

Pa R 18/6/96



# Scotland CRIMESTOPPERS

**0800 555 111**

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Uniting against crime

Mr Andrew Cowe,  
Chief Executive Officer,  
North Lanarkshire Council,  
P.O. Box 14,  
Civic Centre,  
Motherwell,  
ML1 1TW.

3rd June 1996.

Dear Mr. Cowe,

Further to my telephone call to Cllr Heberton I am writing to you to ask you to place my request for financial support for the work of Crimestoppers in Scotland before the Council. Finance is urgently needed for the expansion that the Scottish Board is undertaking and I hope the Council will agree to #500.00. I am though prepared to leave the amount to the discretion of the Council, who knows they may vote more!

Crime is something which affects everyone in every area of society and Crimestoppers is a unique charity actively involved in crime reduction. It does this by providing a Freephone number 0800 555 111 through which crime information can be given by the public completely anonymously. The crime information collection scheme is operated by the police and Crimestoppers publicise the scheme. Scotland has its own Crimestoppers office in Strathclyde where the calls are received by police officers and passed to the relevant force for action.

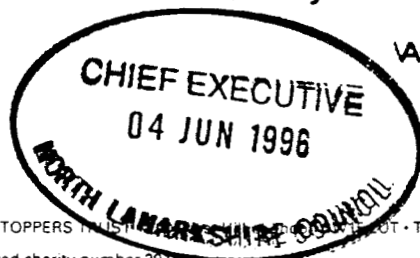
Crimestoppers has no Government funding nor does it receive money from the police. It is totally dependant on voluntary donations from industry, commerce and communities to promote and fund its activities. The Freephone line is currently saving police resources in Scotland around #500,000 and has resulted in the recovery of #2.5 million pounds of stolen property. The phonenumber is a vital link in our fight against crime. We also support community initiatives in crime prevention.

Crimestoppers is a unique charity in that its main aims are:

1. To advance the promotion and preservation of law and order through efficient policing.
2. The promotion and encouraging of good citizenship and greater public participation in the prevention and solution of crime.

In Scotland it is run by an independant board and Scottish Crimestoppers is to expand its activities in Scotland. The immediate needs are for #50,000 for staff and office costs. We also aim to raise public awareness of the work we do by mounting a publicity campaign.

As well as the Freephone number



If you have information about  
any crime call **0800 555 111**

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As well as the Freephone number money is needed to pay for promoting public knowledge of Crimestoppers; e.g. display boards, leaflets and the SNAP Campaign. This encourages people to Say No And Phone 0800 555 111, the Crimestoppers number, if they want to provide information about suppliers and distributors of illegal drugs. A recent survey showed that one third of 15 and 16 year olds have smoked cannabis and drug taking has trebled in 5 years. The SNAP Campaign has resulted in a 45% rise in calls.

There is a feeling of helplessness at the growth of crime and the days are gone when the fight against crime can be left to the police alone. All of us must play our part by helping the police in their daily battle against crime. The Crimestoppers number can help those with information and who prefer to remain anonymous, for whatever reason, to give it to the police for investigation.

Other areas that the Council could help with are publishing the Crimestoppers number on rent and council tax notices, vehicles, educational publications, leisure and cultural buildings and the Council's newsletter. I will be very happy to talk to the relevant officers about any of these.

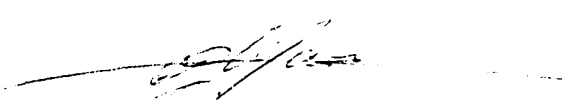
If there is any further information you would like please do not hesitate to contact me, and I will be very pleased to visit you to talk of the work of Crimestoppers.

Please join with Crimestoppers in the fight against crime. We would very much appreciate your support.

I look forward to hearing from you in due course.

Kind regards.

Yours sincerely



Anne Jarvis.  
Area Manager - Scotland.

**CRIMESTOPPERS**

**s n a p**

*say no and phone*



In October 1995 Crimestoppers launched its first national campaign targeting a particular crime. The campaign aims to:-

1. Increase significantly the number of calls to Crimestoppers with information about suppliers and distributors of illegal drugs.
2. Raise awareness of the problems of drug misuse particularly amongst young people.

