



Moray Trusted Trader Platform

Prepared by Steve Richardson
Managing Director, Trusted Directory Services (TDS)

Background

We have 15 years experience dealing with bespoke commercial and local authority directory solutions across the UK and USA. We continue to work alongside Yext, the leading USA data aggregator and Yell.com in the UK, along with European data partners such as Uberall (1&1 Internet).

We worked with CTSI to setup and provide the Consumer Code Directory from 2012 – 2017 and now work with 11 different Councils across Scotland to deliver and manage a Trusted Trader platform.

Our Vision

- To provide a simplified and first class consumer experience, allowing all residents to search for Trading Standards vetted trusted traders accessible via any internet device or over the phone.
- To present a fully local Trading Standards branded scheme with no 3rd party advertising or commercial promotion. TDS works **behind** the scenes, working with you and **for you**.
- To offer a fully flexible off the shelf solution for any new or established trusted trader scheme. Including scheme migration to a brand new **fully** managed scheme with dispute resolution.
- To be able to provide access to a shared platform **without any costs** to a Council, allowing cost recovery via trader membership fees. Future promotion and marketing can also be funded from fees.

Our Solution – www.trustedtrader.scot

Public Website - trustedtrader.scot is a simple, obvious, local and trusted domain name. This website has been set up purely for the benefit of the official Trusted Trader schemes. All data, trader and reviews remain 100% the property of the respective Council and not any third party including us.

Any Council that utilises this platform will follow the convention set by Edinburgh eg:

<https://www.trustedtrader.scot/Edinburgh/>
<https://www.trustedtrader.scot/EastLothian/>
<https://www.trustedtrader.scot/Fife/>
<https://www.trustedtrader.scot/Renfrewshire/>
<https://www.trustedtrader.scot/EastRenfrewshire/>
<https://www.trustedtrader.scot/Angus/>
<https://www.trustedtrader.scot/EastAyrshire/>
<https://www.trustedtrader.scot/WestDunbartonshire/>
<https://www.trustedtrader.scot/EastDunbartonshire/>
<https://www.trustedtrader.scot/<Council Name>/>

The website has been designed around a high-speed database and user experience data taken from 15 years of building public directories. The website continually evolves based on direct feedback from the public, traders, council staff and usability data. The latest major update is currently underway.

The Moray Trusted Trader scheme would be branded in your preferred colours, normally matching those of the Council. We would also set up and create the familiar Trusted Trader handshake logo. The vetting process, Code of Practice and the Complaints Process are relatively standard across all schemes, with local variations if required, but all based around the lead authority, Dundee Council, who own all the Trusted Trader IP.

Your home page will look very similar to Edinburgh but branded in your colours and Council logo.

The screenshot shows the Edinburgh Trusted Trader website. At the top, there's a red banner with the Edinburgh Trusted Trader logo, the City of Edinburgh Council logo, and the Police Scotland logo. Below the banner, there's a yellow bar with the text "COVID-19 Guidance for Trusted Traders". The main navigation bar includes links for "About Edinburgh Trusted Trader", "Complaints Process", "Apply to Join", "Print this page", and "Trader Log-out". The left sidebar contains links for "Home Page", "Search for a Trader", "Review a Trader", "List of Services A-Z", "Edit Control Panel", "Apply to Join", "Code of Practice", "Vetting Process", "Case Studies", and "Contact Us". The main content area features a "Find a Trusted Trader" search box with fields for "Search for" (e.g., Builder, Plumber) and "Your postcode" (e.g., EH1), and a "Search" button. Below the search box, there's a section titled "Edinburgh Trusted Trader" with a description of the scheme and a list of benefits. To the right, there's a "Review a Trader" button and a "Featured Reviews" section with two reviews from Keith Gunn Electrical Solutions Ltd and Lumen Electrical Services Ltd.

This is an example of a trader page, showing large and visual calls to action for consumers, ie view reviews, leave a review or contact the trader and make a work request.

