

## 2015 Herman Goldstein Awards



**Avon and Somerset Constabulary**

Working together to make the communities  
of Avon and Somerset feel safe and be safe

## **The Senior Citizen Liaison Team (SCLT)**

### **Section 1: Summary of Application**

#### **SCANNING:**

The UK is in the midst of a significant process of demographic change that will result in the national population living much longer than previous generations. This change will continue to take effect for many years to come. By 2013, it is anticipated that as many as 25% of the UK population will be aged over 60-years.

In recent years, there has been a significant increase in financial deception-type crimes being directed at the senior community. These are often borne to the victims by way of mass communication methods, such as telephone, mail and the Internet. These technologies are often unfamiliar to many seniors and assist in the commission of the deceptions.

#### **ANALYSIS:**

The victims of these crimes are often the most vulnerable in our society. They suffer significant trauma to their lives following victimisation, such as social isolation, increased ill-health, reduction in mobility, fear and loss of confidence.

Many seniors are targeted due to their vulnerability and likelihood of being deceived or intimidated by the offenders, their lowered reliability as witnesses due to memory and/or health issues and their likelihood of storing large quantities of cash in their homes.

#### **RESPONSE:**

The Senior Citizen Liaison Team (SCLT) was established in 2010 by Police Support Volunteers to provide a specially tailored, crime education service to the senior community of the South West of England and beyond.

The team, which is entirely staffed by volunteers, operates a Public Presentation Team, which engages with seniors groups in high-risk areas to pass the safety message about avoiding the current scams and deceptions.

A crime education magazine, the 'Senior Siren' is made available to 250,000 readers on a bi-monthly basis and communicates the safety theme to those who would not have the opportunity to be visited by the Public Presentation Team and a specially trained Senior Minority Outreach Team caters for the specific needs of community groups, who may be excluded from traditional support due to language or cultural barriers.

#### **ASSESSMENT:**

In its 5-years of operation, the SCLT has given senior safety presentations to many thousands of vulnerable seniors throughout the region and has seen its area of

operation expand to neighbouring regions, as its small army of volunteers continues to expand.

Feted for its innovation and dedication to the vulnerable, senior population, the team has achieved registered charity status and has received national awards from the Prime Minister and Her Majesty The Queen.

## Section 2: Description

### SCANNING

The world is in the midst of a unique and irreversible process of demographic transition that will result in older populations everywhere. As fertility rates decline, the proportion of persons aged 60 and over is expected to double between 2007 and 2050, and their actual number will more than triple, reaching 2 billion by 2050. In most countries, the number of those over 80 is likely to quadruple to nearly 400 million during this same period.

The United Nations describes population ageing as ***“Unprecedented, without parallel in human history - a global phenomenon affecting every man, woman and child on the planet”*** (Source: United Nations report on World Population Ageing 1950-2050).

With the growing senior population living longer, the eventual declines in cognitive and physical functions could make them more vulnerable to victimization by increasingly specialized and organized criminality. Seniors may also become less in touch with technological innovations and less aware of their vulnerabilities in respect to fields such as cyber-crime and other deception-type financial offences.

These changes will have a significant effect upon the way society adapts to the ageing population and in particular, how the law-enforcement community aims to deliver an effective and tailored, protective service for the senior population.

The senior community are frequently targeted by criminals who prey upon the vulnerabilities often inherent within the demographic, such as loneliness, isolation, lack of technological know-how, dementia and other life-limiting illnesses, to assist in the commission of their offences.

The United Kingdom has a population, which is clearly ageing: (All featured statistics from Office of National Statistics 2013 Report)

- For the first time in history, there are 11 million people aged 65 or over in the UK
- There are over 22.7 million people aged 50 years and over, over a third of the total UK population
- There are now nearly 14.7 million people in the UK aged 60 and above
- 3-million people are aged 80 or over.
- There are now more people in the UK aged 60 and above than there are under 18
- The number of centenarians (people aged 100+ years) living in the UK has risen by 73% over the last decade to 13,350 in 2012.

Coupled with a sizable reduction in investment in law enforcement, due to the global financial difficulties encountered by many governments, and an accompanying downsizing of the national police service in respect to deployable police resources, there is a strongly felt risk, that offences against seniors may not receive sufficient attention amongst competing public safety demands, across the full spectrum of law enforcement.

National Police numbers in United Kingdom (Home Office Statistics)

Total police officers 31<sup>st</sup> March 2010: **146,030**

Total police officers 31<sup>st</sup> March 2014: **127,909**

A reduction of **18,121** officers over 4-years, or **-12.4%** on previous numbers of officers.

The area covered by this problem-solving project is within Avon and Somerset Constabulary in the South West of the United Kingdom (Data source: Office for National Statistics)

- The South West has the highest proportion of older people. The rate of net migration from other regions into the South West was the highest among the regions of England.
- In mid-2011, 19.7% of South West residents were aged 65 and over, compared with around 17.5% in most regions and 11.1% in London. The interim 2011-based projections suggest this percentage could rise to 22.8% by 2021 compared with a rise from 16.4% to 18.7% for England as a whole.
- The South West is a popular destination for people moving from other areas of the UK. In 2010, the population of the South West increased by 20,000 as a result of net interregional migration. This represents a rate of 38 in-migrants per 10,000 residents, the highest among the English regions.
- The total population of the region was 5.3 million in mid-2011, 10% of the population of England.
- The region's population increased almost as fast as that in the whole of England between 2001 and 2011, at 7.2% compared with 7.4% for England. The projections suggest that the region could have 5.7 million residents by 2021 – 8.3% more than in 2011, compared with 8.6% for England.

With the South West being a highly desirable destination for seniors to relocate into in later life, this project focuses upon a crime-type, which is most frequently targeted at the senior community. Financial deception-type crimes were identified as being a significant issue for the region, due to the density of senior residents. Under the general heading of financial deception-type crimes, this project has sought to address crimes involving fraud, scams, identity theft and any crime where deception has played a constituent part – mostly borne to the victim by way of a communication system (phone, web, mail).

