

Fighting Fraud Together One Year on Conference

'This government is bringing a new focus to the collective response to tackling fraud'

On 29 November the NFA celebrated the first anniversary of the launch of the Fighting Fraud Together (FFT) strategic plan. The event was held in conjunction with crime and security research institute RAND Europe and 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.

Delegates fed back on activity to date and took part in panel discussions led by renowned speakers from across the counter fraud community. Topics included: opportunities presented by online technology, building international capability, the legacy of PODIUM (Metropolitan Police operation

against economic crime during the Olympic and Paralympic Games) as well as new ways of invigorating our shared response to insider fraud, disrupting criminal networks and targeted awareness campaigns.

Jeremy Browne MP (Minister of State for Crime Prevention), Keith Bristow (Director General, National Crime Agency) and Ian Dyson (Assistant Commissioner, City of London Police) gave keynote addresses. The Minister spoke about how for too long fraud had been a forgotten crime allowing fraudsters to exploit frailties in our shared defences. He made clear that FFT was an example of effective partnership working to stop this happening. Keith Bristow

focused on how the NCA would bring a national and international response to economic crime focusing on protecting the public and tackling organised criminality. Ian Dyson outlined new police approaches to tackling fraud including intelligence officers embedded in each ACPO region providing a link between national and regional fraud investigations. RAND Europe and the NFA will be working with FFT partners and other organisations to develop new ideas to ensure FFT remains focused on delivering real cross-cutting benefits. Should you wish to learn more about the opportunities presented by FFT and possible future collaboration, please joby.carpenter@nfa.gsi.gov.uk



From left to right: Gary Hocking, (Payments Council), Stephen Harrison (NFA), Charlie Edwards, (RAND Europe) and Jeremy Browne MP

 PAYMENTS
COUNCIL

DRIVING CHANGE IN UK PAYMENTS

 RAND EUROPE

Fighting Fraud Awards

Recognising excellence and innovation

Public sector fraud costs the UK an estimated £ 20 billion a year. Right across the public sector the fight against fraud has been re-energised and refocused. A wide range of public bodies are now actively working to combat fraud and more and more innovative pilots and initiatives have sprung up across the country. But a lot of this work is happening away from the spotlight and is unrecognised. It is time to change that and celebrate those unsung heroes.

The first ever public sector Fighting Fraud Awards, which were organised by Dods Parliamentary Communications Ltd, recognised the efforts of those individuals and bodies within the public sector who have done most to combat and prevent fraud. A judges panel made the final decision; the panel was chaired by

Stephen Harrison, the Chief Executive of the NFA. His fellow judges were:

- Councillor Ruth Cadbury, the Vice Chair of the Improvement Board, Local Government Association,
- Professor Alan Doig, visiting Professor, Centre for Public Management Services, Liverpool Business School,
- Lesley Hume, Executive Director of the Fraud, Error and Debt Taskforce in the Cabinet Office and,
- Ian O'Donnell, Executive Director – Corporate Resources at the London Borough of Ealing. Ian is also the chair of the Fighting Fraud Locally Oversight Board.

The winners were announced at an awards ceremony in London, sponsored by Call Credit on 6 December. The winners were:

- The Margate Taskforce for the collaboration award,
- The Corporate Fraud Team City of Stoke-on-Trent for the fraud awareness award,
- The Revenues Team, London Borough of Ealing for the innovation award,
- The Registration Counter Fraud Unit, HM Land Registry for the prevention award, and
- The Counter Fraud Team, London Borough of Enfield and the Enfield Police Payback Team Metropolitan Police Service for the sanctions award

The judges also awarded commendations to the Making Best Use of Stock Team at the Chartered Institute of Housing and the Benefits and Credits Exchequer Losses Project Team at HM Revenue and Customs.



Fighting
Fraud
Awards

Awareness Campaign next segments

Some of the biggest personal fraud losses reported to police are from investors, a group we think of as savvy and entrepreneurial

THE DEVIL'S IN THEIR DETAILS

Following the success of 'Devil's In Your Details', the NFA, in conjunction with industry bodies such as Financial Fraud Action UK (FFA UK), and regulators including the Financial Services Authority (FSA) launched a new campaign on 21 November 2012. This campaign is targeting men between 36 and 55. The target group has been selected based on the NFA's segmentation research of the UK population,

which helped to determine how, why and when citizens become victims of fraud. Contrary to popular belief it is not only the vulnerable, elderly or naive who are taken in by investment scams. Fraud victims can be of any age or gender and come from a variety of backgrounds.

