



Fighting Fraud Together Quarterly Update – January 2013

In October 2011, the **National Fraud Authority (NFA)** published ***Fighting Fraud Together (FFT)*** the national strategic plan to reduce fraud. FFT is a shared enterprise on behalf of all sectors; public, private, voluntary and law enforcement - to improve our collective response to fraud and the damage it causes to individuals and the economy.

FFT set out a new approach with the ambition that:

“By 2015 our country will be demonstrably more resilient to and less damaged by fraud”.

This will be achieved through the delivery of three strategic objectives:

- i) **AWARENESS**;
- ii) **PREVENTION**; and
- iii) **ENFORCEMENT**.

Work is ongoing in each of these areas to improve our shared response to existing and emerging threats.

The **NFA** celebrated the first anniversary of the launch of the Fighting Fraud Together (FFT) strategy by coordinating an event in conjunction with the crime and security research institute; **RAND Europe**, which was generously hosted by the **Payments Council**. At its heart was a critical appraisal of activity to support FFT's three strategic objectives: awareness, prevention and enforcement. **RAND Europe** and the **NFA** will now be working with FFT partners and other organisations to develop new ideas to ensure FFT remains focused on delivering real cross-cutting benefits.

The NFA will produce updates on the detailed programme of activity underpinning FFT throughout the lifetime of the strategy.

Awareness:

Following the success of [‘Devil’s In Your Details’](#), the **National Fraud Authority (NFA)** in conjunction with industry bodies such as **Financial Fraud Action UK (FFA UK)** have used [segmentation analysis](#) (a process for identifying the vulnerability of particular sections of the population to fraud) to launch two further campaigns in November 2012.

The first campaign, known as ‘Spot it, Stop it’ was targeted at women (aged 56 and above) and (aged 66 and above) that generally avoid risk but which can be vulnerable to ‘offers’. Additionally, it also targeted their circles of support. The **NFA** and **FFAUK** worked with a range of partners, including: **Age UK, the Office of Fair Trading, the Trading Standards Institute** and the **Insolvency Service** to give potential victims the confidence to reject fraudulent approaches and to build knowledge to be able to self-protect from fraud. This was done through community outreach programmes within County Durham (chosen because of its demographic mix of both an urban and suburban retirement population) using community touch points, such as: coffee mornings, lunch clubs, resident groups, day centres, carers groups, postal delivery staff, doctors surgeries and neighbourhood policing teams to brief and cascade information. This activity was then supported by engagement of local media via case studies to highlight the key messages of the campaign.

The second campaign, known as [‘The Devils in Their Details’](#) was targeted at men (aged 36-55 years) that are risk takers who are seeking investment opportunities, making them vulnerable to fraud. This segment is the second most likely group to lose money to fraud, particularly to investment based frauds. Victims have potentially more to lose and less ability to recover losses due to their age, which could not only affect them and their future financial security, but their families too. The **NFA** and **FFAUK** worked with the **Financial Services Authority (FSA)** and the **National Fraud Intelligence Bureau (NFIB) within the City of London Police (COLP)** to encourage potential victims to employ due diligence when investing and operating online through a targeted viral video campaign. The online video was supported by the use of social media platforms and relevant media engagement using case studies and experts to support the key messages.

The **Communications Crime Strategy Group (CCSG)**, supported by the **Telecommunications UK Fraud Forum (TUFF)** have established a cross industry group to examine and develop messages to the public that will increase their awareness of the threats and risks associated with the operation of mobile devices. This includes the use of mobile devices as a gateway to financial functions such as banking and contactless payments. The group are tasked with developing strong security messages that are industry neutral and that can then be communicated to consumers.

Prevention:

The **NFA** and the **Serious and Organised Crime Agency (SOCA)** have embarked on a project to identify, prioritise and map cross-cutting fraud enablers. This process will discover knowledge and intelligence gaps as well as specific prevention activity relating to the fraud type being mapped, which can also increase the impact across a range of fraud types. Five fraud types were prioritised: online shopping and auctions, advance fee frauds, share sales or boiler room fraud, dating scam (romance fraud) and cheque, plastic card and online bank accounts. All five priority fraud types have now been mapped in consultation with experts. Two proactive prevention plans for cross-cutting enablers are currently being devised after being identified as being prevalent during the mapping process. The proactive prevention plans will be created in conjunction with stakeholders, which will allow a prioritised response, as well as planned and targeted interventions.

The **NFA** are also working with the **Home Office** to produce a strategy and action plan to deal with identity crime, which regularly features as an enabler within the mapping of fraud crime types.

