



Strategic Policing and Crime Board

17 September 2019

Police and Crime Plan Priority: *Strengthening Communities and Buidling the Economy*

Title: *Economic Development Strategy Update*

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Purpose of Paper

1. The purpose of this report is to provide the board with an update on the work being undertaken to develop the Police and Crime Commissioner's Economic Development Strategy.
2. This paper is for discussion and the board is asked to support the ongoing development of the work.

Background

3. In 2017 the Commissioner published his Economic Development Strategy. The strategy sets out a multitude of workstreams to improve the West Midlands Economy. The strategy is split into four parts: *Strengthening communities and growing the economy, Protect from harm and Support for the victims of crime, Standing up for young people, Playing our part in responding to national threats.* This report provides an update on the progress in these four areas against the ambitions which were set out in the strategy. This report will also be used as an action plan to deliver further economic development across the West Midlands region over the next year.

Strengthening communities and growing the economy

Procurement and Locking Wealth into the West Midlands

4. In May of 2017 the PCC introduced the National Living Wage across the West Midlands Police workforce. 185 members of staff saw a pay rise as a result of this introduction, with a yearly pay rise of up to £900 per annum for full time members of staff. Following this the PCC has implemented a clause in all procurement contracts which stipulates that providers we procure to must pay their staff the National Living Wage. Following this, over the last month the OPCC has signed up as the first PCC

in the country to be recognised by the Living Wage Foundation as a Living Wage Funder. The PCC has also spoken at numerous events across the West Midlands and has been instrumental in encouraging employers across the region to employ the National Living Wage.

5. An updated Joint Procurement Strategy for the 2017 – 2020 period, between the PCC and WMP, was considered at SPCB in September 2017. The PCC delegates commercial procurement matters to the Force through a scheme of delegation, which the Force are held to account for through reports to Board and the Contracts Review and Approval Board which has representation from the Office of the Police and Crime Commissioner. The joint procurement strategy has the following Strategic Procurement Objectives and Priorities, which the Force operates within. These are:
 - Obtaining Value for Money
 - Supporting Economic Development of the West Midlands Including Social Value
 - Supporting force and Commissioner Priorities
 - Having an effective Strategic Commercial and Procurement Function

The board will be updated on the progress of the procurement strategy through another item on the agenda. Therefore this report will focus on progress against the Economic Development and Social Value strand of the Commissioner's Economic Strategy.

6. One of the PCC's key objectives in his Economic Strategy is to ensure that services procured by the Force are being sourced locally. In 2018 54% of the of the Force's spend was within the West Midlands. As is evidenced within the procurement agenda item this month, for the most recent period 58% of Force spend was within the West Midlands. An increased spend of 4%, which equates to over £4.2million, has been locked into the West Midlands over the last year through the Force procuring locally.
7. In 2018, the PCC's Strategic Adviser worked with WMP's procurement team to implement a Social Value Portal into the procurement team's commissioning process. In the first quarter of 2019 the Social Value Portall was launched. Previously the Force did not have a comprehensive set of metrics by which to evaluate the total social value of the services they were procuring. With the Social Value Portal, the Force will have measures. For every contract that exceeds £100k, 10% of the core evaluation will be measured on the social value offering. The Procurement Strategy update, elsewhere on the agenda, covers in much greater detail the performance of this tool to date. Moving forward, the Commissioner's Office is focused on relaying the message to potential contractors that this is now a measure in WMP's procurement process. It is our strategic aim that this will in turn encourage contractors to write their proposals whilst factoring in the social value that they are able to provide.
8. Ground has been made on the sustainability and green procurement agenda. As referenced in this year's Procurement Strategy Update, we have seen a particular focus on reducing the amount of plastic consumption by the Force's suppliers and its contracts. The OPCC is focused on how we can improve in this area. Certain

guidelines can be used to add value in this, such as the European Commission's *Buying green! A handbook on green public procurement*. Using these frameworks, it is hoped we can learn from best practice in this area.

