



# Safe Local Trades

“How Corporate Social Responsibility works for my  
business”

Eileen Le Voi

# Power of TV



## Rogue Traders



# Nationwide Statistics

## ROGUE TRADERS

**You may well be one of the millions of viewers shocked by *Rogue Traders* on BBC1 last year. The series caught some shocking examples of dodgy gardeners, plumbers, roofers and drivewayers on camera as they went about ripping off the public. When it comes to getting work done on your house, finding a good tradesman can prove to be a nightmare.**

To steer clear of bad treatment

should only have cost £50. Nine of the traders caught on camera faced prosecution.

According to a survey of London homeowners carried out for a home services website, cowboy tradesmen cost us £865 million a year in botched jobs. One in three homeowners had to employ another tradesman to fix the previous one's mistakes – at an average cost of £256.

It seems that by cutting costs and getting cheaper quotes, we

## LET'S LASSO THESE COWBOY TRADESMEN

COWBOY tradesmen are the bane of all our lives. It is estimated that last year botched jobs cost more

ing a tradesman with no recognised accreditation or recommendation of any sort simply because

boy tradesman's botched job with seven out of ten saying they are "extremely unhappy" or "unhap-

## £865m cost of rogue builders

BY SARAH GETTY

ALMOST 10million homeowners have suffered from cowboy tradesmen in the last year, with botched jobs costing more than £865million to put right, a survey has revealed.

More than half of 1,000 homeowners questioned paid cash in hand to avoid VAT charges.

But those who did so are fuelling a 'nationwide boom' in rogues, costing more than £865million a year in repairs, the research found.

One in three homeowners employed another tradesman to correct a previous builder's mistakes, at an average cost of £256 per botched job.

In the past year alone, 68 per cent of

homeowners – just under 10million – have suffered from a cowboy tradesman's botched job.

And 73 per cent have let tradesmen work on their homes without a contract.

Andrew Skipwith of online firm Rated Tradesmen, which conducted the survey, said: 'When it comes to your home you really do only get what you pay for.'

'If you go for a cheaper option and don't use reputable tradesmen the deal is likely to backfire.'

'You'll end up with shoddy craftsmanship that will undoubtedly cost you more in the long run, through repairs.'

# Local Statistics



## ET Comment: Rogue traders are the lowest of the low

THE antics of cowboy builders and rogue traders have been well documented. But the man who tried to charge an 84-year-old pensioner £5,000 for painting his door, is surely the lowest of the low.

This nasty piece of work picked on the elderly man when he arrived home upset from a visit to see his wife, who has been in a care home for four years. Despite being told not to carry out the work, he went ahead anyhow, and when the pensioner refused to pay, he was forced into a car being driven by a woman accomplice, and taken to his bank.

Police are currently warning Stanground residents about a bogus window cleaner who has been fleecing home owners of their cash.

## Elderly couple conned out of £30,000 by rogue trader

A ROGUE trader who tricked an elderly couple out of a staggering £30,000 came unstuck when the pensioners tried to get a loan to pay for more work. The couple, aged in their 80s, had already handed over the huge sum of cash to a man who claimed he would repair their leaky roof.

## Rogue traders are deplorable



Frank Horsley on his demolished drive

IT is shocking that there are cowboy tradesmen operating in this area who deliberately set out to take advantage of the most vulnerable people in the community.

They shamelessly exploit people who believe that work needs to be done on their homes, and then charge exorbitant prices for shoddy, and sometimes unnecessary, work.



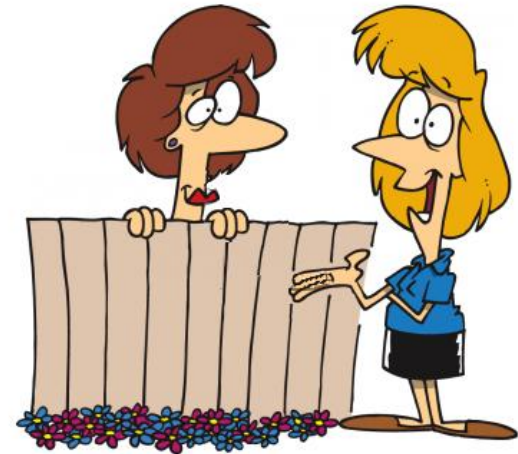
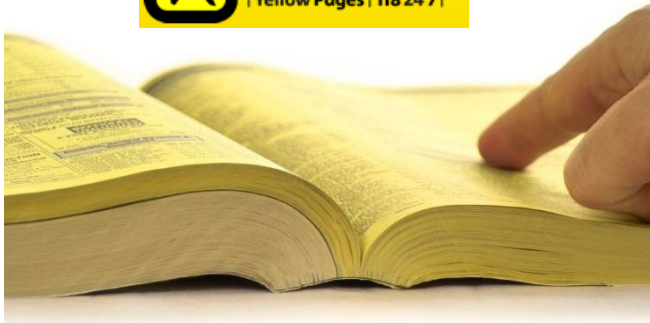
## Watch out for rogue tradesmen