**In 1994 over 35% of the calls to CRIMESTOPPERS 0800 555 111 were about drug-related offences. In 1995 this figure rose to 45%**

30% of all crimes solved by calls to Crimestoppers in 1995 concerned robbery, burglary, theft and handling stolen goods. Each year Crimestoppers helps recoup millions of pounds worth of stolen property. In 1995 excluding drugs it was £5,716,206. The proceeds of many of these crimes will have been used to finance illegal drug-dealing and to feed drug addiction.

Everyone is indirectly affected by crime - insurance premiums reflect the cost of claims for lost and damaged property; hospitals have to spend money on security which could otherwise be spent on the sick; taxes are used to combat vandalism. The British Retail Consortium estimates that crime costs retailers over £2 billion. In 1993 retailers suffered 8.6 million crimes, 5.8 million of which were thefts by customers.

We are stressing the guaranteed anonymity of the Crimestoppers scheme. Many people who would not otherwise be prepared to give information are encouraged to do so by this one factor.

Our message is:-

**If you have any information about a crime phone**

**CRIMESTOPPERS**

**0800 555 111**

Your call is free. You do not have to give your name.  
You may receive a reward.

## CRIMESTOPPERS SCOTLAND.

Actionable calls per force/agency 1/1/96 to 21/5/96

Total actionable calls received in Strathclyde office. 1025.

Strathclyde	626
Lothians	131
Fife	57
Central Scotland	47
Grampian	38
Tayside	28
Northern	12
British Transport Police	2
D.S.S.	24
D&G	16
Trading standards	4
English forces	25

Strathclyde calls were as follows:

376 drugs, 15 robbery, 79 theft, 40 road traffic offences, 13 murder, 5 attempt murder, 8 serious assault, 19 theft by housebreaking, 44 theft motor vehicle, 10 reset, 9 assault, 2 vandalism, 2 fire-raising, 2 fraud, 61 other, 3 other sexual.

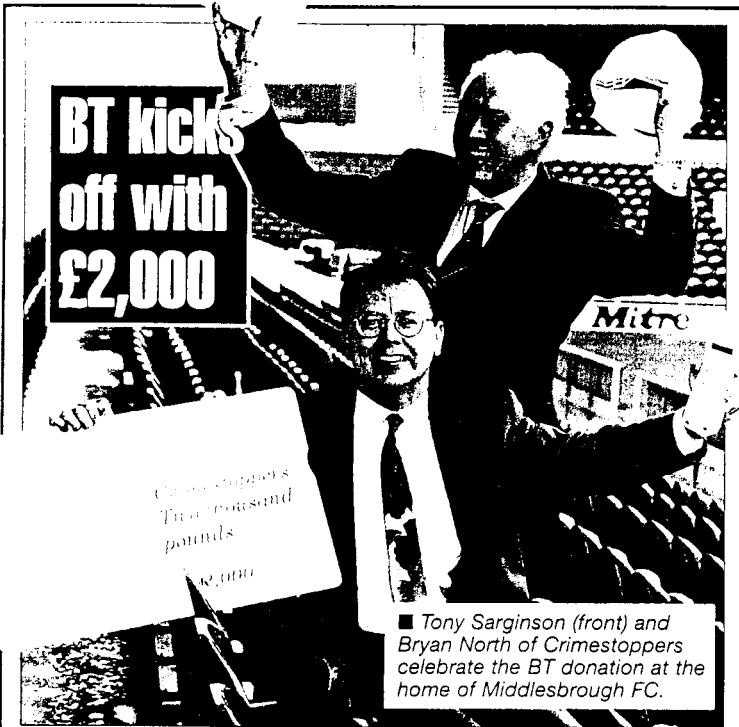
In 1995 259 arrests were made, #658,512 goods recovered.

# CRIMESTOPPERS IN ACTION

ISSUE 18  
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CRIMESTOPPERS TRUST:  
THE CRIME-SOLVING CHARITY

# IT'S A RECORD YEAR!



**BT kicks off with £2,000**

■ Tony Sarginson (front) and Bryan North of Crimestoppers celebrate the BT donation at the home of Middlesbrough FC.