The Senior Citizen Liaison Team (SCLT) project originated in Bristol, the largest city within the South West region of England, initially the project focused upon the very specific crime-type of distraction burglary, as analysis of this crime-type alerted local law enforcement to the scale of such offending in the area, i.e. Bristol (Population: 441,300) suffered more distraction burglaries than the entire country of Wales (Population: 3,006,400). The successful SCLT approach to reducing distraction burglary formed a previous Herman Goldstein Award application in 2012 (top-16 finalist).

### **Project Objective:**

Since this period, the SCLT project has expanded throughout the South West region of England and has successfully sought to deliver a problem solving approach to reducing senior deception-type crimes using one simple objective:

- To sustainably deliver improvement to the damage caused by senior deception-type financial crime on the vulnerable older adult population through crime education and social advocacy, within the confines of continuing reductions to police resources.

## **ANALYSIS**

Finding accurate crime data for analysis in the field of senior deception (financial) crime is very difficult and has no doubt played a part in this crime-type being somewhat unrecognised against more 'mainstream' offending in such areas as property and violence crime.

The United Kingdom established a nationwide fraud reporting authority by called 'Action Fraud' in 2012. This is essentially a non-investigative organisation, which collates fraud statistics and types and is used effectively to form an intelligence picture of the trends within the world of national fraud. Sadly, having a national focus it has become problematic for localised law enforcement to identify local trends without significant data crunching.

Another major issue, which affects successful analysis of financial crimes against the senior community, is the problem of under-reporting of offences by victims. This has long been identified in this arena of crime statistics. The United Kingdom Office of Fair Trading state that this may be for a number of reasons such as:

- The victim being embarrassed by the incident
- Fear induced by pressure from the offender
- The victim not being aware they have been duped
- The victim not realising that what has taken place is actually a criminal offence and feeling that nothing will happen if they do make a report

Analysis has also been hampered by the fact that senior financial crimes are now borne to their victims by numerous methods; telephone, mail and via the internet (e-mail, etc.) Many of these technologies are relatively new to the victim group and this unfamiliarity with the medium plays a significant part in the commission of many of the reported crimes.

### **Problem Analysis Triangle**

By applying the problem analysis triangle (PAT) we were able to analyse the problem of senior financial crime and plot a strategy to reduce the issue.

#### **Victim**

Analysis of existing victim profiles from senior victims of very closely related doorstep deception crime (Operation Liberal National Doorstep Crime Profile 2010) allows us to extrapolate the reasons why financial deception-type fraud criminals target seniors:

- Offenders see seniors as preferable targets for financial crime as they often have accumulated resources. Many own their homes and have insurance, pension plans, savings, stocks and bonds, and similar assets that may not always be closely monitored.

- Seniors also have vulnerabilities based on lifestyle, many are accessible by telephone and mail, have time to listen, are too polite to hang up, keep assets readily available, have limited experience with investments and the internet, can no longer perform home repairs, and are deeply concerned with maintaining finances to last them through their lives.
- Many are isolated by disability, fear of violence in the community, lack of peer friendships, or lack of transportation to engage in community activities and are seen as trusting or complacent or forgetful of details and may be embarrassed to admit they were victims.
- Offenders are likely to target elderly victims due to their vulnerability as they are more likely to believe the 'distraction/deception' method and are more easily intimidated than younger members of society. They also tend to be less reliable as witnesses due to memory issues.

Historically, older adults have not received any special treatment from the police and other law enforcement agencies and it is fair to say that interaction with the senior community in any police area is entirely controlled by the local beat officer of the area. Some officers have positive relations with senior groups, whilst others had no engagement opportunities in place.

The analysis indicates that the best preventative measure for doorstep crime and by association, deception crime, is for the victim to be made aware of the wide ranging risks of deception-type crime and the many ways in which it may be communicated to the senior citizen (internet, phone, mail). In this field, 'knowledge is very definitely power' for the senior community.

Additionally, with as many as 8% of seniors in the UK not having English as their main language (ONS Statistics 2011), it can be readily hypothesised that they have an even greater risk of victimisation of communication-system based deception-type crime and hence require an even higher level of protective service than their English speaking peers – after all, if they answer the phone, receive an e-mail or open a letter. They are just as likely to be the victim of a scam as any contemporary citizen.

Action to address in this area includes:

- Increase reporting of offences of senior financial crime through raising awareness of the crime type and reporting methods.
- Create a victim-centric response to deception-type crime, which is focused upon communicating the crime reduction message to older adult communities.
- Establish a liaison mechanism with other statutory and voluntary services to assist in providing a specially tailored, crime education service to seniors who do not speak English as a main language.

### **Offender & Location**

Due to the wide-ranging and indiscriminate nature of communication system-based deception crime, no specific protective services were in place to target neighbourhoods, which were known to be vulnerable to the crime-type due to

density of senior population. Policing services were primarily reactive to deception crime, and due to the centralised reporting method (Action Fraud), many local officers are unsighted to any emerging crime trends in their areas of responsibility.

Action to address in this area includes:

- Create some mechanism to utilise the reports being collated by Action Fraud
- Establish a mechanism to liaise with partners to use skills and knowledge to assist the vulnerable community.
- Create a proactive way of taking 'live' information of crime trends and utilising this intelligence to reduce further offending.

## **RESPONSE**

The analysis showed the need for a co-ordinated, regional and professional approach to addressing senior financial crime, which would require delivery within the very demanding parameters of a reducing law enforcement landscape, where staff reductions and budgetary contraction meant that *'thinking outside the ordinary'* would be essential.

The Senior Citizen Liaison Team (SCLT) had been in existence in a much more localised format since late 2010. The team of 6 Police Support Volunteers (PSV's are police accredited volunteers – in effect, unsworn members of the wider police family) focused almost entirely on doorstep crime (distraction burglary & rough trading) in it's first 2-years of operation, which at that time, proved to be a significant issue for the area policed by Avon & Somerset Constabulary.