9. The PCC has invested £100,000 into a Social Investment Tax Relief scheme, run by Resonance. The West Midlands PCC is the only PCC in the country to invest in the scheme. Resonance operate a number of Social Investment Tax Relief (SITR) schemes across England, including the West Midlands scheme that has now been in operation for one year. The scheme offers tax relief for private investors and also an opportunity for public sector organisations to loan money to social enterprises in a structured way, but without benefiting from tax relief. The loans are over a six year period and for the first 3 years the loan is provided on an interest only basis and in years 4 to 6 the loan will be repaid. This is a requirement of the SITR rules as set out by HM Revenue and Customs.
10. The key objective of the SITR Fund in the West Midlands is to dismantle poverty across the region. This will include a wide range of interventions including rehabilitation and support of ex-offenders. A condition of the PCC £100,000 contribution to the fund, is it is used for social enterprises that have a crime prevention objective. This can be through employment of ex-offenders or some other means.
11. Resonance conduct due diligence of the investee companies including their business models, management and governance. Resonance will also identify gaps with the investee companies to help them be in the best position to achieve success.
12. The total size of SITR fund at the moment in the West Midlands is £1.5m and to date 3 organisations have received loans from the fund with a total of £335k deployed over the following organisations:
 - Jericho Foundation (£100k)
 - Challenge Academy CIC (£150k)
 - Wildgoose Rural Training (£85k)
13. The PCC's contribution to the £335k deployed is £8k to the Jericho Foundation and £12k to the Challenge Academy CIC. Therefore, there is approximately £80k remaining from the PCC's contribution to be deployed in the West Midlands SITR. This money is currently held by Resonance.

The OPCC receive regular investment reports detailing any new loans deployed to social enterprises. Also the office will receive reports on the progress of the organisations that have received loans.

14. The PCC has five commissioning pots which are commissioned from on both a grant and contracts basis. These funds are: External Funding, The Community Safety Partnership Fund, the Victims Commission, Active Citizens Funding, and the Early Youth Intervention Fund. In the PCC's 2017 Economic Development Strategy, the PCC made a commitment to fund local organisations so that investment would be locked into the region. Including the EIYF allocation to CSPs, the projected spend from these five pots from the PCC's Office for the 2019/2020 period is £13.2million.

This is all investment which will be locked into the West Midlands economy by commissioning to local organisations.

Modern Slavery

15. One of the key components in the PCC's Economic Strategy was to focus on both reducing Modern Slavery and also supporting the victims of Modern Slavery. Over the course of his term in office the Commissioner has consistently dedicated resources from the Victim's Fund to tackling Modern Slavery. For the 2019/2020 period the OPCC has commissioned four services through the PCC's Victim's fund to further our work in this area.
16. The first of these services is the West Midlands Anti-Slavery Network (WMASN). The WMASN has received £20,000 of grant funding to deliver the following five outcomes:
- Keep the OPCC updated and informed about national, regional and local initiatives and developments
 - Keep the OPCC updated about the work of local, regional and national voluntary sector support services for victims of Modern Slavery
 - Identify gaps and opportunities regarding voluntary sector support services for victims of Modern Slavery
 - Explore the outcomes of victims rescued in the West Midlands
 - Explore and make suggestions as to how support services for victims could be co-ordinated within the West Midlands to achieve sustainable outcomes for victims
17. The Adavu Project has received £27,000 of funding from the Victims Commission for the 2019/2020 period, to deliver a West Midlands wide project. This project has two overall aims:
- Supporting victims to cope and recover from the impact of the crime of modern slavery in order to lead fulfilled, independent lives in the longer-term that contribute to society. This will be through the provision of emotional and practical support for adult victims of modern slavery from the following groups:
 - Victims and Survivors of Modern Slavery that have received a conclusive grounds National Referral Mechanism (NRM) decision and after having received Home Office funded care, remain in need of specialised and complex post funded (45 day) aftercare
 - Victims and Survivors of Modern Slavery who are considering entering the NRM process
 - Raising awareness and understanding of the specific and complex needs of adult victims and survivors of modern slavery with key statutory agencies, service providers and the voluntary and community sector. This will be through playing an active role in:

