

# Trading Standards Working Group



26th January 2017

# Agenda

- Welcome & introductions
- Actions from last meeting
- Consumer education update
- Performance and operations update
- Consumer service Transition, to include complaints update and protocols
- Training - National Scams Team
- Partner satisfaction survey
- Service development
- AOB (including new codes use)



# Consumer Education & Campaigns

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# Adviser Magazine - Consumer Articles

- **New format for the magazine** - will be online and paper copy; this will allow for creating and publishing more content.
- **Edition 179** - 30th Anniversary of the magazine - The changing consumer landscape over the last 30 years, written by Jan Carton.
- **CEP article** - this was an additional item to update on the work of the CEPs and how the readership can engage
- **Edition 180** - planning in progress - possibly add a Register My Appliance article.
- **Article from TSWG?**



# New Resources

- **Mobile Phones** - part of the dialling down debt campaign. Joint piece of work with the financial capability team.
- **Online markets** - online shopping and digital content education resource developed in partnership with Wales campaigns team. Will role out once Wales has conducted pilot
- **How to deliver consumer education** - guideline and benefits of delivering consumer education
- **SAM 17** - planning for this will start shortly
- **Young people and legal services** - early stages!



# National Consumer Week

Be switched on to your rights and product safety when buying electrical goods

- **The Great British Fob Off**  
<https://www.surveymonkey.co.uk/r/LNW7WS9>
- **Where can you buy electrical goods?**
- **How can you buy the product?**
- **From store to home.**
- **Check the item is suitable for your use**
- **Measures consumers can take to check product safety.**



# Engaging with the network

- CEA - Twitter poster campaigns, planning for CEA conference - Health and Wellbeing linked to scams tbc
- Support the CEPs to deliver their objectives - work with Coventry to develop questionnaire, work with Derby to create Secondary Ticketing toolkit, share links and resources with Stevenage
- Promote the Friends of Scams project within the network.
- CTSI conference
- RMA - support Register My Appliance through NCW, press releases and article for Adviser



# Consumer Empowerment Partnerships

## Coventry - Use of digital markets

- Ran surveys for frequent users and rare/infrequent users on use of digital markets
- Starting analysis of this

## Bristol - Scams

- Run training and presentations
- Now focusing on reaching vulnerable people



## **Stevenage - Behavioural insights (to consumer behaviour)**

- Identified appointment letter and action plan in appointments as potential areas for improvement
- Behavioural insight team writing report on suggested changes

## **Hull and East Riding - Consumer Redress on electrical goods**

- Supported National Consumer Week parliament event
- Created video for NCW
- Now making train the trainer video on new act

## **Derbyshire - Ticketing Scams**

- Survey run by local university students on people's understanding of secondary ticketing.
- Now analysing results

For more information on the Consumer Empowerment Partnerships contact Clare Bull

[clare.bull@citizensadvice.org.uk](mailto:clare.bull@citizensadvice.org.uk)

For more information about the consumer education resources please go to

[www.citizensadvice.org.uk/about-us/how-we-provide-advice/our-prevention-work/education/education-resources/education-resources/](http://www.citizensadvice.org.uk/about-us/how-we-provide-advice/our-prevention-work/education/education-resources/education-resources/)

Contact Melanie McGinn

[melanie.mcginn@citizensadvice.org.uk](mailto:melanie.mcginn@citizensadvice.org.uk)

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# Performance and Operations

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# Performance and Operations

- The service has entered transition, and quality, client and partner satisfaction have remained high during the period
- Wait times have increased overall but this was expected and the level has plateaued
- Complaint levels from clients have remained low
- Volumes of contacts in terms of demand has fluctuated, with December in particular being lower than forecast
- Contingency measures remain in place with additional options ready for deployment as required



# Performance and Operations

- The below table provides some high level performance figures for December
- Volumes decreased during the month, as per the historical trend

Date	Service level	Forecast accuracy	Average speed to answer (mm:ss)
5/12/2016	25.87%	100%	00:03:30
12/12/2016	28.47%	94%	00:03:33
19/12/2016	37.34%	75%	00:02:17
26/12/2016	85.83%	85%	00:00:17
02/01/2017	25.69%	91%	00:03:08



