

Financial abuse campaign evaluation (17-28 July 2017)

Introduction:

Members of the Financial Abuse Task Group used Scams Awareness Month 2017 to promote our financial abuse preventative agenda, given the increasing prevalence of this type of crime in the Square Mile and its corresponding priority status for the City and Hackney Safeguarding Adults Board.

During 17-28 July, we ran a range of activities to raise awareness with members of the general public and staff on how to spot the signs of scams and financial abuse and what people can do if they are concerned.

Headline activities:

Headline activities	Successes	Challenges / issues	Lessons learned / recommendations
Leaflet drop in community areas across City – public audience	Able to distribute large volume of leaflets and raise general awareness of issue – good traffic at supermarket location (Barbican Waitrose) and Gild café (Guildhall) – limited success as now need to gauge levels of understanding / engagement vs awareness.	<p>Significant time spent by Strategic Comms and Engagement Manager securing leaflet drop timeslots with external organisations (supermarkets).</p> <p>Time spent running stalls – benefits versus cost. Some sessions (estate meeting) very empty – part of a bigger issue that Housing colleagues are looking into. Others (Waitrose and Guildhall café) were better with much higher footfall.</p> <p>Partner capacity /agreement to take part in proposed activity – certain divisions (those represented at Task Group) within City Police did not volunteer representatives.</p> <p>Reps down to run stall not turning up on day (apologies given later but at time session was</p>	<p>Distribution of materials does not equate to increased understanding – need to measure that by:</p> <ul style="list-style-type: none"> • seeing whether any longer-term increase in referrals / enquiries • surveying members of public to show potential behavioural changes. <p>Stick to supermarket locations for next campaign.</p> <p>Ensure stall locations have Wifi connection / space to display laptop / iPad (not always easy, get what given) and difficulty getting decision from supermarkets at all.</p>

		starting).	<p>See what 'attention grabbing' items we have that we can promote – for example, Trading Standards did not follow up providing the 'Scams and Ladders' game to other reps staffing sessions.</p> <p>If group representatives cannot support as agreed, please let overall coordinator know in advance otherwise activities may not go ahead.</p>
Raise awareness with City Corporation staff / partners	Utilising departmental, partner and corporate channels (incl. Town Clerk's Bulletin, Members' Briefing etc) in coordinated way to maximise exposure of campaign key messages.	None	Continue to secure space in these various channels as plans progress.
Social media campaign – public / all	Significant social media exposure (3914 impressions – potential number of times content seen).	Many Task Group members did not retweet (RT), share or like pre-agreed messaging or tweet similar messaging from their accounts during two week period – including City Police, Trading Standards, City Corporation central feed and City and Hackney Safeguarding Adults Board.	<p>Task Group representatives to secure agreement from colleagues required for implementation of planned / circulated social media approach.</p> <p>Ahead of forthcoming campaigns, confirmation to be</p>

		Other partners, including City Advice, various City libraries did RT but not every day.	sent to Strategic Comms and Engagement Manager that will be supporting on what days / not supporting (with reasons).
Local media coverage – public audience / all	None	Despite pre/consultation, central City Corporation media team did not support campaign – instead focused supporting City Bridge Trust campaign on same area.	Agree formally in advance whether central media team will support campaign / actions – to date, seems to have been more a last minute judgement rather than something that can be planned – continue to keep them updated of group movements for future pick-up.
<p>Overall: Before we run another campaign:</p> <ul style="list-style-type: none"> the Task Group needs to collectively agree on what business metrics we wish to define success by. From this, we will determine the communication metrics for measurement. Into this comms planning, we need to build ongoing measurement methods with target audiences to monitor change in attitudes / behaviour. Task Group representatives to secure agreement / buy-in from colleagues required to implement action plan. 			

Achieved outputs – please note where we are able to start building data on trends / longer term activity / behaviour change, we can start looking at outcomes:

1. Twitter activity – see separate paper.
2. Traffic to Safeguarding Adults webpage between 17-28 July: 210 unique page views:
<http://www.cityoflondon.gov.uk/services/adult-social-care/Pages/safeguarding-adults.aspx>

Daily digital snapshot (page promoted via social media and leaflet drop):

Day	Page views	Unique page views	Average time on page	Bounce rate
17 July	14	13	31 Seconds	66.67%
18 July	14	13	44 Seconds	66.67%
19 July	30	23	2 Mins 05 Seconds	82.35%
20 July	22	17	6 Mins 49 Seconds	73.33%
21 July	30	25	1 min 32 Seconds	68.18%
22 July	15	14	51 Seconds	77.78%
23 July	8	8	2 Mins 59 Seconds	100%
24 July	29	24	2 Mins 56 Seconds	73.91%
25 July	19	18	1 Min 30 Seconds	76.92%
26 July	22	17	2 Mins 39 Seconds	78.57%
27 July	19	18	4 Mins 44 Seconds	85.71%
28 July	21	20	2 Mins 02 Seconds	87.50%

Comparative monthly snapshot:

Month	Page views	Average time spent on page	Bounce rate (the percentage of visitors to a particular website who navigate away from the site after viewing only one page)
April	204	2 Minutes 04 Seconds	84.55%
May	242	2 Minutes 43 Seconds	80.13%

June	331	3 Minutes 32 Seconds	85.54%
July	490	2 Minutes 28 Seconds	80.23%

3. Increase in number of referrals via phone – awaiting input from members of the Task Group (Anna, Steve, Maria) for statistical data re web traffic / enquiries increase to Friends against Scams etc.
4. Adult Social Care Team has undertaken 'Friends against Scams' training.