■ CRIMESTOPPERS in Tyne Tees has received a £2,000 boost from BT. Handing over the cheque in the impressive setting of Middlesbrough Football Club's new Cellnet Riverside Stadium, Tony Sarginson, BT's customer service manager for the North East and a member of the Crimestoppers Board, said: "BT is a major supporter of Crimestoppers. We recognise the importance of its work and are therefore delighted to be able to provide this support."

■ Crimestoppers Tyne Tees Chairman George Cooke said: "This is a significant improvement in the finances of the North East Crimestoppers scheme and we are indebted to BT for this valuable contribution. This type of commitment from industry provides a valuable lead in the fight against crime and demonstrates the unique partnership which is the essence of Crimestoppers."

# YEAR!

CRIMESTOPPERS has notched up a record year with a 14 per cent increase in arrests and a significant rise in the value of property recovered.

The 22 Crimestoppers offices throughout the country received a total of 33,188 calls with positive information - an increase of 11 per cent over the 29,907 calls made in 1994.

With the information given over the Freephone 0800 555 111 number, police were able to make 3,355 arrests, which is 14 per cent up on the 2,943 the previous year.

## Firearms

In addition, police recovered £5,716,206 worth of property compared with £5,090,247 during 1994. Both figures exclude the value of drugs and firearms seized.

In 1995, for the first time, an assessment was made of the value of drugs recovered through Crimestoppers information. Based on the average street prices used in court proceedings, this was £3,050,055.

Since Crimestoppers was set up in 1988, 14,540 people have been arrested as a result of 160,814 positive calls and property worth

## Police make 3,355 arrests in Freephone blitz on crime

£24,506,453 has been recovered. With other offences taken into consideration it is estimated that last year alone, callers to Crimestoppers helped clear up about 10,000 crimes.

Information given by Crimestoppers callers helped police arrest people for a wide range of offences. In 1995 these included 19 people for cases of murder and attempted murder, 73 for rape, sexual assault and assault; 116 for robbery, 327 for burglary, 1,524 for drugs-related offences, 582 for theft and handling, 236 for vehicle crime and 175 for cases of fraud.

The majority of calls - 11,233 - were received about drugs offences and these are expected to increase over the next few months as the SNAP campaign continues to gain momentum.

Digby Carter, Director of Crimestoppers Trust, said: "The past year has been significant for us since the continuing growth of Crimestoppers operations means we now have effective Boards in most parts of the country which is leading to greater regional autonomy.

"Callers give high-quality information and enable us all to benefit not only from the fight against crime but also from the significant savings in police time and resources which demonstrate the cost-effectiveness of Crimestoppers."

## SCOTLAND YARD SALUTES CRIMESTOPPERS

MORE than 120 senior business people attended a dinner in New Scotland Yard on January 31, hosted by the Metropolitan Police Commissioner, Sir Paul Condon.

The event was an opportunity to explain Crimestoppers and to underline why corporate financial support is critical to continuing success.

Guests also visited the world-famous Black Museum and the command centre, which receives 999 calls and controls policing on the streets of London.

Guest of honour was Michael Howard, Home Secretary. Both he and Sir Paul gave their backing to Crimestoppers and its achievements in the fight against crime.



■ Left to right: Commissioner Sir Paul Condon with Michael Ashcroft, Chairman of Crimestoppers Trustees, and Home Secretary Michael Howard.

# Why we must also fight the FEAR factor

THERE can be few of us whose lives are untouched by crime or the fear of crime and disorder. As the amount of crime has increased over the last decade in particular, it has ceased to be something that happens to other people. Now it affects us all, disrupting our lives and preventing many of us from enjoying the community around us.

The fear of crime has become a serious problem in its own right. The 1994 British Crime Survey shows that crime heads the list of people's anxieties. Although fear can be disproportionate to the actual risk involved, the consequences for the individual whose life style is constrained is no less real.

The consequences for communities and society as a whole are disturbing. If people are afraid to use streets and public places because of the level of crime and disorder, these areas can become more dangerous in a vicious spiral of community decline.

It is crucial in these circumstances for us not to despair and believe that nothing can be done. The reverse, indeed, is true. A great deal can and is being done by the police, local authorities, statutory and voluntary organisations to fight crime.

Crimestoppers shows the impact a charity can make on crime in local areas. Since its creation in 1988 its work has greatly expanded. Indeed this

newsletter shows how the work has grown in 1995 with more calls from the public leading to a greater number of arrests.

