



KEY PERFORMANCE INDICATORS

2018/19

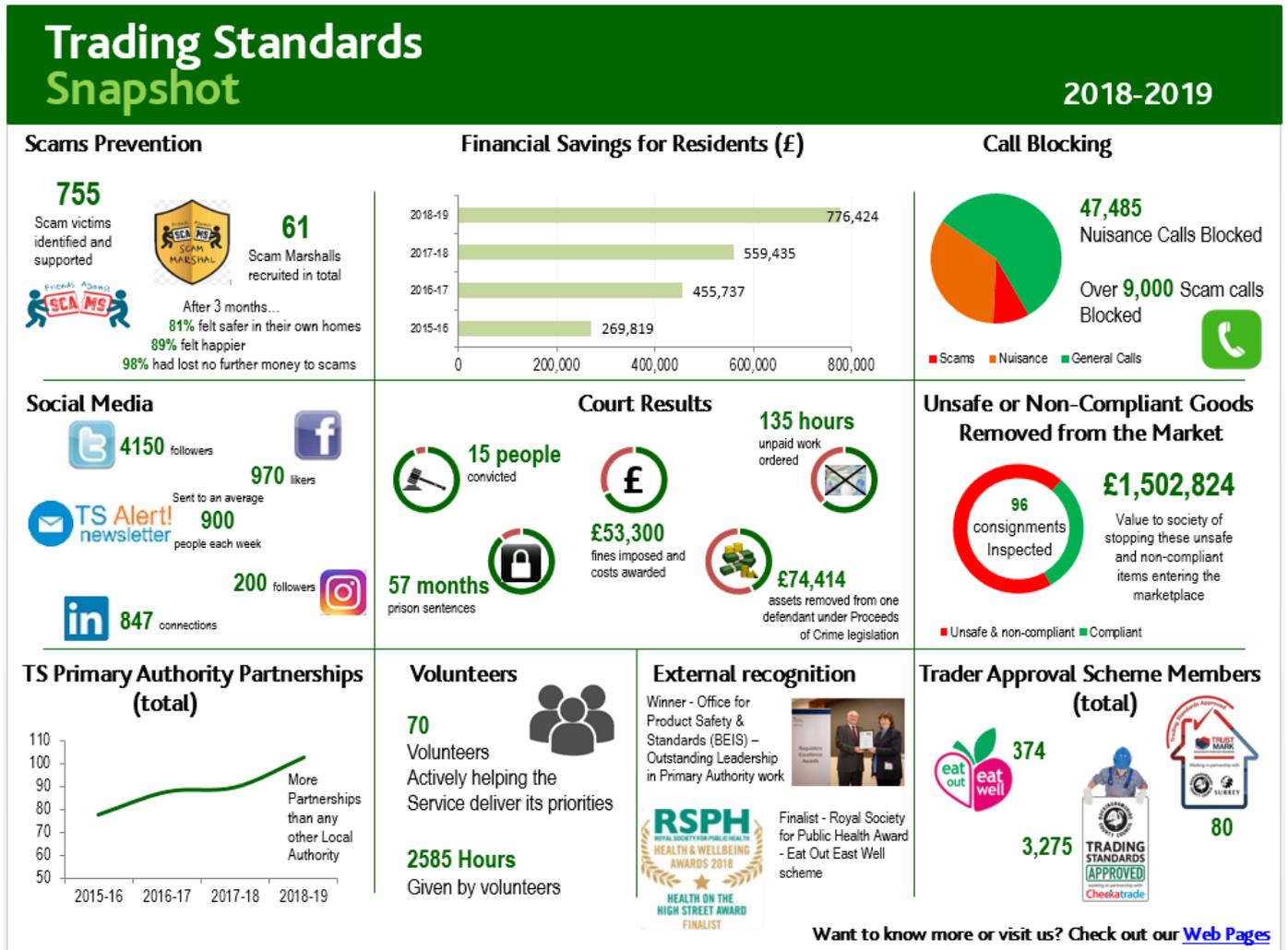


SUMMARY 2018/19

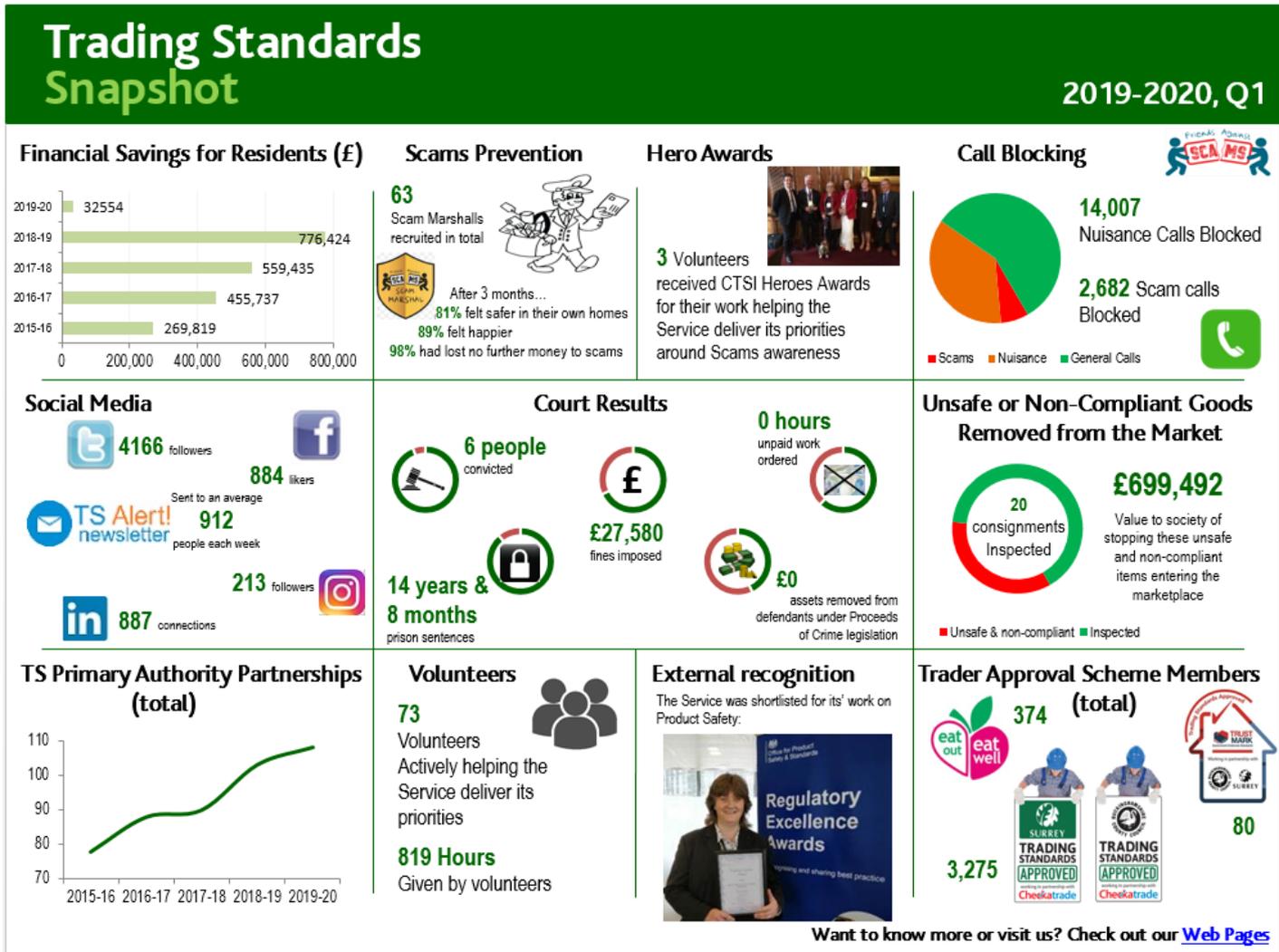
Key Performance Indicator	Comments for 2018/19	Status
1. Increase the financial savings for residents as a result of our interventions and investigations	Savings for residents as a result of our interventions and investigations have continued to increase, with savings in 2018-19 of £776,424 compared to total savings in 2017-18 of £559,435.	Green ↑
2. Protect residents by stopping rogue traders operating in Buckinghamshire and Surrey	We have successfully stopped rogue traders and rogue trading in a range of ways, including but not limited to formal enforcement work. 14 people/entities were convicted following prosecution during the year, leading to 43 months of immediate prison sentences and £35,680 of fines. The year saw a reduction in money obtained through the confiscation process (to £74,414) in relation to Proceeds of Crime. The data is volatile from quarter to quarter.	→
3. Prevent residents becoming victims through expanding the use and reach of social media alerts, TS Alert! Volunteers, and other preventative initiatives to raise awareness of scams, rogue traders and unsafe products	Volunteer hours contributed increased by more than 10% compared to the previous year. Social Media presence and engagement remains very strong, with follower numbers continuing to grow, and with scam prevention messages going out regularly and more recently being used to raise awareness of EU Exit related information available to businesses and consumers. The number of scam marshals recruited by the service is very strong at 61.	Green →
4. To increase the number of Primary Authority Partnerships	The service continues to successfully grow Primary Authority Partnerships both in terms of absolute numbers and in depth and quality with businesses now regularly approaching the Service seeking a partnership. Information obtained from Government BEIS / OPSS during the year is included in the narrative above and demonstrates how the service continues to lead in this area of work nationally.	Green ↑
5. Increase membership of trader approval schemes	The service has succeeded in delivering this in partnership with Checkatrade, TrustMark and with Health partners. There has been a small overall rise in numbers.	Green →
6. Work with partners to tackle illegal sales of age restricted products; to explore new ways to reduce harm from the use and consumption of unsafe products; and to tackle poor food quality and nutrition	Work tackling illegal supplies of Tobacco is a significant part of this work stream and we continue to investigate offenders supplying illegal tobacco. There have been two prosecutions of such offenders during the year, one resulting in fines the other in a suspended jail sentence. Demand continues to grow to tackle the import of unsafe products through transit sites for Heathrow, with the demand more than doubling in recent months. The service has inspected 96 consignments in the year, removing from the supply chain over 36,000 unsafe and non-compliant products destined	Green ↑