- regional and national conferences and fora on modern slavery
- supporting robust academic and policy research
- responding appropriately to media requests
- social media (website, twitter, Facebook, blog)

18. Hope for Justice have been allocated £37,000 of grant funding from the Victim's Commission to fund a West Midlands wide Community Engagement Officer. The role will be measured against the following outcomes:

- Identify and engage with communities in the West Midlands region at risk of perpetuating Modern Slavery through labour exploitation in order to increase the number of identified victims
- Work closely with West Midlands Police in engaging and identifying those communities
- Assist WMP in police investigations/prosecutions by increasing intelligence supplied to them
- Engage with regional providers across the West Midlands to increase the number of successful identifications leading to provision of support

19. Black Country Women's Aid have received £36,000, grant funding from the Victim's Commission, for a Black Country specific Community Engagement Officer. The role focuses specifically on sex trafficking in the area and works majorly with the Romanian community.

Making our roads safer

20. There are approximately 40 million vehicles on the roads in the U.K. The rate of uninsured driving in the U.K. has reduced from approximately 2 million, to 1 million thanks, in general, to the Motor Insurance Bureau (MIB) and police activity, since the law was changed in 2005 to allow uninsured vehicles to be seized. This rate however is starting to plateau with less signs of reducing than in previous years . The current national rate of uninsured driving is around 2.65% of total vehicle Parc across the U.K. West Midlands is an area of high uninsured driving with an average of 8.5% (85,000) % uninsured driving, but with some areas as high as 20%. West Midlands has 10 of the worst uninsured hotspots in the top 20 across the U.K.

21. The National Roads Policing Intelligence Forum (NRPIF) provide figures that show 1 in 9 fatal accidents involve an uninsured / non-stop driver. This is the same amount as killed through drink and drug driving and would mean your chances of being killed by an uninsured driver / non-stop driver are up to 5X more likely than being in a collision with an insured driver.

22. From an economic development perspective, it's clear that disruption on West Midland's roads are disproportionately more likely to be caused by uninsured drivers, which in turn can have major ramifications on traffic flow across the region and, as a significant bi-product, economic disruption.

23. The PCC has performed a concerted piece of work, with support from his Strategic Advisor, on reducing the levels of uninsured drivers on West Midland's roads. In January 2018, the PCC convened a meeting of key individuals from across the Motor

Insurance Industry. These stakeholders were as follows: Motor Insurers' Bureau ("MIB"), Aviva, Direct Line Group, Zurich, the RAC and the Insurance Fraud Bureau. Out of this meeting came a series of recommendations.