The screenshot shows the trader page for GW & JS Construction Ltd. The header includes the company name, a 4.9 out of 5 star rating based on 201 reviews, and the text "Trusted Trader since 2015". Below the header, there's a social media sharing bar with buttons for Facebook, Twitter, LinkedIn, Email, and a generic "Share" button. The main content area features a contact box with the company name, address (62 Craigs Drive, Edinburgh, EH12 8UW), phone number (0131 336 1009), website (WWW.GWJSROOFING.CO.UK), and social media icons. To the right of the contact box, there are three blue buttons: "View Reviews", "Leave a Review", and "Contact this Business". Below the contact box, there's a section titled "Trader Categories and Services" with a list of services: Roofers, Roofing Services, Roof Slate & Tiling, Flat Roofing, Lead Roofing & Flashings, Guttering Services, Heritage Roofing, Roof Windows, Slating & Tiling, Skylights & Rooflights, Felt Roofing. Below this, there's a section titled "Images and Photographs" with a grid of images showing various roofing projects. At the bottom, there's a "Business Information" section with a paragraph about the directors' experience.

Trader Search – Although the platform has a central database, it is broken down into specific areas. Consumers or residents can search from the top level of the website, or they can choose to search from their local scheme.

This is a search for builders in EH21 at the top level, www.trustedtrader.scot showing results from different schemes.

Home Page
Search for a Trader
Check a Trader
Review a Trader
List of Services A-Z
Edit Control Panel
Apply to Join
Code of Practice
Vetting Process
Case Studies
Contact Us

Find a Trusted Trader
Search for: Builders Your postcode: EH21 **Search**
Enter the trade type or a trader's name. To find traders near you.

Results for Builders

Sort by: Nearest

- Musselburgh Slaters** 0.3 miles away
79 Inveresk Road
Musselburgh
Tel: 0131 665 1308
★★★★★ 5.0 out of 5 based on 45 reviews [Select for full details »](#)
- Scott-Eco Builders Ltd** 0.4 miles away
143 High Street
Musselburgh
Tel: 0131 322 5273
Mob: 07946 348 970
★★★★★ 4.9 out of 5 based on 24 reviews [Select for full details »](#)
- Musselburgh Roofing and Building Services** 0.5 miles away
56 Eskside West
Musselburgh
Tel: 0131 665 7045
Mob: 07860 848 373
★★★★★ 5.0 out of 5 based on 46 reviews [Select for full details »](#)

Featured Reviews
J.A. Carlyle & Son Plumbing & Heating ★★★★★
"An excellent job. Walk-in shower was installed quickly and efficiently. No mess at all, everything left clean and tidy. Definitely recommend."
Scotia Bathroom & Tile Centre (Kinghorn) Ltd ★★★★★
"We had a new shower installed with a pump, then new tiles and floor in the bathroom. We found Scotia Bathrooms service to be excellent from beginning to end. They gave an accurate quote, were easy to..."
Ali

This is the same search done on Edinburgh Trusted Trader. www.trustedtrader.scot/Edinburgh

Home Page
Search for a Trader
Review a Trader
List of Services A-Z
Edit Control Panel
Apply to Join
Code of Practice
Vetting Process
Case Studies
Contact Us

Find a Trusted Trader
Search for: Builders Your postcode: EH21 **Search**
Enter the trade type or a trader's name. To find traders near you.

Results for Builders

Choose from the options below to view just Edinburgh Traders or view all Traders.

Showing Edinburgh Traders Sort by: Nearest

- Scott-Eco Builders Ltd** 0.4 miles away
143 High Street
Musselburgh
Tel: 0131 322 5273
Mob: 07946 348 970
★★★★★ 4.9 out of 5 based on 24 reviews [Select for full details »](#)
- Balmoral Joinery & Building** 1.1 miles away
6 Denholm Avenue
Musselburgh
Tel: 07500 061 010
★★★★★ 5.0 out of 5 based on 15 reviews [Select for full details »](#)
- Individually Designed Homes Ltd** 1.3 miles away
Unit 2 Newhailes Business Park, Newhailes Road
Musselburgh
Tel: 0131 665 9044
Mob: 07854 116 813 [Select for full details »](#)

Featured Reviews
Lumen Electrical Services Ltd ★★★★★
"It's the 2nd time I've used Lumen. I like that I can email and Andrew gets back to me in a timely manner and his guys turn up when they're meant to! Efficiently sends invoice the same day so I can pay..."
SB
BR Domestic Appliance Specialist ★★★★★
"We had guests in our flat and the washing machine door would not open. Rang Billy who recognised the urgency of the situation and squeezed in the repair the following day. His rate was very reasonable..."
Helen McNeill

By default, local scheme searches default to showing local scheme members. But residents have a drop down box that allows them to show all members from neighbouring schemes who have stated they service work requests in this area.

