

# Empowering people and protecting rights

Citizens Advice and Trading Standards working together

March 2016



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# Working with Trading Standards

## Introduction

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Hull and East Riding Consumer Empowerment Partnership (CEP) is a national lead on working with local Trading Standards (TS). We have run successful campaigns and put time-tested good practices in place over the past few years with the help and co-operation of our local TS for which I sincerely thank Ms Angela Currie from East Riding of Yorkshire Council Trading Standards Service and Ms Susan Holliday from Hull City Council Trading Standards.

This guide to working with Trading Standards showcases the work that we have done in collaboration with our local TS and top tips on how and why local Citizens Advice can engage with their local TS. The guide also explains in detail the working structure, pattern and functioning of National Trading Standards, local TS and associated bodies.

We consulted with our local TS in Hull and East Riding, other local Citizens Advice, Trading Standards Working Group, our Consumer Strategy team and Department for Business, Innovation & Skills (BIS) who gave us their valuable suggestions and feedback. We express our deepest appreciation for their efforts.

We are also thankful to members of Consumer Empowerment Alliance who volunteered their names as principal points of contact for advice and consultation.

We remain especially grateful to Ms Melanie McGinn and Ms Clare Bull, both from Citizens Advice, for their constant guidance. We also express our gratitude towards Ms Kate Winstanley, Head of Partnership Projects for all her help and thank Mr Chris Harrison and Ms Ines Lage.

We sincerely hope that this guide will inspire both local Citizens Advice and TS to effectively engage for the common good because together we have an unparalleled understanding of what local consumers need to feel both empowered and protected.

**Radhika Khanna**

**Consumer Empowerment Partnership Co-ordinator**

**Citizens Advice Hull and East Riding**

# Useful resources

## Chartered Trading Standards Institute

» [www.tradingstandards.uk](http://www.tradingstandards.uk)

## Citizens Advice Consumer Education Resources

» [bit.ly/1mW2WNc](http://bit.ly/1mW2WNc)

## Find your local Trading Standards

» [www.gov.uk/find-local-trading-standards-office](http://www.gov.uk/find-local-trading-standards-office)

## Consumer Empowerment Alliance

» [felicity.broder@brighton-hove.gcsx.gov.uk](mailto:felicity.broder@brighton-hove.gcsx.gov.uk)

## National Trading Standards

» [www.nationaltradingstandards.uk](http://www.nationaltradingstandards.uk)  
» [www.nationaltradingstandards.uk/work-areas/](http://www.nationaltradingstandards.uk/work-areas/)

## National Scams Team

» [www.nationaltradingstandards.uk/work-areas/scams-team/](http://www.nationaltradingstandards.uk/work-areas/scams-team/)  
» [scamsteamadmin@eastsussex.gov.uk](mailto:scamsteamadmin@eastsussex.gov.uk)

## Consumer campaigns

» [bit.ly/1WU03cb](http://bit.ly/1WU03cb)

## SCOTTS

» [www.tradingstandards.scot](http://www.tradingstandards.scot)

## Consumer Service

» 03454 040506 (English)  
» 03454 040505 (Cymraeg)  
» [bit.ly/1Migs4p](http://bit.ly/1Migs4p)

## Consumer Service operations team

» Duty officer: 0844 844 8801  
» [operations@citizensadvice.org.uk](mailto:operations@citizensadvice.org.uk)

Note: for help with dealing with specific cases/clients, Citizens Advice advisers should always use the 03454 040506 (English) or 03454 040505 (Cymraeg) number.

# Trading Standards Service

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## Who are Trading Standards Service (TSS)?

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TSS is responsible for ensuring that businesses comply with consumer law and to enforce these regulations. TSS also work with Citizens Advice consumer service to enable consumers to understand their rights and responsibilities.

- » Responsibility for providing this service lies with individual local authorities.
- » Expanded role includes both the protection of consumers and the promotion of a fair trading environment.
- » Additionally, many TSS offer additional services such as training for businesses and education for consumers.

TSS plays a key role in the consumer protection landscape; as well as their own statutory duties. TSS also work in partnership with other organisations across the landscape to enforce legislation, inform consumers and provide examples of good working practice.

The diagram opposite illustrates the current consumer landscape, the key players within this and how they link together.

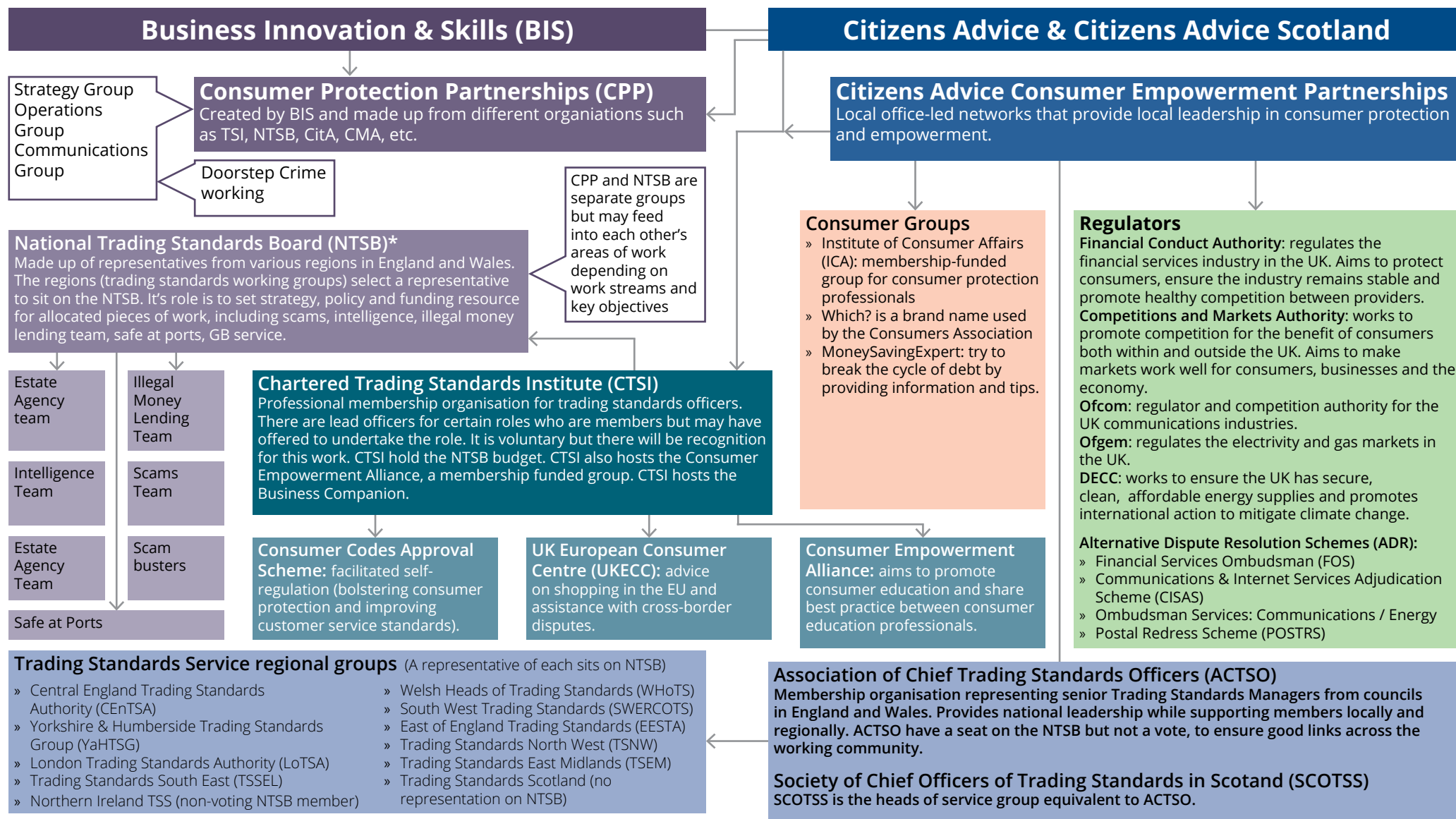
**Trading Standards Service can take tough enforcement action against criminals and bring rogue businesses into line.**

