

# LONDON TRADING STANDARDS COVID-19 CAMPAIGN



Excessive Pricing & Scams: Local Authority Activity in London

## EXCESSIVE PRICING & PRICE HIKING

### Top 3 most complained about SME business types

- Pharmacies & Chemists
- General/Convenience stores
- Independent Supermarkets

**Over 1,600 complaints received by London Trading Standards Services about price gouging**

### Top 3 most frequently complained about products affected

- Hand sanitiser
- PPE (predominantly face masks)
- Staple food and household products



20:00 4G  
From £2.99 a kilo to £15.00 ... Southall is clearly looking out for its community's... where, Sira's ... Springfield road.



## SCAMS

**89** \*6 since lockdown

Total Number of Scam Marshalls



GOV.UK CORONAVIRUS ALERT  
New rules in force now: you must stay at home. More info & exemptions at [gov.uk/coronavirus](https://www.gov.uk/coronavirus) Stay at home. Protect the NHS. Save lives.

We would like to inform you that you have been recorded as leaving your home on 3 occasions yesterday. A fine of £35 has been added to your [gov.uk](https://www.gov.uk) account. For further information please visit [gov.uk/coronavirus-penalty-payment-tracking](https://www.gov.uk/coronavirus-penalty-payment-tracking). Protect the NHS. Save lives.

**1,002** \*68 since lockdown

Number of Londoners registered as a 'Friend' with Friends Against Scams Team

**17**

Number of Businesses registered with Businesses Against Scams

London Trading Standards – Protecting Consumers, Safeguarding Businesses through COVID-19

\*All trends noted above are in relation to Small-Medium Enterprises (SMEs). In other words they will be small, local chains or independent shops rather than household names like 'Boots' or 'Tesco'. CiTA Helpline: 0808 223 1133 / CiTA Webchat: Mon-Fri 9am-5pm

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Website - <http://www.londontradingstandards.org.uk/>