A small working group was established with existing SCLT volunteers and police leaders and an entirely new SCLT was established in early 2012. Following a period of recruitment, a team of 15 Police Support Volunteers, led by a Director and Deputy-Director (both serving police officers who worked on the SCLT as Police Support Volunteers themselves, and in additional to their core police functions).

In order to overcome the issue of financial restrictions and lack of availability of funds to purchase equipment and other necessary expenditure, the SCLT took the highly unusual step of applying for, and receiving full, registered charity status from the UK Charity Commission. This allowed fund-raising to take place from various grant-giving organisations and national institutions, which provide funding for charity activity.

### **Goals & Objectives:**

Weighing up the analysis and taking into consideration what was reasonably achievable, the project goal was set:

**To provide a tailored crime education and social advocacy service for the senior community, to reduce the impact of financial and deception-type crimes against that vulnerable sector of the population.**

How did the analysis translate into response actions?



## **Problem Analysis Triangle - Victim & Location**

### **The SCLT Public Presentation Team (PPT)**

To go out into the community and provide a crime education service, the SCLT established a Public Presentation Team, which presently incorporates 6 teams of volunteers, located throughout the region, who have received training in public presentation skills, to go out and deliver relevant crime education advice to the target audience.

All the equipment (laptops & projectors) have been sourced by way of charitable fundraising (in excess of £25,000 to date), with the presentations, known as 'Senior Safety Presentations' being prepared by experts within the field, using the very latest data and examples of current deception-type scams being targeted at the senior community. These are updated via the SCLT website on a weekly basis, to ensure only the very latest, relevant information is being communicated.

The presentations on offer are structured, to take into account the various higher and lower functioning senior groups, which require support. The presentations are offered to the community via a series of mail/ e-mail-shots to the hundreds of senior groups who operate throughout the region. Particular effort is taken to synchronise efforts to engage with groups that fall within areas, which have been targeted by telephone/mail/cyber scams and also areas that are known to have particularly high densities of senior residents.

For example, the town of Burnham-on-Sea in Somerset has a density of older adults which make up 48% of it's overall population – many times higher than the national average – consequently this town and it's older adult groups have received more senior safety presentations that any other regional area to date.

The PPT also makes use of a dedicated SCLT website ([www.sclt.us](http://www.sclt.us)) which promotes the team, maintains a news page to exhibit the work and recent visits of the team and offers a wide range of crime education advice for seniors who are unable to attend a presentation. Other social media, (Twitter & Facebook) are also used to promote the work of the PPT and encourage new groups to engage.

### **Senior Minority Outreach Team (SMOT)**

The Senior Minority Outreach Team was established in unison with the PPT and encompassed 2 volunteers (PSV's) who had received additional training in engaging with hard-to-reach senior communities, those groups who through language or cultural barriers, would have only limited access, if at all, to the more traditional statutory or voluntary safety sector.

This element of the crime education service proved to be highly successful, with the SMOT being in very high demand, to the extent that the team was swiftly increased with an additional volunteer to meet demand.

The SMOT visit minority community groups and give fully facilitated senior safety presentations, usually making use of language translation services, to pass the safety message to the audience. This has had the additional benefit of building productive bonds between the minority community and law enforcement, which would not have been achievable through traditional pathways.

An example of which is the relationship, which has been built with the SMOT and the Ahmadi Muslim community in South West England and nationally. The Ahmadi community have received safety presentations to thousands of their senior community via SMOT visits to their annual religious gatherings (Jalsa Salana) where the SMOT have a presence and also at the various festivals throughout the year (Eid, Peace Symposium, etc.) The relationship has been mutually beneficial, as the charity arm of the Ahmadi community now fully financially support through charitable grants, the on-going work of the SMOT through South West England.

In 2014, the SCLT Senior Minority Outreach Team were recognised with the national Civil Service Diversity & Equality Award (Understanding & Engaging with Communities category) for their efforts in this area of safety education.

## **Senior Siren**

Realising that public presentations could only reach a very limited number of the target audience, and would probably fail to reach the less mobile residents who were unable to attend a gathering, The **Senior Siren** bi-monthly magazine was launched. The Senior Siren was written, using contributions from subject matter experts on crime prevention, in conjunction with original social & lifestyle content to ensure the readability of the publication for the target audience.

Competitions and celebrity interviews were used to increase interest in the magazine and, using a volunteer distribution system, which includes meals-on-wheels and many other avenues, its readership has expanded from 5000 in 2010 to 250,000 in 2015. Financially, the newsletter is entirely funded by corporate sponsorship and has become self-sufficient through the sale of commercial message space in all editions.

Also available for download via the SCLT website ([www.sclt.us](http://www.sclt.us)), the Senior Siren is read throughout the English-speaking world and has become one of the most widely-read, senior themed magazines in the United Kingdom today - Winner of a Public Services Communications Award in 2011.

## **ASSESSMENT**

Evaluation of this project is undertaken regularly during the on-going delivery phase of the process, by regular meetings of the SCLT management board and volunteers.

As with any crime reduction initiative, it is extremely challenging to determine how many (if any) offences against seniors have been averted by the actions of the various aspects of the Senior Citizen Liaison Team. In respect to senior financial deception, this is further exasperated by the fact that this crime-type is

known for being very widely under-reported, due to the factors identified in the analysis element of the project.

### **Positive Outcomes:**

However, we are keen to stress the positive outcomes that have stemmed from the initiative which are not simply counted in numerical statistics:

The Senior Citizen Liaison Team have conducted literally hundreds of crime prevention presentations to many thousands of older adults over the 3-year course of this assessment. The location of the presentations continue to be targeted at high-risk areas with an identified series of senior financial deceptions, or where there are high volumes of senior citizens resident.

By making use of the very latest data provided by the 'Action Fraud' (the national fraud database), the senior safety presentations are specifically themed with the most recent crime series and have allowed vulnerable older adults to be better prepared for any potential deceptions and scams upon themselves.

This activity has significantly increased senior confidence in the police service and the ability of a numerically diminished and financially challenged police to deliver a specially tailored service to a particularly vulnerable and significantly expanding segment of the population. This has been borne-out by the significantly increasing number of requests for senior safety presentations, which are received on a daily basis by the SCLT, but also by the increasing numbers of volunteers who enquire to join the ranks of the SCLT, many of whom are seniors themselves.

