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**STRICTLY EMBARGOED TO 2pm 21 MAY 2008**

TSI comment on Operation Rogue Trader (21 May 2008)

Ron Gainsford, chief executive of the Trading Standards Institute (TSI), said:  
“Operation Rogue Trader is a magnificent way of demonstrating how trading standards professionals, the police and a wide range of other agencies are working together to tackle this blight on local communities all over the country.

“This concerted, high-profile national action will do much to raise awareness of how people can report any suspicions they may have that rogue traders are operating in their area and how they can protect themselves against this menace.

“But the rogues and conmen who bring despair and misery to the lives of so many – for instance, by cold-calling and charging extortionate rates for home maintenance work or using it as a distraction while they steal – should know that it is not just during Operation Rogue Trader that they will be under the spotlight.

“Trading standards professionals, jointly with local communities and other agencies involved, are working day in and day out in our determination to leave no hiding place for these criminals.”

### **Notes to Editors**

#### **Trading Standards Institute**

The Trading Standards Institute has represented the interests of Trading Standards professionals for 120 years. We have a long and proud history of ensuring that the views of our members are well represented at the highest level of government, both nationally and internationally.

Our aim is to promote excellence and enhance the professionalism of our members in support of empowering and informing consumers, encouraging and working with honest businesses, targeting rogue traders and rogue trading practices and contributing to the health, welfare and wellbeing of citizens and communities.

TSI members are engaged in delivering frontline trading standards services in local authorities in response to 2 million consumer and business complaints and enquiries each year. They also support the delivery of new initiatives such as Consumer Direct, providing first point of contact practical consumer advice.

They also work in the business, consumer and central government sectors in promoting and influencing the safety, prosperity and enhancement of individuals and markets with a dependency on effective and professional trading standards contributions and interventions.

### **Consumer Direct - 08454 04 05 06**

Consumer Direct is a Government-backed telephone and online consumer advice service which works in partnership with Local Authority Trading Standards. It provides clear, practical and impartial advice and information to help consumers resolve problems and disagreements with suppliers of goods and services.

Consumer Direct is available from 0800-1830 Monday to Friday, and 0900-1300 Saturday, excluding bank and public holidays.

Calls cost a maximum of 4 pence per minute from a BT landline. Calls from mobiles or other networks may vary. Your service provider may charge a minimum cost per call. The advice and information given is free.