



Tell the Police about cyber crime and fraud  
reportfraud.police.uk or call 101



# *What is the future for fraud and cybercrime, and Report Fraud Alert?*

**Presenters:**

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**DS Robert Mellor- Protect Coordinator**



A trusted and inclusive police service, keeping the City of London safe and transforming the national policing response to fraud, economic and cyber crime

# The Scale of the Threat



**4.1 m fraud incidents**

YE December 24

**48,314 cyber crimes**

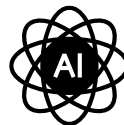
NFIB Fraud and Cyber Crime  
Annual assessment 2024/25

**70% of fraud has an international element**

**90% of fraud has online element with growing prevalence of AI**

International Collaboration

**67% of fraud is cyber enabled**



**Fraud is the single biggest crime type in the UK**

**Fraud makes up 39% of all crime, rising to 50% with Cyber Crime**



**£100 billion+ is laundered through or within the UK or UK registered corporate structures each year**

**1 in 2 businesses suffer cyber breaches**

DCMS Cyber Breaches survey 24

**1 in 14 people**

Victims of fraud  
YE December 24

**£2.6bn fraud losses**

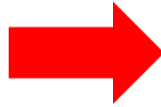
NFIB Fraud and Cyber Crime Annual  
assessment 2024/25

**£12 billion+ in criminal cash is estimated to be generated annually within the UK**

# Report Fraud: The next generation Action Fraud service



2010 - 2021



2021 - 2022



2023 - 2025



2026 - 2029

- Incremental establishment of **Action Fraud (AF) / National Fraud Intelligence Bureau (NFIB) / National Economic Crime Victim Care Unit (NEVCU) / Enhanced Cyber Crime Reporting Service (ECS)**
- **1.2m reports** per year
- Largely **PURSUE based model**
- **Manually created** disruption alerts for fraud and cyber crime enablers
- **Criticism of service** (poor conversion of reports to investigation / prosecution outcomes)
- Home Office agreement to replace AF service (launch of **Fraud and Cyber Crime Reporting and Analysis Service (FCCRAS)**)
- **Procurement exercise** conducted
- Home Office **agreement of Full Business Case**
- **Interim improvements** made to service
- Development of **Target Operating Model (TOM): Technology / People / Process**
- **Consultation** on new service (stakeholders / victim groups / staff etc.)
- Detailed design, implementation and launch of **Report Fraud operating model**
- Creation of **end-to-end service model**
- **Refocusing service on PROTECT and PREVENT** outcomes ('prevention at scale')
- **Enhanced victim experience** (speed and ease of reporting incl. 101 service)
- **Collaboration with LE and counter-fraud partners** (single platform / PND)
- **Enhanced data analytics** (data-driven service)
- Improved **speed** and quality of outputs to law enforcement partners
- **Improve communication** with victims (outcomes)
- **Automation / industrialisation of disruption alerts** (incl. OSA)
- **Real-time / granular PROTECT alerts**
- Introduction of **AI functionality** (victim experience / effectiveness)
- **Onboarding of Police Scotland**
- Roll-out **interoperability road map** (7726 / SERS / Niche etc.)
- **Checker tool** to 'design out crime'
- **PREVENT and deny** offenders
- Building **SITF brand** and confidence that **every report counts...**

