

Trading Standards Working Group



28 January 2021

Agenda

- Welcome & introduction 10:30-10:35
- BEIS Update 10:35-10:40
- Consumer education and campaigns update 10:40-10:50
- Performance and Operations update 10:50-11:05
- Trader Enhancement, RAST and Trader Tracking update 11:05-11:20
- Scams - 11:20 - 11:30
- Transformation - 11:30-11:40
- Development plan - 11:40 - 11:50
- AOB - All 11:50-12:00

BEIS Update



Carol Rice

Consumer Education Update



January 2021

Update

- **Consumer Education materials** - we are continuing to review the materials and also check for any changes that have been brought about by Brexit.
- **Loot boxes** - in partnership with the Gambling Support Service we have produced a consumer/ financial awareness leaflet to raise awareness of how loot boxes operate and the implications for consumers/ gamers. This is currently being translated into Welsh (copies can be provided.)

:

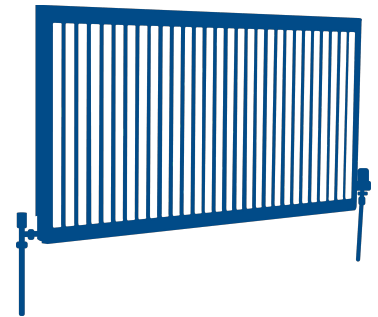
Loot boxes

Understanding loot boxes and in-game spending



Green homes grant - working with the Energy team to produce a leaflet raising awareness of how to use the scheme and how to avoid cold callers and rogue traders.

- We are currently working on a pilot with Arun and Chichester Citizens Advice and Online scams service to create the resources.
- Spoken with Bucks TS Primary Authority for Trust Mark
- Attended Centre for Sustainable Energy Green Homes seminar to hear issues raised (several TS asking questions)
- In addition we are in discussions with the Energy Strategy team to look at possibilities of including the information into their e-learning program.



Campaigns update



Alex Smith
January 2021

National Consumer Week 2020

- This year's campaign focused on **online shopping**. The aims were to:
 - **Raise awareness** of people's rights when shopping online.
 - **Provide advice** and **education** so people know how to shop safely.
 - **Empower** consumers to seek **redress** if something goes wrong.



How did it go?

- Over 335 organisations took part
- The campaign was covered in national and regional media
- There were over 1,300 social media posts, reaching nearly 4 million people
- During the campaign more people went to the Citizens Advice webpages and contacted the consumer services for help with issues relating to online shopping



Big Energy Saving Winter

- In November we launched **Big Energy Saving Winter** in partnership with the Energy Saving Trust and BEIS.
- This year the campaign is being **run over three months**, with a different focus in each month:
 - November - '**Check**'
 - December - '**Switch**'
 - January - '**Save**'



What's next?

- The CPP knowledge hub are starting initial data analysis to form the basis for the 2021 Scams Awareness Campaign
- Campaign planning will start in the next couple of months

Performance Operations & Covid-19 update

The logo for Citizens Advice, featuring the text "citizens advice" in a dark blue, sans-serif font inside a white speech bubble shape with a small tail pointing downwards and to the left.

**citizens
advice**

Performance and Operations

- Overall the service handled just under 4000 more contacts in quarter three compared to quarter two
- Call volumes saw a reduction although they were still significantly higher than quarter one
- Webform volumes have risen significantly and consistently since the beginning of quarter one and in comparison to the same quarter in 2019/20 we are have handled an additional 24,000 webform contacts

- Client Satisfaction results continue to be achieved
- Referral levels remain consistent
- Quality of advice continues to consistently exceed KPI levels

Covid-19 Update

- Delivery centres continue to be impacted by the pandemic
- Most delivery centres do have some advisers back working in the office although national lockdown restrictions are impacting that number to a degree
- We are currently working closely with centres to review their contingency processes again, with the being being to ensure that we have a clear understanding of what each centre and the service nationally can deliver should we see the number of infections amongst staff and delivery centres increase

Trader Enhancements, RAST and Trader Tracking



Jon Walters

Flare Trader Enhancements

Background

Significant investment with Civica to introduce a suite of changes to improve the effectiveness of:

- Trader search
- Trader creation
- Tracking / certificates

Objective is to improve the quality of the trader database and reduce duplicate records. Benefits include:

- Improved experience for front end users - fewer records to search
- Referral partners will have improved intelligence
- Trader tracking will be more effective which will support TS work
- All the above will improve the client journey and experience

Flare Trader Enhancements

Changes so far...

In December we introduced a new partner portal report to help monitor trader creation in delivery centres.

- Portal report displaying top 20 users for new trader creation
- Provides drill down to show the traders created
- Flags where trader already exists with a name and at least a partial postcode match
- Flags if the existing trader has tracking / certificate attached
- Centres are using this report to support targeted coaching for advisers around trader search and creation

Flare Trader Enhancements

Changes from 25/01...

New Flare functionality went live on Monday to further reinforce correct process for trader search and creation:

- Prompt, forcing users to search for existing trader, before creating new record
- Prevent searches using minimal criteria
- Highlight trader tracks / certificate and place at top of search view to improve their visibility
- Ops ability to apply whitelist flag to traders preventing duplicates
- Restricted user role - won't allow new trader creation
- Automated trader clean up rules redefined to make more effective - clean up run against the database every night

Flare Trader Enhancements

Phase 2

- This will introduce functionality in RAST for users to view / amend / delete existing trader tracks and certificates for their organisation
- Users will also be able to see existing traders associated to their area on Flare

Flare Trader Enhancements - Phase 2

- Going through testing now
- TS will be involved in the QA process
- Hope to release by the end of February

Home / Traders

Traders



Trader Search

Search for traders to see details such as tracking and certificate information.

[Search for traders](#)

[Show my recently added traders](#)



My Trader Tracks

List the Traders being tracked by Cardiff Trading Standards.

[Show tracked traders](#)

[Show active tracks](#)



My Certified Traders

List the Traders certified by Cardiff Trading Standards.

[Show certified traders](#)

[Show active certificates](#)

Scams Update



Jon Walters

Scams Action

- Volumes on target for circa **100,000** contacts in 20/21 across telephone, email, chat and Online Scam Helper, and **750,000** website content unique clients
- Support for the current FCA campaign on loan free fraud via blogs, social media and our local office network
- Community messaging proof of concept due to commence in February, in partnership with National Trading Standards Scams team:
 - Using a combination of national level resources, materials and frameworks and local intelligence and reach to ensure messaging reaches those most in need to advice and education
 - Three areas initially selected for proof of concept
 - Aim to establish validity of assumptions by gathering evidence to form business case for second larger pilot in late 2021

Consumer Service Transformation



Consumer Service Development Plan update

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 downwards and to the left.

**citizens
advice**

Development plan

- The Project Development team are in the process of analysing the results of our Advice Checklist Pilot that ran throughout November and early December
- We are undertaking a piece of work within the wider Citizens Advice network to further raise awareness of the consumer service and the work we do, in order to ensure that we are able to gather as much intelligence as possible for partners

AOB

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 downwards and to the left.

**citizens
advice**

AOB

- Date of next meeting - Tuesday 20th April
- Website audit

Thank you

The logo for Citizens Advice, featuring the text "citizens advice" in a dark blue, sans-serif font inside a white speech bubble shape with a small tail pointing downwards and to the left.

**citizens
advice**