### **Sharing Success**

The SCLT have used all opportunities to promote the work of the team, including presentations to media and partner agencies. This has resulted in expansion to wider regional areas and beyond. In the last 12-months, the work of the team has expanded to 3 new policing areas (Gwent, South Wales & Dyfed-Powys) as new volunteers have been recruited in these locations, allowing a full and complete expansion of SCLT services to an area with a population of over 2-million people.

### **Unexpected Outcomes:**

One unexpected outcome of the success of the work of the SCLT has been the opportunity, which has arisen to use social advocacy as a general benefit to the vulnerable, senior population. In essence, this means that as plaudits and accolades have been directed at the work of the team, this has brought the spotlight of wider public attention upon the problem of senior deception-type crime in general.

An example of this practice was evidenced in 2013, when the SCLT were the recipients of the Prime Minister's 'Big Society' Award. This award was recognised by a 5-minute appointment with Prime Minister David Cameron at Downing Street. This allowed the volunteers of the SCLT and the charity trustees, to discuss the issue of the crime-type with the national decision-maker on law

enforcement. This was considered to be a great opportunity to reinforce the value which should be placed on the safety of the vulnerable, senior population.

Additionally, the SCLT holds a board-level presence on a number of regional bodies, which play a part in the delivery of senior services across a wide spectrum of community activities, (such as the Age Action Alliance and the South West Forum on Ageing). This allows SCLT volunteers to influence these bodies and steer them towards decisions which complement senior safety and thus enlist other, non police organisations, in achieving the SCLT goals and objectives.

### **Diversity Engagement:**

The police service have long since expended considerable efforts in delivering a tailored service to hard-to-reach groups within the wider community. The SCLT has been privileged to play a very significant part in this process with the work of the Senior Minority Outreach Team (SMOT), which has yielded some extremely strong and progressive friendships with groups who may previously have not had ready access to mainstream law enforcement, either due to obstacles of language or culture.

The delivery of senior safety presentations, entirely by PSV's and under the direction of an officially registered charity, has allowed any preconceived ideas about the police to be overcome and changed for the positive. This was demonstrated when the SCLT received the national Civil Service Diversity & Equality Award in 2014 – to date, the only law enforcement initiative to have received this prestigious distinction.

### **Long Term Sustainability:**

The Senior Citizen Liaison team has now been in existence since 2010, with its current, wider guise being apparent since 2012, when it was officially registered as a UK charity.

With the delivery of all SCLT services being accomplished solely by PSV's and the funding of the various expense streams of the team (Senior Siren magazine, presentation equipment, etc.) being achieved by charitable benefaction, there has been no negative effect upon the operational capability of the team by the wide-ranging, public sector austerity measures which have been imposed as a consequence of the recent, global financial issues.

The SCLT continues to grow and expand with every week and every month. With the senior community also set to expand to unprecedented levels, it is anticipated that there will be role for the SCLT for many years to come. Following a wide reaching consultation process by the board of trustees, a 5-year business plan is already in place, which will see a further professionalization of current services to even more members of the senior community.

### **And finally:**

On the 2<sup>nd</sup> of June 2015, the Senior Citizen Liaison Team will be officially recognised by Her Majesty The Queen in her annual Birthday Honours List with the rare and highly prestigious accolade of the **Queens Award for Voluntary Service**.

- This being the highest available honour in the United Kingdom for a body of volunteers.

The team have dedicated this special award to the senior community that they aspire to serve, today and long into the future.

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**Key Project Members:**

PC 315 Mike Wedlock ~ Deputy Project-Director & Editor of the Senior Siren Newsletter (Avon and Somerset Constabulary)

PC 4498 Roger Ibrahim ~ SCLT Diversity Outreach Champion (Avon and Somerset Constabulary)

PCSO 7173 Ryan Jones ~ Excluded Groups Outreach Officer (LGBT Liaison) - (Avon and Somerset Constabulary)

PC 326 Jon Williams ~ Lead Volunteer in Wales and Charity Trustee (Gwent Police)

