



CRIME & DISORDER REDUCTION

OPERATION PEG

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OPERATION PEG

Author(s): West Yorkshire Police Target Initiative
Description: The Tilley Award 2003

Target is an intelligence-led, community safety strategy confronting crime, disorder and the fear of crime across the county that was launched by the Chief Constable in April 2001.

The Initiative evolved as Force performance, particularly in the area of priority crime, had peaked; the demographic profile of the Force was changing due to unprecedented levels of officer recruitment, and the total number of arrests had fallen by 2000 from the previous year. All these factors contributed to a need to address projected performance levels within West Yorkshire.

As part of the overall strategy it was decided that Warrants should form an integral part of reducing the level of crime. In April 2001 the number of arrest warrants outstanding in West Yorkshire stood at 3,600 and had risen to record levels. The Courts were issuing up to 1,600 new warrants each month and the number outstanding for execution was unacceptable. Many of those sought, when researched, were persistent and priority criminals who needed to be brought to justice.

In response, Target undertook initial responsibility for carrying out detailed research into the problem. Offenders were prioritised and hundreds of arrest packages were produced and distributed for execution by Headquarters Support Officers in an effort to relieve the burden on divisional staff.

The actual research yielded many issues, which are addressed in the main body of the accompanying text.

The main problem surrounded the cost in officer time re-visiting addresses based on old information/intelligence in an effort to effect the arrest of suspects, some of whom had never been there.

Target embarked upon an unprecedented sting type operation to focus on prolific persons wanted on warrant. The operation appealed to the natural greed of the individual and took the unusual step of inviting the suspects to come to the police. This process of offender self-selection was ideal for minimising cost, preventing wasted effort and police resources.

Target has been instrumental in reducing the number of outstanding arrest warrants in West Yorkshire to an average of 2,850 per month.

Operation Peg is an example of just one of the many initiatives that have been carried out by Target to address the warrants issue, which from April 2003 became an integral part of evaluated Force performance.

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OPERATION PEG – A Target Initiative (Appendix 1)

The Target Initiative immediately recognised the importance of warrant enforcement as an effective method of targeting priority offenders and reducing crime. A great deal of time and money has been traditionally wasted in repeated visits to addresses in order to execute warrants and bring offenders to justice. When a defendant absconds and is not subsequently brought back to court it can be very distressing for victims and witnesses who see that the alleged perpetrator has not been brought to justice. It also undermines the confidence of the public in the ability of the Criminal Justice System to deal effectively with crime.

In order to gauge the extent of the Force warrant problem, from April 2001 Target prepared hundreds of arrest packages for execution which were issued to operational support teams to effect the arrests. The strike rate was only about 30% and many suspects had not been at their last known addresses for months and in some cases, years! Many were found to be in prison serving sentences and it became clear that systems employed to record, allocate and update warrants in the Force were unsatisfactory. The Force had no designated regular officers tasked with executing warrants and there was no formalised process to prioritise and execute.

Target elected to train the existing support staff warrant clerks in the prioritisation of warrants and the production of packages for priority criminals. Their role until then, had been purely to record, allocate and chase up outstanding warrants allocated to Divisions. It transpired that many did not have access to the basic intelligence systems and were unable to carry out any kind of research into outstanding persons without linking in with divisional Intelligence Units who were understaffed and stretched to the limit.

On 1st August 2001, in an effort to relieve the burden on the Police, under a National Framework Agreement between the Lord Chancellors Department and the Home Office, responsibility for all post sentence warrants was transferred from the Police back to the Magistrates Courts. These warrants equate to about 25% of the total outstanding at any time. A Cheltenham based private contractor was employed to perform this function.

Due to staff shortages and many other factors, by December 2001 the contractor had executed only a small number of these warrants and a backlog of 800 had been created. 350 of these related to offenders or offences that met Force priorities.

The Magistrates Courts Service was desperate to remedy this situation and agreed that the Police should once again accept the responsibility, using Target and its resources in the main. The Courts agreed to pay the Police £100.00 for each post sentence warrant executed, thus generating income for the Force and thereby providing focus and increasing the impetus to execute this type of warrant.

