



Evaluation of the Scams Prevention and Victim Support Pilot

Final report data annex

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1 MONITORING DATA ANALYSIS

Every local Age UK collected detailed monitoring data about participants in the Scams Prevention and Victim Support pilot. This chapter presents an analysis of this monitoring information, to provide a complete picture of delivery. The remaining chapters in the annex present detailed analysis of the data collected for the programme evaluation.

PARTICIPANT PROFILE

Figure 1.1 – Total number of beneficiaries by partner and the proportion of Level 2 and Level 3 beneficiaries

	Barnet	Enfield & Waltham Forest	Lewisham & Southwark	Richmond
Level 1	615	1,086	361	359
Level 2	116	150	110	138
Level 3	14	30	23	34
Total	745	1,266	494	531
% of Level 2 or 3	17%	14%	27%	32%

Figure 1.2 – Monitoring data summary – Level 1 events

	Barnet	Enfield and Waltham Forest	Lewisham & Southwark	Richmond	Total
Total attendees	615	1,086	361	359	2,421
Number of events	27	50	28	3	108
Average number of attendees per event	23	22	13	120	22
% over 55s	90%	92%	100%	84%	92%
Number of awareness materials handed out as a proportion of attendees	76%	84%	88%	101% ¹	85%
Proportion of events where games were used	7%	8%	4%	33%	7%
Proportion of events where the awareness raising film was shown	52%	2%	0%	67%	16%

¹ Indicates where more resources were distributed than the number of attendees, as some attendees took additional resources to share with friends and family

Figure 1.3 – Monitoring data summary – Level 2 and Level 3

		Barnet	Enfield and Waltham Forest	Lewisham & Southwark	Richmond	Total
Demographics	≥55 years old	97%	93%	100%	99%	97%
	≥75 years old	43%	54%	55%	75%	58%
	Female	71%	64%	58%	66%	65%
	White Ethnicity	73%	60%	49%	95%	71%
Scams	Evidence of scams	57%	45%	16%	45%	41%
	Money lost >£0	30%	15%	30%	30%	27%
	Money lost >£1,000	18%	5%	18%	10%	13%
Vulnerability	Living alone	57%	55%	86%	72%	67%
	Recently bereaved	16%	10%	1%	10%	9%
	Don't have close network of people	52%	54%	46%	93%	62%
	Health issues ²	60%	83%	37%	95%	71%
Delivery	Session length: More than one hour	28%	15%	55%	5%	24%
	Resource pack used	94%	66%	100%	65%	79%
	Awareness raising film shown	40%	2%	0%	55%	24%
	Face-to-face service	96%	95%	100%	99%	97%
Outcome	Referred to other services or organisations	50%	24%	2%	38%	29%
	Follow-up required	41%	16%	15%	18%	22%
	Scam reminder materials distributed	95%	97%	100%	97%	97%

Note: Very few Level 2 and Level 3 beneficiaries had previously attended a scams awareness / information session (about 5%).

² Refers to health issues that limit their day to day life / ability to get to an event (disabilities, illness, mental health)

TARGET AND ACTUAL NUMBERS

Figure 1.4 – Actual vs target beneficiary numbers by support level by local Age UK partner

Level 1

	Target	Achieved	% Achieved
Barnet	300	615	205%
Enfield and Waltham Forest	300	1,086	362%
Lewisham & Southwark	300	361	120%
Richmond	300	359	120%
Total	1,200	2,421	202%

Level 2

	Target	Achieved	% Achieved
Barnet	150	116	77%
Enfield and Waltham Forest	150	150	100%
Lewisham & Southwark	150	110	73%
Richmond	150	138	92%
Total	600	514	86%

Level 3

	Target	Achieved	% Achieved
Barnet	75	14	19%
Enfield and Waltham Forest	75	30	40%
Lewisham & Southwark	75	23	31%
Richmond	75	34	45%
Total	300	101	34%

REFERRALS

Figure 1.5 – Number and proportion of beneficiaries being referred to external organisations

Number of beneficiaries being referred

	Beneficiaries referred		Beneficiaries NOT referred		Total
	Level 2	Level 3	Level 2	Level 3	
Barnet	55	10	61	4	130
Enfield and Waltham Forest	31	12	116	18	177
Lewisham & Southwark	0	2	110	12	124
Richmond	39	24	96	6	165
Total	125	48	383	40	596³

Proportion of beneficiaries being referred

	Overall	Level 2	Level 3
Barnet	50%	47%	71%
Enfield & Waltham Forest	24%	21%	40%
Lewisham & Southwark	2%	0%	14%
Richmond	38%	29%	80%
Total	29%	25%	55%

Figure 1.6 – Number and proportion of beneficiaries receiving additional support through Age UK services

Number of beneficiaries receiving support through other Age UK services

	Received additional support		DID NOT receive additional support		Total
	Level 2	Level 3	Level 2	Level 3	
Barnet	66	14	50	0	130
Enfield & Waltham Forest	63	25	83	4	175
Lewisham & Southwark	48	11	62	7	128
Richmond	57	28	79	4	168
Total	234	78	274	15	601⁴

Proportion of beneficiaries receiving support through other Age UK services

	Overall	Level 2	Level 3
Barnet	62%	57%	100%
Enfield & Waltham Forest	50%	43%	86%
Lewisham & Southwark	46%	44%	61%
Richmond	51%	42%	88%
Total	52%	46%	84%

³ Does not add up to total reported 615 beneficiaries of Level 2 and Level 3 beneficiaries due to missing data

⁴ Does not add up to total reported 615 beneficiaries of Level 2 and Level 3 beneficiaries due to missing data

2 EVALUATION RESPONSE RATES

3,036 people participated in the programme between February 2018 and February 2019. Of those, we estimate that 3,006 were unique individuals⁵, as a small number of Level 1 attendees then received Level 2 or 3 support too. From those beneficiaries, we received 1,102 survey responses, representing a 36% response rate.

Figure 2.1 – Actual number of reported attendees/beneficiaries

	Barnet	Enfield & Waltham Forest	Lewisham & Southwark	Richmond
Level 1	615	1,086	361	359
Level 2	116	150	110	138
Level 3	14	30	23	34
Total	745	1,266	494	531

Figure 2.2 – Survey participation rate by support level across local Age UK partners

	Barnet		Enfield & Waltham Forest		Lewisham & Southwark		Richmond	
	No.	%	No.	%	No.	%	No.	%
Level 1	59	10%	335	31%	196	54%	119	33%
Level 2	56	48%	104	69%	105	95%	38	28%
Level 3	1	7%	28	93%	18	78%	8	24%
Total	116	16%	467	37%	319	65%	165	31%

