

**MEETING: 09/05/2019**

**Ref: 14708**

**ASSESSMENT CATEGORY - Making London Safer**

**Crimestoppers - London Board**

**Adv: Shegufta Slawther**

**Base: Sutton**

**Amount requested: £96,166**

**Benefit: London-wide**

**Amount recommended: £96,200**

**The Applicant**

Crimestoppers is the only organisation that guarantees anonymity to everyone contacting it with information on crime. Registered as a charity in 2005, it provides police and other law enforcement agencies with community intelligence they otherwise would not have access to. The charity's own research shows that over 95% of the public that contact it, either by telephone or online, would not contact the police or other law enforcement agencies.

**The Application**

Crimestoppers is seeking funding for its Hidden Harms project which aims to reduce harms by spotting signs early and preventing escalation. Hidden Harms addresses crimes such as human trafficking, modern slavery, domestic violence and hate-crime. The campaign aims to reach at least 100,000 people across London each year, raising awareness and education about these crimes and emphasising the importance of reporting. This information will be directly passed to the Metropolitan Police Service (MPS) leading to increased arrests and charges. It will also raise the profile of these crimes and their unacceptable nature.

**The Recommendation**

The charity is well placed to recognise that the common strand in these crimes is that they depend on being hidden for their continuation. Having delivered similar campaigns in other parts of the UK, it has seen strong, positive outcomes from shining a light on the issues behind these crimes as well as providing access to the justice system for people who, so often, are unable to access it themselves for whatever reason. The project has secured funding from the Mayor's Office for Policing and Crime (MOPAC) with the balance sought from this Committee.

***£96,200 over three years (£31,900, £32,000, £32,300) towards the project running costs of Hidden Harms in London.***

**Funding History**

None

**Background and detail of proposal**

The charity has run similar campaigns in Yorkshire and the North West of the UK. Educating the public about modern slavery and highlighting the tell-take signs through specially commissioned radio adverts with associated social media, leaflet drops and media interviews, the campaign is designed to reach ethnic groups who may be or know modern slavery victims in order to offer help and support. Through social media, dedicated pages were created across seven different languages. Crimestoppers' contact centre was able to take information via telephone due to its Language Line translation service. Compared to the previous four month period, the campaign saw a 158% increase in reports from the public. Partners were critical to

the success of these campaigns; Gangmasters and Labour Abuse Authority (GLAA), the Association of Nail Technicians, the Anti-Trafficking and Labour Exploitation Unit (ATLEU) as well as the police forces. The specialist nature of these crimes has meant that such partnerships are critical to the success of these campaigns. As a direct result of one of the campaigns, someone contacted the charity with details of 20 people held as slaves. This information led to those in forced labour being freed and at least a dozen criminals arrested.

Human trafficking and modern-day slavery is the fastest growing international crime and is the second largest source of illegal income for organised criminality on the world. With domestic violence, 14.1% of all court prosecutions relate to Intimate Partner Violence (IPV) related crimes<sup>1</sup>. Despite the high prevalence of IPV, cases are still seldom reported to the authorities given the complex and emotional nature of such crimes. Recent changes to the law mean police can press charges without a complaint from the victim; thus making reporting via Crimestoppers a viable intelligence gathering approach. The charity's own data shows that there has been a 20% increase in reported levels of hate crime in London in 2017/18 compared to the previous year, with London overrepresented against the rest of the country.

### Financial Information

The charity is conscious of its current and forecast free reserves falling below target. The forecast figures are conservative, and the organisation has plans to grow its proportion of funding through current contracts as well commercial income; it's integrity line, information sharing, campaigning, licencing, CSR and wider philanthropic activity. It believes that this will be possible without any significant increase in costs. Although the restricted funds show a deficit each year, the charity receives a build up of restricted funds against this spend.

Year end as at 31 March	2018	2019	2020
	Audited Accounts £	Forecast £	Budget £
<b>Income &amp; expenditure:</b>			
Income	5,151,996	5,007,765	5,323,641
- % of Income confirmed as at 11/04/2019	n/a	99%	97%
Expenditure	(5,132,636)	(5,163,501)	(5,290,555)
Total surplus/(deficit)	19,360	(155,736)	33,086
Split between:			
- Restricted surplus/(deficit)	(48,195)	(220,488)	(258,863)
- Unrestricted surplus/(deficit)	67,555	64,752	291,950
	19,360	(155,736)	33,087
Cost of Raising Funds	739,082	647,547	663,735
- % of Income	14.3%	12.9%	12.5%
Operating expenditure (unrestricted funds)	4,177,099	4,316,978	4,422,868
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	435,300	500,052	533,139
No of months of operating expenditure	1.3	1.4	1.4
Reserves policy target	2,088,550	2,158,489	2,211,434
No of months of operating expenditure	6.0	6.0	6.0
Free reserves over/(under) target	(1,653,250)	(1,658,437)	(1,678,295)

<sup>1</sup> Office for National Statistics citing Homicide Index (2015)