



12 May 2026

FOI Ref 22863

Request - You asked Staffordshire Police (SP) the following:

Under the Freedom of Information Act 2000, 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,
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.

SP received your request on 11/05/2026 and have processed this under the Freedom of Information Act (FOIA).

SP's response to your enquiry is as follows:

SP holds some of the requested information.

- Under the Freedom of Information Act 2000, 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,
community resolution, or
no further action.
- The number of cases referred to the Crown Prosecution Service.
- **Disclosed, please see the accompanying file titled 'FOI 22863 Jellycat Thefts Data'.**
- The number of prosecutions and/or convictions recorded, if held. – **No information held.**
- The three locations (towns/cities or retail areas) within your force area with the highest number of Jellycat-related theft reports.
- **Disclosed, please see the accompanying file titled 'FOI 22863 Jellycat Thefts Data'**
- 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.
– **No information held.**
- Any data held regarding repeat offenders or linked offences involving Jellycat thefts.
– **No information held.**
- Any guidance issued to officers or retailers relating to the prevention of high-demand toy thefts, including Jellycat items.
– **No information held.**
- 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

Please note: This data was obtained by completing a summary search for the terms "jellycat" and "jelly cat". The accuracy and reliability of these searches cannot be guaranteed as only the MO / summary field of the report is searched. If this term is mentioned elsewhere (i.e. within the call log, crime report, statements etc) these will not be returned in the results. Additionally, if the term is misspelt within the MO / summary field, this will not be returned. To provide accurate results would require manually interrogating each crime within the specified timeframe to establish its relevance to your request.

Please note that this data has been provided to the best of the ability of SP, subject to the limitation of current recording protocols and systems/software. Additional offences may have been recorded during

these timescales but are awaiting finalisation and input onto these systems and would not be present within this dataset.

Every effort is made to ensure that the data presented is accurate and complete. However, it is important to note that this has been extracted from multiple sources, developed for specific policing purposes, for which data extraction methods have not been specifically designed to directly correlate with the terminology of this request. Therefore, the data presented is subject to the inaccuracies and idiosyncrasies inherent in any large-scale recording system.

Consequently, care should be taken in the interpretation and presentation of this data, to not misrepresent the whole or any part of the data disclosed.

Please be advised that all Freedom of Information request responses are published on the SP website although personal details are not included.

Advice and assistance

Section 16 of the Act places an obligation upon the Authority to provide advice and assistance, in order to comply with this obligation please see below.

Staffordshire Police do not hold conviction data. We would advise that you approach the Government HM Courts & Tribunals service website.

Please find below links to previously disclosed HMCTS data and details upon how to submit a further Freedom of Information request to the Government HM Courts and Tribunals Service for this information.

Make an FOI request - [how to make a request](#).

Check [our previous releases](#) to see if we've already answered your question - [our previous releases](#)

Make a new request by using the details below.

FOI requests

Disclosure Team

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102 Petty France

London

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United Kingdom

Email

data.access@justice.gov.uk

Freedom of Information Request Appeals Procedure

1. Who Can Ask for a Review

Any person who has requested information from SP, 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.



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2. How to Request a Review

Requests for review of a Freedom of Information request must be made in writing within two months of the date of receipt of this email, and should be addressed to:

IAT@staffordshire.police.uk

Or by Post to:

Information Access Team
Staffordshire Police HQ
PO Box 3167
Stafford
ST16 9JZ

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 Information Access Team within two months of the SP response to the original FOI request.

3. Review Procedure

Receipt of a request for review will be acknowledged in writing. The review will be conducted by a supervisor who is independent from the original Decision Maker. The Information Access Team 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 forty working days.

The independent supervisor 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, considering the matters raised by the complaint.

4. Conclusion of the Appeal

On completion of the review the independent supervisor will reply to the appellant with the result of the review. If the appellant 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 link: <https://ico.org.uk/make-a-complaint/foi-and-eir-complaints/foi-and-eir-complaints/>

Freedom of Information
Information Access Team