



DECISION PAPER

DECISION:2018/05

DATE: 30 APRIL 2018

TITLE: PUBLIC CYBER CRIME AND ONLINE FRAUD AWARENESS CAMPAIGN-CONTRACT AWARD

REPORT BY: BRETT BISCOB, PROCUREMENT AND COMMISSIONING LEAD

Executive Summary

This decision seeks the approval of the Police and Crime Commissioner to accept a quote for the provision of a public cyber-crime and online fraud awareness campaign.

Recommendation

It is recommended that the Police and Crime Commissioner awards the contract for the provision of a public cyber-crime and online fraud awareness campaign to the organisation named in the report.

Signature

Police and Crime Commissioner

Date

2nd May 2018

PART II

1. Background and Advice

Lancashire's Police and Crime Commissioner (PCC) is responsible for delivering the Police and Crime Plan for Lancashire through overseeing the work of Lancashire Constabulary and commissioning support services for victims of crime. The PCC also works to reduce crime through awareness campaigns and behaviour change work with both offenders and potential victims.

Issue

Data released in January 2018, as part of the national statistics on crime, has shown that fraud and cyber-crime continues to be the largest area of criminal activity in England and Wales. Nationally, an estimated 4.7 million offences are fraud or cyber-related crimes (around 45% of the total 10.6m estimated crimes committed).

There are two main forms of cybercrime:

- Cyber-enabled crimes are traditional crimes that are committed taking advantage of ICT – eg fraud, grooming, stalking & harassment
- Cyber-dependant crimes are crimes that are entirely dependent on ICT – eg hacking & ransomware attacks

While fraud is the single largest type of crime people may fall victim to (3.2m offences) more than half of these offences (1.8m) were cyber-enabled frauds.

43% of victims of cyber dependent crimes in Lancashire are aged 30-59 – this may reflect the number of small businesses targeted with virus and malware attacks.

Analysis of fraud data in Lancashire (the majority of which is now committed online) showed that the county had more victims aged 60-79, and a lower proportion in the 20-39 age group than the national average.

Nationally it is estimated that less than 20% of fraud is reported and according to the National Crime Agency, less than 1% of cybercrime targeting individuals or businesses are reported to law enforcement.

More background information on the issue is provided in

Specification

A campaign is required to ensure the public of Lancashire are better able to protect themselves from falling victim to online fraud or cyber-crime.

This campaign will support three of the four Police and Crime Plan priorities for Lancashire; Tackling Crime and Re-offending, Supporting Vulnerable People and Victims; and Developing Safe and Confident Communities.

The overall objective will be to ensure the public of Lancashire are better able to protect themselves from falling victim to online fraud or cyber-crime.

The campaign has two main specific objectives:

- Prevention: increase resilience among the target audience to falling victim to online fraud through awareness of common tricks and key safety messages
- Increase resilience among the target audience to falling victim to cyber-crime through awareness of basic preventative measures available (updates, Anti-virus software, secure passwords) with targeted prevention messages

In addition, materials produced as part of the campaign should

- Reduce re-victimisation among those who have already been targeted
- To increase the rate of reporting of cybercrime and online fraud into the police or Action Fraud
- Increase the take up of support that is available to victims of online fraud or cyber-crime through Lancashire Victim Services (LVS)

Target Audience

- Specific groups with distinct vulnerabilities to cybercrime and online fraud:
 - Older people
 - SMEs
- Key partners who work closely with the above groups

Wider Audience

- The wider public of Lancashire who may be a source of information to the above groups
- Local community groups
- Partner organisations

LVS, PCC & Constabulary existing activities:

The **Lancashire Police and Crime Commissioner** runs a range of crime prevention campaigns as part of delivering his Police and Crime Plan for the county. The Commissioner's website could be expanded to accommodate elements of the campaign if necessary as has been done with [hate crime](#) and [doorstep scams](#).

The **Lancashire Volunteer Partnership** currently has volunteers with a range of experience who are going into the community to offer prevention messages. As part of their training, the volunteers are provided with the knowledge to work with community groups and people across Lancashire to improve their awareness of cybercrime, and how they can protect themselves online. This campaign would provide an ideal opportunity to provide materials and resources to these volunteers and utilise the existing relationships they are developing in their communities.

LVS (Lancashire Victim Services) provides dedicated support to all victims of crime in Lancashire. Currently they receive few referrals regarding online fraud and cybercrime due to the reporting process which sees most cases reported directly to Action Fraud at the national level. To reduce repeat victimisation it is important that those targeted receive help, support and advice from trusted sources.

