

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Crimestoppers - London Board	
If your organisation is part of a larger organisation, what is its name? Crimestoppers Trust	
In which London Borough is your organisation based? Sutton	
Contact person: Ms Asma Choudhery	Position: Trust Fundraiser
Website: http://www.crimestoppers-uk.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1108687
When was your organisation established? 11/01/1988	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Making London Safer		
Which of the programme outcome(s) does your application aim to achieve? Victims of hate crime being more aware of their rights and empowered to reduce feelings of fear More survivors of trafficking accessing quality specialist support to improve their safety, health and well-being and to beginning to reintegrate into society		
Please describe the purpose of your funding request in one sentence. Reducing Hidden Harms in London -running projects enabling victims and the public to report violence and exploitation safely and anonymously enabling increased awareness and empowerment		
When will the funding be required? 24/09/2018		
How much funding are you requesting?		
Year 1: £31,911	Year 2: £31,911	Year 3: £32,344
Total: £96,166		

Aims of your organisation:

Crimestoppers believes that Individuals and communities have a right to be safe from crime and the fear of crime. Each of us has a responsibility to build a country where there are fewer victims of crime. Based in London, Crimestoppers has a long history of working to make the capital safer. Our purpose is to help detect, reduce and prevent crime through the provision of information. We give people tools to act against crime, and through our promise of anonymity vulnerable individuals and communities can stand up against crime and criminals and the fear they bring through intimidation and possible retaliation.

Crimestoppers is the only organisation that guarantees anonymity to everyone contacting us with information on crime. The organisation provides an essential route for those individuals who mistrust law enforcement and are fearful of being identified. These are people who often come from dis-enfranchised and hard-to-reach communities. This year 400,000 people have contacted us, trusting us with their stories.

Main activities of your organisation:

Crimestoppers is a safe alternative for those who wish to disclose information and remain anonymous. We provide the police and other law enforcement agencies with community intelligence they would otherwise not have access to. Our contact centre staff are specially trained to ensure that our service-users retain their anonymity. Telephone calls aren't recorded and all phone lines and online contact is encrypted.

Crimestoppers research shows that over 95% of people who contact Crimestoppers, by telephone or online, would not contact the police or other law enforcement agencies. These people are often the most vulnerable in society, the closest to the crimes and criminals that they are reporting and in most need of our service. All our callers have the guarantee of complete anonymity, which is the single, most important reason for a majority of our calls.

Crimestoppers works to combat different crime types by working in the community, delivering anti-crime initiatives running campaigns and working with local communities and partners.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
72	29	0	300

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	

Summary of grant request

We require support for our Hidden-Harms project, abuse which is hidden from the public, unrecognised or unreported. This project will reduce these harms by enabling victims and the public to report these crimes safely and anonymously without contacting the police. This is essential in combating this kind of crime where victims can be from vulnerable minority groups or fear reprisals from abusers or gang masters.

Hidden-harms are high harm crimes such as human-trafficking, modern-slavery, domestic-violence and hate-crime. Because unreported, we don't know their exact scale but evidence suggests they are increasing. This project aims to reach 75,000 people across London each year, raising awareness and educating victims on the importance of reporting. This leads to more information to police from victims/public and increased arrests. They also raise the profile of these crimes, cementing their unacceptable nature.

Our projects meet the Trust's outcomes for victims of hate crime, domestic abuse and modern day slavery/trafficking raising awareness and increasing reporting.

?Modern-Day Slavery

This crime is hidden in plain sight. Innocent people forced to work while others control their freedom. We tackle the issue of those used as sex slaves or forced employment, suffering inhumane conditions. Information in other areas where we have run this project has led to gangs being shut down and those held as slaves freed. Confidence that we are a charity not the police and their report is anonymous makes it significantly easier for people to get help. For example, in Yorkshire, information we received led to people being freed from slavery. The project tackled the issue of women used as sex slaves within pop-up brothels, dens for criminals to recruit and house vulnerable women putting them through harrowing ordeals. By enabling victims and communities to report the signs of this problem in their midst, we help people escape these gangs. Sometimes it is victims, residents or even customers who will take the first step, reporting to us that people are being held as slaves.

?Domestic-Abuse campaigns

We focus on deterrent factors, raising awareness of signs of abuse and how to report them with a aim of increasing early intervention. We also urge third parties to give information if someone is experiencing/perpetrating abuse. We will run this awareness project around Christmas time as we have found this period (as well as sporting events) lead to a peak in the number of incidences of this crime.

?Hate-Crime: This project raises awareness amongst vulnerable groups that this abuse is a crime which should be reported and taken seriously. We reach out to vulnerable groups increasing awareness that they can report this crime to us anonymously. We have previously run successful projects in Birmingham and N.Ireland which were very successful.

We provide an invaluable community service, so that anybody who has information about criminal activity can pass it on, without living in fear of the consequences. We are successful at achieving change for victims and have a great track record - over 400,000 people used our service last year.

We will run three outreach campaigns on these issues every year for three years. This will ensure the issues sustain constant visibility and we receive the maximum amount of information to combat them. We pass community intelligence directly to the police through our confidential information sharing agreement.