	<p>for people’s homes. The value to society of stopping these items is estimated to be over £1,502,824. The Service also worked with the Police to carry out 38 test purchases by underage volunteers of knives. Out of these 7 of the shops sold to the volunteer. All of the shops have received advice.</p>	
<p>7. Scams (including activities related to this area carried out by volunteers)</p>	<p>There are just over 70 volunteers regularly working with the Service, particularly in the area of scams prevention. Truecall units are deployed to prevent scam and nuisance calls reaching the most vulnerable, with over 56,000 scam and nuisance calls blocked by the units in 18-19 and feedback showing their positive impact on peoples’ lives:</p> <div data-bbox="705 645 1227 781" style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; background-color: #fff; margin: 10px 0;">  <p style="margin: 0;">My mother no longer gets anxious and agitated. I cannot impress on you the positive impact this has made.</p> </div> <p>Friends Against Scams and Scam Marshall initiatives all continue to grow with 61 scam marshals. New initiatives, such as Young Friends Against Scams (KS2) pilot, in partnership with the National Scams Team are developing.</p>	<p style="color: green; font-weight: bold; font-size: 1.2em;">Green</p> 

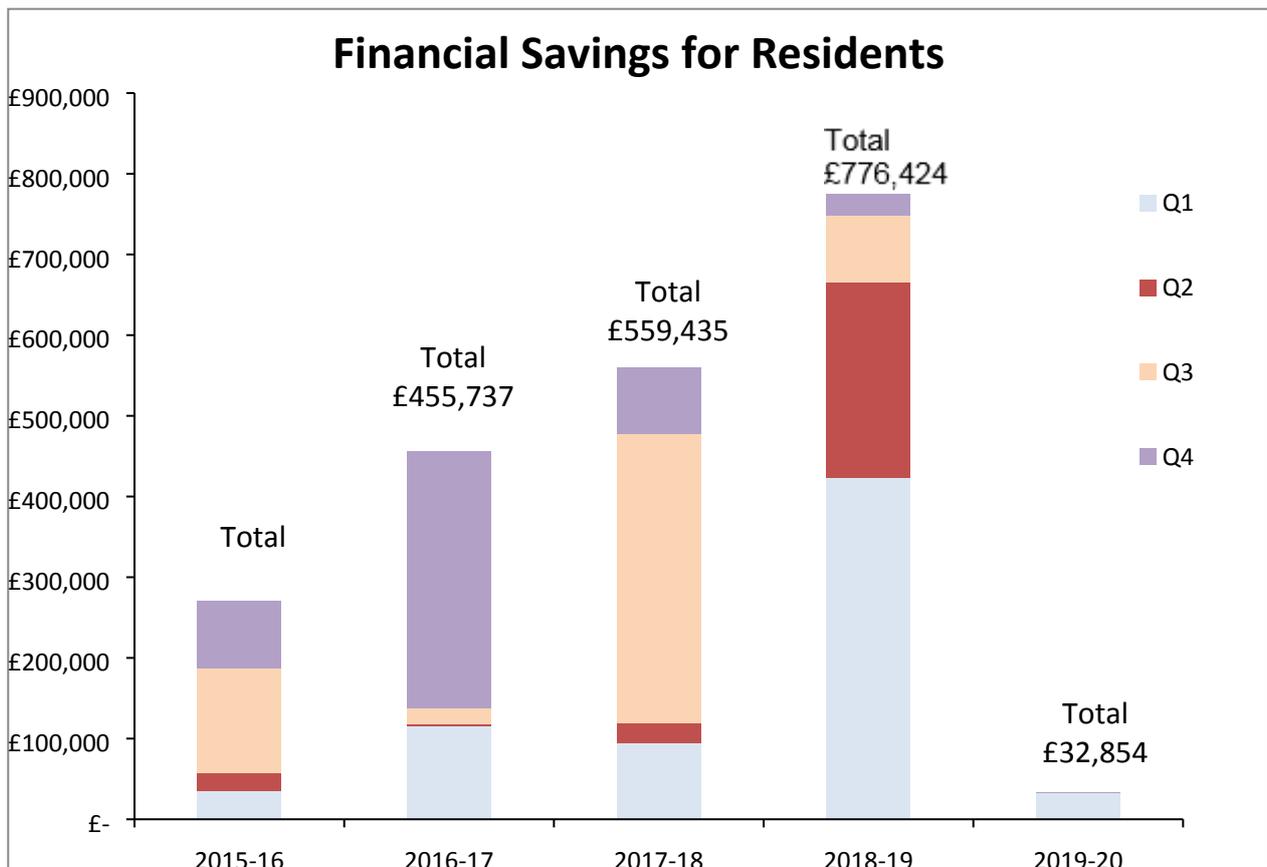
The Service also produces more accessible snapshots of performance with some high level information. The first snapshot relates to 2018-19:



This second snapshot relates to quarter one of 2019-20:



KPI -1 Increase the financial savings for residents as a result of our interventions and investigations



Financial savings for residents consists of compensation awarded by the Courts to victims of crimes where the Service has prosecuted; compensation awarded as part of Proceeds of Crime Act confiscation proceedings; redress which the Service has obtained for customers when intervening in trading disputes; compensation which has been agreed under the new 'enhanced measures' provisions of the Enterprise Act; and money which the Service has stopped reaching a potential criminal through its intervention.

In 2017-18 the Service began to also robustly record the amounts saved by its interventions with known victims of scams, the vast majority of whom are identified to us by the National Scams Team.