Target worked tirelessly with Criminal Justice Support to ensure that over the next few months warrants were high on the agenda and prioritised for execution. The monthly total of outstanding warrants was significantly reduced by building the issue into all arrest operations and initiatives carried out under the Target banner.

However, the number outstanding was still felt to be unacceptable and worthy of further focus.

Target initially looked at the feasibility of carrying out a force-wide 'sting' operation back in March 2002. The Force priority at that particular time focused heavily on street crime and attendant issues, so plans were put off with a view to re-visiting in November 2002.

It was clear that some of these people had been wanted for several years. A fresh approach was required and it was decided that Target should put together a forcewide operation focused on those wanted on warrant with a mandate to minimise the amount of staff used and cost involved.

Sting type operations had been carried out in West Yorkshire in the past, but these had been few and far between and had been localised to relatively small problem areas. One such operation had involved Christmas hampers. It was felt that something similar could be carried out in the five natural districts of the Force but on a much larger scale.

Initial consultation and research took place to seek out best practice in this particular area of police work. There was little or no information available nationally to assist and it appeared that this legitimate police tactic had not been widely used.

Effective planning began on Monday 11th November 2002, with only five weeks to assemble what was probably the largest single operation of its type.

Target was able to secure the services of a trained Warrant Clerk who could interrogate the Warrants system effectively. The clerk became part of a small team dedicated to research the large number of outstanding warrants and, in effect, 'cleanse' the system.

Many warrants over five years old were identified and requests were made to the issuing Courts for consideration of withdrawal as not being in the public interest. 35 probation post sentence warrants were found to be over five years old and were flagged up to the Probation Service also with a view to withdrawal. One suspect wanted on warrant was found to have been murdered in 2001. Almost five percent of those researched were found to be in prison, on remand or serving a sentence. Liaison had to take place with the Issuing Courts to consider production of the prisoner and/or withdrawal of the warrant.

It had been necessary to approach the Prisoner Relocation Service, Department of Works and Pensions and the Probation Service with a view to assisting the team to carry out bulk checks and locate some of the individuals sought.

1,000 persons wanted on warrant were initially selected and prioritised from the list outstanding and detailed research work was undertaken in respect of each. Some of these were arrested in the normal course of events and many were deemed unsuitable, as proper addresses could not be found. Emphasis for selection was to be placed on persons wanted in connection with serious crimes and street crime issues.

Cost, secrecy and integrity were major considerations and it must be stressed that no staff, other than the actual four Target team members and the Warrant Clerk, were utilised at any phase of the operation up until the arrest phase. A generic operational order was produced and the Marketing and Design Department were called in to add their expertise to the plan, which was then vetted by the Force Solicitor, Crown Prosecution Service, and the Force Health and Safety Officer who risk assessed the operation.

The arrest phase of the operation would take place between Monday 16th and Saturday 21st December 2002. Headquarters Operations Support staff would be utilised to make the arrests so as not to impact upon the call handling capability of Divisions.

Four distinct phases were to make up the operation.

Firstly, 1,000 letters were sent out to prioritised suspects, inviting them to take delivery of a free Christmas hamper on the pretext that they would take part in future market research (Appendix 2). They were told they had been randomly selected by postcode. These individuals would then be visited by appointment and subsequently arrested.

Secondly, this activity would be followed up by a leaflet drop in the areas in which the arrests were made. The leaflet would indicate that a Target operation had been in that area, providing reassurance to the public and encouraging people to offer further information via Crimestoppers (Appendix 3).

Phase Three involved suspects deemed unsuitable to take part in the 'sting', who had an arrest package prepared for allocation and execution by Headquarters Operations Support Units. Examples included minority ethnic groups, who perhaps did not celebrate Christmas, juvenile suspects and persons known to have small dependent children. Six packages of this type were actioned out for execution on each evening of the arrest week.

The fourth phase of the operation would be to send out a number of letters to those wanted in relation to bail and low level warrants. The letters would invite those people to hand themselves in to avoid arrest at an inconvenient time to them (Appendix 4).