Figure 2.3 – Beneficiaries consulted through interviews or focus groups

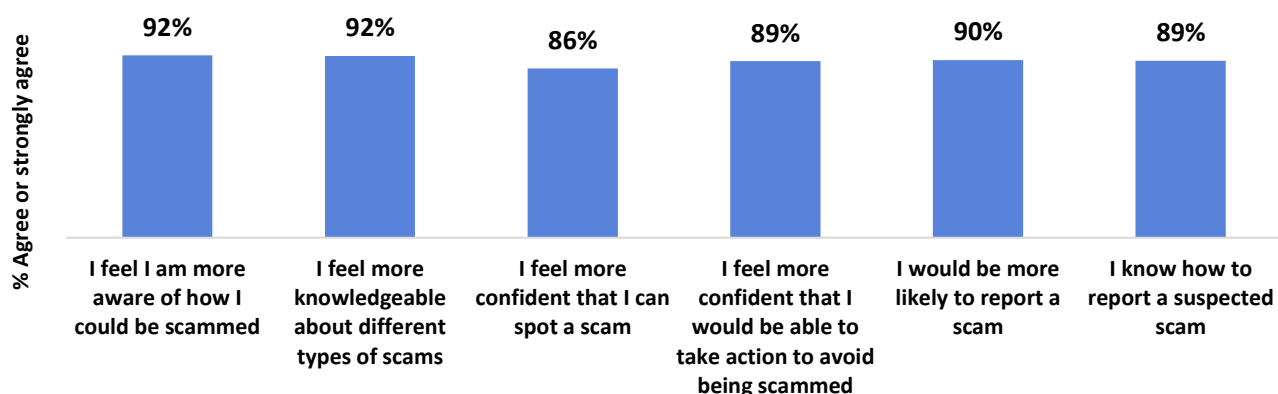
	Level 1	Level 2	Level 3	TOTAL
Age UK Barnet	6	7	4	17
Age UK Enfield & Waltham Forest	26	12	7	45
Age UK Lewisham & Southwark	10	4	1	15
Age UK Richmond	5	4	3	12
Total	47	27	15	89

⁵ We estimated unique beneficiaries by subtracting Level 2 and Level 3 beneficiaries who reported having attended a session before.

3 OUTCOMES

This chapter provides analysis of the outcome data collected from survey respondents.

Figure 3.1 – Most respondents agreed or strongly agreed with all outcome statements



N=865-911

Figure 3.2 – People that had been victims of a scam before had slightly better outcomes than non-victims