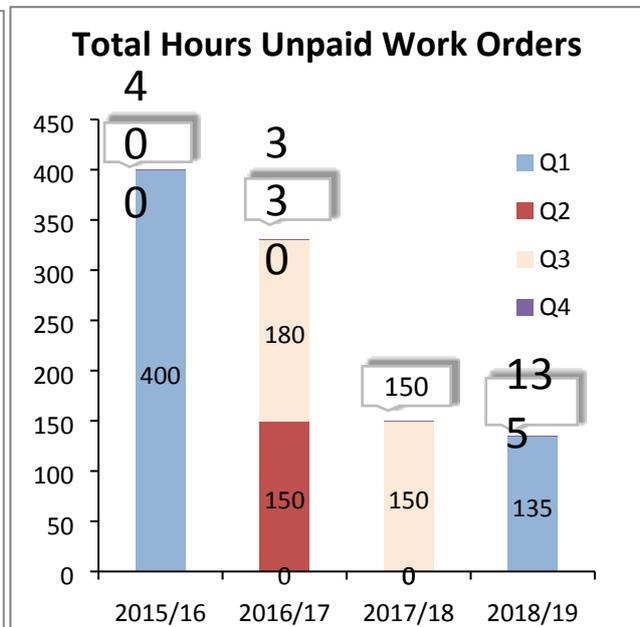
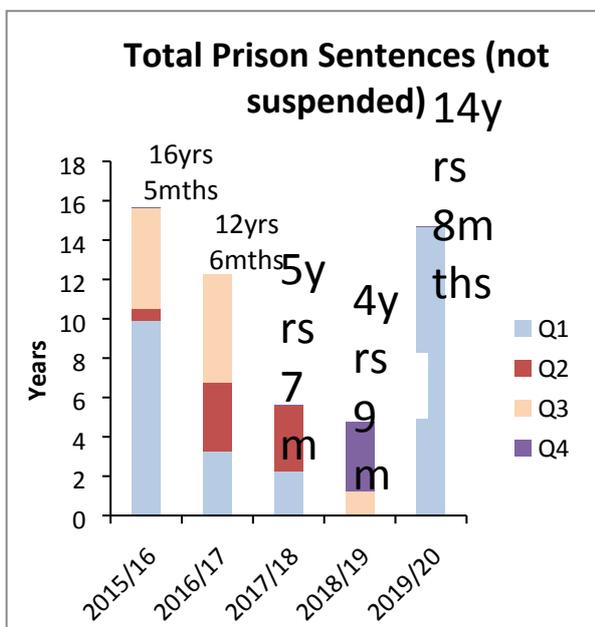
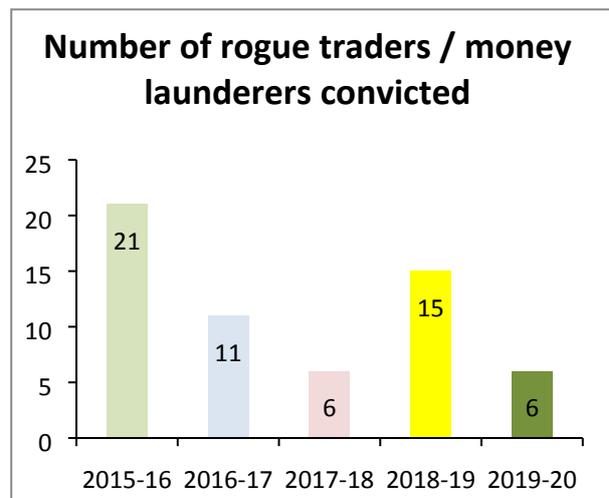
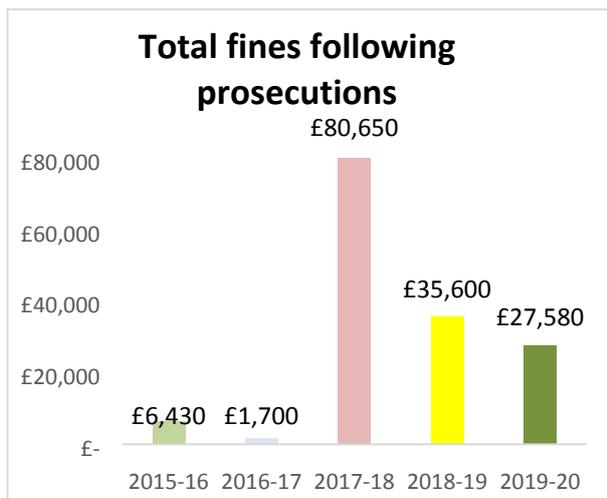
The largest amount within these figures relating to a single investigation this year was £44,148 compensation awarded to a credit company out of a total of £74,414 confiscated under the Proceeds of Crime Act from a person who had been prosecuted for money laundering earlier in the year. Within a week, an associated defendant (who was also prosecuted) had sold an expensive BMW twice, after they had 'clocked' it by changing the odometer reading to zero and had transferred the proceeds to his associate.

There is a drop in Q1 of 2019-20, however this is not out of step with general quarterly volatility that can be seen above as awards of large amounts of compensation, particularly Proceeds of Crime compensation, can vary significantly. Additionally there has been a drop in the amount of money saved for scam victims which we believe is linked to the type of referrals received about Scams victims in Q1, which varies on what type of records have been seized in enforcement actions and received by the National Trading Standards Scams Team.

KPI -2 Protect residents by stopping rogue traders operating in Buckinghamshire and Surrey

The Service undertakes a variety of interventions to stop rogue traders operating – including investigations, projects, civil and criminal proceedings. The target means we need to identify how we have done that, and one set of indicators of that is convictions and the data below. However that alone doesn't determine whether the Service has been successful in this area.

It should also be noted that the data below are indicators only. There are no targets set in relation to these as it is for the courts to decide convictions and the appropriate penalties. We expect the figures to fluctuate, and there may be considerable variations, but they provide useful context as to the extent of offending that the Service is dealing with. In some graphs the quarters have been separately highlighted to show the variation in amounts.



During 2018-19, convictions have related to a wide range of offences including: the supply of unsafe goods (an exploding camping gas stove, see press headline below); fraud and money laundering, linked to home improvement work and the sale of a clocked car; the supply of illicit tobacco (further explained under KPI 6 below); forgery; and causing unnecessary suffering to animals (in a prosecution led by the RSPCA).

Annex A

Below are some examples of press coverage of the cases taken by the Service:

Surrey News

LATEST NEWS FROM SURREY COUNTY COUNCIL



GENERAL, HP, NEWS, SURREY COUNTY COUNCIL, TRADING STANDARDS

VIDEO and PICTURES: Firms ordered to pay £45,000 after Surrey man suffers horrific injuries from exploding gas camping stove

POSTED BY SCC - JULY 12, 2018

FILED UNDER A22 DISCOUNTS LIMITED, BUCKINGHAMSHIRE AND SURREY TRADING STANDARDS, CABINET MEMBER FOR COMMUNITY SERVICES, CAMPING STOVE, DENISE TURNER-STEWART, DISCOUNT IN LIMITED, HOME SOLUTIONS (UK) LIMITED, MARCUS OLIVER, SURREY COUNTY COUNCIL



Observer

Home Crime Transport Education Business Politics Environment

Ruthless Billington teenager scammed £15,000 out of vulnerable householders, with work at the three properties later valued at just £90

GENERAL, HP, SURREY COUNTY COUNCIL, TRADING STANDARDS

Surrey builder fined for forging certificate after trading standards probe

POSTED BY SCC - JANUARY 10, 2019

FILED UNDER BUCKINGHAMSHIRE AND SURREY TRADING STANDARDS, BUILDING CONTROL, CABINET MEMBER FOR COMMUNITY SAFETY, DENISE TURNER-STEWART, SURREY TRADING STANDARDS, THOMAS PEARE, TRADING STANDARDS

A builder has been ordered to pay more than £4,000 after forging a building regulations certificate for a customer who raised concerns over his work.