PEOPLE are being warned to stay on their guard this summer to avoid being scammed by rogue traders.

PEOPLE are being warned to stay on their guard this summer to avoid being scammed by rogue traders. Every year door-to-door scammers acting as professional builders, gardeners or workmen con thousands of householders into parting with their cash for poor – and often dangerous work.

Crooks prey on elderly and vulnerable residents and talk their way into homes with promises of cheap rates for work that may not even need carrying out.

# Our Choices



## PERSONAL RECOMMENDATIONS

9 out of 10 people in the UK rely on a recommendation

One-stop-shop for recommended tradesmen

# Mission for Safe Local Trades

## Mission

To promote a community network of independent quality tradesmen who have been recommended and vetted and who will be monitored on an ongoing basis.

This in turn will:

- protect the consumer from any unscrupulous people who persistently give the trade industry a bad reputation
- redeem the reputation of our local, trusted and reliable tradesmen and trade professionals.

# How?

**By providing a FREE and EASY one-stop-shop where everyone can access local tradespeople who:**

- Have been highly recommended
- Vetted and approved
- Are prepared to be accountable for their work
- Comply with a Code of Conduct (***Safe Local Trades Service Charter***)
- Are monitored on an on-going basis

# Recognition

**WINNER**  
of  
Best New  
Business Idea  
2008



## Trademark Registration



# Vetting Process

## Vetting Process:

- Face to Face Meeting
- CRB Basic Check
- A valid Drivers Licence and Vehicle Insurance Document
- Certificate of Public Liability Insurance
- Proof of membership to any Trade Association (e.g., Fensa, IPHE, etc)
- Proof of qualifications (where applicable)
- Proof of statutory qualifications (e.g., Gas Safe Registered, Part P, etc)
- Certificate of Incorporation for Limited Companies
- Certificate of VAT registration document (if applicable)
- 3 references which are subject to verification



# Service Charter

## **Service CHARTER which includes:-**

- Contact the customer as soon as possible. It must not be any later than 48 hours from receiving the enquiry.
- Inform the customer immediately if they are unable or unwilling to undertake the proposed work.
- Arrive at the agreed time for appointments and will give advance warning of any unavoidable delay.
- Treat customers with courtesy and respect.
- Supply a written receipt for payments received.
- Deal with any complaints and /or disputes as quickly as possible.

# Safe Local Trades Website

## How it works for consumers:

- Free service via website access 24/7
- Free phone number
- Free text service
- Free email service



# www.safelocaltrades.com



Search [safelocaltrades.com](http://safelocaltrades.com) for recommended and approved tradespeople in the **PE Postcode District**

- 1 Step 1 - Select
- 2 Step 2 - Select
- 3 Your Postcode



Home

For Consumers

For Tradespeople

About safelocaltrades.com

Recommend Here

Contact Us

Interested in becoming an exclusive member?

Leave your feedback

Our Service Charter

Members Area

## Not sure who to trust ?

Begin your search using Steps **1 2 3** above

Click here to request a **FREE** Consumer Pack

What do YOU do when you need a reputable tradesman? Ask a friend or relative for a recommendation?

If your answer is yes, then you are not alone, as 9 out of 10 people in the UK rely on personal recommendations when it comes to ....

[read more](#)



# Search Results



## Local Plumber (Heating & Gas Work) in Peterborough

You searched for **Plumber (Heating & Gas Work) in Peterborough PE1**. The following show the members who are closest to you and who would be happy to hear from you. If you contact any of them, please mention that you got their details from **Safe Local Trades**.

If you proceed with using any of their services, please remember to leave feedback afterwards.