***National Trading Standards Institute***



# Citizens Advice and Trading Standards

Roles and relationships of national and regional consumer bodies



\* Trading Standards Scotland is the equivalent of NTSB in Scotland and is funded by BIS.

# National Trading Standards (NTS)

NTS is responsible for gathering important intelligence from England and Wales to combat rogue traders and tackle a number of consumer protection priorities. NTS is different to the support provided by local TS and the Chartered Trading Standards Institute.

NTS were set up in 2012 as part of the government's changes to the consumer landscape

NTS works with colleagues in Scotland and Northern Ireland as well as partners across the UK such as Citizens Advice, the Police and Action Fraud

NTS envisions protecting consumers and safeguarding businesses through cross-boundary intelligence-led enforcement projects in England and Wales

In 2014-15 alone NTS tackled consumer and business detriment worth more than £252 million

NTS funds national teams hosted within the local authorities. Work Areas include eCrime, mass marketing scams, doorstep crime, illegal money lending and other enforcement issues that go beyond local authority boundaries

NTS prioritises and allocates grants from its sponsor departments (BIS and FSA) to tackle high priority national and regional trading standards issues

## How does NTS fit into the Trading Standards sector?



Society of Chief Officers of Trading Standards in Scotland (SCOTSS) is a section of the Chartered Trading Standards Institute, which represent the heads of service across Scotland. It does coordination, policy support, membership services and focuses on the strategic and leadership aspects of all areas of TS work.



Association of Chief Trading Standards Officers (ACTSO) is a section of Trading Standards Institute, which represent the heads of service across England and Wales. It does lobbying, policy support, membership services and focuses on the strategic and leadership aspects of all areas of TS work.



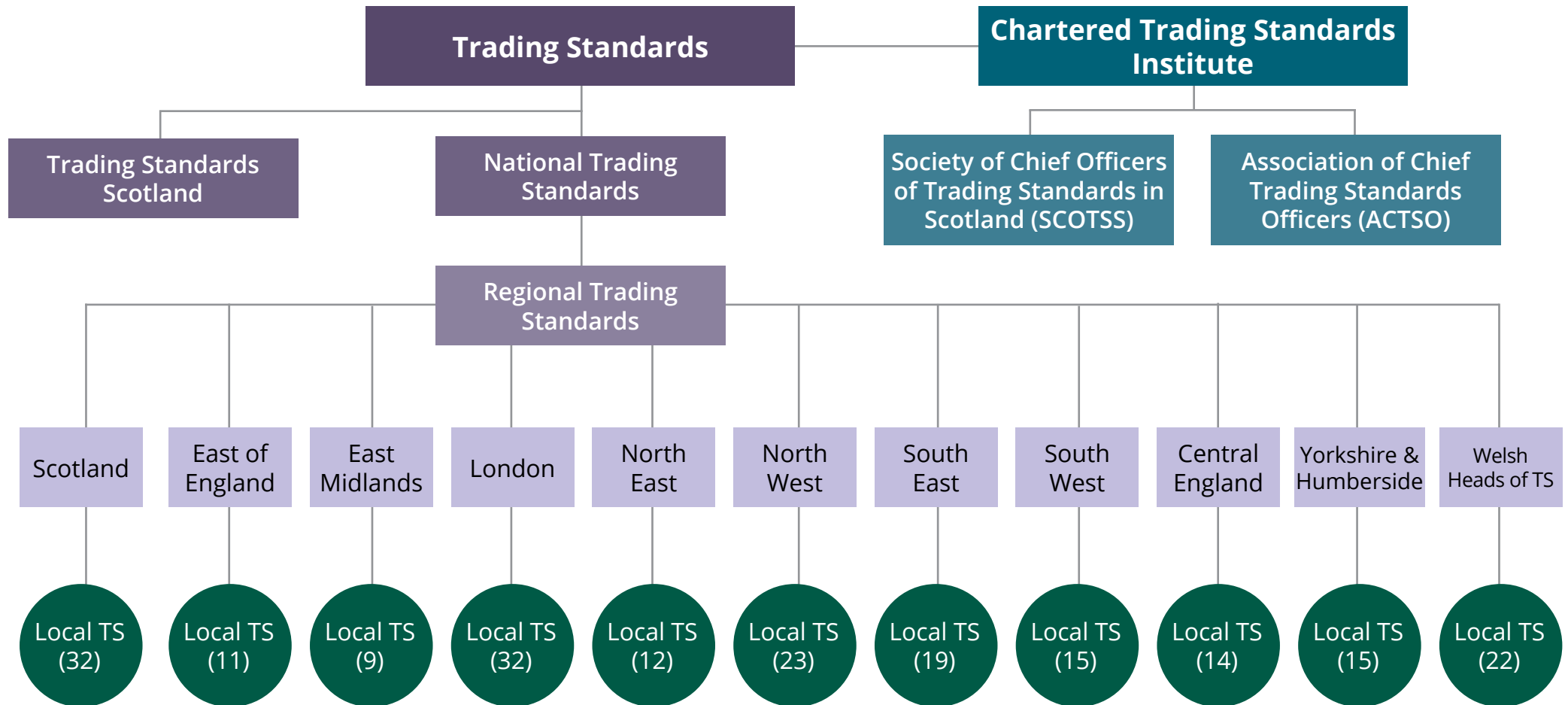
A grant-funded delivery body with scope limited to its core priorities. Funds are allocated by the NTS board which is chaired by Lord Toby Harris and includes representatives from ACTSO, CTSI and Heads of Service across England and Wales.