# Performance and Operations

- Additional December performance information is outlined below, as per the recent partner update

	Quality	Webform Responses (3 WD)	Client Satisfaction	Partner Satisfaction	Average speed to answer (seconds)	Forecast accuracy (GC)	Referrals as a % complaint cases	Volume of complaints
Target	70% 'Good'	100%	80%	<2%	-----	95% - 105%	-----	n/a
	71.68%	100.00%	96.00%	0.97%	210	77.29%	40.53%	6



# Performance and Operations

- Contingency arrangements remain in place and are proving effective in supporting client journeys
- An example is the priority options we have in place on the system for doorstep and safety calls - in December in excess of 5000 calls used this option and the average speed to answer was 18 seconds.
- We have used similar high priority option for disconnection cases on our Energy service to similar effect
- Other contingency measures include telephone messaging and recorded advice options and internal re-deployment of resources at Agilisys



# Performance and Operations

- It is expected that performance in relation to answer rates should be positively impacted through February and March as new delivery centres go-live onto the service
- Advisers at new delivery centres will take some time to reach full proficiency however Agilisys will continue to provide telephone resource until July to support overall performance.
- Once transition of the service concludes, we will be able to return to standard performance dashboard reporting to partners





# Client satisfaction

- After call satisfaction remains high, with the following results taken from December 2016:
  - **96%** of clients were satisfied or very satisfied with the overall service received.
  - **98%** of clients said they would use the service again if they needed to.



# Website Volumes

- December saw a decrease in overall access to the consumer pages in line with seasonal trends, however numbers of total users were seven percent higher than December 2015
- Reporting issues to Trading Standards continues to be the page that receives the greatest number of visits
- Volumes are expected to remain consistent with the latter part of 2016 (excluding December) in early 2017.



<b>Consumer pages</b>	<b>November</b>	<b>December</b>
<b>Page views</b>	1,603,483	1,227,801
<b>Users</b>	508,967	439,357

# Complaints received by the consumer service

- Complaints are on the whole resolved quickly and informally in centres.
- The consumer service has its own complaints process split into 3 stages.
- The first stage is informal resolution and is implemented internally by current suppliers in centres.
  - Stage 1 complaints between Oct - Dec 2016 averaged around 30 - 35 per month for the service as a whole
  - Of note CAD handle 15% of the total call volume therefore their complaints are usually proportionate around five per month.
- Stage 2 complaints are escalated into Operations and volumes for these average about one per month.
- Stage 3 complaint is where the complaint is passed to an independent adjudicator - the consumer service had just one last year, concerning policy not advice