Volunteers with call handling experience were sought to resource a free-phone number and respond to any replies obtained from Monday 9th December 2003. This was to coincide with the first hamper letters being sent out on Friday 6th December 2003. It is fair to say that the number of requests to assist Target, from support staff and Special Constables working their days off for no payment, was considerable. Despite not being told the nature of the operation, initially, Target was massively over-subscribed from interested parties, most of who had to be disappointed.

The call handling staff, once selected, were initially briefed and then forwarded a series of vetted questions that it was felt they might have to deal with in the event of a call (Appendix 5). A private room was found within a police owned building where



an external free-phone line was installed and this would be the call handling office. The main concern for the call handling staff was how to deal with suspects who had requested a visit but who had been arrested prior to the visit taking place. This was resolved by preparing a story about the company supplying the hampers going into liquidation and offering to provide the arrested person with a small gift to award their interest and participation.

The free-phone was staffed from 0900–1700 hours, Monday to Friday and a carefully prepared message greeted any callers out of hours asking them to leave their name, address, telephone contact number and the unique number on their personalised letter.

The call handlers were supplied with a matrix into which deliveries could be arranged at one half-hour intervals. The matrix would change daily as new appointments were made and/or persons were arrested in the normal course of events.

Many new items of intelligence regarding addresses and mobile phone contact numbers, in particular, were created to update the intelligence systems.

615 hamper letters were ultimately dispatched, yielding 170 calls and enquiries to the free-phone number. This represented a response rate of about 28%, which was far in excess of what was anticipated. These particular letters were only sent to persons having a photograph in the system as it would be very difficult to positively identify them without one. Most of the 170 enquiries resulted in firm bookings, which were included in the matrix for deliveries.

400 bail warrant letters were sent out, inviting the suspects to hand themselves in over the Christmas period. Many of these were to addresses all over the country. Instruction from the Force Solicitor was that these letters should be carefully addressed to the intended recipient and marked 'Private and Confidential' to minimise any future complaints.

20 staff were carefully selected from Operations Support to be engaged as van drivers, in liveried jackets bearing the 'hamper company' logo, and uniformed backup arrest teams. The drivers were also issued with fabricated identification cards. A number of plain white Ford Transit vans were also liveried up with magnetic signs and driven out to the areas of delivery to commence visits at 10am each morning.

The van drivers were briefed not to get involved in any way in the making of arrests but to rely on the support teams who they would contact via an open phone link once the suspect was identified. To assist, they were given packages containing a photograph of the suspect and this was to cater for impostors trying to receive the hamper on behalf of the suspect.

Any suspects not at the addresses at the appointed time would be left a card and a Christmas pudding (Appendix 6). This would cater for anyone checking out the authenticity of the hamper delivery. This tactic worked very successfully as many of the suspects re-contacted the call handlers to book in a further delivery. They were then arrested.

The delivery vans were equipped in the rear with a visible hamper and a large number of empty boxes, thus creating an impression that each van was full of hampers.

As the arrest teams were deployed, the call handlers were receiving calls and it was possible to slot in some deliveries to suit, again resulting in arrests.

Contingencies had to be put in place to cater for the sheer volume of arrests. In addition to increasing the numbers of custody staff at some locations, Group 4 demonstrated a commitment to be extremely flexible with their own protocols. They were able to empty holding cells by 8am each morning to leave as many cells free as possible to accommodate Operation Peg prisoners. Each of the West Yorkshire Courts were informed as to the nature of the operation and were warned to expect an increase in court attendees over that period.

A cut-off point of 6th January 2003 was established to allow time for those in receipt of the bail warrant letters to hand themselves in.

Approximately 300 new items of intelligence were created to update the systems in relation to many priority criminals.

A total of 231 arrests were made as a direct result of the operation.

The feedback throughout the course of the operation from all staff involved was tremendous. Operation Peg was a complete departure from normal policing and was embraced as good practice by all.

There is no doubt that this operation proved what a small, dedicated team focusing on a particular problem for the Force could achieve. If more letters had been sent out, the yield in prisoners would have been even greater especially in relation to those handing themselves in, many of whom were apparently unaware of the existence of the warrant.

