



Meeting Title:	Citizens Advice – Trading Standards Working Group
Date:	Tuesday 16th July 2019
Time:	10:30 – 13:30
Location:	200 Aldersgate London
Attendees	Citizens Advice: Jon Walters, Alli Dunstan, Karen Wilkinson, Mel McGinn, Alex Smith Trading Standards Ivan Hancock (Dorset TSS); Georgina Heath (Lincolnshire TSS); Ken Daly (Scot); Judith Gordon (Hertfordshire TSS); Pam Wood (Lancashire TSS); Gina Green (Surrey TSS); Liz Smeed (Camden TSS); Jane Connor (Doncaster TSS) Gerry McNamara (Citizens Advice Scotland) Carol Rice (BEIS)
Apologies	Ben Searle (London TSS), Tracey Johnson (TSS/CitA) , Dai Jones (Wales)

UPDATE AND ACTIONS FROM THIS MEETING

1. Welcome and introductions

Jon welcoming everyone to the meeting.

2. Outstanding actions from last meeting

All actions updated on and closed

3. Consumer Education update, including an update from the Campaigns team - MM/AS

Please see Consumer Education slides

Consumer webpage:

Doorstep crime and distraction burglary/ London Trading Standards kindly shared their videos for us to be able to use in this section (credit is of course given)

House maintenance/ Working on this area to include reputable trader schemes. Ken Daly added that in Scotland now they had a council run scheme that incorporates all TSS affiliated schemes. Approvetrader.scot A data file is sent from each LA TSS with approved traders.

Georgina added that it was very easy for rogue traders to join some online trader schemes.

Black magic and religious scams - Development of a toolkit to help identify scams and fraud targeting people's beliefs. Mel attended the CTSI conference in June and noted that there was an American gentleman who completed a presentation on the last day of the conference that reference this area very well. This presentation is on the knowledge hub.

Partnership working:

National scams conference - part of the supporting role was to promote the conference to local citizens advice and partners across the landscape. As an aside from this we are now meeting with Age UK to discuss ways of working together.

CEA training - currently contacting speakers to present a safeguarding training event, due to take place sept/ oct time. Location still to be confirmed but likely to be London or Chester. We anticipate that this

may be popular to roll out LCA too so will look into this potential.

CEA - raising awareness of the CEA and poster campaigns on our workplace page is proving to be popular with LCA.

Carol asked about CEA membership and it was noted that there may be a gap for a Scottish representative - Mel to speak to Ken Daly if there are any gaps.

Universal Credit scam - Following on from contact with LCA we worked with the Help to Claim team on their social media to raise awareness of UC claims.

Lettings - Worked with financial capability colleagues to update resources in line with the changes from 1st June. Consumer Ops team are currently working with Alison Farrar from the National Trading Standards Estate Agency Team to create advisor guidance on the new and existing legislation that surrounds tenancy and housing issues, the Expert Advice Team are also working with Alison on this.

IWF - Investing in Women's Futures. This is a project being run by the insurance industry. We have been asked for our input in terms of data and expertise (with clients and consumer/ financial capability)

Advisor Magazine - <https://medium.com/adviser/tagged/consumer>

The magazine is due to publish its final hard copy this year. The magazine is due to publish its final hard copy this year. The final articles are 'looking back' articles to coincide with the Citizens Advice 80th Anniversary.

Campaigns

Alex Smith from the Campaigns team spoke about the Scam Awareness.

Scams Awareness ran over two weeks this year rather than a month as previous campaigns.

Full evaluation will be ready soon as the team are now pulling all of the data

together, however Alex shared some baseline stats with the group:

Given the campaign only finished recently Alex added the caveat that these numbers may change, and not all data is yet available.

- Over 350 organisations took part in the campaign.
- A 10% increase in calls to the Consumer Service helpline over the campaign.
- A 9% increase in signposts to Action Fraud from the Consumer Service.
- 44% increase in unique page views of the Citizens Advice scams advice webpages.
- Social media reach of 9.8 million unique accounts, with an estimated 31.5 million impacts.

Alex asked how the group felt the Scam Awareness campaign went this year.

Georgina - the sharing of dates and the campaign details/information was very late, with TSS being made aware a few days before the campaign launch; it would be useful to know as soon as the dates are agreed and any relevant information.

Alex then asked the group the best way to share or contact TSS.

Group discussion surrounding this and it was agreed that CitA Ops would assist in any way we could, however, primarily it would be down to CTSI to ensure TSS are provided with all information.

4. Performance and operations update

Please see Performance and Operations slides

Performance levels have remained relatively stable across the service over the past few months, with speed to answer performance remaining strong. Volumes for the start of the financial year 19/20 have declined from last year's increased levels - we have started to put initiatives in place to help drive this if needed.

