

**Force Disclosure Unit**

Police Headquarters
London Road
DEVIZES
Wiltshire
SN10 2DN

Date: 19th May 2026

Ref: FOI 2026-440

I write in connection with your request for information dated 11/05/2026 concerning theft of 'Jellycat'.

I am required by the Freedom of Information Act 2000 to handle all requests in a manner that is blind as to the identity and motives of the requestor. Any information released as a response to a request is regarded as being published and therefore in the public domain without caveat.

Your request for information has now been considered, and I am now able to respond as follows.

You wrote:

I would like to request the following information relating to thefts involving Jellycat-branded toys and products within your force area between 1 January 2025 and 31 May 2026 inclusive.

Please provide:

The total number of recorded theft offences where "Jellycat" is specifically mentioned in:
the crime report summary,
property description,
investigation notes, or
associated retail loss reports.

A monthly breakdown of these offences from January 2025 through May 2026.

Where available, the estimated total value of goods stolen:

by month, and
as an overall total.

The number of incidents involving:

shoplifting,
burglary,
robbery,
theft from person, and
organised retail crime.

The number of arrests made connected to these offences.

The number of cases that resulted in:

charge,
summons,
caution,

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community resolution, or
no further action.

The number of cases referred to the Crown Prosecution Service.

The number of prosecutions and/or convictions recorded, if held.

The three locations (towns/cities or retail areas) within your force area with the highest number of Jellycat-related theft reports.

Any internal reports, intelligence assessments, briefing notes, or communications held concerning:

trends in Jellycat thefts,

organised theft of Jellycat products,

reseller activity,

retail crime targeting toy shops or department stores, or social media-driven demand for Jellycat products.

Any data held regarding repeat offenders or linked offences involving Jellycat thefts.

Any guidance issued to officers or retailers relating to the prevention of high-demand toy thefts, including Jellycat items.

If possible, please provide the information in spreadsheet format (CSV or XLSX).

For clarity, this request relates specifically to the brand "Jellycat", including plush toys, soft toys, and related branded merchandise.

If keyword searches are required, I would be grateful if searches could include:

"Jellycat", "Jelly Cat", and common misspellings where practical.

Our response:

The information that you request is not stored in a way which permits easy retrieval.

Wiltshire Police record crime in accordance with current Home Office crime recording classifications. There is no crime classification specifically for the theft of Jellycat – these types of offences are therefore recorded under general crime classifications for Thefts, namely Thefts from The Person, all other Thefts, burglary or theft from a shop all depending on the circumstances.

In addition, whilst our crime recording systems are fairly sophisticated and we have a number of designated fields in which specific information regarding a crime is recorded (eg victim name and gender, occurrence address etc) – which we can then theoretically run searches against – we do not have designated fields in which we record the specific item that is stolen or indeed its' value.

To establish this information would require manually reviewing each occurrence recorded under the relevant crime classifications within the requested period(s) to determine whether the occurrence is related to theft of a Jellycat.

I am absolutely confident that to locate, retrieve and extract the information you seek would by far exceed the time obligations upon this authority to comply, and in so doing would exceed the fees limits. This is set at £450 calculated at a flat rate of £25 per hour for those work activities comprising of confirming the information is held, locating it, retrieving it and extracting it.

However, although excess cost removes the forces' obligations under the Freedom of Information Act, as a gesture of goodwill I have supplied information, relative to your request, retrieved or available before it was realised that the fees limit would be exceeded. I trust this is helpful, but it does not affect our legal right to rely on the fees regulations for the remainder of your request. I am able to provide you with the following: -

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Please note that this search has been conducted using a key word search. A key word search can only be conducted within the crime summary field of the occurrence. Therefore, these types of searches cannot guarantee accurate results; the search is dependent on the word 'Jellycat' or 'Jelly cat' being mentioned and spelt correctly in our crime summary description. If multiple items were stolen it would be unlikely that the word 'Jellycat' or 'Jelly cat' would be detailed in the summary field due to the limited text space available, it would more than likely be listed in the crime report in each occurrence.

Reported Month Year	Occ No	Crime Group	Crime SubGroup	Town	Approx Value	Arrest Made?	DetectionStatus
May-2025	1	Theft Offences	Shoplifting	SWINDON	£51.00	No	18: Investigation complete no suspect identified
Jun-2025	2	Theft Offences	Shoplifting	SALISBURY	£389.00	No	18: Investigation complete no suspect identified

Please also note that if one part of the request engages a Section 12 response, the whole request will engage a Section 12 response. The reason being is due to the fact that locating, retrieving and extracting any further information would only add to the already exceeded time obligations.

Ordinarily under our section 16 duty to provide advice and assistance, we would advise you how to refine your request to a more manageable level. However, due to the difficulties outlined above, I cannot see how this can be achieved in this particular case.

Section 17 of the Freedom of Information Act 2000 requires the Wiltshire Police, when refusing to provide such information (because the information is exempt) to provide you the applicant with a notice which: (a) states that fact, (b) specifies the exemption in question and (c) states (if that would not otherwise be apparent) why the exemption applies.

The exemption applicable to the information requested is:

Section 12: Exemption where cost of compliance exceeds appropriate limit

(1) Section 1(1) does not oblige a public authority to comply with a request for information if the authority estimates that the cost of complying with the request would exceed the appropriate limit.

In accordance with Section 17 of the Act, this letter represents a Refusal Notice for this particular request.

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I am satisfied that all the relevant information has been passed to me and been considered in the light of your request within the time constraints applicable under the legislation.

Wiltshire Police would like to thank you for the interest that you have shown in the Force.

Yours sincerely

Force Disclosure Decision Maker

Wiltshire Police offers a re-examination of your case under its review procedure.



Force Disclosure Unit

Wiltshire Police HQ, London Road, Devizes, Wiltshire SN10 2DN
Telephone 101

Freedom of Information Request Appeals Procedure

1. Who Can Ask for a Review

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Any person who has requested information from Wiltshire Police, which has been dealt with under the Freedom of Information Act, is entitled to complain and request an internal review, if they are dissatisfied with the response they received.

2. How to Request a Review

Requests for review of a Freedom of Information request must be made in writing to the:

Force Disclosure Unit
Wiltshire Police Headquarters,
London Road, Devizes,
Wiltshire,
SN10 2DN

Email at disclosure@wiltshire.police.uk.

The reference number, date of the request and details of why the review is being requested must be included. Requests for review should be brought to the attention of the Force Disclosure Unit within 20 working days of the Force's response to the original FOI request.

3. Review Procedure

Receipt of a request for review will be acknowledged in writing to include confirmation of the reasons for the review. The review will be conducted by another Decision Maker, who is independent from the original Decision Maker. The Force Disclosure Unit will set a target date for a response. The response will be made as soon as is practicable with the intention to complete the review within twenty working days. In more complex cases the review may take up to 40 working days.

The Independent Decision Maker will conduct a review of the handling of the request for information and of decisions taken, including decisions taken about where the public interest lies in respect of exempt information where applicable. The review enables a re-evaluation of the case, taking into account the matters raised by the complaint.

4. Conclusion of the Appeal

On completion of the review the Independent Decision Maker will reply to the complainant with the result of the review. If the complainant is still dissatisfied following the review, they should contact the Information Commissioner to make an appeal. The Information Commissioner can be contacted via the following details:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 01625 545 700
Fax: 01625 524 510
Email: mail@ico.gsi.gov.uk

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