# Complaints workshop

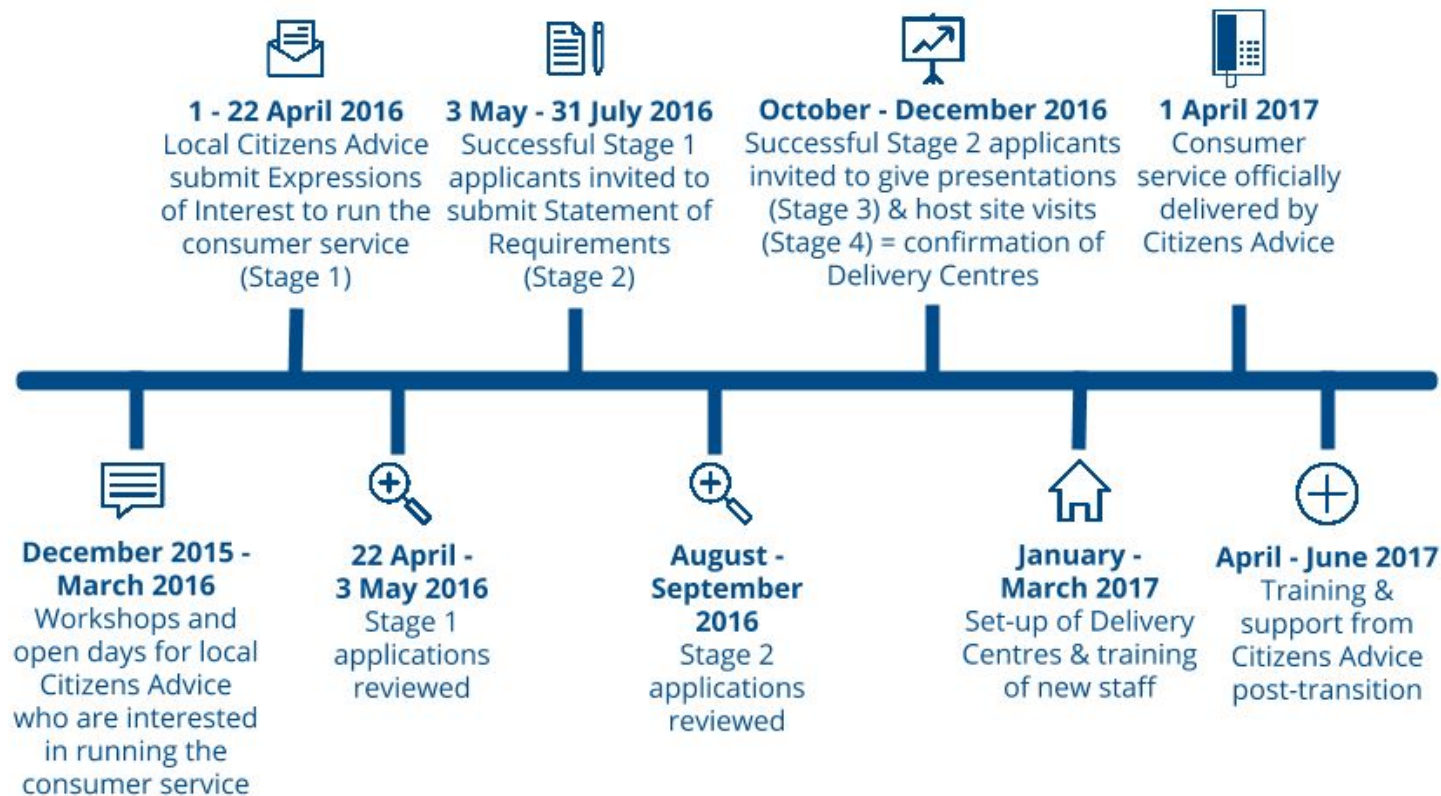
- During the first quarter in 2016 Stage 1 complaints were rising in centres as monthly volumes for the service were averaging around 60 per month.
- To address this a complaints handling workshop was delivered by Operations to the Agilisys managers, Team Leaders and senior advisors and a review of their process took place.
- Since then improvement actions and further reviews have taken place monthly and volumes have decreased on the whole.
- These complaints workshop training sessions will be delivered to each new centre for consistency
- Each centre will have its own complaints champion and a complaints working group will be set up. A shared log has been devised to enable smooth handover of complaints between centres where calls and advice have been delivered from multiple sites as part of the client journey.

# Consumer Service Transition

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# Progress update



# Delivery model

Delivery centre	Advisers (FTE)	Advice areas	Go-Live date
Gateshead	30	GC, energy, post	13/2/17
Manchester (with Sheffield)	30	GC, energy, post	20/2/17 (& 03/06/2017)
Caerphilly	20	GC	20/3/2017
Cardiff and Vale of Glamorgan	25	GC	27/03/2017
Staffordshire North and Stoke-on-Trent	20	GC	03/04/2017
Torfaen	5	GC	15/05/2017
West Lindsey	5	GC	15/05/2017

# Progress update

- Overall progress against the project timeline and implementation plan is on schedule with minimal issues arising
- We continue to work closely with each delivery centre individually, through project boards and other support initiatives, and also collectively through Operations Working Groups
- We are encouraging a collaborative approach between centres, sharing best practices and working closely with each other
- Each delivery centre is at a different stage however an overview follows of progress at each, grouped by centre size



# Large Delivery centres - Gateshead and Manchester

- All advisers, management structure and associated roles have been successfully recruited including two from Agilisys
- Advisers are currently in training and modular assessment scores have been of a good standard
- Accommodation is in place, equipment installed and tested and furniture in position
- Systems installation is almost complete (Flare) and systems testing is underway
- Gateshead commenced their Energy and Post service on Monday 23rd January

