



Dear Scam Marshal,

We would like our Scam Marshals to spread the word about the good work that they are doing and thought holding a coffee morning with your friends and local community would be a good way to do this!

We have developed a **'Scam Marshal Coffee Morning pack'** which we can send to you in the post, which includes invitation posters, small decorative material and also prompt cards with information and facts about scams, so that you have the resources you need to help you spread the work you are doing.

The aim of the morning is to be a fun but informative event which sparks debate around scams and therefore increases awareness amongst your friends and family.

If you would like to receive this coffee morning pack then please get in touch with the team. You can either email into FriendsAgainstScams@surreycc.gov.uk or write into the Scams Team using our free post address -

NTSST,
FREEPOST,
MAIL MARSHALS.

Yours Sincerely,

Adam Carter

Scam Marshal Coordinator

Adam.Carter@surreycc.gov.uk

National Trading Standards Scam Team

For more information on the team and our initiatives please visit our website:

www.FriendsAgainstScams.org.uk



Dear Scam Marshal,

Thank you for requesting a Scam Marshal Coffee Morning pack. The work you are doing as a Scam Marshal is invaluable to the team and we welcome you to help us Take A Stand Against Scams.

Within this pack you will find :

- **Prompt cards**: Use these to assist you with topics of discussion at your coffee morning.
- **Feedback slip**: Please let us know how your event goes by completing the feedback from after your event and let us know any ideas you have.
- **Mail seizure image**: You can use this image to show attendees the scale of the problem.
- **Bunting**: Cut out the bunting to use as a decoration.
- **Invitation posters**: Display these posters in a public place, to raise awareness and invite attendees to your upcoming event.

Your coffee morning gives the opportunity for you to speak about the effects that scams are having in your local area. The aim of the morning is to be a fun but informative event which sparks debate around scams and therefore increases awareness amongst your friends and family.

If you have any questions please do not hesitate to get in touch.

Good luck with your event, please let us know how it goes!

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After your session, please fill in this feedback slip and send it back to our freepost address with your next pack of scam mail

NATIONAL TRADING STANDARDS
Scams Team

Feedback slip:

How many people attended your coffee morning?

Please give a brief summary of your event (e.g. who came? What you spoke about?)



This image shows just *some* of the mail which has been seized over a period of **6 months** and was all being sent from **one** scam organisation!

An estimated **4 million** pieces of scam mail were seized!



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Scam Marshal Coffee Morning

YOUR PROMPT CARDS (1)

NATIONAL
TRADING
STANDARDS

Scams Team



NATIONAL
TRADING
STANDARDS

Scams Team

Prompt Cards:

- **Why is talking about scams important?**
 - What is a Scam Marshal?
- **What the NTS Scams Team do with your mail**
 - Key statistics about scams
- **How your work helps to fight back against the criminals**
 - True/false questions



NATIONAL
TRADING
STANDARDS

Scams Team

Why is talking about scams important?

At the moment, we don't know how people's different beliefs and attitudes affect their decision making when faced with a scam. Until we understand the factors that affect how and why people respond to scams, it is difficult to reduce the problem. The only way this can happen is if people are willing to **openly talk about their experiences of scams**.

If people continue to feel ashamed about falling for their tactics it doesn't matter how many awareness campaigns there are.

We need to **reduce the stigma associated with responding to scams**, so that all of the ways in which these scams work can be understood.

Then we might be able to beat them.



NATIONAL
TRADING
STANDARDS

Scams Team

What is a Scam Marshal?

A Scam Marshal is any resident in the UK who has been targeted by a scam and wants to fight back and take a stand against scams.

Scam Marshals do this by using their own experience to talk to others about scams in their community and/or by sending any scam mail that they receive to National Trading Standards Scams Team so that it can be utilised as evidence in future investigative and enforcement work.

This work by Scam Marshals plays a huge role in helping to stop mail altogether.



NATIONAL
TRADING
STANDARDS

Scams Team

What do the team do with your mail?