Men between 36 and 55 are the second most likely group to lose money to fraud, particularly to certain investment based frauds. They have potentially more to lose and less ability to recover losses due to age. This will not only affect them but also their families and their future financial security, sometimes severely.

The campaign is aimed at that particular group. It comprises an awareness video, which warns of

the risks of "quick win" investments by showing other risky behaviour. The video and the accompanying information on the Action Fraud website highlight the pitfalls of taking investment risks and warns of the dangers of not checking out deals (carrying out due diligence checks) before accepting them and points them to prevention advice. Like previous campaigns, the NFA will measure and evaluate the impact through surveys and feedback.



'Fraud: Spot it, Stop it!'

Central government departments roll out fraud awareness campaigns to imbed zero tolerance to fraud

'The most crucial part of this work is ensuring that our staff and members of the public know what fraud looks like, understand their role in stopping it and set a good example by acting with integrity at all times' said Baroness Hanham, Parliamentary Under Secretary of State at the Department for Communities and Local Government, at the launch of the 'Spot it, Stop it!' campaign.

In the spring edition of Fraud Focus we shared details of free resources the NFA were developing to help every central government department run their own fraud awareness campaign. This 'Fraud: Spot it, Stop it!' themed campaign is now being rolled out to all civil servants across government. The campaign has received support from senior ministers and Sir Bob

Kerslake, Head of the Civil Service, spoke at the launch event held for his own department in October where he stressed the importance of all staff working together to spot fraud and stop it.

The NFA has provided each department with a range of materials including posters, leaflets, intranet stories and case studies. All of the campaign materials direct staff to complete the now mandatory Counter Fraud and Corruption e-learning tool. It is expected that the campaign activities and the e-learning tool will deliver significant savings to government as a result of increased fraud prevention. The e-learning tool is available to be used by all NDPBs, ALBs and Local Government.

If you would like more information on the resources and e-learning tool and, please contact NFAcontact@nfa.gsi.gov.uk



Get Safe Online Week 2012 hailed a success

Get Safe Online's week-long online 'Click & Tell' safety awareness campaign has been hailed a success. The idea behind the week was to get people to visit www.getsafeonline.org, pick up some simple safety tips and pass them on to a family member,

friend, neighbour or colleague. This was an opportunity for the Get Safe Online team to meet face-to-face with members of the public and business owner/operators in five major cities around the UK to hear their views and concerns about internet use,

'The internet is a great place to communicate But it also provides the ideal environment for criminals..'

and offer advice on how to stay safe online. Many appreciated that there is a one-stop shop where they can get unbiased, easy-to-follow advice on keeping safe online. The team also had the opportunity to forge closer links with some of its Partners and Supporters, who accompanied them on the road show. The Content Team used the opportunity to gather new background information from people affected by issues online.

safety tip. Senior Parliamentarians David Jones MP and Chloe Smith MP met groups of youngsters at the coach in Cardiff and London respectively.

A number of other countries also held campaigns in October as part of European Cyber Security Month.



Major media and social media coverage also played a pivotal role in increasing awareness of online safety in the UK. Initial figures indicate a reach in excess of 124 million, and engagement of 1.24 million plus.

James Brokenshire MP, Parliamentary Under Secretary of State at the Home Office, recorded an [online video](#)



Mapping Fraud Enablers

The principal aim of this joint project between the NFA and SOCA is to analyse crime types to identify cross-cutting enablers.

By focussing prevention activity on cross-cutting enablers we will increase the impact across a range of fraud types. However, additional benefits also include identifying knowledge/intelligence gaps and specific prevention activity relating to the crime type being mapped.

We have used a bespoke software programme to map five fraud types: Card Not Present (CNP) fraud; Online Shopping & Auction fraud; Share Sale fraud; Advance Fee fraud and Romance fraud. These were selected following wide consultation and analysis provided by National Fraud Intelligence Bureau (NFIB).

The maps are only as good as the information used to underpin them, therefore, the process of intelligence gathering has been comprehensive. It includes not only information held in the public domain but also input from subject matter and technical experts; academic research; targeted debriefing of convicted fraudsters; and reviews of prosecution files. The maps are now complete. They are, however, a work in progress and will need to be continually refreshed to keep pace with changing business models and criminal behaviour.

The maps range in complexity from the extremely technical Card Not Present Fraud, informed by Financial Fraud Action UK, and the more straightforward Romance Fraud, supported by internet dating providers.

