

**Argyll and Bute
Community Planning Partnership
8th December 2021
Campaign Proposal – Pledge to Stop Scams Together**

1.0 Purpose

The purpose of this report is to seek approval from the CPP Management Committee to approve and support the proposal for a campaign to Pledge to Stop Scams Together.

2.0 Recommendations

The CPP Management Committee are asked to:

1. Approval and support for the Pledge to Stop Scams Together Campaign
2. Each organisation within the CPP are asked to make an organisational/group 'pledge' on what your area of business will do to help Stop Scams. This will be asked for in real time at the CPP Management Committee on 8/12/21.
3. Each organisation will encourage staff to sign up to Friends Against Scams to undertake online training and submit their formal pledge.

3.0 Background

Frauds and attempt frauds have continued to increase since the start of the pandemic. This is reflected nationally as well as at a local level within Argyll and Bute.

Much work has already taken place locally which have seen real successes throughout 2021. Whilst these have been well received, reported frauds continue to increase and more needs to be done to protect everyone, particularly those who are at risk of greatest harm. This has included to date:

- Establishment of Cared for at Home Network for alerts to be received on daily scam, particularly for carers.
- Increase number of people who sign up to Neighbourhood Watch Scotland alert.
- Roll out of call blocker devices previously been presented at the last CPP.
- Provision of printed fraud prevention material for those not on line.
- Sharing of Pippa's Podcast on frauds.

4.0 Community Planning Partnership Campaign Proposal

This proposal is for a Campaign to make a Pledge to "Stop Scams Together". This would include an identifiable badge (overleaf) and would involve individual people and organisations making pledges to commit to prevent scams in their local area.

OFFICIAL – POLICE AND PARTNERS

It is hoped that this campaign would be approved and driven by both Argyll and Bute Community Planning Partnership and Community Planning West Dunbartonshire for their support, with initial pledges being made to Stop Scams Together by all CPP members. Further campaign proposals include:

1. The campaign will enable organisations within each CPP to sign up to “Friends Against Scams” (FAS) who are a national organisational branch of National Trading Standards supported by Trading Standards Scotland.
2. This would be rolled out wider to other organisations such as banks/building societies and other businesses who have already signed up to Keep Safe which includes local stores, coffee shops and Football clubs and advertised on social media asking people to make a pledge to Stop Scams Together.
3. FAS will create a unique URL (weblink) specifically for our local area. This URL will link to a website encouraging completion of online training (approx. 10mins) on fraud awareness and prevention. This can be shared throughout your own organisation for your own staff to partake in and the link will be shared after the CPP on 8th December 2021.
4. On completion of training, space is provided to record your own “pledge” on how you will help stop scams along with being provided with a certificate making you a ‘Friend Against Scams’. Examples of Pledges are:
 - Tell 5 people about a recent scam you’ve read about.
 - Share scam information with a relative or neighbour or anyone at risk of being a scam victim in your community.
 - Include scam prevention training as part of college education on adult protection and financial harm.
 - Share any Police Scotland social media posts on your own/company social media.
 - Include scam awareness in organisational leaflets/newsletters.
 - Sign up to Neighbourhood Watch Scotland for alerts.
5. The unique URL will be able to provide information on the number of people and organisations who have signed up as well as the pledges made which in turn would then feature on Police Scotland social media.
6. The campaign “badge” will be included on all future social media posts, press articles and NWS alerts to trigger people to recognise the badge and therefore continue to complete their pledge.
7. Posters and leaflets will be available in PDF format to all that sign up through Take Five that can be displayed throughout organisations and groups.
8. Elected Members will be asked to become “SCAMBassadors” through an additional online training package to show their commitment to helping people in their community.

4.1 Badge Proposal

The proposed badge for this campaign is shown below which provides the symbol for the 'pinkie promise' alongside clear text for Stop Scams Together. Both CPP logos are included for Argyll and Bute and West Dunbartonshire.



5.0 Financial Considerations

This campaign can run without the need for further funding as Friends against Scams have offered to complete the unique URL free of charge which will monitor numbers signed up and pledges made.

Agreement has also been made by local newspapers and radio outlets to promote this work without charge. Posters can be provided in PDF form to all partners through Take Five which are already produced without cost.

6.0 Conclusion

This report is provided for the consideration and approval of the Argyll and Bute Community Planning Partnership Management Committee.

If recommendations are approved, links will be shared for the Friends Against Scams online training and the unique URL throughout the CPP Management Committee members.

PC Laura Evans
Local Authority Liaison Officer