CTSI is a professional membership association representing trading standards professionals working in the UK and overseas - in local authorities, the business and consumer sectors and in central government. It focuses on policy and campaigning, consultations, qualifications and professional development.

# Trading Standards framework

National and regional bodies



# Which regional team are you part of?

## Regional and local teams

East of England Trading Standards					
Bedford Borough Council	Cambridgeshire	Central Bedfordshire Council	Essex	Hertfordshire	Luton
Norfolk	Peterborough	Southend	Suffolk	Thurrock	
East Midlands Trading Standards					
Derby	Derbyshire	Leicester	Leicestershire	Lincolnshire	Northamptonshire
Nottingham	Nottinghamshire	Rutland			
London Trading Standards					
Barking & Dagenham	Barnet	Bexley	Brent & Harrow	Bromley	Camden
City of London	Croydon	Ealing	Enfield	Greenwich	Hackney
Hammersmith & Fulham	Haringey	Havering	Hillingdon	Hounslow	Islington
Kensington & Chelsea	Kingston upon Thames	Lewisham	Merton	Newham	Redbridge
Richmond upon Thames	Southwark	Sutton	Tower Hamlets	Waltham Forest	Wandsworth
Westminster	Windsor & Maidenhead				
North East Trading Standards					
Darlington	Durham	Gateshead	Hartlepool	Middlesborough	Newcastle upon Tyne
North Tyneside	Northumberland	Redcar & Cleveland	South Tyneside	Stockton-on-Tees	Sunderland
North West Trading Standards					
Blackburn With Darwen	Blackpool	Bolton	Bury	Cheshire East	Cheshire West & Chester
Cumbria (Carlisle, Cockermouth, Kendal, Ulverston)	Halton	Knowsley	Lancashire	Liverpool	Manchester
Oldham	Rochdale	Salford	Sefton	St Helens	Stockport
Tameside	Trafford	Warrington	Wigan	Wirral	



South East Trading Standards					
Bracknell	Brighton & Hove	Buckinghamshire	East Sussex	Hampshire	Isle of Wight
Kent County Council	Medway	Milton Keynes	Oxfordshire	Portsmouth	Reading
Slough	Southampton	Surrey	West Berkshire	West Sussex	Windsor and Maidenhead Borough Council
Wokingham					
South West Trading Standards					
Bath & North East Somerset	Bournemouth	Bristol	Cornwall	Devon	Dorset
Gloucestershire	North Somerset	Plymouth	Poole	Somerset	South Gloucestershire
Swindon	Torbay	Wiltshire			
Central England Trading Standards Authorities					
Birmingham	Coventry	Dudley	Herefordshire	Sandwell	Shropshire
Solihull	Staffordshire	Stoke-on-Trent	Telford & Wrekin	Walsall	Warwickshire
Wolverhampton	Worcestershire				
Welsh Heads of Trading Standards					
Blaenau Gwent	Bridgend	Caerphilly	Cardiff	Carmarthenshire	Ceredigion
Conwy	Denbighshire	Flintshire	Gwynedd	Isle of Anglesey	Merthyr Tydfil
Monmouthshire	Neath Port Talbot	Newport	Pembrokeshire	Powys	Rhondda Cynon
Swansea	Torfaen	Vale of Glamorgan	Wrexham		
Yorkshire and Humberside Trading Standards					
Barnsley	Doncaster	East Riding of Yorkshire	Kingston upon Hull	North East Lincolnshire	North Lincolnshire
North Yorkshire	Rotherham	Sheffield	West Yorkshire Joint Services	Yorkshire and Humberside	

# Local Trading Standards

## Local services and day-to-day responsibilities

Trading Standards Services across the UK are delivered by 197 local authorities (LAs) including Scotland. In England, in two tier areas, the service is delivered at County Council level. The number of staff working within TS is approximately 4,800. Numbers in each authority vary greatly from 2-3 in the smallest to 50+ in larger counties. TS are accountable to their respective LAs and are responsible for the protection of consumers and legitimate businesses locally.

Funding is via the local government grant and often accounts for less than 1% of the total LA budget. Nationally, the collective budget spend on TS is approximately £160 million. This is an approximation based on a rough reduction of 25% on the National Audit Office (NAO) figure of £213m in 2009/10. Increasingly in recent years reorganisation within LAs has meant that TS in unitary authorities has become part of larger Public Protection Teams that include Environmental Health and Licensing.

### Day-to-day Responsibilities

TS carries out routine inspections on businesses in their area which may involve any or all of the following:

- » Checking goods are priced and consumer is correctly charged
- » Test Purchasing
- » Inspecting the 'use-by' date on foods and traders' records
- » Safety Checks
- » Ensuring weights used are calibrated correctly



### How do you find your local TS office?

- » Visit the following link on Trading Standards Institute Website:
- » <https://www.gov.uk/find-local-trading-standards-office>
- » Your local TS will depend on your local citizen advice postcode.



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- » As the service is provided by different LAs with varying populations, resources and priorities, the organisation and work of the service can vary significantly across the country.
  - » Even the name given to the section of the LA that delivers the service can differ.
  - » TS may be a stand-alone department or a service within a LA, but is more often part of a wider directorate.
  - » If the service is particularly small, it may be combined with other departments or services, such as Environmental Health. Commonly, the services offered are referred to as one of the following: 'TS'; 'Consumer Protection', 'Consumer Services', or 'Regulatory Services'.

TS also provide advice to businesses in their area, ranging from information about compliance with specific pieces of legislation to wider training on consumer protection for sales staff or help dealing with individual complaints or issues.

