

Trading Standards Working Group



January 2023

Agenda

- Welcome & introduction
- Actions from the last meeting /Complete
- BEIS Update
- Systems update
- Tenancy
- Consumer campaigns and education update
- Performance and Operations update
- Number porting
- Trading Standards East Midlands feedback report
- Cyber resilience
- AOB

BEIS Update



Carol Rice

Systems



Tenancy

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

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Consumer Education Update



January 2023

Consumer Education resources

Cost of Living - Content has been created for our [page](#) on a range of topics including,

- Consumer rights
- Scams
- Returning items
- Product safety
- Energy

CoL dashboard and events - using these to monitor emerging topics that we can add to the resource section.

Working with LCA Test valley to discuss equity release schemes and consumer awareness of implications/ scams etc...

Children and Young people

Our team is working to produce resources in financial capability and consumer education with a focus on young people preparing for adult life.

CE topics include

- Shopping online
- Arranging contracts
- Understanding consumer rights and responsibilities
- Employment scams
- Illegal money lending
- Money mules

We are using the national frameworks to guide this work.

Miscellaneous updates

- **CEA** - working with the exec we have set up coffee and catch up breakfast 1/2hr sessions for anyone across the consumer landscape, with the aim of increasing members to the consumer group.
 - Mark Burton TS - decarbonisation, home efficiency and scams - this was held in December. Hugely popular so have asked Mark to do a follow up session, planning is under way for this.
 - Weds 1st Feb - Jemma Cox from Shared Regulatory Services, engaging with consumers and businesses.
 - March 1st Claire Forbes - Institute of Consumer Affairs

Also looking at a presentation from OPSS, another follow up from LCA on community engagement and CA fincap and consumer ed team.

Miscellaneous updates

- **National Citizens Advice conference** - our team held a 1hr workshop during the conference with around 100 attendees from across the Citizens Advice network, some of our activities included
 - Consumer education quiz
 - Demonstrate how to use CE as an icebreaker to engage people with consumer/ housing/ debt/ etc... topics
 - Show the attendees how to find and use CE resources

National Consumer Week 2022 Evaluation



Brand and Marketing team

Stop before you shop.

The theme for National Consumer Week 2022 focused on raising awareness of how to shop online safely, what to look out for and what to do if things go wrong. The campaign was set in the context of a cost-of-living crisis so we were mindful of this, recognising that people might be buying second-hand or on online marketplaces.



What we aimed to do

- **Raise awareness and understanding** with consumers on how to shop wisely, what to look out for, and what to do if things go wrong
- **Educate** consumers on their rights, particularly when shopping from online marketplaces and secondhand
- **Empower** consumers to seek a remedy if things go wrong
- **Raise awareness** of where consumers can go if they need more advice and help with an issue

Advice

There were **34,328 visits** to the relevant Citizens Advice web pages on misleading energy claims and what to do about them. This was a **6% increase** compared to the week before the campaign.

Stop before you shop!

Know your rights when shopping from an online marketplace



It may be the season to bag a bargain, with Black Friday, Cyber Monday and the festive holidays just around the corner. But sometimes we get less than we bargained for, and lots of people are coming to us about fake or faulty goods that they've been sold online.

Something's gone wrong with a purchase

[If you want a refund for travel because of coronavirus](#)

[Return faulty goods](#)

[Claim using a warranty or guarantee](#)

[If a company stops trading or goes out of business](#)

[If something is advertised at the wrong price](#)

[Report fake or counterfeit goods](#)

[If something you ordered hasn't arrived](#)

[If you think you've bought stolen goods](#)

[If your clothes have been lost or damaged by a dry cleaner](#)

[Claim compensation if an item or product causes damage](#)

[Getting your money back if you paid by card or PayPal](#)

[If you're unhappy about poor service](#)

[Complaining about a vet](#)

Digital channels

There were **1,036 tweets** using the campaign hashtag, helping us to reach up to **1.2 million** people online. Our paid digital advertising reached over **2.8 million** people and was seen/heard over **4.3 million** times. This includes 2 TikToks which were watched **1.5 million** times.



CitizensAdvice @CitizensAdvice · Follow

It's National Consumer Week! 🛍️

We're asking you to stop before you shop.

It may be the season to bag a bargain, but sometimes we get less than we bargained for.