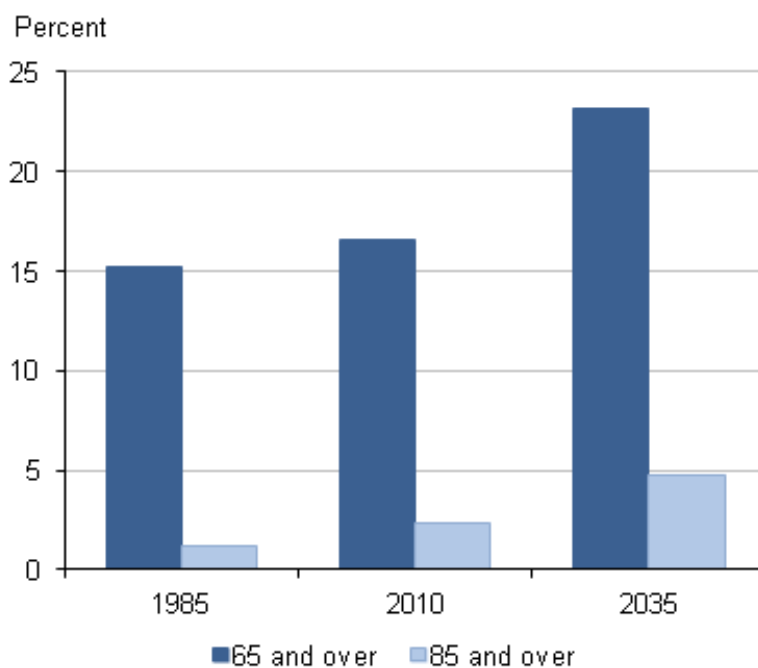
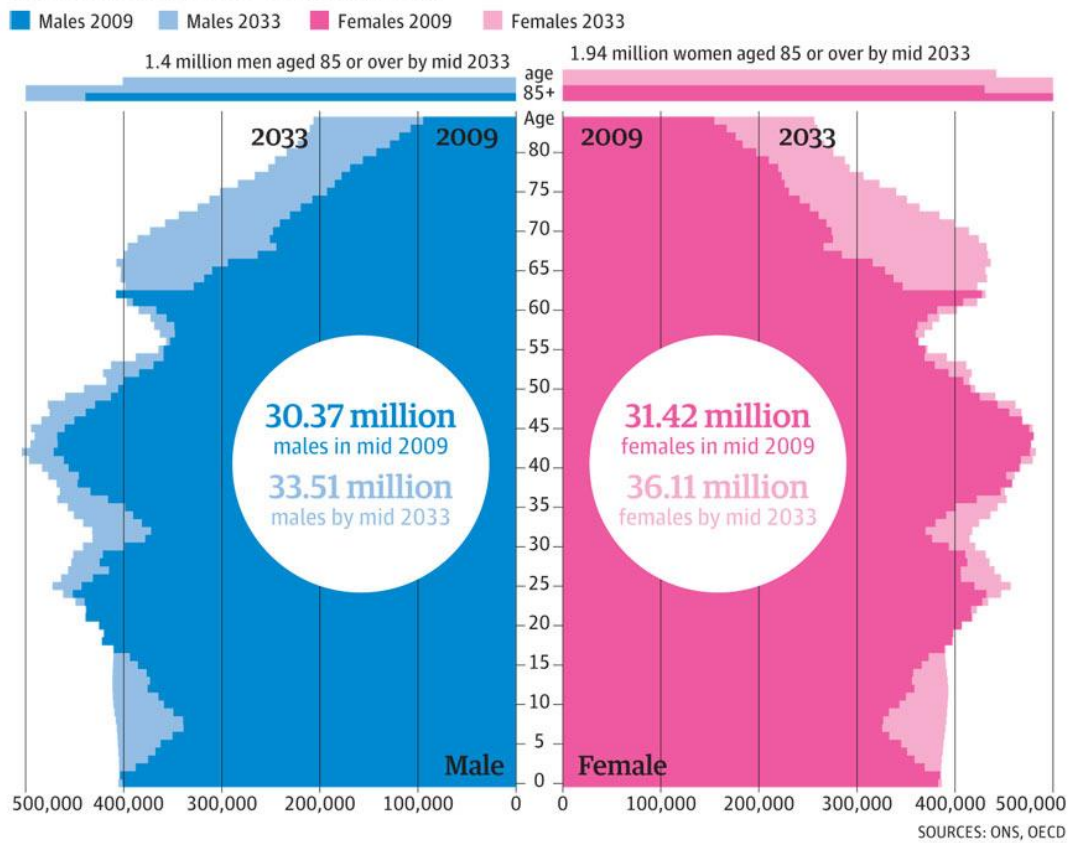
PCSO Lee Garrett ~ Dyfed-Powys Police

Mrs Rachael Jones FCCA ~ Hon Charity Treasurer (Police Support Volunteer)

**Appendix 1:  
Info-graphical Presentation of Ageing Population Projection of United Kingdom**

**The changing shape of the UK**

**Age structure of the UK population**



## Appendix 2:

### Examples of Media Items Released with New Editions of the Senior Siren Magazine



## Senior Citizen Liaison Team

*Providing assistance to our senior population*



### SCLT Veteran Receives Top Honour in Bristol City

February saw SCLT volunteer Mike Wedlock attending the Mansion House in Bristol at the invitation of The Right Honourable Lord Mayor of Bristol, Councillor Alastair Watson, for a very special occasion. Mike was named as one of the very few annual recipients of the highest honour that the City of Bristol can bestow upon one of its citizens - The Lord Mayor of Bristol's Medal for Community Service. Following the investiture in Bristol, Mike said, *"I feel very humbled and somewhat uncomfortable receiving this medal in my sole name, as every aspect of the Senior Citizen Liaison Team is a true team effort, where many great volunteers come together to achieve a higher purpose. It is in that spirit that I accept this, most prestigious award, on behalf of everyone within our small, but growing charity"*



### SCLT Presentation Team Hosted in Bristol

Wednesday 4th March saw SCLT Public Presentation Team volunteer Roger Ibrahim being hosted by the Clifton Seniors Group in the City of Bristol. The club meets every Wednesday and activities include; bowls, card games, hoi and bingo, luncheons are organised every second month, yearly bus trips and visits to other Senior Citizens Clubs are all available to the members. Following the presentation, Roger said, *"I enjoy joining any organisation that brings together local, retired people in a social setting. These groups certainly offer great opportunities for our seniors to share quality time together and they help to keep folks fully engaged in community activities, which is so useful in avoiding isolation and loneliness in later-life"*



### SCLT Safety Presentation for Burnham & Berrow Rotary Club

Thursday 26th February saw SCLT volunteer Ash Jones being hosted by the Burnham & Berrow Rotary Club at the Town's historic Golf Club. The session was attended by more than 20 Rotarians of all ages, who learned about all aspects of senior safety, including avoiding doorstep & cyber crime and how to spot general scams and cons.

Ash is one the lead presenters of the SCLT Public Presentation Team, he said, *"I always enjoy the opportunity of joining a community group and sharing with them the ethos and objectives of the Senior Citizen Liaison Team. I have had a great evening with the folks from Burnham and Berrow Rotary, we shared a wonderful dinner, which was followed by my presentation, which I was pleased to say elicited many stimulating questions from this insightful group"*





### SCLT Volunteer Attends Annual Ahmadiyyan Peace Symposium

On 14 March 2015, SCLT Volunteer and member of the Minorities Outreach Team attended the 12th National Peace Symposium of the Ahmadiyya Muslim community at the remarkable Baitul Futuh Mosque in Morden, London.

The event had an audience of more than 1000 people, including more than 600 non-Ahmadi guests comprising Government Ministers, Ambassadors of State, Members of both Houses of Parliament and various other dignitaries and guests. A special guest this year was Professor Heiner Bielefeldt, the UN Special Rapporteur on Freedom of Religion or Belief. The theme of this year's Peace Symposium was "Religion, Freedom and Peace".

