

## **NEWS RELEASE**

**5 February 2010**

### **IFB ENHANCES PUBLIC AWARENESS ON INSURANCE FRAUD**

- Visits to 'consumer advice' tab on IFB website increased by 483%
- Total visits to IFB website in 2009 – 135,462. Showing a 173% increase
- Visits to the 'online Cheatline' increased by 189% during 2009. 10% have actually gone on to lodge a report
- Cheatline sees an increase of 114% increase in reports in 2009

The Insurance Fraud Bureau (IFB) has seen website figures and Cheatline reports figures rise significantly during 2009 showing public awareness around the crash for cash phenomena and organised insurance fraud has been raised. New Chairman and industry expert David Neave is also committed to building on this success further by increasing the media profile of the Bureau to strengthen future initiatives and secure further public awareness.

Since its launch in July 2006, the Bureau has been committed to educating the public and industry alike on the effect of organised insurance fraud on premiums, margins and even human lives. The results of its collaboration with Police forces across the UK in dealing with the disturbing crash for cash phenomenon have been publicised regularly in national, regional and trade publications, as well as on TV and radio. The most recent high profile operation to be successfully concluded at the end of October in Manchester gained much coverage in national, regional and trade publications. As a result of media exposure, visitors to the IFB website on the day the case concluded comparing to previous 24 hours increased by 56%. The Cheatline also saw record months of reports in October and November with a total of 422 reports of information on insurance fraud being received, over 50% of these reports came in using the Cheatline online facility. Interest in the IFB Consumer Advice service, for example, has grown significantly, with a 483% increase in October 2009 during the conclusion of the operation.

The IFB has worked hard to raise general awareness and understanding of the Bureau's goals and the role that the general public can play in helping to combat organised criminal activity. These labours have certainly paid off – overall, there has been a 173% increase in the number of visitors to the IFB website in 2009. Visits to the 'online Cheatline' overall increased by 189% during 2009 comparing December 2008 to December 2009 with approximately 10% going on to lodge a report.

The Cheatline has received 3585 reports since the IFB took over responsibility for call handling in 2006 (originally only a telephone service, with an online facility being introduced in November 2008). 1859 reports were received between January - December 2009 – nearly an incredible 8-fold increase compared to August 2005 – July 2006 (last 12 months before IFB took over).

IFB Board member Richard Davies commented “We have been delighted with the increased media interest in the results of our collaborative initiatives with various bodies and associations. We appreciate that our efforts will only be fully realised by educating the public and the industry alike of the scale of the harm that fraudsters can inflict. Media focus on the human element of insurance fraud is one of our strongest allies and we intend to work hard to ensure that the Bureau remains in the media spotlight.”

**ENDS**

**Notes to Editors:**

**The Insurance Fraud Bureau (IFB)**

The Insurance Fraud Bureau (IFB) launched on July 26<sup>th</sup> 2006 was formed to provide a cost effective, tactical solution for the detection and prevention of organised, cross industry fraud, supporting the wider Association of British Insurers' industry fraud strategy. The IFB leads or co-ordinates the industry response to the identification of criminal fraud networks and works closely with the Police and law enforcement agencies. [www.insurancefraudbureau.org](http://www.insurancefraudbureau.org)

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