

Date

## TrustMark is changing

Dear

Since 2005 TrustMark has been a champion of consumer protection and the businesses that deliver quality services their customers can rely on.

In 2016 the Government commissioned the Each Home Counts (EHC) review, identifying a requirement for an all-encompassing mark of quality for consumers to recognise and trust. It has subsequently been decided that TrustMark will become the brand this quality mark is known as, and will expand its remit to include the Repair, Maintenance & Improvement; Retrofit; and energy efficiency sectors - in order to cover any work a consumer chooses to have carried out in or around their home.

## How this affects you

TrustMark Registered Businesses will have access to an enhanced range of benefits, some of which will be available immediately, and some will be released in the months to come. Full details of these benefits are outlined in the brochure accompanying this letter.

The really good news is that these changes and enhancements will be made available to existing Registered Businesses without TrustMark raising the cost of membership.

A significant change resulting from the expansion to remit is the replacement of scheme documentation. The outgoing Core Criteria will be replaced by the Framework Operating Requirements and the incoming Code of Conduct outlines your roles and responsibilities as a TrustMark Registered Business.

## Brand and Visuals

The expansion to scope represents a major change to TrustMark and we have created a fresh new brand to highlight this development whilst also celebrating what remains unchanged.

A full introduction to the new branding and guidance for use can be found in the Brand Guidelines document, which you can download [www.trustmark.org.uk/oct-2018-resources](http://www.trustmark.org.uk/oct-2018-resources). Here you can also access our logo for website, stationery and other promotional purposes.



## Website

The TrustMark website will also reflect the branding changes, expansion to remit and incorporation of enhanced benefits.

## Brand Transition

TrustMark appreciates the brand update impacts our Registered Businesses and the decision to change was not taken lightly.

As such we have prepared a suite of tools to support you through the brand transition with the objective of relieving much in the way of cost and inconvenience. Included in this pack are a selection of van stickers, please contact the office if you require additional stickers.

This transition will complete within two years, after which only the new branding will be recognised.

## The future

This letter outlines the beginning of a series of changes that will enable TrustMark to evolve as the Government Endorsed Quality scheme delivering the most robust consumer protection, while actively championing the businesses we know operate to required standards.

This is only the start of this evolution, and in the coming months TrustMark has ambitious plans to deliver additional services that will make a significant impact to consumers and businesses. You can find further information on these coming changes in the brochure and we will release more details as they develop.

We welcome these improvements and look forward to meeting this challenge, which we firmly believe presents the opportunity to create far-reaching and positive change for both consumers and businesses.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Simon Ayers', with a long horizontal flourish extending to the right.

Simon Ayers  
Chief Executive Officer