

# Trading Standards Working Group



July 2023

# Agenda

## Welcome and introductions

## Actions from the previous meeting - no outstanding actions

- DBT update
- Education and campaigns
- Operations performance update
- Systems Project update
- Single queue/priority line
- CTSI Conference
- Loan Sharks
- AOB

# DBT Update



Carol Rice

# Consumer Education Update



# Consumer Education resources

## Cost of Living

New materials on CoL and consumer rights/ awareness aim to be up on our education page in September. Emerging topics we have identified include bailiff scams, fake parking fines and rent scams.

## Easyread - 1st tranche

- Online shopping rights
- Online scams
- Money mules
- Doorstep crime
- Product safety
- Mail scams

# BSL Tiktok Scams Awareness

We teamed up with Hamilton Lodge school and college for deaf students, and our campaigns team, to create 3 TikTok videos for Scams Awareness this week.

[Bogus seller online](#)

[Bank scam email](#)

[Misleading selling techniques](#)

These have been shared on the British Association for Teachers of Deaf children and young people website, across our social media and to partner organisations.

We will be continuing this partnership in the next academic year with a range of topics on consumer awareness, inc money mules, online shopping and more scams!

# Consumer Empowerment Alliance

## 1/2hr monthly cuppa and catch up mornings - *usually 9am start*

- May - Mark Burton, Home improvements report update
- June - Jessica Rigby CA Scams Awareness update
- July - Alan Edwards Crimestoppers - Cannabis farms
  - Also mentioned Rural Crime Campaign which will be coming up
    - Establish which topics they will be focussing on
    - Use it as an opportunity to raise awareness of doorstep crime
    - Use it as an opportunity to highlight parcel delivery safety, inc safe drop places and rights if parcels go missing
- Aug - Duncan Stephenson CTSI
- Sept - National Consumer Campaigns and BSL resources - Jess and Mel CitA  
*(hope this will cover National Consumer Week)*

# Young (Consumer) Influencer of the year

## CTSI relaunch of Young Consumer of the year

We attended several meetings with CTSI to discuss the roll out of their relaunch of the (old) Young Consumer of the Year competition.

- Discussed what works with schools/ colleges/ community groups
- Timelines
- Engagement

This stemmed from individual CEA members' experience of running the old competition but also current engagement with the target audience.

- Jess and Naomi from the consumer service attended
- Shared our education inbox email with teachers for any LCA queries



# Check it Trust it campaign (Imposter firms)

The campaign launches 24th July and will run for two weeks. It will focus on what is/isn't debt advice, and the mis-selling of debt advice. It will also highlight imposter firms / debt scams and will raise consumer awareness of where to get free independent debt advice.

Messaging from the campaign will include,

1. Check they are approved
2. Check what they say
3. Check its honest
4. Check your details are safe

[www.stepchange.org/checkit](http://www.stepchange.org/checkit)

# Not all debt advice is trustworthy



## Some companies offering debt help online and on social media can:

- Make claims that are too good to be true like "Government-backed quick and easy debt write-off"
- Try to sell you only one way to deal with your debts, when you should have choices, and
- Pretend to be charities like StepChange, Citizens Advice or National Debtline to make it seem like you can trust them

## To make sure you're getting debt advice you can trust, take these steps:



### Check they are approved

Search online for the 'FCA register'. Check the company is listed and check the small print — they might have limits on giving debt advice. Remember, local councils aren't on the register but they provide trustworthy advice.



### Check what they say

Good debt advice isn't too good to be true. It also doesn't sell you one way to deal with debt, like getting an Individual Voluntary Arrangement (IVA) or Trust Deed — it gives you choices.



### Check it's honest

Some companies pretend to be us. Check their web address, logo and their contact details. We think good debt advice should always be free, so check it doesn't come at a cost.



### Check your details are safe

Some companies take personal details like your date of birth to sell on, or they can try to access your bank accounts. Ask the company how they're keeping your details safe.



Get debt advice you can trust

Visit: [stepchange.org/checkit](https://stepchange.org/checkit)



Authorised and regulated by the Financial Conduct Authority

## Check it Trust it campaign

A copy of this PDF will be sent with TSWG slides to circulate locally.