Follow [#NCW22](#) for advice throughout the week!
citizensadvice.org.uk/about-us/our-w...



Stop before you shop

citizens advice

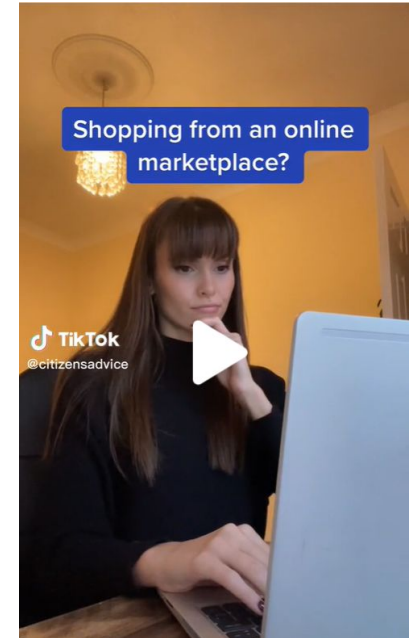
CTSI

Department for Business, Energy & Industrial Strategy

NATIONAL TRADING STANDARDS

9:12 AM · Nov 14, 2022

20 Reply Share



Shopping from an online marketplace?

TikTok @citizensadvice

Media

The campaign messaging was covered in media all over the country. The variety of the coverage - including **online and print in local outlets** - helped reach a range of different people, including those who are digitally excluded and may not see our messages online.

Shop wisely this sale season and avoid getting less than you bargained for with top tips from Citizens Advice Rochdale

Date published: 14 November 2022

Print



Photo: Leika production - stock.adobe.com

Citizens Advice Rochdale has released top tips on how to shop safely online this Black Friday and Cyber Monday

National Consumer Week 2022

#NCW22



National Consumer Week 2022

November 15, 2022

It's National Consumer Week (14 – 20 November) and we're sharing advice from Citizens Advice.

It may be the season to bag a bargain, with Black Friday, Cyber Monday and the festive holidays just around the corner. But sometimes we get less than we bargained for, and across the country people are going to Citizens Advice about fake or faulty goods that they've been sold online.

Here we explore what you may come up against and share advice to help:

Tips for shopping wisely

Monday 14th November 2022 7:00 am



File photo dated 26/01/18 of money, as low-income families with children will lose out the most if the Government uprates certain benefits by earnings growth, not inflation, analysis suggests. (PA Wire/PA Images)

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Enter your email address

I would like to be emailed about offers, events and updates from Dartmouth Chronicle. Read our [privacy notice](#)

Citizens Advice South Hams is advising us to shop wisely this sale season and avoid getting less than we bargained for.

With Black Friday, Cyber Monday and the holiday season fast approaching, Citizens Advice South Hams has released top tips to remind bargain-hunters how to shop safely online.

Citizens Advice South Hams top tips for shopping wisely:






Organisations and partners

301 organisations took part, with a mix of national and local partners. This helped us reach more people, with organisations able to tailor the messaging to reach their respective audiences.

National Consumer Week 2022

Social media, digital and print resource pack

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MOST ACTIVE ?		Tweets
	@HCC_TS Hertfordshire Tra...	25
	@EssexTS Essex Trading Sta...	25
	@SuffolkTS Suffolk Trading St...	25
	@SouthendTS Southend Trading...	25
	@NorfolkCCTS Norfolk County Co...	24

Lessons going forward



Lead **media outputs** with strong statistics as a hook, such as the monetary loss to consumers



Allow plenty of **time for planning** to increase the flexibility and resilience of the campaign in case changes are needed



Keep trying new ways of campaigning and expanding the **digital channels** we use to engage a wider and more varied **audience**

Thank you

If you have any questions, please email
cara.lewis@citizensadvice.org.uk



Performance & Operations update



January 2023

Performance and Operations

- Overall the service handled **199,993** general consumer contacts throughout quarter three which is a decrease of **17,785** contacts when compared to the previous quarter however is an increase of **4,993** contacts when compared to the same quarter last year
- The service is still on course to handle over one million contacts this financial year when including energy and post
- Client Satisfaction results were achieved at **93%**
- Quality of advice consistently exceeded KPI levels throughout the quarter at both a local and national level
- Referral levels remained consistent across the quarter