Following the event, Roger said, *"I have really enjoyed the opportunity to attend this symposium and to engage with many elders from the Ahmadi community on the subject of breaking down cultural barriers between communities, so that we all understand each other a little better"*

### SCLT Public Presentation Team Visit Corona Worldwide in Bristol (UK)

Tuesday 10th March saw SCLT volunteer Ash Jones visiting the Bristol branch of the Corona Worldwide Society in the parish hall of St Bonaventures RC Church of Bishopston in Bristol. Ash visited the group at their monthly meeting and joined them for a delightful luncheon, before giving the group a 45-minute presentation on the evolution of the SCLT charity, which was liberally peppered with tips and advice on staying safe into older adulthood. Following the presentation, Ash commented *"I have really enjoyed meeting the members of the Corona Society and sharing some of their fascinating, global experiences over luncheon. As a guest presenter I always gain a great deal personally from my visits to community groups, and today has been no exception. I hope my senior safety presentation has struck a chord with my audience today, and they will go forward with even greater confidence in the subject of personal and home safety"*



### SCLT Volunteer Receives Prestigious Award

March saw SCLT volunteer Mike Wedlock attending an award ceremony in the headquarters of the Avon & Somerset Constabulary, where he received the prestigious "PPC Pride Award" from the local Police and Crime Commissioner (PCC) Mrs. Sue Mountstevens.

Mike was selected by the Commissioner to receive her highest award in recognition of his years of service as a trustee and volunteer with the Senior Citizen Liaison Team (SCLT). Mike has served as Deputy Director of the charity since its inception in 2010, as well as performing the vital role of editor-in-chief of the award-winning Senior Siren magazine, each edition is read by more than 250,000 people around the world, with many thousands of copies being distributed by local volunteers in the community.

Upon accepting his certificate from the Commissioner, Mike said *"This award is very special, as it comes from a locally elected official who represents the interests of the local community. The ethos of the SCLT is all about helping the vulnerable and supporting the older adult population, so we actually share many aspirations with the work of the Commissioner"*



## Senior Citizen Liaison Team

*Providing assistance to our senior population*



### **SCLT Public Presentation Team Hosted by Bleadon Womens Institute**

Continuing a busy opening day to the SCLT Public Presentation Team 2015 season, SCLT volunteer Ash Jones was hosted by 85 members of the very spirited Bleadon branch of the Womens Institute (WI) for a late evening presentation which was focused on the history and evolution of the award-winning charity. All attendees received a copy of the Senior Siren magazine which is packed with useful senior safety advice

**Public Presentation Team Hosted by Brecon Probus Club**  
January 2015 has seen the SCLT Public Presentation Team (PPT) commencing an ambitious new season of touring their stable of senior safety presentations for the growing older adult community. The first event of the year for the Wales region was a guest appearance by SCLT Trustee Jon Williams, who oversees the Charity's activities within the Principality.

He said, "I have really enjoyed meeting everyone at the Brecon Probus Club today. It is great to see so many sociable people coming together for these regular meetings, were everyone can learn from the guest speaker programme, as well as keeping in touch with friends and other members. I hope our presentation was of interest to the group, and that the tips and advice about staying safe in later life will benefit everyone"



### **SCLT Trustee Full of Festive Cheer**

Christmas Day saw SCLT volunteer Roger Ibrahim giving up his own day of celebration to don his uniform as a volunteer (unpaid), to get out on the road in South Bristol to visit many of the senior community groups who were meeting at faith locations. Pictured left during his visit to the River of Life Church in Whitchurch, Roger said, "It has been a real pleasure to join so many of our SCLT friends on this special day. Well worth putting off the turkey for a few hours".





## Senior Citizen Liaison Team

Providing assistance to our senior population



**SCLT Receive Rural Crime Accolade in London**  
October saw volunteer Roger Ibrahim travel to London to accept the Regional Winner and National Reserve trophies at the NFU Country Crime Fighting Awards, for the work the SCLT has undertaken to keep isolated older adults safe. The award was presented by the National ACPD Rural Crime Lead Officer, Mr Simon Prince - Chief Constable of Dyfed-Powys police and Mr Richard Percy - Chairman of NFU Mutual.

### **SCLT Represented at National Peace Symposium**

SCLT volunteer Ash Jones attended the 11<sup>th</sup> Annual Peace Symposium of the Ahmaddiyan Muslim Community at the Baitul Futuuh Mosque in London, where he received a personal audience with His Holiness Mirza Masroor Ahmad, the spiritual leader of the global Ahmadi faith which numbers 30-million adherents worldwide. The theme of the symposium was international safety and many key contacts were made during the course of the event.



### **Public Presentation Team Grows in Popularity**

The SCLT Public Presentation Team (PPT) has seen a significant increase in the number of bookings in the last few months, as word of the all-free, senior safety presentations has spread around the senior community. In recent months, presentations have been given to numerous; PROBUS, Rotary, Lions, Women's Institute and local gatherings of elders, with dozens planned for the 2015 period. Pictured left, Ash Jones is greeted by Kingswood Probus President Noel Lethaby at a recent guest-speaking appearance in Bristol.





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### **SCLT Outreach Team Visit 48<sup>th</sup> Jalsa Salana**

September saw SCLT Outreach Team Manager Roger Ibrahim traveling to Hampshire at the invitation of the UK Ahmadiyya Muslim Community to join them for their 48<sup>th</sup> annual Jalsa Salana conference. More than 30,000 Ahmadiyyans from around the world came together for the 3-day celebration of their faith, in which Roger was able to meet many of the participants and share tips and advice on avoiding scams and deceptions for the elder members.

### **SCLT Volunteers Invited to Reception at FCO**

Volunteers of the SCLT trustee team were recently delighted to accept an invitation from Sir Simon Frazer (pictured on left) the Civil Service Diversity Champion, to attend a reception for successful diversity-themed groups at the Foreign & Commonwealth Office in Whitehall, London. The team networked with several other like-minded groups and discussed diversity issues with Sir Simon.



