

Watchdog Scheme



The Watchdog Scheme was set up in 2001 to help empower local people to protect their communities from rogue trading practices, scams and bogus callers. Watchdogs act as the 'eyes and ears' of their local area and report any consumer issues or concerns to Community Services. So far Watchdogs have helped alert communities to hundreds of scams and informed Trading Standards about underage sales of alcohol and cigarettes.

The Watchdog Scheme is run by the Community Development Team within Community Services which is made up of Nicola Wilson, Community Development Officer and Sarah Byrne, Community Liaison Officer. Nicola and Sarah host a quarterly forum in all eight districts of the County. The forums are an opportunity for Watchdogs and Advocates to be updated on what is happening in their area and for them to raise any Trading Standards issues of concern.

The team are responsible for raising the profile of Trading Standards, Community Services and the Watchdog Scheme around Staffordshire. They provide free talks to local community groups and get involved in projects and events with other partner agencies. They are also responsible for the day-to-day running of the Scheme and ensuring that Watchdogs are kept up to date with changes in legislation and are made aware if a scam or rogue trader is operating in Staffordshire.

The team also look after Watchdogs Advocates – these are people that have pledged to volunteer their time to help out at events by telling people more about the Scheme and Community Services.

We currently have over 600 Watchdogs and 90 Advocates. If you think you would like to be part of the scheme or would just like some further information, please contact the Community Development Team on 01785 277 835.