

Media Pack

About Advice Direct Scotland

Advice Direct Scotland provides free, independent advice to people across Scotland. The online identity of ADS is advice.scot. All of the services provided are completely free at the point of use. Its innovative omni-channel approach allows the organisation to engage with customers by phone, SMS, web chat, email, online and social media. Its knowledge base makes significant use of Artificial Intelligence and machine-learning to ensure the information it provides is always up to date. Advice Direct Scotland handles more than 750,000 contacts annually across its organisations and has now dealt with over 2,000,000 separate cases.

About consumeradvice.scot

consumeradvice.scot provides all citizens of Scotland with practical, relevant and completely free consumer advice and information which makes a difference. It is operated by the charity Advice Direct Scotland, which works in close partnership with both national Trading Standards and local Trading Standards bureaus to combat illegal traders and improve the services that consumers receive. It was launched in April 2019 following the devolution of consumer advocacy and advice under the Scotland Act 2016. The service is funded by the Scottish Government.

How does the service work?

Consumers can seek help in a number of different ways: freephone 0808 164 6000; online and web chat at www.consumeradvice.scot; and email via advice@consumeradvice.scot

Consumer advisors provide practical and impartial advice on how to resolve consumer issues, informing users of consumer laws which may apply to their situation, providing template letters which consumers can use to contact the trader or service provider they are experiencing issues with. Relevant information is passed onto Trading Standards for further investigation. consumeradvice.scot cannot make a complaint or carry out any legal action on an individual's behalf.



What are the most common queries?

The most common queries to consumeradvice.scot relate to used cars, furniture, vehicle repairs, clothing and accessories, building work, parking issues, bathroom and kitchen installations, and flooring.

How the organisations operate

The organisations currently employ over 90 staff and have more than 100 active volunteers split between offices in Glasgow and Stornoway. Over 300 volunteers are trained each year. In 2018, a four-day, same-pay working week was introduced, with staff paid the same wage for fewer hours. This initiative has benefitted staff, reduced absenteeism and increased productivity. Advice Direct Scotland is a registered charity (SC034473) and its trading arm is Social Enterprise Direct, which applies successful commercial strategies to deliver positive social change. All profits generated by Social Enterprise Direct are reinvested directly back into Advice Direct Scotland.

How Advice Direct Scotland can assist journalists

Advice Direct Scotland can provide strictly impartial advice on consumer-related issues and recommend next steps. Unlike other organisations, it does not comment on government policy. It can explore options for consumer-related issues for use as case studies in the media. It can also act as a case study in relation to four-day working weeks.

Contact details

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