

Avon and Somerset

CrimeStoppers.

0800 555 111

100% anonymous. Always.

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.

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

<p>can stand up against crime and criminals.</p>					<p>Campaigns 1) Reward appeals for local crimes which affect communities including rural commercial break-ins in Somerset, arsons in Frome and theft of engagement ring Bath. 2) Keep Bridgwater safe campaign in partnership with the SOC community coordinator and Sedgemoor police and council. funding received. Campaign in progress now lockdown relieving and will include ad messaging/radio/print media such as coasters and posters 3) Domestic Abuse – MOJ funding received for digital, print and</p>	<p>hampered by Covid19 restrictions. DA campaign in progress with messaging on pharmacy bags and digital /social media messaging. To date 125% increase in reports to Crimestoppers over summer. Local appeals using social media included reward appeals for violent hate crime incident in Southmead. Colston Hall statue damage</p>	<p>supporting Op Aidant with a steady number of reports into CS maintaining 100% increase in Q2 and Q3. Art work below . Ongoing community radio appeals. Rural Crime campaign is ready to go but needs face to face so waiting for lockdown. (Art work below)</p>	<p>for DA, CL, Drugs, Fraud, Organised Immigration Crime, car crime Using radio, social media, leaflets , sharing with partners, ambassadors and supporters . Rural Crime campaign about to launch. Modern slavery campaign for op up brothels in progress.</p>
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				<p>radio campaign in partnership with Bristol/North Somerset and Somerset.</p> <p>4) Communitia on Train – spring dates were set but all now postponed.</p> <p>5) Community radio idea appeals – 3 months / 6 appeals – on local and community radio. on local crimes and general appeals such as county lines</p> <p>6) Rural crime campaign funding won - in early stages starting with focus on hare coursing a SOC in rural areas.</p> <p>7) Continuing to cascade head office lead campaigns</p>	<p>– most wanted listing resulting in 5 arrests.</p> <p>Ongoing community radio appeals.</p>	<p>Bystander Hate crime campaign started and is ongoing with social media and air freshners for cab drivers and council and water operatives .(art work below)</p>	<p>Ongoing hate crime campaign with car freshners and social media .</p> <p>General awareness of the CS messaging through print media such as Bristol voice and Pukka Bath.</p> <p>Port safe campaign starting May 2021</p> <p>Keep Yeovil Safe campaign starting June 2021</p>
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					through digital and social media – including DA, Fraud, MDS			WWYD Campaign Taunton and West Somerset starting Autumn 2021
	More people engage with Social Media sites	200 Twitter Zero Facebook		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
	Presentations result in the communities and partners understanding more about Crimestoppers.	Delivered 10 presentations With 100% positive feedback:		Deliver 12 presentations per annum with 90% + positive feedback.	Due to Covid 19 this has moved to digital and social media platforms.	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,

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

Outcome 2

Reach to young people and their families across the West Country through Fearless for secondary education and 'What Would You Do?' for primary education.								
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
<p>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.</p> <p>Details of how the charity Crimestoppers works and the promotion of the</p>	<p>Number of schools taking part in the West Country's flagship campaign 'What Would You Do?'</p> <p>to reach into communities</p>	10 in Bristol and North Somerset	8	To reach into Sedgemoor and South Glos.	Due to Covid19 all WWYD? programmes have been postponed until Autumn.	Programme has just started in North Somerset with South Glos and Bristol starting soon.	WWYD?s have started in North Somerset, South Glos and Bristol – all behind schedule due to Covid .	WWYD? in North Somerset, South Glos and North Somerset on track to complete this summer with next one funded in Taunton and West Somerset due to start in Autumn 2021
	Number of children taking part in 'WWYD?'	600	500	500			200	250

0800 555 111 telephone number is an important part of this project.	Number of people attending showcase	1000		800				Virtual online events planned
	Reach of campaign through community engagement. Increased % children taking part in WWYD? knowing how to contact Crimestoppers. Increased % children feeling more confident	3000 + 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.		2500+ 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				2500+

	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	5 sessions 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	20 downloads from schools across the West Country	Covid 19 funding received and fearless packs will be put together and	With Covid19 Tesco funding there are 100 fearless education resource	3 resources downloaded from website and 100 education resource packs now	2 resources requested from website but many police downloading

