

Trading Standards Working Group

**citizens
advice**

January 2024

Agenda

Welcome and introductions

Actions from the previous meeting - no outstanding actions

- Team update
- ACTSO update
- Education Update
- DBT update
- Operations performance update
- Priority line update
- Partner satisfaction results
- Campaigns update
- AOB

Team Update

The logo for Citizens Advice, featuring the words "citizens" and "advice" stacked vertically in a sans-serif font, enclosed within a white speech bubble shape with a tail pointing towards the bottom right.

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ACTSO update



Gina Green

Consumer Education Update



Mel McGinn

Lab and Innovation partnership

What we did

- Worked together on supporting clients with hearing and/or speech impairments with information on cost of living issues.
- Selected a resource on Saving money on broadband and mobile to create a prototype for Deaf/deaf hard of hearing people, using a range of activities
 - Interview with BSL adviser
 - Interview with hard of hearing people (volunteers)
 - Presentations to staff and network
 - Engaged with RNID
 - Project Sprint to create a prototype of how we can share/ deliver CE and fincap to Deaf/deaf hard of hearing people.

BSL Tiktok

Following on from our Scams Awareness* work with Hamilton Lodge School and College for deaf children, we have worked on 3 more consumer awareness videos with the college students in BSL.

- Online shopping - [checking full costs](#)
- Ask about return policies and gift receipts
- [Stick to your budget](#)

We are in the process of arranging a visit for the students to CA office, to run a workshop on creating effective tiktok campaigns/ messages and record more content on consumer issues of importance to the students.

*Scams [selling techniques](#), scam [text emails](#), scam [online sellers](#)

Campaign support

Black Friday top tips

We share top tips with brand and marketing for social media messaging.

Consumer Awareness campaign

We have shared our CE content for both weeks of the campaign (*who will update*)

Elephant in the room campaign

The brand and external affairs team are running a campaign to get young people to engage in talking about money. Our team has shared content on financial capability and consumer education for the blog. One of the team is attending the event to support and talk more about our resources.

Lab and Innovation partnership

As the Cost of Living crisis continues to have a huge impact on the public, there is a growing demand for Citizens Advice services, particularly around negative budgets, debt and financial issues.

Access and barriers to our services is an area that maps to organisational priorities around inequitable experiences for disabled clients and racial disparities.

Access to Cost of Living advice also aligns with the effect of economic uncertainty on clients' needs identified by the advice strategy.

Through data analysis and research we decided to focus on a resource for Deaf/deaf hard of hearing people.

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Scams resources

Bailiff scams

We are working with policy and expert advice (CA) and Enforcement Conduct body, to create a resource raising awareness of these scams.

Job scams

We are working to update our employment scams content, using content and updates from JobsAware/ Better Hiring Institute.

Consumer Empowerment Alliance

Coffee and catch up sessions

Wednesday 7 February 2024

In February Daniel Lowbridge from Lincolnshire Trading Standards will be joining us to discuss his work carrying out vaping workshops to local secondary schools. Daniel was highly commended at the CTSI Hero Awards for devising the workshops and delivering to so many students. Join [here](#)

Wednesday 6 March 2024

Jerry Burnie from the British Toy and Hobby Association will joining us to discuss the work they are currently carrying out and the trends they are seeing across the toy safety landscape. Join [here](#)

April break due to Easter holidays

NTS Estate and Letting Agent Team

Collaboration between Local Authority enforcement teams and Third Sector workers.

Join us at 11am on Wednesday 21st February

This is a webinar aimed at Local Authority enforcement teams and Third Sector workers. Alison Farrar will talk about how the team is raising awareness around how referrals to Local Authorities might help tackle some of the bigger issues.

Enforcement teams in Local Authorities are facing enormous budget cuts and are looking at being more intelligence led to help prioritise their workloads and tackle the issues causing the most problems. This webinar is open to 3rd sector workers as well as local authorities and we'd appreciate you sharing this invitation with colleagues as well as your external contacts. (We regret that we will be unable to record this webinar)

Sign up [here](#)

Emerging Concerns

Join us at 11am on Wednesday 28th February

In this webinar Alison Farrar will talk you through the intelligence the team has access to and how we use it to inform our workload. We will introduce you to our plan to produce a threat assessment which can be used by local authorities to assist in prioritising workloads and business planning and to identify ways in which you can feed in your intelligence to add local information to the national picture. This webinar is open to Local Authority officers from Housing, Environmental Health and Trading Standards teams and we'd appreciate you sharing this invitation with colleagues in your own and other Local authorities. **Only delegates with local authority email addresses will be able to attend this webinar so please don't use your personal emails.** (We regret that we will be unable to record this webinar) Sign up [here](#)

DBT Update



Carol Rice

Performance & Operations update

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January 2024

Quarter three performance

Contact channel	Q3 23/24	Q2 23/24	Q1 23/24
General consumer calls	125,561	122,811	118,525
General consumer emails	12,260	15,275	13,767
General consumer webchats	11,109	9772	10,281
General consumer contacts	148,930	147,858	142,573

- Despite the restrictions, we are continuing to handle 225% more webforms than we had originally forecasted for
- Quality and CSAT performance remained strong across the quarter

Performance continued

- Throughout quarter three a mini project was completed to review a cross section of doorstep trader cases on a weekly basis by the Operations team
- Project was initiated as part of our continued commitment to quality and ensuring that our most vulnerable clients receive excellent quality advice and in turn the quality of advice shared with partners is of the standard we would expect
- A “code of the month” project has been initiated across delivery centres which requires each of them to review a cross section of cases relating to a particular topic specified by the operations team