# Delivering the government's National Fraud Strategy



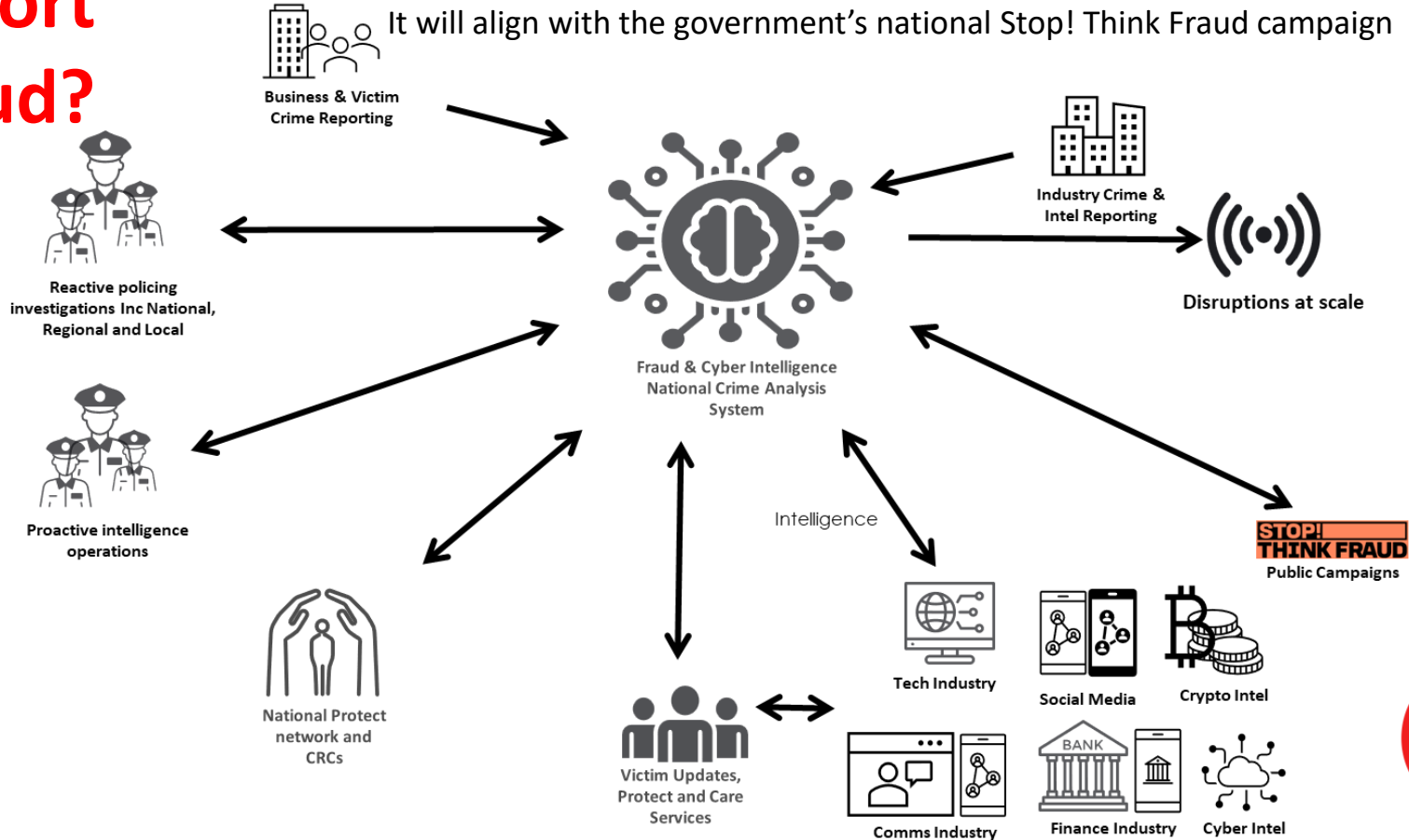
We will cut fraud and restore public faith in the government's response



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# What is Report Fraud?

It's a new service (not a rebrand of Action Fraud)  
It's for all reports of both cyber crime and fraud  
It will use crime and intelligence to stop and block  
It will align with the government's national Stop! Think Fraud campaign





# HOW REPORTING WORKS



Online 24/7 Reporting

Mon-Fri 0800-2000

24/7 Live cyber reporting  
for businesses subject to  
a live cyber attack - 0300  
123 2040

