



Welcome

Welcome to the 2nd edition of the Buy with Confidence Newsletter. Firstly, I would like to congratulate all those who have been accepted onto the scheme and who can now use the Buy with Confidence logo to promote your business. Don't forget, all members are encouraged to use the logo on vehicles, website, stationery, uniforms, invoices and you can even use it on your buildings and signage. We have had a busy 12 months promoting and advertising the scheme in a variety of ways and as a result we have gained new members and an increase in website hits but we are always looking for new membership. Please promote the scheme to others and help it grow. I would also like to thank our Buy with Confidence members who kindly sponsored our recent Consumer Challenge Quiz. The quiz is for young people in Cumbria with moderate learning difficulties and without sponsorship we would not have been able to run the quiz. The winners were Whinell School, Kendal with Sandside Lodge School, Ulverston as close runners up.

I wish you all a prosperous year ahead and I hope you find the information in this newsletter is of interest to you. Please let us know if there are any topics that you would like covered in future issues.

Angela Jones
Trading Standards Manager



To join please contact Trading Standards for an application pack on **01539 713594** or for more details visit **www.buywithconfidence.gov.uk**

Cumbrian kitchenware giant Lakeland joins BUY WITH CONFIDENCE

One of Cumbria's most successful and trusted businesses became a member of Buy With Confidence in Autumn 2012 in recognition of its fair and honest business practices.

The Windermere based company is one of the UK's leading kitchenware companies with a huge online market and more than 60 stores up and down the country, with more planned. Angela Jones, Cumbria County Council's Trading Standards Manager, said: *"The scheme is a chance for the many honest, hardworking and reputable businesses in Cumbria to show their customers that they are committed to fair trading. Any Cumbrian business, large or small, and in any sector can apply to join the scheme. Wendy Miranda, Lakeland's Customer Ambassador, said: 'We're delighted to join the Trading Standards 'Buy With Confidence Scheme'. Customer satisfaction and service is incredibly important to us at Lakeland and we're very proud that we have been accepted into the scheme which will no doubt prove to be an invaluable tool for consumers deciding where to shop.'*



Angela Jones and Wendy Miranda

What your customers are saying about you

When a consumer searches for a trader on the Buy With Confidence Website they can now view any feedback that Trading Standards has received from that trader's clients. Please encourage your clients to give feedback about your company.

Here's what some satisfied customers had to say:

- Peniston Windows and Conservatories Limited – Dalton-in-Furness – *'Excellent product, fitted expertly and with great care and cleanliness.'*
- Locks Express – Grange-over-Sands – *'Quick response, effective action, reasonable pricing.'*
- AB Fire Safety Training Limited – Millom – *'Concise and entertaining.'*
- Dave Jessop Kitchens and Bathrooms – Brougham, Penrith – *'Absolutely delighted and grateful for a lovely bathroom at last. Excellent workmanship.'*
- SPB Computers – Penrith – *'Approachable, welcoming, explains things at the customer's level of understanding.'*
- AJM Painting and Decorating – Kendal – *'A very high standard of workmanship.'*

Our third anniversary

BUY WITH CONFIDENCE celebrated its third anniversary in February 2013. With more members joining every month, we asked a selection of new members to tell us about their businesses and why they wanted to be part of the scheme.

Kentdale First Aid Training

This Kendal based company is owned and managed by Andrew Dickinson and Angie Clare and was set up two years ago.

The company delivers training courses in First Aid to a wide variety of organisations including schools, nursing and retirement homes, the construction and farming industry.

Andrew and Angie have a long track record in First Aid. Andrew qualified as an ambulance paramedic in 1992 and works for the North West Ambulance Service where he works on front line emergency ambulances. He also has 27 years experience with St John Ambulance Cumbria as a volunteer trainer and assessor.

Angie became a North West Ambulance Community First Responder in 2003 where she progressed to become a Field Trainer with the Community Resuscitation Team for the North West Ambulance Service.

Andrew and Angie both received awards presented to them in the House of Lords for exceptional service to St John's Ambulance for their actions during the height of the Cumbria floods of 2009.

Angie said: *'Our company has a very wide and varied customer base because the HSE strongly recommends that organisations have trained first aiders on site. The level of training required varies according to the nature of the business and its size. Kentdale First Aid Training is able to tailor courses to meet the specific needs of each organisation.'*



'We are delighted to join Buy With Confidence as we believe it gives us that extra seal of approval especially for our work in schools where we are required to have enhanced Criminal Record Bureau checks.'