24. One of the most significant of these recommendations is the issuing of nudge letters to uninsured drivers who are highlighted as driving without insurance on ANPR cameras. This was sparked by an initiative pushed by Thames Valley Police, which found that issuing nudge letters, sent under the name of Thames Valley Police, resulted in a +80% conversion rate into drivers insuring their cars. The recommendation stated that the delivery of these letters should be funded by insurers. Following this roundtable the Motor Insurance Bureau will be funding these nudge letters across the 43 force areas for a trial period. The OPCC is currently in conversation with the NRPIF, who manage Tutelage, to ensure that significant funding is reserved for the West Midlands because of our disproportionately higher rates of uninsured drivers. We are speaking with the main car insurers, to see how we can further advance our recommendations in this area.
25. On February 4th 2016 a fatal crash occurred on the M6 motorway which resulted in the motorway being closed for 24 hours. This led to people being stranded in their cars and vans for hours, with hospital appointments, family funerals and business meetings and deliveries missed. On the 16th of March 2016 the PCC used his convening authority to organise a public hearing into what had caused the M6 to be closed for that length of time. Out of this meeting came a series of 11 recommendations to the Police, Highways England, local authorities, West Midlands Combined Authority and the Department for Transport. These were as follows:
 - Police to review protocols for informing Highways England of large fuel spillages.
 - Police and Highways England to review the systems for allowing senior road workers access to incident sites for assessment of carriageway conditions before the end of the force's investigative phase.
 - Police, Highways England and local councils to agree a programme of exercises to prepare for unplanned motorway closures.
 - Police, Highways England and local councils to review protocol for declaring a major incident.
 - Police, Highways England and local councils to consider bringing in a grading scale for incidents and their response.
 - Highways England and local councils to look at their out-of-hours traffic management capabilities.
 - Highways England to develop and introduce collaboration agreements with councils for a shared response.
 - Highways England, West Midlands Combine Authority and the Department for Transport to review and renegotiate the criteria for opening up the M6 Toll if there's a major incident, including lowering the threshold for activation and devolving decision making to the Metro Mayor in partnership with other key agencies.
 - Highways England to review its operational command arrangements.
 - All agencies to examine their response to those trapped in vehicles, especially vulnerable people.
 - West Midlands Combined Authority to convene with six months for a follow-up meeting.

26. This single incident had a great impact on the region's economy. With an estimated £1 billion being lost to motorway closures every year, the M6 Hearing is a key example of how West Midlands' PCC has boosted the West Midlands' economy over his period in office, by working towards greater resilience on the road networks.
27. A year later, on March 13th 2017, the M6 motorway experienced one of its busiest ever days, with incidents resulting in the motorway closing. These incidents included:
- A crash between two cars and a HGV, which shed its load on the carriageway.
 - A car on its side against the central reservation barrier.
 - Another crash between two cars and a HGV.
 - A HGV carrying toilet paper on fire.
 - A broken-down coach on one of the busiest stretches of motorway.
28. Despite these incidents the motorway was open quicker than had been experienced before, which was majorly down to the new ways of working which had been implemented in light of the M6 incident hearing.

Putting the West Midlands on the map

29. The OPCC is currently in the stage of scoping where value can be added, from a crime preventative perspective, in assisting WMP and partners with planning the Commonwealth Games. This is both from ensuring the immediate success of the Commonwealth Games and also from looking at the legacy of the Commonwealth Games from a crime preventative perspective. Due to the early stages of Organising Committee's planning, no concrete projects or plans have been decided as of yet. Our conversations with WMP, Birmingham City Council and the Organising Committee are ongoing.

Protect from harm and supporting the victims of crime

Engagement with the business community in the West Midlands

30. Business crime and engagement with the business community has been identified as a key activity for stimulating economic growth in the region. This has been conducted in three main ways:

31. Smaller consultation events

These have been 3 per annum in different locations across the region. Local business networks and individual businesses have been invited. These are organised in conjunction with the local Chamber of Commerce, BIDS or the Federation of Small Businesses. Organisers of these events have included: the SPCB lead for Business Crime or APCC, OPCC Policy Lead for Business Crime, a nominated Force strategic lead, and a local SPOC for business crime from WMP, as well as an Economic Crime Unit representative. These have been used to keep up to date with the key concerns of business communities relating to policing and crime and to raise awareness of business crime partnerships. They have also been used to assess service user perceptions on WMP's Morille analysis of threat risk and harm to businesses in order to produce a force-wide business crime strategy. These engagement events have contributed to Cybercrime and Fraud becoming priority

areas in the Police and Crime Plan and OPCC policy, as well as the development of a 3 tier model of Business Crime Partnerships's. More recently, with the establishment of the West Midlands Business Crime Partnership, the Members of this group have determined the strategic themes for consultation and engagement through these smaller events.

