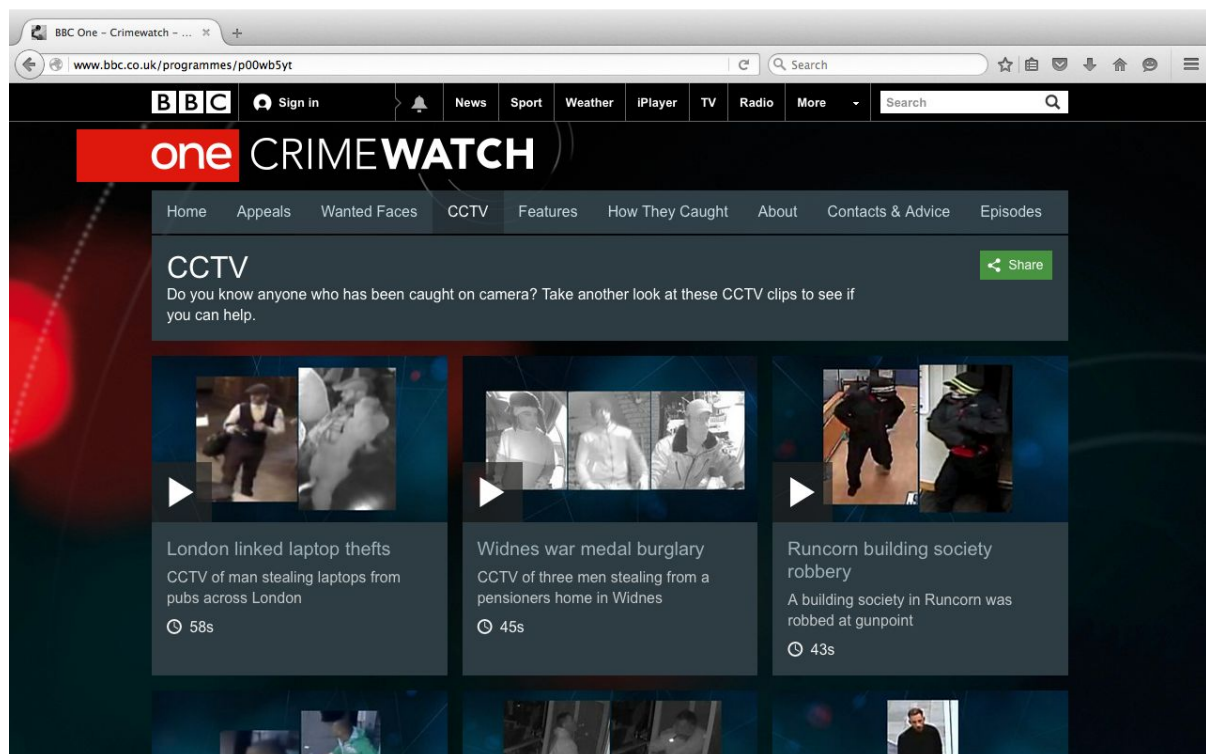


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### Crimewatch - Research

The Crimewatch website provided a lot of information towards helping me with my idea for the main deliverable. The brief stated that I did not have to necessarily come up with a new feature but rather incorporate the available features of Crimewatch into a concept that will enable viewers to interact with the programme outside of broadcast hours.



(fig 1) *Crimewatch Website*

Some of the features from the Crimewatch website that I incorporated into my main deliverable include the Wanted Faces and CCTV features.

I also researched the main crimes featured on the Crimewatch website and discovered that violent crimes such as murder, rape, assault, robbery and theft were the main crimes featured on the site.

I looked into the background of the Crimewatch programme to find out when it first screened, how it operated in the earlier days of its first screenings on Television and how many appeals have been featured on the programme.

The Crimestoppers website was useful in finding out how witnesses or people providing information/tips are being protected. I discovered that the ethos of crimestoppers was anonymity.

## The Crimestoppers guarantee

**Our guarantee of anonymity is vitally important to both you and us. It makes it easier for you to come forward, breaking the silence around criminal activity and removing your fear. Anonymity makes the difference.**

We guarantee:

- **You will not** be asked to reveal your name or any personal details.
- Your call **will not** be recorded.
- We have **no caller line display, no 1471 facility and have never traced a call.**
- Online reports have **the same level of anonymity** as phone calls.
- Our specially trained call agents make sure your report **contains no information that could identify you.**
- **We do not** make a note of gender, accents, apparent age or ethnicity of any caller.
- Even if you give personal details, they **will not be recorded or passed on.**

**The only way anybody will know you contacted us is if you tell somebody.**

## Protecting your identity

If the identity of one of our callers was made known it would destroy trust in our service and no one would contact us. This is why it is so important to us that we can guarantee your anonymity.

To give information anonymously call **0800 555 111** or fill out our [Anonymous Online Form](#).

### (fig 2) *Crimestoppers guarantee*

Everyone that contacts Crimestoppers is not identified. Even if the informant volunteered information about themselves, that information is not recorded. I incorporated the anonymity feature into my Crimewatch App as a means to protect the people coming forward with information. All messaging from the App is anonymous and information about the user will not be displayed whilst messaging through the App whether it be calling or emailing.

I looked at other crime programmes on Television and compared them to Crimewatch. The programmes included:

## Crimes that shook Britain



(fig 3) *Crimes that shook Britain*

This is a recorded programme on the Crime and Investigation Channel with a mixer of reconstructions, real footage and images from a crime.

Britain's Darkest Taboos is also a recorded programme on the Crime and Investigation Channel dedicated to documenting crime.

Manhunt is a Channel 4 programme dedicated to documenting the crimes of serial offenders. Most recent series have featured an in depth look into British Paedophiles.

Geotagging was another important feature I added to the Crimewatch App. The ability to Geotag photos and video submitted through the App to help pinpoint the location of suspect activity. This function is optional to the user.



(fig 4) *Geotagging*

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