

Older Persons Scams Awareness & Aftercare Project

22

Scams reported directly to Age UK Cheshire East...

...including

from **11** volunteers

Information shared on **identity theft, mis-selling scams and reporting scams**

Scams information issued to **over 5,484** older people each month...

...through **3** monthly **Scams Awareness Update** bulletins...

...**36** community posters & **73** social media posts.

Raising awareness of more than **20** types of scams.

13

Scams awareness sessions delivered on Zoom or face-to-face.

24

Older people supported one-to-one to prevent or recover from being scammed.

85%

Older people reported improved scams awareness after engaging with the project.

4th Quarter Fast Facts Jan. - Mar. 2021

Older Persons Scams Awareness & Aftercare Project

This quarter marks the end of the project's first year. Run by Age UK Cheshire East in partnership with Cheshire East Council (CEC) Trading Standards, and funded by the National Lottery Community Fund and the Garfield Weston Foundation, it also marks the mid-point of the initial two-year project. Despite the restrictions of the national lockdown #3, the project has continued to succeed. In this quarter, the project has come to realise it is fast becoming an essential service for the older people of northern Cheshire East.

Successes

- ▶ Increasing the number of older people receiving information every month by a further 1,000, through our scams awareness update bulletin, awareness sessions and social media.
- ▶ Almost doubling the number of older people receiving one-to-one support to prevent being scammed, or recover after being a victim of fraud.
- ▶ Victims of fraud beginning to re-engage with their community to fill the void left by the scammers.
- ▶ Inter-agency working between statutory, public, private and third sectors for victims to get the right support whilst only having to tell their story once.
- ▶ Raising awareness of the plight of older people and scams at a national level through support from the local member of Parliament.

Challenges

- ▶ Delivering scams awareness sessions to older people without online access.
- ▶ Raising awareness in public places and spaces during the national lockdown #3.
- ▶ Recruiting volunteers in areas such as Knutsford, Congleton, Wilmslow and Poynton, to be our 'eyes and ears' by feeding recent scams and local intelligence to the project.

How MPs and Councillors can support the project

- ▶ Continue to promote the project and link older people, and practitioners supporting older people, to the project.
- ▶ Consider the needs of all older people, both on and off line, when planning community facilities, digital inclusion and transport in COVID recovery plans, as these offer a lifeline to older people, preventing them from being more vulnerable to scams.
- ▶ Lobby to bring the devastating impact of scams on older people to a regional and national level.
- ▶ Lend support to the project's continuation beyond 2022.

For more information about the project visit the [Age UK Cheshire East website](#) or contact the project manager on 07932 999902 or at sally.wilson@ageukce.org