### **SCLT Volunteer Named Best of the Bunch**

Veteran SCLT volunteer and charity trustee Mike Wedlock was recently surprised and delighted to be named as Police Support Volunteer (PSV) of the Year for Avon and Somerset Constabulary for 2014/15. Mike was recognised for his years of service as the Editor-in-Chief of the Senior Siren magazine and for his work in managing the volunteer team. He will now be considered for a regional award at a ceremony to be held in early November in 2014.



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### Public Presentation Team Expand Capacity ~

The highly successful Public Presentation Team division of the SCLT was recently delighted to see an expansion to it's operations in the Somerset area, following a recent charity donation from a number of organisations, including, Somerset Community Foundation and the Ahmadiyya Muslim Charity. Volunteer Matt Hawker has already taken delivery of his new laptop and projector and is taking bookings for the coming winter months.

**SCLT Join Muslim Community in CardW for Eid Festival** - The SCLT Minorities Outreach Team were recently delighted to accept an invitation to join the Ahmadiyya Muslim Community at their Cardiff HQ to celebrate the end of the Ramadan period of fasting with an Eid dinner. SCLT Volunteer Roger Ibrahim will shortly be attending the annual Ahmadiyya conference in Hampshire to help promote the SCLT senior Safety message to the wider Muslim community



### SCLT Shortlisted for Prestigious National Award

Volunteers of the SCLT Charity were delighted to receive the news recently that the team had been shortlisted in the 'Engaging with Communities' category of the Civil Service Diversity & Equality Awards. Representatives will travel to London in October, where the winners of the award will be announced at a ceremony to be held at the Ministry of Justice. 2014 will mark the 3<sup>rd</sup> occasion in 4-years in which the SCLT have been selected for national recognition at these awards.



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**SCLT Outreach Team Visit Dhek Bhal ~** Outreach Team manager Roger Ibrahim recently joined the attendees at the highly-acclaimed Dhek Bhal community group who meet weekly at the Barton Hill Settlement in Bristol. Roger gave a tailored senior safety presentation to the group of elders from the South Asian community, which was simultaneously translated into a number of languages. He also joined the group for a wonderful Asian lunch, where he was able to network with the attendees and offer some individual safety advice.

**Safety Roadshow Arrives in Berrow ~** The Active Living Group from Berrow in coastal Somerset recently hosted the SCLT Public Presentation Team at their weekly luncheon meeting. The 25-strong group of older adults received a fully interactive senior safety presentation from volunteer Ash Jones and all present received a copy of the very latest Senior Siren magazine. Ash said; "It has been great meeting the members of this community group. Their enthusiasm is tangible and we hope the safety advice we have passed-on will serve them well into the future"



**The Senior Spotlight Falls Upon Archbishop ~** Always searching to bring interesting features to our readers, the Senior Siren editorial team recently travelled to Cardiff Cathedral in Llandaff to interview the Most Rev. Dr Barry Morgan, the Archbishop of Wales, for a future edition of the Senior Spotlight. Volunteer and SCLT Wales Trustee Jon Williams conducted the interview, he said; "His Grace was a very interesting subject for the Spotlight article and shared many of his views and inspirations during our chat. I'm sure our readers find his interview very fascinating indeed"



**New Volunteer Hits the Road** ~ The latest recruit to the SCLT Public Presentation Team, Mr Matt Hawker, has recently completed his training and has hit the roads of the South West Region to bring the SCLT senior safety message to numerous social, voluntary and community gatherings of older adults. Matt, who works for the police in his day-job, has quickly become a stalwart member of the team and will be very busy in the coming winter months in his new volunteering role.

**SCLT Charity Benefit from Annual Charity walk for Peace** ~ June saw members of the SCLT charity travel to the London Borough of Merton to participate in the annual Charity Walk for Peace, which is hosted every year by the Ahmadiyah Muslim community. The team enjoyed engaging with the older adults who took part in the event and were delighted to receive a financial benefaction from the charity to support our on-going senior safety activities



**Veteran Film Maker to Appear in Senior Spotlight** ~ Highly experienced documentary maker and wildlife presenter, Doug Allan, was recently interviewed for a forthcoming Senior Spotlight article in the Senior Siren magazine. Doug has spent many years in the polar regions making many memorable films, for such BBC series as The Blue Planet and The Frozen Planet. A 2 x winner of the very rare Polar Medal, his interview will fascinate and entertain, when it is published in a future edition of the Senior Siren.

**\*\* Forthcoming Events to Remember \*\***  
 South West Seniors Conference – 5<sup>th</sup> Sept 2014  
 United Nations Older Persons Day – 1<sup>st</sup> October 2014

### **Appendix 3: Letters of Support (Scanned from originals)**

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Bristol  
BS8 3LL

0117 9706024  
[john.sue.cottrell@btopenworld.com](mailto:john.sue.cottrell@btopenworld.com)

4 October 2013

To whom it may concern

During my year as High Sheriff of the City and County of Bristol 2011-12 I met some remarkable individuals and groups of people in a very wide range of activities supporting the communities where they lived and worked. Outstanding among these were Sgt. Ashley Jones and PC Mike Wedlock and their colleagues in the Senior Citizens Liaison Team (SCLT). As part of my plan to visit every police unit in the County, I met them for the first time in May 2011 where they were based at Bishopsworth police station in south Bristol.

The SCLT was set up entirely as a voluntary initiative to help senior citizens in the area with crime prevention advice, victim support and social inclusion. In particular, they were targeting doorstep crime, distraction burglary, rogue traders and mailing and telephone scams. All too often in the course of their police work they had seen the mental and physical distress, the loss of confidence and the fear engendered by such crimes.

Ash Jones was keen to show me the ways in which they approached these problems. So, we visited Bill and Dianne Knapp. Their rundown house and unkempt garden had been a typical target for criminals who identified them as residents perhaps unable to cope and, therefore, vulnerable and susceptible to doorstep crime. Here Ash and his team had arranged to refurbish their house and tidy the garden. Bill and Dianne beamed with pride.

