

Price Marking

PUBLIC CONSULTATION ON
PROPOSED CHANGES TO THE
CODE OF PRACTICE FOR
TRADERS ON PRICE
INDICATIONS.

No: CCP 004/03

March 2003

**CONSUMER AND COMPETITION POLICY
DIRECTORATE**

**Public consultation on proposed changes to
Code of Practice for Traders on Price
Indications**

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1. INTRODUCTION

PURPOSE OF CONSULTATION

This consultation document seeks your views on proposed changes to the Code of Practice for Traders on Price Indications, which provides guidance to traders on how to avoid giving a misleading price, which is an offence under the Consumer Protection Act 1987.

RESPONSES

How to respond to this consultation:

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Any additional information that you can provide for the Regulatory Impact Assessment (see below) and any comments you have on it would be particularly welcome.

Responses must be received by 27 June 2003.

We aim to publish the outcome of this consultation.

CONFIDENTIALITY

Your response to this consultation document may be made publicly available in whole or in part at the Department's discretion. If you do not wish all or part of your response (including your identity) to be made public, you must state in the response which parts you wish us to keep confidential. Where confidentiality is not requested, responses may be made available to any enquirer, including enquirers outside the UK, or published by any means, including on the Internet.

CONSULTEES

We are sending this document to the consultees listed at (5) below. Please tell us if you know of others who would be interested in this consultation. It is also available on request from the source listed above or on the Department's website at <http://www.dti.gov.uk/ccp/consultations.htm>

HELP WITH QUERIES

If you would like help with queries or further information about this consultation please contact the official named above.

2. SUMMARY

The Code of Practice for Traders on Price Indications is made under the misleading price provisions of the Consumer Protection Act 1987 and is approved by the Secretary of State for Trade and Industry by means of a statutory instrument. The Code provides guidance to traders on how to avoid giving a misleading price indication to consumers, which is an offence under the Act. Breach of the Code is not itself an offence but breach of it can be used in court as evidence for the prosecution and compliance with it can be used as evidence for the defence. Enforcement of the misleading price provisions of the Consumer Protection Act is the responsibility of local authority trading standards departments.

The Code was issued in 1988 and its review, to ensure that the advice it provides is up to date and as comprehensive as is possible, was announced in the 1999 White Paper "Modern Markets: Confident Consumers".

3. MAIN CONSULTATION TEXT

The Department has consulted informally with some major stakeholders – retailers, enforcers and consumer interests - on the changes they consider necessary to the Code. The changes proposed so far have three main aims:-

- to bring the Code up to date, including advice on avoiding giving a misleading price indication on the internet and other innovative selling mechanisms;
- to clarify the guidance where new relevant legislation has been introduced since the Code was issued in 1988 and on specific queries that have arisen; and
- to address some sharp practices, particularly on sales promotions.

The intention is to work with stakeholders to ensure a level playing field of good practice amongst traders, which will be of benefit to them and to consumers.

The Code has particular relevance for the retail sector, but its coverage goes much wider – extending to all traders who provide price indications to consumers, including all product and service sales, eg tradesmen, professional services etc. Those stakeholders who have commented considered that there was sufficient merit in the structure of the current Code and familiarity with it to warrant building on what was already there rather than making major changes. It was, however, generally agreed that the layout could usefully be modernised and improved and this will be done once the text has been agreed. They also saw advantage, particularly for small business, in the Department continuing to make available hard copies of the Code as well as making an on-line version available to those who have access to the Internet.

A copy of the text, with proposed revisions, is attached at Annex A. The alterations have been made to the current text of the Code using the “changes” facility in Word so revisions are indicated by sidelines, new text is underlined and deleted text is struck out. Renumbering will be done later. A copy of the current edition of the Code can be viewed or ordered on-line at the Department’s website

<http://www.dti.gov.uk/ccp/topics1/guide/misleadingprice.pdf>

Most changes are self-explanatory. The major ones are briefly described below.

Introduction: text amended to make it clear that the guidance applies to all retail sales, including websites; clarification of the status of the guidance; and the inclusion of a reference to the Trading Standards Institute's Enforcement Concordat, the Home Authority principle, and to Trading Standards Officers' advisory role on relevant regulations.

Definitions: a definition of a "distance contract" has been included and the previous definition of "shop" altered to "outlet" to ensure that it covers sales made from websites and by other means where the simultaneous physical presence of the trader and the consumer are not required.

Part 1 – Price comparisons: clarification of the circumstances in which price comparisons should be qualified in a way that is unambiguous, easily identifiable and clearly legible to the consumer. Warning against abusing the "28 day rule" which allows reductions to be claimed without the need to include an explanation of when and where the higher price applied. Further advice on distance contract sales and new guidance on factory outlets has also been included. The removal of the requirement to show all prices when a series of reductions are made with only the first and final price being required plus any intervening prices that are lower than the final price.