## Buy with Confidence Scheme



Some TS operates local approved trader schemes, the most common of which is known as the 'Buy with Confidence Scheme.'

These schemes develop and maintain an approved register of businesses, which have been thoroughly vetted and approved by TS to ensure that they operate in a legal, honest and fair way.

# Why should you work with Trading Standards?

TS and many local Citizens Advice already work together to help their local communities; from helping those targeted by scammers and doorstep crime to those being ripped off by rogue traders or at risk from being sold dangerous/unsafe items. Together we have an unparalleled understanding of what local consumers need to feel both empowered and protected.

The Citizens Advice service:

- » Offers individual advice on consumer problems;
- » Runs consumer education workshops and awareness-raising campaigns;
- » Undertakes advocacy campaigning to get consumers a fair deal.

TS can:

- » Take tough enforcement action against criminals and bring rogue businesses into line.
- » Offer advice to consumers and engage in preventive education work.

There are many advantages to working with TS:

- » Working with TS means building up a strong working connection with your local council, services or authorities.
- » Not all services offer any consumer advice and

Citizens Advice can fulfil that role.

- » Some services offer limited advice to vulnerable consumers.
- » All services – local, regional and national - rely on intelligence to target rogue traders.

Both Citizens Advice and TS have access to the Citizens Advice consumer education resources and the skill set to deliver the training and education sessions. See the links in the Useful Resources section on page 3.

Both organisations have their own networks and community links from which they help to advise and educate their local communities and businesses. By working together you can strengthen your links with local communities and even identify and work with hard to reach groups. Sharing of skills, intelligence and contacts locally can have a positive impact on both organisations with stretched resources and for the local community.



By pooling resources and ensuring the organisation can deal with all somebody's problems rather than only some of them, partnership working can increase benefits for individuals and communities.

# National Consumer Helpline

## Citizens Advice Consumer Service and Data Sharing Agreement

Citizens Advice runs a national consumer helpline and many local citizens advice offer face-to-face advice for more complex problems. Records of consumer cases are kept on a common database, which allows local and national trends to be identified whilst maintaining absolute confidentiality.

Nationally, intelligence from the Citizens Advice consumer phone line is shared confidentially with TS. However, local face-to-face advice sessions also provide valuable information.

There are important mutual concerns about data sharing which are being overcome with template agreements, briefing sessions for local Citizens Advice advisers and TS officers on each other's work and data sharing forms.

When both organisations are committed to work through these issues, both managers and frontline staff build positive working partnerships to better protect consumers in their area.



Local Citizens Advice are encouraged to agree and enter into partnership agreement to share individuals' cases with TS to inform their enforcement work.

This means information is shared with TS without the worry of breaching client confidentiality. Download the agreement from [bit.ly/1QuDT1P](https://bit.ly/1QuDT1P)



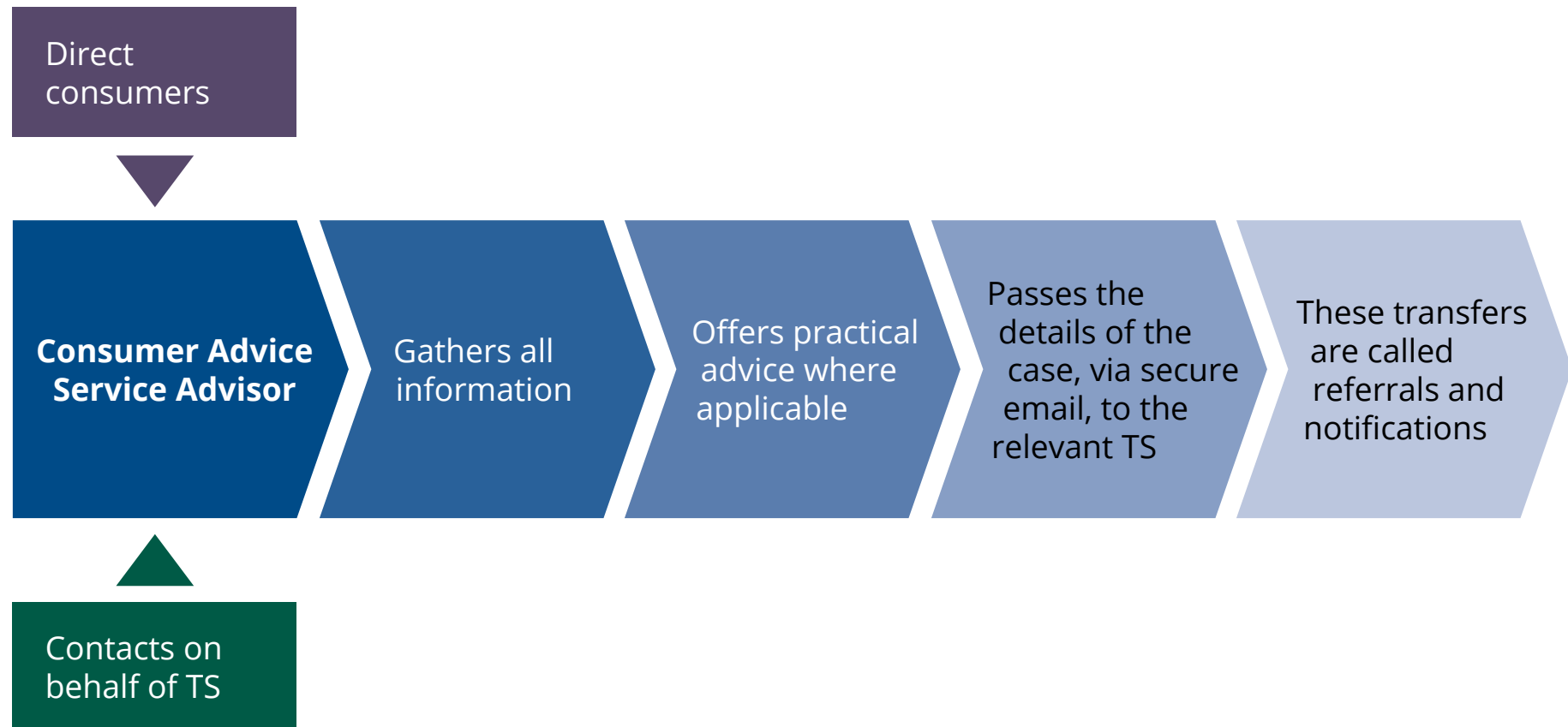
### Top tip:

Make it a point to sign Data Sharing Partnership Agreement with your local TS and ensure that it is reviewed by both the bodies regularly – preferably on an annual basis.