# Standard Delivery centres - Caerphilly, Cardiff and Vale and Staffordshire North and Stoke-on-Trent

- All advisers, management structure and associated roles have been successfully recruited including some from Agilisys
- Advisers commence training in February - training plans have been agreed and materials are in place
- Accommodation is in place, equipment is currently being procured, installed and tested
- Systems installation has commenced, and log-ins for the telephone platform have been created

# Development Delivery centres - Torfaen and West Lindsey

- Recruitment for advisers and team leaders is underway
- Accommodation arrangements for both training and operations are being finalised
- Equipment and infrastructure is being ordered and delivery/installation dates agreed

## Citizens Advice activity

- Centrally we are working with each delivery centre's management team to provide them to support their learning and understanding of our key business processes
- Members of the operations team will be on site in the coming weeks to conduct workshops on quality management, complaints, referrals, and reporting
- Go-live teams have been assembled to be on-site at each centre on week one, including Implementation and Operations resource
- Floorwalkers are in place for each delivery centre for a number of weeks after go-live for subject matter related assistance

## Citizens Advice activity - partners

- The partner engagement workshops through November were conducted and feedback from all attendees was positive
- Monthly communications around the progress of the project continue to be sent
- We continue to engage with BEIS, National Trading Standards board and other forums to provide updates
- We will circulate a short film for partners with information around transition, and a partner readiness pack, in February

# Protocols

- Last year we undertook some analysis of the variance in protocols across our trading standards partners
- This analysis provided some unexpected and positive results (such as the levels of civil support still available to clients, and the consistency in some areas)
- It was agreed we would provide this analysis for discussion at this group, to consider if the format of the protocols could be adjusted further to create further harmony and if so consider how this might be progressed

# Partner Satisfaction survey

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# Partner Satisfaction

- The most recent partner satisfaction survey was circulated in November 2016, through email distribution lists and also via our consumer service partner pages.
- In total we received submissions from 149 respondents, which was an increase from the previous survey where we received 121.
- The total satisfaction for each question is listed on the following pages, along with the trend against the previous survey's results in that area.





# Survey results

		Wave 6 - Nov 2016	Recent trend
<b>Overall</b>	Satisfaction with the consumer service as delivery partner	84%	3% increase
	Satisfied with the accuracy of information	84%	5% increase
	Satisfied with the depth of advice	68%	2% increase
	Quality of case notes	56%	11% increase
	Satisfied with the information around traders and suppliers	60%	4% increase
<b>Contact centres</b>	Satisfied with support provided by CAD contact centre	90%	1% increase
	Satisfied with support provided by Agilisys contact centre	82%	3% increase
<b>Operations Team</b>	Satisfied with training	79%	8% increase
	Satisfied with duty officer	95%	1% decrease
	Satisfied with IT support	97%	2% increase
	Satisfied with engagement	91%	1% decrease

# Survey results

		Wave 6 - Nov 2016	Recent trend
<b>Referrals &amp; Feedback</b>	Satisfied with design of referral protocols	90%	9% increase
	Satisfied referrals are sent in line with agreed processes	85%	14% increase
	Satisfied with the design of the feedback procedure	83%	1% increase
	Satisfied feedback is responded to within agreed timescales	95%	2% increase
	Satisfied changes based on feedback within agreed timescales	94%	6% increase
<b>Trader Tracking</b>	Made a request for trader tracking	38%	12% increase
	Satisfied with design of tracking procedure	77%	3% increase
	Satisfied that requests for tracking are followed	72%	9% increase
	Satisfied tracking is processed within agreed timescales	88%	1% decrease
<b>Partner portal and data</b>	Have used the portal or data extracts	74%	8% increase
	Satisfied with quality of data	89%	1% decrease
	Satisfied with accessibility	92%	4% decrease
	Satisfied with usability	73%	3% increase

# Partner Satisfaction

Some key observations around the findings include:

- Overall satisfaction remains well in excess of BEIS' target level of 70% , which is particularly pleasing as the service enters its transition phase
- Satisfaction in areas that have traditionally scored less well such as case notes, and trader information, continue to improve across multiple surveys as we work to develop these areas
- While there is a marginal decrease, the level of engagement Citizens Advice undertakes with partners continues to be recognised through strong results
- Overall satisfaction with partner portal data and trader tracking remains reasonably strong, although usage of the latter in particular by respondents is low

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The logo for Citizens Advice Scotland, featuring the text "citizens advice scotland" in yellow lowercase letters inside a blue circle, with a vertical yellow line to the left of the text.