We are now in the process of compiling two Proactive Prevention Plans for cross-cutting enablers that have been identified as prevalent in the mapping process. These plans will be used by key stakeholders to ensure that prevention activities are coordinated, delivered, monitored and their benefits are assessed.

The project team also worked very closely with the Home Office Identity Security Team to formulate a wide ranging strategy and action delivery plan to deal with Identity Crime, which regularly features as an enabler within the crime type mapping.



Preventing Fraud through Data Sharing

The NFA is starting a project to help organisations share known fraud data to prevent fraud

One of the Fighting Fraud Together priorities is: "To drive stronger focus on prevention by giving organisations access to known fraud data from all sectors on a regular and timely basis; and to increase prevention by better coordination between sectors." This was re-enforced by a report from the Fraud, Error and Debt Taskforce which stated: "Fraudsters make multiple attacks across government departments and across the public and private sectors. The sharing of intelligence on known frauds and fraudsters must be the basis of a

common defence as the criminals who attack us do not operate in silos. ... Central to the prevention of fraud will be the ability for public and private sector organisations to check information, for example applications for benefits, grants, loans or mortgages, against known fraud data."

It is already widely accepted that sharing fraud information is an effective means of preventing, detecting and deterring fraud and there are a number of examples of good practice within sectors.

The NFA, together with public and private sector partners, has been working towards developing this concept further. By sharing known fraud data across different sectors and checking applications for benefits and services against that data, organisations will be better placed to identify and screen out fraudulent applications.

Since the summer the NFA has consulted extensively with potential partners about what they would need from such as service and how it would operate. The work

looked at different technical solutions, explored the impact of data protection legislation and data sharing issues. All this thinking has been brought together in strategic outline business case and work is now underway to set up a formal project. The next step will be to develop a pilot, to provide essential data to help partners assess their potential return on investment in arrangements to share their known fraud data in a routine and systematic way.



Time to train to pre-empt fraud

The NFA supports work to develop the professionalization of counter fraud activity, which includes training of counter fraud staff. Such training has traditionally been about investigation – focussing on the knowledge and skills to investigate fraud with a view to imposing a sanction, be that criminal proceedings, or civil recovery. These outcomes are key parts of the comprehensive approach to countering fraud: after all, knowing that your crime will be investigated and that there may be some penalty does have a deterrent effect.

PKF

Accountants &
business advisers

There are, however, other aspects of countering fraud that have received little attention from training providers – preventing fraud, deterring it where it cannot be prevented, detecting it where it cannot be deterred and pre-empting fraud through an anti-fraud culture within an organization.

The Counter Fraud Professional Accreditation Board's Accredited Counter Fraud Specialist (ACFS) qualification equips trainees with the core skills to investigate fraud in a professional and ethical manner. PKF (UK) LLP has now developed an advanced course to give ACFS holders the skills to counter fraud in a more holistic way.

Covering subjects such as examining what motivates a fraudster, behavioural and economic psychology, identifying fraud risk, measuring an organization's resilience

to fraud and designing-out fraud, the course also equips delegates with the knowledge to treat fraud just like any other business cost, in a way that will be understood by senior managers.

Students will be able to measure the return on counter fraud investment, make a business case for counter fraud resources and measure success, as well as understanding how to

create an anti-fraud culture, exploring effective ways to deter fraudsters and identifying appropriate tools to effectively detect fraud where it does occur. PKF has worked with the University of Portsmouth's Centre for Counter Fraud Studies to ensure that the advanced course stands up to academic scrutiny and reflects the latest thinking and research.



Fighting Fraud Locally Awareness campaign pilot

‘Fighting fraud will help local government protect front line services and ensure taxpayers’ money is not wasted’

In April 2012, the National Fraud Authority together with Local Authority partners launched Fighting Fraud Locally, which addresses the need for greater fraud prevention and smarter enforcement in Local Government. One of its recommendations was for the NFA to assist Councils in setting up publicity campaigns to increase fraud awareness.

The London Tri-borough Councils (Hammersmith & Fulham, Kensington & Chelsea and Westminster) collaborated in November 2012 to conduct a month-long fraud awareness campaign, running a series of anti-fraud operations, as well as pilot several awareness toolkits, developed by the NFA.

A successful launch event for the campaign was held on 8 November, where key speakers included Baroness Hanham, Parliamentary Under Secretary of State at the Department for Communities and Local Government, Stephen Harrison, Chief Executive NFA and Ian O’Donnell, Chairman of the Fighting Fraud Locally Board.

During their campaign, 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 time that local authorities have used the Action Fraud hotline and the NFIB in this way.

