

Helping
the consumer
buy goods
and services
with

confidence

Wirral Fair Trading Scheme is an initiative of Wirral Council Trading Standards Service.

Wirral FTS members will demonstrate a commitment to trade fairly and honestly and meet minimum standards of quality set out in the Code of Practice and Scheme Guidance Document. The Scheme is managed, monitored and administered by Wirral Trading Standards.

The Scheme aims to create a trading environment where consumers can buy goods or services with confidence from Wirral traders

Applicants must have permanent business premises within Wirral Council boundaries and satisfy strict assessment criteria and will be subject to vetting by Wirral Trading Standards.

All applicants must demonstrate that they have in place a method for dealing efficiently and effectively with complaints.

Dissatisfaction or complaints regarding Scheme members should be reported to Wirral Trading Standards Action Desk on 0151 691 8020.

In the first instance details of the complaint will be recorded and the complainant referred to the Member.

Where complaints cannot be resolved by this method they may be referred to Trading Standards and then to the Scheme's dispute resolution process.

WHAT'S IN IT FOR BUSINESSES?

- Partnership with Wirral Council Trading Standards Service
- Consumer recognition of your commitments to high quality customer service.
- Consumer confidence That Members will provide or supply high quality goods or services.
- A better relationship with the Trading Standards Service~ based on co-operation rather than enforcement.
- Prompt and up-to-date information on new legislation.
- The benefit of access to an alternative method of dispute resolution .

WHAT'S IN IT FOR CONSUMERS?

- Access to a list of Members of the Wirral Fair Trading Scheme who satisfy the requirements of the Code of Practice
- Confidence that Members will strive to offer quality goods and services
- Confidence that Members will be committed to a high standard of customer care and after sales service.
- Members are committed to complying with both the spirit and letter of civil and criminal law and with the Wirral Fair Trading Scheme Code of Practice.
- Confidence that Members operate an effective complaint resolution process.

WHO CAN USE THE WIRRAL FTS?

- Anyone who wishes to employ a Wirral trader to supply goods or services.

Wirral Trading Standards want the Scheme to be of huge benefit to consumers shopping for goods and services in Wirral. It is hoped that as Membership grows the confidence in reputable traders will increase and the number of complaints about rogue traders will reduce.

Charles Allan, Assistant Director says: *“The measure of the success of this Scheme will be the degree of problem traders left isolated.”*

To find a Member visit the Trading Standards website at www.tradingstandards.gov.uk/wirral or contact Wirral Trading Standards Action Desk on **0151 691 8020** or your local One Stop Shop. An answer machine operates at busy periods to take calls when advisers are not available. All calls will be returned within two working days.

Copies of the Code of Practice and full details of current Members are available on our website or from Wirral Trading Standards Action Desk.

Liability to Customers.

In administering the Scheme, Trading Standards, accepts no liability for any loss or damage which is claimed to have arisen out of any alleged failure or negligence on the part of any business who is a Member of the Scheme.

It must be emphasised that should you feel dissatisfied with any goods or services supplied by a Member of the Scheme then any claim for damages will be against the Trader concerned and not the Trading Standards Service.

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