

BUY WITH CONFIDENCE NEWS

Nottinghamshire
& Nottingham City



December 2007

Issue 1

Welcome to this first edition of BWC News. If you are a trader awaiting approval or if you are already on our list of approved traders you may find it interesting to see how the scheme is progressing.

In the News

Our BWC publicity in National Consumer week was a great success. We were featured in various local newspapers and also two radio stations and even Central News! A big thank you goes to all the traders who were able to travel to the City centre

for our photo shoot and also to those who were interviewed by radio and TV in that week. We do try to vary the traders who are given opportunities for publicity to try and get as many different names of traders featured in the media.



CRB Disclosures

Criminal Records Bureau checks are an important part of the approval process and are a requirement of the Buy With Confidence scheme rules. They can take a while to get sorted as it involves asking employees to complete forms but the forms are quite straightforward and once sent off the certificates usually only take about ten days to come back.

If you are able to apply online that can speed up the process but you need to provide proof of address which must be either scanned & e-mailed, faxed or posted to Disclosure Scotland. The £20 payment can also be made online using a credit or debit card.

www.disclosurescotland.gov.uk

National Consumer Week

Events were held around the City & County during National Consumer Week to promote BWC. Some of you may have seen us in supermarkets and shopping centres sporting our BWC t-shirts and giving out key rings & pens etc to the public promoting the telephone number and website. We also held an event at Worksop library where we showed consumers how to access the website and gave them some hints and tips on buying over the internet.

Praise indeed

All traders should by now have received a number of feedback cards. These are to be given to each of your customers when you carry out a job. We will then collate the results and feedback to you. This is one way in which we can continue to monitor our traders to ensure they continue to deliver a high quality service so it is essential that the cards are given out to all customers. (For window cleaners, wheelie bin cleaners etc who revisit customers regularly one card per customer per year is satisfactory).

So far the results have been fantastic. We have had over 200 cards back so far and they give extremely positive feedback so please make sure you hand out the cards and let us know when you need some more.

Check your entry

If you are an approved trader and have not yet had a chance to look at your entry on our website please take a moment to do so.

To find it go to the website www.buywithconfidence.gov.uk and type in your trade e.g. plumber, then type in your postcode remembering to put a space between the first digits and the last 3. When you have found your entry check that you are happy with the wording and that we are using the correct phone numbers etc. If there is anything you would like changing just email me at pauline.hutchinson@nottsc.gov.uk and I can change it straight away.

Don't get **hooked** by rogue traders this winter

If you need to hire a trader this winter, why not use the **Buy With Confidence** scheme.



All our traders have been visited and approved by Trading Standards.



Nottinghamshire
County Council

So for an honest, reputable, reliable trader in Nottinghamshire or Nottingham City visit www.buywithconfidence.gov.uk or call Consumer Direct on 08454 04 05 06

The Theatre Royal are showing Peter Pan this Christmas and they were kind enough to offer the Services of John Challis (Boycie from only Fools & Horses) who is playing Captain Hook to promote BWC.

One bright spark in the office came up with the slogan 'Don't get Hooked by rogue traders' and we thought it was so good we decided to advertise in the Pantomime programme. The advert above will feature in every panto programme throughout this season.



Pauline Hutchinson of Nottinghamshire County Council and Karen Merriman of Nottingham City Council with the Hook!

You may have seen a similar photograph which appeared in the Nottingham Evening Post.

Use your logo

Those traders who have been approved should have received a CD containing an electronic version of our BWC logo.

It is also on the disc in a simpler version without the writing around the edge. In addition to the logos sent to you already in the form of vehicle or window stickers you are also free to use either logo on some or all of your business cards, letterheads, invoices, receipts etc. You may



also use it on adverts or even your own website. Please see our terms and conditions for any queries regarding the use of the logo. If you have not yet received your logos please contact the BWC team on 01623 452005.

Freebies!!!!

I have a number of BWC logo sew on name badges up for grabs. I am expecting them to be very popular so if you would like some please email or call me as soon as possible.
pauline.hutchinson@nottsc.gov.uk 01623 452005.

Save the planet!!!

If you have received this newsletter through the post it means we don't have an email contact for you.

If you are able to give us an email address please do so as it means we can cut down our costs and save paper by emailing future newsletters to you.

Welcome aboard!

Last month we welcomed Karen Bishop to our team. Karen will be assisting me with the administration of the BWC scheme and is already getting to grips with our procedures. If you have not met me already I am Pauline Hutchinson and I am the BWC project manager. If you have any questions you can contact me or Karen on 01623 452005 or email me pauline.hutchinson@nottsc.gov.uk

Be prepared

With the introduction of Homebuyers Information Packs (HIPs) Trading Standards are preparing for rogue traders to take advantage by offering things like cavity wall insulation at a cut down price. This is an area where we fear it would be easy for these crooks to cheat vulnerable consumers as it is difficult to see exactly what work has been done. We are therefore targeting legitimate cavity wall insulation firms to come forward and join BWC so that we can offer a reliable alternative to buying services on the doorstep. If you are able to carry out cavity wall insulation please let us know so that we can add it to your list of skills on the website, or if you know a good cavity wall insulation firm tell us so that we can invite them to apply.

Have your say

If you have any news or information you would like to share with other BWC traders please contact us. We will include any useful tips, suggestions or general information sharing in future editions of this newsletter.

As we come closer to the end of 2007 it is encouraging to look back and see how far we have come. Since the initial launch of this scheme we now have over 50 approved traders with over 100 further new applicants awaiting approval. Our target for next year is to get at least 150 traders live on the website by April 2008.

It has certainly been a busy year with our trader launch in July and our main public launch in November. We've promoted BWC throughout National Consumer Week and at various other events throughout the City and County this year. We will continue to promote the scheme and the BWC logo wherever possible to make it a recognised brand.

We would like to thank all of the traders who have applied to Buy With Confidence for your patience in allowing us to complete the process of approval and for your continued enthusiasm and support for this scheme which we hope will benefit the people of Nottingham City and Nottinghamshire for many years to come. **May we finally take this opportunity to wish you all a very Merry Christmas and a Happy and prosperous New Year!**