Kevin Jenkinson – no job too small

Kevin Jenkinson is a new member of Buy With Confidence. Kevin's a one man part-time decorating business and no job is too small for him.

He's been running his business for 6 years and fits it around his work as a part-time maintenance man at Ghyllside Primary School, Kendal.

For many years Kevin worked as a maintenance painter for Provincial Insurance. These days his clients consist of elderly people who might want only one room painted, or the parents of school pupils.

Kevin said: *'I rely on word of mouth marketing and my reasonable prices ensure I am kept busy. Being a Buy With Confidence member assures my customers they are dealing with a tradesman they can trust.'*



BUY WITH CONFIDENCE Member wins top award



Cumbrian builder George Lattimer had good reason to smile after picking up a national award at a ceremony in London from top comedian Michael McIntyre as runner-up in the Supreme Award to find Britain's best site manager.

George is a director of Lattimer Homes, based at Mealsgate near Wigton, which joined the Buy With Confidence scheme last year. He was invited to the National House-Building Council's gala dinner in London as a north west regional winner in the NHBC's Pride in the Job annual awards.

George, who has been a national NHBC Pride In The Job winner a record eight times previously, said *"It was a fantastic evening and an absolute pleasure to meet Michael McIntyre. He was out of this world and was saying that as we were the best builders in Britain, could one of us sort a house out for him? Buy With Confidence has been brilliant for us and for our customers. The feedback we have had to the sign on our vehicles has been incredibly positive. People recognise it as an assurance of good, honest service and quality of work."*

We are always keen to hear good news from Buy With Confidence members. Please contact Dawn Wright on 01539 713594 if your company has won any award or new accreditation.

Who's using BUY WITH CONFIDENCE member businesses?

Here we talk to two very satisfied customers

The business: Anthony and Stephen Chaplow Landscaping and Groundworks Limited

Anthony and Stephen Chaplow are partners in their business in Kendal. The brothers set up in partnership five years ago after the building firm Stephen worked for closed. Anthony already had a successful business but his workload was increasing. The partnership was the ideal solution.

Anthony said: *'Since then we have never looked back. Our business is quality hard landscaping. Our clients want value for money and high quality work. Being part of Buy With Confidence definitely gives our clients faith in our business and puts them at ease. It's the same with our suppliers. They will only supply products to reputable companies who meet their standards. Suppliers such as Marshalls and Tobermore come out to check the quality of our work. Our Buy With Confidence membership is an added assurance to them that we are a reputable company. I can't recommend Buy With Confidence too highly and have been spreading the word to other local businesses.'*

The customer: Chris Greenwood

Chris Greenwood, a landscape architect from Kendal, is just one of the Chaplows' satisfied clients. He recently engaged the brothers to carry out some complex landscaping to his own design. Chris said: *'The project was technical and complicated. There were different levels to work out and what was crucial was adequate surface water drainage. They did a great job.'*

The business: Derek Jones, Home Maintenance and Renovation

Derek Jones is a Wigton based trader who set up his business in 2009. Before that he had worked for 26 years as a kitchen fitter for a handmade bespoke kitchen company in the area. He made the decision to retire and lead a life of leisure. That period lasted a few months and he realised he missed his work. He bought a van and set up his own business doing small jobs that the bigger companies are reluctant to take on. Derek enjoys being his own boss and prides himself on being reliable and affordable. He now has a good customer base and has no regrets about going solo. Derek said: *'Having the Buy With Confidence logo on my van gives my customers extra security. It's a real talking point with them.'*

The customer: Peter Breakwell of Raughton Head

Peter Breakwell, aged 74, moved to Cumbria from Wolverhampton with his wife three years ago. The couple had bought a bungalow badly in need of modernisation. They consulted Derek and he started work taking out the kitchen and bathroom and replacing them with new units and a new suite.

Peter said: *'Derek's work is superb and I can't fault it. Price is key of course because we are pensioners and we can't afford to throw money away on shoddy work. Every penny counts. Since Derek's first job for us we have used him again to replace the interior doors and our next project is to transform the garage into an extra room. With Derek we are always satisfied and I highly recommend him.'*

Rogue traders

No hiding place in Cumbria

Cumbria Trading Standards' **Buy With Confidence Scheme** aims to prevent Cumbrian residents from falling into the hands of rogue traders by taking the guesswork out of choosing a reliable trader. But when rogue traders prey on Cumbrian residents we go more than the extra mile to track them down. Continuing our series on successful prosecutions of traders who target the elderly and vulnerable in our county:

In early 2012 our Carlisle office received a number of complaints from residents of Carlisle and Wigton. The residents had been targeted by a group of three itinerant traders who offered to tarmac their drives and charge between £1,000 and £1,200.

