



Meeting Title:	Citizens Advice - Trading Standards Working Group
Date:	Tuesday 2nd October 2019
Time:	10:30 – 13:30
Location:	200 Aldersgate London
Attendees	<p>Citizens Advice: Leanne Dullard, Jon Walters, Tom Ballard, Karen Wilkinson, Hannah Stobart, (minutes), Alex Smith.</p> <p>Trading Standards</p> <p>Ken Daly (Scot); Judith Gordon (Hertfordshire TSS); Kate Pike</p> <p>Gerry McNamara (Citizens Advice Scotland)</p> <p>Carol Rice, Chris Rowland (BEIS)</p>
Apologies	<p>Alli Dunstan, Mel McGinn,</p> <p>Trading Standards</p> <p>Ivan Hancock (Dorset TSS); Pam Wood (Lancashire TSS); Gina Green (Surrey TSS); Liz Smeed (Camden TSS); Jane Connor (Doncaster TSS) Ben Searle (London TSS), Tracey Johnson (TSS/CitA) , Dai Jones (Wales)</p>

1. Welcome and introductions

Leanne and Jon welcomed everyone to the meeting.

2. Outstanding actions from last meeting

“To check costings regarding sending out business cards - Tracey to update”

JW: Costings will be sent out on mass to everyone, Tracey will be in touch after October 30th.

LD: we also have posters.

“ Jon to request analysis from Leanne/Leanne to have ready some analytical data for the next TSWG meeting surrounding contacts to CitA from TSS”

JW: doing something slightly different now, testing it on a few authorities (proof of contact) and then move onto the other Local Authorities with more traffic

“Trader scheme/ Yorkshire motor trader scheme does not appear to be working”

JW: will speak about this in systems development update (later in the meeting)

“TSWG members to put suggestions forward for TSS audit representative”

JW: still looking for volunteers for this, no responses as of yet from the group.

Discussion took place and the group felt that there was little value in continuing with this as it was quite a lot of work involved and no

particular concerns at the moment

TB: Explained that the value for us is the feedback we get on those cases, the feedback we get is often delayed as it is time consuming. Might be useful to keep it at the side as a possibility

Agreed that this is something we could reinstate if feedback levels fell and certain themes increased

3. Consumer Education and campaigns update

Please see Consumer Education slides

Consumer Education

Please see Consumer Education slides

Campaigns (Alex Smith)

Citizens Advice 80th Anniversary:

- Opportunity to tell our story and recognise the work of Citizens Advice
- Local focus; blogs, materials, event toolkits, raising awareness and increasing volunteers, digital materials, case studies, historical timeline graphics.
- was hoping to have a parliamentary event which got cancelled due to prorogation, will hopefully have this in the new year.

National consumer Week 2019:

- w/c 25th November (unusual timing) due to Brexit
- Focus on general consumer rights due to the uncertainty that Brexit brings.
- Due to the uncertainty of Brexit, the campaign has shifted to digital due to its flexibility.
- at the moment, it makes sense to postpone the campaign if Brexit is postponed.

CR: Recognised the importance of delaying the campaign if Brexit is delayed as there will be a lack of media interest.

AS: The team has already drafted messaging on what we can say if this situation does occur.

CR: Waiting on EU decision before we have a meeting, everything is very fluid at the moment. Resources should be there (content etc) in advance of a no deal Brexit.

AS: If Brexit is extended to 31st January 2020, it is likely that the campaign will be around February time.

GM: Asked if Citizens Advice Scotland has been involved in the national consumer week campaign?

Citizens Advice Scotland have been involved in the discussion up until now.

4. Performance and operations update (including Scams Action)

Please see Performance and Operations slides

Performance:

LD: Quality remains high despite performance challenges.

JW: because of the structure, we can sometimes have one centre having performance issues and others performing okay.

September: Just missed target for web form responses but this is partially explained by some advisers coding things incorrectly. Complaints are broadly consistent each month.

Quarter 2 Audits: Grant managers have scheduled in on site Q2 audits in centres, looking at the statement of requirements, we are focusing on what we can do to support those centres who are struggling with

resources?

Mini project: Most recent mini project with the Team Leaders has been focused on case coding. Recently devised a really great interactive tool which can be shared around the delivery centres. The interactive mini projects are really successful with participants helping to focus on key areas which require attention. Next mini project is around recording of traders, will hopefully start Dec- Jan time.

Scams Action (John Walters)

Please see scams action slides

Providing advice through webchat, telephone and emails with online scams being the nature of the project. One of the few projects where we have a seamless journey into a Local office. Demand for the whole service has been mixed. To facilitate the new service, the consumer service has bought in additional advisers. Currently thinking of new ways to advertise.

Promotion:

- Facebook adverts have reached 2.3 million people and has been seen 16 million times
- Continuing to look at the best places to put these adverts (where should they should point towards - e.g. Citizens Advice home page)
- Facebook ad credits are interchangeable with Instagram - potentially looking into using Martin Lewis as influencer on the site.
- looking at linking into other organisations such as Action Fraud
 - potentially look at referral routes
 - idea is to make the whole journey more seamless
 -

Digital Assistant:

- One thing in the grant is to develop an automated support system on the website
- Trying to build assisted self-help, which will provide the client with bespoke advice and an action plan based on their situation
- This holds the potential for more straight forward reporting
- There are around 200 separate advice outcomes in the logic tree
- Will be meeting with Gerry to look at how we can put Scottish content through it

Action 1 - JW to send something round to the group about the digital assistant tool before it goes live

CR: Question of sustainability, what happens when the funds run out? how do we make it become BAU?

JW: Facebook requires fairly detailed reports at the end of each year, which gives us data in terms of funding. The first thing to do is to get the service landed, and then build the value of the service.