<p>Young people & communities are safer from crime and there are fewer victims.</p>					<p>sent out to schools.</p>	<p>packs going out to PHSE leads across the region .</p>	<p>delivered across the region .</p>	<p>and printing their own.</p>
<p>Young people are aware of crime and its consequences; how it affects them and their communities and what further support is available to them.</p>	<p>Increase in young people following and liking Fearless on social media – National Figures</p>	<p>Twitter 3,306 YouTube 25,496 Facebook 4,112 Instagram 115</p>	<p>Twitter 3,585 YouTube 28,995 Facebook 4,171 Instagram 218</p>		<p>Facebook 4,488 Instagram 1,968 Twitter 5,619</p>	<p>Facebook 4682 Instagram 3108 Twitter 6077 Instagram and snapchat fearless county lines campaign</p>	<p>Facebook 4741 Instagram 3774 Twitter 6259 YouTube 52,675</p>	<p>Facebook 4797 Instagram 4026 Twitter 6413 Local facebook followers 466 Local twitter followers 343</p>
	<p>Increase in people visiting the</p>	<p>421 users 404 new users</p>	<p>2,867 users</p>	<p>67 fearless.org website sessions</p>		<p>97 visits to fearless.org from west country</p>	<p>102 fearless.org website visits</p>	<p>100 Fearless visits</p>

	Fearless.org website from the West Country	00:01:09 average time on site	2,773 new users 00:01:35 average time on site					Year total 366
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Outcome 3								
Crimestoppers contribute to partners clear-up rates and recovery of assets, drugs and weapons in the 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 Community intelligence	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 thefts in Somerset,	769 Actionable reports See attachment showing the breakdown 46% Somerset 32% Bristol 20% North East	714 Actionable reports See attachment showing the breakdown 44% Somerset 35% Bristol 19% North East	Q4 997 Year total 3290 Conversion rate 37% average This year 6 Firearms, 54

<p>results in fewer victims of unintentional harm.</p> <p>Through the promise of anonymity, vulnerable individuals and communities can stand up against crime and criminals.</p> <p>Police use Crimestoppers as a tool to improve community engagement.</p>					arsons in Frome, burglary in Bath and the Colston statue toppling.	16 weapons recovered following 97 reports.	11 reports that included Possession of Weapons (Firearms) and 17 that included Possession of Weapons (Knives/Other).	knives and 5 ammunitions have been recovered following 369 (+134%) reports with a total of 202 (+156%) positive outcomes
	Positive outcomes from Crimestoppers intelligence	1220			353	202	284	Year end 1405 (=15%)
	Arrests and charged using	30		35	75	54	22	Q4 34 185 Year end + 118%

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

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 the West Country are prevented and solved Communities are safer from crime and there are fewer victims Community intelligence	Campaigns aligned to partners crime concerns /issues Local volunteers make a positive difference to their local communities. Measured by number of events supported by volunteers and ambassadors.	Doorstep crime- Bristol Water What Would you Do – North Somerset Council? Fearless Station Mural- Severnside Community Partnership Taxi – Bristol Business	What Would You Do? South Glos. Council What Would You Do? Sedgemoor District Council	Overall increase in volunteer led events across the West Country 30	WWYD? campaigns postponed. New campaigns in progress with Sedgemoor council and Safer partnerships across the region focussing on Domestic Abuse, Rural Crime and Serious	Continued use of digital and social media during Covid19 No fundraising events but plans for Quiz and Christmas card sales progressing well.	Continued use of digital and social media during Covid19 Quiz and Christmas card sales successful. Continued support .	Continued support via virtual meetings with the committee. Excellent engagement with councils, community safety departments, domestic abuse services, police


<p>results in fewer victims of unintentional harm</p> <p>Through the promise of anonymity, vulnerable individuals and communities can stand up against crime and criminals</p>		<p>Improvement Team</p> <p>Christmas Party Golf day Twelve CommuniTeas Two WWYD showcases</p> <p>25</p>			<p>Organised crime.</p> <p>Community engagement and fundraisers postponed due to Covid19</p>			<p>departments, Severnside Community railway, Bristol Business Improvement Team and Bristol Water, Unique Voice and Ports to raise awareness and help communities speak up and report crime.</p>
	<p>Number of committee positions held</p>	<p>Chair, Secretary, Treasurer plus other volunteer positions</p>	<p>Chair, Secretary, Treasurer plus other volunteer positions</p>	<p>Chair, Secretary, Treasurer plus other volunteer positions to include</p>	<p>Chair, Secretary, Treasurer plus other volunteer positions. Volunteer</p>	<p>Static but progress towards recruiting from www.sariweb.org.uk/</p>	<p>Static but continued progress towards recruiting from www.sariweb.org.uk/</p>	<p>Static with new members being considered</p>

				fundraiser and youth social media	awards – see below.			
	Number of projects / initiatives/presentations given and materials circulated. Fund raising initiatives to support Regional Manager role and campaigns costs.	Materials circulated through volunteers into their communities Christmas Party Golf Day		Increased numbers of supporters and ambassadors therefore increase of materials circulated into communities. Quiz night Golf day Bristol half Marathon Christmas Party	Creative fundraising plans in progress such as online Christmas quiz, charity Christmas cards and crowdfunding 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 2021 and 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

								cards and engaging with people and businesses
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For information about threats and damage caused by paint, nails, concrete slabs, eggs and glass for the past 15 years in Primrose Drive, Thornbury.