TSS pilot - adding chat prompts for the webchat channel on TSS web

pages is something we are now exploring

Ken Daly -Scotland have this already

Business cards are currently being developed - the group were very interested in these.

Carol - The spending review may give the option to add some additional money for promoting the service.

Action - Jon to speak to Tom surrounding cost and distribution

Carol - Can CitA Ops see how many clients have come from TSS to CitA consumer?

Jon - CitA have the Google Analytics which is a web analytics service offered by Google that tracks and reports website traffic, also consumer have on the case handling system an Awareness field where clients are asked where they found the consumer service number/contact from.

Action - Jon to request and have some analytical data to share with Carol and the group for the next meeting in Oct

Client satisfaction and partner feedback target levels continue to be achieved and referral levels remain consistent. The end of year audits have taken place. All of the centres in England and Wales have visits scheduled to review performance, statements of requirement and other aspects of service delivery for Q1. Review meetings with senior management at each centre will follow.

We are undertaking some sampling of cases relating to Estate Agents and tenancy, and working with Alison Farrar as noted previously, following some feedback from Trading Standards in this area. We will circulate additional training/briefings to advisers as needed following the outcome of this review.

We are working with the Office of Product Safety and Standards to share the relevant messages regarding Whirlpool tumble dryers. Alex from Campaigns has a meeting with them in a couple of weeks in relevance to this.



The composition of the consumer service operations team is changing, with Jon leaving the consumer ops team to lead the Scams Action team. Leanne Dullard will take over the day to day running of consumer operations. Leanne and Karen W will attend and run these TSWG meetings.

Webchat

Webchat on general consumer was launched for its second phase on 26 April. The chat prompts feature on the most commonly used pages on the Citizens Advice website. All of the delivery centres now have chat resource to support this channel.

Advisers that have reached the appropriate proficiency are managing to chat sessions concurrently.

We have completed a number of reviews of the 'pre defined content' advisers use to support chat, in terms of content, format and style. and the feedback from advisers has been overwhelmingly positive, and it has also formed a useful induction aid.

Our next steps on the webchat channel include:

- Analysis to understand channel shift and level of potential unmet demand
- Continue to develop tools on the chat platform and website that will allow us to provide clients the best experience and journey
- Roll out chat channel to clients seeking energy advice
- Longer term aim to examine how the chat bot from Scams Action might potentially be incorporated
- Possibility of hosting chat prompts on external websites (such as 'Contact consumer service' pages on Trading Standards/local authority websites)



Scams Action

The service went live today 16th July 2019 and the delivery of the service will be via telephone and chat, with face-to-face referrals to local offices available for the impact of any scam (this will not interfere with any Trading Standards referrals). Contacts will be routed into the consumer service centres, to ensure intelligence is collected and shared through existing arrangements and systems.

A separate number will be used (0300 330 3003) clients will be offered a very similar client journey and experience as the consumer service offers. All the advisors will be crossed trained in consumer and scams so there will be no interrupted client journeys. The service will be publicised by Facebook and Martin Lewis through press releases and Facebook ad credits. CitA continue to engage across the consumer landscape to work cohesively with existing agencies and services, e.g. A/Fraud, National Trading Standards, Police, this is a 2 year funded project.

Scams action is a UK service which will include Scotland and N.Ireland; Scotland will be mirroring the E&W service although initially there will be no dedicated number.

Mel McGinn- Will this service be available on Instagram

Jon - It is being advertised on F/Book and Comms do have a strategy to advertise more widely.

Liz Smeed - Is there specific training for the scams action service

Jon - Partner comms are being sent out shortly that will hopefully cover this

Action - Jon to share scams action additional training with Liz

Development Plan

- Website Intelligence

Meetings with customer journey team have been undertaken to evaluate the best way to develop the tools on the website, and understand how we position the ask/offer to clients

- Training

Learn team recommendations paper published and internally circulated

A number of short/medium/long term suggested actions

Delivery centres have assigned representatives to project team and work streams have been distributed and there is a Workshop in Birmingham next week to agree core adviser competency framework, that other developments will centre around. Longer term work will include seeking to move materials and assessments online.

Carol - Is staff turnover high?

Karen/Jon - Delivery centres now invest in their staff and look at ongoing development for advisors. The service is stable although inevitably some staff do leave to go onto other things externally and internally (e.g. H2Claim new service).

- Trader referrals

Referrals are now being sent, in small numbers and the advisers on occasion have required reminders ensure the client is being offered the opportunity to go back to the trader as per process. The initial feedback from partners has been positive. The next steps are a full review meeting with referral partners, along with consideration of widening size of pilot.

Judith - What about the TSS referrals/criminal ?