TB: The digital tool is something that can continue without funding.

JG: If there are allegations of criminality, how does this work ?

JW: In England and Wales, at the moment the adviser would deal with the case, take details ,give advice, send referrals, any issues relating to the crime aspect (moving towards police) would be signposted to Action Fraud. When you send people off to report it a second time, the drop out rate is quite high. Ideally, we don't want to confuse the client journey.

KP: Are we working with a definition of an online scam?

JW: Martin was firm on keeping the focus on online. As long as there is an online element we can provide advice. We are collecting intelligence on the online/offline element

TB: We introduced the scams indicator within the system and the concern was always, how do we define what the scam is? Advisers seem to get this right. It doesn't impact the advice they get or the referral to TSS but may impact whether they can get a referral to a local office.

JW: we are working to ensure the advisers are as aware they can be on different types of scams and how they evolve. The scams environment moves very quickly (for example, the scam calls which came after the Thomas Cook liquidation)

5. Consumer Service Development Plan

Please see service development slides

Webchat:

Satisfaction survey is at the end of the chat and clients can only use webchat if there is someone available (no queues).

JW: Demand is difficult to measure, we could be missing out on some additional demand coming into the service. We have started to think about piloting hosting the web chat prompt on TSS Web pages. We are trying to finalise a technical guide on how to put this on your website, JW is finalising some GDPR concerns with the information teams.

CR: Asked if people drop out of chats?

JW: Generally speaking (as we are good at managing the clients experience) drop outs are low.

TB: Power of the conversation sits with the client rather than the adviser as it does on a call (which is why our KPI's look different).

JW: It is important to recognise that hosting the chat prompt on TSS's websites will push more demand into the channel so need to ensure we have the correct resource.

TB: Demand for webforms hasn't gone down as a result. Emails are used for people who want to pursue their issue 'not in real time', we have had a steady increase in webforms and emails.

KW: Mentioned that clients can sit and write an email at a time that suits them out of service hours, evenings and weekends.

Intelligence: Scams tool should bring more intelligence, thinking about ways we can tie this into other consumer areas. If we can find automated ways to push intelligence to TSS then we will.

Training

- Training is still quite traditional (on paper) and not sustainable
- We have some work with the learning team on this. We have drawn up an adviser competence framework as we want to move towards a timeline of competence.
- We have looked into blended learning;
 - online learning platforms
 - integrated assessment tools
- At the moment, centres work fairly autonomously but we think it would be better for centres to work collaboratively (shared knowledge)
- Nothing we do is looking to dilute the quality of the output .

Trader Referrals:

- Referral route directly into a trader's complaints process (same as in Energy but with general consumer issues)
- We found that the systems needed work, advisers found it difficult to identify the cases and see them in-line with the referral process
- Fundamentally there should be operational adjustments which could be made, we therefore want to ensure our systems are robust before increasing the project to more traders

- Homebase (example of trader referral): seems to be working well, clients are getting outcomes which they were not offered first time around by the store.

6. Scotland Separation Update

Please see Scotland Separation Slides

LD: Legacy cases have declined massively.

[Access to the Advice Direct Scotland portal](#)

JG: have seen things starting to come through in the last few weeks

The group agreed that there was a lack of process. TSS members were unsure if an alert email was sent when a referral came in or whether TSS officers needed to log in to check.

There were some concerns as some TSS members have not received anything and others were receiving “not secure” messages when trying to use the site.

ADS have received three sets of information from Citizens Advice which should cover the majority of trading standards offices contact details

Action 2: Circulate the contact details for Elodie at ADS (for those TSS who cannot access ADS portal)

- **Elodie Pantak-Ripoll**
- **elodie.ripoll@advice.scot**

We are working in the same way as before - if a client calls from England we will transfer to Scotland TSS.

Other updates on BEIS:

CR: Looking into transitioning energy and post. Often vulnerable

consumers and there is a need to ensure the process is handled.

7. Partner satisfaction results and engagement

Please see partner satisfaction slides:

Tracey is willing to lead on speaking to Local authorities that are close to delivery centres, willing to facilitate relationships to get LA into delivery centres.

JW: We are speaking to expert advice and Allison Farrah about tenancy issues and revenge evictions and in particular the outcome for a client if they report their landlord. We don't want to be in a position where tenants come to us and then end up being evicted as a result of what we advise them

This issue sits right on the edge of our Scope of service.

Satisfaction Results (Leanne Dullard):

- Satisfaction is at 94%, Duty scored 100%
- Case notes satisfaction has increased year on year
- Trader Tracking: we recognise that there is more dissatisfaction than we would like in this sector, we are currently analysing to get a broader sense of what the problems are.
 - JW: We plan to go to Civica (our system providers) with a list of our issues and work with their technical expertise to find a better solution.

Overall, we have seen an increase in 17/23 measures

- TB: We hope to refocus work on other parts of the business, move some resources achieving top satisfaction results to the ones that need work.

JW: Tracey is doing some work on the satisfaction survey comments. JW

will add anything important to the agenda for next time.

8. Protocols

See slides relating to Protocols

JW - The main aim is to tighten up the engagement tab, plan to circulate template soon.

Action 3: JW circulate the engagement tab (protocol) template

9. AOB

JW: We would ideally like the TSWG meetings to be more interactive from the New Year onwards and have more break out sessions where the group discuss items and bring ideas back (as they used to be). If there is anything you would like us to arrange then let us know

Next Meeting date: 21st January.

Action Summary:

No	Action	Owner
1	Send something round to the group about the digital assistant tool before it goes live	JW
2	Circulate the contact details for Elodie at ADS (for those TSS who cannot access ADS portal)	HS - complete
3	Circulate the engagement tab (protocol) template	JW