# Consumer Campaigns Update



Jess Rigby

# Scams Awareness 2023 Campaign Results



# Campaign Background

- Scams Awareness is an annual campaign aiming to:
  - ◆ Give people skills to identify scams
  - ◆ Encourage people to share their experiences with scams
  - ◆ Help people gain the confidence to report scams
  
- Two week long campaigns in 2023:

# Overall Advice Results

- There were 20,160 visits to the relevant Citizens Advice web pages during the campaign. This a **12% increase** YOY for visits to these pages when compared to the same weeks in 2022.
- Our most popular page overall was 'Check if something might be a scam' with **an overall YOY growth of 23%**

# Overall Digital Channel Results

- Social media content from the Citizens Advice channels and our paid digital advertising reached **over 2.8 million people** and was seen **over 3.6 million times**
- #ScamAware was used **2,689 times**, with a potential impact of **over 17 million**
- Completion rate for Spotify advertising was **98.75%**
- Overall completion rate for scams quiz was **62.5%**

# Overall Media Results

## → Broadcast:

- ◆ BBC Breakfast was cancelled due to breaking overnight news
- ◆ BBC Newsbeat unfortunately fell through at the last minute

## → Online / print coverage:

- ◆ Daily Mail - ran top stats, age group stats and quotes
- ◆ Independent - ran top stats, age group stats and quotes

## → A good range of regional coverage:

- ◆ Essex Live and Hull Live, Bude Today and Rochdale Online
- ◆ More opportunities to follow via our Local Offices



# Thank you

Please contact [jessica.rigby@citizensadvice.org.uk](mailto:jessica.rigby@citizensadvice.org.uk) with any questions.



# Performance & Operations update



July 2023

# Quarter one performance

Contact channel	Q1 23/24	Q4 22/23
General consumer calls	118,525	134,326
General consumer emails	13,767	43,003
General consumer webchats	10,281	4,580
<b>General consumer contacts</b>	<b>142,573</b>	<b>181,909</b>

- Despite the restrictions, we are still handling 50% more webforms than we had originally forecasted for
- Quality and CSAT performance remained strong across the quarter

# Quarter one trends comparison

Quarter 1 2023/24	
(EE04) Used car	10396
(EH05) Car MOT, service and repairs	1858
(AB25) Roofing, roof sealing and chimney repairs	1534
(CA02) Women's clothing	1218
(AB24) Major renovations (including lofts, conversions and extensions)	1196
(AB28) Window frames and doors (excluding electric garage doors)	1157
(AD05) Upholstered furniture (e.g. sofas)	1136
(IA03) Mobile phone (service agreements)	989
(IA02) Internet service (e.g. broadband, WiFi, MiFi, dial-up)	966
(EM01) Air	955

Quarter 1 2022/23		
<b>1</b>	(EE04) Used car	10541
<b>2</b>	(EM01) Air	1858
<b>3</b>	(EH05) Car MOT, service and repairs	1806
<b>4</b>	(AD05) Upholstered furniture (e.g. sofas)	1713
<b>5</b>	(AB25) Roofing, roof sealing and chimney repairs	1642
<b>6</b>	(CA02) Women's clothing	1623
<b>7</b>	(AB28) Window frames and doors (excluding electric garage doors)	1509
<b>8</b>	(CZ99) Other	1373
<b>9</b>	(AB24) Major renovations (including lofts, conversions and extensions)	1362
<b>10</b>	(IA02) Internet service (e.g. broadband, WiFi, MiFi, dial-up)	1262

# Google Analytics

	April		May		June
If your flights delayed or cancelled	75,618	If your flights delayed or cancelled	80,854	If your flights delayed or cancelled	127,702
Report to Trading Standards	43,869	Report to Trading Standards	46,577	Report to Trading Standards	49,214
If you need more help about a consumer issue	43,527	If you need more help about a consumer issue	42,745	If you need more help about a consumer issue	45,362
Grants and benefits to help you pay your energy bills	50,087	Save money using your electrical appliances	70	Save money using your electrical appliances	37,829
		How to read your smart electricity meter	19,760	How to read your smart electricity meter	26,285
Check if you can get your money back after a scam	27,066	Check if you can get your money back after a scam	27,756	Check if you can get your money back after a scam	25,445
How to read your smart electricity meter	18,955	How to read your energy meter	17,887	How to read your energy meter	23,311
		Grants and benefits to help you pay your energy bills	31,400	Grants and benefits to help you pay your energy bills	22,098
Get Help with the Cost of Energy Efficiency	8,842	Watersure scheme help with paying water bills	13,712	Watersure scheme help with paying water bills	20,226
		How to read your smart gas meter	13,358	How to read your smart gas meter	16,752
Getting your money back if you paid by card or PayPal	15,408				
Contact us - Consumer service	18,468				

In June our page views increased by **5.09 %** from **969,330** to **1,018,621**.