Analysis Services

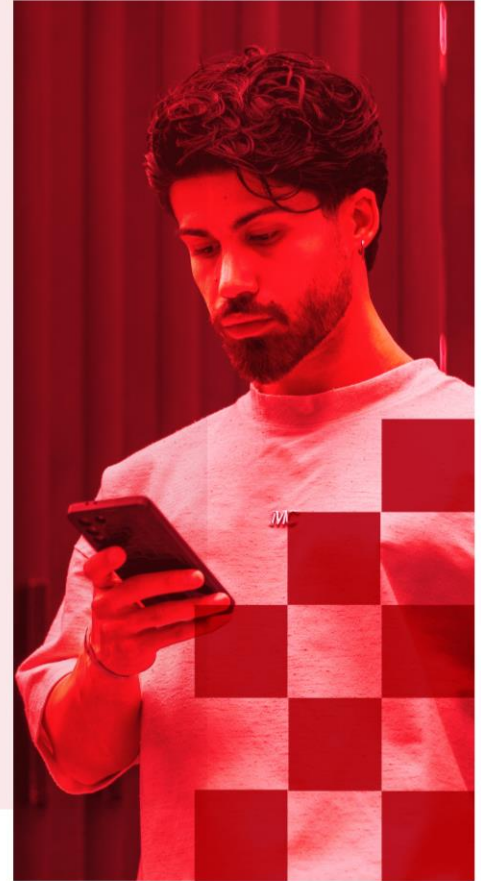
Protect

Prevent

Pursue

Prepare

Protect Services



# What is the Report Fraud Alert System?



- The Report Fraud FREE alert system provides updates about scams and provides advice on cyber crime and fraud.
- The Report Fraud Intel team uses intelligence from reported cases to create alerts about new types of crime or those which are increasing in severity.
- Everyone can sign up for FREE to receive warnings on scams and fraud trends in your area as well as nationally, by email.



EVERY REPORT COUNTS

[www.reportfraudalert.co.uk](http://www.reportfraudalert.co.uk)



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# The Benefits of Report Fraud Alert



## Police Benefits

- Rapid dissemination of emerging threats
- Improves public awareness before losses escalate
- Augments intelligence picture with real-time scam trends

## Public benefits

- Pre-emptive warnings about specific scams
- Practical advice to avoid falling victim
- Community engagement with policing