# Working in partnership

## Consumer service working in partnership with TS

Almost all TS across Great Britain divert their local consumer advice lines through to the consumer service, where they are answered by trained advisers on behalf of TS.



The Citizens Advice Consumer Service only offers first step advice to clients with a view to the client then being able to resolve the complaint themselves. However in some instances, consumers may need to call the service a number of times.

# Consumer Service Referrals & Notifications

## Referrals to TS

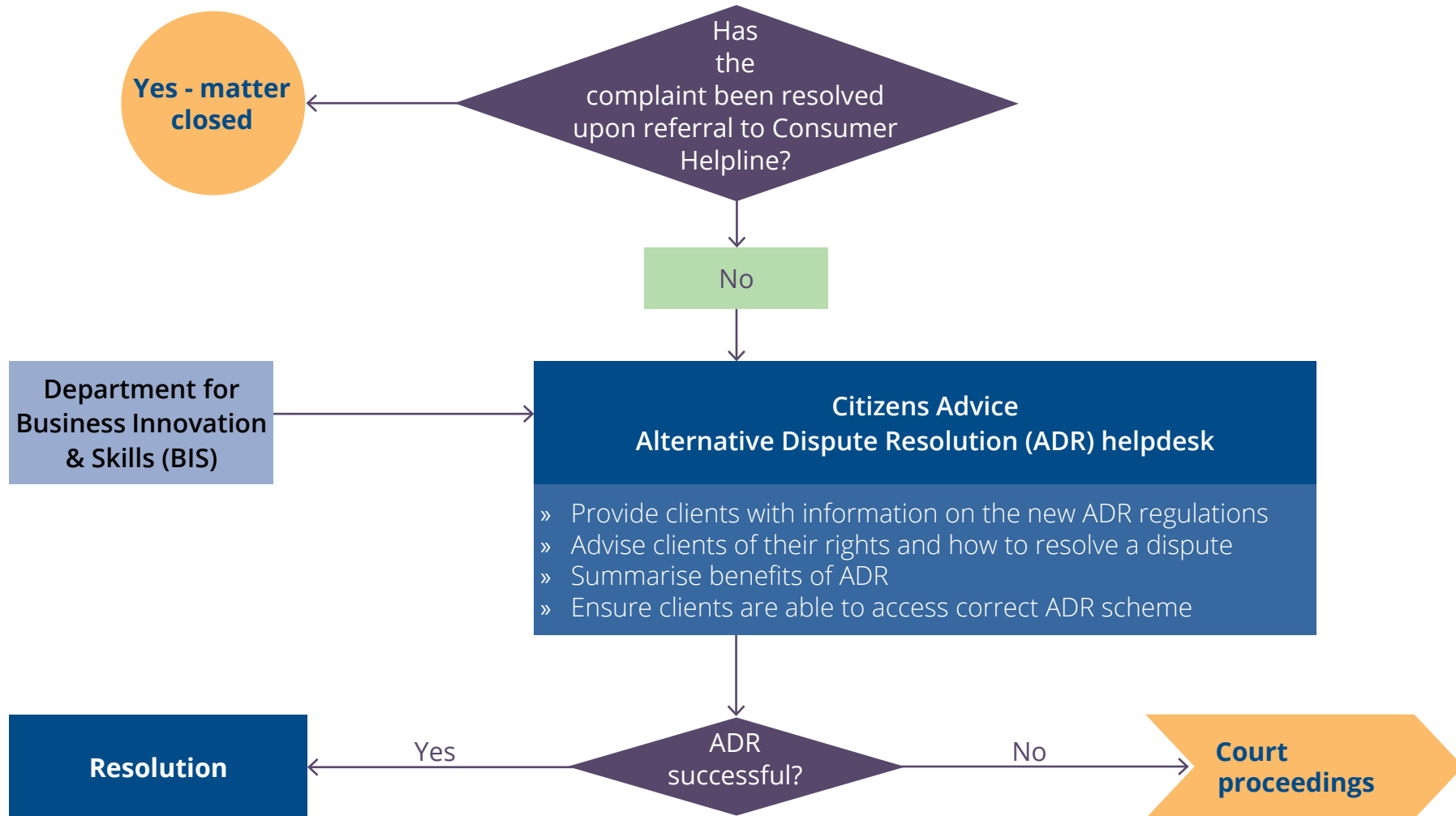
Local Citizens Advice sends consumer services referrals to the local TS based on where the consumer lives and/or the trader in question is based.

Information about the sorts of referrals that each local TS will accept is contained within the 'referral protocol' which is agreed with the consumer service and reviewed regularly.

Referrals	Referrals	Notifications
<ul style="list-style-type: none"><li>» Potential criminal case.</li><li>» During an interview with the consumers Advisers should listen out for keywords such as, misleading, unfair, unsafe, pressurised etc.</li><li>» Advisor refers the case to local TS with or without commitment for them to contact consumer.</li></ul>	<ul style="list-style-type: none"><li>» Complex civil case / vulnerable client.</li><li>» Case may be suitable for referral to TS for Second Tier Advice who will offer additional assistance to consumer.</li><li>» TS are under no statutory duty to provide 'second-tier' level of consumer advice.</li><li>» Referral of this nature can only be made if the TS in the consumer's area have informed their willingness to accept such cases.</li><li>» Some TS will offer further telephone advice only, but others may try to negotiate with the trader on the consumer's behalf and possibly even attend court with them.</li><li>» Some may offer a face-to-face advice service and will see consumers on either a 'drop-in' or appointment basis.</li></ul>	<ul style="list-style-type: none"><li>» Every case which contains a complaint about a trader is sent to TS for information only.</li><li>» The case is notified to both the client and the trader's local TS.</li><li>» No promise of action is given to the client and the local TS is not expected to do anything with the case.</li><li>» Some TS do not even review their notifications.</li><li>» Some TS expressly ask that they are not sent.</li></ul>

# Unresolved complaints

What happens when a complaint is not resolved upon referral to the Consumer helpline?