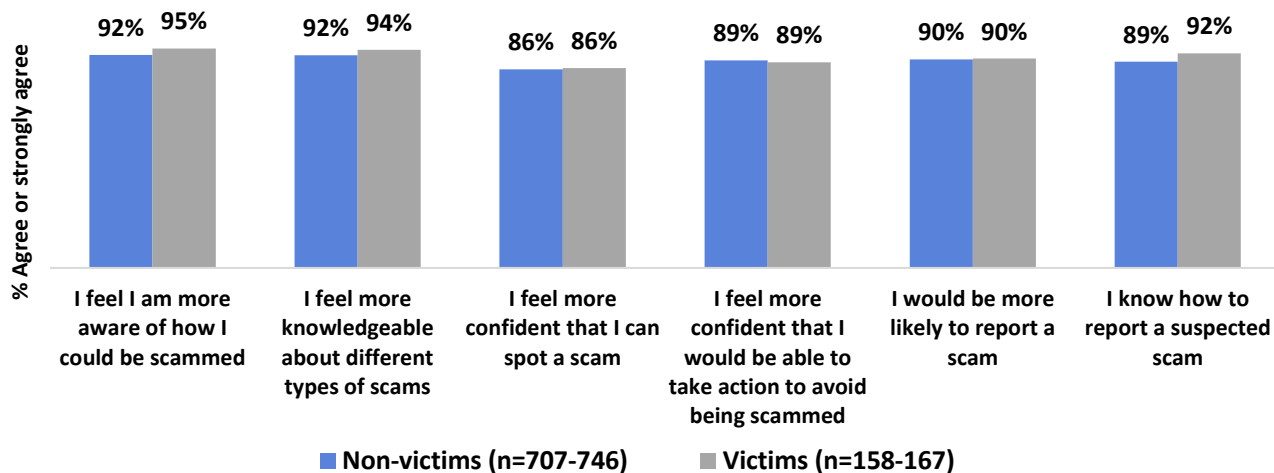


Figure 3.3 – Agreement with each outcome statement by support level

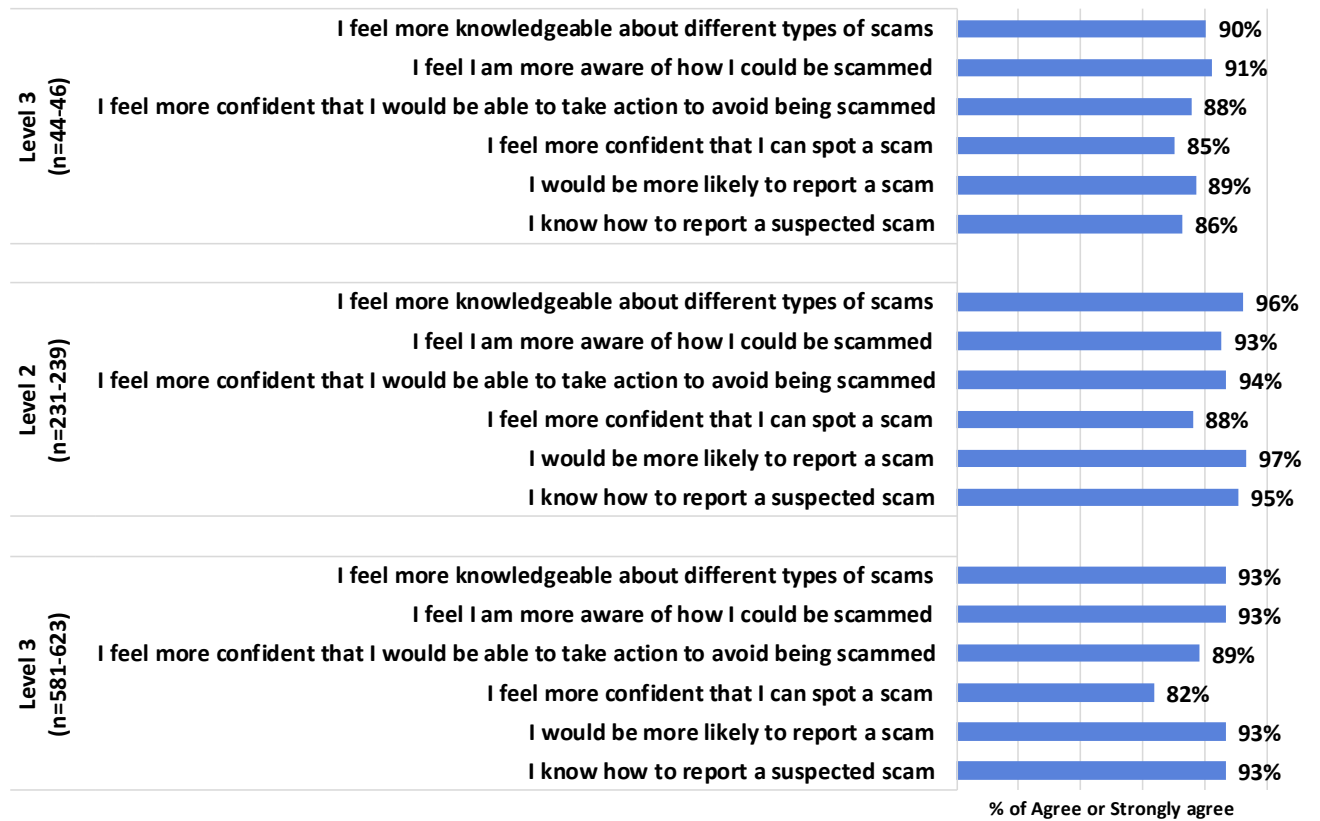


Figure 3.4 – Agreement with outcome statements by local Age UK partner

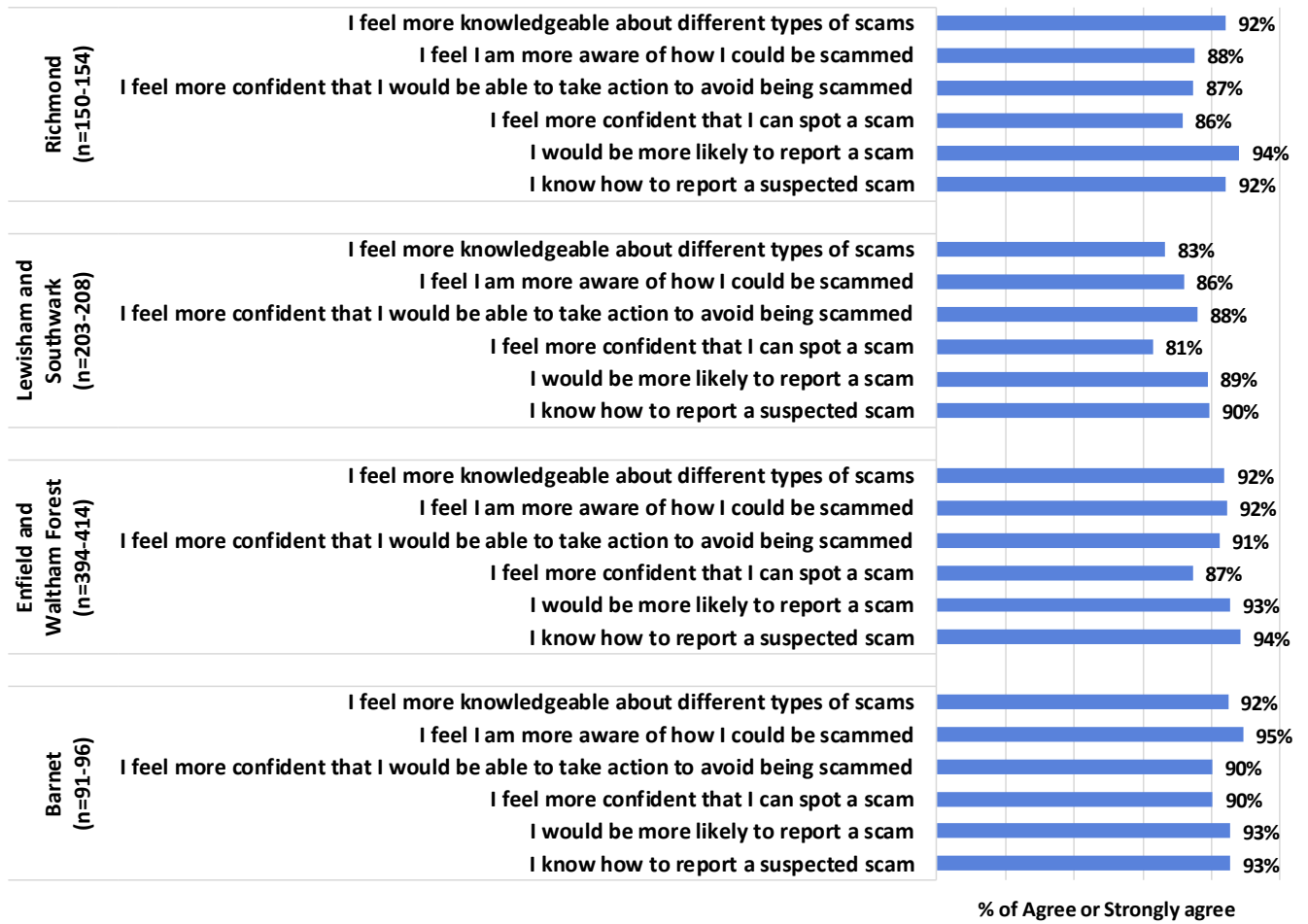
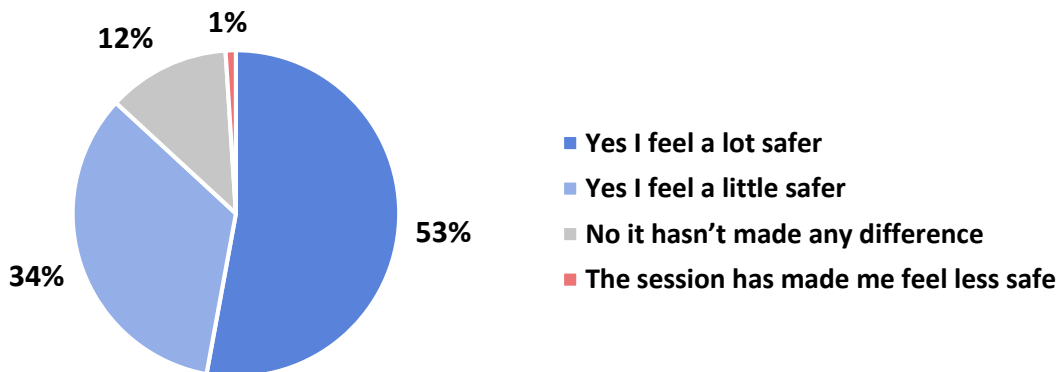


Figure 3.5 – More than half of respondents felt a lot safer as a result of attending this session



N=883

Figure 3.6 – Most respondents felt safer after the session

By support level

	Level 1	Level 2	Level 3
Yes, I feel a lot safer	57%	46%	46%
Yes, I feel a little safer	33%	38%	35%
No, it hasn't made any difference to how safe I feel	10%	16%	20%

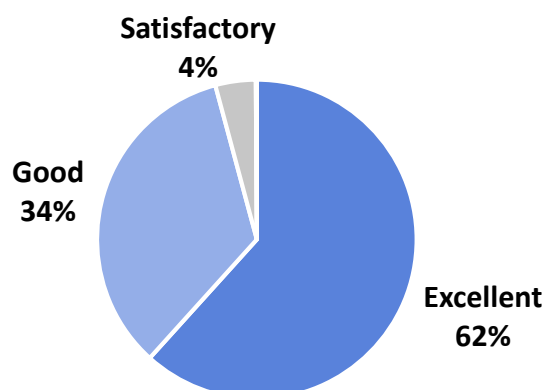
N=871

By Local Age UK partner

	Barnet	Enfield & Waltham Forest	Lewisham & Southwark	Richmond
Yes, I feel a lot safer	53%	53%	60%	38%
Yes, I feel a little safer	30%	37%	28%	44%
No, it hasn't made any difference to how safe I feel	17%	10%	12%	18%