### homeheat

30 reviews



Star Rating

**Contact:** David McNamee  
**Address:** Woodston, Peterborough, PE2 7JE

**Trade:** Plumber (Heating & Gas Work)  
**Location:** Peterborough

**SMS:** [Click here](#) to send a free SMS  
**Telephone:** **0845 505 0845**  
**Mobile:**



[Email](#)

[Web](#)

[View Profile & Reviews](#)

1.14 miles away

### Masterheat

16 reviews



Star Rating

**Contact:** Shaun Cowan  
**Address:** 16 London Road, Yaxley, Peterborough, PE7 3NP

# View Profile & Reviews Page - Services

## homeheat

### Address:

Woodston, Peterborough, PE2 7JE

### Contact:

Name: David McNamee

Mobile:

[Click here](#) to send a FREE SMS

Tel: 0845 505 0845

E-mail: [Click here](#) to send an email

Web: <http://www.homeheat-uk.com>

Avg Star Rating 9.97 30 reviews

Punctuality 9.9

Tidiness 10.0

Quality of work 10.0

Value for money 9.9

Recommend 10.0



Member No:

**SLT001102**

Joined:

**January 2009**

Services

Memberships

Feedback

Vetting

Gallery

Maps

## Services We Offer



Domestic Work



OAP Discount



Free Estimates

## homeheat

Helping customers like you from all over Peterborough, Spalding, Huntingdon and surrounding areas to keep warm in winter, always have hot water at the turn of a tap and often identify ways to reduce those ever increasing gas bills.

At homeheat we pride ourselves on always providing a friendly, professional and

# View Profile & Reviews Page - Memberships

## homeheat

### Address:

Woodston, Peterborough, PE2 7JE

### Contact:

Name: **David McNamee**

Mobile:

[Click here](#) to send a FREE SMS

Tel: **0845 505 0845**

E-mail: [Click here](#) to send an email

Web: <http://www.homeheat-uk.com>

**Avg Star Rating 9.97**

30 reviews

Punctuality	9.9
Tidiness	10.0
Quality of work	10.0
Value for money	9.9
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Member No:

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[Services](#)

**[Memberships](#)**

[Feedback](#)

[Vetting](#)

[Gallery](#)

[Maps](#)

Click on icon to access the trade association that this member belongs to



# View Profile & Reviews Page - Feedback

Services

Memberships

Feedback

Vetting

Gallery

Maps

## Please give your feedback



[Read feedback](#) | [Leave feedback](#)

Previous reviews

**29 Reviews**

Next reviews

Reviewed on 16/02/2011 Customer in Werrington

### Brief summary of job:

Installation of new replacement boiler and fitting new hot-water cylinder.

### Comments:

Excellent layout of pipework involving installing boiler upstairs in airing cupboard in lieu of downstairs back-boiler.

**Rating**  
**10/10**

### Scores:



Point your mouse at each star

10 (Excellent) 8 (Very Good) 6 (Good) 4 (Poor) 2 (Very Poor)



# View Profile & Reviews Page - Vetting

[Services](#)

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**Interviewed:** 20th January 2009  
**Company Type:** Sole Trader  
**VAT Registered:** No  
**CRB Check:** Yes  
**Liability Insurance:** £2,000,000

## Qualifications

**Gas Safe Registered (Reg No 303613) Certified to carry out Gas work on:**

- \* Pipework
- \* Cooker
- \* Gas Boiler
- \* Gas Fires
- \* Water Heaters
- \* Meters

**Certification through Building Engineering Services for:**

- \* Energy Efficiency Domestic Heating
- \* Domestic Nat Gas Safety
- \* Cooking Appliances
- \* Fires & Wall Heaters
- \* Water Heating Appliances
- \* Heating Boilers
- \* Meters
- \* Essential Electrics
- \* Combi-B Basic F Finding
- \* Combi-B Advanced F Finding
- \* Core Electrical Safety
- \* Defined Scope BS7671
- \* Central Heating Systems

# Freepost Feedback Cards

## Please give your feedback

We rely on feedback from customers to ensure that all our members are providing a quality service and that comments left can be read by other consumers. Either log onto [www.safelocaltrades.com](http://www.safelocaltrades.com) and help spread the "word of mouth" by giving us your opinion online or complete this freepost card and pop it in the post.

