**Stop Scams UK plays key role in new campaign to keep consumers safe from scams**

* **Joint effort between broadcaster and leading businesses a first for industry in bid to keep consumers safe**
* **Millions tuned in to special awareness programming across BBC outlets last week**
* **159 highlighted as key tool to protect yourself from calls that might be scams**

[Stop Scams UK](https://stopscamsuk.org.uk/about-stop-scams-uk) has played a key role in the Be Scam Safe week, a campaign led by the BBC last week, which was seen by millions. It was the first time the responsible businesses of Stop Scams UK’s membership have teamed up with a broadcaster to give a significant boost to anti-scam protection messaging across the UK.

Together with 16 members from across banking, telecoms and technology platforms, Stop Scams UK helped raise awareness and advise consumers if they get caught up in these potentially devastating crimes. Scams are the UK’s most prevalent crime, with freshly dismaying UK Finance data last week saying they cost us £2,200 a minute.

The BBC’s Be Scam Safe campaign was an entire week from 23 October highlighting the blight scams have on everyone’s lives. It included new commissions, highlighted coverage ondaytime flagship show BBC Morning Live, and had a plethora of stories and tips on their dedicated website [bbc.co.uk/bescamsafe](https://www.bbc.co.uk/programmes/articles/3mq6BPTrJDmnMMGkX713pd1/be-scam-safe).

Member businesses of Stop Scams UK, which is leading industry’s fight against scams, supported the campaign by aligning their own customer messaging to its central piece of advice: **check before doing anything**. Members promoted customer awareness of the same messaging on in-branch screens, social media, blogs, customer emails and staff training sessions to podcasts and commercials on social media.

Core to the campaign was information to the public that if they ever get a call about a financial matter they are unsure about, they **can dial** [**159**](http://www.stopscamsuk.org.uk/159) **to be connected safely and securely to their bank.** 159 is a phone service created by Stop Scams UK as a pilot in 2021, which has now taken more than 400,000 calls to 16 major bank brands.

159 was mentioned in interviews with Stop Scams UK across the week on multiple platforms and programmes. Daily usage of 159 rose as much as 50 per cent week-on-week during the campaign.

All the programming can be viewed on [iPlayer](https://www.bbc.co.uk/programmes/articles/5CS6QRvnHN8r1nxk3DKnHF0/be-scam-safe-schedule) and the Be Scam Safe [website](file:///C:\Users\bettrf01\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\O6H2RX2N\bbc.co.uk\bescamsafe).

**Ruth Evans, Chair of Stop Scams UK, said:**

“This campaign’s comprehensive coverage of different types of scams, combined with evidence-based messaging and the highlighting of our essential 159 service, help us all move forward significantly in educating the public. That so many of our members have got behind Be Scam Safe shows just how impactful collaboration and coordination of effort can be in the fight against scams.”

**Joe Allen, Executive Producer for BBC Studios, said:**

“Be Scam Safe was an incredible collaboration between supporting partners and organisations who believed in the same goal – to educate, and inform consumers. Working with Stop Scams UK allowed the campaign’s messaging to be amplified across the UK.  This equipped people all over the country with the toolkit to spot and avoid unscrupulous scammers, combatting the financial, but also emotional, impact of fraud.”

**ENDS**

**NOTES TO EDITORS**

**WHERE TO SEE BE SCAM SAFE CONTENT**

* Stop Scams UK on [Linkedin](https://www.linkedin.com/company/stop-scams-uk-ltd/?viewAsMember=true)
* Social media presences of our members, as below #BeScamSafe.

**ABOUT STOP SCAMS UK -** [www.stopscamsuk.org.uk](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.stopscamsuk.org.uk%2F&data=05%7C01%7Chester.abrams%40stopscamsuk.org.uk%7Cc617d14483ec4c2bb7b708dbcfe8b641%7C45116b1b0bb846e98df039fc156a3774%7C0%7C0%7C638332370638923864%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Y3DFZHwQkyx2HeGcYN7Xpbymmis51udmKcm5u7i0qBs%3D&reserved=0)

* [Stop Scams UK](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.stopscamsuk.org.uk%2F&data=05%7C01%7Chester.abrams%40stopscamsuk.org.uk%7Cc617d14483ec4c2bb7b708dbcfe8b641%7C45116b1b0bb846e98df039fc156a3774%7C0%7C0%7C638332370638923864%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Y3DFZHwQkyx2HeGcYN7Xpbymmis51udmKcm5u7i0qBs%3D&reserved=0) is a collaboration led by its members, responsible businesses from the financial services, technology and telecoms sectors who have come together to stop scams at source.
* The members are Amazon, AnyDesk, Barclays, BT, Gamma, Google, HSBC, Lloyds Banking Group, Meta, Metro Bank, Monzo, Nationwide, NatWest, Santander, Starling Bank, TalkTalk, TeamViewer, Tide, The Co-operative Bank, Three, TSB and VISA.
* Stop Scams UK helps consumers protect themselves through 159, the number that connects you directly with your bank. 159 is offered by 16 bank brands covering almost all UK retail current accounts. It has received around 400,000 calls to date, potentially cutting off thousands of scams. If you think someone is trying to trick you to hand over money or personal info “Stop, Hang Up, Call 159”.

**MEDIA CONTACTS**

**Stop Scams UK -** [media@stopscamsuk.org.uk](mailto:media@stopscamsuk.org.uk)

Simon Miller, Chief Policy and Communications Officer,

[simon.miller@stopscamsuk.org.uk](mailto:simon.miller@stopscamsuk.org.uk)

+44 (0) 7311 351274

Hester Abrams, Communications Manager,

[hester.abrams@stopscamsuk.org.uk](mailto:hester.abrams@stopscamsuk.org.uk)

+44 (0)7311 351272