

Sent By

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Message

The VAT increase this month from 17.5 to 20% has been headline news and Trading Standards would like to tell people of the requirements to make purchasers aware of the price being charged for goods and services.

Businesses have a month to ensure that their price indications to consumers (e.g. shelf labels) include the increase in VAT, but in the meantime should use general notices to explain that the price increase as a result of the additional VAT will be charged in addition to the price shown.

If you feel that you have been misled as to the price being charged for goods and services, especially as a result of the change to VAT please report any concerns to us via Consumer Direct on 08454 04 05 06 or go to www.consumerdirect.gov.uk.

Expiry Date

24/1/11

The normal period for validity of messages will be seven days

Distribution

Messages are not confidential and can be used for public distribution

Signed

Graeme Preston

Date

17/1/11