## Background

For 34 years we have provided the public with an anonymous service to report crime. The charity Crimestoppers have never broken our promise to the public that their identity will remain anonymous.

Crimestoppers in the East Midlands receive tremendous support from the OPCC's, the ROCU, the five Police Forces and many statutory and charity partners. Our volunteers also play a significant role in raising awareness and representing their communities with their activities supporting and complimenting the work of our Regional Manager.

The East Midlands is extremely important for the charity as it receives over **15,000 pieces of information a year** from the region.

Each year we run many successful regional and local campaigns in the East Midlands tackling both serious and organised crime and also addressing local crime issues; many of these have been rolled out in other force areas.

Our Regional Manager works closely with each Police Force's Intelligence unit to ensure that we can respond quickly to emerging issues and local intelligence gaps.

Our work is one of **trust and partnership with the community**, giving them the opportunity and a voice to help make their community safer.



## Our Ambitions.



**Anonymity** – Anonymity removes fear and breaks down social and cultural barriers. We are here for everyone who needs us, and we allow people to speak freely to stop the criminal activity that harms them.



**Engagement** – Engagement is a focus on the needs of the individuals and communities that most benefit from our anonymity. We work with them to gain their trust and confidence and help create safer places to live.



**Education** – Education highlights criminal activity and what we can all do to stay safe. We work on priority causes that allow us to make a specific difference and engage support to help us do more.



**Analysis** – Analysis is a dedication to insight and learning. Through research and sharing our information we can do more to help stop crime – from understanding our beneficiary’s needs to adding to the intelligence picture of our partners.

**These ambitions shall be achieved by:**

- Continuing to raise awareness and build trust in our unique service to communities across the East Midlands.
- Focusing our call to action within communities experiencing higher levels of crime.
- Supporting PCC, Police and EMSOU priorities and at a local level with Divisions.
- Working collaboratively with stakeholders and partners such as Neighbourhood Watch and Fire and Rescue and share resources.
- Promoting the Fearless.org online platform, providing young people with an anonymous reporting and information service.
- Recruiting and training volunteers to share information about Crimestoppers, support local crime concerns in the community.
- Engaging and equipping partners and stakeholders with resources and information about Crimestoppers and Fearless.

## East Midlands

March 2021 - April 2022

	<b>11</b>	National campaigns run
	<b>5</b>	Local campaigns run
	<b>200,414</b>	Visitors to <b>crimestoppers-uk.org</b> from force area
	<b>2,412</b>	Visitors to <b>fearless.org</b> from region
	<b>135</b>	Media articles achieved due to Crimestoppers press releases**
	<b>£246,987</b>	Advertising value of media coverage
	<b>8</b>	Enhanced rewards

	<b>14,205</b>	Reports disseminated to East Midlands region
	<b>3,500</b>	Average no of reports shared per month
	<b>10.45%</b>	Increase compared to last year
	<b>556</b>	Number of reports on <b>domestic abuse</b>
	<b>538</b>	Number of reports on <b>firearms</b>
	<b>773</b>	Number of reports on <b>knife crime</b>
	<b>86</b>	Number of reports on <b>murder</b>
	<b>6,868</b>	Number of reports on <b>drug trafficking and supply</b>

\*Stat based on police data returned as of March 2022. \*\*region wide data

## Charity Priorities:

- Grow confidence in our brand, products and services and demonstrate all the value Crimestoppers brings.
- Promote our charity's values and behaviours to support our ethos of one team working together.
- Focus on some key audiences in a comprehensive way and considering how a bystander approach may be appropriate.
- Maximise our income across all streams to further our support and partnerships.
- Continue to streamline process and systems to be efficient and support our charity's effectiveness.

Crimestoppers' benefits us all by helping to solve and prevent crimes.



Specifically, we are here to help anyone with a knowledge of a crime or criminal who for personal reasons will not share this information directly with the police or other relevant authority.

## Priorities in the East Midlands:

- **Collaborative, cross border campaigns and activity**
- **Public trust and confidence**
- **Assisting with the delivery of key aspects within the Police and Crime Plans**

## Crime priorities in the East Midlands:

- **Serious violence:** County Lines / Drugs / Gangs / Homicide / Weapons / Women and Girls / Organised Immigration Crime.
- **Neighbourhood crimes:** Acquisitive crime, including Burglary, Theft inc. car crime / Robbery / Drink and Drug Driving.
- **High Harm (Exploitation and Abuse):** Domestic abuse / Modern Slavery / Child Abuse / CCE.
- **Fraud / Economic Crime.**

## How will we measure success?

- Anonymous reports we receive; online, two-way and phone.
- Anonymous reports on key crime types.
- Visitors to Crimestoppers website and Fearless.org from the Region.
- Media reach and value of coverage.
- Reach and interaction with our social media campaigns.
- Feedback from Police.

## We shall:

- ✓ Carry out focused National, Regional and Local campaigns using a wide range of social and traditional media.
- ✓ Work in partnerships with partners and key stakeholders.
- ✓ Build awareness and trust within communities.
- ✓ Train, equip and empower volunteers within our communities to raise awareness and confidence in our service and give the local community a voice.

## Outcomes and aims of this plan.

- An increase in anonymous reports to the charity.
- An increase in awareness and trust of Crimestoppers and our promise of anonymity.
- An increase in awareness and usage in Fearless.org amongst young people, professionals, and our partners.
- Improvement in the quality of information we receive.
- Increased reach to those individuals and communities who are most impacted by crime.
- Increased engagement with partners and communities affected by crime by our volunteers.