

PORTSMOUTH SQUARE DEAL APPLICATION GUIDANCE DOCUMENT

Welcome to the Square Deal Application Pack. The enclosed form acts as a means for businesses to apply to become a member of the Portsmouth Square Deal Scheme supported by Portsmouth City Council Trading Standards Service Fair Trading Scheme PORTSMOUTH SQUARE DEAL. It enables us to collate information about your business and is not to be seen as a test. Please do not be afraid to answer 'no' to some of the questions as further information can be gathered at the assessment stage.

We are aware that all businesses are different and although the form contains general questions we appreciate some may not be relevant to your business. Please mark these questions clearly as 'not applicable'.

Please make your answers as clear and brief as possible. The following information is designed to help you answer the questions in the application form.

GUIDANCE FOR THE COMPLETION OF THE APPLICATION FORM

SECTION GUIDANCE

A	<p>This section is quite self-explanatory requesting the details of your business.</p> <p>The nature of the business requests a title to the main activity that your business operates e.g. Builder or Hairdresser.</p>
B	<p>This section is for extra details about limited companies please do not fill out this section unless your business is a limited company.</p>
C	<p>Please provide information on all forms of advertising that your business carries out e.g. Television and Radio, newspapers and magazines (state which ones), also include telephone directories and any local advertising e.g. leaflets and fliers.</p> <p>The second part of this section requires details on in-store advertising e.g. 'point of sale' and posters.</p> <p>Indicate clearly whose responsibility it is to create and check your advertising for each of the formats. Job titles are acceptable for this purpose.</p>
D	<p>To briefly explain your price checking procedure please indicate if there is a formal or informal system including details how these checks are recorded, who is responsible and how often they are carried out.</p>
E	<p>Weights and Measures equipment (used to sell products by weight, length or capacity) includes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Scales and weights <input type="checkbox"/> Linear measures (metre rule) <input type="checkbox"/> Alcoholic spirit measuring devices <input type="checkbox"/> Glasses and Thimble measures (public houses) <p>Etc.</p>

F	<p>Age restricted products are:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Tobacco products <input type="checkbox"/> Offensive weapons / knives <input type="checkbox"/> Fireworks <input type="checkbox"/> Videos / video and computer games (various classifications) <input type="checkbox"/> Volatile Substances / solvents <input type="checkbox"/> Lighter refills containing Butane <input type="checkbox"/> Lottery tickets / Instant Win card <input type="checkbox"/> Alcohol <input type="checkbox"/> Credit agreements / mortgages
G	<p>Methods of payment include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cash <input type="checkbox"/> Cheque <input type="checkbox"/> Credit Cards (please indicate ones not accepted) <input type="checkbox"/> Debit Cards (please indicate ones not accepted) <input type="checkbox"/> Gift Vouchers <input type="checkbox"/> Reward Points <input type="checkbox"/> Foreign Currency / Travellers cheques <input type="checkbox"/> Finance / Hire purchase <p>Etc.</p> <p>Indications of how information is supplied to the customers can be through signage, advertisements etc.</p>
H	<p>This section focuses only on guarantees and warranties provided by your business to customers and is not requesting information about additional guarantees given by manufacturers.</p>
I	<p>Estimate – Rough guess (can be adapted) Quote – Definite figure (cannot be changed without the customers permission)</p>
J	<p>Invoices can be either hand written or printed and can be as detailed as necessary.</p>
K	<p>This section requests information about hire purchases, conditional sale and credit sale agreements and does not cover payments by credit cards.</p>
L	<p>Membership to trade associations could include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Federation of Master Builders <input type="checkbox"/> Federation of Small Businesses <input type="checkbox"/> Law Data <p>Etc.</p> <p>Relevant approvals could include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> ISO series <input type="checkbox"/> Corgi <p>Etc.</p> <p>We appreciate that there are many associations and approvals for each different trade area therefore we would appreciate it if you mention any that you feel are relevant</p>
M	<p>Please make sure the Full and Part time staff covers the whole of your workforce and then state how many of these employees are trainees.</p>

In this section you should aim to show that your customers are treated with respect, civility, courtesy and consideration at all times. You need to be able to show how your staff are aware of the requirements with regard to customer service and how you monitor their performance to ensure your expectations are met.

You need to show that there is a code of conduct for your employees this can be written or a verbal agreement. Showing how you inform your employees of your expectations and consequences if not followed.

State how you will introduce the Square Deal scheme to your existing workforce and future new employees also provide details of how updates regarding the scheme will be passed on to your workforce.

Please state how complaints are received and dealt with by your business including details of who responds and how long complaints usually take to rectify.

Give a brief description of how you record and monitor complaints that are received by your business. Stating who is responsible for recording and monitoring complaints and identifying and correcting trends.

Under the Terms and Conditions of Square Deal we require all members to record and monitor all complaints received. A complaints record book is a minimum requirement. If your business does not currently have a recording system, please state your intention to implement one.

Under the Terms and Conditions of Square Deal as a member you are required to provide the Trading Standards Service with a contact name and number of a person who can be contacted by us and the general public with regard to customer complaints. This information will be displayed on the public register and the Square Deal website.

We also require that you display this information on the business premises.

Please state how you monitor the changes in the law that affect your business and how you implement these changes at store level. For example:

- Membership of a association
 - Legal representation, solicitor, or legal department
 - Law Data
 - Trade publications
- Etc.

