

Publicity Procedure

Counter-Fraud, Bribery and Corruption



**STRONGER
FAIRER
GREENER**



Document Control

Organisation	Cardiff Council
Title	Publicity Procedure
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Revision History

Revision Date	Revision	Previous Version	Description of Revision
2003	1.0		Initial document
December 2023	1.1	1.0	Reflecting Counter-Fraud, Bribery and Corruption Strategy updates

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1. Introduction

- 1.1 This procedure is aligned to the Council's Counter-Fraud, Bribery and Corruption Strategy, which is designed to develop and maintain a culture in which fraud, bribery and corruption are understood across the organisation as unacceptable, for which firm action is and will be taken to prevent and detect fraud loss, bring fraudsters to account quickly and efficiently, and to recover any losses.
- 1.2 The Council wishes to communicate its counter-fraud strategy, policies, and positive action effectively, for assurance to the public that it is taking a firm line on counter-fraud issues and that it has robust and effective procedures in place to tackle fraudulent activity. Tackling fraud is everybody's business. It is often the alertness of staff and the public to indicators of fraud that enables detection to occur, and the Council wishes to encourage this support and to promote mechanisms for reporting suspicions of fraud.
- 1.3 This Policy shall be kept under review by the Audit Manager who shall have authority, in consultation with the Corporate Director Resources and Portfolio Cabinet Member, to make any minor amendments to ensure it remains effective. Material and strategic updates to be approved by Cabinet after consideration by the Governance and Audit Committee

2. Prevent

- 1.4 One of the key pillars of activity of counter-fraud effort is 'Prevent', the Council recognises that a key prevention and deterrent measure in the fight against fraud is a programme to communicate counter-fraud activity and successes.

3. Implementation

- 1.5 Fraud prevention and investigation is led by the Council's Corporate Fraud Investigation Team, based in the Internal Audit Section. The Team will work with the Council's Communications & Media Team to ensure that a regular programme of publicity is maintained throughout the year, this will include, but not be limited to, an annual Fraud Awareness Week communication campaign. Additionally, a tool kit of promotional material, including leaflets and posters will be available.
- 1.6 On an ongoing basis, advice will be sought from Bilingual Cardiff as appropriate to ensure compliance with the Welsh Language Standards, specifically in relation to translations and language queries.
- 1.7 Fraud awareness staff training will be maintained and delivered through the most appropriate medium across the organisation.

- 1.8 The Corporate Fraud Investigation Team will seek to generate additional, positive bilingual publicity for its successful counter-fraud activity using the press and other advertising media, when appropriate.
- 1.9 Counter-fraud activity will regularly be reported to the Governance and Audit Committee.
- 1.10 It is advised that those tasked with administering the Procedure have also received adequate Equality/Unconscious Bias training to ensure fairness throughout the process.

4. Publicity

- 4.1 The Council seeks to promote its policies, performance, and reporting mechanisms to its staff via all available physical and digital means, including notice boards, the intranet, and Share Point. The external website will report on the activities of the Corporate Fraud Investigation Team and encourage referrals from members of the public.
- 4.2 Regular dissemination of information by the Internal Audit Section on policy, performance, and best practice is facilitated through the delivery of fraud awareness training, communication campaigns, newsletters, and the staging of workshops.
- 4.3 The Corporate Fraud Investigation Team will work with the Communications & Media Team to publicise successful sanction activity, fraud drives, and other counter fraud initiatives using the local press and other publicity vehicles.
- 4.4 Advice will be sought from Bilingual Cardiff and the Equalities Team to ensure that publicity materials and messages are targeted appropriately to take into account language and format requirements.
- 4.5 The Council will maximise opportunities to advertise reporting mechanisms, particularly on statutory notifications and mail shots that are likely to be retained by the recipient.

5. Collaboration

- 1.11 All opportunities to collaborate with officers across the Council and partner agencies to share data and intelligence to prevent and detect fraud will be explored.
- 1.12 As appropriate, the Council will seek to publicise successful counter-fraud activity arising from joint working initiatives.