Part 2 – Actual price to the consumer: warnings included that specific regulation (which may alter during the life of the Code) exists on price transparency in particular situations and circumstances and that up-to-date advice on it can be obtained from Local Authority Trading Standards Departments. Clarification on how the guidance in the Code relates to distance contracts, including the Internet, pricing in foreign currencies in addition to sterling, and on the circumstances when VAT inclusive prices must be given. Some re-ordering of text in the section covering service charges to make the sequence more logical. Clarification of when "free call out" claims are appropriate.

Part 3 – Price Indications that become misleading after they have been given: removal of some unclear text that had scope for misinterpretation; clarification of guidance in relation to distance contracts; and inclusion of advice on the way in which changes in the rate of VAT might be indicated.

Part 4 – Sale of new homes: the only change made is the insertion of contact details for information on the provisions applicable to old/second hand homes or commercial property. Any information about difficulties that have arisen with the current text and/or proposed additions to it are particularly invited.

TIMING

This consultation will run for a 3-month period. Thereafter, the responses will be assessed and amendments to the Code finalised. The intention is that the review of the Code will be completed and a new version available during 2003.

4. REGULATORY IMPACT ASSESSMENT

1. (i) Issue and Objective

Price is key to purchasing decisions, especially for those on low incomes. Prices are, however, not always easy to compare in a meaningful way. In the White Paper "Modern Markets: Confident Consumers", the Government announced a series of measures to make prices clearer for consumers. A review of the Code of Practice for Traders on Price Indications - which provides guidance on how to avoid giving a misleading price which is an offence under the Consumer Protection Act 1987 - is part of that process.

The purpose of the review of the Code is to bring it up to date on new sales mechanisms and practices and to clarify the guidance where difficulties in interpretation have arisen.

(ii) Risk Assessment

Prices play a key role in the efficient functioning of markets. Where price information is distorted, or incomplete, the market can fail to arrive at the most efficient outcome. This can mean a misallocation of resources, with resources not being put to the highest value use. It could mean inefficiency, as price competition is subdued and inefficient producers escape pressure from efficient rivals. And it could also mean sub-optimal consumption, as consumers are led by incorrect price signals to consume either too much or too little of a particular good. This outcome could reduce consumer welfare.

The proposed changes to the Code address these risks by increasing clarity and certainty for business and transparency and confidence for consumers in the information provided. This will assist consumers in getting best value for money.

2. (i) Options

Option 1 – to abolish the Code or, possibly, to retain the current version which was issued in 1988.

Option 2 – reissue the Code, bringing it up to date to address new selling practices/mechanisms.

(ii) Issues of Equity or Fairness

Is it fair on traders or consumers to remove practical guidance, which helps to achieve a level playing field of good practice?

Is it fair to traders or consumers to continue with guidance on misleading prices, which is out of date and less comprehensive than it could be?

The revision of the Code will benefit both traders and consumers, in clarity and certainty for business and transparency and confidence for consumers, providing a fairer and more level playing field between traders and assisting consumers in making purchasing decisions.

3. (i) Benefits

The benefits of improved practice in this area are increased clarity and certainty for business and increased transparency and confidence for consumers in the information provided which should assist consumers in making optimal purchasing decisions. It may also feed through to increased competitiveness at the retailing and manufacturing level.

Option 1

The law on misleading prices is contained in the Consumer Protection Act 1987. Abolition of the Code would not affect the law since the Code provides guidance only on how traders may avoid giving a misleading price under the Act. The removal of the practical advice contained in the Code or its continuation in its present form has no obvious benefits for stakeholders – trader, consumers or enforcers. However, the continuation of the practical guidance contained in the Code has considerable support amongst them. The Code helps to reduce instances of bad practice and prosecutions under the Act and assists in achieving a level playing field of good practice, which is beneficial to all parties.

It is generally agreed amongst stakeholders that the current Code needs to be revised to address new selling practices and mechanisms – including the Internet and Factory Outlets and that it should be brought up to date accordingly.

Option 2

The benefits of a revise of the current Code are improved clarity in the guidance which is provided to traders and which is available in an accessible manner and cost free to them. It should result in a level playing field of good practice in price indications to the benefit of the vast majority of traders and which will provide increased price transparency for consumers. This provides benefits to both business and consumers – ie a win/win outcome.

Statistics collected by the Office of Fair Trading from Trading Standards Officers show that there are around 35000 complaints per annum solely on price/pricing information problems. Disaggregated data relating to the precise nature of the complaints - ie whether they relate to problems with price transparency, price levels or misleading prices – is not available.

Cost estimates based on the methodology used in the OFT report “Consumer Detriment” (2000) indicate that the direct costs of the complaints to consumers is of the order of £650k a year. This is made up of administrative costs, loss of personal time and legal fees that are incurred in a small percentage of cases. However, this number is likely to be a significant underestimate since it does not account for the impacts of lost or distorted competition from misleading pricing, contraction in the market due to increased consumer uncertainty, or the additional search costs facing consumers from reduced price stability.