Residents can also choose to reorder results by best rating within a certain radius.

Find a Trusted Trader

Search for

Builders

Enter the trade type or a trader's name.

Your postcode

EH21

To find traders near you.

Search

Results for Builders

Choose from the options below to view just Edinburgh Traders or view all Traders.

Showing Edinburgh Traders ▾

Showing Edinburgh Traders

Display all Trusted Traders

143 High Street

Musselburgh

Tel: 0131 322 5273

Mob: 07946 348 970

Sort by

Nearest ▾

Nearest

Best rating within 10 miles

Best rating within 20 miles

Best rating within 40 miles

Best rating within 100 miles

Best rating, any distance

★★★★★ 4.8 out of 5 based on 16 reviews

[Select for full details »](#)

When a scheme doesn't have any members in a particular category, our system will display results from neighbouring schemes.

Eg in this example, the only Trusted Trader Accountant we have is in Arbroath, Angus. But the result shows up straight away in Edinburgh as although there are no relevant Edinburgh Trusted Traders, there is an Angus Trusted Trader. This is useful for smaller or new schemes starting out and still allows them to show relevant information.

Find a Trusted Trader

Search for

Accountant

Enter the trade type or a trader's name.

Your postcode

EH1

To find traders near you.

Search

Results for Accountant

Choose from the options below to view just Edinburgh Traders or view all Traders.

Display all Trusted Traders ▾

Sort by

Nearest ▾

There are no local traders so we're showing all traders

Angus Accountancy Ltd

5a Dishlandtown Street

Arbroath

Tel: 01241 433671

47.9 miles away



★★★★★ 5.0 out of 5 based on 17 reviews

[Select for full details »](#)

Administration Website - trustedtrader.scot comes with a secure back administration area that allows trader application progress to be tracked, monitored along with all the usual moderation and statistical information. This allows the straightforward online sign up of trader applicants including declaration. Below is a screenshot of the TDS admin area to give a flavour of how it works.

Search for a Trader

New Applications **15**

Start TS Checks **11**

Overdue Documents **3**

Start Doc Review **6**

Overdue Doc. Review **5**

Book Site Visit **34**

Book Site Visit Overdue **28**

Site Visit Booked **9**

Site Visit Outcome **5**

Site Visit Cancelled **1**

TS Checks Incomplete **1**

TS Checks Overdue **30**

Vetted Listings without reviews **8**

Suspended Listings **10**

Amended Listings

Resubs in Progress **56**

Resubs Underway **22**

Resubs Underway Due **18**

Manage Users

Change Password

This listing is awaiting approval and can't be seen by the public

[Edit Listing](#)

[Add Log Entry](#)

[View Published Listing](#)

Cummings Plumbing Limited

Application Number: 0001084

Date Registered: 24/08/2020



Application Progress

- Start TS Checks ✓
- TDS Checks ✓
- Trade Associations Checked ✓
- Police Check Info Submitted
- Awaiting Documents ✓
- Documents Received ✓
- Document Review Underway ✓
- Book Site Visit
- Site Visit Booked
- Site Visit Complete
- TS Checks Complete
- Go Live When 5 Reviews Received

[Reject Application](#)

If TDS reject app, ensure relevant TS Team are emailed (see bible).

Available Actions

[Police Check Info Submitted](#)

[Book Site Visit](#)

Reminders

[New reminder](#)

[View Completed](#)

[Add a Review](#)

Review link for Business Owner:

<https://www.trustedtrader.scot/Edinburgh/Cummings-Plumbing-Li-0001084.review.html>

Each Scheme gets its own dedicated admin area for TS staff, which is a cut down version, just giving the options relevant for TS and that particular scheme.

