



Campaigns

£6.7 million
the amount JJB Sports was fined for the
illegal price-fixing of football shirts
COMPETITION APPEALS TRIBUNAL PENALTY APPEAL
JUDGMENT MAY 2005

A look behind the scenes at how we tackled JJB Sportswear

The story of a campaign

FOOTBALL SHIRTS

You've read it in the papers or heard it on the radio, but how did we do it? Getting any campaign off the ground involves a lot of behind-the-scenes work. Naturally, we expect hitches on the way. But even we were taken aback by the number of challenges we met when we decided to take action against JJB Sportswear.

JJB was one of seven companies fined by the OFT in 2003 for running a cartel that had unlawfully fixed the price of certain Manchester United and England football shirts. It had paid £6.7 million to the government, but we were seeking damages for the fans who'd lost out.

To test the levels of proof needed to bring about our case, we had to find potential claimants – without alerting JJB, of course. We placed anonymous ads on football fans' websites, football fanzines and online fanzine pages – and attracted 12.

We'd cleared the first hurdle – only to run into the second. We couldn't launch our action until the companies in the cartel had

exhausted all their legal appeals. Then, in February this year, the House of Lords refused to hear any more arguments from JJB – and we were ready to kick off.

We sent a 'pre-action' letter to JJB, giving it two weeks in which to come up with a satisfactory offer, or we'd sue. Our challenge was how to persuade journalists to come along to a press conference where we

would announce that the letter had been delivered to JJB that very morning, without revealing the name of the company. So we wrote tantalisingly of unprecedented legal proceedings being launched against an unnamed company. The media flocked to hear who we were intending to sue under our unique powers under the Enterprise Act.

JJB failed to respond to our letter. We issued proceedings and are set to make legal history.

The case is now before the courts – we'll update you as soon as we can. Till then, visit www.which.co.uk/football-shirts and find out how you can help.



Hitting the press: our action against JJB received wide coverage

CAMPAIGN NEWS

Three of the key areas we campaign on get a boost

Estate agents' fine goes up to £1,000

Any estate agent who doesn't join a redress scheme now faces a fine of up to £1,000, after lobbying by us. The government had proposed a fine of no more than £500, but we considered this too low and asked a peer to table an amendment, which the government finally agreed to.

Health professionals to prove fitness to practise

Doctors, nurses, dentists and other health professionals will be required to prove they're fit to practise every five years, if proposals outlined in the government's White Paper on the regulation of health professionals become law. Which? supports the changes, which we hope will lead to a more accountable, independent and transparent system that will benefit patients and health professionals alike.

Pension anti-mis-selling rule to remain

Consumers won't lose the protection they currently have against being sold inappropriate pension products following the decision by the Financial Services Authority to keep the rule known as RU64. This says that financial advisers must explain to their customers, in writing, why the personal pension product they recommend is at least as suitable as a stakeholder pension. We've long argued that the rule should stay.

www.which.co.uk/campaigns

MONEY OFF VACUUM CLEANERS

Great savings with Hughes Direct

This April Hughes Direct is offering Which? members exclusive discounts on selected vacuum cleaners from this month's report (p52). Save 15 per cent on the Miele S4511, the Miele

Cat and Dog TT5000 and the Dyson DC18 Slim (saving based on price including delivery).

To find out more details about this offer and other member-only discounts, log on to

www.hughesdirect.co.uk/which or call **0845 678 0084**. Offer valid until 31 May 2007 and subject to availability.

Each month Which? members can take advantage of the competitive deals offered by Hughes Direct. All goods are guaranteed to be a



minimum of 10 per cent below high-street prices published in Which? product reports (even taking into account delivery charges). If you find the same product cheaper elsewhere (including delivery) within seven days of purchase, Hughes Direct promises to refund 110 per cent of the difference. Call now or go online to see how much you can save.