1. You receive scam mail



2. You send your scam mail onto us in free post envelopes



3. The team search through the mail, looking for trends and patterns the criminals use and then pass our findings onto our team of investigators who work on finding the criminals who send the mail

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Scam Marshal Coffee Morning YOUR PROMPT CARDS (2)

**NATIONAL
TRADING
STANDARDS**

Scams Team



**NATIONAL
TRADING
STANDARDS**

Scams Team

Key statistics about scams :

£5-10 BILLION A YEAR

The cost to the UK economy

37%

of people have been targeted by a scam five times or more

53%

of people aged 65 or over have been targeted by a scam

65%

Have taken no action to protect their friends and family

5%

of scam victims report the matter to law enforcements

22%

of victims don't tell anyone as they feel too embarrassed

45%

of people have taken no action to protect themselves against scams in the last 12 months



**NATIONAL
TRADING
STANDARDS**

Scams Team

How your work helps to fight back against the criminals:

Based on mail sent in from Scam Marshals, mail which was originally sent through the USA was identified as reappearing and displaying a Chicago stamp.

In 2018, with joint action from the NTS Scams Team investigators, US Postal Service and the Federal Trade Commission the sender of the scam mail was identified and the mail stream was **shut down** and the company has **ceased trading**.

50,000

mailings stopped*

£225,000

saved*

(*approximately)



**NATIONAL
TRADING
STANDARDS**

Scams Team

True/False Questions

1. Catalogue scams often sell misleading products such as "miracle cures"? **TRUE**
2. Scam mail will often use the victim's first name throughout to make the mail seem more personal? **TRUE**
3. Scam victims may make regular trips to the post office or use large amounts of stamps? **TRUE**
4. Scam victims may receive an unusually high volume of telephone calls? **TRUE**
5. SMSing is when a criminal will telephone the victim to obtain their personal or banking details? **FALSE**
6. Scam victims may describe the criminals as 'friends' because they are the only people they have regular contact with? **TRUE**
7. Doorstep crime always takes place after the victim has been cold called first? **FALSE**
8. Victims are normally charged a fair price and given the proper paperwork by doorstep criminals? **FALSE**
9. Doorstep criminals may carry out and charge for work that was never requested? **TRUE**
10. Scam victims may feel obliged or coerced into making large cash withdrawals to pay for doorstep work instead of using a secure payment method? **TRUE**

For more information on the team and our initiatives please visit our website:

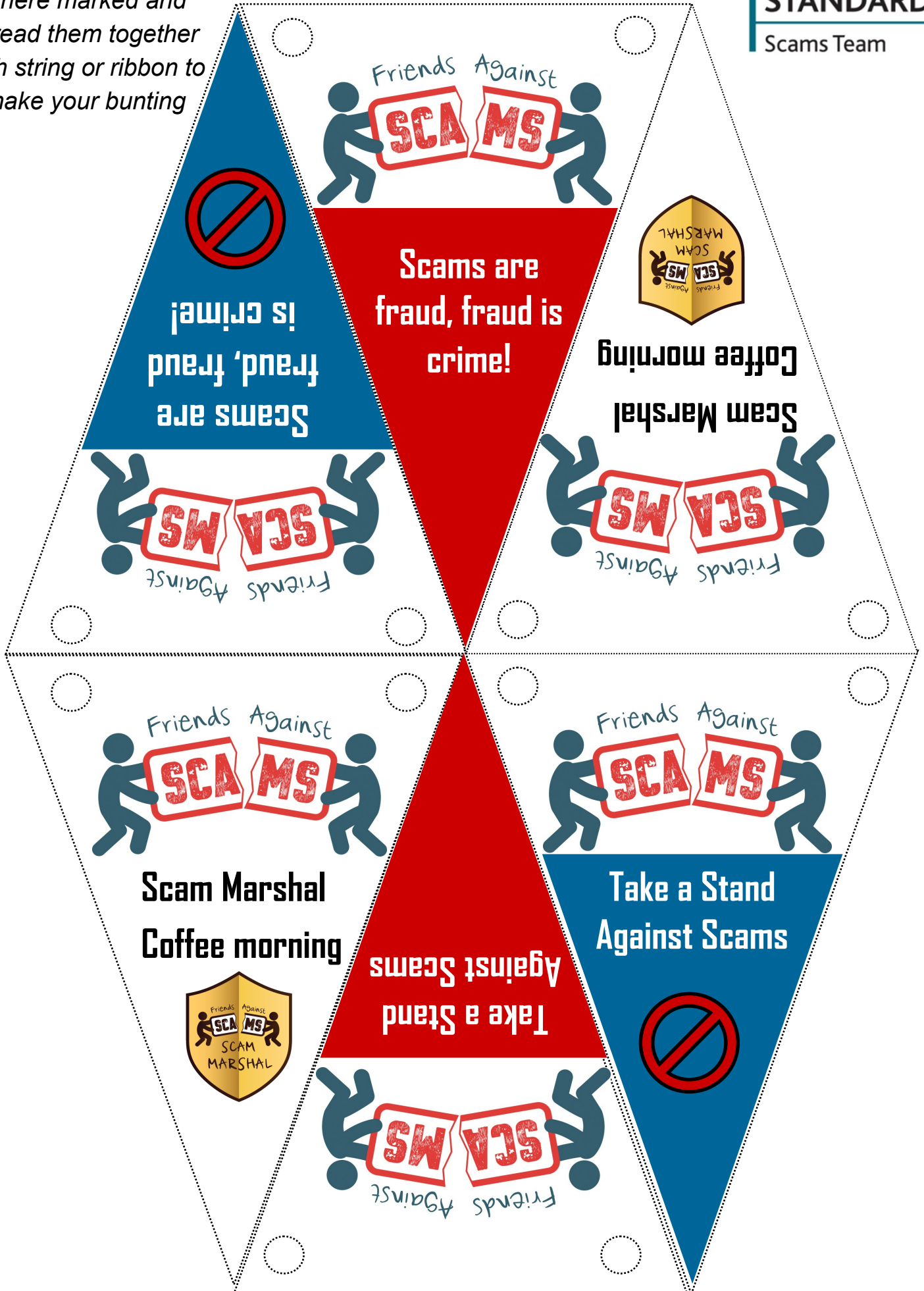
www.FriendsAgainstScams.org.uk

Cut out the triangles and the small holes where marked and thread them together with string or ribbon to make your bunting

