



Trading Standards BUSINESS MATTERS

February – May 2009

Up-to-date news for Businesses

Is the Price right?

Providing accurate and up to date pricing information sounds simple enough, yet pricing is an increasingly complex area of law for traders. Trading Standards can provide guidance and help your business to get it right first time.

Generally, the price of goods or services needs to be given clearly, unambiguously and in good time. All prices should include VAT at the applicable rate.

For online retailers, if your website does more than just advertise your products and allows orders to be placed, additional information must be provided. This includes details about the characteristics of the product, the identity and address of the trader and information concerning delivery or postal charges. Consumers' cancellation rights must also be clearly indicated. If you would like more information in respect to pricing your goods contact our free, friendly and expert Business Advice line on 0116 305 8000 or email tradingstandards@leics.gov.uk



New rules on Trading Disclosures

Limited companies are advised to check their stationery, notices displayed on premises and websites, to ensure that they comply with new rules on business ownership disclosure. Companies commit an offence if they do not properly disclose ownership details.

The main requirements are:

- The registered name must be clearly displayed at locations where it carries on a business (as well as the registered office) and at locations where the company keeps records. The business name is not required to be displayed at a premise mainly used as living accommodation
- The registered name and address is required on business letters, order forms and websites
- The registered name is required on invoices, receipts and all other business correspondence and documentation
- Details of ownership must be provided within 5 working days when requested in writing
- Letters that contain a director's name must also include the names of any other directors. (This does not include where the name of the director is in the letter text or signature)

If you have queries about the new requirements, please contact the Trading Standards' free, friendly and expert Business Advice Line on 0116 305 8000 or email tradingstandards@leics.gov.uk





New rules on cancellation of contracts

From 1 October 2008, new regulations extended the existing law on cooling-off periods and cancellation rights for consumers to include contracts made in the home, during 'excursions', (eg at hotel premises) and at a consumer's place of work. They will cover contracts made as a result of visits made at the consumer's request, as well as unsolicited visits by traders.

The regulations will apply to sales of goods and services over £35. Such as home improvements, home repair, maintenance services, energy suppliers and mobility aids.

Business owners and staff must understand the new requirements, which may include making changes to sales contracts. A contract must provide a minimum cooling-off period of seven calendar days, which starts from the date the consumer receives a written notice of the right to cancel.

Failure to adhere to the rules is an offence and can make the contract unenforceable.

Further guidance and a suggested layout of the Notice of the Right to Cancel and associated forms is available on the BERR website, (UK Department for Business, Enterprise and Regulatory Reform) www.berr.gov.uk or businesses can seek advice from our Trading Standards advice line 0116 305 8000.

Tip one

Beware of faxes, emails, letters and phonecalls asking you to renew an advert in a directory. Check very carefully what the cost really is and how long the agreement is for. How much business did you get from this directory last year?

Tip two

Asked to sponsor books for a local school? Do not respond unless you know the organisation. If it is a phone call, put the phone down immediately. People have been billed for up to £1,500 without agreeing to sponsor anyone. If this happens to you, please let us know on 0116 305 8000, the Trading Standards Business Helpline.

New website to help your business

We have recently revamped our website to make it easier to navigate and to provide a larger range of free advice leaflets for businesses.

There are now more than 100 downloadable leaflets covering toy safety, food, animal health, fair trading and much more.

The website has up to date business advice articles, as well as back copies of Business Matters.

Also, if you want to report a rogue trader, perhaps one that is trading unfairly and adversely affecting your business, whether they are a large or small company, the website has information on how you can do this through the 'ripofftipoff' scheme.

So take a look at the website at **www.leics.gov.uk/tradingstandards** and see how it can help your business. And remember that we are more than happy to give free telephone advice on trading law on 0116 305 8000.



www.leics.gov.uk/tradingstandards

How to Contact Us

Business Advice

Confidential, free advice on all trading standards matters including help for you to solve your consumer complaints. We can also help you to access available Rural Business Grants

Telephone: (0116) 305 8000

Email: tradingstandards@leics.gov.uk

www.leics.gov.uk/tradingstandards

www.askcedric.org.uk