Increased clarity of the guidelines to business can be expected to produce reduction in these administrative costs to consumers in the order of £200k per annum. There will also be the additional benefits to competition (mentioned above) that are not possible to calculate in this instance.

[Comments from consultees on these estimates are particularly invited.]

4. Compliance Costs for Business

Practically, there are no compliance costs for business. Traders do not have to follow the guidance contained in the Code, as long as they comply with the misleading price provisions of the Consumer Protection Act 1987. Breach of the Code is not itself an offence but breach of it can be used in court as evidence for the prosecution; and compliance with it can be used as evidence for the defence.

Option 1: the abolition of the Code would reduce the practical advice readily available to business on misleading prices and may increase the

instances of bad practice and consequent prosecutions under the Act. The retention of a Code that is out of date may have similar effects, particularly as new selling practices and mechanisms (including the Internet) proliferate. But any additional costs under this option are not readily quantifiable.

Option 2: involves changing/improving the Code to bring it up to date, including advice on avoiding misleading price indications on the Internet and other innovative selling mechanisms, and to increase clarity. Compliance costs should be nil or de minimis because of the way the Code is used.

There are de minimis on-going compliance costs. Implementation costs are also likely to be de-minimis because traders are likely to scan a revise for any major changes (there are none with alterations being confined to updating and clarification) and then keep it as a reference document, for instance during sales promotions. In the event of a complaint about a misleading price by a consumer against a trader, a Trading Standards Officer will draw the attention of the trader to any reference to the particular practice within the Code and advise how a misleading price might be avoided. Under the Enforcement Concordat, discussions between enforcers and traders must take place before any prosecution is considered and the trader must be allowed an opportunity to put matters right. Although the Code is not comprehensive, it should assist with resolving problems on many occasions. Additionally, the revised Code will be provided free of charge by DTI.

(i) Business sectors which will be affected

The guidance in the Code covers all product and service sales between traders and consumers, however made, including those by tradesmen, professional services etc.

(ii) Compliance costs for a "Typical" business

Whilst compliance with the guidance in the Code is optional, costs arising from either option would be de minimis – e.g. it is expected that for individual businesses only 10 minutes or so will be taken up in scanning the revised booklet. [Comments from business on this aspect are particularly invited]

(iii) Total Compliance Costs

De Minimis. The Code is intended as a reference document for traders and enforcers and will replace an earlier edition (1988). The proposed changes update the Code, and take account of new information and changed practices in retailing rather than introducing substantial changes. [Consultees' views on this analysis are particularly invited – especially if they disagree with it.]

5. Consultation with Small Business: "The Litmus Test"

The Small Business Service and representatives of small firms have been consulted during this review and their comments have been particularly useful. No adverse impact has so far been identified but the views of small businesses on the impact of any proposals under discussion are particularly sought during this consultation .

6. Other Costs

The only other costs identified are the cost to Government of updating the current Code to take account of the changes and printing/distribution costs but these are expected to be minimal, as are the costs of placing the Code on the DTI website. Trading Standards Officers are already responsible for enforcing the existing legislation and the proposals are not expected to add to the work involved. Indeed, the updating and clarification of guidance on the legislation should make monitoring and enforcement considerably easier. [If any consultees are aware of statistics on average frequency of use of the Code by Trading Standards Officers in their enforcement role then the information would be particularly welcome.]

7. Results of Consultation

[To be included once consultation completed.]

8. Summary and Recommendations

[To await the results of the consultation.]

9. Enforcement, Sanctions, Monitoring and Review

The Code provides advice to traders on how to avoid giving a misleading price which is an offence under the Consumer Protection Act 1987. The legislation is enforced by Local Authority Trading Standards Departments. The existing penalties for failing to comply with it are on

conviction on indictment, an unspecified fine or, on summary conviction, a fine not exceeding £5,000.

10. Competition assessment

The “competition filter” has been applied to this measure and it has shown that any competitive impact is unlikely from the updating of this optional guidance. No change is proposed to the underlying legislation, the Consumer Protection Act 1987. [If any consultees consider that any of the changes proposed would impact on competitiveness then their views are particularly invited.]

Declaration:

I have read the Regulatory Impact Assessment and I am satisfied that the balance between cost and benefit is the right one in the circumstances.

