



'Consumer Skills in Northern Ireland'

Life cycle of a consumer education initiative

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This presentation is about:

- **Planning**
- **Resourcing**
- **Delivering**
- **Reviewing and Evaluating**
- **Emerging Issues**



Planning

- **Consumer Council NI champion role**
- **Policy and practice**
- **Evidence to develop Consumer Skills initiative**
- **Setting a work programme**



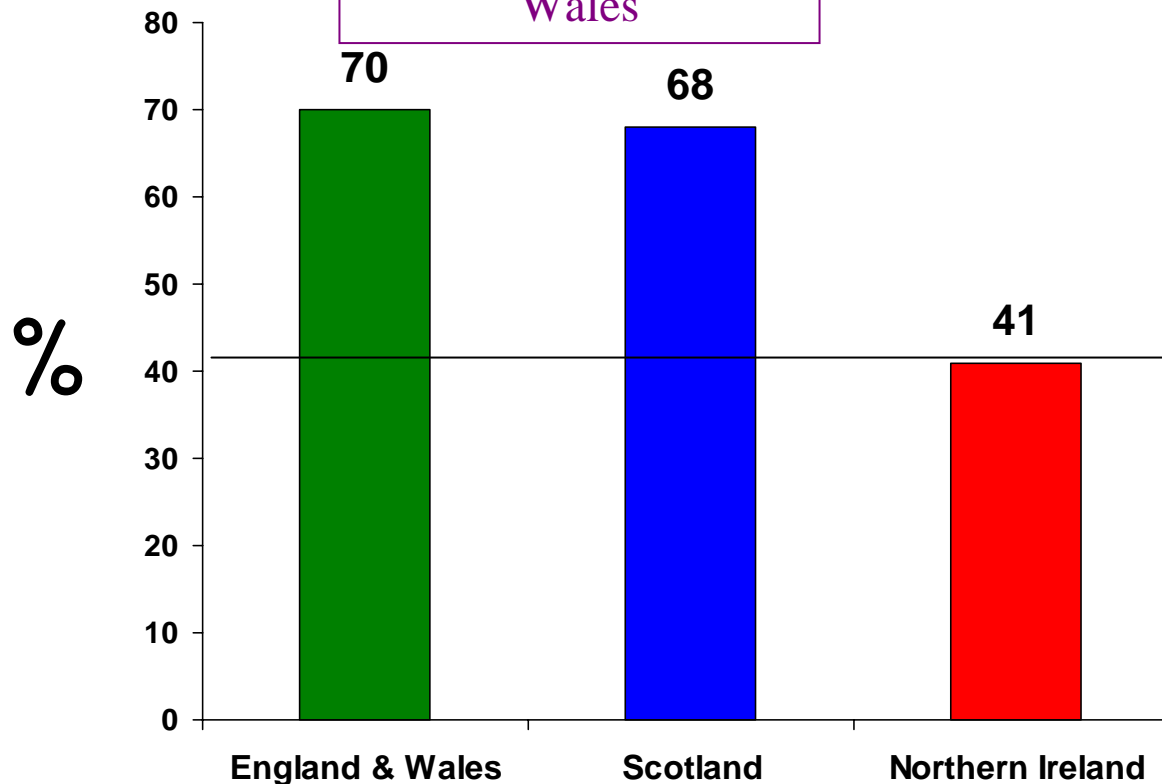
Consumer Proficiency – Key Facts

Consumer Knowledge and Confidence in NI

1 in 4
low literacy

Consumer Rights
knowledge 40% in NI
compared to
70% in England and
Wales

2/3 don't think it is
Easy to access
consumer information
and advice





Aims of Consumer Skills

- 1. Educate, inform adults and young people on rights and responsibilities**
- 2. Ensure information is available especially for marginalised and disadvantaged**
- 3. Support businesses in focusing on consumers**



Resourcing Consumer Skills

- **NI Government Consumer Strategy**
- **NI Assembly funded programme**
- **2003 – 2005 timescale**
- **Consumer Council base**
- **Implemented throughout NI**



Delivering

Adults and Community Groups

- **Consumer Rights leaflets**
- **Shoppers Rights Card**
- **Shop Around Quiz Pack**
- **Consumerline website/ helpline**



Shoppers' Rights Cards

🗳️ 520,000 cards through partnerships with:

- **major retailers** e.g. Debenham's, Tesco, Sainsbury's, Marks and Spencer and the Co-Op
- **800 members of the NI Independent Retailers' and Traders' Association's** (NIIRTA) e.g. Mace, Costcutters and Spar



Vulnerable Consumers

- Lower Income Groups
- Older Consumers
- Consumers with disabilities
- Ethnic Groups



Consumers Mean Business

- 👤 Shoppers' Rights Cards
- 👤 Website Information for Businesses
- 👤 Distribution of leaflets





Reviewing and Evaluating

- **Why evaluate?**
- **Formative and Summative**
- **'Ups and downs' of the project**
- **Pros and Cons of media use**



Indicators of Impact

- ☯ Influencing and Working with Key Stakeholders
- ☯ User Outcomes ('good news' etc)
- ☯ Media (mentions in the press etc)
- ☯ Publications (dissemination)
- ☯ Partnership/Collaboration



Emerging Issues

- ❑ Social needs/Outreach work
- ❑ Ethnic Communities
- ❑ Financial Capability
- ❑ FarePak Collapse
- ❑ Use of the media





"We will either find a way, or make one."

Thank You