N=852

Figure 3.7 – Almost all respondents had an excellent or good experience of the awareness session

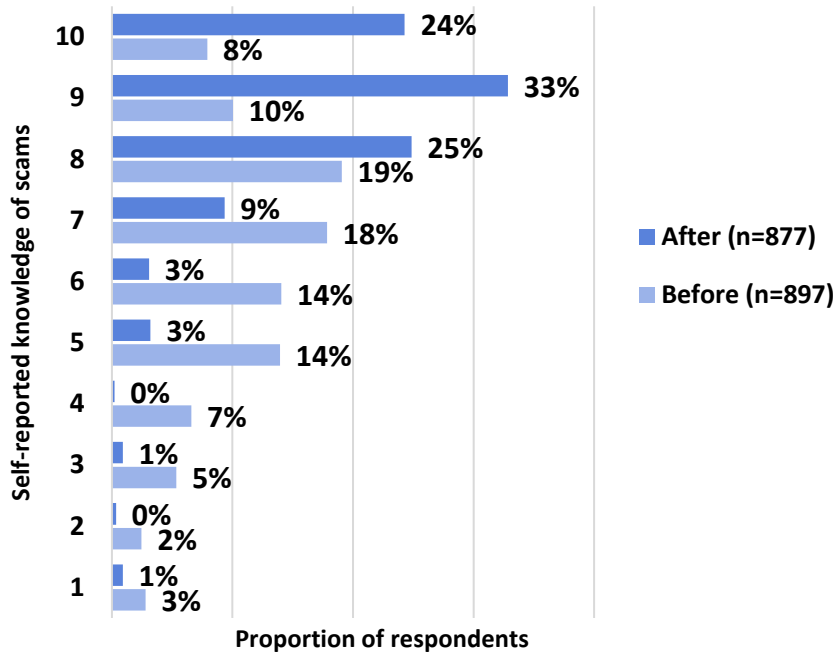


N=979

Note: A 'Poor' experience was available as a response in the survey, but was selected by only one respondent.

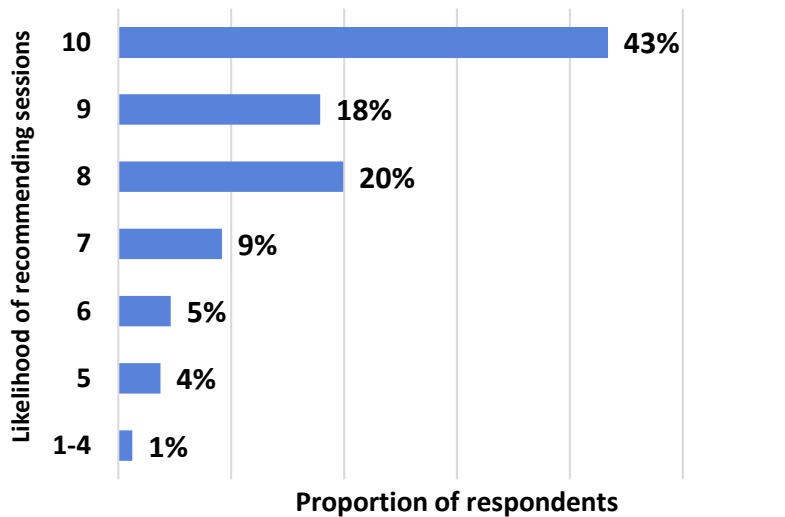
Figure 3.8 – Survey respondents rated their knowledge about scams as much higher after the session⁶

Some participants already had a good knowledge about scams – almost 40% of ‘before’ ratings ranged between 8 and 10



Note: Average before service: 6.5. Average after service: 8.4

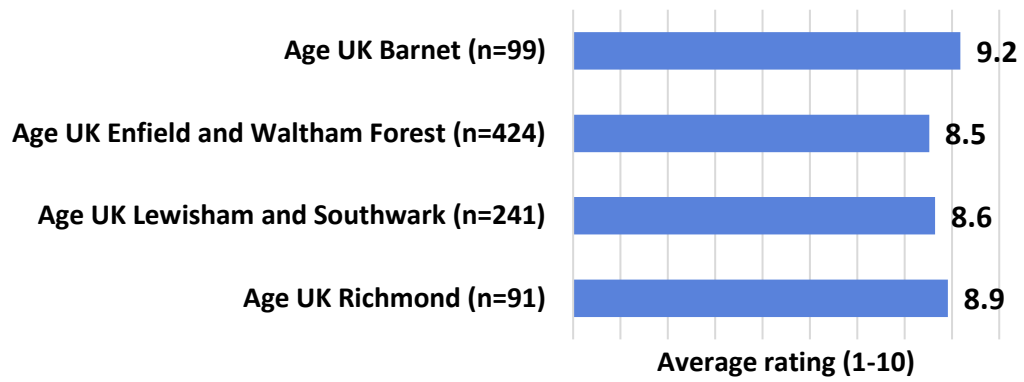
Figure 3.9 – Most respondents were likely to recommend the scams awareness sessions



N=883

⁶ Where rating scales of 1 to 10 were used in the survey, 1 was the lowest possible rating and 10 was the highest possible rating.

Figure 3.10 – Respondents in each local Age UK area were highly likely to recommend the service



4 DURABILITY OF OUTCOMES

We carried out online surveys with participants at three and six months after receipt of the service. These surveys captured knowledge and confidence scores, which allowed analysis of how these outcomes changed and endured over time. Whilst the respondent numbers are relatively small compared with the overall survey respondent population, the findings were reinforced by the responses to our qualitative interviews.

