

Know Your Rights Campaign – summary

Background

1. A Department for Business, Enterprise and Regulatory Reform (BERR) led campaign arose from the Consumer Law Review, which concluded that consumers, particularly the young, are not aware of their consumer rights.
2. A campaign to promote consumer rights has the strong backing of the Consumer Affairs Minister, Kevin Brennan MP.
3. BIS are lead player with support from Consumer Focus, the Office of Fair Trading (OFT) through Consumer Direct, and the Trading Standards Institute (TSI).

Objective

4. Increase consumer knowledge of basic consumer rights and where to go for advice.

Campaign strategy

5. Consumer Direct (CD) is the 'call to action' in this campaign.
6. The 'Know Your Consumer Rights' campaign strategy is to use partnerships with key retailers to promote three key consumer rights:
 - goods must be fit for purpose
 - of satisfactory quality
 - fit the description given.
7. Partners are being sought in three broad categories:
 - high street
 - in home
 - internet.

So far, B&Q, Wickes, Asda, asos.com, whatafind.com and figleaves.com are confirmed partners.

8. The campaign is planned to run for a minimum of 12 months.

Campaign tactics

- National Consumer Week, the TSI event supported by CD, will provide a platform for launching the campaign, week commencing 14 September 2009.
- A microsite has been created on the CD website and form part of the campaign promotion.
- A resource pack (managed by BIS in conjunction with TSI) to help businesses train their staff to better understand consumer rights will be available via Businesslink. Training is also being provided on the launch day.
- The launch will be taking place at Bluewater in Kent, retail & leisure destination, and constitutes a consumer/stakeholder launch, rather than the usual stakeholder launch. Some PR activity will take place and media opportunities are being sought.

OFT lead contact: Karen Chilvers: karen.chilvers@oft.gsi.gov.uk

Telephone: 020 7211 8876

OFT Communications

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