

Committee	Dated:
City Bridge Trust	15 th June 2017
Subject: Strategic Initiative: Age UK	Public
Report of: Olivia Dix	For Decision

Summary

Fraud, including cyber fraud, is an escalating problem and older people are often the victims. 55% of people aged 65 or older have been targeted by 'scammers' and the average age of a victim has recently risen to 75. Age UK estimates that half a million older people could have lost their savings. There is also considerable evidence that once a person has been a victim of fraud they are more likely to become a repeat victim.

This strategic Initiative – Scams Prevention and Victim Support in London - is a partnership between Age UK (charity number 1128267) and Action Fraud (the national fraud and cyber-crime reporting centre, a service run by the City of London Police, the national policing lead for fraud). The project will design and deliver a series of activities with Age UK London network organisations in four London Boroughs that will identify the most effective preventative measures against older people being the victim of fraud, or repeat victims, and provide support on a group or one to one basis with particularly vulnerable victims.

The application is from Age UK which will deliver the planned activities. Action Fraud has been closely consulted in preparing the funding application and will be involved on the advisory group for the programme and in its evaluation. The proposed funding and activities enhance the existing work of Action Fraud and in no way substitutes statutory or other City of London funding.

This is a valuable partnership between a charity and a statutory body. In addition to the benefit to an estimated 2100 older people within the four Boroughs (which are still to be determined), the project is intended to create a model for prevention and working with victims of fraud that can be used in other areas of London and the country.

Recommendation

Members are asked to agree:

£337,000 over eighteen months to Age UK (Charity No. 1128267) to design and deliver an evaluated model for the prevention of fraud and support for older people in London affected by fraud.

Main Report

Background

Age UK (no.1128267) is the country's largest charity dedicated to helping everyone make the most of later life. Its chief charitable purposes are in summary:

- To prevent or relieve the poverty of older people
- Advance education
- Prevent or relieve sickness, disease or suffering in older people
- Promote equality and diversity
- Promote the human rights of older people
- Assist older people in need

It has three strategic priorities: to be the go-to place for ageing issues; to tackle loneliness and to provide person-centred support and care. In addition it provides financial and organisational support to its local networks, most of which are constituted as separate charities (eg Age UK Camden). There are around 150 local, independent, Age UK organisations covering most of England. You have funded a number of local Age UK organisations in London as well as the national Age UK.

The City of London Police Force (COLP) is the national policy lead for fraud and this work is publicly funded. Action Fraud is the UK's national reporting centre for fraud and cyber crime and takes crime and information reports on behalf of the police and gives advice and fraud prevention guidance. Action Fraud does not have a separate legal status to the COLP. Action Fraud does not have investigation powers, but the reports taken by Action Fraud are sent to the NFIB which is run by the COLP. The NFIB collates and analyses these reports and other intelligence on fraud from across the United Kingdom and will send cases on to Police Forces for investigation.

In December 2014 the Economic Crime Victim Care Unit (ECVCU) was set up within Action Fraud to create a specialist support service for victims of fraud who, because their reported crime did not fit the current criteria of being capable of being investigated further, missed out on mainstream victim support as their cases were not referred through Action Fraud to the Metropolitan Police Service or the City of London Police. To date ECVCU has supported over 3,000 victims of fraud. Its business plan includes the commitment to use the insight and understanding gained to prevent and protect victims, working in collaboration with other agencies where appropriate noting that the evidence is that once a person has been a victim of fraud, they are more likely to become a repeat victim. The collaboration with Age UK delivers this commitment by providing Age UK with information about older people who have been victims of fraud with those individuals' permission.

The proposed funding will not relieve the City of London Corporation, which is responsible for the COLP and is the police authority for the City of London area, of any financial or other commitment. It is recognised, nevertheless, that funding Age UK's work as proposed will enhance the impact of the work already currently undertaken by Action Fraud (and the COLP) in this area helping to address particular needs of vulnerable, older Londoners living in the specific London Boroughs targeted in the first instance. This proposed funding does not give rise to any conflict of interest in the City of London's activities and exercise of its functions as police authority and those as trustee of Bridge House Estates. This project meets the

charitable objectives of Age UK and addresses your priorities of Reducing Poverty and of supporting Older Londoners. Should your funding not be agreed it is unlikely that this project would go ahead unless funding was secured by Age UK from other sources.

Aims

- To raise awareness of scams and how they can be reported
- To make Londoners feel safer, more secure and confident
- To reduce the number of older people becoming victims of fraud or repeat fraud
- To create an evidenced model which may be used elsewhere in London and the country

Activities

The first stage of the project, lasting six months, will be focussed on developing resources and identifying and training the four local Age UK groups. Resources will be developed using the experience and views of victims of fraud, through focus groups and in depth interviews, and will include a film, information guides for distribution at events and a number of other printed resources. The delivery stage, lasting twelve months, will consist of group and individual awareness raising sessions and one to one support sessions for particularly vulnerable victims. Participants will be referred to the programme from Action Fraud as well as through the local Age UK networks. This work will be supported by a national Advice Line (run by Age UK) to answer scam-related calls (separately funded) and further awareness raising through Age UK's social media and website outlets.