When the work was completed the results were shocking. The tarmac layer was extremely thin and in some places it was completely bare. In one case, the work was so poor that a car parked on the drive sunk down into it. Even worse was the fact that this gang appeared to be targeting the elderly and vulnerable. One of their victims had Alzheimer's.

By the time the complainants had contacted us, the rogue traders had moved on. With only their vehicle number plate and a description of them, we had to move fast if we had any chance of catching them.

Our officers reasoned that if this gang were going to tarmac more drives they would need tarmac and they could only get this from one of Cumbria's quarries. We contacted every quarry in Cumbria and asked them to get in touch with Trading Standards immediately if the gang showed up.

At 8.00 am the following morning a call came in from the quarry at Arnside to say the gang had just left and would return at 10.00 am that morning to pick up their tarmac.

When the gang arrived back at the quarry they were met by a welcoming committee of Trading Standards enforcement officers, two police vehicles and four officers. The gang, trading as J and M Murphy with addresses in Newcastle and Ireland, were immediately arrested and taken into custody. At their trial they were found guilty and each sentenced to three months in jail.

Our message continues to be that we will not tolerate rogue traders in Cumbria. If you suspect rogue traders are operating, call Trading Standards via the Citizens Advice Consumer Helpline on **08454 040506** or the Police on **101**.

Benefits & fees

Membership fees for BUY WITH CONFIDENCE do not exceed £200 for even the biggest firm and for a sole trader the fee is just £49 per year.

It is a condition of the scheme that any member who deals directly with customers in their own homes needs to have a current Criminal Records Bureau (CRB) check.

BUY WITH CONFIDENCE membership benefits:

The advantages of being part of Buy With Confidence are as follows:

- ✓ The use of the BWC logo on your paperwork, website, vehicles and premises
- ✓ Your business name and details on an Trading Standards approved list for consumers
- ✓ A place on the Buy With Confidence website
- ✓ Increased consumer confidence and a reduction in complaints
- ✓ Promotion of your business through articles and ongoing awareness raising
- ✓ Free business advice from Trading Standards and mediation for complaints

Promoting Buy With Confidence

We are committed to promoting and advertising the Buy with Confidence (BWC) scheme and we will:

- Use the Cumbria County Council website, Twitter and Cumbria Community Messaging to promote the Buy with Confidence scheme and your business
- Encourage consumers and businesses in Cumbria to choose a Buy with Confidence business. We receive 12,000 consumer enquiries every year and visit over 2000 businesses
- Attend business networking events
- Promote Buy With Confidence with partnership organisations such as the Alzheimer's Society, Age UK, Citizens Advice, Cumbria Tourism, Cumbria Rural Enterprise Agency and many more
- Publish articles in parish magazines, specialist magazines such as Later Life, and residents' newsletters. Our Buy With Confidence article in Your Cumbria magazine was delivered to every household in the County
- Send out up-to-date lists of our Buy With Confidence members to consumers and businesses

If you use Twitter or Facebook please let us know and we will connect with your business. Follow us on **Twitter @cumbriats**

Buy With Confidence and its role in protecting the vulnerable - Alzheimer's Society

Louise Wisdom works for the Alzheimer's Society in Carlisle. She is a dementia support worker and she deals with people living with dementia and their families. Louise said: *'Our clients are particularly vulnerable to those who would seek to exploit them. Because they have short term memory problems they often don't realise what they are agreeing to. Some of them have family or neighbours to look out for them but others don't and if a rogue trader calls they are liable to fall victim. Because all traders on the Buy With Confidence scheme have been thoroughly vetted by Trading Standards my clients can completely put their trust in them. It's a great scheme.'*

Who's top of the Hit Parade?

Good news! BUY WITH CONFIDENCE members are receiving lots of hits on www.buywithconfidence.gov.uk. Here is the countdown from ten to number one of the top ten companies with the greatest number of hits:

10. Gas Water Heating Ltd - 222 hits
9. Cumbria Damp Proofing Ltd - 287 hits
8. Anthony & Stephen Chaplow Landscaping & Groundworks Ltd - 301 hits
7. Mike Garnett Building Services - 303 hits
6. Blake Wallace Plumbing & Heating Services - 331 hits
5. South Lakes Electrical Ltd - 332 hits
4. SC Joinery - 339 hits
3. Renewal Gardens & Enterprises - 348 hits
2. Locks Express Limited - 427 hits
1. Cumbria Roofing Ulverston - 530 hits