32. Annual Business Summit

A high profile business summit is held annually in January or February and together with an online consultation on the proposed precept for the coming year, which fulfils a statutory duty to inform and consult business rate payers on the precept each year. The event usually attracts an attendance of between 80 and 100 businesses and has regional and national media coverage. Themes and key note speakers are chosen after consultation with key stakeholders and a briefing with the PCC. There is consideration of where business to business presentations will be most impactful. The notable themes have included: Vehicle crime, Modern Day Slavery within a supply chain, Traffic policing on our motorways and the design of Coventry's integrated transport strategy, Cybercrime including a live demonstration of identity theft, PCC Economic Development Strategy, WMP performance reports on business crime, WMP development of digital platforms to report business crime and the performance of Force Contact , the Gangs Commission, mentoring young people – a call to action from businesses, and serious and organised crime in the retail sector. A presentation on the policing budget and precept is a standing item.

33. Lobbying by business federations or networks.

The PCC and his staff regularly meet with financial institutions, industry and consumer associations. This ranges from when the PCC wishes to influence an industry, (for instance car manufacturers on theft from vehicles) or where a business sector association wishes to speak about a key concern relating to business crime which is increasing or they have a solution they would like to collaborate on (for instance rising levels of violence affecting retail sector staff). Notable outcomes have been the reduction in bilking, improvements to car security and crime prevention projects in high streets by BIDS.

34. Focus in the future is to work with the business community to ensure a more collective culture of ownership around business crime is adopted amongst businesses. This will be achieved through attracting more stakeholders from the business community to sit on our Tier 3 Business Crime Partnership Board. This will then be supplemented by the Business Crime Reduction Partnerships being supported by the Force's Business Crime Co-ordinator, who is currently being recruited, as well as the OPCC support of Business Crime Reduction Groups stipulated in point 35 of this report. What also needs to be looked at is how victims of business crime are still treated as victims and are provided the protect advice necessary to help them protect themselves in the future. We are currently in the scoping phase of this work and are looking to other Force areas for examples of best practice in this area. The full strategy for this can be seen in the Force's Business Crime Strategy which went into SPCB in June.

Place based development

35. The Wolverhampton Business Crime Reduction Group (WvBCRG) is a great example of how partnership working and partnership funding can result in great preventative measures to stop high levels of acquisitive crime. WvBCRG was an initiative funded by the PCC's office and City of Wolverhampton Council, where over one thousand businesses were engaged and signed up to the group. All of the three trial areas saw a reduction in crime by over 50% in the areas in which they operated. In one specific area, on an industrial estate in Bilston, recorded crime dropped by over 77%.

The OPCC is now looking into how the success of this project can be built on. The project has now been given a further £21,000 funding by the PCC to expand work into Walsall, with focus on specific areas where there are high levels of acquisitive crime. Over this funding period there is a commitment by the organisation to make the Wolverhampton group monetarily self sustaining. This will be done on a subscription basis, with businesses paying £50 a year to be a member of the group. Focus is being placed on further funding streams being explored so that over the financial year of 2020/2021 the learning from this project can be expanded across the West Midlands region.

36. The West Midlands Combined Authority (WMCA) have been allocated £20million by central government to develop five town centres across the West Midlands. The immediate focus of this town centre development is the physical layout of these town centres, but as the project progresses focus will be given to attracting investment into these areas.

The OPCC has started to assist WMCA on this work and has ensured that WMP's Design out Crime lead is on the project taskforce. In the future the OPCC aims to assist this work, for a crime preventative perspective, and will be in regular communication with the project leads.

Standing up for young people

Helping young people turn away from crime

37. The Gangs and Violence Commission was launched in 2017 and consists of 24 recommendations which are supported through £2million of PCC funding. This report will focus on the investment which has been placed into diversionary and mentoring activities aimed at young people through the Commission and will not break down the funding and strategy in detail as SPCB Board has been updated on this regularly.

