

# Trading Standards Working Group



April 2023

# Agenda

- Welcome & introduction
- Actions from the last meeting
- DBT Update
- Consumer campaigns and education update
- Webforms
- New Grant Model
- Systems
- Performance and Operations update
- Partner Satisfaction
- AOB

# DBT Update



Carol Rice

# Consumer Education Update



Mel McGinn

# Consumer Education resources

## Cost of Living

- mapping emerging consumer issues, from CoL briefings, problems raised by the network other consumer organisations
- Examples of topics include digital exclusion, equity release schemes and product safety

*As stated previously [CoL dashboard and events](#) using these to monitor emerging topics that we can add to the resource section.*

## Home improvements

Waiting to see the outcome of TS report to map to our planned work, this will align with Scams Awareness too.

# Alternative format content

## Easy Read

- Working on some easy read format content for key topics such as scams, online shopping.
- Using LD guidance and consulting with the EDI and those who may already use easy read.

## British Sign Language (BSL)

- Delivering consumer education (and fincap) in Hamilton Lodge Deaf school and college.
- In discussion with HL to produce BSL videos with students to share across BSL community.

# Miscellaneous updates

## Consumer Empowerment Alliance

- continuing to identify and book speaker for the ½ hr consumer catch ups
- Working with CTSI to advice on potential relaunch of Young consumer of the year plans
- Planning for 23/24 inc membership fees
- Additional areas/ projects CEA can support

## BEUC European consumer organisation

- Work and discussion around CA consumer education
- Shared good practice on points of consumer vulnerability
- Potential to deliver a workshop to member organisations later in the year

# Consumer Campaigns Update



Jess Rigby



# 2023 Scams Awareness

- MAY 2023: Polling Led Campaign
  - Live: May 22 - May 28
  - Focus content: **Home improvement / energy efficiency scams**
    - 7.4% of all home maintenance and improvements cases to the consumer service so far in 2023 were flagged as potential scams
  - May date chosen to link into the bank holidays, where people are often looking into home improvements
- JUNE/JULY 2023: Advice Led Campaign
  - Focus content: **Bogus sellers**
  - Date TBC, but aiming to loop into the wider conversations around Amazon Prime Day in July
    - Could also link into the CTI Conference

# 2023 Consumer Awareness

- OCTOBER 2023: Polling Led Campaign
  - Focus content: **Breach of contract**
    - Aiming to advise consumers on their rights when shopping online
  - October date chosen to support Christmas shoppers, who have been purchasing earlier each year
    - Will also allow us to reach out to consumers in advance of Black Friday in November
- JANUARY 2024: Advice Led Campaign
  - Focus content: **Defective goods**
  - Aiming to be a continuation of October campaign, advising consumers on their rights on issues with items bought for Christmas or looking for January deals

# Motivation for campaign updates



Allows us to refresh content and partnership outreach, to **create a wider impact**



Expanding channels, audiences and targeting to **match changing consumer needs**



**Expands breadth of campaigns**, allowing us to help more people

# Thank you

If you have any questions, please email [jessica.rigby@citizensadvice.org.uk](mailto:jessica.rigby@citizensadvice.org.uk)



# Consumer service Grants, webforms & systems

The logo for Citizens Advice, featuring the text "citizens advice" in a dark blue, lowercase, sans-serif font. The text is centered within a white speech bubble shape that has a small tail pointing towards the bottom-left corner.

**citizens  
advice**

# Performance & Operations update



April 2023

# Performance and Operations

Contact channel	2022/23	/+%	2021/22
General consumer calls	625,007	<b>1%</b>	619,603
General consumer emails	159795	<b>2%</b>	157258
General consumer webchats	12655	<b>63%</b>	33758
<b>General consumer contacts</b>	<b>797,457</b>	<b>/+%</b>	<b>810,619</b>

- Quality KPI achieved consistently across the year
- CSAT performance ended the year on 78% against a target of 80%

# Trends Annual Comparison

2022/23	
(EE04) Used car	41616
(EH05) Car MOT, service and repairs	7824
(AB25) Roofing, roof sealing and chimney repairs	7566
(CA02) Women's clothing	7509
(AD05) Upholstered furniture (e.g. sofas)	6766
(EM01) Air	6665
(AB28) Window frames and doors (excluding electric garage doors)	6387
(CZ99) Other	6127
(AB24) Major renovations (including lofts, conversions and extensions)	5687
(ID07) Mobile phone handsets and accessories	4594
(IA02) Internet service (e.g. broadband, WiFi, MiFi, dialup)	4568

2021/22	
(EE04) Used car	43390
(AB25) Roofing, roof sealing and chimney repairs	8512
(AD05) Upholstered furniture (e.g. sofas)	8391
(EH05) Car MOT, service and repairs	8252
(CA02) Women's clothing	7800
(AB28) Window frames and doors (excluding electric garage doors)	7629
(CZ99) Other	7007
(AB24) Major renovations (including lofts, conversions and extensions)	6932
(EM01) Air	6357
(BF02) Post and courier services	5801
(ID07) Mobile phone handsets and accessories	5283



# Google Analytics

	Topic	Page Views
1	If your flights delayed or cancelled	1,464,867
2	Grants and benefits to help you pay your energy bills	1,356,129
3	Report to trading standards	494,863
4	If you need more help about a consumer issue	469,837
5	Check if you can get your money back after a scam	295,680
6	How to read your energy meter	281,739
7	How to read your smart electricity meter	280,447
8	If something you ordered hasn't been delivered	227,608
9	You cant afford to top up your prepayment meter	227,200
10	Get airline compensation for lost or delayed luggage	215,776

**Page Views**  
14,200,251

An increase of **4 million** views when compared to 2021/22

# Partner Satisfaction



# Partner Satisfaction results 2022/23

	Wave 16 April 2022	Wave 17 October 2022	Wave 18 March 2023	Recent trend
Satisfaction with the consumer service as delivery partner	92%	91%	93%	2% increase
Satisfied with the accuracy of information	95%	96%	94%	2% decrease
Satisfied with the depth of advice	87%	90%	91%	1% increase
Quality of case notes	77%	74%	80%	6% increase
Satisfied with the information around traders and suppliers	83%	74%	83%	9% increase

# AOB

The logo consists of a white speech bubble with a tail pointing towards the bottom-left. Inside the bubble, the words "citizens" and "advice" are stacked vertically in a dark blue, sans-serif font.

**citizens  
advice**

# AOB

- Date of next meeting Tuesday 25th July 2023
- October 2023 meeting will be held face to face as part of our commitment to aim to hold one face to face meeting per year. Further details will follow.

**Thank you**

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