Thomas Peare, 28, of Langley Vale, near Epsom, was fined £2,000 and ordered to pay costs of £2,180 after pleading guilty to an offence under counterfeiting and forgery laws.

He was sentenced at Guildford Crown Court on 17 December after being taken to court by Buckinghamshire and Surrey Trading Standards.

Peare had carried out work at a home in Reigate which included removing a wall. The customers paid a deposit in advance but had concerns about the standard of Peare's work. Peare then gave them a building regulations certificate in the name of a building control firm but trading standards officers discovered it was forged.

Peare was ordered to pay fines and prosecution costs plus the mandatory victims' surcharge of £170 - giving a total of £4,350.

Denise Turner-Stewart, Surrey County Council's Cabinet Member for Community Safety, Fire and Resilience, said: "A thorough investigation by our trading standards officers in this unusual case led to Peare being brought to court. We'll continue doing all we can to seek justice for our residents and protect them from unscrupulous practices."

"Ruthless" bucks fraudster who targeted vulnerable adults is jailed



Trading Standards

By THOMAS BAMFORD
Email

Published: 11:53
Updated: 14:37
Thursday 17 January 2019

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ON AIR MYSTERY YEARS

⏸️: Waiting for next track...
Schedule | Music Played

Home News On Air Win Jobs Events Vouchers Community About 70+



Home / News / Buckinghamshire News / Teenage scammer jailed for preying on vulnerable

Teenage scammer jailed for preying on vulnerable



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Rogue trader jailed after charging elderly couple £7.2k when worker fell through roof

The 43-year-old did not provide scaffolding for employees working on the roof at the Leatherhead house, the county council said

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COMMENTS

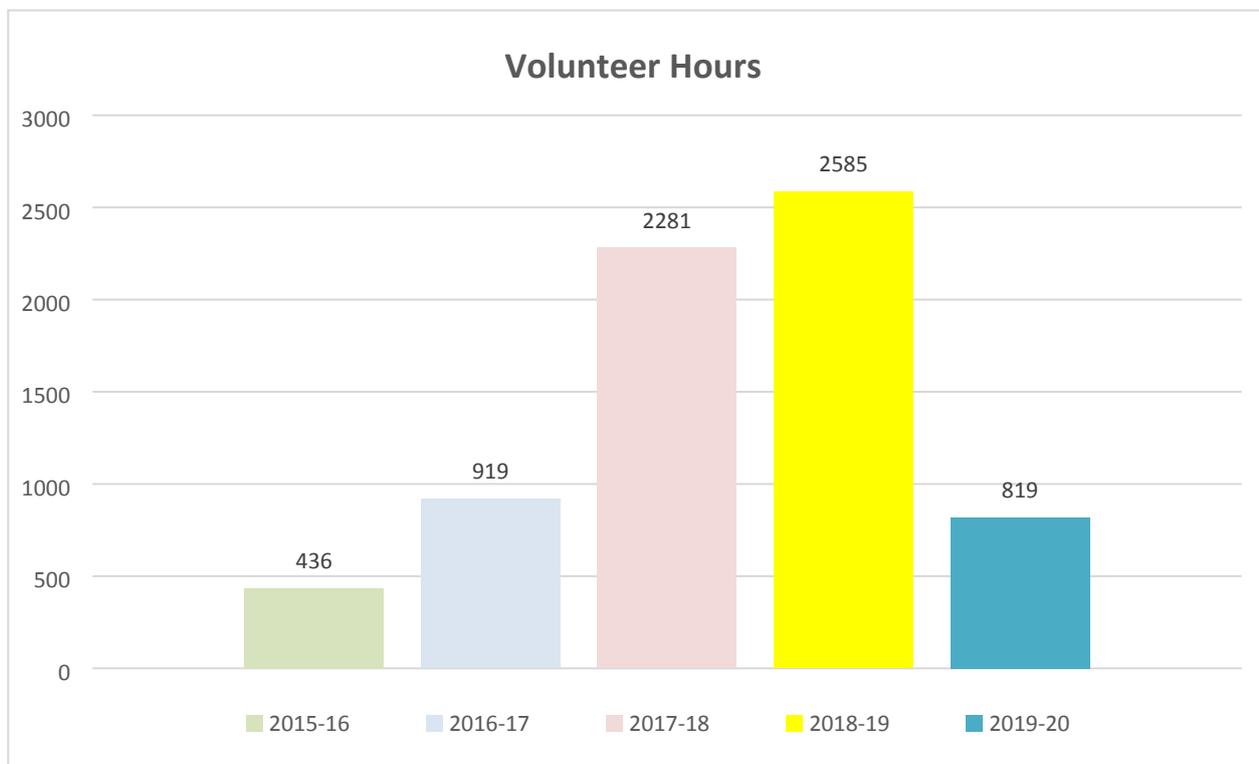
By Matthew Lodge Reporter
11:03, 20 Jan 2019

Enter your postcode for local news and info Enter your postcode Go In 100% Your Area



KPI -3 Prevent residents becoming victims through expanding the use and reach of social media alerts, TS Alert! Volunteers, and other preventative initiatives to raise awareness of scams, rogue traders and unsafe products

Volunteers



The Service has volunteers from a wide range of ages and backgrounds who supported the priorities of the Service with 2,585 hours of their time last year.

The volunteers undertake a variety of different work for the service, including taking informal samples and checking whether traders have acted on advice given by officers. One of the main areas they assist with is supporting our work in relation to scams and the victims of scams, and some more in depth examples of this work are given under KPI 7.

Social Media

The Service has a strong social media presence, making frequent use of Twitter (with 4,166 followers); Facebook (with 884 followers and our posts during the year being viewed over 800,000 times) and Linked In (with 887 connections). During the year the number of followers the service has on Instagram has been steadily growing, standing at just over 213 at the end of June 2019.

Regular messages put out through social media include scam awareness messages and product safety messages (including recalls). More recently the Service has put out numerous messages signposting readers to the Government information on EU Exit, including how businesses will need to do things differently post exit.

Weekly Newsletter

The Service has an email newsletter (TS Alert!) which is regularly sent to over 910 subscribers, who in turn disseminate the newsletter throughout their own networks. The newsletter updates subscribers on the latest work of the service, scams and product recalls to keep themselves safe, as well as now having a page dedicated to business users. The reason for the drop in number of subscribers compared to the previous year was the changes required by the General Data Protection Regulations (GDPR) in May 2018 (which required subscribers to re-subscribe) and saw the number of subscribers drop sharply to around 830. The number has gradually risen since, and it does lead to greater confidence that the current subscribers are actively engaged with the newsletter.

The Business page regularly contains information for Businesses about how Britain's Exit from the EU may affect them and what actions they may need to take:

Labelling tobacco products and e-cigarettes if there's a no-deal Brexit

This [link](#) sets out changes to the regulation of tobacco products and e-cigarettes if there's a no-deal Brexit.