Crimestoppers work depends on partnership – between the community, the police, business and the media. Partnership is a word that is frequently used in describing work to prevent and detect crime. Yet its importance cannot be overstated.

No one agency alone can reduce the current rates of crime. Everyone must pull together if there is to be a real impact on levels of offending.

Prevention will always be better than cure, and successful crime prevention initiatives do exist in various parts of the country. They are based on partnership between the key agencies in an area and local people. Crime patterns are analysed and measures

are put in place to tackle them. These can include neighbourhood policing, action against drug abuse and truancy, measures focused on tackling youth crime, and good design and adequate street lighting.

Central government has its part to play too in giving a national impetus to ensure that crime prevention is prioritised across the country and in addition addressing some of the underlying social issues that can influence crime rates.

Once a crime has been committed then it must be dealt with swiftly and firmly.

Crimestoppers provides a practical means for the public to help the police in the investigation of crime and the detection of offenders.

I was particularly pleased to see Crimestoppers' SNAP anti-



■ By JACK STRAW MP, Shadow Home Secretary



■ Brian Wareham of Crimestoppers, Alan Hill of Essex Police, Geoff Conlon, Hilary Lewis, Sir Hugh Bidwell and David Coleman from ALPHA get behind Crimestoppers scheme at Stansted Airport.

# SHOWING B.O.S.S

THE British Oil Industry Service Station Security Committee (B.O.S.S.) has joined forces with Crimestoppers Trust to make its campaign against crime on forecourts – estimated to cost the industry more than £50 million a year – more effective.

Launched in 1990, B.O.S.S. is responsible for encouraging the garage operators of the 12 member companies to adopt crime prevention measures to protect staff and the general public and to encourage high levels of vigilance among forecourt staff.

"Our aim is to use the most effective methods possible in combating crime and we believe this partnership with Crimestoppers is the best way

**Campaign to keep the forecourts crime-free**

Hunt, Chairman of B.O.S.S.

"The scheme has a very impressive track record. Its activities have led to over 14,000 arrests since it was launched in 1988 and Crimestoppers is now a household name, fully supported by police forces all over Britain."

Digby Carter, Director of Crimestoppers Trust, said: "Crimestoppers started in the USA as a result of robbery at a filling station and this

## CO-ORDINATORS' CONFERENCE TACKLING

THE annual Crimestoppers Co-ordinators' Conference held at the National Police Staff College, Bramshill, in November gave delegates from all regions the opport-



# We have lift-off at Stansted

ALPHA Airports Group Plc celebrated the launch of its Crimestoppers scheme in December at Stansted airport passenger terminal.

Sir Hugh Bidwell, a non-executive director of ALPHA and a former magistrate, spoke of the difficulties in fighting crime today and of the benefits that Crimestoppers could bring to airport communities.

ALPHA is promoting Crimestoppers throughout its organisation with posters and cards showing the Freephone 0800 555 111 number. A question and answer sheet has been given to each employee explaining Crimestoppers and how it works.

Superintendent Alan Hill, Stansted Divisional Commander, highlighted the

importance of partnership in the fight against crime and the commitment of the police in their support of Crimestoppers.

Responding to the ALPHA initiative Brian Wareham, Head of Operations for Crimestoppers, said: "Publicity is the lifeblood of Crimestoppers and companies such as ALPHA who have many employees at different locations round the country can help us by broadcasting our message.

"Crime affects everybody, at work and at home. Most of us know somebody who has been a victim and we all have to meet the cost, whether in higher prices in the shops, bigger insurance premiums or through having to buy security devices. It is also true that many people know something about crime, but do not want to get involved.