# Consumer service systems project

The logo for Citizens Advice, featuring a white speech bubble shape on a blue background. The text "citizens advice" is written in a dark blue, sans-serif font inside the bubble.

**citizens  
advice**

# Consumer service systems (1)

- The Citizens Advice consumer service has undertaken a review of systems and decided to replace the current Client Management System (CMS) and data warehouse reporting functions of our systems with our own internal Casebook product
- This decision is not a reflection of the current systems or third party providers who we have worked well with for the duration of the systems
- The project is underway and is being co-run by the Operational team and our internal Product team
- We expect the transition to begin across Q4 2023/24 and Q1 of 2024/25 and conclude in Q2 in 2024/25

# Systems Project Objectives

1

## Replace Systems

Understand scale and scope of current systems and build a replacement

2

## Maintain Service Delivery

Ensure continuity of service for clients and data partners

3

## Keep Users Engaged

Via communication, feedback and instruction



# Consumer service systems (2)

- We are reviewing all aspects of the current system to prioritise and inform our design decisions
- This specifically includes:
  - Access to case data
  - Historical data
  - Referrals, notifications and signposts
  - Transfer of data
  - Other supporting processes such as Trader Tracking
- We are still working to understand how this will directly impact the current ways of working and what input we need

# Types of communication

1

## General update

High level communication updating on the programme

2

## User input

Requests for testing and opinions from users

3

## Technical update

Communication giving instructions to users

# What we've done



**5** visits in  
**5** locations



**50** cumulative  
hours of  
observations



**Over 30** adviser  
contextual inquiries



**Over 80** calls  
listened to



**Over 120**  
pages of notes



**1** workshop with  
**7** advisers



**5** diary studies  
comprising  
**64** daily logs



**4** one-to-one  
prototype testing  
sessions

# Next steps

- The early prototype of the new CMS are currently in adviser testing with lessons taken from that to keep developing the product
- 1-to-1 testing sessions with advisers, to understand how they feel about and interact with the end-to-end add a client/case & update a case journeys.
- Work is underway to look at the infrastructure for the data housing, how we send data and how partners can access data while continuing to review the impact this will have on our partners
- Our next priority is to think about what implementation of these new systems look like for both our advisers and data users and partners across the consumer protection landscape
- There will be regular updates at all our stakeholder meetings and these will be underpinned by regular updates
- Updates will be saved on the Partner Pages under the title "IT Systems Update" with a dedicated email inbox: **consumersystems@citizensadvice.org.uk**

# Single Queue and priority line

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

**citizens  
advice**

# Single queue

- General consumer will be moving to a single queue from Monday 4th September
- We anticipate that this will improve the client journey across the service, improving accessibility by way of evening out client wait times
- We are working closely with our phones team and our delivery centres to ensure that we continue to consider and mitigate any potential risks that may arise

# Priority line

- The priority line will go live on 4th september alongside the move to single queue
- After calling the service and selecting general consumer, clients can self select that they require immediate assistance owing to some specific factors noted below. The wording clients will hear will be:

***“If you have bought goods that you feel are unsafe, you are worried about a trader that has approached your property or if you, or someone you know is in danger and you need immediate support with a trader press X”***

# CSTI Conference

- CSTI conference took place 20th - 22nd June in Birmingham
- This year we took along a larger than usual team to allow us to engage more with our colleagues and talk about our new ways of working in 2023/24 alongside our systems project
- Conference was a key opportunity for the consumer service and Trading Standards to come together with other partners and stakeholders to learn more about matters that are impacting on consumers and businesses in the UK and wider markets
- We hope to see you all next year in Leeds from 18-20 June



# Loan Sharks

- Illegal money lending on the rise
- Loan shark information is no longer noted on protocols for advisers
- Should we be referring clients immediately or is this putting clients at risk?

## **How do partners want to receive information about Loan Sharks?**

- Signpost / refer centrally to Birmingham Loan sharks team
- Refer to the relevant local authorities

# AOB

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# AOB

- Date of next meeting 24th October
  - This will be a face to face meeting in London
  - The meeting will run from 10.30 -14:00
- 
- Three Trader Pilot

**Thank you**

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