Quarter three trends comparison

Q3 2023/24	
(EE04) Used car	10741
(AB25) Roofing, roof sealing and chimney repairs	2571
(EH05) Car MOT, service and repairs	1921
(CA02) Women's clothing	1494
(AB28) Window frames and doors (excluding electric garage doors)	1327
(AB24) Major renovations (including lofts, conversions and extensions)	1320
(AD05) Upholstered furniture (e.g. sofas)	1272
(IA03) Mobile phone (service agreements)	1247
(EZ11) Parking and parking penalties (private)	1204
(ID07) Mobile phone handsets and accessories	1076

Q3 2022/23	
(EE04) Used car	9359
(AB25) Roofing, roof sealing and chimney repairs	2069
(EH05) Car MOT, service and repairs	1851
(CA02) Women's clothing	1779
(AB28) Window frames and doors (excluding electric garage doors)	1665
(AD05) Upholstered furniture (e.g. sofas)	1649
(CZ99) Other	1509
(AB24) Major renovations (including lofts, conversions and extensions)	1351
(EM01) Air	1340
(AD07) Beds and Mattresses	1102

	October		November	December
Claim compensation if your flight's delayed or cancelled - Citizens Advice	81,946	Claim compensation if your flight's delayed or cancelled - Citizens Advice	139,463	62,243
Reporting to Trading Standards - Citizens Advice	72,051	Reporting to Trading Standards - Citizens Advice	70,992	61,181
Contact the consumer helpline - Citizens Advice	67,548	Contact the consumer helpline - Citizens Advice	57,129	45,197
Check if something might be a scam - Citizens Advice	47,633	Grants and benefits to help you pay your energy bills - Citizens Advice	49,148	39,376
Grants and benefits to help you pay your energy bills - Citizens Advice	24,002	Complaining to an ombudsman - Citizens Advice	20,794	24,751
Check post collection and delivery times - Citizens Advice	23,748	How to read your gas or electricity meter - Citizens Advice	24,681	22,000
Complaining to an ombudsman - Citizens Advice	23,457	Check post collection and delivery times - Citizens Advice	24,967	21,198
How to read your gas or electricity meter - Citizens Advice	21,873	How to read your smart electricity meter - Citizens Advice	24,153	20,423
How to read your smart electricity meter - Citizens Advice	21,360	Solve an ongoing consumer problem with a business seller - Citizens Advice	18,253	19,807
Solve an ongoing consumer problem with a business seller - Citizens Advice	20,493	Return Faulty Goods - Citizens Advice	18,620	17,765

Priority line update

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Priority line

- At the end of quarter two we introduced a priority line to General consumer, allowing clients to self select that they were at risk from potential safety and doorstep crime cases, to mirror the already successfully established process on our energy service
- From go live to the end of quarter three we answered **16,457** calls
- Early analysis of the data from quarter three has highlighted that we need to undertake further work make it clearer for our clients about when the priority line should be used
- Further reviews of the IVR messaging and dip checks on cases are being undertaken to help us identify the next steps to drive improvements

Partner Satisfaction results

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Partner Satisfaction results - December 2023

	Wave 19 December 2023	Recent trend
Overall		
	Satisfaction with the consumer service as delivery partner	93%
	Satisfied with the accuracy of information	94%
	Satisfied with the depth of advice	89%
	Quality of case notes	74%
	Satisfied with the information around traders and suppliers	74%
		No change
		No change
		2% decrease
		6% decrease
		9% decrease

Contact centres	Satisfied with support provided by English and Welsh delivery centres	93%	4% decrease
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Operations Team	Satisfied with training	85%	12% decrease
	Satisfied with duty officer	98%	2% decrease
	Satisfied with IT support	98%	No change
	Satisfied with engagement	97%	5% increase

Trader Tracking	Made a request for trader tracking	22%	22% increase
	Satisfied with design of tracking procedure	81%	2% decrease
	Satisfied that requests for tracking are followed	80%	8% increase
	Satisfied tracking is processed within agreed timescales	90%	10% decrease

Consumer Campaigns Update

Consumer Awareness 2023
October 16 - 22

Topline Campaign Results



Jess Rigby

Advice

- There were **over 38,000 visits** to the relevant Citizens Advice web pages during the campaign
- For our main campaign page, **we gained 14% more visits** in the campaign week than the same week in 2022
- Our most popular page was 'Return Faulty Goods' page, closely followed by our 'If something you ordered hasn't arrived' page, with combined views of **over 17,000**

Digital Channels

- Social media content from the Citizens Advice channels and our paid digital advertising was seen over **1 million times**
- #ShopAware was used **690 times, with a potential impact of over 3 million**
- Our Spotify ads reached **141,000 people** and the completion rate was **88.76%**

Media

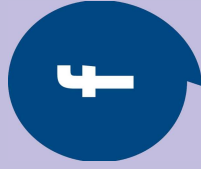
- Secured an interview with Emer Sheehy on Rip-Off Britain BBC1 as part of their consumer special
- Press release was picked up by The Mirror in their 'Dreaming of a Tight Xmas' feature
- 14 regional titles also used our output

Partner and MP Outreach

- Over 1500 printed resources were used by our Local Offices, with additional resources shared via direct printing
- We contacted over 530 MPs with our campaign messaging and are planning more targeted engagement for January

Thank you

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



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AOB

- Date of next meeting Tuesday 30th April 2024
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Thank you

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