Consumers can access the ADR helpdesk in the same way that they contact the consumer service now on Phone: 03454 04 05 06

The ADR helpdesk is an additional function of the consumer service that will enhance client experience



# Joint advice sessions and surgeries

## Setting up a service

East Riding of Yorkshire Council Trading Standards Service (ERYCTSS) offer specialist consumer advice sessions in five outreach locations (as required) successfully run and managed by Citizens Advice Hull & East Riding.

The number of appointments in various surgeries has been increasing with the increase in awareness

about consumer rights, allowing consumers to get advice in a place they can easily reach in what is a large rural area.

Once the data sharing agreement is in place many local Citizens Advice will want to make referrals to their local TS. You may use the form on the left as a template or download it from CABlink.

**TRADING STANDARDS REFERRAL FORM**  
East Riding of Yorkshire Council Trading Standards

Please email the completed referral form, CASE notes and any associated documents to [consumers@tradingstandards.gov.uk](mailto:consumers@tradingstandards.gov.uk)

If YES, please complete relevant parts and put N/A rather than leaving blank.

Is the issue a matter for referral?  
Date, time and location of appointment

**CLIENT DETAILS**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_  
TS contact consent? YES ☐ or NO ☐

**A - COMPLAINT DETAILS**

Item purchased \_\_\_\_\_  
Trader details: name, address, phone, web address as appropriate \_\_\_\_\_  
Method of payment: cheque, credit card, debit card etc. \_\_\_\_\_  
Date of Purchase \_\_\_\_\_  
Cost of Purchase € \_\_\_\_\_

Summary of issue \_\_\_\_\_  
History of the problem: include dates of events & upcoming deadlines \_\_\_\_\_  
Remedy client is requesting \_\_\_\_\_  
Remedy offered? \_\_\_\_\_

**B - GENERAL ENQUIRY**



### Top tips:

- » If your local Citizens Advice is situated in a rural area or covers a wide rural area and is not very easily accessible hold outreach sessions with aid from your local trading standards.
- » Sessions can be held at mutual convenience.
- » This can involve holding sessions in community centres etc. and a TS advisor can be joint attendee.
- » Maintain a contact list for your Citizens Advice and your local TS, share and update it regularly.

# Joint advice sessions and surgeries

## Planning your sessions and sharing data

### Planning your sessions - before the surgery:

- » Complete 'Trading Standards Referral Form', attach case notes and send to [abc@xyxyxy.gov.uk](mailto:abc@xyxyxy.gov.uk) (your nominated contact in local TS)
- » Make appointments at half hour intervals after checking the schedule and confirming if the issue is within local TS remit.
- » Send appointment details to TS as soon as the appointment is made to enable information to be prepared by the adviser for the appointment.
- » The day before the surgery confirm the appointments, including where no appointments have been made to confirm no surgery will take place
- » Inform cancellations as soon as possible to prevent unnecessary journeys
- » Send urgent enquiries immediately rather than make an appointment.

### During The Surgery

- » A suitable room will be provided and where possible nominated TS staff will be provided with access to any available Internet resources.

### After The Surgery

- » Where possible feedback will be provided by TSS about the outcome of a case on completion by email.



#### Top tips:

- » Both TS and local Citizens Advice may nominate a single point of contact each for the surgeries.
- » Preferably create a generic email id for your local citizens advice – e.g. [jointsurgeries@hull-eastridingcab.org.uk](mailto:jointsurgeries@hull-eastridingcab.org.uk), which, can be accessed even if nominee changes.

# Working together



## Top tips - training collaboration:

- » Request yearly Training Diary from your local TS.
- » Participate in their relevant training sessions or training days - it's a platform to not only pick up crucial skills but also a great networking tool!
- » Do not forget to seek discount on the cost.
- » Seek the support of your local TS to arrange a training session on stopping and supporting the victims of doorstep crimes. Their officers can train your General Advice Unit Advisors in a short half-day session.
- » Choose in-house locations to minimise resource usage.



## Top tips - create impact and reach more consumers:

- » This might build on nationally identified hot topics, such as Scams Awareness month or complement a focus area of your local TS enforcement work.
- » Sift your local data on common enquiries – generate reports based on AIC OUTCOMES and work with your local TS on these issues.

# Working together

Increasing our joint impact



## Top tips - increasing joint impact:

- » Jointly select topics each month to work upon and raise awareness – joint working maximises the impact and you will be reaching far more consumers than you can reach alone.
- » Promote the work of your local TS at your events and workshops.
- » Organise joint events at your local civic centre and supermarket, reaching several hundred consumers.
- » If your local radio has a consumer slot - jointly collaborate with your local TS to spread key messages on their chosen theme and secure a range of interesting speakers, from consumers who have come to the local Citizens Advice for advice to national policy experts.
- » Try and establish diverse relationship with your local TS to reach vulnerable groups.



## Top tips:

- » Discuss with your TS what type of intelligence they find helpful and report any such criminal breach.
- » Remember that though the list of what your local TS will do may differ, all TS are under an obligation to take an action if any abuse or criminal breach is brought to their notice. They cannot simply ignore it.
- » You may be able to provide this even if you do not have enough detail to refer a specific case.

# Scam information sharing

## Daily scam alerts and scams in trend

HCCTSS and ERYCTSS share information about new local scams with Citizens Advice Hull and East Riding. The advisers are updated at the local Citizens Advice's weekly workers meetings so they can better warn people who come in for advice.

### Scam - information sharing example

Nearer to Christmas, Citizens Advice Hull and East Riding came across a suspicious postcard that was being circulated in Hull and East Riding Areas.

It looked as if scamsters were possibly trying to dupe vulnerable tenants. The format of the postcard resembles the call back card left by Royal Mail. We shared this information with HCCTSS and ERYCTSS.

HCCTSS are currently recording it for intelligence purposes. Citizens Advice, HCCTSS and ERYCTSS are currently exchanging information and updating each other on developments and warning potential victims on their visits.

ERYCTSS have sent a warning in the tenants' newsletter, a briefing for all related staff and they have also issued instructions to

include this in all the tenants' forum. They have also cautioned the tenants' complaint forum.

Whether this turns out to be a potential scam or not, it reflects good collaboration effective joint working.



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# Scam information sharing

## Other successful local examples

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### Exeter

Citizens Advice Exeter and their regional TS made contact with their local community safety partnership and asked if they were interested in a joint presentation on Scam Awareness. At the presentation, Exeter Citizens Advice used the resources from CABLINK and the scam awareness pack. TS presented the legal stuff and Citizens Advice Exeter did a few slides about Citizens Advice Consumer helpline, ways to access citizen advice services and some generic client examples. Their local community safety partnership liked the combination approach – clients stories, contact details and what TS do. TS and Citizens Advice Exeter have agreed to work together again in 2016, ideally get a weekly event in place during the Scam Awareness Month and do a lot of more promotion particularly through other partner organisations.