Jon - Explained the process - TSS referrals will continue to take precedence

Jane Connor - Trader scheme/motor does not seem to work as rarely are client passed over to the motor scheme

Action - Trader scheme operation to be investigated

- Network engagement (England and Wales)

Workplace (internal Citizens Advice system) continues to be updated
Recirculation of resources that were originally delivered to each local office in England and Wales

Consumer newsletter (authored by Expert Advice Team and myself) continues to be sent monthly to each local office.

5. Scotland Separation

Went through a little of the background - Following a Ministerial decision, BEIS and Citizens Advice have worked to separate the service; clients residing in Scotland are now directed to the new Scottish service.

CitA have completed a client journey review for the consumer service, to map out the various routes of entry and transfer and we have asked ADS to do the same to ensure between both services there is no risk of losing clients. CitA have also reviewed our initial process changes, to explore whether they require any more technical solutions.

CitA continues to seek to engage with ADS when operational issues arise.

Carol noted that the **.gov** website was now updated to reflect all of the changes.

It appears as if Referrals directly from ADS to English and Welsh authorities are not currently being made although the consumer service had agreed a manual process with ADS to share these when they are passed to us. The volumes of these referrals has been less than we expected. Operations has agreed an approach with ADS to allow them to engage with authorities in England and Wales on a regional basis to provide access to their data. Some LA TSS have access to the new Scottish data portal, however this access has not been seen as consistent across all LA TSS. NTS have also been speaking to ADS/Scotland about access to their data.

Mel - What is happening about promotional material?

Jon - Uncertain what is happening at the moment we may have more information available in the Oct meeting.

An updated regional contact list was shared with ADS last week - it is their intention to provide authorities with access within the next three months.

6. Partner Engagement

The consumer service operations team continues to lead on engagement activity, including:

- CTSI Symposium in Brighton
- ACTSO Executive meeting in June
- Welsh Trading Standards operational meeting/ this is currently delayed due to lack of availability to attend by TSS in July
- Supporting liaison between centres and authorities close by as needed
- Ongoing support through our duty function

Next round of partner satisfaction survey will be shared soon and we would encourage as many respondents as possible. Consideration to be given to TS audit activity and potential new owner. Georgina leaves TSS towards the end of this week to join Product Safety team, a big thank you goes to Georgina for all of the support given over the years to consumer and Ops. With Georgina leaving we need thoughts from the group as to ownership of the TSS audit and if there is value in completing it in the structure it is now. Group to come forward with new volunteer.

Action - TSWG to put suggestions forward for TSS audit representative

7. Mini projects

Please see Mini projects slides

The aim of the project review - To ensure more consistency, better quality and higher standards of case notes across the service.

Key messages to our centres include:

- Partners require clear case notes to make the most of the shared intelligence
- Case notes should be factual (not opinion) impartial, accurate and have clear next steps with client expectations managed.
- As a rule, notes should be able to be read by an individual outside the consumer service and have clear meaning

Lots of group sessions have been conducted with centres and they have bought into it. They've had a positive level engagement, from induction to refresher point of view. Centres have been doing significant and increased analysis.

Alli has completed projects in a number of areas including

- Case coding
- Referrals
- Trader information
- Case notes

Over the next few weeks we will be conducting some analysis in each of these areas to understand how well the work we completed has embedded.

8. Protocols

See slides relating to Protocols

At previous TSWG meetings we have discussed a potential Trading

Standards protocol review to ensure all information is up to date and formatted correctly; we want to ensure the protocol template, and particularly the enforcement tab, continues to meet TSS needs.

Following the last meeting where we broadly agreed a set of categories for the new enforcement template we shared this is partners for comment; we have had a limited number of responses that we have considered but do not fundamentally change our approach.

The next stage is for us to engage our systems supplier and specify the changes and we will share information on a draft template when we have it.

We can then work with you to jointly manage the updating protocols across Trading Standards.

9. AOB

Judith - Housing advice/lettings - Jon added this will tie in with the training update that is being conducted by Alison Farrar and Expert Advice team, however if there are any concerns in this area please do feed them back.

Next meeting date is 22nd October 2019

10. Actions summary:

No	Action	Owner
1	To check costings regarding sending out business cards	JW
2	Jon to request analysis from Leanne/Leanne to have ready some analytical data for the next TSWG meeting surrounding contacts to CitA from TSS	LD
3	Jon to share scams action additional	JW



	training with Liz	
4	Trader scheme/ Yorkshire motor trader scheme does not appear to be working	AD
5	TSWG members to put suggestions forward for TSS audit representative	TSWG



A large, empty rectangular box with a thin black border, occupying the majority of the page. It is intended for the user to provide their response or information.