It includes information for manufacturers on:

- changes to the labelling of tobacco products with picture warnings
- changes to the notification process for tobacco products and e-cigarettes



Like (0) | [f](#) [t](#) [in](#)

Nutrition and health claims on foods if there's a no-deal Brexit

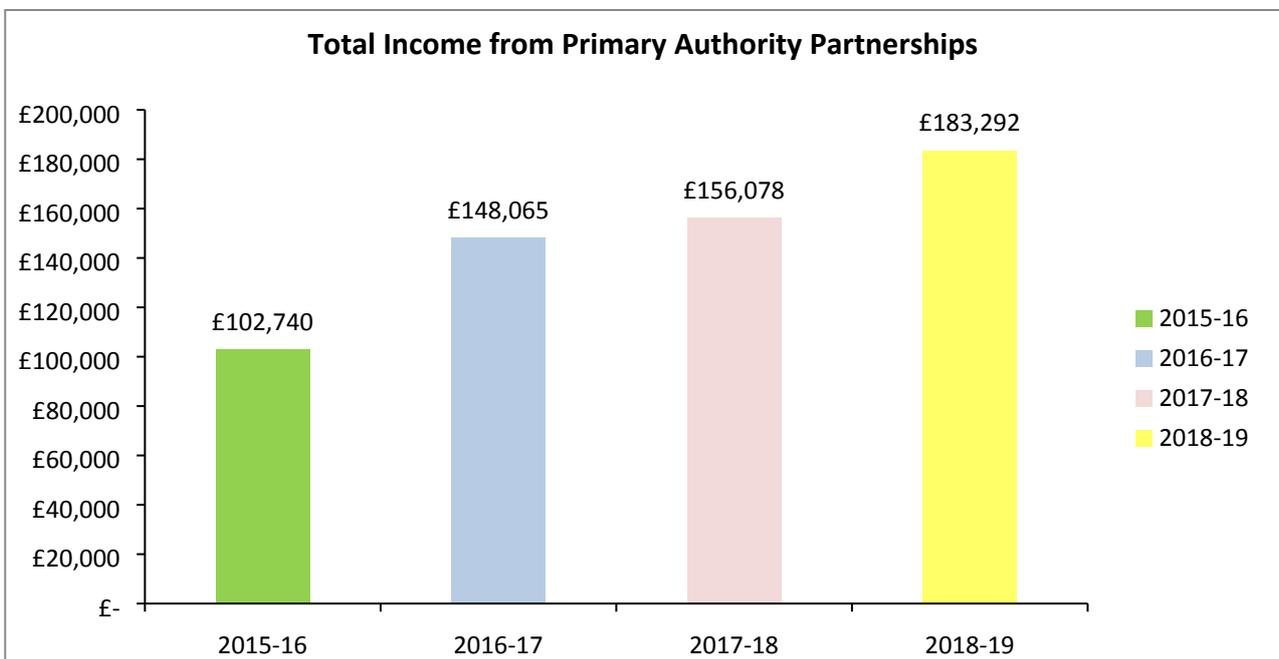
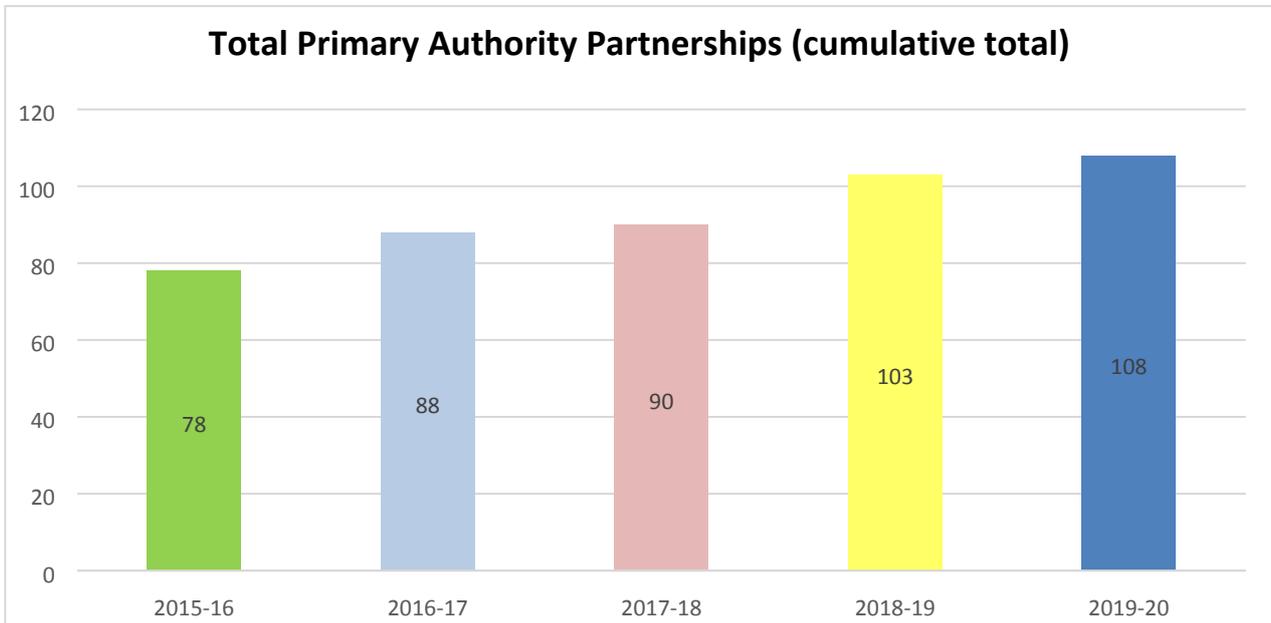
The UK nutrition and health claims [register](#) sets out all authorised and rejected nutrition and health claims. Only authorised claims in the register may be used in the UK if there's a no-deal Brexit.



The annex to the register lists health claims authorised on the basis of proprietary (privately owned) data. The register should be used with the following guidance: [The Nutrition \(Amendment etc.\) \(EU Exit\) Regulations 2019: practical changes for industry.](#)

Like (0) | [f](#) [t](#) [in](#)

KPI - 4 To increase the number of Primary Authority Partnerships



The Service continues to provide excellent and varied support to businesses through our 108 Primary Authority Partnerships. Growth in numbers now goes alongside a focus on maximising the benefits of each partnership. Below are the logos of some of the companies we are partnered with, demonstrating the range of partners we have.



In June 2018 the Service won a national award for its work to cut red tape for businesses and boost the economy. The service was recognised by the Government’s Office for Product Safety and Standards for its partnership work with dozens of businesses to help them comply with regulations, supporting their growth.

This includes the ‘single point of contact’ offer which enables businesses to work with a single trading standards service but to get advice on a regulations which apply across areas beyond England (Scotland, Wales and the Channel islands) and bodies including Environmental Health and Fire.

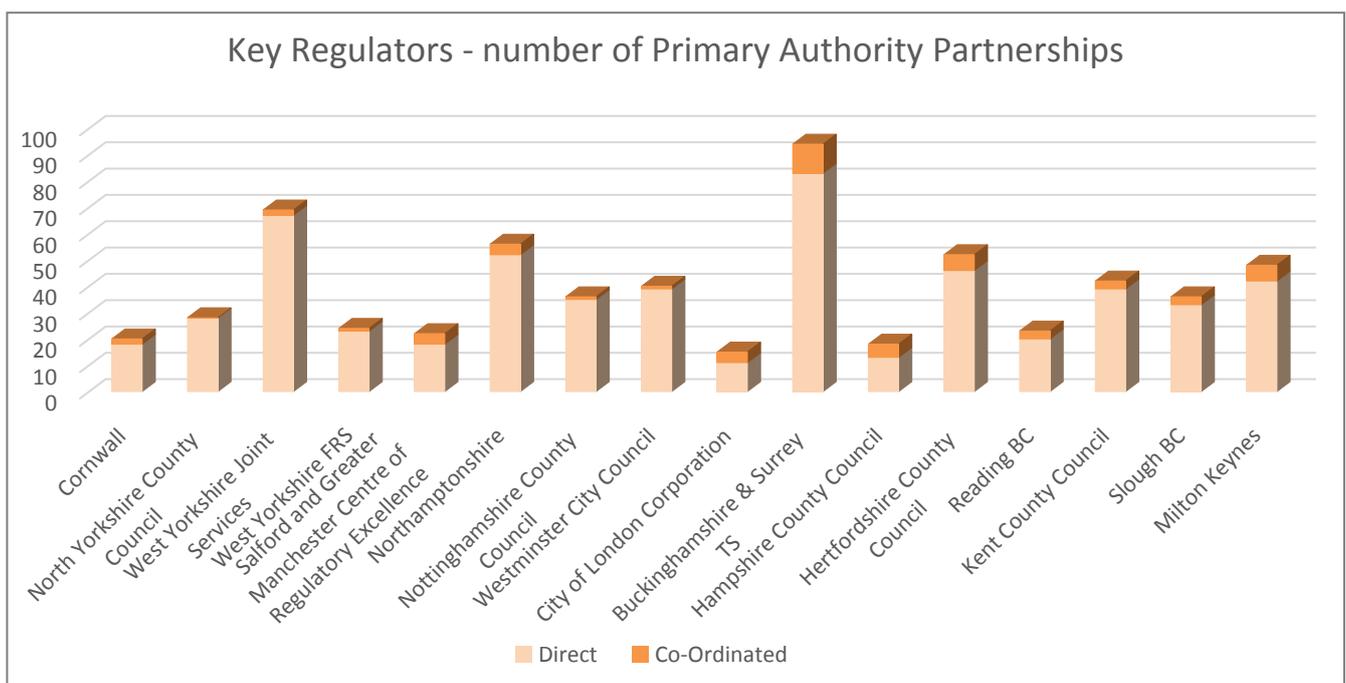
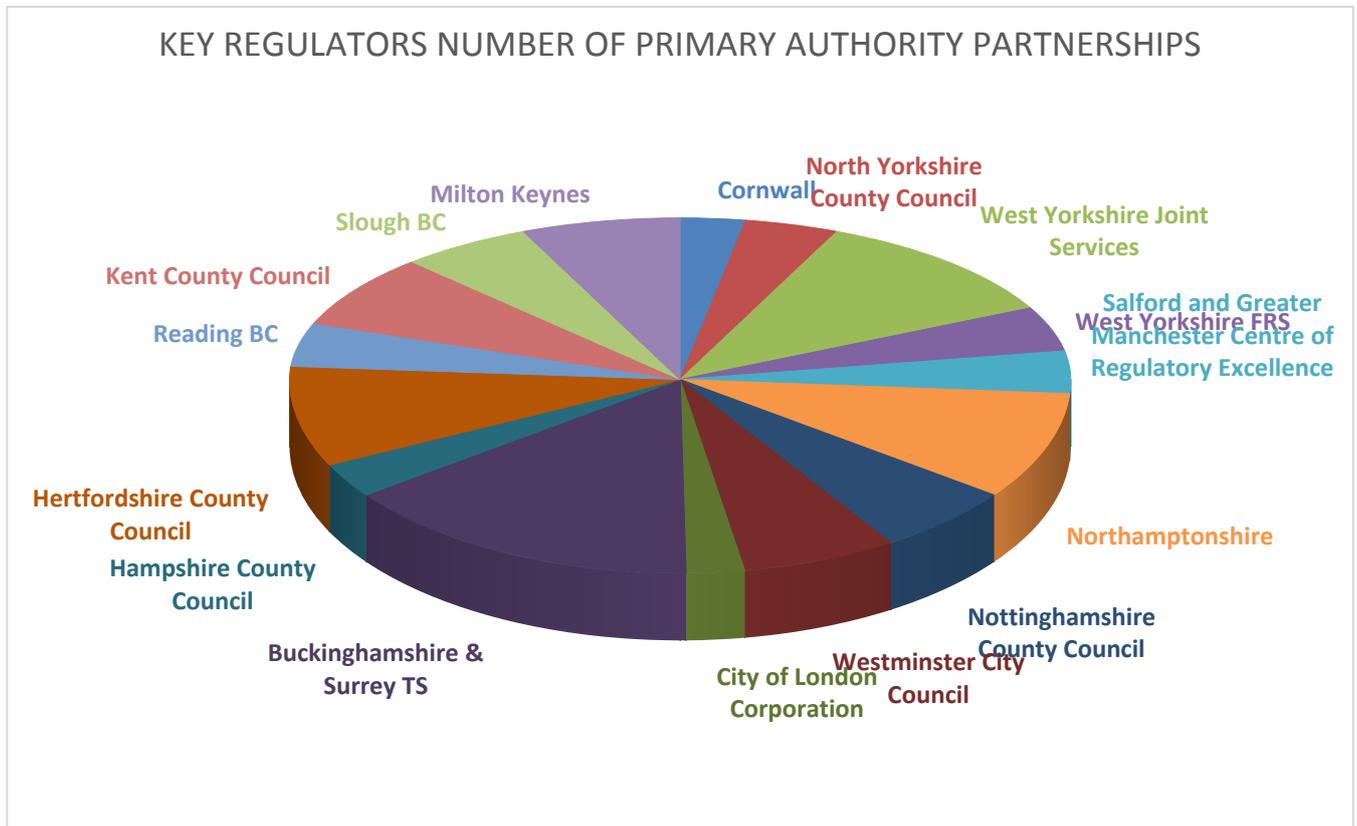
The award was given for “Outstanding Achievement in Primary Authority Leadership”.

This was followed up in June 2019 by commendation for our safety work with Primary Authority Partners.



Comparative Benchmark Data on number of Primary Authority Partnerships:

This data, provided by BEIS, in August 2018 highlights the local authorities most active with Primary Authority nationally, who they see as key regulators and vital partners in enhancing business support and primary authority coverage in future years. The chart demonstrates how our service is taking a leading role nationally, with the largest number of partnerships, and this combined with the recent award show how that is positively recognised by Government.



KPI -5 Increase membership of trader approval schemes



The Service is involved in providing several different trader approval schemes: Checkatrade Trading Standards Approved (approx. 3,275 members); Trust Mark (approx. 80 members); and Eat Out Eat Well (approx. 370 members, 120 in Bucks and 250 in Surrey). The first two are trader approval schemes provided in partnership with commercial providers. The latter is a scheme developed by Surrey County Council, between Trading Standards and Public Health.

The Eat Out, Eat Well scheme was a finalist in awards given by the Royal Society for Public Health (RSPH) in the Healthy High Street category in October 2018. More details are given on the scheme later in this report.



KPI -6 Work with partners to tackle illegal sales of age restricted products; to explore new ways to reduce harm from the use and consumption of unsafe products; and to tackle poor food quality and nutrition

Food and Feed

Work carried out under the Food and Feed Enforcement Plan and is covered in detail in that report which was considered by the Joint Committee in March 2019.

Knife Sales to Under 18's

During the year the Service supported Thames Valley and Surrey Police with "Operation Sceptre" with the aim of reducing knife crime and the number of families affected by knife crime.

Thames Valley and Surrey Police carried out Operation Sceptre work during September 2018 and March 2019, and requested assistance from Trading Standards in relation to the underage sales of knives.

Thames Valley and Surrey Police use police and army cadets, under the age of 18, to carry out test purchases of knives from retail premises as part of monitoring, education and awareness work. Education and advice visits were also to be carried out to retail premises in relation to age restrictions on knives in particular, acceptable forms of Identification, Challenge 25 policies and suitable display locations and security for age restricted products to reduce the risk of theft.

38 Test Purchases were carried out in total:

- 26 in Surrey (13 jointly by Trading Standards and Police, and 13 solely by Surrey Police)
- 12 in Buckinghamshire (6 jointly by Trading Standards and Police, and 6 solely by Thames Valley Police)

7 sales were made of knives to under age volunteers:

- 2 in Surrey (7.7%)
- 5 in Buckinghamshire (41.7%)

Following the sales Thames Valley and Surrey Police and the Trading Standards Officer spoke to the manager/duty manager, advising them of the sale and requirements surrounding knife sales.

One Major Supermarket retailer carried out an internal investigation into the matter and the sales person was been dismissed. The store was placed on a 12 week emergency 25 verification measure, including internal test purchases. Another major supermarket advised they would be carrying out an internal investigation. Stores advised that they would be carrying out retraining of staff members.