Lancashire Constabulary is in the process of rolling out a new approach to vulnerable victims of fraud and cybercrime in the county. Based on Action Fraud figures there are 350-450 victims a month in Lancashire and it is estimated that there are around 40 are

highly vulnerable victims. A newly created role within the force will now conduct visits to these once the police become aware of the incident. This will provide an ideal opportunity to share future safety messages and re-assurance to vulnerable victims, reducing repeat victimisation and spreading prevention messages.

Campaign materials will need to be developed to support the above and work with or alongside existing branded materials prepared for [Lancashire Volunteer Partnership](#) and [Lancashire Victim Services](#). We are looking for a fully integrated campaign, maximising existing channels in an innovative and attention grabbing way. While also utilising offline channels, the main aim is to reach the audience online where they are most at risk.

Campaign requirements:

A campaign is required which helps to meet the objectives outlined above. It needs to be creative with an innovative online element given the nature of the issue. It needs to utilise a range of media and techniques to reach target audience and key stakeholders across Lancashire.

The campaign needs to target particular vulnerable groups with specific messaging according to the risks they face. It should not be afraid of adopting new more 'hard-hitting' language and approaches to reach people and challenge knowledge levels, behaviour or assumptions for maximum impact.

Any submissions should outline how the effectiveness of any proposed tactics, outputs or channels will be measured to show the impact of the campaign against the objectives.

The official Government campaigns on fraud awareness '[Take Five to Stop Fraud](#)' and '[Be Cyber Aware](#)' have key messages for the public on fraud prevention and cyber security that the campaign should support. However, the campaign should take a distinct and innovative approach to getting people's attention and changing behaviours.

Submissions:

Tender submissions featured a presentation of creative ideas, visuals and outlined the range of channels and approaches that will be taken to deliver the different elements of the campaign.

Although we need to work within a budget, cost will not be the main determining factor when determining the successful bid. The overall value of the service up to 31st March 2019 should not exceed £40,000.

The criteria on which the bids were based included:

1. Interpretation of the brief as outlined in the pitch and visuals
2. Innovative and engaging approach including wide-ranging use of media, particularly digital channels
3. Proven track record in executing similar campaigns

For the purposes of comparing the budget for the campaign by each bidder you should provide hourly rates for the different work undertaken along with estimates of work involved for each element of the campaign.

The Invitation to Quote Process

Following the distribution of the ITQ, a total of 3 bids were received.

The submissions were then scored against the award methodology as specified in the ITQ.

At the conclusion of the process, the following scores were agreed:

CRITERIA	% WEIGHTING	MonkeyFish	Soap Media	2AM
Price	40%	40%	25%	31%
Quality of submission	40%	24%	24%	20%
Technical capacity	5%	2.5%	3%	3%
Previous Experience	5%	2%	3%	4%
Innovation	5%	3%	2.5%	3%
Social Value	5%	1%	4%	2%
Total	100%	72.5%	61.5%	63%

Recommendation

To accept the quote submitted by MonkeyFish at a total cost of £21,500.

The contract period is 30/4/18 to 30/4/19.

2. Links to the Police and Crime Plan

The proposed campaign will support three of the four Police and Crime Plan priorities for Lancashire: Tackling Crime and Re-offending, Supporting Vulnerable People and Victims, and Developing Safe and Confident Communities.

3. Consultations

The evaluation panel comprised the lead for Crime and Re-offending, the lead for Communication and Engagement, the lead for Procurement and Commissioning and the Senior Media and Public Affairs Officer.

Further consultation was undertaken with a group of Constabulary volunteers who were asked to comment on the 3 submissions.

4. Implications:

- a. **Legal**-The PCC's standard terms and conditions will apply.
 - b. **Financial**-The PCC's Contract Standing Orders have been adhered to throughout the process
 - c. **Equality Impact Assessment**-A full impact assessment is not required as the letting of the contract will not adversely affect any member of the protected characteristic community as defined in the Equality Act 2011.
 - d. **Data Protection Impact Assessment**-The PCC's standard terms and conditions will apply, and will pay due regard to forthcoming GDPR legislative requirements.
- 5 **Risk Management**-Liquidated damages will be capped at the value of the Contract, i.e. £21,500.
6. **Background Papers**-Full contract documents are held on file in the PCC's office.
7. **Public access to information**-Information in this form is subject to the Freedom Of Information Act 2000 and other legislation.

Chief Executive Officer (Monitoring Officer)

I have been informed about the proposal and confirm that financial, legal and equalities advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Commissioner for Lancashire.

Signature..........Date...30.4.2018...