



Chartered Trading
Standards Institute

**STAND
AGAINST
SCAMS**



#StandAgainstScams
Become a **#Scambassador** Today

**NATIONAL
TRADING
STANDARDS**
Scams Team

STAND AGAINST SCAMS

Scams are the scourge of our communities. They are operated by criminals with the sole purpose of identifying and exploiting often vulnerable, elderly and mentally impaired people.

Trading standards, a function of local government, is focused on combating criminals and protecting these vulnerable individuals.

The average victim loses about **£1,000** to scams but some have lost their homes, their life savings and many thousands of pounds.

Financial loss is not the only cost. Feelings of **vulnerability** can have an overwhelming impact on many victims.

Elderly victims are **2.4 times more likely** to die or go into a care home than those who are not scammed.

Many other public services are required to help pick up the pieces and all this has a cost.

WHO WE ARE

The Chartered Trading Standards Institute (CTSI) is the professional body representing trading standards in the four nations of the UK.

Together with the NTS Scams Team we are creating a cross-party network to protect everyone from scams and the damage they cause. This is the **#Scambassador** network.

THE #SCAMBASSADOR NETWORK

As a **#Scambassador** you will have the backing of CTSI and NTS Scams Team in your advice, campaigns and media work.

#Scambassadors will be a source of support and crucial information for those who desperately need it.

The information that a **#Scambassador** gathers locally could also help tackle the problem on a national scale.

**CONTACT THE CTSI POLICY
TEAM TO SIGN UP TODAY
POLICY@TSI.ORG.UK**



Chartered Trading Standards Institute

STAND AGAINST SCAMS



SO WHAT ARE SCAMS?

If someone is persuaded to part with money as a result of **postal, telephone or electronic communication** received into the home they have been scammed. This can often take place on an industrial scale through:

- **Fictitious prize draws**
- **False investment opportunities**
- **Pension fraud or bogus equity release schemes**
- **Clairvoyant or dating scams**
- **Fake lotteries**

These scams often use techniques such as sales scripts, data collection and targeted mail. They may play on the aspirations as well as the vulnerability of the victim. Victims' details are often passed around criminal groups, leading to repeat victimisation.

Several forms of this crime take place on the doorstep. Victims are cold called at their homes and persuaded to part with money. The most common form is charging an extortionate price for unnecessary work not completed.

THE TIP OF THE ICEBERG

For all that is known about scams it is believed that there is a great deal of information yet to be discovered.

- **Victims don't report being scammed because of shame or intimidation.**
- **With diminishing funding for local trading standards services there are fewer opportunities to follow up on suspicious activity.**
- **Developing technology enables scammers to access victims in new ways.**

When it was founded the NTS Scams Team had uncovered **106,000** potential victims on captured criminal target lists also known as 'suckers lists'. Further investigations have suggested that there are **560,000** victims in circulation with many more anticipated.

Only **5%** of scams are reported

WHAT ARE LOCAL AUTHORITIES DOING ABOUT SCAMS?

Combating scams is rarely easy. Many criminals operate overseas out of the reach of UK authorities, hide under company identities or intimidate their victims into silence. Trading standards have seen staff numbers fall by half over the last five years. Criminals know this and are targeting consumers because of this.

Local authority trading standards step in when they are aware of a victim, disrupting the criminals and where possible attempting to bring them to justice.

Officers work with victims to prevent future scams, using innovations such as call blockers to safeguard individuals. When a call blocker is installed it shows the targeting of the vulnerable.

Local authority trading standards have piloted call blocking software to help tackle scam calls up and down the country. In partnership with TrueCall we have found that:



Over 100 **trading standards, charity, social services, adult safeguarding** and **police teams** have been involved in successful call blocking projects all across the UK



nuisance calls blocked



of all calls received were nuisance calls



of nuisance and scam calls blocked

Residents were receiving **53 nuisance calls** per month - **6 times** the national average



MANY INTERVENTIONS ARE GUIDED BY THE WORK OF THE NTS SCAMS TEAM

NTS Scams Team

Founded in 2012, the core aims of the NTS Scams Team include: **identifying** victims of fraud; **intervening** and protecting victims from further victimisation; **investigating** criminal activity; **informing** local authorities and agencies on how to work with and support scam victims; and **influencing** people at local, regional and national levels to take a stand against scams.

The team shares its data with local authority trading standards services who are then able to intervene with victims on a one-to-one basis. Partner agencies are advised to make face-to-face visits to ensure that the victim receives the best possible care and support.

Local trading standards work tirelessly to ensure a long term support network is established. Where possible local teams will also link victims with other support mechanisms and befriending services such as those run by the charity Age UK.

