



BWC Briefing Note

Buy With Confidence (BWC) is the only nationally available business approval scheme that's 100% owned, controlled and operated by Local Authority trading standards services. All checking and monitoring of member businesses is done directly by Trading Standards, not by third parties or private companies. Businesses are only accepted onto the scheme once they have passed a series of stringent checks, including criminal record checks where applicable.

In 2008, Essex trading standards adopted BWC as its approved trader scheme, operating on a not-for-profit basis with low membership fees. Currently Essex has 288 confirmed members plus 16 active applicants. Nationwide, BWC has 3000 members and Essex trading standards is the 4th largest operator.

The administration, sales and marketing of the scheme is undertaken by Essex trading standards for Essex (inc. Thurrock and Southend) as well as Bedfordshire, Luton, Cambridgeshire, Peterborough, Hertfordshire, Suffolk, Norfolk and L.B. of Havering, with social media support from the East of England Trading Standards Authorities (EETSA) via Suffolk Trading Standards.

BWC provides an online national register of Trading Standards Approved businesses and all the businesses listed on this website have been vetted, approved and continue to be monitored by Trading Standards, to help ensure consumers receive a quality service.

BWC members have publicly committed to operating in a legal and honest way helping combat rogue traders. Consumers can use a BWC member in the confidence that they will be treated honestly and fairly.