In February 2012 the **Fraud, Error and Debt (FED) Task Force within the Cabinet Office** launched a programme of activity setting out an ambitious but focused delivery programme for reducing levels of fraud and error across Government. The **FED Taskforce** has completed an initial review of fraud and error in public sector grants, identifying the main organisations that pay-out grants and highlighting some of the fraud and error weaknesses within the system. The conclusion is that the whole system needs revising to drive out efficiency. Therefore, the grants project has been established within the Cabinet Office to look at options for delivering digitally, and this new system will include a risk assessment to also deal with fraud and error.

Additionally, the **Cabinet Office** and the **NFA** are taking forward work on the development of a ‘Counter Fraud Checking Service’ (CFCS) to drive a stronger prevention focus against fraud by sharing known fraud data across sectors. Work in consultation with potential partners for the CFCS (**the Department for Work and Pensions (DWP), Her Majesty’s Revenue and Customs (HMRC), Insurance Fraud Bureau (IFB) the NFIB, SOCA and FFA UK**) has identified a number of key requirements for better prevention that include checking applications against known fraud data and accessing known fraud data from other sectors in bulk to identify hidden ‘sleeper fraud’. A summary of the strategic outline business case was presented to the **FED Taskforce** in November 2012. The

work has now moved onto a formal project footing with the focus for January-March 2013 on the initiation of a pilot bulk data sharing exercise to inform the benefits and economic case for the CFCS.

Enforcement:

The service to report fraud and internet crime; **Action Fraud** continues to expand to meet demand. **Action Fraud** opened a second contact centre in November 2012 and has extended its contact centre opening hours. Additionally, the service now takes crime and information reports on over 50 different fraud and online crime types and continues to expand its reach according to customer needs. Also, an 'enhanced reporting tool' has been developed to enable approved companies to report multiple instances of fraud in a more efficient and knowledgeable manner.

[New research](#) has been published by **Fraud Advisory Panel (FAP)** under the collective title 'Obtaining redress and improving outcomes for the victims of fraud', which is the first fruits of the FAP-led Access to Civil Justice Initiative. The aim of the initiative is to raise the profile of civil litigation and encourage its wider use as a means of bringing fraudsters to justice and relieving them of their criminal assets. The next phase of the initiative is to develop recommendations for how civil justice might better meet the needs of individual and smaller business victims of fraud, along with proposals for a pilot scheme to refer suitable cases from the criminal justice system to the civil.

The strategic plan; **Fighting Fraud Locally (FFL)** was introduced in April 2012, and focused on reducing fraud in Local Government. One of its recommendations was for the **NFA** to assist Councils in setting up publicity campaigns to increase fraud awareness. In November 2012, working across all three FFT strategic objectives, the **NFA** supported the **London Tri-borough Councils (Hammersmith & Fulham, Kensington & Chelsea and Westminster)** to conduct a month-long fraud awareness campaign. This involved running a series of anti-fraud operations, as well as pilot several awareness toolkits, which were developed by the **NFA**. The three councils worked together on proactive operations, workshops and data sharing, focusing on frauds such as housing benefit fraud, blue badge fraud, council tax fraud and tenancy fraud. Fraud investigators also worked with the **Peabody Housing Association** to increase awareness of tenancy fraud. During the pilot, the three councils made use of the **Action Fraud** hotline, passing on information to the **NFIB**. This is the first of several campaign pilots to test toolkits which will be rolled out nationally to all Councils.

Fighting Fraud Together partners:

Association of British Insurers
Association of Chief Police Officers
Attorney General's Office
British Banking Association
British Chamber of Commerce
British Retail Consortium
Building Societies Association
Cabinet Office
Charity Commission
Charity Finance Directors Group
CIFAS
Citizens Advice Bureau
City of London Police
Communities and Local Government
Council of Mortgage Lenders
Crown Prosecution Service
Department for Business, Innovation and Skills
Department for Work and Pensions
Federation of Small Businesses
Fraud Advisory Panel
Financial Fraud Action UK
Fighting Fraud Locally Board

Financial Services Authority
HM Revenue and Customs
HM Treasury
Home Office
Insurance Fraud Bureau
Land Registry
Law Society
Metropolitan Police
Ministry of Justice
National Council for Voluntary Organisations
National Fraud Authority
Royal Institution of Chartered Surveyors
Serious Fraud Office
Serious Organised Crime Agency
Solicitors Regulation Authority
Telecommunications UK Fraud Forum
The UK Cards Association
Victim Support