Scam Marshal Coffee Morning
YOUR DECORATIONS

NATIONAL TRADING STANDARDS

Scams Team



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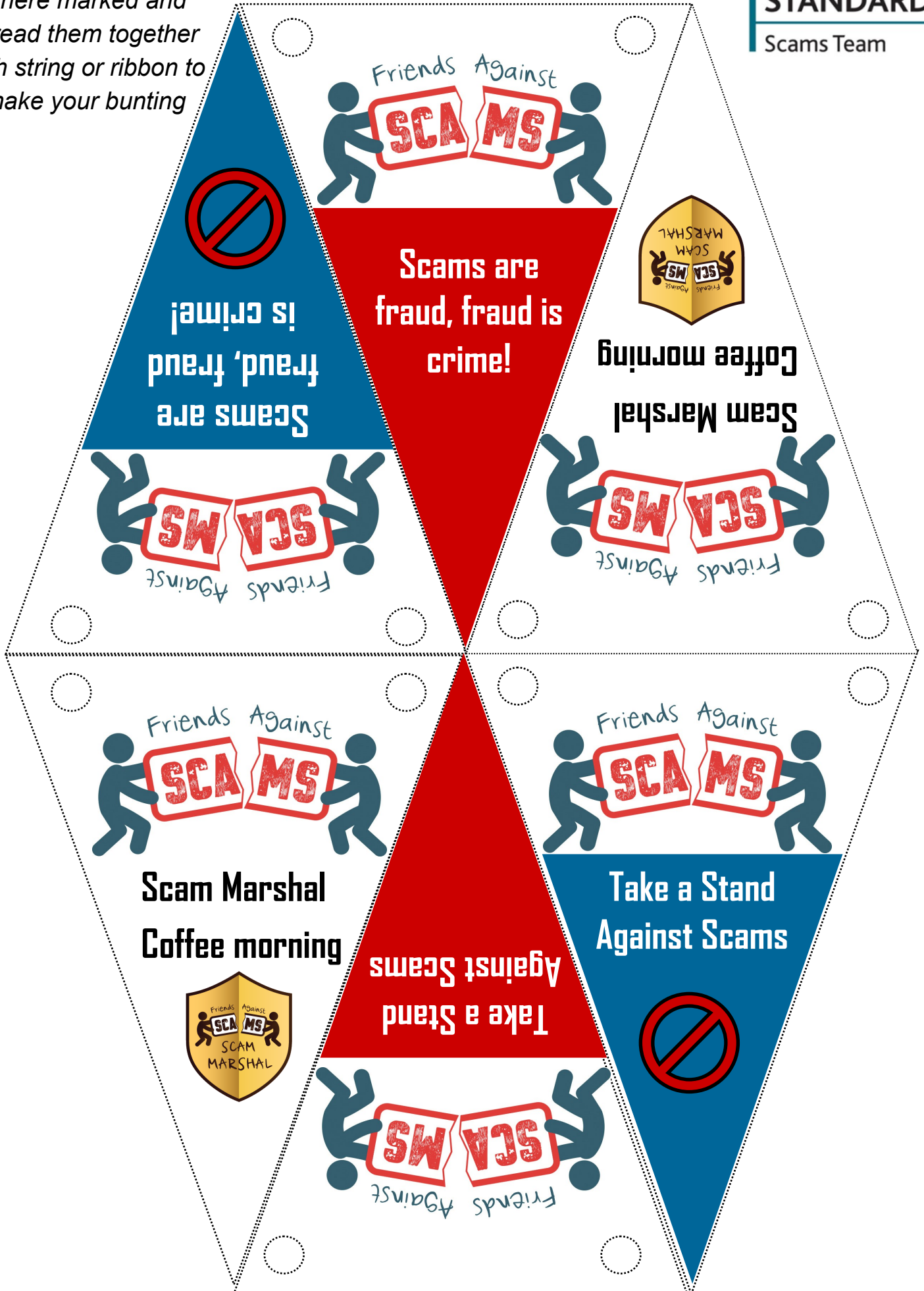
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I would like to invite you to my

Scam Marshal coffee morning -

DATE:

TIME:

LOCATION:

to talk about the effects that **scams** are having in our

local community and what we can do to help

take a stand against scams.

Hope to see you there!

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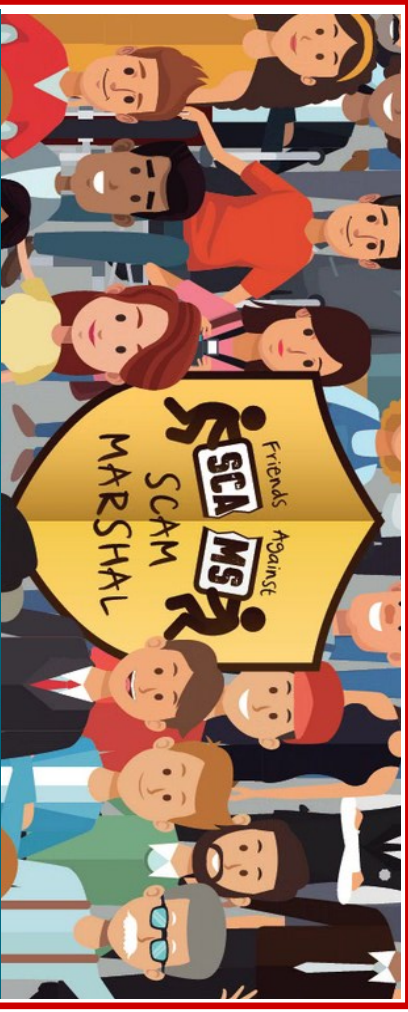
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