The partners at the meeting were fire service, police, housing officer, youth groups, Age UK. After the meeting it was agreed that 'scams' in all their formats (particularly for the more vulnerable and elderly) would be added to the priorities for the local community safety partnership for 2016.

### Southwark

During Scams Awareness Month 2015, Citizens Advice Southwark worked with Southwark TS to raise awareness of the campaign. A workshop for local community activists and advice organisations was jointly planned, with a focus on how Citizens Advice Southwark could help local people vulnerable to scams. The local TS officer ran this workshop, and they jointly reached a wide range of people. Citizens Advice Southwark also worked together on social media, with local TS who provided Citizens Advice Southwark with a guest post for the Consumer Empowerment Partnership blog.

### Bristol

Towards the end of 2015 someone pretending to be a landlord on Gumtree scammed 20 individuals. They went to the police, who referred them to Citizens Advice Bristol who used information from Trading Standards and Action Fraud to advise them on their rights and referred them to Bristol TS. Citizens Advice Bristol also did a joint media piece with their local TS on Points West about the dangers of handing money over to a landlord without making any proper checks about whether they were legitimate.

# Local contacts

## Local Authority Trading Standards contacts for Citizens Advice

Local Authority	Name	Email	Phone
Bexley	Julie Powell	julie.powell@bexley.gov.uk	0203 045 5610
Blackburn with Darwen	Gary Johnston	gary.johnston@blackburn.gov.uk	01254 267652
Blackpool	Julie Burrows	julie.burrows@blackpool.gov.uk	01253 478385
Bolton	Pete Tomkies	peter.tomkies@bolton.gov.uk	01204 336572
Brighton & Hove	Felicity Broder	Felicity.Broder@brighton-hove.gcsx.gov.uk	
Bury	Angela Lomax	a.s.lomax@bury.gov.uk	0161 253 5049
Caerphilly	Mostyn Davies	daviemw@caerphilly.gov.uk	01495 235322
Camden	Liz Smeed	Elizabeth.smeed@camden.gov.uk	020 7974 2452
Cheshire East	Eleni Boucouvalas	eleni.boucouvalas@cheshireeast.gov.uk	01270 686007
Cheshire West and Chester	Gaynor Roberts	gaynor.roberts@cheshirewestandchester.gov.uk	01244 973751
Cornwall	Julia Groves/Gary Webster	jgroves@cornwall.gov.uk	01872 327961
Cumbria	Philip Greenup	philip.greenup@cumbria.gov.uk	01539 713684
Denbighshire	Ian Millington	ian.millington@denbighshire.gov.uk	
East Riding	Angela Currie	Angela.Currie@eastriding.gcsx.gov.uk	01482 396251
East Sussex	Sandra Thornton	Sandra.thornton@eastsussex.gov.uk	
Halton	Deana Perchard	deana.perchard@halton.gov.uk	0151 511 6229
Hull	Susan Holliday	Susan.Holliday@HULLCC.gov.uk	01482 612999
Isle of Anglesey	Alison Farrar	alisonfarrar@ynysmon.gov.uk	
Islington	Janice Chisholm	Janice.Chisholm@islington.gov.uk	
Kent City Council, Maidstone	Rebecca Webb Sandra Cook	Rebecca.Webb@kent.gov.uk sandra.cook@kent.gov.uk	03000 413477
Knowsley	Alison Shirt	alison.shirt@knowsley.gov.uk	0151 443 2798
Lancashire	Mandy Maxim	amanda.maxim@lancashire.gov.uk	01772 531491
Manchester	Janet Shaw	j.shaw@manchester.gov.uk	0161 234 1587
Medway	Helen Dumbrell	helen.dumbrell@medway.gov.uk	01634 333019
Norfolk	Stephen Maunder	stephen.maunder@norfolk.gov.uk	01603 228892



# Local contacts

## Local Authority Trading Standards contacts for Citizens Advice

Local Authority	Name	Email	Phone
Oldham	John Garforth	john.garforth@oldham.gov.uk	0161 770 5026
Oxfordshire	Julie Brain	Julie.brain@oxfordshire.gov.uk	07785 998864
Oxfordshire	Shelly Edwards	Shelley.edwards@oxfordshire.gov.uk	07781 806215
Powys County Council	Nicola Croose	Nicola.croose@powys.gov.uk	
Reading Borough Council	Paul Evans	Paul.evans@reading.gov.uk GCSxpaul.evans@reading.gcsx.gov.uk	0118 9372497 07595 092364
Rochdale	Andy Glover	andy.glover@rochdale.gov.uk	01706 924161
Salford	Caroline Clarke	caroline.clarke@salford.gov.uk	0161 925 1033
Sefton	Alison McCalmont-Woods	alison.mccalmont-woods@sefton.gov.uk	0151 934 4014
Southwark	Yemisi Forrest	yemisi.forrest@southwark.gov.uk	020 7525 5739
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Stockport	Peter Cooke	peter.cooke@stockport.gov.uk	0161 474 4851
Suffolk County Council	Graham Crisp	graham.crisp@suffolk.gov.uk	01473 264888
Sutton	Trudy Richards	trudy.richards@sutton.gov.uk	020 8770 5000
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Trading Standards Partnership South West	Ivan Hancock Dorset County Council	i.n.hancock@dorsetcc.gov.uk	01305 224956
Scotland	Neil Chalmers	coordinator@scotss.org.uk	

Nottinghamshire local TS advise that their local Citizens Advice can contact their duty desk at any time for information or support on individual cases on 01623 452005.



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# Consumer Empowerment Alliance (CEA)

## Information about membership of the CEA

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The CEA is a section of the Trading Standards Institute. It:

- » Provides annual training and conferences featuring topical issues (free or at a reduced rate for members)
- » Organises campaigns, publicity and promotions
- » Promotes and leads on national projects such as Scams Awareness Month, Young Consumers, Consumers Challenge Quiz, Play Safe and National Consumer Week
- » Maintains and develops a network for consumer and business education, advice and policy through attendance at national meetings
- » Facilitates the exchange of opinions and ideas on successful delivery of consumer information and education across the country
- » Provides information about key national trading standards issues and consumer education activities
- » Shares and promotes best practice

### Who can join the CEA?

- » Any organisation is entitled to join. The CEA asks that one person from each organisation is nominated to be responsible for receiving information and attending meetings.

