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Jonathan Reynolds MP
Secretary of State for Business and Trade
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Dear Secretary of State,

We are writing as a collection of local businesses and sole traders, in partnership with the UK's consumer champion Which?, to urge you to take action against rogue traders operating in the home improvement market. These cowboys are not only deceiving customers and delivering substandard or incomplete work, they are also undercutting legitimate, hard-working businesses and damaging trust across the entire industry.

We know first hand that rogue traders massively overcharge their customers, leaving people to spend huge money upfront for shoddy work, and jobs that often never end up being completed. In fact, cowboys in the home improvements market cost consumers a staggering £10bn over the course of the last year, according to latest government figures.

As members of the Which? Trusted Traders scheme, we are committed to upholding high standards and operating with integrity. We believe consumers should be able to make informed choices and have confidence that they are dealing with professionals who play by the rules. But without a robust enforcement system to crack down on dodgy firms that are breaking consumer law, our efforts are being undermined.

New research by Which? has uncovered shocking regional disparities in the enforcement of consumer law. In some areas, local trading standards teams are stretched to the point where it's impossible for them to carry out the basic enforcement work needed to stop rogue traders.

We understand you can never eliminate every rogue trader, but the current system is failing both consumers and honest businesses.

We urge you to act - to strengthen our consumer enforcement system to clamp down on firms that are breaking the law. This will create a level playing field for the thousands of honest traders like us to do the right thing and compete fairly.

Yours sincerely,