

# Calling Time on Nuisance Calls in Scotland



A campaign in partnership with the Citizens Advice network and Which? to inform consumers about practical steps they can take to reduce nuisance calls.

September 2017

## Topic

During September 2017, the Citizens Advice network in partnership with Which? ran the [Calling Time on Nuisance Calls](#) campaign.

Which? research states 9 in 10 Scots received a nuisance call to their landline at least once in December 2015.

The awareness campaign ran for one week, with a number of activities kicking off with a public event in Scotland that outlined clear action for people to take to help cut down on the nuisance calls they receive.

## Aims

The aim of the campaign is to raise awareness of nuisance calls, highlight ways these could be tackled and empower the Scottish public to take actions that would help cut down the amount of call they receive.

- > 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.

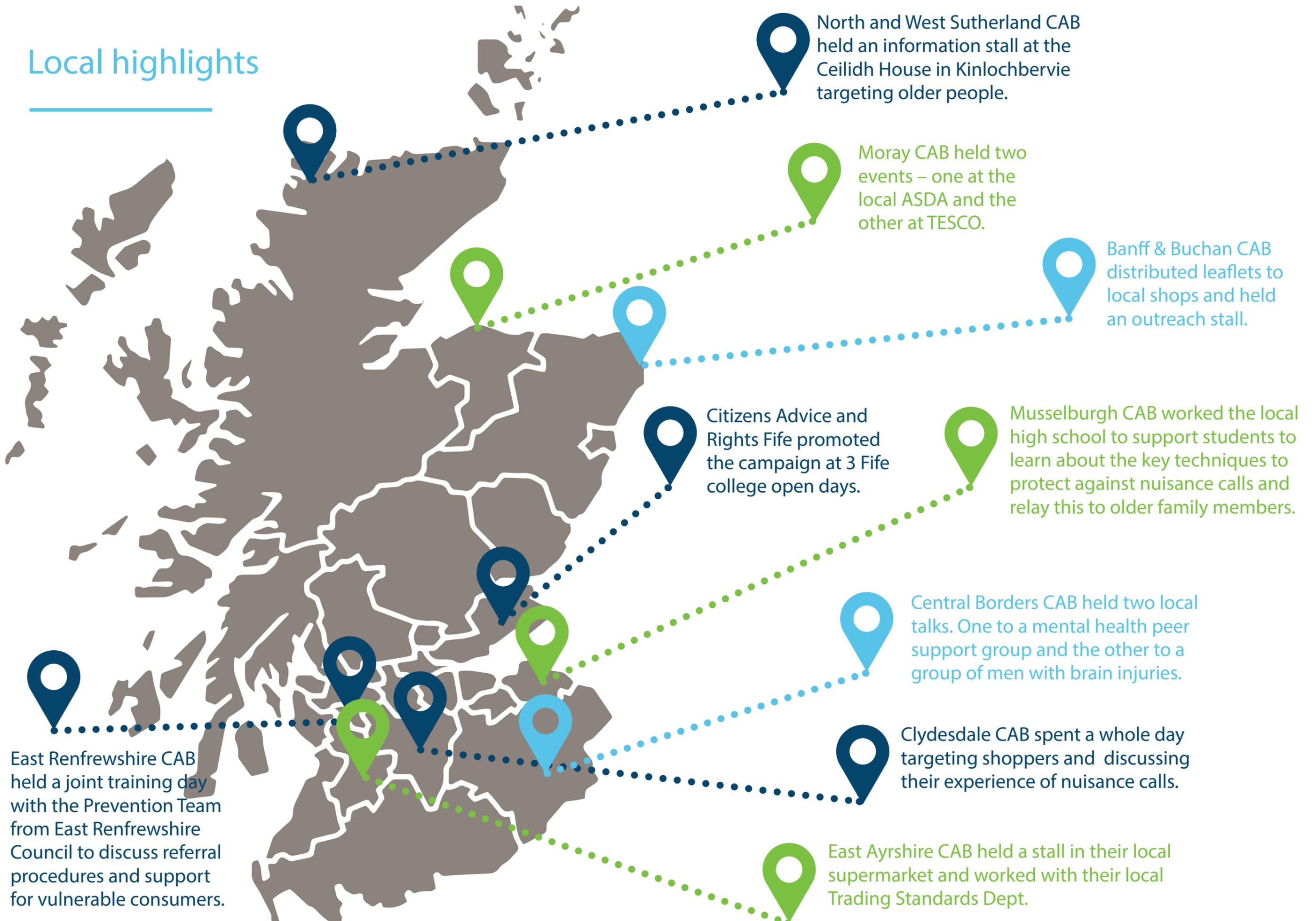
## Campaign activity

Which? led the campaign with the support of Citizens Advice Scotland at a national level. CAS provided resources and support to Citizens Advice Bureaux that enabled them to partake in campaign activity.

33 bureaux carried out local activity promoting the key messages to communities across Scotland.



## Local highlights



# Campaign impact

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7000%

increase in visits to  
online advice page

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4,495

people reached  
face to face

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22

local and national  
news items

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694.7k

total news  
reach



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23.9k

total news  
value

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58,822

social media reach

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59%

of local authority  
areas covered

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4,473

link clicks to  
public advice site

[www.cas.org.uk](http://www.cas.org.uk)



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