The operation was unrivalled, probably nationally, in its success being put together using minimum resources with a plan that was very simple to execute. The overall cost to West Yorkshire Police being offset by the income generation from the execution of many post sentence warrants.

A full cost per prisoner evaluation was carried out and it transpired that this was approximately £220. This figure providing good evidence that Operation Peg represented a cost effective and efficient method of arresting those wanted on warrant.

No public complaints were received and the integrity of the operation was seemingly maintained until the last moment.

The Christmas hampers and spare Christmas puddings were donated to a local Hospice in time for Christmas.

The resultant media coverage did not reveal any police tactics used.

A full facilitated debrief took place on conclusion of the operation and a number of recommendations were made.

1. A full review of the existing Warrants system needs to be made with the Warrants Clerks being able to carry out the simplest check, e.g Prison Relocation Service. They should also receive training on the intelligence systems and have the ability to input items of intelligence after evaluation.
2. Warrant Clerks should be based within Divisional Intelligence Units.
3. Warrants should form part of Tasking and Co-ordination at Divisions, as per the National Intelligence Model.
4. The plan for Operation Peg, results and evaluation should be considered for forwarding to the National Crime Faculty. There appears to be very few, if any, sources of reference in relation to sting operations despite being a legitimate police tactic in tackling offenders and reducing crime.
5. Consideration should be given to setting up similar type operations on a regular basis. Target have recently carried out a game show, 'sting' type operation 'Just the Ticket', which has been filmed as part of a documentary highlighting the warrant issue, which to be shown on Channel 5 in the autumn.

Following on from Operation Peg and its results, the warrants issue has become a major part of 'narrowing the justice gap'. This places responsibility on the Police to execute certain types of warrants within 7 and 14 days, upon which they are measured. This has increased the pressure on Police Forces to execute warrants and Target has now set up its own warrants' execution team consisting of four full-time dedicated officers. They are provided with research officer support and their purpose is the assist Divisions to meet their performance targets in relation to warrant execution.

The warrants issue has now become an integral part of the tasking and co-ordination process, with priority warrants being actioned out for execution by divisional staff on a daily basis.

An official document entitled 'Guidance on Ensuring Warrants are Enforced Effectively' has now been produced as part of the Criminal Justice System 'Narrowing the Justice Gap' strategy.

The consistency applied to tackling the warrant issue in West Yorkshire, since Target began, has reduced the number of outstanding warrants to 2,850 per month, a reduction of approximately 750. The activity will continue with a determination to bring that figure down even further (Appendix 7).

APPENDICES 1-7

OPERATION PEG



West Yorkshire Police Target Initiative

The Tilley Award 2003

1. The Target 'One Year On' booklet.
2. The Hamper Company Letter.
3. The Target Leaflet delivered to homes in the streets where arrests were made.
4. The Bail Warrant Letter.
5. A number of prepared questions for the call handlers.
6. The Hamper Company Card.
7. A colour block chart showing the warrants position from 1999 to present.



one year on...



WEST YORKSHIRE
POLICE



Foreword

The Target Initiative is one of West Yorkshire Police's outstanding successes in 2001. As well as 2,810 arrests for priority crime such as burglary, robbery and drugs, the Initiative has led to hundreds of police officers taking part in high visibility activities throughout the county.

The good news is that, in the coming year, there will be more Target Initiatives putting more officers out on the streets.

Graham Moore, Chief Constable.



Target[®]

fighting crime, fighting the fear of crime

Introduction

The Target Initiative, launched in April 2001, is an intelligence-led, community safety strategy that confronts crime, disorder and the fear of crime across the county. The Initiative works in partnership throughout West Yorkshire to achieve its aim.

Strategy

Target's strategy is to reduce crime, challenge disorder and tackle the fear of crime through high profile policing operations.

Target plans and co-ordinates 'arrest operations', using officers from HQ departments, squads and support units. Extra officers are on the streets, dealing with crime.

Target's 'high visibility' events enable local people to meet local officers. The Target team also finds fresh answers to policing problems such as gun crime, fraud and disorder.

In its first year colleagues from the Force and other agencies have supported Target. We thank you for your help and hard work in making our first year a success.