38. The report involved an in-depth consultation with those communities most impacted by gangs and violence. A raft of solutions were suggested and can be summarised under the following themes:

39. Subsequently, activities have included:

- Gang mediation was invested in to resolve disputes to prevent escalation
- A range of mentoring programmes have been commissioned – provided by people communities respect and identify with:
 - Some involve sport and counselling

- Some involve other entrepreneurial activities, such as fundraising for something the mentee finds interesting
 - Funding multiple sports diversion activities based in communities
 - School talks to educate around fear based weapon carrying including specific women focussed work
 - Stop & search - lots of oversight, school engagement programmes of work, public scrutiny panels
 - Community engagement generally - meaningful conversations with young people about their options and risks – Ladywood & other similar projects involving creating social media videos & youth advisory work
 - Family work project, designed to work on multiple complex needs for those identified as being at risk of gang involvement
 - Support for youth leadership programmes to empower young people and give them an alternative
40. To compliment the diversion element of the Gangs and Violence Commission, the PCC was successful in bidding for £2.1 million of funding from the Home Office. The Early Intervention Youth Fund aims to target 300 young people through mentoring provision and an additional 1000 through diversionary activities. After our quarter 1 evaluations the projected number of young people we will have mentored by the end of the funding will be 457 young people and 3693 will have benefitted from a diversionary activity. This shows we are well on track to exceed our targets.

Education and Employment

41. One of the key long term recommendations from the Gangs and Violence Commission was the creation of an inter-disciplinary business hub, to help support young people from falling into offending behaviours. The PCC's Office is currently in the scoping phase of this work. There are a number of approaches which are being considered. Once our approach has been decided we will engage all relevant partners, from the both the public and private sectors, to ensure the project takes a true multi-agency approach to its design, implementation and eventual operation.

Reducing reoffending as a priority

42. A report by the Ministry of Justice, *The Economic and Social Costs of Reoffending*, published in July of this year, brings sharply into focus the importance of reducing reoffending over the next few years. The report states that the estimated social cost of reoffending is £18.1 billion per annum. Reducing reoffending is integral to boosting the West Midlands economy.
43. On a strategic level the PCC and OPCC are heavily involved in the criminal justice system. The APCC chairs the Local Criminal Justice Board (LCJB) which brings together criminal justice organisations at police force area level to support joint working and improve services. The OPCC also runs the Reducing Reoffending Delivery Group, which has a priority of focusing on substance misuse this year.

44. The OPCC has committed to boosting local projects which support young people who have just come out of prison. An example of this can be seen with the PCC dedicating £229k to support Black Country Talent Match. Black Country Talent Match was one of 21 projects funded through the then BIG Lottery in their national strategic programme. They are one of only three of the original projects that have been awarded 3 years of continuation funding with a focus on working with young offenders. From their experiences of working with young adults, furthest from the labour market, young adults with an offending background are often those in greatest need and who face the biggest challenges.
45. The Black Country Talent Match model is a model that allows young adults to contribute, rather than be a cost, to the public purse. Even more importantly, it supports young adults to channel their aspirations into positive outcomes and realise their full potential. Black Country Talent Match is about bringing out the best in young adults regardless of their starting point. We know, that with the right support young adults are gaining in confidence and optimism, they are developing new skills and are entering training, education and gaining employment.
46. The OPCC has grant funded several organisations to deliver the New Chance project. The total funding pot for this project for the 2019/20 period is £267k. The project is an initiative to pilot an 'early intervention' approach to providing support for women who are identified as early entrants into the Criminal Justice system to support them away from further offending. This has been guided by the "Whole System Approach" for female offenders bid document (Ministry of Justice, November 2015) recognising the need for a multi-disciplinary approach to meet the needs of these offenders who are often from a vulnerable section of the population.
47. Ex-offenders are 30% less likely to reoffend if they are in work. The PCC is therefore looking to leverage his position to encourage employers across the region to employ an open recruitment process to employing ex-offenders. In this area the OPCC is leading by example and is the first OPCC in the country to sign up to Business in the Communities 'Ban the Box' campaign. This is a campaign which encourages employers to remove the box from the bottom of their recruitment forms asking applicants to state whether they have any criminal convictions. The PCC will use the publicity from this campaign to open up a dialogue across the region on the culture around recruiting ex-offenders. This will be done both through media campaigns and as a reference point when meeting with other employers.
48. The OPCC has partnered with the Longford Trust to deliver Longford Scholarships within the OPCC. The Longford Trust finds work placements for individuals who have served prison sentences and places them into places of work for a fixed period. At present the OPCC has hosted one Longford Scholar, but there are plans to host more Scholarships. Like 'Ban the Box', this initiative forms part of the PCC's initiative to lead by example and encourage a healthier discourse and around recruiting ex-offenders amongst employers.
49. The PCC is currently scoping certain programmes which can be scaled, which help the most prolific reoffenders. PC Stuart Toogood's 'Offender to Rehab' programme is an example of supporting the most prolific offenders out of criminality. The programme focuses on repeat shoplifters, who shoplift to fund their drug dependency issues, and helps them into rehab and then supports them into housing and