Signed by the Minister responsible

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**(Parliamentary Under Secretary of State for Competition,
Consumers and Markets)**

Date

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Date

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5. LIST OF CONSULTEES

Abbey National Plc
Aberdeen Chamber of Commerce
Aberdeen City Council
Aberdeenshire Council
Aberdeen University
Addleshaw Booth & Co
Adnams & Co Plc
Advertising Association
Advertising Producers Association
Advertising Standards Authority
Advertising Standards Association
Airport Operators Association
Alders Stores Ltd
Alliance of Independent Retailers & Business
Allied British Clubs
Allied Domecq
Aluminium Federation
American Financial Services Association
Anglian Water Services Ltd
Anti Counterfeiting Group
Apparel Knitting & Textile Alliance
Arboricultural Association
Arcadia Group Plc
Areiris
Argos Distributors Ltd
Asda Stores Ltd
Ashurst Morris Crisp
Asian Trade Publications Ltd
Asprey & Garrad Ltd
Associated Independent Stores
Association For Payment Clearing Services
Association of Art And Antique Dealers
Association of British Dispensing Opticians
Association of British Health-Care Industries
Association of British Insurers
Association of British Introduction Agencies
Association of British Oil Industries
Association of British Pharmaceutical Industry
Association of British Preserved Milk Manufacturers
Association of British Tour Operators To France
Association of British Travel Agents
Association of Calendered Upvc Suppliers
Association of Car Fleet Operators
Association of Car Fleet Operators Ltd
Association of Cereal Food Manufacturers Ltd
Association of Cheese Processors
Association of Chartered Certified Accountants
Association of Civic Hosts
Association of Colleges
Association of Concrete Industrial Flooring Contractors
Association of Consulting Engineers
Association of Contact Lens Manufacturers Ltd
Association of Convenience Stores
Association of Cycle Traders
Association of Electrical And Mechanical Trades
Association of Electricity Producers
Association of Franchised Distributors of Electronic Components In The UK
Association of Independent Businesses
Association of Independent Financial Advisers
Association of Independent Radio
Association of Independent Tour Operators
Association of International Courier & Express Services
Association of Inter-Varsity Clubs
Association of Leading Visitor Attractions
Association of Licensed & Multiple Retailers
Association of Local Authorities
Association of London Clubs
Association of London Government
Association of Mail Order Publishers
Association of Manufacturers of Domestic Electrical Appliances
Association of Manufacturers of Power Generating Systems
Association of Master Upholsterers & Soft Furnishers
Association of Media Communication Specialists
Association of Optometrists
Association of Private Market Operators
Association of Recognised English Language Services
Association of Relocation Agents
Association of Specialist Underpinning Contractors
Association of The British Pharmaceutical Industry
Association of The International Rubber Trade
Association of Train Operating Companies
Association of UK Oil Independents
Association of Welding Distributors
A T Kearney
Automatic Vending Association of GB
Automobile Association
Automotive Distribution Federation
B&J Associates
B&Q Plc
BAA Stansted
Baby Products Association
Barbour Index Plc
Barclay House Furniture
Basketmakers Association
Bathroom Association
BCB
Bee Farmers' Association UK
Bentley & Skinner (Bond Street Jewellers) Ltd
Besnier (UK) Ltd
Bestway Designs
BHF Group
Bingo Association of Great Britain
Bird & Bird
Birmingham Central Library
Biscuit Cake Chocolate & Confectionery Alliance

Blue Boar Motorways Ltd
Body Shop International Plc
Boiler & Radiator Manufacturers Association Ltd
Bolton MBC
Booker
Booksellers Association of GB & Ireland
Booksellers Association of Great Britain
Boots Company Plc
Boss Federation
BREMA
Brent & Harrow Trading Standards Department
Brewers Association Scotland
Brewing, Food & Beverage Industry Supplies Association
British Adhesives And Sealants Association
British Advertising Gift Distributors Association
British Aerosol Manufacturers' Association
British Air Transport Association
British Airport Services And Equipment Association
British Amusement Catering Trades Association
British Antique Dealers Association
British Apparel & Textile Confederation
British Art Market Federation
British Association of Chemical Specialties
British Association of Leisure Parks, Piers And Attractions
British Association of Picture Libraries
British Association of Record Dealers
British Association of Removers
British Association of Toy Retailers
British Audio Dealers Association
British Bankers' Association
British Beekeepers Association
British Beer And Pub Association
British Blind & Shutter Association
British Carpet Manufacturers Association
British Casinos Association
British Cement Association
British Ceramic Confederation
British Chamber of Commerce
British Chemical Distributors & Traders Association
British Cheque Cashers Association
British Chiropractic Association
British Coatings Federation
British Confectioners Association
British Cookware Manufacturers Association
British Cutlery And Silverware Association
British Dental Trade Association
British Electrotechnical & Allied Manufacturers Association
British Entertainment And Discotheque Association
British Essential Oils Association
British Equestrian Trade Association
British Exhibition Contractors Association
British Food Manufacturing Industries Research Association
British Footwear Association
British Fragrance Association
British Frozen Food Federation
British Fur Trade Association
British Gas Plc
British Glass Manufacturers Confederation
British Goat Society
British Hand Knitting Confederation
British Hardware Federation
British Hardware & Housewares Manufacturers Association Ltd
British Healthcare Trades Association
British Herb Trade Association
British Holiday & Home Parks Association
British Honey Importers & Packers Association
British Hospitality Association
British Importers Association
British Incoming Tour Operators Association
British Industrial Truck Association
British Institute of Innkeeping
British Insurance Brokers' Association
British Jewellers' Association
British Lubricants Federation Ltd
British Meat Manufacturers Association
British Medical Association
British Menswear Guild
British Narrow Fabrics Association
British Paper And Board Industry Federation
British Phonographic Industry
British Photographic Association Ltd
British Potato Marketing Association
British Poultry Meat Federation Ltd
British Resorts Association
British Retail Consortium
British Retail Florists Association
British Sandwich Association
British Security Industry Association Ltd
British Sheep & Dairy Association
British Shops & Stores Association
British Soft Drinks Association
British Sugar Plc
British Tourist Authority
British Toy & Hobby Association
British Vehicle Rental And Leasing Association
British Wool Marketing Board
Britvic Plc
Broadcast Advertising Clearance Centre
Brunel University
Budgens Stores Ltd
Builders Merchants Federation
Building Societies Association
Burger King
Burgess Salmon Solicitors
Burgess Stores
Burtonwood Brewery Plc
Business In Sport And Leisure
Butterworths
Cabinet Office – Better Regulation Unit
Caerpilly Visitors Centre
Campaign For Real Ale Ltd
Campden & Chorleywood Research Association
Carlsberg-Tetley Brewing Ltd
Caterer & Housekeeper

