



Media Release

10 June 2008

The End of the Line for Rogue Traders!

Greater Peterborough's new Trade Association, **trustourtrades.com** can help put an end to the era of the rogue trader in our area by providing householders with simple, free access to a database of local reputable trade professionals.

And the need for such a service is absolutely clear - with statistics stating that:

- Cowboy tradesmen cost the UK population nearly a billion a year in botched jobs
- The office of fair trading estimate there are over 9 million disputes between home owners and tradesmen every year, a staggering 25,000 every day.
- 7 out of 10 homeowners are unhappy with the level of service they receive from tradesmen.

Award winning director of **trustourtrades.com**, Eileen Le Voi says, "When looking for a reputable tradesman, research has shown that 98% of the population within the UK rely on personal recommendations. Choosing a tradesman from a directory is often a lottery. **trustourtrades.com** gives people complete peace of mind. All our members are recommended, vetted and approved and have agreed to comply with our Service Charter. They will also be accountable for their work as customers can rate them and leave feedback on the website for other consumers to see."

Cathy Inman, Doorstep Project Manager for Cambridgeshire Trading Standards, said "We welcome schemes such as **trustourtrades.com** as it will provide all consumers with a valuable service and will go some way in helping to reduce the staggering statistics mentioned above".

Eileen goes on to say that "During the extensive local research carried out by **trustourtrades.com** over the past 14 months, we have learnt that there are quite a substantial number of local tradesmen that consumers would **NEVER** recommend to anyone, with the majority of people having either had a bad experience with a cowboy tradesman or knowing someone else who has. We at **trustourtrades.com** also know that there are 100's of honest, reliable tradesmen in our local area who all deliver an excellent service and we have made it our mission to find them on behalf of the general public."

The full service will be launched very shortly, however, the first phase of the website is available now at **www.trustourtrades.com** offering tradesmen the opportunity to register their interest in joining this exclusive local Trade Association and where members of the public can register their interest and recommend worthy tradesmen.

A strong database of carefully selected quality tradesmen will be in place prior to the forthcoming full launch of the website shortly. Eileen continued "We currently have an extensive database holding

details of trade professionals that the general public have recommended to us over the past few months. There is a maximum of 5 trade professionals (some will be less) for each sector so our message to tradesmen is that places are filling quickly so they should register early if they want to take advantage of our service and be promoted as trusted professionals across the region.'

trustourtrades.com will cover the entire PE Postcode District which stretches from Skegness down to St Neots, across to Downham Market and up to Hunstanton..

-ENDS-

Notes to Editors

With **trustourtrades.com**, Eileen le Voi won the Best New Small Business Idea 2008, organised by the Peterborough Enterprise Programme. Eileen was awarded her prize by three-time Olympic medallist and TV personality, Kriss Akabusi at the Broadway Theatre on 12 March. As part of her prize, Eileen has won a year of support from local businesses, Athene Communications, Hegarty LLP Solicitors and MacIntyre Hudson Chartered Accountants

trustourtrades.com is an independent and impartial company which has been formed to help protect consumers from rogue traders and to promote reputable tradespeople within the Greater Peterborough community and across all the PE postcode districts.

The core principles of the company are based on creating a foundation of trust, integrity, professionalism and quality customer service.

Media Enquires

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