

BUY WITH CONFIDENCE NEWS

Nottinghamshire
& Nottingham City



May 2010

Issue 2

Welcome to this exciting edition of Buy With Confidence News. We've been really busy promoting BWC and getting new traders on board so we've got lots to tell you.

Promoting Buy With Confidence

Following all our campaigns we have a high number of new applicants and website hits. Over the last year we've advertised and promoted the scheme in a range of ways. The latest press release features our 300th member business with one of his happy customers.

Another major campaign was in Nottingham city centre where we had large adverts in 15 of the free-standing panels for several weeks.

These featured our new branding - see page two. We often place adverts for example in football, cricket & ice hockey publications and we write articles for local newsletters and magazines. We also promote the scheme at talks and events around the city and county.

Coming up - promotion in Newark Hospital, which has 16,000 visitors a month, and an advert in the Newark & Sherwood Leisure Information Guide which will go into 40,000 homes.

Any ideas? Let us know of good value promotional opportunities.



Mark Woodcock from MW Aerials, customer Rosemary Emerson & Natalie Hodgkinson from the Buy With Confidence team

300!

The 300th trader has just gone live on the Buy With Confidence website.

Congratulations to all of you who have been accepted into membership and here's to the next hundred!

In this issue there are comments from customers taken from the feedback cards YOU hand out!

Looking for...

We want to continue expanding Buy With Confidence to make it the most successful approved trader scheme around. There are some trade areas that aren't well covered at the moment, and we also want to expand into new areas. So if you know good businesses in the following areas, encourage them to apply:

- Gardeners
- Car servicing
- Low level home support services e.g. shopping, home help, cleaning
- TV & domestic appliance repairers

Help BWC grow!

Change of image

After running Buy With Confidence in Nottinghamshire and Nottingham City for nearly three years, we decided our brand image needed updating. The logo is staying exactly the same, so you don't have to worry about your publications.

This is the front of our new leaflet to attract traders to join the scheme. We hope you agree that it's clear and gives a good indication of what we're looking for.

There are also two consumer versions which you can see below. We've included some of the excellent feedback customer comments in these leaflets, and also a useful advice section on managing work on your home.

Consumer leaflets

These are the new leaflets for consumers. As posters, they were also used in Nottingham's free-standing ad-panels before and after Christmas. Let us know if you would like any copies of these leaflets and we will send them out to you straight away. See back page for contact details.

What's in a Logo?

When you are a BWC member you have full use of the BWC logo. This shows the public that your business is heads above the rest. We ask all members to advertise that you are a member of the scheme. You can use the logo on your business stationery, in your advertising and promotional literature, your website and on your premises and vehicles. We even have patches you can attach to your work clothes! If you want some small stickers to put on your business cards and stationery, ring the Mansfield office.

Make sure you do not alter the logo in any way. It can be used in the official colours or in black and grey. Keep in mind to make it as large as comfortably possible. The logo is for an approved BWC business only; this does not include your subcontractors' businesses or other business within a franchise.

If you want to make a written statement in your adverts you can use the following statements:

- Approved BWC member
- Trading Standards Scheme member
- Approved by Trading Standards/Trading Standards Approved.

If you would like to use another phrase, you will need written permission.

A consistent message is a strong message and attractive to the public, so keep within these guidelines and you can't go wrong. Further details are available on the BWC website.



Wanted!
Traders that are
on the **level**

If your business is reliable, reputable and trades in Nottinghamshire, join **BUY WITH CONFIDENCE** and show your customers you are Trading Standards approved.

To apply call **01623 452005** or visit:
www.buywithconfidence.gov.uk



How do you **find** a trader that's on the **level**?

Use **BUY WITH CONFIDENCE** to find local businesses vetted and approved by Trading Standards. Call Consumer Direct on:
08454 04 05 06 or visit:
www.buywithconfidence.gov.uk



How do you **find** a trader that **measures up**?