Figure 4.1 – Knowledge of scams

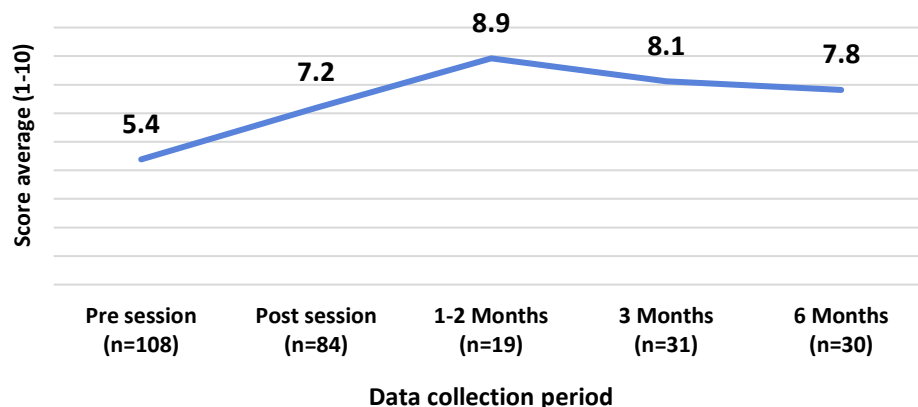


Figure 4.2 – Confidence to spot a scam

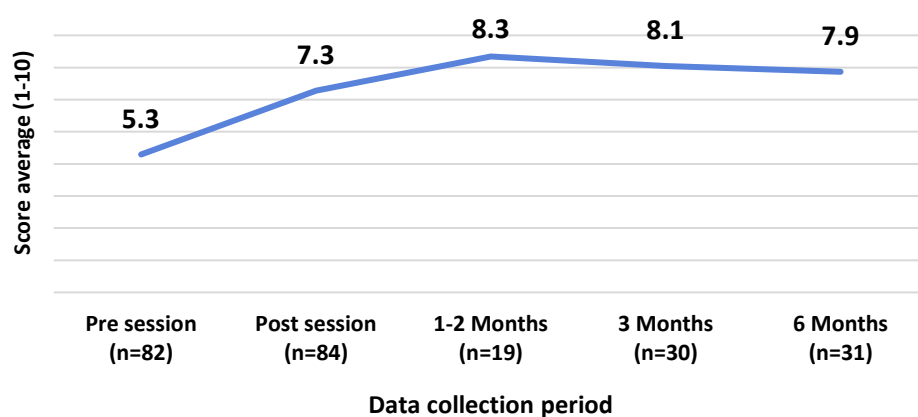


Figure 4.3 – Confidence to take appropriate action to protect oneself from a scam

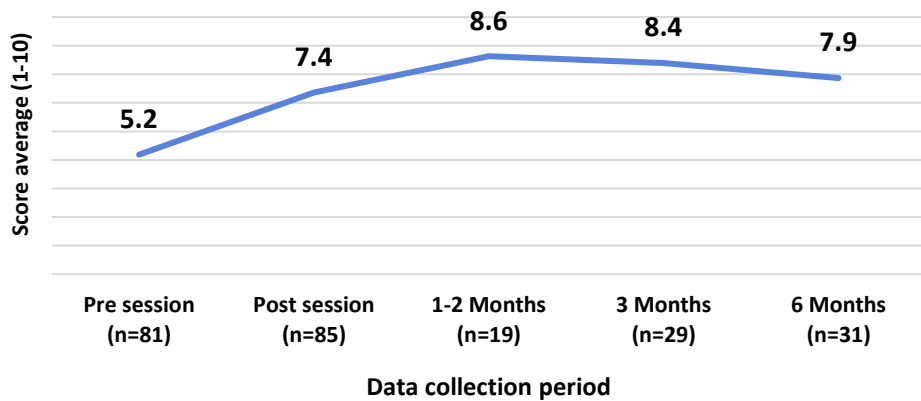


Figure 4.4 – Confidence in how to report a scam

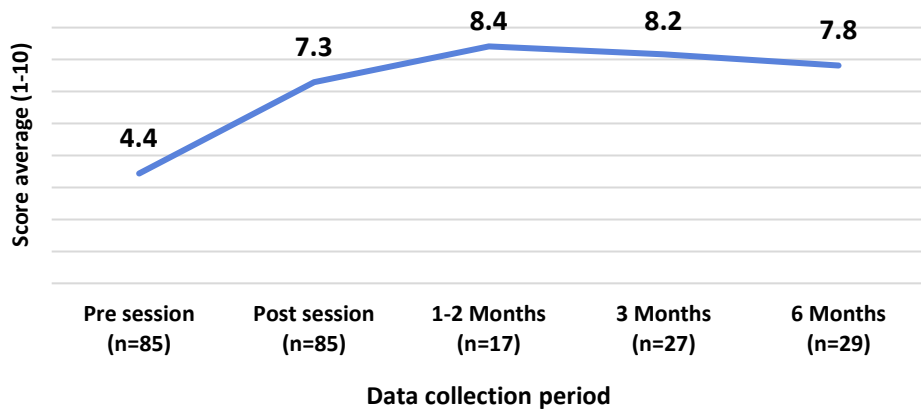
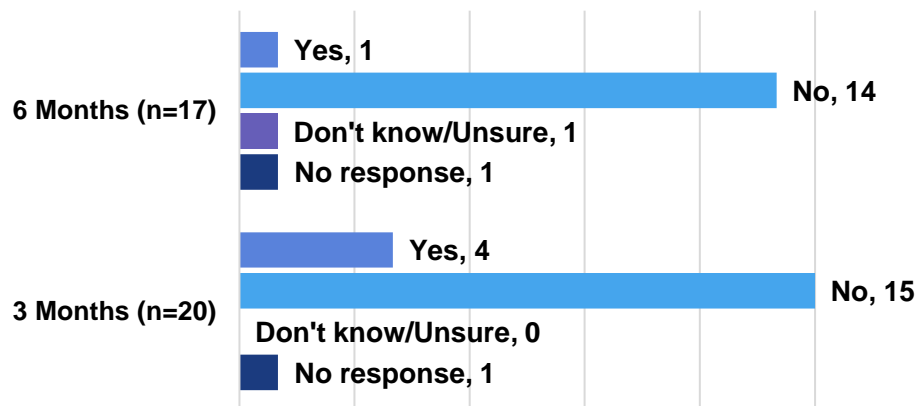
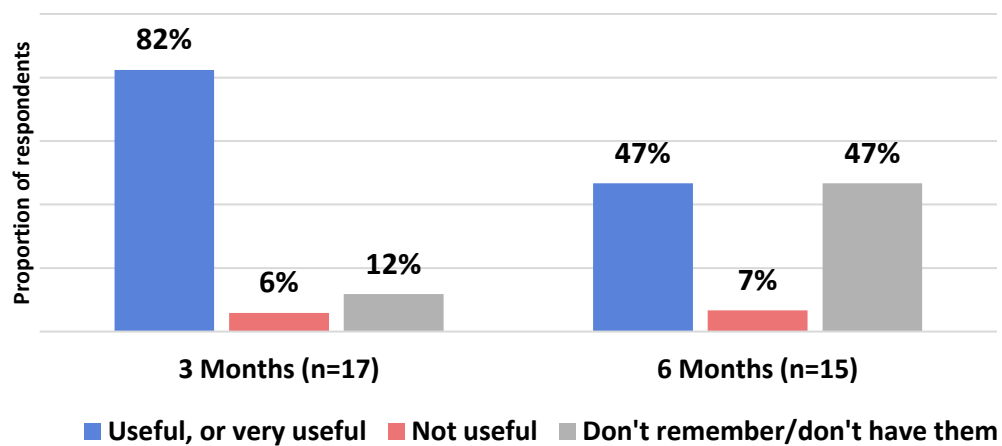


Figure 4.5 – Number of respondents that had been approached to give money to someone that they felt was being dishonest in the past three months



Note: Out of the respondents who were approached, one reported giving money to someone that he/she later found was not genuine.

Figure 4.6 – Most respondents found the reminder resources (door stickers/Avoiding Scams guide/scams coaster, etc) provided by Age UK useful



We included a quiz in the follow-up surveys, to understand how helpful Age UK’s advice and support was in raising beneficiaries’ awareness of scams. Respondents had to choose what advice they would give to people in certain situations. The results are shown in Figure 4.7 below.