Successes of the NTS Scams Team

- **173** local authorities are signed up to the NTS Scams Team initiative
- **19,447** victims identified throughout the UK
- **£812.01** average savings per person as a result of trading standards work



560,000

victims have been identified on so-called 'suckers lists'

3,628

postmen and postwomen trained by trading standards



110,000

items of mail seized

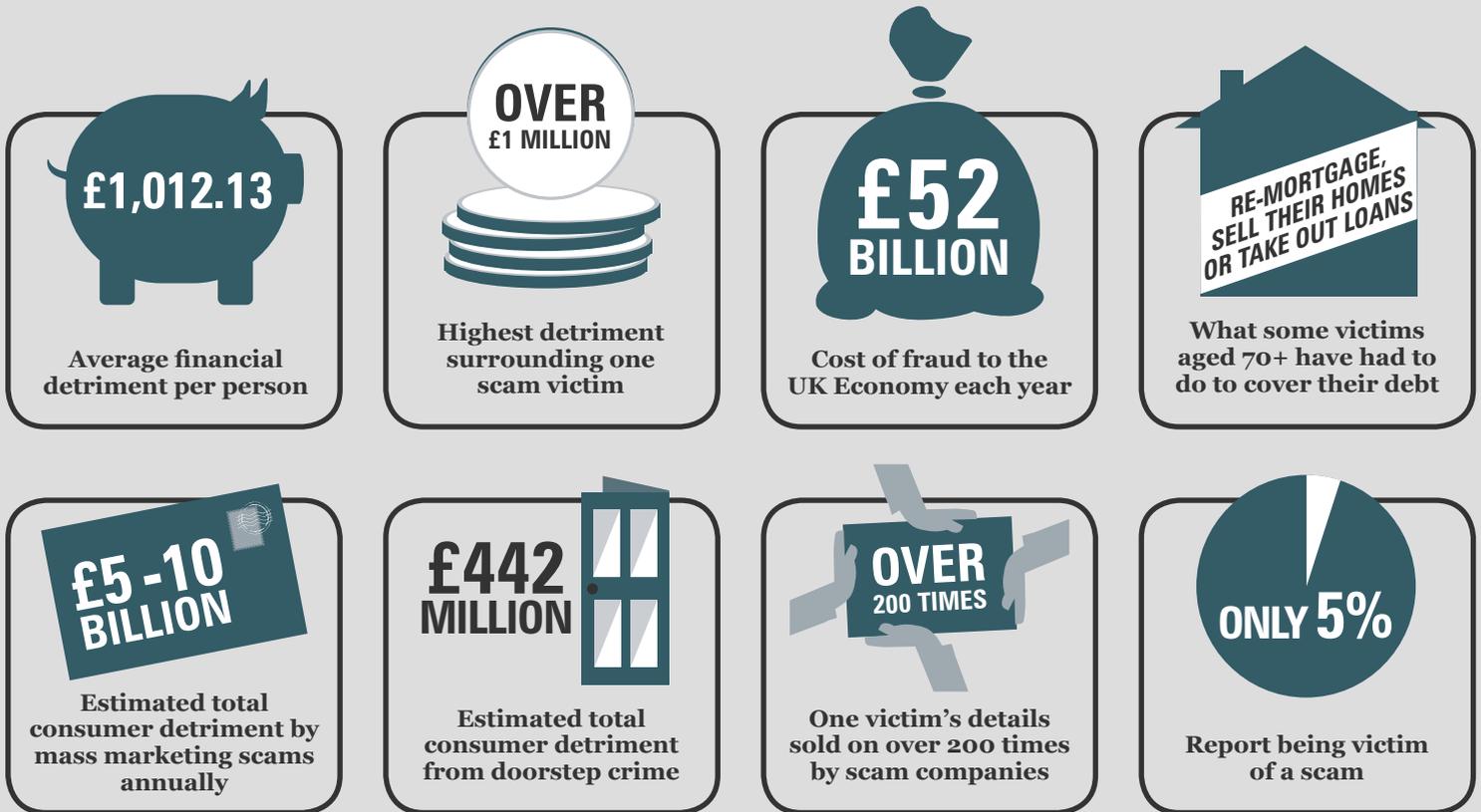


150,000

cheques seized

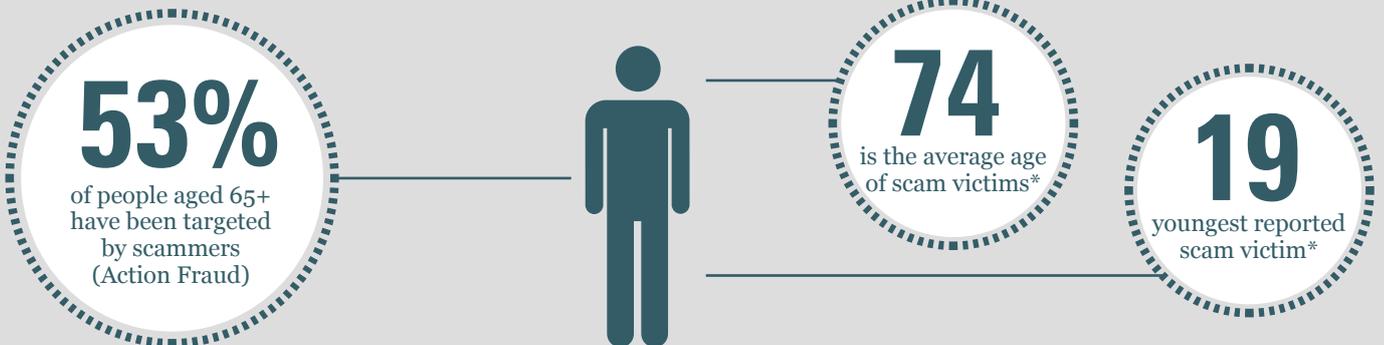


STAND AGAINST SCAMS



ANYONE CAN BE THE VICTIM OF A SCAM

yet it is the elderly and vulnerable who are often systematically targeted by scammers



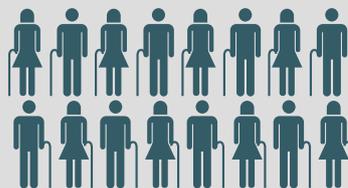
*based on 'suckers list' intelligence

RESEARCH HAS CONFIRMED

older people are more susceptible to becoming victims due to lower levels of cognitive function. This is a concern because the ageing population is on the rise:



11.4 million (17.7% population) were aged over 65 in mid-2014



Set to rise to 20 million by 2050



Number of people with dementia set to rise by 40% by 2025

HOW TO HELP A SCAM VICTIM?

By signing up to the initiative, as both a new #scambassador and as a prominent figurehead of the community, the cases of local scams victims and their families will inevitably surface and require action.

It is important to remember that victims are all unique. There are, however, some common things to remember for every victim:

- Experts have described victims of scams and financial abuse as being groomed by scammers.

- Because of this they may not accept that they have been a victim of crime, believing the criminals even over their own family.
- Their family may have made several attempts to stop repeat victimisation only to find that their family member cannot accept that they are being defrauded.
- Many victims suffer from dementia and other debilitating mental conditions which contributes to the difficulty to accept a crime has taken place.

Trading standards becoming involved will bring safeguarding support to victims and help to disrupt criminal activity.