employment. Out of a total of four service users who have gone through the programme, none of have fallen back into a pattern of reoffending. One service user is now employed at Timpsons and three are now engaged in volunteer and outreach programmes. Four further service users are currently in rehab and are engaging with the programme. The PCC is currently in the scoping stage of seeing how this programme can be scaled up across the West Midlands. Intentions at present are to identify a host NPU to trial the programme. This trial will then be evaluated and used as a case to support scaling across the West Midlands area.

50. The PCC has invested £291k into the European Social Fund Youth Employment Initiative. The project is to support at least 9,212 Young people, aged 15-24 years old, who are Not Engaged in Education, Employment or Training (NEETs) around integration into service and skills support and ultimately progression into sustainable jobs. PCC investment is contribution to the overall project cost of £14.4m. This includes an estimated £7.2m of European Funding. The planned outcomes (employment or training) are expected for 3,962 of under 25 year olds. The PCC's investment is to support a particular strand of the project relating to young people at the risk of offending or are ex-offenders. The project is a continuation of the original programme which successfully saw over 2,200 young people who are at the risk of offending or ex-offenders either entering training or employment.

Playing our part in responding to national threats

Fraud: protect and governance

51. In the UK the City of London (CoL) states that £2.2 billion was stolen from victims through fraudulent activity in the 2018-2019 financial year, with a reported 741,123 cases. However Experian, the credit rating agency, project the total cost of fraud to the UK economy to be closer to £190billion. In the West Midlands 35,964 cases were reported with a total loss of £58.8 million lost to victims in the same financial year. Given Experian's projections, the total impact of fraud on the West Midland's economy is likely to be much greater than that which is recorded.
52. Nationally, 65% of fraud reports were against businesses, with 35% of the reports being against individuals. In the West Midlands 71% of our reported cases were against businesses and 29% were against individuals. Nationally in this period 24% of fraud victims asked for victim support; in the West Midlands 29% asked for victim support. From these figures we can see that in the West Midlands our fraud victims are disproportionately asking for support compared with the national average. This would suggest that our victims need more support.
53. As an OPCC we have been working with both the Economic Crime Unit (ECU) and the ROCU Fraud team to discern where our office can add most support regarding supporting West Midlands fraud victims. At present the ECU has just recruited a Protect Co-ordinator. The OPCC will work with the ECU to evaluate the success of this role and from there discern whether WMP's protect strategy can be better improved by adding a further Protect Co-ordinator post. The OPCC will work with the ECU to discern where funding is most appropriately sought and we will then work to secure this funding.
54. The OPCC is also focused on influencing the national agenda around fraud. The HMICFRS's report on fraud, earlier this year, highlighted that focus needs to be

given to the national response to fraud. This has been consolidated further by the government's Economic Crime Plan which was published in July 2019. This laid out specific actions which would be pushed at a governmental level to address fraud. Whether this momentum will carry forward with the new government is still up for debate. However fraud is a topic which is gaining greater public scrutiny. The Times recent undercover story, which focused on the mistreatment of victims by Action Fraud staff, has made the public aware of the current failure of the national fraud strategy.