Figure 4.7 – Survey quiz results

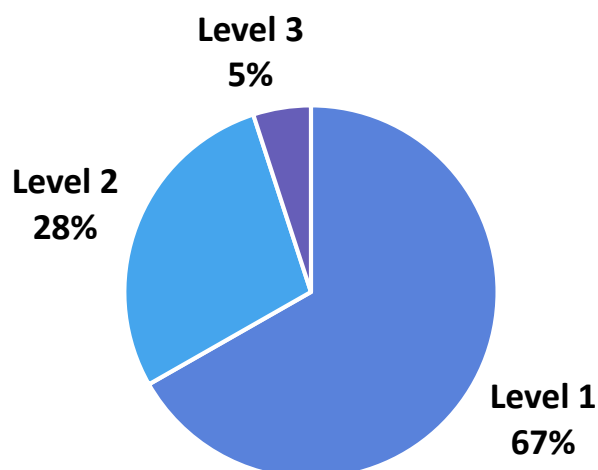
Question	Choices	Proportion of respondents		Number of respondents	
		3 Months	6 Months	3 Months	6 Months
John is having a problem with his laptop computer and searches online to find some technical support from Microsoft. A pop-up message appears on his screen with a number to call. John rings the number which is answered by an operator who asks him some questions about the problem he is having. The operator says he can fix the problem by accessing John’s computer remotely. Should John allow the operator to access his laptop?	No	100%	100%	17	15
	Yes	0%	0%		
A man calls at Sarah’s front door saying that he has spotted some loose tiles on her roof, but he can fix it for £500. Sarah has been thinking for a while that the tiles might need replacing but she tells him she thinks it is a bit expensive. He says he happens to have a team in the area so if she gets the work done today, he will do it for £250. What should Sarah do? (Select all options that apply)	Tell the man she prefers not to deal with doorstep callers and ask him to leave	82%	73%	17	15
	Tell the man she’s not sure and that she is going to ring Trading Standards to check he is a genuine trader				
	Ask him to come back another day when she has had time to think about it	18%	27%		
	Agree to the work and agree to pay £250	0%	0%		
Artem receives a telephone call on his home phone. Clara, from the bank, tells him that someone has tried to make a transaction using his account details in another country, and the bank would like to check this was him. Artem hasn’t been away but is concerned the call may not be genuine. Clara understands his concerns and advises him to ring back on the telephone number on his bank card just so he knows he is definitely talking with the bank. What should he do next? (Select all options that apply)	Call the bank using his mobile phone	80%	87%	15	15
	Hang up and wait for at least ten minutes before calling the bank using his home phone				
	Call the bank on his home phone straight away	20%	13%		
Sunetra receives an e-mail from her friend Jayden which says he has had an accident whilst on holiday in Thailand and he can’t afford to pay the medical costs. He provides her with his bank details and asks her to send £750 to help him out, which he says he will pay back as soon as he gets home. What should Sunetra do? (Select all options that apply)	Contact her friend by phone to check what has happened	94%	87%	16	15
	Delete the e-mail				
	Try to reach other mutual friends by phone to ask if they have received the same email				
	Email back and once Justin replies and she knows it’s him, send him the money	6%	13%		
Poppy receives a text message from her bank informing her that she has set up a payment for £500 to an account ending 1367. The message asks her to call the bank immediately if she did not make this request. Poppy knows she has not made a payment for at least two weeks. What should Poppy do?	Call her bank	75%	67%	16	15
	Ignore it and delete the text	25%	33%		

Note: Proportions in red correspond to those respondents that selected an incorrect choice. Proportions in green reflect respondents that selected one or more correct responses and no incorrect responses.

5 SURVEY RESPONDENT PROFILE

This chapter provides analysis of the profiling information collected from survey respondents.

Figure 5.1 – Most survey respondents received Level 1 support

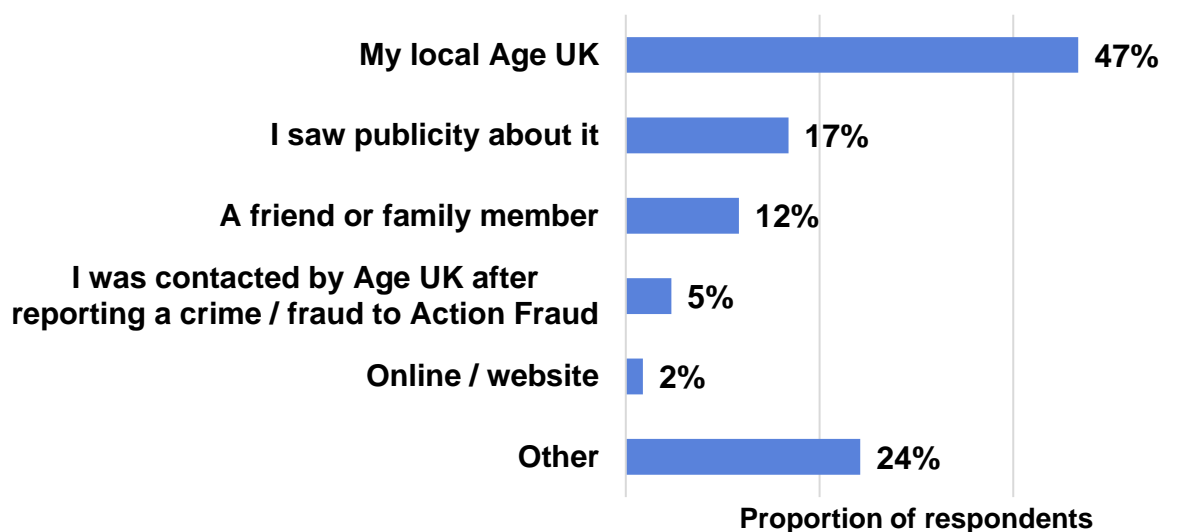


N=1,098

Figure 5.2 – Number (and proportion) of respondents by support level and local Age UK partner

	Level 1	Level 2	Level 3	Total
Barnet	59 (51%)	56 (48%)	1 (1%)	116
Enfield & Waltham Forest	335 (72%)	104 (22%)	28 (6%)	467
Lewisham & Southwark	196 (61%)	105 (33%)	18 (6%)	319
Richmond	119 (72%)	38 (23%)	8 (6%)	165
Total	709 (66%)	303 (28%)	55 (5%)	1,067

Figure 5.3 – Almost half of the respondents heard about the Scams Prevention and Victim Support Service through their local Age UK



N=959

Note: Respondents selecting ‘other’ provided a wide range of examples, including services run by other charities (such as Action on Hearing Loss, Alzheimer’s Society, Stroke Clubs) or other community organisations such as church groups.

Note: Respondents could choose more than one option, therefore proportions do not add up to 100%.