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# Partner Satisfaction

- The analysis of the results will be shared with partners, and hosted on the partner pages, in a new format in the next few weeks
- This will also include a summary of actions recently undertaken in relation to partner satisfaction
- We are working closely with our new delivery centres to ensure they understand the importance of partner relationships and satisfaction
- Satisfaction rates will be one of the key measures for the service when gauging the success of transition



# Training

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# Training

- The new delivery centres training teams will work closely with their counterparts at CAD to consider additional training needs that would benefit the advisers and the service more widely
- We are keen to have partners increase their involvement in providing areas for this additional development, in the same way we have conducted sessions in the past
- For ease logistically we will largely adopt a 'train the trainer model unless on site partner presence is likely is beneficial to all parties



# Training

- We have been approached by the national Scams team, as they are keen to offer such training to our advisers
- We wanted to hold a discussion with this group to consider any other areas that might be beneficial and consider how these might be prioritised
- We would also like to adopt a model of having a local Trading Standards partner visit each of the delivery centres following their go-live



# Service development - discussion

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**We support witnesses  
to give their best  
evidence.**

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Witness  
[www.citizensadvice.org.uk/](http://www.citizensadvice.org.uk/)

@Witness\_

# Our mission

The Witness Service provides practical help, emotional support and information to witnesses so that they feel valued, respected and informed and able to give their best evidence in court.

Supporting all witnesses attending criminal courts in England and Wales



# Our service in numbers



**178,320**  
witnesses  
supported to  
give their best  
evidence every  
year



**2,800**  
volunteers give  
up their time  
every week to  
support  
witnesses



**93%**  
of witnesses  
using our service  
are satisfied or  
very satisfied



**80%**  
of witnesses we  
support felt less  
worried and  
better able to  
give evidence

# Our volunteers

**We have over 270 staff running our service across England and Wales but it is our 2,800 volunteers who give the support to witnesses.**

**They undertake extensive training and have to become accredited before supporting witnesses alone.**



# The witness journey...

## The referral

Defence

Prosecution

Individuals

National  
contact  
centre

## Making the first call

Initial  
contact

## Before the trial

Self serve

Telephone  
support

Court/phone  
pre-trial visit

Outreach

## On the day

Self  
referral

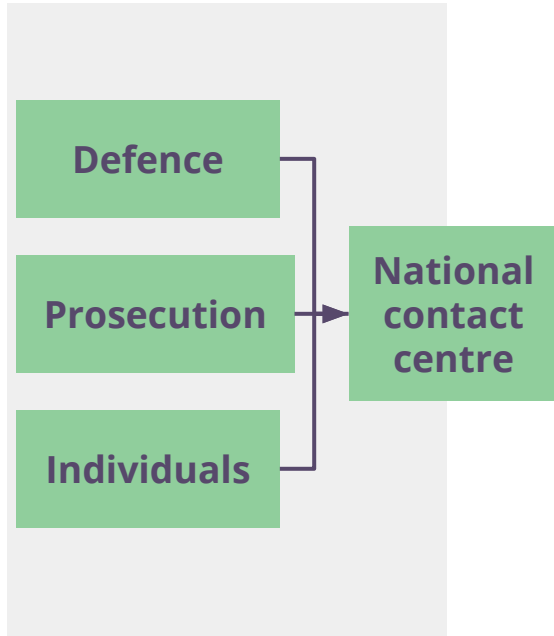
On the day

## Afterwards

Other  
agency  
support

Sentencing  
support

# The referral



- Our national contact centre receives referrals from defence and prosecution agencies as well as from witnesses themselves.
- Referrals can be made via our [online form](#).
- The referral form is quick and easy to complete.
- We ask for certain pieces of information so that we can safely contact witnesses to offer them our support.
- We have a dedicated phone number for partners to speak to our contact centre staff.