Chief Superintendent Adam Briggs, Co-ordinator,
The Target Initiative.



Crime Operations

Target tackles crime through police operations, aimed at those committing crime. Target teams, working with local officers, provided an early morning wake-up call for over 2,800 people in its first year in action.

In April 2001 Target launched its first high profile arrest initiative, to tackle burglary and robbery. 332 people were arrested and 572 crimes detected.

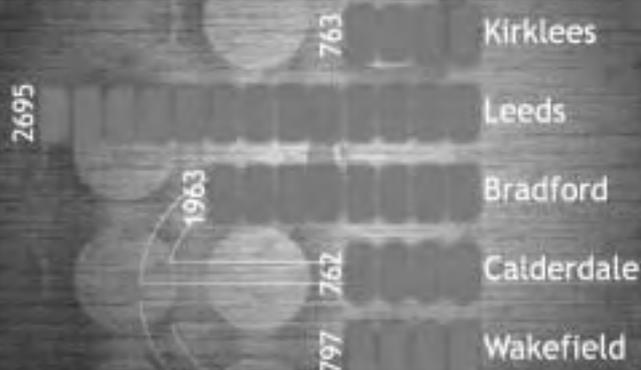
- Others include: a 'drive away car crime' campaign in June. Over 300 arrests were made and 176 offences detected.
- A drug initiative, targeting dealers, involved 110 policing operations. 226 arrests were made and £20,000 worth of drugs, including heroin, seized.
- November's burglary and robbery focus led to 251 arrests.
- Violent crime was the focus for a campaign in January in which 103 people were arrested.
- A second drugs operation targeted 12 suspected dealers.
- March's robbery campaign across Leeds and Bradford saw 35 arrests.
- Work with teams, investigating violence in Leeds and Bradford last summer, led to 30 arrests.
- Winter campaigns across Bradford and Leeds saw 750 police drafted into the cities during the six-week operations.
- The Initiative has supported local police, tackling local crime 'hot spots', providing officers and support for many divisional initiatives.



Target Statistics

During its first year Target has drawn officers from Headquarters' departments, Operations Support Division, crime squads and training units. They have contributed a total of 6,980 extra 'front line' policing days, a saving of £2,053,000 for the Force.

Extra Police Working Days



Total Arrests

2810



Target Crimes Detected 4/01-3/02





High Visibility

During the year Target's high visibility events, combining exhibitions and policing operations, have been held in West Yorkshire's towns and cities.

Leeds City centre was the scene for the first Target event with colleagues from the local authority, Crimestoppers and community groups working with local police.

A week after riots in the city, Target launched an exhibition in Bradford. A photographic display of riot suspects led to several arrests. Other events included:

- A 'sporting fixture' hosted by Bradford Bulls.
- A two-centre weekend in Wakefield and Castleford.
- A Safer Shopping weekend at The White Rose Centre near Leeds.
- A Christmas countdown event in Huddersfield town centre.
- A three centre exhibition in the Calder Valley in February.
- Target also took part in Wakefield District's Community Safety Awareness Day.

Thematic

As part of the Initiative's work in identifying new solutions to policing problems, Target has developed fresh thinking projects across the Force.

- Target's role in tackling disorder and protecting officers led to six armoured Landrovers, loaned from the RUC, being delivered to West Yorkshire within a week.
- Target launched the Thumbprint Signature scheme in October, to tackle credit card fraud. 250 retailers have so far adopted the system.
- Concerns about realistic, imitation, guns led to Target's Safeguard campaigns. Safeguard I saw 61 fake firearms handed in. During Safeguard II, 250 weapons were placed in sealed bins.
- A 'truancy' initiative, involving police and education welfare officers, collected 250 pupils from Leeds' streets. Similar schemes followed in Calderdale and Kirklees.
- A web campaign to protect students and their property scored 400 'hits' to the Target 'Safer Student' page on the Force's website.
- A Force first, a Target weekend workshop for Special Constables, had 86 volunteers.
- A Safer Transport campaign, backed by bus operators, Crimestoppers and regulators, Metro, was held in March.

Thematic Report - Best Value Review of Intelligence

Best practice was the remit for the team in carrying out a 'Best Value' review of the Force's Intelligence function.