Figure 5.4 – Half of respondents found out about the session they participated in from their local Age UK

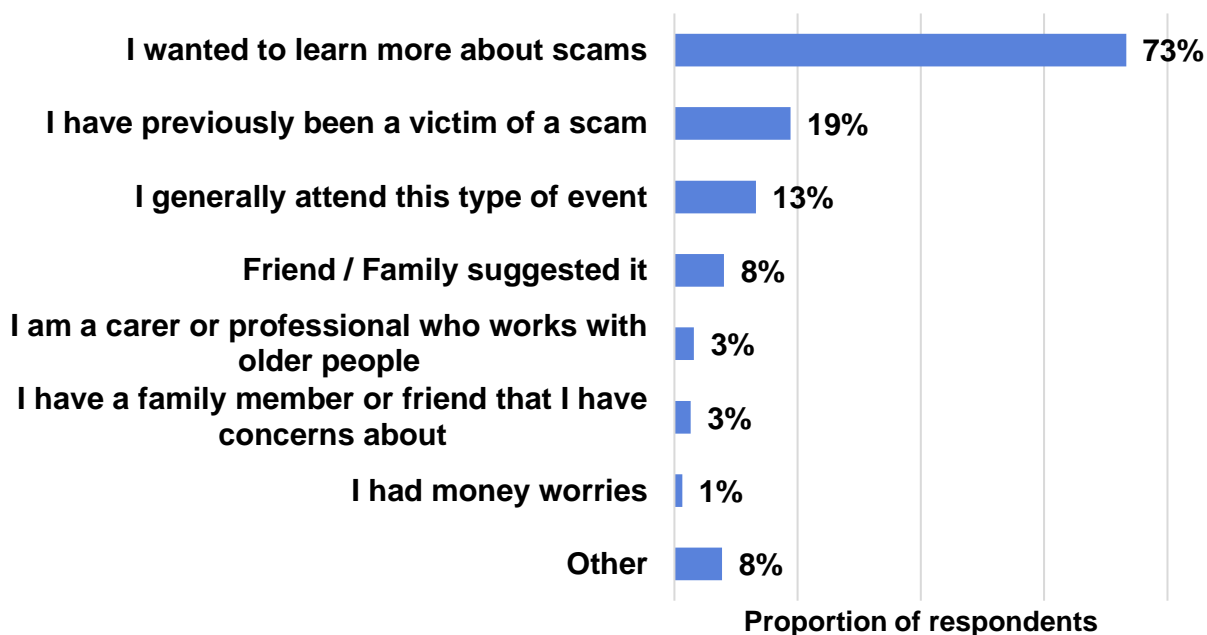
	Barnet (n=97)	Enfield & Waltham Forest (n=425)	Lewisham & Southwark (n=241)	Richmond (n=160)
My local Age UK	43 (44%)	194 (46%)	108 (45%)	94 (59%)
I saw publicity about it	11 (11%)	76 (18%)	37 (15%)	32 (20%)
A friend or family member	27 (28%)	37 (9%)	20 (8%)	25 (16%)
I was contacted by Age UK after reporting a crime	0 (0%)	32 (8%)	11 (5%)	1 (1%)
Online / website	2 (2%)	5 (1%)	6 (2%)	4 (3%)
Other	23 (24%)	107 (25%)	69 (29%)	13 (8%)

Note: Respondents could choose more than one option, therefore proportions do not add up to 100%.

Note: About 16% of respondents had received a scams prevention service before, most of which were provided by the Police.

Figure 5.5 – Most attended the session because they wanted to learn more about scams

About one in five respondents had been a victim of a scam

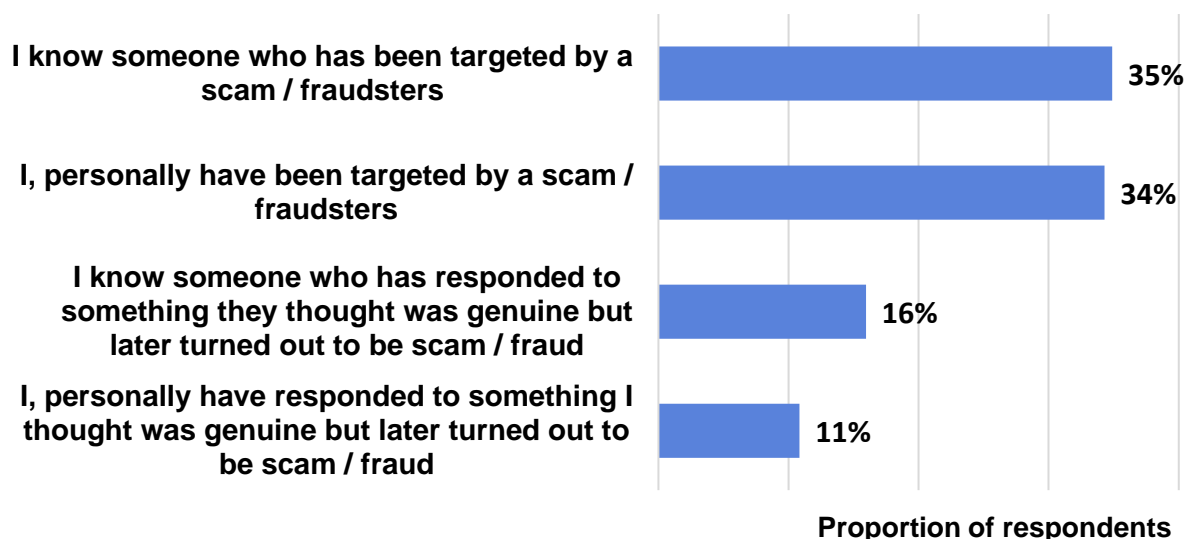


N=944

Note: Most respondents selecting ‘other’ cited being part of other clubs or groups.

Note: Respondents could choose more than one option, therefore proportions do not add up to 100%.

Figure 5.6 – More than a third had been targeted by a scam and a similar proportion knew someone who had

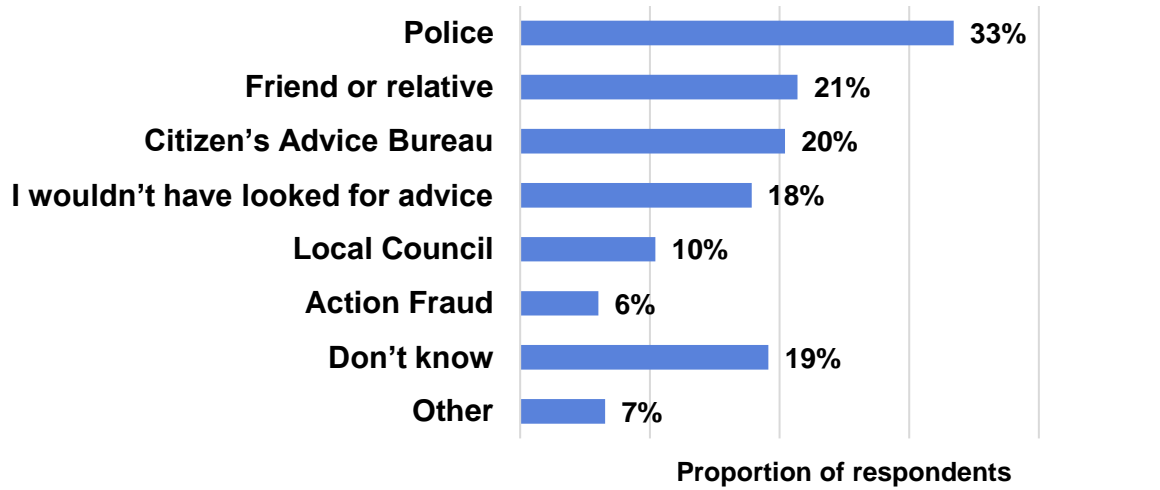


N=1,015

Note: Respondents could choose more than one option (or none), therefore proportions do not add up to 100%.

