

Choice on Units of Measurement: Markings and Sales – Response Form

Consultation Questions	
1	<p>For All,</p> <p>a) Are there any specific areas of consumer transactions that should be a priority for allowing a choice in units of measurement, and why?</p> <p>b) Are there any specific areas that you think should be excluded from a choice in units of measurement, and why?</p> <p>c) If an item is sold in imperial measures, should there be a requirement for a metric equivalent alongside it?</p>
	<p>a) No, this is an exceptionally bad idea and will increase costs for business and confusion for Consumers;</p> <p>b) See a) above;</p> <p>c) No, this is an exceptionally bad idea and will increase costs for business and confusion for Consumers</p>
2	<p>For Businesses,</p> <p>What would be the consequences of your business having the freedom to sell products in imperial measures, if you wished?</p>
	<p>This is an exceptionally bad idea and will increase costs for business and confusion for Consumers which logically cannot be good for pressured trading due to the pandemic and Brexit</p>
3	<p>For Consumers,</p> <p>a) If you had a choice, would you want to purchase items:</p> <p style="padding-left: 20px;">(i) in imperial units?</p> <p style="padding-left: 20px;">(ii) in imperial units alongside a metric equivalent?</p> <p>b) Are you more likely to shop from businesses that sell in imperial units?</p> <p>c) Do you foresee any costs or benefits to you from businesses being permitted to sell:</p> <p style="padding-left: 20px;">(i) solely in imperial units?</p> <p style="padding-left: 20px;">(ii) in imperial units alongside a less prominent metric equivalent?</p> <p>d) Do you have experience of buying solely in imperial units?</p>
	<p>a) The question is skewed. There should be a choice for metric only. This substantially weakens Consumer choice in responding to this Consultation. Introducing Imperial measurements or a combination of Imperial/Metric will not only lead to increased costs but confusion for Consumers</p> <p>b) Again, the question is skewed. If you want to carry out a Consumer survey, then do so through a Public Survey, but not within a Consultation that could</p>

	<p>affect Public Policy or Law. If implemented, it will lead to increased costs and Consumer confusion;</p> <p>c) Again, a skewed question, please see a) & b) above</p> <p>d) As a Consumer Activist (since 2004), I am beginning to wonder a) who has written this and b) which time-period are they living in? Seriously? Very few outlets I suspect use Imperial Measurements. This question is completely inexplicable!</p>
4	<p>For Trading Standards,</p> <p>What potential impacts might there be on regulatory activity, including any costs or benefits?</p>
	<p>As a Consumer Activist (since 2004), I have a good understanding of enforcement bodies, so I am qualified to answer this question. Given that the UK Government has seriously underfunded such enforcement bodies, and diminished their structures since 2010, to the point that they can no longer enforce, it is difficult to envisage how and where and with what resources the enforcement bodies could actually police this? The costs just on enforcement of a complex measurement system, not just for Business and Consumers, is simply not justified to impose on enforcement bodies, who are greatly depleted from the position inherited by the present government in 2010; simply unfathomable!</p>

Comment: I have been active in promoting Consumer Rights since 2004, having been the Consumer Director for HolidayTravelWatch until 2017. From 2004 to the present day, I have submitted over 75 comprehensive reports on key issues for Consumers, to government & parliamentary bodies in the EU, UK, USA & Australia. I have been active in Consultations and have been consulted for impact studies on legislation. I am active Internationally on the issue of creating a Standard for Cabin Air Quality. I have met many Ministers and Civil Servants and the CEO's and leaders of Multi-Billion Euro businesses. I am well-versed in reading and responding to Consultations and providing clear and balanced responses to proposed Public Policy or Legislative changes.

I will say that this is quite frankly the worst Consultation I have ever engaged in. It is poorly constructed and reveals nothing more than a dogma and it is certainly not constructed in the best tradition of Consultations that used to be the hallmark of the UK Government. Very disappointing; very concerning.

Frank Brehany

Independent Consumer Campaigner

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Please email this form to: UnitsofMeasurement@beis.gov.uk