[www.citizensadvice.org.uk/witness](http://www.citizensadvice.org.uk/witness)



**Partner number: 0300 330 1161**



**Witness number: 0300 33 21 000**

# Making the first call



```
graph LR; A[National contact centre] --> B[Initial contact]
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National  
contact  
centre

Initial  
contact

- Following a referral our team will contact the witness.
- Through a structured conversation we will discuss how we can support them.
- We conduct our own needs assessment to help inform the level of support we offer them.
- We will agree the best form of support with the witness and book them in for this support.
- We send them a follow up email to confirm our discussions.
- We're able to contact witnesses in English or Welsh depending on their preference.
- We'll send witnesses a text to remind them of their appointments with us.

# Before the trial



Self serve

Witnesses can choose to access information about being a witness by themselves. Our online content guides witnesses through the court process.



Telephone support

If witnesses can't make a pre-trial visit in person one of our team can talk them through what will happen over the phone and talk about things they may be worried about.



Court pre-trial visit

We can show witnesses around the court before the day of trial, explaining who they will see, what will happen and address any concerns. We also explain special measures where they've been granted.

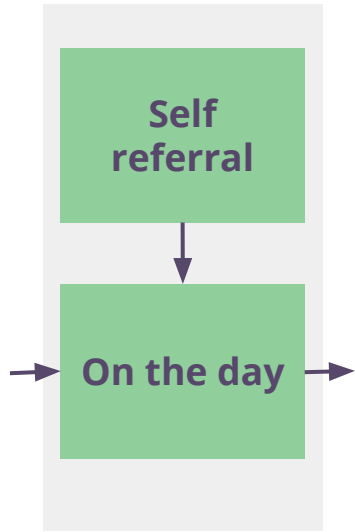


Outreach

We offer vulnerable or intimidated witnesses additional support away from the court, in their home, school or community centre before the trial.

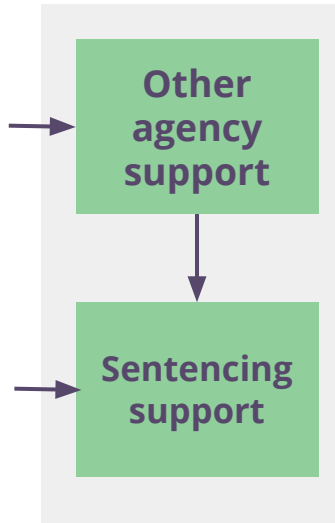


# On the day



- We meet and greet witnesses, including those who have not previously been referred.
- We notify our relevant partners that witnesses have arrived.
- We continue our needs assessment, adapting our support as needed.
- We attend multi-agency morning stand ups to raise any relevant witness needs.
- We liaise with the CPS and defence to make sure the witnesses are kept up to date on timings and progress.
- We explain the court process to witnesses who didn't have any pre-trial support.
- We provide emotional support.
- We accompany witnesses into court.
- We check that agreed special measures are in place.

# Afterwards



- We can be there to talk to about how it went.
- Refer or signpost witnesses to other partners for support with other issues affecting their lives.
- Be there to support witnesses and bereaved families on the day of sentencing.
- Hold a final visit with witnesses who have had outreach support.

# So why use the Witness Service?

Referring witnesses to the Witness Service has many benefits, **for you** and **for your witnesses**:

- Your witnesses are likely to give better evidence if they feel prepared and supported.
- It may reduce the attrition rate of witnesses not attending as they feel supported.
- It can allow solicitors more time to spend preparing the case at court rather than keeping witnesses updated on proceedings when at court.
- It helps witnesses feel valued and can help increase their willingness to be a witness again.
- It demonstrates a level of excellence through your commitment to the Witness Charter.

# Reminder of how to refer



[www.citizensadvice.org.uk/witness](http://www.citizensadvice.org.uk/witness)



Partner number: 0300 330 1161



Witness number: 0300 33 21 000



In person: drop into the Witness Service office/  
waiting room or visit our desk

# Moving forward discussion

We would like to develop referral agreements with all trading standards.

What is the best way forward?

**We want people to be able to leave court feeling that they've been able to give their best evidence.**

Contact details for David Kenyon of the  
Witness Service

**[david.kenyon@citizensadvice.org.uk](mailto:david.kenyon@citizensadvice.org.uk)**

# Questions & any other business

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