Figure 5.7 – The Police were the most commonly cited source to get information regarding scams

However, many wouldn't know where to go to get information on scams



N=930

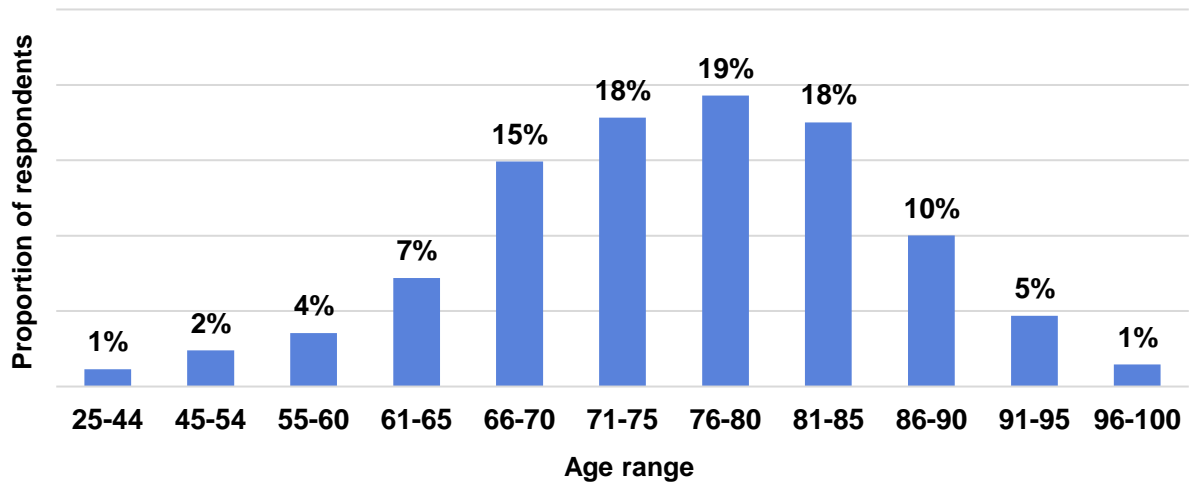
Note: The majority of respondents selecting 'other' cited Age UK or the internet.

Note: Respondents could choose more than one option, therefore proportions do not add up to 100%.

RESPONDENT DEMOGRAPHICS

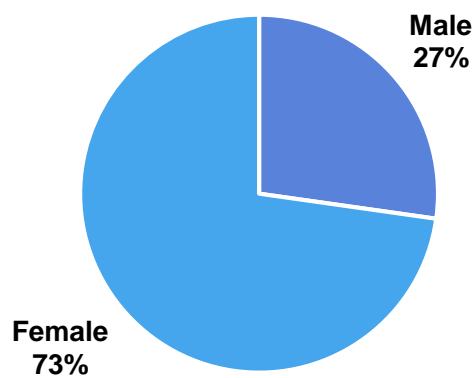
The age, gender and ethnicity profiles of survey respondents are very similar to those of the overall participant population.

Figure 5.8 – Most respondents were between 66 and 85 years old



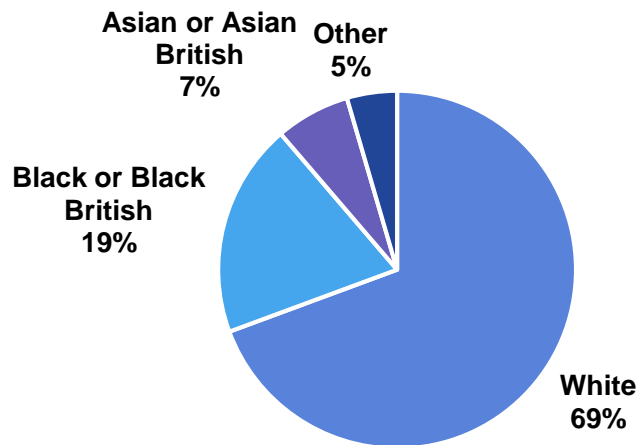
N=959

Figure 5.9 – Almost three quarters of respondents were female



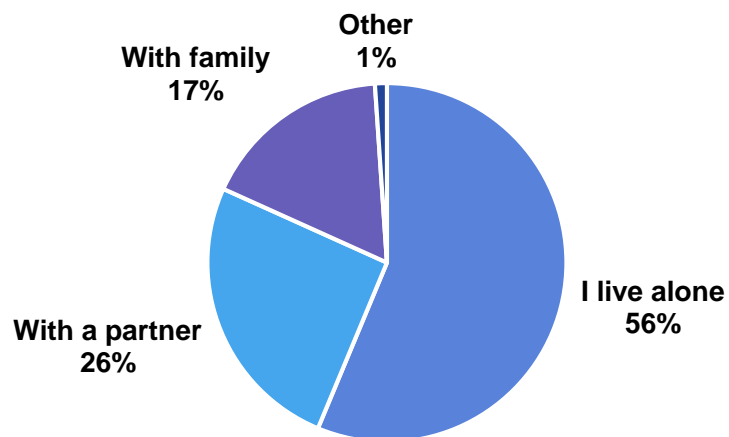
N=1,083

Figure 5.10 – The majority reported their ethnicity as white



N=1,085

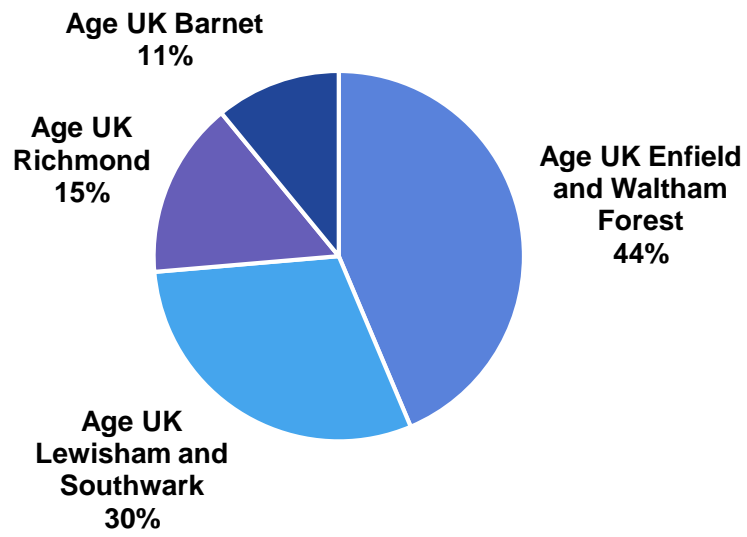
Figure 5.11 – The majority lived alone



N=931

Note: The proportion of survey respondents living alone (56%) is lower than in the overall participant population (67%).

Figure 5.12 – Respondents by local Age UK partner



N=1,070