# Report Fraud: The alert system in numbers



89%

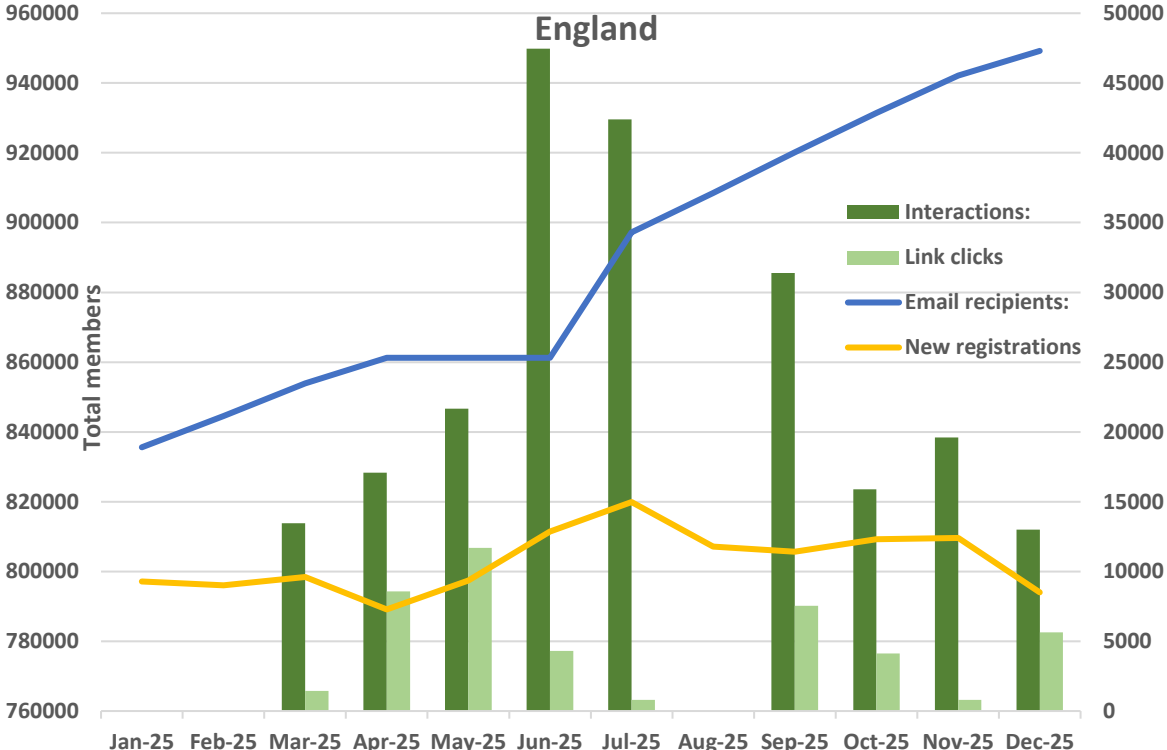
Average open rate

98%

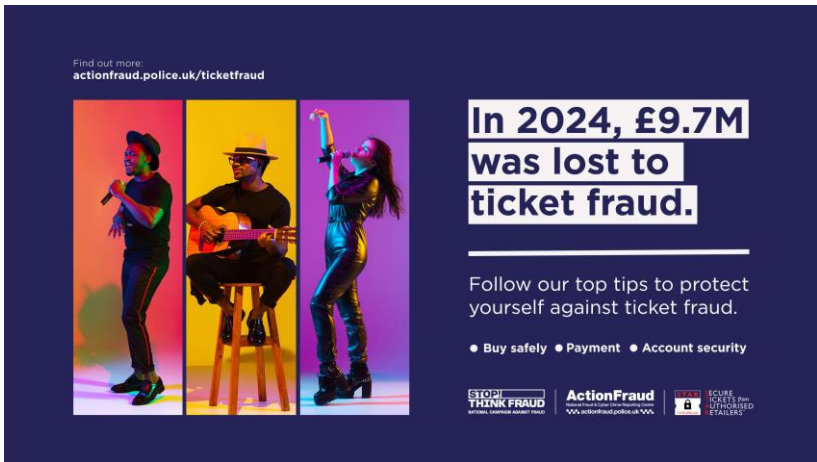
Stated they found the message helpful.

4.8/5

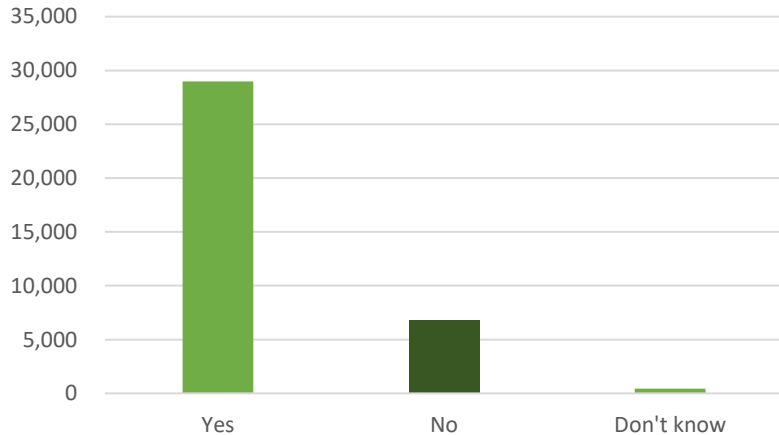
Average alert rating.



# Report Fraud: Behaviour change survey



Do you find it easier to spot a ticket fraud since receiving the alert?



**+42,000**  
Survey Responses

**58%**  
Stated they **reported** changing their behaviour based on the advice

**78%**  
Respondents declared that **they were worried** about fraud

# Looking Ahead

- Data Driven targeting
- Cross sector partnerships
- Technology + Public Trust
- Prevention over Reaction

## What can you do?

- Promote Report Fraud
- Encourage alert sign-ups
- Embed fraud awareness into your work
- Share emerging trends locally



# Q&A

Contact: [business.engagement@cityoflondon.police.uk](mailto:business.engagement@cityoflondon.police.uk)



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