Catering Managers Association of GB & Channel Islands
CBI Small & Medium Enterprise Council
C Brewer & Sons
CDP
Century Inns Plc
Chamber of Coal Traders
Chilled Food Association
Chopard (Great Britain) Ltd
Cinema Advertising Association
Citizens Advice Scotland
City of Westminster Trading Standards Department
Clark & Taylor
Clearing And Support Services Association
Clifford Chance
CMS Cameron Mckenna
Co-Op Group
Co-Operative Union Ltd
Co-Operative Wholesale Society
Coal Merchants Federation
Coca Cola
Coffee Trade Federation
Cold Storage & Distribution Federation
College Caterers Association
Collingwood & Company Ltd
Committee of Advertising Practice
Committee of Registered Clubs Association
Company of Scottish Cheese Makers
Compass Group Ltd
Confederation of British Industry
Confederation of British Wool Textiles Ltd
Confederation of Passenger Transport UK
Confederation of Roofing Contractors
Construction Confederation
Construction Equipment Association
Construction Products Association
Consumer Association
Consumer Credit Trade Association
Consumer Law And Practice
Consumer Law Bulletin
Consumer Law Journal
Consumer Law Today
Consumer And Marketing Law (Publishing) Ltd
Consumers Association
Consumers In Europe Group
Convention of Scottish Local Authorities
Corporation Hospitality & Event Associaton
Corporation of Insurance & Financial Advisors
Corporation of London
Cosmetic, Toiletry & Perfumery Association Ltd
Council For Travel And Tourism
Council of Mortgage Lenders
Council of Outdoor Specialists
Courtaulds Plc
Crufts Council
Cyprus High Commission
Dairy Industry Federation
De Montfort University
Department of Culture, Media & Sport – Tourism Division

Department of Enterprise, Trade And Industry (NI)
Department of Environment, Food And Rural Affairs
Design X-Press Ltd
Dessert & Cake Mixes Association
Devon Beekeepers Association
Dibb Lupton Allsop
Dine Out
Direct Mail Services Standards Board
Direct Marketing Association (UK) Ltd
Direct Selling Association
Dixons Stores Group
Domestic Appliance Service Association
Domino's Pizza Group
Durham County Council
Eastern Motor Council
Edge Ellison Solicitors
Edinburgh Crystal Glass Co Ltd
Editor – O'keefe (The Law of Weights And Measures)
Electricity Association
Electricity Consumer Committee
Electrum Gallery Ltd
English Association of Self Catering Operators
English County Cheese Council
English Tourism Board
Enterprise Inns
Essex County Council
European Catering Association
European Commission
European Federation of Contract Catering Organisations
European Federation of Honey Packers
European Modern Restaurant Association
Evershed Solicitors
Express Dairies Plc
Farm Foods
Farm Retail Association
Farm Shop And Pick Your Own
Federation of Bakers
Federation of British Kipperers & Herring Merchants Association
Federation of British Port Wholesale Fish Merchants Association
Federation of Environmental Trade Associations
Federation of European Honey Packers & Distributors
Federation of Licensed Victuallers Association
Federation of Master Builders
Federation of Medium And Small Employers
Federation of Multiple DIY Retailers
Federation of Oil Seeds & Fats Association
Federation of Ophthalmic & Dispensing Opticians
Federation of Small Businesses
Federation of Wholesale Distributors
Field Fisher Waterhouse
Fife Council
Finance & Leasing Association
Financial Services Authority
Fine Art Trade Guild
Finers