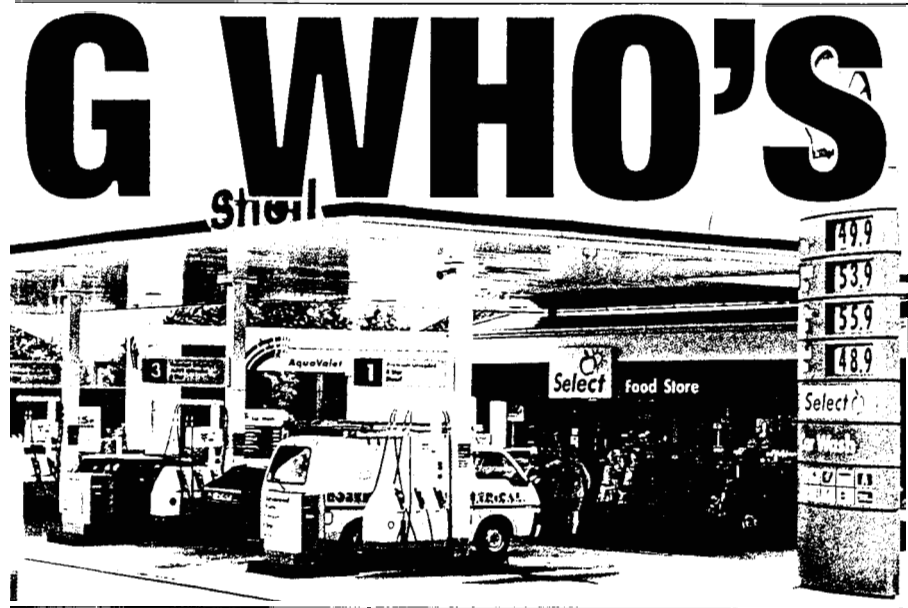
"Crimestoppers means that their information can be passed on to the police and nobody need ever know.

"As an independent charity Crimestoppers Trust relies on publicity which tells people about the scheme, and also on financial backing from companies like ALPHA. We are delighted it is supporting our work."

Also attending the launch were Geoff Conlon, BAA Terminals Operations Manager at Stansted; Hilary Lewis, Managing Director of ALPHA Retail Trading; David Coleman, Managing Director of ALPHA Flight Services, and police delegates from around the country who were attending a crime conference being held at Stansted.



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too common a crime. So it is very appropriate that B.O.S.S. should now be adopting the Crimestoppers number in its security campaign. "With every major oil company supporting Crimestoppers, and promoting the simple message that anyone can call the Freephone 0800 555 111 number with information about crime, we will all benefit. It is in this kind of partnership against crime that will make life increasingly difficult for the villains in our society."

THE all-important link between Crimestoppers and the business world has been further strengthened with the announcement that more leading businessmen have agreed to become trustees. They include: Richard Gamble, Group Chief Executive of Royal Insurance; Sir Ronald Hampel, Chairman of ICI; John Hoerner, Chief Executive of The Burton Group Plc; Sir Brian Jenkins, Chairman, Woolwich Building Society; David Mayhew, Partner, Cazenove & Co; Richard Painter, formerly Chief Executive of Crimestoppers Trust; Sir Eric Pountain, Chairman of IMI plc and James Beattie Plc; Sir Michael Richardson, Vice-Chairman, J O Hambro Magan & Co and Stephen Rubin, Chairman, Pentland Group. Crimestoppers Trust now has 20 high-profile trustees.

## Soccer villains facing the boot

THE Crimestoppers Freephone 0800 555 111 number will be heavily promoted as a key part of security arrangements being put in place in preparation for the Euro '96 soccer tournament which kicks off in June and will involve football teams from 16 nations.

The tournament is expected to attract one million UK soccer fans and 250,000 overseas visitors to 31 matches being played over a three week period.

The policing aspects of Euro '96 are considerable and a special task force has already developed strategies designed to control crowds and to counter the crime which is inevitably associated with such events.

People are to be encouraged to pass on information via Crimestoppers to help police build intelligence about potential trouble spots.

As well as helping to ensure the success of Euro '96, Crimestoppers will also benefit from the massive publicity campaign which will assist in raising general awareness of the charity and its vital work.



**EURO 96**  
*England*

## THE KEY ISSUES

coverage for Crimestoppers on the electronic media including Teletext, Cable TV, closed-circuit interactive TV, the Internet and television programmes like Crime-watch UK.

Delegates also heard an update on the highly successful SNAP campaign and were given a overview of joint ventures with other agencies like employment agencies.

## Stopping crime – and saving money

CRIMESTOPPERS helped to save nearly £5 million in police time during 1995 according to preliminary research carried out at Staffordshire University.

