



Crimestoppers Campaign

Conclusions

In the last edition of the UKRPA newsletter, we heard about the campaign supported by British Gas in partnership with Crimestoppers called 'Meter Tampering—it's dangerous to ignore it. The campaign has now concluded, and the UKRPA has started its analysis of the outcomes.

To recap: the four week campaign focused on Newcastle, Gateshead and the surrounding areas with three key objectives of **prevention, awareness and detection** of energy theft.

The campaign was fronted by Crimestoppers, a highly trusted brand and well respected within the community, with no public mention of British Gas who remained the primary stakeholder throughout the planning and delivery process.

The campaign focused on integrating digital elements, including the use of social media—a key tactic to ensure a high volume of people could be reached in the most cost-effective way.

Additionally, two educational YouTube videos were created: "**Still tempted to tamper?**" and "**Spot the Signs**". Both were used as pre-video advertisements using high impact graphics to grab the audience's attention.

The final piece of advertising was placed on PayPoint receipts, focusing on customers using prepayment meters.

Adverts were printed in 483 locations, on 11,000 transactions.

An Information Sharing Agreement was also put in place between Crimestoppers and the UKRPA to ensure that intelligence gathered could be effectively disseminated throughout the utilities sector.

The Results

The YouTube video received over 18,500 views, and over 120,000 people were reached via postings on Facebook and Twitter. A targeted Crimestoppers home page received over 5,000 hits, with 26 users utilising a unique reporting form.

In total, 91 reports were received, pertaining to seventeen suppliers. British Gas supplied 40% of the properties reported, of which 13 were confirmed as illegal supplies, recovering over £22k in stolen energy.

None of this could have been possible without the great relationship and information sharing agreement between Crimestoppers and the UKRPA, which played a pivotal role.

The campaign has been viewed as a great success for British Gas and the industry as a whole. The social media campaign created significant public awareness, with many members of the public sharing their experiences and warning others of the perils of energy theft.