55. One aspect of the national strategy, the OPCC believes, which has not been given enough focus is the democratic governance functions currently in place. The democratic oversight for the national fraud strategy currently sits with the City of London Police Authority. No mechanisms are in place to communicate to other democratically elected police governors, PCCs, so that they can better hold their police forces to account and also the national strategy providers, the CoL Police. The PCC has been at the forefront of communicating this issue to other PCCs, the CoL Police, the CoL Police Authority and the Home Office. Initially concerns around fraud governance were communicated through the APCC network through a letter, written on a collaborative basis between the other three OPCCs in the region. We have also written a letter to Clive Grunshaw, who is the portfolio lead PCC on fraud for the APCC, as well as Vera Baird, Victims Commissioner. To gain wider recognition of our concerns, an article on the issue has been collaboratively written between the the Assistant Police and Crime Commissioner, Waheed Saleem, and the subject policy lead, Brendan Warner-Southwell, and has been published in Policing Insight. The OPCC will be meeting with the City of London Police and City of London Police Authority later this month to discuss the concerns further. The OPCC has been in communication with the Home Office to discuss the issues raised in the Policing Insight piece.

Cyber Threat: Protect and Prevent

56. One of the PCC's key strategic targets in his Economic Development Strategy was to focus on emerging and new forms of crime, such as Cyber Crime, and to focus on different methods to help address this threat. The PCC has made progress in this area.
57. In September 2018 Outreach solutions were commissioned by Experian and the PCC's Office to deliver Fraud and Cyber Protect messaging to people over the age 55 across Birmingham. Outreach Solutions received £32,500 from Experian and £15,000 from the PCC's Office. The project utilised Age UK and Age Concern's links across the target area to feed information to the target cohort. The total numbers reached can be seen in the table below:

Type of activity	Target activity	Total activity
Community Events	164	165
No. of attendees	N/A	2697
One to Ones	240	788
Embedded One to Ones	160	252
Awareness Raising Venues	212	222

58. The total number of people reached through the campaign was 3,737. Research undertaken on previous Tackling Fraud programmes, both independently and by Outreach Solution's supplementary research, shows that a programme of this type provides a significant reduction of losses to fraud and scams once individuals have the information they need to self-protect. Estimates point to a 8:1 return on investment ratio. By the time the programme had completed in May 2019, Outreach Solutions stated that they estimated the programme had saved people over age of 55 circa £380,000. It is stated that this saving will further grow over the next 12 months whilst the protect messaging material is further circulated amongst the Birmingham population.
59. The PCC hosted a Cyber Summit at Wolverhampton Science Park in November 2018 and was organised in partnership with WMP, ROCU and Get Safe Online. Topics included Mandate Fraud, secure disposal of data from business assets, Cyber Apprenticeships, the dark web, top ten tips to protect a business from cyber crime, and detecting social engineering. There were 4 workshops to enable a more in depth discussion later in the day. The day rounded off with a highly informative and enjoyable live hack of then APCC, now DPCC, Ashley Bertie's social media presence by Richard Plumb, a DOCO with WMP.
60. The OPCC is liaising with ROCU and Force cyber leads on hosting a 'Cyber Choices Summit'. The event will target young people who are more at risk of committing cyber offences, either intentionally or unintentionally, and educate them on cyber legislature in a fun and interactive way to shift them away from falling into a pattern of offending behaviour. At present the project group is unsure of how to make such an event attractive to the target group. The OPCC has therefore devised a questionnaire to take to the target group and will be asking them what would attract them to engage with a 'Cyber Choices Summit'. This work will feed into the OPCC's wider strategic piece on diversion activities, which was presented to SPCB in July.

Next Steps

61. The board is asked to acknowledge the contents of this report and support our suggestions for advancing the PCC's Economic Strategy over the remainder of the PCC's term in office.

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