Trends - Quarterly analysis

Quarter one	
(EE04) Used car	10541
(EM01) Air	1858
(EH05) Car MOT, service and repairs	1806
(AD05) Upholstered furniture (e.g. sofas)	1713
(AB25) Roofing, roof sealing and chimney repairs	1642
(CA02) Women's clothing	1623
(AB28) Window frames and doors (excluding electric garage doors)	1509
(CZ99) Other	1373
(AB24) Major renovations (including lofts, conversions and extensions)	1362
(IA02) Internet service (e.g. broadband, WiFi, MiFi, dial-up)	1262

Quarter Two	
(EE04) Used car	10675
(EM01) Air	2218
(EH05) Car MOT, service and repairs	1991
(CA02) Women's clothing	1916
(AD05) Upholstered furniture (e.g. sofas)	1749
(AB28) Window frames and doors (excluding electric garage doors)	1664
(AB25) Roofing, roof sealing and chimney repairs	1579
(AB24) Major renovations (including lofts, conversions and extensions)	1521
(CZ99) Other	1468

Quarter Three	
(EE04) Used car	9537
(AB25) Roofing, roof sealing and chimney repairs	2113
(CA02) Women's clothing	1934
(EH05) Car MOT, service and repairs	1913
(AB28) Window frames and doors (excluding electric garage doors)	1701
(AD05) Upholstered furniture (e.g. sofas)	1686
(CZ99) Other	1647
(AB24) Major renovations (including lofts, conversions and extensions)	1378
(EM01) Air	1369
(AD07) Beds and Mattresses	1126

Consumer service website page views

October		November		December	
Grant and benefits to help you pay your energy bills	138,607	Grants and benefits to help you pay your energy bills	108,195	Grants and benefits to help you pay your energy bills	110,651
If your flights delayed or cancelled	105,096	If your flights delayed or cancelled	54,815	If your flights delayed or cancelled	101,673
If you need more help about a consumer issue	41,749	If you need more help about a consumer issue	44,711	If something you ordered hasn't been delivered	38,050
Report to Trading Standards	35,362	Report to Trading Standards	39,464	Report to Trading Standards	36,687
How to read your energy meter	32,956	Check if you can get your money back after a scam	27,013	If you need more help about a consumer issue	36,106
How to read your smart electricity meter	30,461	How to read your energy meter	21,938	You can't afford to top up your prepayment meter	29,466
Check if you can get your money back after a scam	27,370	How to read your smart electricity meter	21,566	Check if you can get your money back after a scam	24,408
How to read your smart gas meter	21,358	If something you ordered hasn't been delivered	21,526	Get airline compensation for lost or delayed luggage	21,350
Check if you can get your money back if you paid by card or paypal	18,670	Check if you can get your money back if you paid by card or paypal	20,879	Getting your money back if you paid by card or paypal	20,596
Check how much your electricity appliances cost to use	18,073	Solve an ongoing consumer problem	16,920	How to read your smart electricity meter	19,716

Telephony platform

- Consumer service is moved over to a new telephony platform 18 January 2023
- As anticipated there was no disruption to the delivery of the service
- All IVR messages have been reviewed and the much shorter closed message has been implemented as discussed at the last meeting

Number Porting



Number Porting update

- Prior to migration we had 321 numbers within our Consumer Service.
- A significant proportion were not public facing but allocated to trading standards.
- We took the decision to streamline these numbers in preparation for our system move to maintain efficiency and reduce technical complexities
- At the last meeting we asked you to update your programmed number used to transfer clients to the consumer service to **0808 156 6720**.
- We are pleased to confirm that following testing the changes have been successful

Trading Standards East Midlands Feedback report

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Consumer service quality feedback

- In December TSEM undertook a review of consumer service cases following some concerns that there was a dip in the quality of information being recorded by advisers.
- A total of 8 local authorities took part in the review, which represented 89% of the total authorities and they reviewed **350** cases
- The report showed that **91%** of the cases reviewed scored green or amber which represents a pass within the quality framework
- There was an increase in the proportion of cases with minor issues (amber) - these would still pass our quality process (as these types of issues do not constitute a fail) - this is reflective of increased adviser turnover, in part.
- These results remain consistent with the review last carried out in 2017 however on this occasion **54%** more cases were reviewed

Cyber Resilience



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AOB

- Date of next meeting Tuesday 25th April 2023
- Tick box intelligence collection

Thank you

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