The review included examining current practice, researching national models of excellence and, finally, consultation with in-house experts. The Force adopted a series of recommendations in March 2002.

Results

- Calls to a Target/Crimstoppers hotline have risen by 18%.
- Target Web pages average 10,000 hits a quarter.
- Over 350 Target news articles have appeared (circulation 1,400,000) including 37 front-page items, national and local radio and TV coverage.
- Target's media coverage amounts to £428,800 worth of advertising equivalent costs.

Publicity

Target's high visibility policing is supported by a vigorous marketing communications strategy.

A range of tools from face to face briefings, web technology, the media and graphics are used to inform and involve Force employees, the public and partners.

Promotional goods support the Target brand, designed by the Force's Marketing and Design team. Crimstoppers and Force web addresses appear on all Target material.



Evaluation

Leeds Metropolitan University's Policy Research Unit assessed Target's impact on public reassurance through media evaluation and surveys. Its report shows:

- 97% of those asked in June thought Target a good idea. 95% liked the Force's targeting of specific crimes and 40% said Target made them feel safer.
- In Bradford, a week after the riots, a survey showed public confidence was linked to increased police visibility. Two thirds of respondents (mainly men) said Target made them feel safer.
- People visiting Target Exhibitions were positive, both in discovering more about the police and the chance to talk to local officers.

The University's review of Target's Communications Strategy against media coverage, noted headlines frequently featured keywords consistent with the communications strategy.

The Force's Voice survey showed 46% of those asked were aware of Target, 56% felt Target would make people feel safer.

Her Majesty's Inspector of Constabulary report 'Open All Hours', examining public reassurance issues, cited Target's internal communications strategy as an example of national good practice.





Target Team

Chief Superintendent Adam Briggs
Superintendent Gary Hammerton
A/Chief Inspector Steve Hodgson
Ann Clayton
Detective Sergeant Steve Norman
Police Sergeant Keith Dobson
Carol Hayman
Sally Scholefield

Co-ordinator
Deputy Co-ordinator
Planning/Logistics Officer
Communications Manager
Liaison Officer
Liaison Officer
Departmental Secretary
Administration Support

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www.westyorkshire.police.uk



WEST YORKSHIRE
POLICE



Target
fighting crime, fighting the fear of crime



Yorkshire &
East Midlands

CRIMESTOPPERS

0800 555 111

Call anonymously with information about crime

Target is a West Yorkshire Police initiative developed to fight crime and the fear of crime.



The Hamper Company

Dear _____

We tried to deliver a package today, but you were out.

*It is essential you contact us as soon as possible on 0800 915
0971 as we may still be able to reattend today or tomorrow.*

*We have left a gift for you which like your package is
COMPLETELY FREE*





The Hamper Company,
P.O. Box 551,
Leeds,
LS1 1WT
Freephone 0800 915 0971

CONGRATULATIONS !!!

We are pleased to inform you that you are one of a limited number of selected people in the Yorkshire area to get a FREE Christmas Party Hamper.

The Hamper Company specialises in Luxury Hampers and our computer has randomly selected your name to take part in our Market Research.

Your FREE hamper may contain any combination of the following items:-

12 bottles of Stella Artois
12 cans of Carlsberg Special brew
12 cans of Boddingtons Genuine Draught Bitter
12 cans of Olde English cider
A bottle of Oudinot champagne
A case of Macon Village
A case of Burgundy Pinot Noir
Christmas mulled wine
A bottle of vintage Port
A bottle of finest Glenfiddich
All butter shortbread selection 675g
Strawberry and Champagne conserve 340g
Luxury Belgian Biscuit Tin 400g
A Christmas pudding 250g and Brandy sauce 250g
Christmas Coffee 227g
Marzipan Fruits 190g and Mint Selection 250g
.....and much much more

All you have to do is call the FREEPHONE number on this letter to arrange a date and time for your FREE hamper to be delivered to your door. When calling, please state your name and address, along with your reference number quoted at the top of this letter, and if possible a contact number.

A member of staff will arrange a delivery time. When your hamper has been tested, after Christmas you may be contacted to obtain your views on the products on offer.