This means training is minimal but allows the vetting process to proceed in a methodical way, with TDS staff having visibility of progress, allowing us to provide customer support. TS also have instant access to statistical information and can download trader details for auditing purposes.

Any interaction on a traders page is captured automatically on a visual audit eg, which time and date stamps each entry, along with the admin's name, see screen shot below:

Log

25/09/2020 13:40	Miranda Sanders: Police check info received
25/09/2020 13:38	Neil Bell: Document Review Underway
25/09/2020 13:30	Miranda Sanders: Email sent: 503. (auto) Documents received - thank you
25/09/2020 13:30	Miranda Sanders: Documents Received - And forwarded to TS
15/09/2020 09:54	Miranda Sanders: Overdue Document Timer Reset - see log note
10/09/2020 11:30	Natalie Rice: GDPR consent - trader confirmed permission.

Below is an example of a Trading Standards Admin panel. Blue numbers are informational, Red numbers require an action.

Search for a Trader	Listing Statistics
New Applications 5	Live Listings: 27
Start TS Checks 5	Total Applications in progress: 23
Book Site Visit 1	Unpaid Applications: 0
Book Site Visit Overdue 1	Suspended Listings: 0
Site Visit Cancelled 1	Applications not started TS Audit: 5
TS Checks Incomplete 1	New applications awaiting documents: 5
TS Checks Overdue 14	Documents received: 0
Download Traders	Waiting to book site visit: 1
Change Password	Site visit pending: 0
	Site visit complete, awaiting outcome: 0
	Site visit outcome complete, awaiting TS Audit completion: 15
	Vetted listings waiting for 5 reviews : 1

Services that TDS Provide

- Setup and create an initial Trusted Trader scheme or migrate an existing one.
- Manage marketing to recruit ongoing traders.
- Responsibility of hosting and publishing content. We have media publisher insurance.
- Back administration access and visibility, tailored to suit your local processes.
- Ownership of the trader application and admin process. From initial application and taking payment, to providing support throughout the application process. This allows TS resource to concentrate on vetting and report back if applicant is a pass, fail or needs remedial action.
- Creating and sending Trader certificates, vehicle stickers and promotional material.
- Review moderation, generation including offline freepost review service.
- Dispute management and consumer complaints. Majority of disputes can be dealt with by TDS mediating in the name of Trusted Trader.
- Ongoing customer services for traders and consumer enquiries.
- Regular trader communications and passing on any required TS or comms team messaging.
- Regular management reports breaking down data and analytics.
- Ongoing platform development to keep content and design modern and relevant.
- Search engine optimisation to drive local consumer enquires.
- Social Media management of the Trusted Trader brand conforming to local style guides.
- Scottish based call centre to assist vulnerable users and those without internet access.

Costs – Funding Trusted Trader

Previously we have been able to absorb set up costs for new schemes, but unfortunately due to the complexity of the platform and amount of work we need to do set up a scheme, we now have to charge a one off £2000 + VAT set up fee. This is payable once the scheme has been accepted into service

After that, schemes costs are funded by members annual subscription fees. The actual cost is dependent on what the membership price would be as different schemes have a different pricing structure. But most schemes are around the £200 + VAT point, give or take £10.

To give an idea of the breakdown based on a typical trader fee of £200 + VAT

- To provide a fully managed service including offline the consumer helpline, TDS would receive £130 per annual subscription per trader.
- The remaining £70 would be returned to the Council. This then could be partially or completely reinvested back into a marketing budget to help grow and promote the scheme.

Marketing

As part of the £130 fee per trader, TDS will provide digital marketing services in the form of organic search engine optimisation, to ensure the scheme is searchable and generates traffic via Google. TDS will also promote via Trusted Trader Social Media channels, including Twitter, Facebook and LinkedIn. Vehicle stickers will also be provided to members which are long proven to be the most cost-effective form of Trusted Trader promotion.

Other marketing - TDS is experienced in most forms of marketing, having managed PPC campaigns, Radio Campaigns, bus promotions, press, magazines as well as creating artwork and printing for flyers, roller banners and posters. TDS is happy to work with the Council on suggesting ideas for any available marketing budget and can come up with a marketing plan and costed activities.