Then we met Alan Brown and his wife. Alan is registered blind and had been the victim of burglary. Frequent visits from members of the team had helped to rebuild Alan's confidence and he was anxious to volunteer to help others by sharing his experience with them. Some months after, Alan wrote to me to tell me that his confidence was so much restored that he was now learning to catch the bus on his own. He thanked the SCLT for this.

I then accompanied Ash on one of his regular visits to a meeting of a senior citizens club and this was followed by a visit to a residential home for the elderly. On each of these visits it was clear that he and his colleagues had built a powerful relationship with these potentially vulnerable elderly, based on clear messages of advice and reassurance and on practical support.

The team uses a variety of methods to put across these messages, including the *Senior Citizen* magazine, now a bi-monthly read by over 200,000 people, a website, regular visits to clubs and individuals, and speaking engagements.



The latter included a visit to Bedminster Down School where a group of Year 10 drama pupils were inspired to devise a theatrical performance. "Bedazzled" was designed to draw attention to the dangers of doorstep distraction theft and telephone and mail scams and their prevention. In five performances it is estimated that over 500 elderly attended. Subsequently "Bedazzled" won a National Crimebeat award in competition with schools from all over the country.

One young person said: "I gained a different point of view talking to the older people after the performance. The fact that they feel vulnerable really came out, whereas before I hadn't really given much thought to the older people in my community and how important it is to look after them."

An older person wrote: "I have previously fallen victim to a con-man, so I know first-hand how life-changing this type of crime can be. It's wonderful that these young people have put this play together as it gives people like me and invaluable crime prevention message, but in a way that is entertaining and not scary."

Their teacher said that they really felt they were helping to make a difference in the lives of some of the older members of the community. Therefore, yet another significant outcome of the SCLT activity is the bringing together of the community across the generation gap.

The principal reason why I support this nomination wholeheartedly is that the SCLT has grown out of a desire to enhance the lives of many elderly, vulnerable people as a result of observing, through their work as police, the profound damage done to them by the crimes they set out to prevent. Most important, however, is that the SCLT provides all this voluntarily over and above their police work. It is made up mostly of PCSOs and civilian volunteers led by Ash Jones and Mike Wedlock.

I cannot speak too highly of the unrelenting effort that has seen the development from small beginnings to a team of volunteers covering the whole Force area supporting vulnerable older adults. I have been greatly privileged to see them in action.



John Cottrell  
High Sheriff  
City and County of Bristol  
2011-12

September 2013

10 Headley Road,  
Headley Park  
Bristol BS13 7RN

03/10/2013

Dear Sir/ Madam,

**The Senior Citizen Liaison Team ~ My Supporting Comments**

I have been approached by Mr Hilliar to offer some supporting comments for the Senior Citizen Liaison Team, as I understand that he is minded to nominate them for an award. I am most delighted to do so and to offer my reason why I feel this way.

I am a 90 year old widower in a built-up area in the inner city of Bristol. Like most people of my age, I suffer from some health issues but try to enjoy my life the best way that I can. However, like many older people, one of the biggest fears in my life is the fear of becoming a victim of crime, especially in my own home.

Over the years I have often read of the dangers of bogus officials who call at peoples home and con them into entering their homes to steal from them. And of course, we are all much more aware of the dangers of dodgy traders thanks to the TV. But for an elderly gentleman, such as myself, these fears take on a much bigger part of my life than other people.

About 3-years ago I was referred to the SCLT by a friend of mine who had also had contact with the Team. I was visited at my home by one of the volunteers, a lovely young man called Mike. He visited me on several occasions and arranged for some extra safety to be added on my home. I had a new door chain fitted and also a personal attack alarm for when I go out and about. He even gave me a home-safe in the shape of a can of beans. I laughed at the safe at first, but I now keep my spare cash in it all the time, and feel all the safer for doing so.

I thought that I had received a good service, but I had no idea that this was only the beginning of my relationship with the Team. After his first visit, Mike called quite often to check on me and to make sure I was using my door-chain when people called at the house. He said this was because he felt I was vulnerable because of my circumstances and he wanted to make sure I was safe.

Not long after being referred to the SCLT for safety support, they invited me for a day out with other vulnerable older adults and actual victims

of crime. I was very glad to have a day away from home. I was collected from my home in a mini-bus in the morning and meet the other people and Mike, Ash from the SCLT who looked after us for the day. They took us to see the red arrows and bought our tickets and refreshments for the day. It was lovely to meet the other older folks who came on the trip.

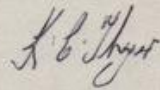
This trip made me realise that I had far less to fear about crime that I had actually thought. Speaking to the victims and the volunteers made me realise that I was actually very lucky to have a group like the SCLT near to where I live and as a result I am safer than most.

Over the last 3-years, since originally meeting Mike and the other volunteers of the SCLT, I have had contact with them on a regular basis. I get a home visit from one of the volunteers every 2-months or so when they deliver my copy of the Senior Siren magazine. When they call they check that I am safe and always give me a lecture on using my chain when answering the door.

The SCLT have made a real difference to my life. I was often fearful of noises outside my house and always felt my heart in my mouth when the doorbell rang. But since learning about keeping myself safe and how to overcome my fears with actions I feel a lot safer in general. I know the volunteers are all busy people and I really appreciate the time and motivation it takes to help people like me.

I think they deserve lots of recognition for their efforts. They made a big difference to my life, and the lives of the other people I have met who have been touched by the SCLT.

Yours sincerely,

A handwritten signature in cursive script, appearing to read 'K. Thyer'.

Kenneth THYER

**Appendix4: The logo of the Senior Citizen Liaison Team – Introduced to Engender Brand Identity – worn as lapel badges by all SCLT volunteers and supporters.**

- The oak leaf symbolises the oak tree, who's wood is a commodity somewhat unique in nature, as it gains strength and greater value as it grows in maturity (young oak is burned to keep warm, while matured oak is used to fashion fine furniture)