We are open 24hrs ready to take information. Our outreach campaigns are developed with antislavery teams, police & specialist experts. Our Management committees are run by volunteers and volunteers play a significant role in delivery. We conduct research on our users views to inform better delivery. We are inclusive and promote diversity in all our work.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

Crimestoppers has achieved the ISO 27001 International standard for information security management systems (ISMS)

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Delivery of Modern Day Slavery campaigns aimed at increasing reports from victims and public about this crime, increasing information passed on to the police and reducing the incidences of Modern Day Slavery in London. This will involve events, adshells, digital promotion, media to gather momentum around this issue.

Delivery of Hate-crime campaigns, increasing understanding amongst specific groups as well as wider public that this is a crime. Aimed at increasing reports on hate-crime to Crimestoppers. Working with vulnerable groups we will run events, adshells, digital promotion, media to increase information and awareness and gather momentum around this issue.

Delivery of Domestic Abuse campaign - increasing information and awareness amongst victims and the public. Targeting people at Christmas time to reduce the incidence of Domestic abuse so people around the victim know what to look out for and how to report. Using traditional/digital media to create awareness-in minority groups

Measuring Increase in information and awareness victims and the public have through number of reports to Crimestoppers on high harm crime

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

Victims and the public are less willing to tolerate high harm crimes as their profile is increased - making people more aware of them and encouraging them to report crimes anonymously and safely

Reports received from the public by crimestoppers and passed to the police significantly increase, leading to more actionable information to the police and more arrests and charges - (rate of increase will be measured)

The incidence of this kind of devastating crime decreases as more and more perpetrators are taken out of circulation

Victims have more information and feel more confident in reporting their abusers and seeking help, by using our anonymous service without fear of reprisal or harm

We measure increased awareness of High harm crimes through measuring number of reports received. These crimes become less prevalent as we reach a minimum of 75,000 people across London each year over 3 years, raising awareness and educating on the importance of reporting.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

Yes, we intend to continue -We have made a successful application to the Mayor's Office for Policing and Crime (MOPAC), City of London Police (CoLP) and Metropolitan Police Service (MPS) to support the salary of the London Regional Manager to continue to deliver this project. We envisage them to continue funding this important London role over the next few years

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

75,000

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

All ages

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary London Worker (Including pension N.I, taxes)	44,926	44,926	44,926	134,778
Modern Day Slavery-posters/social media/outdoor ads/events	5,000	5,000	5,000	15,000
Hate Crime posters/social media/outdoor ads/events	5,000	5,000	5,000	15,000
Domestic Abuse- posters/social media/outdoor ads/events	5,000	5,000	5,000	15,000
Media officer time and Analyst reporting stats to police	2,000	2,000	2,000	6,000
Travel	2,400	2,400	2,400	7,200
%Rent, bills, stationary,admin, finance	5,691	5,691	5,724	17,106
Printing, Internet, phone bills,IT maintenance	3,370	3,370	3,370	10,110
Project design, management and Evaluation	3,450	3,450	3,850	10,750
TOTAL:	76,837	76,837	77,270	230,944

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
MOPAC/City of London Police	44,926	44,926	44,926	134,778
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	44,926	44,926	44,926	134,778

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
n/a	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
TOTAL:	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Project design, management and Evaluation	3,450	3,450	3,850	10,750
Modern Day Slavery- digital, advertising posters	5,000	5,000	5,000	15,000
Hate Crime- digital promotion, advertising, posters	5,000	5,000	5,000	15,000

Domestic Abuse digital, advertising, posters	5,000	5,000	5,000	15,000
Media officer time and Analyst reporting stats to police	2,000	2,000	2,000	6,000
Travel	2,400	2,400	2,400	7,200
%Rent, light, utilities, post/stationary,admin, finance	5,691	5,691	5,724	17,106
Printing, internet, phone bills,IT maintenance	3,370	3,370	3,370	10,110
	0	0	0	0
TOTAL:	31,911	31,911	32,344	96,166

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: March	Year: 2017
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Income received from:	£
Voluntary Income	1,727,000
Activities for generating funds	629,000
Investment income	4,000
Income from charitable activities	2,649,000
Other sources	0
Total Income:	5,009,000

Expenditure:	£
Charitable activities	4,336,000
Governance costs	0
Cost of generating funds	804,000
Other	0
Total Expenditure:	5,140,000
Net (deficit)/surplus:	-131,000
Other Recognised Gains/(Losses):	23,000
Net Movement in Funds:	-108,000

Asset position at year end	£
Fixed assets	390,000
Investments	0
Net current assets	2,146,000
Long-term liabilities	1,237,000
*Total Assets (A):	1,299,000

Reserves at year end	£
Restricted funds	611,000
Endowment Funds	0
Unrestricted funds	688,000
*Total Reserves (B):	1,299,000

*** Please note that total Assets (A) and Total Reserves (B) should be the same.**

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
61-70%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

N/A

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	206,139	94,780	121,064
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	1,099,219	931,780	847,582
Other statutory bodies	0	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
Home Office	1,099,219	931,780	847,582
Gloucester PCC	52,755	52,755	52,755
Northern Ireland PSNI / D of J	20,000	20,000	20,000
Bestway Foundation	40,000	40,000	40,000
Scottish Government	80,000	80,000	80,000

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Asma Choudhery**

Role within **Trust Fundraiser**
Organisation: