

Activity	Aims & objectives	Partners & outputs																																								
<p>Tackling illegal &amp; criminal activities through enforcement and prevention</p>	<p>The demographics of Bromley reflect an ageing population which is rising, and the number of people with dementia set to increase significantly over the next 30 years. Loneliness is linked with the deterioration of health which can put individuals at greater risk of cognitive decline, a factor to becoming a victim of scams and doorstep crime.</p> <p>The effects of being defrauded in your own home include loss of confidence, more susceptible to repeat crime, depression and withdrawal from family and friends.</p> <p>DOORSTEP CRIME (DC): Victims are persuaded to part with money for bogus or grossly overpriced property repairs as a result of a cold call or leaflet through the door. In extreme cases, vulnerable residents have been targeted by organised crime groups and transported to their bank to make large cash withdrawals, or facilitate electronic transfers to third party accounts. In some cases they have been repeatedly targeted resulting in significant economic detriment and emotional harm. The victim profile tends to be elderly residents living in alone.</p> <p>Victims often feel embarrassed and refrain from admitting their actions to friends, family and the authorities. As a result, financial scamming is under reported. It is estimated that only 1% to 10% are reported.</p> <p>Our response to this financial abuse has been to provide a rapid response to any “live” reported incidents to intercept any cash/electronic transfers and seek the arrest and ultimate prosecution of those responsible. In most cases the perpetrators distance themselves from the scene of crime and, together with the often unwillingness of the victim to take matters further due to their frailty, this makes prosecutions very difficult.</p> <p>Providing a reactive response to reported incidents is a key priority, but on-going preventative activity is equally critical to prevent residents from becoming victims in the first place. Trading Standards has set out to raise the profile of the crime within the community, targeting high risk groups with</p>	<p>Partners include Police, Fire Service, Royal Mail, Victim Support, Adult Safeguarding, Bromleyhealthcare and Banks; Age UK, other voluntary sector organisations such as Careplus, Bromley Royal Volunteer Service, Public Health, Neighbourhood Watch, Citizens Advice, national Scambuster teams, HMRC,</p> <p><u>TABLE 1: Talks, awareness raising, training</u></p> <table border="1" data-bbox="1429 523 2056 727"> <thead> <tr> <th>Talk/training type</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> </tr> </thead> <tbody> <tr> <td>Talk to community group</td> <td>41</td> <td>48</td> <td>38</td> <td>64</td> </tr> <tr> <td>Training to partner</td> <td>31</td> <td>20</td> <td>23</td> <td>48</td> </tr> <tr> <td>Number of attendees</td> <td>2,150</td> <td>2,328</td> <td>1,937</td> <td>2,896</td> </tr> </tbody> </table> <p><u>TABLE 2: Referrals of DC and MMF to Trading Standards from partners</u></p> <table border="1" data-bbox="1429 922 2152 1193"> <thead> <tr> <th>Performance Indicators</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> </tr> </thead> <tbody> <tr> <td>Calls to rapid response number</td> <td>206</td> <td>234</td> <td>201</td> <td>246</td> </tr> <tr> <td>Referrals of DC and MMF from Banks</td> <td>24</td> <td>15</td> <td>22</td> <td>42</td> </tr> <tr> <td>Referrals of DC and MMF from safeguarding partners</td> <td>17</td> <td>17</td> <td>19</td> <td>27</td> </tr> </tbody> </table>	Talk/training type	2012	2013	2014	2015	Talk to community group	41	48	38	64	Training to partner	31	20	23	48	Number of attendees	2,150	2,328	1,937	2,896	Performance Indicators	2012	2013	2014	2015	Calls to rapid response number	206	234	201	246	Referrals of DC and MMF from Banks	24	15	22	42	Referrals of DC and MMF from safeguarding partners	17	17	19	27
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advice on how to protect themselves from the tactics of cold callers and encourage neighbours to report suspicious activity in their areas. As a result, we have seen a significant increase in the level of reporting since 2010. (See table 2 Appendix 2)

**MASS MARKETING FRAUD (MMF):** Victims are persuaded to part with money as a result of postal, telephone or electronic communication received at home in exchange for prizes, money, good fortune etc. Once a response is made by a victim, the perpetrator will not only send more scam letters but also sell the victim's details to other organised criminals to do the same. In many cases the financial loss is severe enough to impact an individual's well being and day to day standard of living. Victims may go without food, re-mortgage their home or take out loans to fund scams and debts caused by scams.

Trading Standards has expanded our work in relation to intervening with victims of mass marketing fraud by linking with a national intelligence project led by East Sussex Trading Standards which identifies vulnerable Bromley households in receipt of unsolicited scam mail.

As a result of this partnership working we have visited more than 500 residents since 2013 to check they are not victims of mass marketing fraud and offer advice to ensure they remain resistant to such attempts.

Further work is on-going to form stronger links with voluntary partners such as Age UK, Care Plus and Victim Support in order that effective referrals can be made to provide continued safeguarding of these victims, many of whom have full capacity and are therefore deemed to have made an unwise decision, but remain vulnerable to MMF and DC as a result of social isolation, loneliness or ill health.

As with DC, significant resource is invested in raising awareness of MMF and empowering residents and community members with the knowledge to recognise their tricks of the scammers and avoid becoming victims, or repeat victims. A summary of our activity can be found in Appendix 2, together with a summary of the key work areas which contribute to the Health & Wellbeing vision.