This is the first of several campaign pilots to test toolkits which will be rolled out nationally to all Councils. The toolkits comprise of both public-facing and internal awareness

materials, including free posters, case studies, project plans and templates, which will assist fraud or audit managers to conduct successful fraud awareness campaigns.

If you would like more information on the awareness campaign toolkits for Local Government, please contact sarah.weekes@nfa.gsi.gov.uk



NFIB updates and alerts

An agreement has been finalised with the Creative Arts sector (BPI, IFPI, FACT and Publishers) for a “website prevention and disruption” initiative, created by the NFIB to target the 200 most harmful websites to these organisations and their members at any one time. The initiative takes a tripartite process in removal of the website, seizure of the domain name and throttling of the income generation to the sites’ owners.

Working with the British Bankers Association (BBA), the NFIB continues to assist banks in strengthening their defences against investment fraud by providing alerts notifying them of suspect accounts. Since this began over 4 months ago, the NFIB has disseminated over 350 banking alerts. Estimates show that each one prevented losses to victims of almost

£9,000, with total savings of around £2 million. Feedback from the banking industry has been very positive.

The NFIB has created a partnership programme with the licensed betting industry (a previously identified knowledge gap), ingesting data from Ladbrokes and Gamshield to

test what value the NFIB can add to the disruption, prevention and enforcement of cyber enabled fraud, whilst also adding to the industry intelligence picture. As a result of a newly formed international relationship, the NFIB is also ingesting data from the FBI on a monthly basis, in relation to victims

and suspects living in the UK who are inter-linked to criminality both in the UK and beyond. Every month, the NFIB provides a high level report to the FBI on the value their data provides to the development and dissemination of criminal networks and intelligence products.

National Fraud Intelligence Bureau



Action Fraud – Bigger, Better and Faster

Faster

Engagement with companies highlighted that, while the online tool meets their needs for reporting individual or low numbers of fraud it was not suitable to report multiple instances of fraud. A separate reporting tool has been designed, the “Enhanced Reporting Tool”, which enables approved companies to report multiple instances of fraud in a more efficient and knowledgeable manner. Key improvements are that users can copy details from one report to the next to minimise duplicate data entry and can select a fraud type directly, avoiding the part of the process designed to establish what has occurred. This tool is currently being piloted a group of volunteer companies and we aim to make it available via our website by the end of the year.

Better

In addition we are making reporting online better. Action Fraud now takes crime and information reports on over 50 different fraud and online crime types and is continuing to expand its customer reach. With so many crime types, the initial triage section of the reporting tool was becoming bewildering for customers; too many options and text to scroll through. Therefore we redesigned the web tool to create separate customer channels which enables us to prioritise options, focus on relevant frauds and amend the language used to better suit the audience. Our drive is to have a supportive, intuitive and straightforward online reporting service, and the latest development releases have delivered that vision.

Bigger

To ensure that we can meet the growing demand on the service, Action Fraud has extended its Contact Centre opening hours and opened a second site at the end of November 2012. This does not impact the customer journey, the telephone number remains the same and they are routed to an available advisor regardless of location. It is an exciting time as we build the service and we welcome them to the Action Fraud team.



Action Fraud
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Action Fraud – Data in action

Action Fraud played its part in helping to deliver a successful Olympic and Paralympic Games, and continues to help stop fraudsters in their tracks.

During the Olympic and Paralympic games this summer, Action Fraud and the NFIB worked closely with Operation Podium - the Metropolitan Police Service (MPS) fraud Olympic team.

Action Fraud issued online alerts to warn members of the public about ticket scams, with a list of suspect websites provided by Operation Podium, and received reports where

people had not received their tickets. By searching their database and assessing reported crime, the NFIB was able to identify and monitor national fraud trends where the 'Olympic' brand was being used as an enabler to commit fraud.

In total, crime packages equating to around 400 crimes were disseminated to the MPS in relation to ticketing fraud, and legal action is

now taking place against a company based in Norway.

Closer to home, a man who was jailed for six months after pleading guilty to falsely advertising various online tickets, was charged recently with further offences following reports to Action Fraud and the police. The man responded to online adverts placed by fans looking for tickets to sports, music, and comedy events, and took payments from the victims in an account set up especially to obtain the money; however no tickets were ever available to be sold. In total he fraudulently obtained £5,476.00.

With the Action Fraud service going 'live' across 20 police forces on December 3rd, and the remainder

by March 2013, we expect that this centralisation of fraud reporting will increase overall intelligence and lead to enforcement action against even more fraudsters.



Action Fraud

Report Fraud & Internet Crime

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