Reviews / Feedback

All reviews are professionally and humanely moderated. No review is automatically allowed to go live. A subsequent 25% of published reviews are randomly picked for secondary verification, where review comments are conformed by contacting the reviewer. This ensures the review system is robust and of the highest quality, eradicating any gaming or fake reviews.

Negative reviews are thoroughly investigated as any negativity could indicate a potential trader problem. Depending on the issue, a consumer may be invited down the complaints process to resolve the problem, then submit a fresh review based on their complete experience. Or if the review is genuine and the consumer simply wants it published, then it will be displayed. Traders have the right to reply, so can leave a single official statement at the end of the review, giving their side of the story if they want to.

Reviews can be left digitally on a traders page, or from hardcopy review forms and a freepost service, which is provided by TDS as part of the traders £130 fee.

Call Centre

TDS handle all customer service calls for the scheme, but also operate a Trusted Trader help line based in Edinburgh, which is aimed at the more vulnerable or those without internet access. The number for this is 0333 555 7016. This is also included in the £130 fee per member.

SLA's

The website hosting runs at 99.9% availability and all consumer and trader requests are dealt with within a maximum of one business day. The office is manned Mon – Fri, 09.00 – 17.00. Our consumer trader helpline is manned 7 days a week from 08.00 – 23.00, only shutting on Christmas Day.

Case Studies

Schemes we have started from scratch are:

Edinburgh Trusted Trader - <https://www.trustedtrader.scot/Edinburgh/>
East Renfrewshire Trusted Trader - <https://www.trustedtrader.scot/EastRenfrewshire/>
Angus Trusted Trader (replaced ARTS) - <https://www.trustedtrader.scot/Angus/>
East Dunbartonshire Trusted Trader - <https://www.trustedtrader.scot/EastDunbartonshire/> (going live)
SCOTSS Approved Trader - <https://www.trustedtrader.scot/SCOTSS/>
Aberdeen Trusted Trader – currently in build

Schemes we have migrated:

East Lothian Trusted Trader (from Council website) - www.trustedtrader.scot/EastLothian/
Renfrewshire Trusted Trader (from Council website) - www.trustedtrader.scot/Renfrewshire/
Fife Trusted Trader (from ReferenceLine) - www.trustedtrader.scot/Fife/
East Ayrshire Trusted Trader (from ReferenceLine) - www.trustedtrader.scot/EastAyrshire/
West Dunbarton Trusted Trader (from ReferenceLine) www.trustedtrader.scot/WestDunbartonshire/

If you need any contact details from any of your colleagues who work on these schemes and who can tell you how things went, just let me know.

During Covid, although membership uptake of new members has obviously been down, we have still managed a 94% membership retention rate across all schemes. I think this is testament to the customer service ethos of our team.

Approved Trader (SCOTSS)

We also created and manage <https://approvedtrader.scot/> on behalf of SCOTSS. Approved Trader is a standard searchable website that includes results from all the Scottish Local Authority Schemes. Although Trusted Trader is the most common, there are also a few Buy With Confidence Schemes and the Perth and Kinross BPP. Approved Trader simply signposts consumers back to their local scheme but allows more consumer choice where there is scheme overlap.

As a Trusted Trader scheme, all live members will be automatically displayed on Approved Trader.

Summary

Our purpose is to provide and present a professional Trusted Trader branded platform to the consumer. Our remit is to assist and to make your life easier. As Trusted Trader resource, we become a buffer between Trading Standards and easily answered or resolved resident or trader issues.

All data, reviews and information is the **property of the scheme** and not TDS. We work in partnership with yourselves and present ourselves under the Trusted Trader brand. The only reference to TDS is when legally required rather than publicly promoting our own interests.

Once an agreement has been reached and signed, we could have the scheme set up and running within four to six weeks.

There is a one off £2000 set up fee, then after that TDS will keep £130 of any trader fee as scheme management costs.

More Information

If you have any questions or would like to discuss further, then please get in touch.

Steve Richardson
Managing Director
Trusted Directory Services Ltd
Direct: 01789 614 037
Mobile: 07843 061 597
Email: steve@trustedtrader.scot