### CEA meetings

- » Members meet at least three times per year, inviting guest speakers to debate current topics and to exchange resources and ideas.

### How much does it cost?

- » £75 per year.

### For more information contact:

- » Felicity Broder
- » [felicity.broder@brighton-hove.gcsx.gov.uk](mailto:felicity.broder@brighton-hove.gcsx.gov.uk)

# A successful scambusting model

Citizens Advice Hull & East Riding, HCCTSS and ERYCTSS

We planned a scam awareness model in collaboration with HCCTSS and ERYCTSS to target the most vulnerable aged 55+. We contacted regional heads of Lloyds and Boots Pharmacy and numerous independent pharmacies.

We had very positive support from Boots and lots of independent pharmacies. We asked if they would put a scam information postcard in their prescription delivery bags to target the most vulnerable.

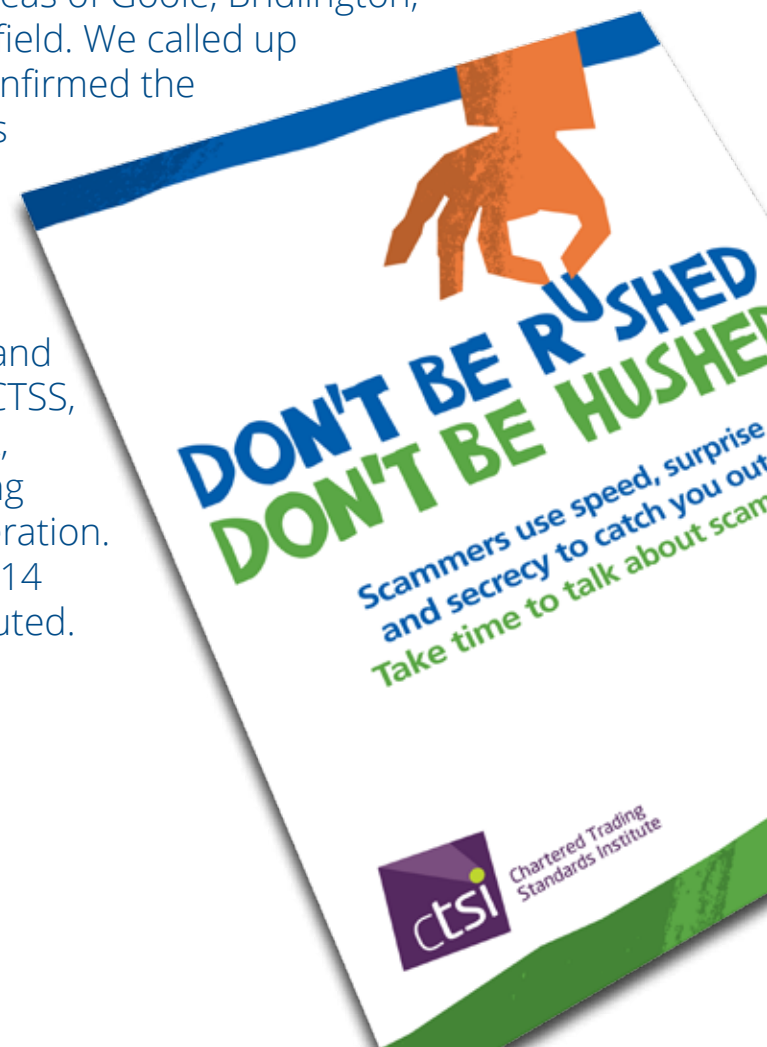
The independent pharmacies were targeted in those areas where scams are likely to occur. ERYCTSS has the data, which shows the area-wide scam spread.

## Boots

Boots has 40 pharmacies in the region. We sent their Area Manager a joint letter with relevant TS and scams awareness material: 2500 postcards and 40 posters which were distributed amongst the pharmacies from their central location in Hull city centre.

## Independent Pharmacies

After sending off a thoroughly researched list of the independent pharmacies in East Riding and post discussions with them, we zeroed in on 17 pharmacies in the areas of Goole, Bridlington, Pocklington and Driffield. We called up each of them and confirmed the number of postcards they would require over a month long period. We sent a joint letter from Citizens Advice Hull and East Riding and ERYCTSS, describing the intent, purpose and thanking them for their cooperation. 2750 postcards and 14 posters were distributed.



## Monitoring and Evaluation

There was a sudden and definitive increase in the scam related phone calls to TS during and immediately after distribution and we covered a vast rural region in East Riding and the whole of the Hull Region as well.

### Spot scams!

#### It could be a scam if:

- The call, letter, email or text has arrived unexpectedly.
- You've never heard of the lottery or competition they are talking about and didn't buy a ticket.
- They are asking you to send money in advance.
- You're being urged to respond quickly so you don't get time to think about it or talk to family and friends.
- They are telling you to keep it a secret.

### Stop scams!

**CHECK** unexpected calls, letters, and online contacts with someone you trust.

**ADVICE** the Citizens Advice Consumer helpline 03454 04 05 06 can provide advice and pass details on to trading standards.

**REPORT** scams or suspected scams to Action Fraud 0300 123 2040 or visit [www.actionfraud.police.uk](http://www.actionfraud.police.uk).

**TELL** a friend, neighbour or relative about any scams you become aware of.



### Top tips:

- » Speak with your TS contact and ask them about the latest scams that they have come across.
- » Seek regular updates from TS and vice versa.
- » Discuss the scam at the regular weekly workers and management meeting and email all paid and volunteer staff, so that advisors can warn people.
- » Do a joint media piece in collaboration with your local TS and warn people on impending scams.
- » Invite your local TS to contribute on your blogs, websites, Facebook pages and other social media forums as guests.
- » Plan a joint workshop in collaboration with your local TS and train local community activists, advice organisations and organisations serving vulnerable groups.

Citizens Advice Hull and East Riding is a Consumer Empowerment Partnership. This enables us to not only strengthen our own ongoing local research and campaign initiatives, but also helps us to further consolidate our work with the local and National Trading Standards Services.

Radhika Khanna

**Consumer Empowerment Partnership Co-ordinator**

Citizens Advice Hull and East Riding

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 [@HullandERCAB](https://twitter.com/HullandERCAB)