**TABLE 3: Incidents of DC reported, disruptions and financial impact**

	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Doorstep Crime incidents	105	99	128	155
Disruption and prevention visits	145	115	133	141
Money saved	£254k	£555k	£174k	£233k
Money lost	£221k	£704k	£320k	£430k

<p>Tackling the supply of illicit tobacco &amp; alcohol</p>	<p>Bromley Trading Standards has worked with colleagues from trading standards and public health across south east London to raise awareness of the impact of illicit tobacco through publicity and carrying out joint enforcement operations with HMRC and specialist tobacco dogs.</p> <p>A survey of smokers in 2013 into the availability of illicit tobacco indicates prevalence in Bromley is low, although it estimated 16% of the tobacco market was illicit. More recent intelligence suggests the supply of non-duty paid tobacco in Bromley is sold within a closed network of businesses and customers which makes detection very difficult.</p> <p>Trading Standards currently delivers a proportionate response which involves enforcement action with tobacco dogs and responding to any intelligence received.</p> <p>Regular intelligence alerts of counterfeit alcohol are circulated by the food standards agency and any local complaints are investigated as a priority.</p> <p>In recent years Trading Standards in Bromley have seized fake bottles of Jacobs Creek and cases of Bollinger Champagne, on sale in a local shop having been purchased from a man in a white van.</p>	<p>Police, HMRC, South East London Illicit Tobacco Network</p>																
<p>Tackling the illegal supply of age restricted goods to children</p>	<p>Over the past few years Trading Standards has made significant progress in tackling the problem of under age drinking in the borough. A regular and robust programme of covert test purchasing has resulted in a number of licensed premises being held to account a licensing reviews, resulting in additional conditions being applied to the premises licence, and in some cases temporary suspensions.</p> <p>The Challenge 25 age verification system has been encouraged for several years, with the service providing free posters, door stickers, shelf wobblers and badges in order to support small retailers comply with their legal obligations. Accredited training is also provided to businesses who are considered to be at risk of selling alcohol and tobacco to under age people.</p> <p>Recent years have seen a steady decline in the numbers of businesses who have failed test purchases.</p>	<p>Key Partners are Police, Public Health, Volunteer Police Cadets</p> <p>TABLE 4: % of test purchases where no sale occurred</p> <table border="1" data-bbox="1429 994 2141 1157"> <thead> <tr> <th>% Compliant</th> <th>2012/13</th> <th>2013/14</th> <th>2014/15</th> </tr> </thead> <tbody> <tr> <td>Alcohol</td> <td>77%</td> <td>77%</td> <td>95%</td> </tr> <tr> <td>Tobacco</td> <td>85%</td> <td>84%</td> <td>90%</td> </tr> <tr> <td>Fireworks</td> <td>95%</td> <td>84%</td> <td>97%</td> </tr> </tbody> </table>	% Compliant	2012/13	2013/14	2014/15	Alcohol	77%	77%	95%	Tobacco	85%	84%	90%	Fireworks	95%	84%	97%
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<p>Product safety &amp; counterfeit goods</p>	<p>Unlike manufacturers of the original products, counterfeiters do not usually comply with safety regulations which means fake products can be dangerous.</p> <p>The sale of unsafe goods can have a major impact on the health of consumers, with potentially life threatening consequences. The recent “hover-board” craze saw the UK market flooded with cheap and dangerous imports, and Bromley Trading Standards policed the removal from sale by several importers in the borough.</p> <p>Common issues of late include the import of cheap replica i-phone charges which are prone to catching fire when left unattended and recent intelligence report resulted in the seizure of over 2000 chargers and other items which were destined for the UK market.</p> <p>The supply of psychoactive substances from a shop in Orpington in 2015 had a significant effect on the health and wellbeing of the local community and the young people purchasing and using the product. Significant increases in anti-social behaviour in the area were reported, together with regular reports of young people being stopped by police and found in possession of the substance. In some cases the London Ambulance Service were called to assist users of the substances who had collapsed in the street.</p> <p>Joint working with local police led to a raid on the premises under warrant and a significant quantity of so called “legal highs” being seized and ultimately ordered to be forfeited by local magistrates. This action effectively closed down the business. Preventing the supply of unsafe and counterfeit consumer products, psychoactive substances, animal feeds by enforcing product safety laws and working with regional colleagues on pan London safety projects to ensure a consistent approach.</p>	<p>London Trading Standards, Citizens Advice, National Safety at Ports and Borders Team, Police, Association of London Environmental Health Managers</p>
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TABLE 3: Incidents of DC reported, disruptions and financial impact

	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	*caused by Kent based trader who targeted Bromley residents between 2012 and 2013.
Doorstep Crime incidents	105	99	128	155	
Disruption and prevention visits	145*	115	133	141	
Money saved	£254,448	£555,238	£174,307	£233,016	
Money lost	£221,904	£704,043	£320, 354	£430,913	

TABLE 4: % of test purchases where no sale occurred

<b>% Compliant</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	Police cadets are often used to carry out the covert test purchase, wearing covert recording equipment to provide evidence of an illegal sale. 18 year olds are also used to test the challenge 25 policy.
Alcohol	77%	77%	95%	
Tobacco	85%	84%	90%	
Fireworks	95%	84%	97%	