Florists Telephone Delivery Association
Food And Drink Federation
Fortnum & Mason Plc
Forum of Private Business
Freeth Cartwright
Furniture Villages Plc
Garden Centre Association
Garden Industry Manufacturers Association Ltd
Gardenex: The Federation of Garden & Leisure
Manufacturers
Gas Forum
Gateshead Mbc
Geest Foods
Gin & Vodka Association
GJ Trading
Glasgow University
Glass And Glazing Federation
Glendola Leisure
Government of Gibraltar
GPC
Grampion Country Food Group
Granda Hospitality
Greene King Plc
Greetings Card Association
GR Lane Health Products
Guild of Registered Tourist Guides
Hairdressing & Beauty Suppliers Association
Hairdressing Manufacturers & Wholesalers Association
Ltd
Hammersmith & Fulham Trading Standards Department
Health Food Manufacturers Association
Heartwell Plc
Herbert & Sons
Hermes (Great Britain) Ltd
Hire Association of Europe
Historic Houses Association
HM Customs & Excise
HM Treasury – Euro Preparations Unit
Hollings Faculty
Home Beer & Wine Making Manufacturers Association
Horticultural Trades Association
Hospital Caterers Association
Hospitality
Hotel & Catering International Management
Association
HP Bulmer Drinks Ltd
HP Bulmer Ltd
Ice Cream Alliance Ltd
Ice Cream Federation Ltd
Ikea
Image Data Systems Ltd
Imperial Chemical Industries Plc
Incorporated Society of British Advertisers Ltd
Independent Committee For The Supervision of
Standards of Telephone
Information Service
Independent Footwear Retailers Association
Independent Healthcare Association
Independent Retailers Confederation
Independent Retail News

Independent Television Commission
Institute of Chartered Accountants For England And
Wales
Institute of Chiropodists And Podiatrists
Institute of Consumer Affairs
Institute of Directors
Institute of Environmental Health Officers
Institute of Grocery Distribution
Institute of Independent Business
Institute of Leisure And Amenity Management
Institute of Packaging
Institute of Plumbing
Institute of Practitioners In Advertising
Institute of Travel And Tourism
International Federation of Essential Oils & Aroma
Trade
Internet Services Providers Association
Internet Watch Foundation UK
IRPC
Isle of Man Trading Standards Department
Isle of Wight County Council
Jacques Vert
J D Wetherspoons Plc
J D Williams & Co Ltd
J Sainsbury Plc
Jersey Trading Standards Department
John Lewis Partnership
Joint Hospitality Industry Congress
Joint Security Industry Council
Kelloggs Supply Service Europe Ltd
Kitchen Specialists Association
Klinge Chemicals
Knitting Industries Federation
Kodax Ltd
Kwik Save Stores Ltd
Kwik Fit (Gb) Ltd
Lakeland Limited
Lapada
Laura Ashley
Law Commission
Law Laboratories Ltd
Lawrence Graham
Lawco Consultants Ltd
Law Society
Law Society of Scotland
Leisure And Outdoor Furniture Association
Leatherhead Food Research Association
Lewis Silkin Solicitors
Life Insurance Association Ltd
Lighting Association
Lighting Industry Federation
Local Authorities Coordinators of Regulators
Local Authority Caterers Association
Local Government Association
Londis
London Borough of Merton
London Borough of Sutton
London Chamber of Commerce
London Fish & Poultry Retailers Association
London Fish Merchants Association

London Internet Exchange
London School of Economics & Political Science
London Wharfingers Association
Lovell White Durrant
Macroberts
Mail Order Traders' Association
Mailing Preference Service
Manchester University
Mansfield Brewery Plc
Margetts & Ritchie
Marks And Spencer Plc
Marston, Thompson & Evershed Plc
Mcdonalds Restaurants
Mcfarlanes
Mckenna & Co
Meat And Livestock Commission
Meat Industry Liaison Group
Metal Packaging Manufacturers Association
Midlothian Council
Milk Marque Ltd
Minolta UK Ltd
Midlands Electricity Plc
Mobile & Outside Caterers Association (Gb) Ltd
Morland Plc
Motor Agents Association
Motor Cycle Industry Association Ltd
Motor Industry Federation
Motor Schools Association of Great Britain Ltd
Motor Vehicle Repairers Association
Music Industries Association
Mw Group Ltd
National Assembly For Wales
National Association of British Market Authorities
National Association of Cider Makers
National Association of Citizens Advice Bureaux
National Association of Estate Agents
National Association of Funeral Directors
National Association of Goldsmiths
National Association of Health Stores
National Association of Master Bakers
National Association of Pension Funds Ltd
National Association of Perrymakers
National Association of Prepaid Funeral Plans
National Association of Shopkeepers
National Association of Speciality Food And Drink
National Association of Womens Clubs
National Caravan Council
National Carpet Cleaners Association
National Chamber of Trade
National Consumer Council
National Consumer Protection Council
National Council of Hotel Associations
National Dairy Council
National Dairymen's Association
National Dried Fruit Trade Association
National Farmers Union of England And Wales
National Farmers Union of Scotland
National Federation of Builders
National Federation of Consumer Groups
National Federation of Fish Friers Ltd

