

## Campaign proposal

# Nuisance calls in Scotland

### Tackling unsolicited marketing calls and texts

**Which? launched our nuisance calls campaign in Scotland in December 2015, with new research setting out that 9 in 10 Scots received a nuisance call to their landline in that month. According to our research, three quarters have been discouraged from answering their phone as a result. The most common calls were about PPI, silent calls and about energy efficiency schemes. Nine in ten thought these calls are an annoying interruption, and four in ten were intimidated by them. Our campaign has gained support from over 27,000 people in Scotland to date.**

#### Background

Following the Nuisance Calls Summit and the first meeting of the Nuisance Calls Commission, Which? has been invited to develop a proposal for a public-facing campaign to help to tackle nuisance calls in Scotland.

#### Objectives of the campaign

The aim of the campaign is to raise awareness of the problems of nuisance calls; highlight ways that these could be tackled; and empower the Scottish public to take actions that would help cut down the nuisance calls they receive through promoting awareness of their rights, and providing advice and tools to help individuals complain.

This could be achieved through the following ways:

- Explaining the issues regarding consent to direct marketing and use of your personal information.
- Raising awareness of the Telephone Preference Service (TPS) for both landline and mobiles and directing people to sign up through the Ofcom and Which? services.
- Providing advice on how to spot a scam call, and information on how to complain or seek redress for victims of nuisance calls using the regulators' and Which?'s complaints tool.
- Promoting call blocking technologies.

#### Proposed activity

The awareness raising campaign could run across one week in 2017, with a number of activities across the week, kicking off with a public event in Scotland and a clear action for people to take to help cut down on the nuisance calls they receive.

#### Public event on nuisance calls

- We could launch the week with a public event with a range of organisations providing information and advice direct to the public on nuisance calls. Which? would be happy to bring our nuisance calls roadshow (including our big phone), to engage our Scottish campaign supporters to be involved in providing information and advice to the public, and to generate live video case studies about nuisance calls.

#### Which? is a consumer champion

We work to make things better for consumers. Our advice helps them make informed decisions. Our campaigns make people's lives fairer, simpler and safer. Our services and products put consumers' needs first to bring them better value.

- This would provide a focus for national media interest, and a photo opportunity for the Minister and MSPs to make pledges and show support for the campaign.
- We could also provide our campaign supporters with their own campaign packs to take back to their own local areas to take further action during the week. This pack could contain a 'how to' for micro-events locally for the rest of the week, including campaign assets such as posters, badges, template press releases to share with local press outlets, and ideas for action street-stalls.

### **Engaging campaign supporters online to take action**

- We could signpost supporters and online traffic to the campaign to relevant advice and content on the Which? Consumer Rights website, and direct them to the TPS and Complaints tools.
- Supporters would be encouraged to share and forward advice to their friends, family and wider networks.

### **Ideas for promoting the week**

- National and regional print and broadcast outlets across Scotland would be engaged to promote the campaign before and during the awareness week.
- Video case studies from Scottish supporters would be available for events and for MSPs, and across participating organisations' social media channels, to promote advice and the complaints tool.

### **Engaging businesses to raise awareness of TPS Assured Standard**

- We would provide information about the TPS scheme for Scottish businesses to encourage sign up to the scheme.
- A business-focussed campaign pack could also help to promote those that sign up to TPS Assured. This could be used as an element of any social media campaign to recognise those businesses that are TPS Assured.