We look forward to receiving your call, many thanks for your support and a Merry Christmas.

Yours sincerely

Barry Johnson
Marketing Manager



Our ref. 01924 292456/292072

YOU ARE WANTED ON WARRANT

A team of Police Officers is looking into every outstanding warrant in the West Yorkshire area. During the next few weeks they will be making enquiries to arrest and detain people for court appearance.

These officers are working twenty-four hours a day, seven days a week and will arrest at any time the opportunity arises. The Team will be visiting everyone currently wanted on warrant.

We are offering an alternative to possibly being detained in the cells for long periods awaiting court. Take this opportunity to hand yourself in at any Police Station.

If the warrant is with bail, you will be re-bailed to Court at a later date from the Police Station and released as soon as possible.

If you decide to hand yourself in you can minimise the amount of time you are likely to spend in custody by giving yourself up at the following times; between 8.00 am and 11.00 am Monday to Friday and between 7.00 am and 9.00 am on Saturdays.

If you have any queries in relation to this letter, please contact the TARGET Team by telephone on the number given above. You should call between 8.00 am and 5.00 pm.

Consider what it would feel like to have a 'clean slate'. The warrant will not go away and you will be arrested sooner, rather than later. Co-operate with us and you can look forward to a time when you may not have to worry when someone knocks on your door.

PLEASE DO NOT IGNORE THIS LETTER |

Get reference number on top right of their letter.

Be precise

No major deviation from script. These are not exact word for word answers to repeat as long as the question asked gets the correct result.

Have I got to sign anything?

NO, but you must be in possession of the letter.

What's the catch?

There's no catch. We simply want to use this opportunity to test the popularity of our products

Are you POLICE?

WHAT? We are trying to conduct research to improve our products and services, but if you don't want to participate then that's your choice.

What commitment would you like me to make?

A non-obligatory research questionnaire will be sent out in the New Year to obtain your views. This will probably be after 13th Jan so you should have ample time to sample the contents.

What's in it?

Like it says on the letter it could be any combination of the items listed. I haven't got an inventory of each hamper.

Do I have to be in when you deliver it?

YES. It must be delivered to the address on the letter, and to the person on the letter. The letter must be shown to the delivery driver to check validity.

Can I collect it?

NO, the hampers will be shipped to the area in bulk, the delivery drivers will collect from a large container wagon at the beginning of the week. We do not have an office in the area.

What's that address in Leeds for then?

It's just a local mailing address.

I'm speaking to you . Where are you sat now?

From a call centre in the Arlington Business Park, Leeds

What's the head office address?

THE HAMPER COMPANY, 564 BATH ROAD, THATCHEM, BERKSHIRE,
RG13 4FP

Can it be delivered to a neighbour?

No. It must be delivered to the address on the letter, and to the person on the letter. The letter must be shown to the delivery driver to check validity.

I'm always at work, can you deliver it somewhere else?

No. We give the product to you. If this is not convenient then unfortunately you won't be part of our research. If you can make an arrangement to be in then call us again, later

Why does the Hamper have to come to me specifically?

By being so specific in giving the hampers to you we are trying to keep our research very focused and relevant to the individual concerned. Whilst we appreciate the contents may be shared with others, it is your reply we will be seeking later.

I don't live at that address, I've moved?

No problem, where do you live now? Can you show proof to the driver that you are resident at the new address. You will still need to show the letter to the driver as proof.

Where did you get my details from?

We can buy information from market research company and we make use of public information, like voters lists, council tax lists. We also buy info from sources such as banks, benefits agencies. We do this so we can research a cross section of society.

Can my friend have one?

Give us the name and address including their post code, marital status, age range or date of birth, and we will see if they fit our criteria.

Will my details be given on to other companies?

NO.

How many others are getting these?

Probably about 1000 Nationwide, about 100 in the Yorkshire area.

Can you ring me before you come?

We can take a phone number but there is no guarantee that the driver will ring you. However, If there is a problem with the van or the delivery will be delayed, then you may get a call. Please specify an am or pm time and we will try our utmost to deliver within those times

Live Warrants