### Details of work done

Company: \_\_\_\_\_

Tradesperson's Name: \_\_\_\_\_

Date work was done (approx): \_\_\_\_\_

Details and comments about the work: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Your Details

Complete in CAPS please

Title: \_\_\_\_\_ Forename: \_\_\_\_\_ Surname: \_\_\_\_\_

Location and / or town: \_\_\_\_\_

Email address: \_\_\_\_\_

Property No or Name: \_\_\_\_\_ Postcode: \_\_\_\_\_

Home Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_



**safelocaltrades.com**



Recommended & Approved



0800 014 1832

### Your Experience

Please give numeric scores of **10** to **2** on each of the following aspects, where:

**10** (Excellent) **8** (Very Good) **6** (Good) **4** (Poor) **2** (Very Poor)

	Score	Not Applicable
Punctuality:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tidiness:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Quality of workmanship:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Value for money:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Would you recommend this person?	<input type="checkbox"/> yes	<input type="checkbox"/> no

By providing these comments you give permission for safelocaltrades.com to review and publish this information. We cannot act on anonymous feedback because we need to avoid abuse of the process so please ensure that all information is entered and is accurate and honest to the best of your knowledge. We may also contact you to verify the details you provide to ensure authenticity. No personally identifiable information will ever be published on any feedback that is submitted. safelocaltrades.com reserve the right to edit comments for length, spelling or clarity where appropriate. The information you supply will be held under the full protection of the Data Protection Act and will not be shared with any third parties. Please tick this box if you do not want to receive any news or offers from safelocaltrades.com.

# Leave Feedback Online

[Services](#)

[Memberships](#)

[Feedback](#)

[Vetting](#)

[Gallery](#)

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## Please give your feedback



[Read feedback](#) | [Leave feedback](#)

We rely on feedback from customers to ensure that all our members are providing a quality service. Please help spread the "word of mouth" as your comments will be read by other consumers.

### Login

Email:

Password:

[Forgotten your password?](#)

### New User?

We cannot accept anonymous feedback. Please [Click here](#) to read our terms.

# Current List of Trades

aerial & satellite specialists  
alarms & cctv  
appliance repairs  
asbestos services  
bathroom specialists  
bedroom (fitted furniture)  
bricklayers  
builders  
canopies & gazebos  
carpenter / joiner  
carpet & upholstery cleaning  
carpets & all flooring  
cleaning services (external)  
computer services  
conservatories  
curtains & blinds  
damp proofing  
double glazing installations  
double glazing repairs  
drainage specialist  
driveways & patios

driveway & patio cleaners  
dry lining specialist  
electricians  
fascia, guttering, soffits & cladding  
fencing  
flooring specialists  
garage doors & repairs  
garden services & landscaping  
glaziers  
groundworks  
handyman  
heat pumps  
kitchen specialists  
locksmiths  
oven & appliance cleaning  
painters & decorators  
pest control  
plasterers  
plumbers  
plumbers (gas)  
plumbers (oil)

property maintenance  
roof cleaning  
roofing specialists  
solar pv  
solar thermal  
stair lift installers  
telephone & broadband  
tilers  
tree surgeons  
washing machine repairs  
  
and more to come...

# How we know it is working



## CUSTOMER TESTIMONIALS

“Just wanted to say how incredibly useful this site is; it is so difficult to find someone to work in or around your home, and access to feedback and reviews make that decision so much easier. I have only used traders sourced through this site for some time now, and will continue to do so. Many thanks and keep up the great work.” **Mr Eddie Thomas**

“As a widow, I have put off having jobs done in my house for quite some time as I didn't know who to trust. Thanks to Safe Local Trades, I have now had painting done, a new carpet in my lounge and lots of odd jobs carried out. All the members have been professional, friendly and good value for money. I will always use Safe Local Trades in the future and will tell all my friends about it. Thanks again.” **Mrs Lewis, Peterborough**

Over 3,300 customer reviews on [www.safelocaltrades.com](http://www.safelocaltrades.com)

# How we know it is working



## CUSTOMER TESTIMONIALS

“Congratulations on your site for providing such a wonderful service. I have enlisted the assistance of several of your members since arriving in Peterborough, ranging from handymen, landscape gardener to plumbers. Well done!” **Mrs Baines, Hampton Hargate**

“We thank you for all your help in giving us safe traders names to which we have found wonderful tradesman who are very helpful, reliable and charge reasonable rates. 10/10 for your recommendations. Thank you.” **Mr & Mrs Alston, Peterborough**

Over 3,300 customer reviews on [www.safelocaltrades.com](http://www.safelocaltrades.com)

# How we know it is working



## MEMBER TESTIMONIALS

“ I am very proud to be a member of safelocaltrades.com as it is good to know that I have provided the necessary criteria to become affiliated to an organisation that prides itself on providing an important service for the general public. Potential customers have the peace of mind that members have been carefully vetted and are trustworthy and reliable. ”