Use **BUY WITH CONFIDENCE** to find local businesses vetted and approved by Trading Standards. Call Consumer Direct on:
08454 04 05 06 or visit:
www.buywithconfidence.gov.uk

“So polite. A total pleasure to have in my home. Totally trustworthy & genuine”

Help us to help you

We will be sending out the new design leaflets to all new traders who are approved on to the scheme to give out to their customers. If you haven't had any yet, and you would like some, or if you would like us to contact someone who you think would make a good BWC trader, please let us know. Don't forget to mention Buy With Confidence to all your friends and family and of course to your customers when you hand out feedback cards. If every trader talks to just ten people about Buy With Confidence we will have given out the message to over 3,000 local people. Now that is good advertising!

“Good workmanship, good scheme”

Where's your patch?

On the Buy With Confidence website, we think it's good practice to indicate the geographical areas a business will work in. So if you only want to work in Newark or Beeston, or will travel anywhere in the City or County, let us know. Have a look at your entry on the website and email us any amendments you would like. While you're looking, check your trade categories and make sure they're up to date. We can change the website quickly and easily so don't hesitate to contact us.

News & changes

After three years we've decided to put up the membership fees by 10%, to help us cover our costs. The new rates, which come into force for existing members from July, are:

- 1-5 employees – £55
- 6-15 employees – £110
- 16 + employees – £165

We hope you agree that even with this increase Buy With Confidence membership is still excellent value for money.

Another change is that we intend to collect membership fees by Direct Debit from now on. This will really help us keep our costs down. You should have received a letter and Direct Debit form – please complete and return the form as soon as possible. If you haven't received your letter please contact the Mansfield BWC office.

“They said they were with Trading Standards, which gave us confidence. Excellent service and quick work”

Disability Discrimination Act

Under the Disability Discrimination Act 1995 (DDA), all businesses that deliver goods, services and other facilities must make reasonable adjustments for a person with a disability.

What is a 'reasonable adjustment'?

If you have a small shop with steps outside, the law would probably see it as reasonable for you to go to the door to serve people who can't get in. But the law would probably expect a big business to do more, for example by building a ramped access.

What can my business do?

There are probably a lot of ways you can make life easier for your disabled customers, without making it harder for yourself. You could print out your quotations, invoices and other information in large type size when needed. Some people with a visual disability want emails rather than letters, because they can manipulate the text on screen.

If customers visit your premises, think about the access. Is there anything you can do to make it easier?

Train your staff to think about these issues and to ask customers if there is anything the business can do or change to make things easier.

If you are ever asked for something specific, do your best to meet the need. Please don't ignore the request, as you could be in breach of the DDA. If you can't do it, explain why.

It's just another way of providing good customer care!

Cancellation rights and wrongs

At the Trader Networking Event last spring, we ran a training session on customers' cancellation rights for contracts concluded at home. Leaflets on this have been sent or given to all our member businesses, but just in case you've forgotten, here's a quick reminder.

- Customers have 7 days to cancel most contracts that are concluded at their home or place of work. This applies to all visits, not just unsolicited ones.
- You have to give customers a written notice of the right to cancel.
- If you start work before the 7 days is up, the customer still has the right to cancel. You have to include a notice in the paperwork that payment may be required if the contract is cancelled, and the customer has to request in writing that the contract starts before the end of the cooling off period. You can only enforce payment for work done if you follow these rules AND if it's a specified contract – these include goods supplied to meet an emergency and all services.

You need to provide the written cancellation notice for YOUR OWN protection. If you don't, a Trading Standards authority can take enforcement action against you – this includes prosecution. Also, you probably won't be able to enforce payment if the customer decides not to pay.

These rules apply to ALL businesses, not just BWC members.

This is only a brief summary. You can get more information, including a cancellation notice you can copy, in our business information leaflet. Ask the BWC office for a copy, or download it from www.nottinghamcity.gov.uk/tradingstandards. Click on the page called Business Factsheets.