If you or a constituent wishes to report a potential scam contact the Citizens Advice consumer helpline.

03454 04 05 06

or

03454 04 05 05

(Welsh speaking line)

If you would like any further information on the issues around scams, trading standards and what happens to an issue once it is reported please get in touch with CTSI

POLICY@TSI.ORG.UK

PRINT OUT FOR FUTURE REFERENCE

JOIN THE FIGHT

CTSI and the NTS Scams Team will support you every step of the way in becoming an effective **#Scambassador** for your community. We will provide media support and can help give you ideas for local community actions that might work well in your area.

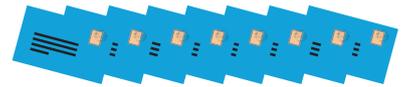
Some initiatives that have worked well in the past include:

WRITING to your local newspaper/magazine. Include a column on the latest scams reported in the area, warn constituents to be aware, provide info and keep us updated.



Use social media to raise awareness of issues **#STANDAGAINSTSCAMS**. Become a **#SCAMBASSADOR** today!

Co-ordinate a **MAIL COLLECT** in your constituency – this is a great way to get scam mail out of your constituent's homes and into the hands of the trading standards teams who will be able to investigate it fully. Send findings over to the NTS Scams team.



YOUR COMMITMENT TO US:

BY SIGNING UP AS A **#SCAMBASSADOR** YOU ARE COMMITTING TO:

- **Help us to raise the profile of the problem of fraud and financial scams at a national level**
- **Raise the issue of scams as a key topic of concern in parliament**
- **Encourage your local authority to sign up to the NTS Scams Team and start taking information on scam victims**

As the **#Scambassador** network grows we hope to be able to bring increased national attention to the issues

CONTACT THE CTSI POLICY TEAM TO SIGN UP TODAY



Chartered Trading Standards Institute

FOR MORE INFORMATION CONTACT THE POLICY TEAM

tel 01268 582250 or email policy@tsi.org.uk

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