Next steps:

This is part of an ongoing programme of work to raise awareness of scams and financial abuse.

Next milestone: 4 December event, Livery Hall (Guildhall):

- Aimed at practitioners and public.
- Will be a practical event – where attendees will leave with tips on how to protect themselves/updates on latest scams.
- Working agenda below:

9.00am	Registration and networking	All	
9.30am	Opening remarks	John Barradell TBC (checking availability)	Rachel Morrison (RM) checking availability
9.45am	Plenary – latest scams snapshot and general hints and tips	Martyn Lewis	Steve Playell (SP) to approach
11am	Workshop 1 – Friends against Scams https://www.friendsagainstscams.org.uk/shopimages/Friends%20Against%20Scams%20brochure.pdf	Steve Playle / Trading Standard reps / Friends against Scams reps	SP to lead / approach
	Workshop 2 – fraud awareness TBC	Chris Keesing (Anti-fraud Manager at City Corporation)	RM approached
	Plenary – City and Hackney Safeguarding Adults Board (topic TBC)	Adi Cooper	RM approached via CHSAB
	Plenary – key findings from research (turning into practical tips for attendees to take away)	Keith Brown	SP to approach

	Workshop 3 – topic TBC		
	Pension scams		Lynn Strother suggestion – contact ? and who to approach?
	Plenary / workshop reserve? How to develop a person-centred response and deliver appropriate support to vulnerable people who may not recognise that they are victims. Examine the role of the Mental Capacity Act in protecting the autonomy and rights of adults, and learn how to recognise the behaviour of perpetrators.	Richard Powley, head of safeguarding, policy and research at Age UK	
40 mins	Networking lunch	All	
	Event close (need to be out of the room by 3pm at the latest)		

Pop-up 'exhibition' stalls round sides of Livery Hall:

- 'Scams and ladders' game (part of Trading Standards)
- City Police (Communities team – Jess Wynne) (RM approached)
- Adult Social Care Team (online fraud quiz)
- City Advice
- Reach Out Network
- City and Hackney Safeguarding Adults Board
- Friends Against Scams
- Sponsor (banks) (RM approaching via Police Comms Group) Robert Haslam has produced names for Rachel to follow up
- Memory Group (Madhumita Bose): madhumitab@hotmail.com
- City Corporation's Anti-Fraud Team and Home Office - £620 charge
- Others to add

Things for consideration:

- Role / input of the CHSAB (RM approached)
- Goodies for attendees – tote bags, notepads, pens, mugs
- Need to think about things to draw public in.
- Evaluation mechanisms with participants – Rachel to progress

Anyone can become a target for fraudsters â€œ over the phone, via email or in their homes. Be #scamaware https://t.co/zRAF2dto1s https://t.co/ojAOwjOblw	24/07/2017	250	5	0.02	1 Shoe Lane Library	0	0	3	1	1
Protect others from financial abuse â€œ spot the signs like unexplained withdrawals in bank accounts. Be #scamaware https://t.co/zRAF2dto1s https://t.co/10zz4pXGLm	20/07/2017	157	0	0	0	0	0	0	0	0
Be #scamaware â€œ become a â€œ Friend against Scamsâ€™™ https://t.co/vLbdcizY64 https://t.co/mErulanp1P	20/07/2017	221	4	0.0181	1 Square Mile Food	0	0	2	0	0
Treat your personal information like cash. Donâ€™t give it out to just anybody who asks. Be #scamaware https://t.co/zRAF2dto1s https://t.co/TsKMWe8pDN	19/07/2017	160	0	0	0	0	0	0	0	0
Get educated on the three biggest financial fraud scams in the UK today with @TakeFive #ScamAcademy https://t.co/HJ6Fk747hX https://t.co/GNrW64zBPo	18/07/2017	186	1	0.005376	0	0	1	0	0	0
Anyone can become a target for financial abuse â€œ never	17/07/2017	158	1	0.006329	0	1	0	0	0	0

sign up to anything on your doorstep. Be #scamaware https://t.co/zRAF2dto1s https://t.co/aNyTFyykG4										
Anyone can become a target for financial abuse – never sign up to anything on your doorstep. Be #scamaware https://t.co/zRAF2dto1s https://t.co/fpuhOZYpWL	17/07/2017	155	1	0.006452	0	0	0	1	0	0
		1,871	17		3	1	3	8	1	1

When an unwanted call sounds like a scam, itâ€™s probably is, so just hang up. Be #scamaware https://t.co/4ihvKWlv1g https://t.co/mWBWuDZa7k	25/07/2017	170	1	0.005882353	1 City Advice	0	0	0	0	0	0	0
Anyone can become a target for financial abuse â€” never give your personal details to anyone you donâ€™t know or trust. Be #scamaware https://t.co/MXLaK9aoqL	24/07/2017	244	4	0.016393443	2 City Advice Capitalise	0	0	0	0	2	0	0
Anyone can become a target for financial abuse â€” never let cold callers into your home. Be #scamaware https://t.co/tXs35jkqmB https://t.co/ZNEf1d8qPc	21/07/2017	184	3	0.016304348	1 City Advice	1	0	0	0	1	0	0
Anyone can become a victim of financial abuse â€” if something sounds too good to be true,it probably is.Be #scamaware	20/07/2017	86	3	0.034883721	0	0	1	1	0	1	0	0