The elderly couple targeted have been left feeling vulnerable and scared. CrimeStoppers is offering a reward of up to £1000 for information about who is responsible. You are guaranteed to remain 100% anonymous. Always.



Tell the independent charity CrimeStoppers what you know on the phone or online and stay 100% anonymous. Always.

CrimeStoppers.
0800 555 111
100% anonymous. Always.
crimestoppers-uk.org

6,749 People reached 1,079 Engagements

Boost again

Boosted on 9 December 2020
By Karen MacDonald Completed

People reached **448** Post engagements **74**

To date 538 views

REWARD

OF UP TO £1,000

Do you recognise these men?

They are suspected of burgling an elderly woman who lives alone.



Key case facts:

- The burglary occurred on Tuesday 8th September between 13:00 and 13:30 on Portfield Road, Whitchurch, Bristol.
- The victim is an 86-year-old woman whose back door was forced open and many sentimental gold chains, watches, rings and bracelets were stolen.
- The stolen jewellery includes a gold Cameo earrings and ring set, a gold boat shape s-stone setting ring, and signet rings engraved with 'RFB', 'FE' and 'GP' lettering.

If you can identify the suspects from the CCTV footage, have any CCTV from the area showing the offender, or any information on where stolen property may be taken, tell the independent charity CrimeStoppers what you know on the phone or online and stay 100% anonymous. Always.

CrimeStoppers.
0800 555 111
100% anonymous. Always.
crimestoppers-uk.org


44,827 People reached 7,036 Engagements

Boost again

CrimeStoppers in the West Country
Published by Karen MacDonald · 18 January at 16:26

Theft from cars is increasing, people are stealing anything they think might be of value to them. Police are working hard to prevent this and arrest culprits but you need to take steps to protect your property. Don't leave valuables in the car. Don't leave anything of value on show - leave glove boxes open. Lock doors and use windscreen covering if possible. Encourage others in your community to do the same and share this post.

If you have information about who is responsible for car crime contact CrimeStoppers online or 0800 555111. 100% Anonymous. Always .



105 People reached 4 Engagements

Boost Post

1 Like 1 share

Like Comment Share

Avon and Somerset

CrimeStoppers.

0800 555 111

100% anonymous. Always.

Avon and Somerset

CrimeStoppers.

0800 555 111

100% anonymous. Always.

REWARD
for key information after
tyres belonging to NHS staff
were slashed overnight in
Musgrove Road, Taunton
on Tuesday 9th February 2021

Tell the independent charity
Crimestoppers what you know
on the phone or online and stay
100% anonymous. Always.

CrimeStoppers.
0800 555 111
100% anonymous. Always.

crimestoppers-uk.org

4,744 People reached 146 Engagements [Boost again](#)

Boosted on 3 March at 14:49 Completed
By Karen MacDonald

People reached	482	Post engagements	50
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to date 5,457 views

Crimestoppers in the West Country
Published by Karen MacDonald · 28 January ·

Burglary of high value power tools in Redland just before Christmas .
Do you recognise these men ? Do you have information which could
help this investigation ? You can contact the independent charity
Crimestoppers 100% anonymously on 0800 555 111 or online
<http://www.crimestoppers-uk.org/.../give-information...>

20-12-2020, Sun, 23:03

[Resume Video](#)
[Learn More \[crimestoppers-uk.org\]\(http://crimestoppers-uk.org\)](#)

CRIMESTOPPERS-UK.ORG
Can you help us identify these men or do you have any information to help with thi... [Learn More](#)

2,494 People reached 467 Engagements [Boost again](#)

to date 2,507 views


Avon and Somerset

CrimeStoppers.

0800 555 111

100% anonymous. Always.

Crimestoppers in the West Country
Published by Karen MacDonald · 7 January ·



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AVONANDSOMERSET.POLICE.UK
Investigation underway after driver assaulted on A39 | Avon and Somerset... [Learn More](#)

1,023 People reached 211 Engagements [Boost again](#)

Boosted on 7 January
By Karen MacDonald Completed

People reached	935	Link Clicks	186
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