All retailers visited were provided with guidance and advice in relation to preventing underage sales on knives in particular, acceptable forms of Identification, Challenge 25 policies and suitable display locations and security for age restricted products to reduce the risk of theft. All premises which passed the test purchase were written to, thereby providing positive feedback in relation to their prevention of sales of knives to under 18's.

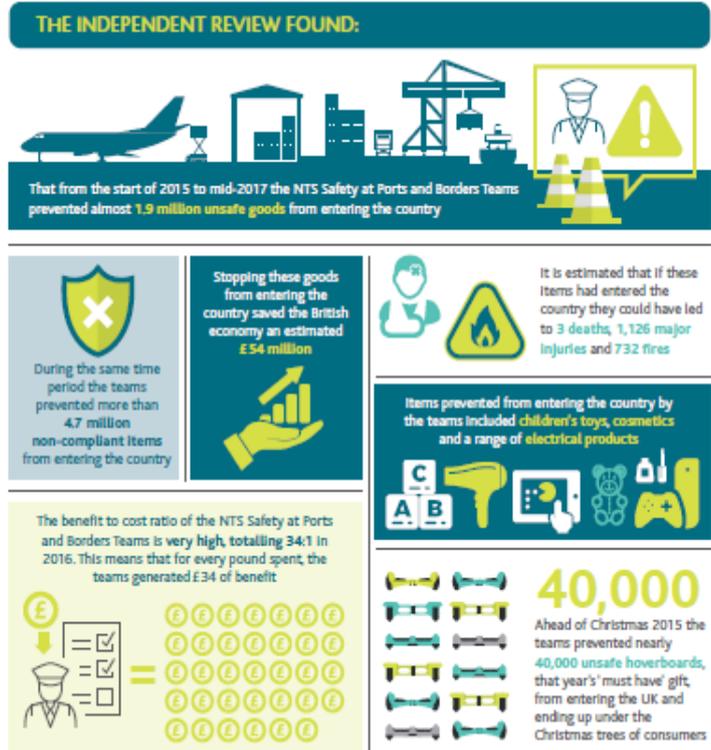
Ports Project

Detaining unsafe goods at the point of entry saves considerable additional work once unsafe or non-compliant goods are spread across multiple wholesalers or retailers nationwide, and is an efficient and effective way to protect consumers from potentially harmful products. Because of the national impact of the work, funding is allocated by National Trading Standards.

National Trading Standards (NTS) coordinates Office of Product Safety and Standards (part of BEIS) funding for the Safety at Ports and Borders Teams. This money funds trading standards teams located at 12 sea ports, airports and postal hubs across England, including the transit sheds located in Surrey for Heathrow.

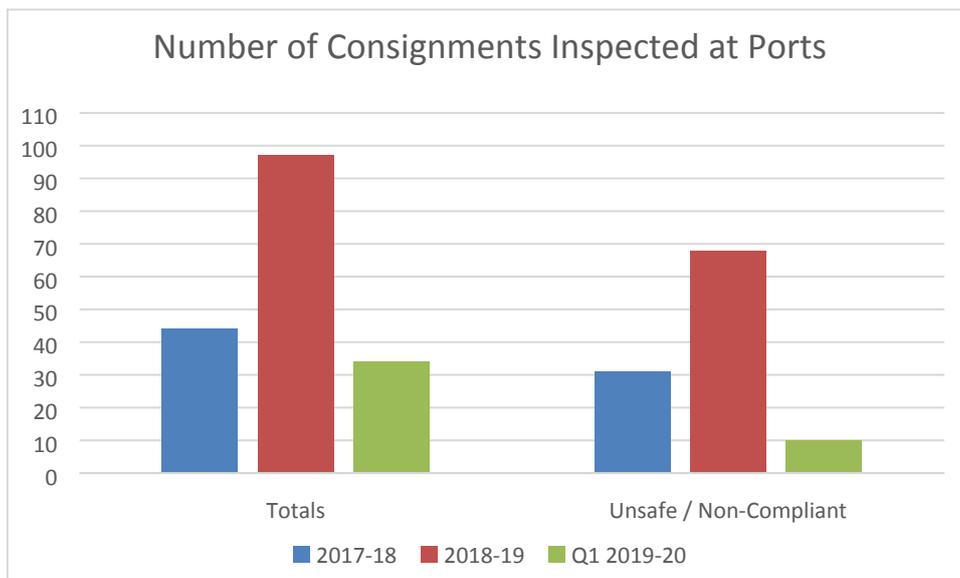
Our role as part of the Safety at Ports and Borders Teams is to prevent unsafe and non-compliant goods coming into the country. The work helps protect consumers by preventing injuries, deaths and fires, and safeguards reputable business.

For each unsafe/non-compliant item stopped at the port, research has shown this saves society £32.45. The benefit to cost ratio of Safety at Ports and Borders work was estimated at 34:1 in 2016 i.e. every £1 spent saved the economy and average of £34.



An independent review was undertaken into this work nationally. Some of the findings are given above.

The following graphs show the recent increase in the work being carried out by our Officers at transit sheds for Heathrow:



Annex A

The following are examples of some of the products stopped by Buckinghamshire and Surrey officers in 2018-19:

Mini Drill poses a risk of electric shock



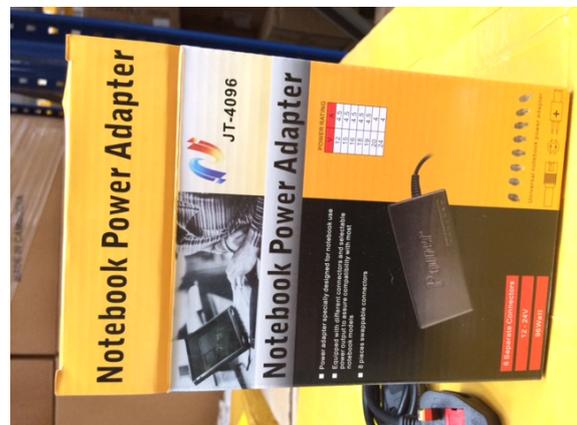
LED Disco Light - poses an electric shock and fire risk. Suspected to be counterfeit.



Chargers: Risk of electric shock to users



Notebook Adapter: Risk of overheating and fire



Illicit Tobacco

A significant concern for the service is the supply of illegal tobacco. This is often brought in illegally from other countries, does not bear the appropriate warnings or have the right packaging, may be infringing Trade Marks and is unlikely to have had the duty paid correctly. Illicit tobacco is usually significantly cheaper than legal tobacco, making its sale and use more accessible to children and generally more affordable. Public Health and HMRC also have an interest in reducing the amount of illicit tobacco available and we often work in partnership to try to reduce its availability.

During the year the Service again ran town center roadshows in partnership with Public Health to increase awareness among the public of the issues (if no one were to buy it there would be no market) and to gather intelligence on where illicit tobacco was being sold. In one instance, intelligence received at the roadshow was used to inform where to then take the sniffer dog, and this led to a seizure of illicit tobacco which has been investigated and is currently the subject of prosecution proceedings going to trial in September 2019.

A similar investigation concluded with the prosecution in April 2018 of a trader for illicit tobacco (both incorrectly labelled and trade mark infringing) in their retail premises. The illicit tobacco had been identified by using a specialist sniffer dog, targeting premises about which intelligence had been received. The trader received a suspended prison sentence, the first sentence of this severity given to a defendant that the service has investigated for this type of offence – reflecting the serious circumstances surrounding his offending. The defendant was also order to pay costs of £1,500. In addition to the conviction and sentence, an alcohol licence review following conviction has led to the trader having their alcohol licence revoked.