Crucial to the overall effectiveness and value of the project will be the external evaluation, in place from the start of the project, which will need to be robust enough (eg through applying appropriate statistical analysis/sample size, etc) to be credible with police forces and charitable organisations in other areas, as well as to help identify the most effective prevention and support mechanisms.

Outcomes

- Reduce the number of repeat victims of fraud
- Assist victims to cope and recover from their experience
- Develop model of effective prevention and support
- Promote the model to other areas of the country

There will be an advisory group for this project that will include a representative of City Bridge Trust.

Finance

The figures below are for the Age UK group, including commercial activities. The fundraising costs look high because they include the costs of raising money through commercial activities. Although the organisation shows a deficit in 2016/17 and 2017/18 that would make it high risk, it made a surplus in 2015/16 and has considerable free reserves in all three years. The fall in free reserves in 2017/18 is due to the sale of the AidCall business in 2016/2017. The increase in the reserves policy between 2015/16 and the following two years is because of a decision to

move from a policy of six months/ free reserves to nine months. This reflects challenges in the fundraising environment and competitive pressures around Age UK's commercial activities.

Year end as at 31 March	2015/2016 Audited Accounts £	2016/2017 Forecast £	2017/2018 Budget £
Income & expenditure:			
Income	168,071,000	149,696,000	142,259,000
- % of income confirmed as at 23/05/2017	n/a	%	22%
Expenditure	(158,171,000)	(149,883,000)	(144,088,000)
Total surplus/(deficit)	9,900,000	(187,000)	(1,829,000)
Split between:			
- Restricted surplus/(deficit)	(1,689,000)	888,000	7,800,000
- Unrestricted surplus/(deficit)	11,589,000	(1,075,000)	(9,629,000)
	9,900,000	(187,000)	(1,829,000)
Cost of Raising Funds	81,639,000	76,663,000	76,048,000
- % of income	48.6%	51.2%	53.5%
Operating expenditure (unrestricted funds)	143,249,000	122,038,000	131,800,000
Free unrestricted reserves:			
Free unrestricted reserves held at year end	38,050,000	42,100,100	32,200,000
No of months of operating expenditure	3.2	4.1	2.9
Reserves policy target	20,700,000	44,600,000	44,600,000
No of months of operating expenditure	1.7	4.4	4.1
Free reserves over/(under) target	17,350,000	(2,499,900)	(12,400,000)

Project budget

The cost for evaluation is high because of the need to ensure that there is a robust evaluation from an organisation with sufficient status to have impact nationally.

Focus groups 3 x focus groups	7,000	
Resources awareness raising films and resources	14,000	
Training course and development of supporting materials for local Age Uks	7,000	
External evaluation	35,000	
Local delivery - work with local partners	160,000	
Project support and data collection	30,000	
Overheads	31,635	
Staff costs	51,944	
Total request from City Bridge Trust		336,579
Avoiding scams guide	30,000	
Advice line calls to answer 150 scams related calls per month	9,000	
Anticipated contributed from Royal Mail		39,000
Total project budget		375,579

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Summary Assessment of Strategic Initiative for Committee Decision

FILTERS	
<i>Will The pro-active grant:</i>	
Further the Trust's Vision and Mission (a fairer London & tackling disadvantage)?	Yes
Support work within one of existing Investing in Londoners programmes (IIL)?	Yes
Or, meet a clear need that has arisen since(IIL) were agreed?	N/A
Have the potential for impact beyond that of an individual reactive grant or number of individual grants?	Yes
Be affordable within the agreed annual budget (from the Trust alone or in combination with other funders) and, looking forward, leave sufficient budget to meet anticipated pro-active grants for the remainder of the financial year?	Yes
Be made to an organisation(s) that conforms to the Trust's eligibility criteria and has the capacity and expertise to deliver the work?	Yes

PRIORITISATION GUIDANCE	
Evidence	
Is there external and/or internal research and information that supports the need for the proposed grant?	Yes
Is there external and/or internal research and information that indicates the approach proposed in the grant will be successful?	Yes
Is there evidence that indicates the work will be hard to fund from other sources?	Yes
Impact	
Will the grant tackle a root cause(s), or positively influence policy or practice?	Yes
Will the work/approach funded be replicable?	Yes
Does the grant provide an opportunity to strengthen Civil Society in London?	N/A
Is the work sustainable beyond the period of the grant?	Yes
Can the impact of the work be measured through evaluation?	Yes