I welcome this legislation. As a member of the public on a modest income, I have on occasion suffered hardship because a rare treat turned out to cost more than I could afford, but deceptive merchant practices meant that I only knew the true price once I was committed to the transaction.

I have suffered considerably from restaurant "service charges", which tend not to be transparent and come as an unwelcome surprise, often in a social situation that makes it very awkward to dispute them. This is particularly difficult when the service charge is a percentage of the bill rather than a fixed amount, and so is often difficult to anticipate. One particularly annoying experience was an establishment selling mulled wine by the glass, who charged an extra pound per drink for the use of the glass! Prices were presented on a blackboard rather than a printed menu and there was no indication of the fee for using a glass!

I am also concerned at the widespread application of "booking fees" for plays and concerts, and am puzzled that these fees are charged even when I simply turn up and pay to go in, so am not making a booking.