Bucks Free Press

NEWS
20th June

Shop owner Chandrasegaram Mughaya punished after £2.5k worth of illegal cigarettes and tobacco discovered at N&N Newsagent, Desborough Road, High Wycombe



Shop owner punished after £2.5k worth of illegal cigarettes and tobacco discovered

A shop owner has been handed a suspended jail sentence after illicit cigarettes and tobacco worth around £2,500 were found at his newsagents in High Wycombe.

During the year a further visit was made, with a sniffer dog, to the same trader to ensure that they were maintaining their compliance. Unfortunately further tobacco was found, which was investigated and is currently the subject of prosecution proceedings going to trial in September 2019.

Three further investigations into illicit tobacco, again found with the assistance of a specialist sniffer dog, led to the conviction, and fining of four defendants in February and April 2019. All were ordered to pay fines and contributions towards the Service's costs of bringing the cases.



Eat Out, Eat Well

Eat Out, Eat Well is an important part of the Service's work to tackle poor food quality and nutrition. Developed with colleagues in Public Health and supported by Environmental Health the Eat Out, Eat Well Award has been developed to reward caterers who make it easier for their customers to make healthy choices when eating out.

The Award aims to encourage food businesses to provide healthier options to customers, through the use of healthier catering practices, increasing fruit, vegetables, and starchy carbohydrates, and decreasing fat, especially saturated fat, sugar and salt. It also recognises provision of healthy options for children, and rewards staff training and promotion and marketing of healthier options.

The Eat Out Eat Well award is an integral part of the Surrey Healthy Weight Strategy, Whole Systems Approach; which is included in the Surrey Heartlands STP Prevention Plans.

Eat Out Eat Well was a finalist in the Royal Society for Public Health Awards in 2018.

To date there are over 220 members of the scheme in Surrey and Buckinghamshire, including an NHS Hospital, leisure centres, National Trust properties, prisons, non-local authority schools, workplace restaurants and chain and independent sandwich bars.

The scheme continues to expand to incorporate new areas, currently a Registered Dietitian has been commissioned to develop Eat Out, Eat Well for Early Years settings based on Public Health England's Healthy Eating Guidelines for under 5's. Assessors will receive appropriate training, then the award will be piloted in a number of public and private nurseries with a view to roll out later in 2018.

The scheme has potentially made healthier menu options more accessible to a large customer base in Surrey (over 17,000 local consumers). Participation in the award scheme had increased providers own personal interest in healthy eating and sense of responsibility towards their consumers

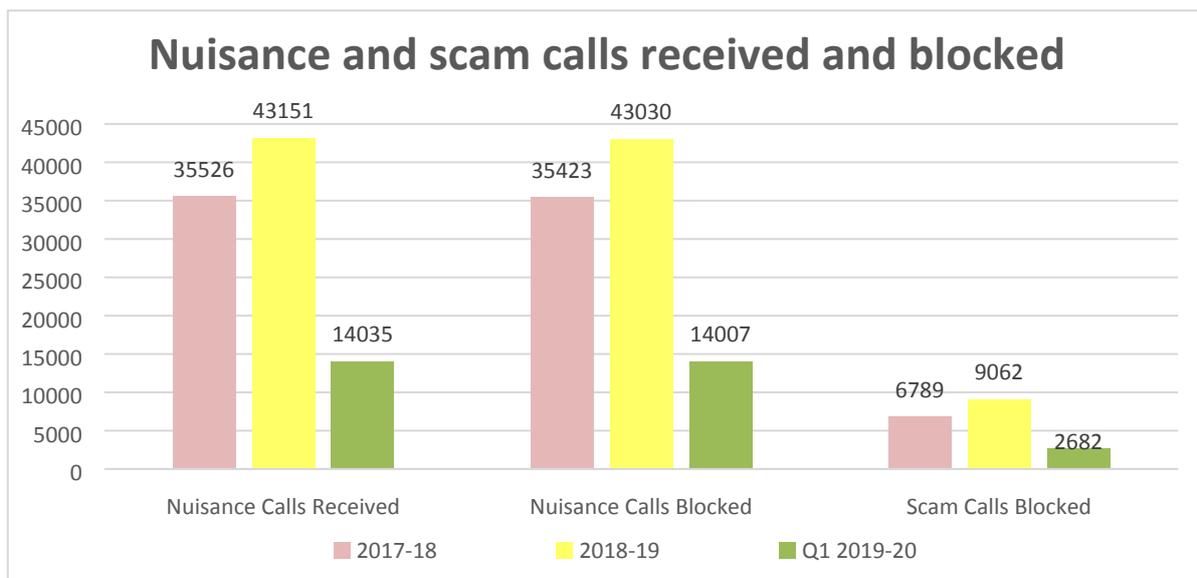
Carol Haime, Chef and co-proprietor of the Sandrock Pub & Restaurant, Farnham said that *"on weekdays, mains from the healthy options section can account for 75% of food trade"*.

KPI -7 Scams (including activities related to this area carried out by volunteers)

Nuisance calls received and blocked



An additional 41 trueCall units have been installed in 2018-19 to protect vulnerable residents from nuisance and scam phone calls. The following chart shows the numbers of nuisance calls received and blocked in 2017/18 and to date in this financial year. The call blocking rate continues to be over 99%.



Those using the equipment have been receiving an average of 32 nuisance calls per month compared to the average across the UK of 18 per month (according to OFCOM)).

One unit has been receiving 148 nuisance calls per month. 43% of all incoming calls received by the units were nuisance calls.

Call Blocking - cost/benefit analysis*

In May 2018 the cost/benefit of call blockers was considered. At that point, the data showed that the project had prevented 97 scams, and made savings of £345,427 and it was estimated that over the 5 year life of these units they will have blocked 62,113 scam phone calls, prevented 366 scams, saved vulnerable households £682,360 and led to a reduction of £617,495 in NHS and health & social care costs. Leading to a total saving of £1,299,855 for a project cost of £24,800 – a payback of 52 times the cost.

* Assumptions (updated May 2018): The cost of a trueCall unit with 5 years Internet Control Panel access is £155; 21% of nuisance calls are scam attempts; 1 in 169 scam calls are successful; average amount lost to a scam is £1,862; social care & medical costs to support a scam victim are £1,685.

Mail Marshals

The Service currently has 63 Scam Marshals, the second highest total number recruited by a Local Authority in the UK.

After 3 months...

81% felt safer in their own homes

98% had lost no further money to scams

89% felt happier

Additional Scam Champion training has been delivered to two Royal Mail postal hubs in Surrey, reaching around 200 front line postal workers.

National Wellbeing Project

The Prevention Team are currently participating in a national wellbeing project being led by the NTS Scams Team, with TSSE as the pilot area for this initiative. The purpose of the project is to measure the wellbeing of identified scam victims, before and after a Trading Standards intervention, with the aim of providing additional evidence that Trading Standards interventions have a positive effect on a person's wellbeing, thereby assisting to fulfil the Local Authorities statutory (Care Act) duty to promote wellbeing in their local community.

In Bucks and Surrey we are currently working with 14 chronic scam victims who will receive repeat wellbeing visits over a two month period.

Preliminary results indicate that following our intervention:

86% felt more protected

79% felt more confident when dealing with scams

79% felt enabled to talk/help someone else in relation to scams

Young Friends Against Scams

The National Scams Team are launching a new initiative which is the 'Young Friends Against Scams'. This training is aimed at Key Stage 2 children aged between 9 and 11. The training is designed to help children understand scams and recognise when someone may be at risk, and to cascade this information to family members such as parents and grandparents. The training pack includes a 30 and 60 minute lesson plan as well as a quiz and various games for the children to get involved in. The Prevention team are working alongside the National Team to pilot this initiative in Bucks and Surrey. The Prevention team are also adapting this training material to be launched with the local Girl Guides to help create a band of informal scam champions who can continue to promote the scheme of 'Young Friends Against Scams'

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