The University's Centre for Public Services Management and Research developed a formula to put a value on Crimestoppers information by showing savings in resources.

Based on the average time it takes before an arrest is made, it

estimated that the information given to Crimestoppers helped free up the equivalent, nationwide, of at least 70 police officers.

By calculating staff on-costs and overheads, researchers arrived at an estimated saving of £4.7 million.

The formula was developed by Geoff Berry, Head of the Centre, who said: "We adopted the Opportunity Cost approach to the evaluation because instead of gen-

erating cash, Crimestoppers saves police time and resources which are then available for allocation to other activities. The importance, especially to financially-stretched police forces, is obvious.

"Our team has identified two ways in which Crimestoppers saves money: the reduced requirement for manpower on existing investigations, and the fact that those arrested are prevented from committing further offences."

## Nationwide statistics

	POSITIVE CALLS	ARRESTED & CHARGED	PROPERTY RECOVERED
Jan-Dec 1994:	29,907	2,943	£5,090,247
Jan-Dec 1995:	33,188	3,355	£5,716,206
Since start:	160,814	14,540	£24,506,453
Weekly average 1994:	575	57	£97,889
Weekly average 1995:	638	65	£109,927

# ARRESTS AS SNAPS HITS THE PUSHERS



■ Mrs Kitty Kutera receives her bouquet from DC Rick Webb at West Midlands Police HQ.

## Brave Kitty leads campaign

WEST Midlands Crimestoppers said thanks to pensioner Kitty Kutera, the victim of three burglaries, who agreed to come forward and allow her plight to be publicised, helping to raise the Crimestoppers profile.

Although the burglaries took place in November and led to public outrage, no suspects have so far been arrested. But that hasn't daunted Mrs Kutera, who is determined to help promote the Crimestoppers message.

After visiting West Midlands Police HQ with DC Rick Webb, the Crimestoppers Co-ordinator, Mrs Kutera was presented with a bouquet in appreciation of her help.

## TSB DONATION TO LEEDS HQ

THE Trustee Savings Bank has donated £1,344 towards the cost of buying new equipment for the Yorkshire Crimestoppers Area Manager's office in Leeds.

A cheque was presented to Ashley Jackson, Chairman of Yorkshire Crimestoppers, by Cath Hobson, Manager of the TSB's Albion Street branch in Leeds. Crimestoppers Yorkshire Area Manager Bryan North was also present.

THE Crimestoppers anti-drugs campaign SNAP, launched in October, is proving to be a major success with 75 per cent more calls about drugs and 47 per cent more arrests in the last two months of 1995.

November and December also saw 38 per cent of the year's £3,050,055 total drugs recovery. All Crimestoppers offices around the country have reported that positive calls about drugs have increased significantly since the SNAP launch.

### Victims

The high-profile nationwide publicity for the campaign was helped by the support given by a host of personalities from the entertainment, leisure and sport worlds.

Tragically, youngsters suffering from the effects of taking drugs still make headline news, but more relatives of these victims are speaking out in the hope of discouraging others from experimenting.

Paul Betts, father of Essex teenager Leah Betts who died after taking drugs, has agreed to support the Crimestoppers cam-



■ Craig Brown, Manager of the Scotland Football Team, pictured here with two members of the REEBOK Step Display Team, is one of the many personalities to lend support to the SNAP Campaign.

paign and the Eastern Daily Press has produced a poster showing the Betts family at Leah's bedside and carrying the Crimestoppers message.

## HONOURS FOR TOP CRIMESTOPPERS

ANGLIA Crimestoppers Board member Norman Potter was awarded an MBE in the New Years Honours List for his services to crime prevention and to Crimestoppers. Norman is a long-standing member of the Anglia Board - the second region set up after Crimestoppers was launched in the Metropolitan Police area.

Norman has been a mainstay of the crime prevention panel in Norwich and has been responsible for many exciting and innovative campaigns to publicise the Crimestoppers message. Crimestoppers Trustee Kevin MacDonald received an OBE in the Honours List for his services to industry.

If you have any information about any crime, phone

**CRIMESTOPPERS**  
**0800 555 111**

- Your call is free
- You do not have to give your name
- You may receive a reward

Uniting against crime

CRIMESTOPPERS TRUST is a registered charity number 297500