**Neil Hoskin**  
**Fence Connection**

“ Homeview Aerials is pleased to be associated with, and a member of safelocaltrades.com, a very professional organisation dedicated to recommending quality tradespeople. ”

**Tony Mann**  
**Homeview Aerials**

“ safelocaltrades.com provides the general public with the confidence that each and every member has been not only recommended by other tradesmen but also by previous customers and ensures that only the professionals are granted membership. SMB kitchens are very proud to be associated with safelocaltrades.com ”

**Stuart Barraclough**  
**SMB Kitchens**

# In Association with...



**Cambridgeshire & Peterborough  
Distraction Burglary &  
Rogue Trader Task Force**



**HELP THE AGED WE WILL**



**Peterborough  
Neighbourhood and Home Watch**  
Looking out for the community

**Peterborough  
Neighbourhood  
CHAMPIONS**



listen • guide • support



**dial** peterborough



# Age UK – fundraising campaign



**2009 Great  
Eastern Run  
£523.68  
Raised**

# Age UK – fundraising campaign



**2010 Great  
Eastern Run  
£2,571.23  
Raised**

# Age UK – fundraising campaign



**2011 Great Eastern Run**  
**£1,347**



# Age UK – fundraising campaign



Sibson Skydive  
Event 2<sup>nd</sup> Oct 2011

£2,177 raised!



# DBRTT



## Cambridgeshire & Peterborough Distraction Burglary & Rogue Trader Task Force

### Doorstep Crime

- Easy targets (old / vulnerable)
- 81 year old female
- Living alone
- At home in the afternoon



**Bogus  
Repairmen**

**Cowboy  
Builders**

**Misleading  
Prices**

**Bogus  
Callers**

**Distraction  
Burglars**

# Cowboy & Rogue Tradesmen

**Fraud – people who obtain money by false pretences**

- Bogus repairs  
(overcharging & low standard work)
- Misleading prices  
(quoting and then charging a higher amount)

**Trading Standards advise to  
“never use a firm who cold call  
offering to do your drive or roof”**

**Get a second opinion from a  
trustworthy source**



# Summary of Safe Local Trades

- Award winning LOCAL company
- FREE and EASY service for everyone
- Proven success and continues to evolve
- Commitment to Age UK Peterborough
- Helping the elderly and vulnerable against doorstep crime

**My contribution to CSR**

# Information Pack

## Information Card



**Not sure who to trust? Need a recommendation for a reputable tradesman? Then look no further...**

**safe local trades.com**  
Recommended & Approved

Statistics show 9 out of 10 people rely on personal recommendations above any other means when it comes to getting someone in to carry out repairs, maintenance and improvements in our homes, gardens or business premises.

**WINNER** of Best Small Business Idea 2008  
Peterborough Enterprise Programme

*Getting it right first time*

Most of them also believe that using a directory can be a lottery as you never know who you are going to get.

**safe local trades.com** is an award winning LOCAL independent organisation that provides FREE and EASY access to reputable, highly recommended and trustworthy trade professionals across the PE Postcode District. All members are CRB (Criminal Records Bureau) checked, vetted and approved, have agreed to abide by a Service Charter and are rated on an on-going basis, giving you complete peace of mind...

**In association with the Cambridgeshire & Peterborough Distraction Burglary & Rogue Trader Task Force**

Our aim is to protect YOU from cowboy and rogue traders. For FREE and EASY access to LOCAL reputable tradespeople, just log onto **www.safelocaltrades.com** or phone **0800 014 1832**

## Directory / Phone Book Sticker



Stick this on your directory

**safe local trades.com**  
Recommended & Approved

**Need a recommendation for a quality, trusted, approved, local tradesperson? Look no further...**

**WINNER** Best Small Business Idea 2008  
Peterborough Enterprise Programme

**In association with the Cambridgeshire & Peterborough Distraction Burglary & Rogue Trader Task Force**

**Just go to...**

**www.safelocaltrades.com**  
or freephone **0800 014 1832**  
Putting you in touch with reputable trades and services

## Magnet for fridge, boiler, etc



Place this on your fridge or boiler

**safe local trades.com**  
Recommended & Approved

**Need a recommendation for a vetted, trusted, approved, local tradesperson? Look no further ...**

**Just go to...**

**www.safelocaltrades.com** or phone **0800 014 1832**



# Q&A

Questions?