Join the Consumer Codes Approval Scheme

Work with us to inspire business and consumer confidence

Give consumers the confidence that your business has a proven commitment to honesty and delivers higher customer standards.
What is the Consumer Codes Approval Scheme?

With almost 80,000 businesses now part of the Consumer Codes Approval Scheme (CCAS) and more than £97 billion of consumer spending protected, CCAS continues to grow from strength to strength. CCAS was launched by the Chartered Trading Standards Institute (CTSI) in 2013 as a means of promoting consumer interests by setting out the principles of effective customer service and protection.

What this means for your organisation

Raising industry standards together

Becoming a code sponsor means being part of a robust, independent code approval scheme that inspires confidence of members, potential members, policy-makers and, ultimately, consumers. There is opportunity to grow your membership base and the potential to increase market share, through a commitment to reducing consumer detriment. This in turn raises industry standards.

Quick Fact

Over £97bn of consumer spending has been protected by CCAS

What this means for your organisation

- Trusted business
- Commitment to higher standards
- Approved Code of practice
- Part of a select Code Sponsor Group

Trust

Displaying the CTSI approved code logo will help you promote your business as one that consumers can trust, giving you a commercial advantage over competitors.

Raising Standards

Your businesses can - by adhering to an approved code demonstrate a higher level of customer service and customer protection, such as a robust customer complaints procedure and clear pre-contractual information. This will help you to attract and retain customers.

Consumer Protection

Drive up customer standards within your sector and for your member businesses, by being part of CCAS, an approved code scheme.
Help customers choose your member businesses

For consumers, we know how confusing it can be to ensure they purchase goods and services from reputable traders. By choosing to purchase from our code members (approved businesses), who display the CCAS logo, consumers can be sure of the following:

Our code members always have clear terms and conditions. Consumers can look for the CCAS logo shown below. Once you join CCAS, your approved businesses can use the logo to reassure consumers they can be trusted.

Consumers know they are protected throughout their entire purchasing journey. They also have access to a clear complaints and Alternative Dispute Resolution (ADR) procedure. Businesses are regularly audited and monitored to ensure they comply with the high standards set by their approved code of practice (code sponsor). By using an approved code member, consumers have protection above and beyond their normal consumer law rights. This means your member businesses have the edge over their competitors.

HOW DO CONSUMERS FIND AN APPROVED BUSINESS OR SERVICE?
Details of CCAS members can be found on our online directory at www.tradingstandards.uk/consumers
Only businesses who belong to a CCAS code sponsor can display the Chartered Trading Standards Institute (CTSI) approved code logo.

This logo helps promote your member businesses as one that consumers can trust, giving them a unique selling point. It reassures consumers of the businesses higher level of customer service and consumer protection. Being part of CCAS means your members have a robust customer complaints procedure and clear pre-contractual information. This will help your member businesses to attract and retain customers.

Displaying the CTSI approved CCAS logo helps member businesses promote themselves as one that consumers can trust, giving them a commercial advantage over competitors.

In addition, being part of an approved code helps drive up customer standards within your business sector and therefore raise overall consumer confidence.
How will becoming a code sponsor benefit my organisation?

• Your organisation will be part of a robust, independent code approval scheme that inspires confidence in your members, potential members, policy-makers and, ultimately, consumers

• Being part of CCAS will encourage the growth of your membership base and potentially increase market share, through a commitment to reducing consumer detriment

• You and your members can display the CTSI approved code logo, which reassures consumers

CCAS Code Sponsors

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We have been members of the Consumer Codes Approval Scheme (CCAS) since 2015. Our members operate in the domestic renewables market and it’s great to be able to show that they are going over and above the requirements of consumer law by being part of the CCAS. Read more

The Motor Ombudsman
All four of our comprehensive Codes of Practice are backed by the trusted Consumer Codes Approval Scheme. This gives today’s motorists the all-important peace of mind that when they see the widely-recognised Approved Code logo displayed by any of the vehicle manufacturers, warranty providers or thousands of garages and car retailers that are accredited to us, they know that these businesses have committed to providing customers with a high standard of service and workmanship.

CCNH
Consumer Code for New Homes gives consumers essential peace of mind and reassurance that they have support if they have a dispute with their developer. The external accreditation from the Chartered Trading Standards Institute reinforces our commitment to consumers. Read more

The Carpet Foundation
As the Code is backed by a respected third party, it provides reassurance to consumers that our members provide expert advice and after sales service and they can buy with confidence. To the retailers it can help close a sale.
Join us at CCAS

Our scheme is growing fast, come and join us at CCAS. From this chart you can see the continued growth of the scheme from inception to date.

We are very proud of the work our code sponsors and their businesses do to help consumer protection.

How to join CCAS

The consumer codes approval scheme is open to any eligible code of practice regardless of whether or not there are other code sponsors already operating in that sector.

If you operate a code of practice that you believe will be eligible for approval:

1. Send an email with your company name and full contact details to ccab@tsi.org.uk to request an Expression of Interest application form. We will then undertake due diligence checks on your organisation.

2. If your code of practice meets all the relevant core criteria, stage one approval is awarded.

3. Stage two approval will be awarded if you can demonstrate your code of practice is working well in practice. At this stage, you and your code members will be permitted to display the CTSI approved code logo.

Code sponsors must complete all stages of application prior to approval being given, which will be clear, unambiguous and in writing. Fees apply for both stages of the application process. You can download the CCAS schedule of fees and charges [here](#) and CCAS Annual Fees [here](#).

Codes approval is a robust and rigorous process for code sponsors. Code sponsors will be approved only if you can clearly demonstrate that you are committed to the reduction of consumer detriment and improving service standards. This is how consumers can have confidence in businesses displaying the approved codes logo.
The Core Criteria

The core criteria is at the heart of the scheme and covers the following:

- organisational criteria
- preparation
- content of codes
- handling complaints
- monitoring of codes
- enforcement of codes
- publicising codes

Each one of these core criteria has a set of much more detailed criteria that sit underneath them.

More information on the core criteria can be found on the Chartered Trading Standards Institute website:

www.tradingstandards.uk/consumercode

Consumers can have confidence in traders who carry our logo as our scheme provides higher protection in many areas including:

- clear pre-contractual information
- deposit and pre-payment protection
- additional consumer protection for business conducted in the consumer's home
- clear complaints procedure
- Alternative Dispute Resolution (ADR)

Not only are code sponsors fully assessed throughout the approval process, the assessment is undertaken in an open and transparent manner. At every stage we conduct public consultation. We also expect code sponsors to rigorously monitor how their members comply with their code and we conduct ongoing compliance checks. This means that we have full confidence in our code sponsor partners and are proud to recommend them to consumers.