National Federation of Fishmongers Ltd
National Federation of Inland Wholesale Fish Merchants
National Federation of Meat & Food Traders
National Federation of Retail Newsagents
National Federation of Retail Newsagents (Scotland)
National Federation of Roofing Contractors Ltd
National Federation of Self-Employed & Small Business
National Hairdressers' Federation
National Market Traders Federation
National Outdoor Events Association
National Pharmaceutical Association
National Tyre Distributors Association
National Tyre Service Ltd
Nestle (UK) Ltd
New Innkeeper
Newspaper Publishers Association Ltd
Newspaper Society
Nhs Confederation
Norfolk Trading Standards Department
Nor Systems Ltd
North Wales Gas
Norton Rose
Northumbria University
Nottingham City Centre Retail Association
Nottingham City Council
Nottingham Trading Standards Department
Nottingham Trent College
Nottinghamshire County Council
Nuance Global Traders Ltd
Nutrical Ltd
Nw Group
Office of Fair Trading
Office of Telecommunications
Office of Wales
Office of Water Services
Outdoor Advertising Association
Outdoor Industries Association
Oxfordshire County Council
Painting And Decorating Federation
Paper Federation of Great Britain
Parliamentary Branch – Dti
Partco Group Ltd
Pepsi
Periodical Publishers Association
Pet Food Manufacturers Association
Petrol Retailers Association
Pharmaceutical Society of Great Britain
Philips Electronics
Phones 4 U
Pickles & Sauces Ltd
Pizza & Pasta Association
Pizzaexpress (Restaurants) Ltd
Pizza Hut (UK) Ltd
Pizza, Pasta And Italian Food Association
Plain English Campaign
Potato Marketing Board
Prepared Fish Products Association
Pricer (UK) Ltd

Produce Packaging And Marketing Association
Proprietary Association of Great Britain
Provision Trade Federation
Pub Food
Publishers Association
Qvc
Rac Motoring Services Ltd
Radio Authority
Radio, Electrical & Television Retailers Association Ltd
Rank Leisure
Renshaw Scott Ltd
Restaurant Association
Restaurateurs' Association of Great Britain
Retail Confectioners & Tobacconists Association
Retail Fruit Trade Federation
Retail Motor Industry Federation
RGCA
Rice Association
Roadchef
Road Haulage Association
Royal Automobile Association
Royal Automobile Club
Royal Collegue of Art
Royal Institute of Chartered Surveyors
Royal National Institute For The Blind
Royal Pharmaceutical Society of Great Britain
Royal Scottish Automobile Club
Rutland County Council
Rutland Goats
Salt Manufacturers Association
Scotch Whisky Association
Scotland Office
Scottish Association of Master Bakers
Scottish Beekeepers Association
Scottish Chambers of Commerce
Scottish Co-Operative Milk Trade Association
Scottish Consumer Council
Scottish Daily Newspapers Society
Scottish Dairy Association
Scottish Dairy Federation
Scottish Federation Meat Traders Association
Scottish Federation of Fishmongers
Scottish Fishermen's Federation
Scottish Food And Drink Federation
Scottish Grocers Federation
Scottish Licensed Trade Association
Scottish Milk Ltd
Scottish Motor Trade Association
Scottish Newspaper Publishers Association
Scottish Pelagic Fishermen's Association
Scottish Pharmaceutical Association
Scottish Potato Trade Association
Scottish Provision Trade Association
Scottish Seed And Nursery Trade Association
Scottish Tourist Board
Scottish Wholesale Druggists Association
Scottish Wholesale Grocers' Association
Sea Fish Industry Authority
Sefton Metropolitan Borough Council
SEMA