Contact Trading Standards for any further advice, including checking your paperwork. We want to help you get it right!

“Very professional, prompt, reliable and tidy work. Always explains what needs to be done. Recommended!”

Your thoughts

The Trader Networking event last March was very useful both for us and the attendees. We asked for the attendees' comments on the scheme and these were some suggestions:

- ID cards
- Training to deal with a non-paying customer
- More open access to customer feedback e.g. internet
- A more active approach to stop rogue traders

We will deal with these issues, and more, in future editions of the newsletter and forthcoming training/networking events.

“Quick efficient quality service couldnt have asked for more!”

CRBs

What you need to know for sub-contractors and new employees

Buy With Confidence is dedicated to promoting an environment where consumers can buy good and services safely. CRB checks have to be completed when your business applies for the scheme, if your business works in or around a domestic premise or with vulnerable persons.

When your business hires a new employee they must have a basic CRB check completed. If the new employee has a CRB check that is less than one year old it may be accepted. Remember, you must submit your new employee's original CRB to the BWC team, within four weeks of them joining the business.

If you work with subcontractors and they will be working in or around a domestic premises or with vulnerable persons; unless they are **supervised at all times** by the owner or an employee of the BWC business the subcontractors **must** have a Basic CRB check.

BWC customers are attracted and use the BWC scheme with confidence, knowing they will be safe with any of the BWC traders who are in or around their house.

“Very nice workman to have in your house”

“Value, service, honest, polite, friendly and fair. What we wish for”

“Friendly & quality workmanship. Would definitely recommend to others”

Feedback results

So far we've received over 4500 feedback cards which you and other members have handed out to your customers. The results of these are absolutely fantastic as you can see below!

Base	How would you rate the quality of work carried out?			
	Very poor	Poor	Good	Very good
4554 100.00%	2 0.04%	3 0.07%	338 7.42%	4211 92.47%

Base	How would you rate the level of customer service you received?			
	Very poor	Poor	Good	Very good
4567 100.00%	4 0.09%	5 0.11%	311 6.81%	4247 92.99%

Base	Did you feel you were charged a fair price?			
	Very unfair	Unfair	Fair	Very fair
4490 100.00%	5 0.11%	18 0.40%	769 17.13%	3698 82.36%

We send out quarterly reports to every business when we've received a card for you during that quarter. If you're not getting these reports, make sure you give feedback cards to all your customers. The reports also include any comments the customers include. As you can see from the quotations scattered around this newsletter, these can be excellent.

You can use your results and customer comments in any advertising or promotional work that you do.

If customers choose, they can give their feedback via the Buy With Confidence website. But we really want to encourage you to keep handing out the cards! We use the results to help promote the scheme. It makes great publicity when we can say in a press release that well over 99% of customers would recommend your Buy With Confidence business to a friend.

Whenever there is poor feedback, we follow it up with the trader concerned. Continual bad scores and comments would lead us to question the trader's membership – but so far that's not happened!

If you've run out of feedback cards, get in touch with the Mansfield office for more.

“Very obliging. Explained what was wrong. Quick and efficient.”

BWC people

There have been some changes in personnel in the Buy With Confidence office in Mansfield. Pauline Hutchinson, who was the BWC Project Manager, has been seconded to the Adult Social Care and Health Department. Her place has been taken by Trading Standards Officer Natalie Hodgkinson, with managerial support from Victoria Rose. The administrator is still Karen Bishop with support from Kay James.

“There within half hour. Very thorough, explained in detail & price before starting”

Snippets...

VAT

Don't forget to include VAT in quotations and invoices for consumers. We've seen paperwork from a couple of members recently that didn't. Under the law you have to, and it's also good customer care.

Re-audit process

In the next couple of months we'll start the re-audit process. Once you've been a member for 3 years we need to check that everything is still OK. Expect a letter or a visit at your 3 year mark.

“Turned up on time. Clean worker. Inspired confidence.”

Buy With Confidence

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