Scotmid
SGS UK Ltd
Shellfish Association of Great Britain
Shell UK Ltd
Shop & Display Equipment Association
Silverton Park Farm
SJ Berwin & Co
Small Brewers Association
Small Business Bureau
Small Business Service - DTI
Small Electrical Appliance Marketing Association
Small Firms Council of The CBI
Small Independent Brewers Association
Snack Nut And Crisp Manufacturers Association
Society of Allied & Independent Funeral Directors
Society of British Gas Industries
Society of British Water Industries
Society of Event Organisers
Society of Independent Brewers
Society of Licensed Victuallers
Society of London Art Dealers
Society of London Theatre
Society of Motor Manufacturers And Traders Ltd
Society of Public Teachers of Law
Solvent Industries Association
Somerfield Stores Ltd
Soup & Gravy Manufacturers Association
South Airshire Trading Standards Department
Southwark Trading Standards Department
Spar Landmark Ltd
Stamp Jackson & Procter
States of Guernsey (Department of Consumer Affairs)
States of Jersey
Stephenson Sharpe Ltd
St John's College
Store Law
Sugar Bureau
Sunworld Products Ltd
SUP Ltd
Surrey County Council
Sutton Consumer Products Ltd
Taylor Johnson Garrett
Tea Packers Association
Telecommunications Industry Association
Tesco Stores Ltd
The Gin And Vodka Association of Great Britain
The Horticultural Trades Association
The Institute of Management
The Licensee & Morning Advertiser
Theodore Goddard
The Stationery Office
The Quality Stamp
The Whitbread Beer Company
T H March Insurance
Thorley Taverns
Ti Committee
Tie Rack
Tobacco Manufacturers' Association
Tolly Publishing

Torrington
Tourism Management Institute
Tourism Society
Toymonkey.Com Ltd
Toyzone
Tradespec Consultancy
Trading Standards Institute
Trading Standards Institute – Lead Officers
UK Agricultural Supply
UK Association of Frozen Food Producers
UK Baking Industry Consultative Committee
UK Dairy Association
UK Herbal Infusion Association
UK Petroleum Industry Association
UK Metrication Association
UKREP
UK Sugar Merchants Association
UK Tea Association
UK Vineyard Association
UK Weighing Federation
Union of Independent Companies
Unipart
University of Dundee
University of Hull
University of Nottingham
University of Oxford
University of Sheffield
University of Wales
Uppingham Yarns Ltd
Vehicle Builders & Repairers Association
Village Retail Service Association
Village Shops Association
Vinegar Brewers Federation
Waitrose Ltd
Wales Tourist Board
Wales Consumer Council
Warwickshire Trading Standards Department
Water Services Association
Wedlake Bell
Welcome Break (Motoway Services)
Welsh Bee Keepers' Association
Welsh Consumer Council
Wendy's
West Bromwich Library
West Sussex County Council
West Yorkshire Trading Standards Department
Whitbread Plc
Whitbread Restaurants
Wholesale Confectionery & Tobacco Alliance Ltd
Wholesale Traders Association Ltd
William Morrison Supermarkets Plc
Wilkes Building Supplies
Wilkinson Hardware Stores Ltd
Wiltshire County Council
Wimpy International
Wine & Spirit Association of Great Britain
Wine & Spirit Association of Scotland
Withers
Wolverhampton & Dudley Breweries Plc
Women's National Commission

Woolworths Plc
Working Men's Club & Institute Union Ltd
Wychwood Brewery Co Ltd
Yates Brothers Wine Lodges
Youngs Brewery & Co Plc

6. OTHER CONSULTATIONS FROM CONSUMER AND COMPETITION POLICY DIRECTORATE

Consultation on Sunday Trading Act 1994 notification procedures and Section 26 of the Revenue Act 1989, on the sale of methylated spirits on a Sunday.

Consultation on a new good practice guide to applying the 1998 Enforcement Concordat.

Consultation on making the extortionate credit provisions within the Consumer Credit Act 1974 more effective.

Consultation on the Licensing Regime under the Consumer Credit Act 1974.

7.

THE CONSULTATION CRITERIA

1. *Timing of consultation should be built into the planning process for a policy (including legislation) or service from the start, so that it has the best prospect of improving the proposals concerned, and so that sufficient time is left for it at each stage.*
2. *It should be clear who is being consulted, about what questions, in what timescale and for what purpose.*
3. *A consultation document should be as simple and concise as possible. It should include a summary, in two pages at most, of the main questions it seeks views on. It should make it as easy as possible for readers to respond, make contact or complain.*
4. *Documents should be made widely available, with the fullest use of electronic means (though not to the exclusion of others) and effectively drawn to the attention of all interested groups and individuals.*
5. *Sufficient time should be allowed for considered responses from all groups with an interest. Twelve weeks should be the standard minimum period for a consultation*
6. *Responses should be carefully and open-mindedly analysed, and the results made widely available, with an account of the views expressed, and the reasons for decisions finally taken.*
7. *Departments should monitor and evaluate consultations, designating a consultation co-ordinator who will ensure the lessons are disseminated. The complete code is available on the Cabinet Office's web site address <http://www.cabinet-office.gov.uk/servicefirst/index/consultation.htm>.*

COMMENTS OR COMPLAINTS

If you wish to comment on the conduct of this consultation or make a complaint about the way this consultation has been conducted, please write to Mr Philip Martin, DTI Consultation Co-ordinator, Room 564, 1 Victoria Street, London SW1H 0ET or telephone him on 020 7215 6206 or email philip.martin@dti.gsi.gov.uk