

Trading Standards Service Plan 2018-19

Responsible Senior Officer Name: **Sophie Leney**

Period covered: **2018-2019**

Latest update: **7 February 2018**

What our service aims to achieve

The Trading Standards Service's vision is to build a safe, fair and legal marketplace for Norfolk, helping businesses succeed and safeguarding communities. Our three outcomes and priorities are:

- **Enabling** economic growth by providing support for businesses and ensuring a level playing field by tackling the most serious illegal trading
- **Safeguarding** communities and vulnerable people by engaging with communities and businesses to build resilience to scams and rogue traders
- **Protecting** public safety, health and well-being and ensuring trading is legal, honest and fair.

Our vision and priorities accord with the County Council's vision for Norfolk: **Caring for our County**, in particular:

- Good growth: Building communities we can be proud of: Ensuring Norfolk's economic growth can benefit everyone
- Starting a new relationship with Norfolk families: Helping people to live independent, productive lives where they are healthy, happy and with good access to opportunities
- Helping our population remain independent, resilient and well: Focusing on helping vulnerable adults to live independently

and contribute to and/or are supported by the **Norfolk Futures** strategic priorities of:

- Promoting independence for vulnerable adults: giving people the skills and confidence to live independently and safely, in their own homes, for as long as possible.
- Smarter information and advice: making it easier for people to find trusted, reliable information to make decisions that improve their independence and well-being
- Digital Norfolk: using technological solutions, to provide smarter ways of working and reduce costs within the Council and in frontline services
- Local service strategy: proactively targeting our services in the places where they are most needed
- Commercialisation: improving the return on existing assets and implementing a more business-like approach to managing our services.

The things we do

1. Providing businesses with access to information and compliance advice to help them succeed; targeting support to start-up, small, high-risk and non-compliant businesses
2. Providing calibration, verification and testing services to businesses and other agencies
3. Protecting consumers and supporting legitimate businesses by tackling the most serious fraudulent, illegal and unfair trading, including e-crime
4. Safeguarding vulnerable people by tackling rogue traders and scams
5. Building community resilience, including through our Consumer and Community Champions, No Cold Calling Zones, HomeShield and Trusted Trader schemes
6. Safeguarding communities and public health by tackling the supply of alcohol, tobacco and other age restricted products to young people and the supply of illegal alcohol and tobacco

For further information see **Annex I: Enforcement of Age Restricted Sales and Illegal Tobacco Plan 2018-19.**

7. Ensuring the standards, quality and safety of the food chain, including food, animal feeds and agricultural fertilisers

For further information see **Annex II: Food & Feed Law Enforcement Plan 2018-19.**

8. Safeguarding the standards of animal health and welfare and reducing the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health

For further information see **Annex III: Animal Health & Welfare Service Delivery Plan 2018-19.**

9. Ensuring the safety of consumer products, fair trading and legal measurement of goods through a programme of intelligence-led market surveillance and enforcement activities

Our service structure

The Trading Standards Service consists of four teams:

- Calibration, Verification & Testing Services
- Food and Farming
- Intelligence and Enforcement Support
- Safety and Fair Trading

The Service has a full time equivalent staffing complement of 44.93 FTE with a headcount of 47. The Service is delivered from three offices, County Hall in Norwich, Priory House in King's Lynn and Hethel Engineering Centre (Calibration, Verification & Testing Services only).

Norfolk's population is 892,000* and there are 33,320** active enterprises in Norfolk. With a net budget of £1,846,300, the annual cost of the Trading Standards Service is £2.07 per head or £55.41 per enterprise.

*2016 Office of National Statistics figure (estimated)

**2017 Office of National Statistics figure for number of VAT and/or PAYE based enterprises

Monitoring our outcomes/performance

Measure	How we did in 2015/16	How we did in 2016/17	How we did last year	Our target for this year
Percentage of businesses brought to broad compliance with trading standards	Target = 94% Actual = 96.44%	Target = 95% Actual = 95.30%	Target = 95% YTD = 95.24%	95%
Percentage of rogue traders and most detrimental businesses brought to compliance	74.47%	Target = 80% Actual = 85.58%	Target = 85% YTD = 82.16%	85%
Number of Norfolk people recruited to the 'Friends Against Scams' scheme, supporting the national initiative to 'Take a Stand Against Scams' to protect people from financial abuse	New measure		Target = 600 YTD = 522	Measure discontinued in light of proposed NASP
Percentage of consumer goods, including foods, sampled or test purchased which are found to be non-compliant and are subsequently brought to compliance	Base-lining measure	Target = 90% Actual = 94%	Target = 93% YTD = 93.10%	93%
Income generated through our commercial activities of calibration, verification and testing services	Target = £327,500 Actual = £361,848	Target = £339,500 Actual = £397,847	Target = £355,000 Forecast = £410,000	£375,000
Income generated through our commercial activities of Primary Authority Partnerships and bespoke advice	New measure	Target = £20,240 Actual = £868.20	Target = £20,580 Forecast = £20,587	£21,030
Proportion of Trading Standards Officers/Managers who hold necessary qualifications/current competencies to be authorised in each enforcement area	New measure	Target = 100% Actual = 94%	Target = 100% YTD = 99%	Measure discontinued as the process to maintain competencies is embedded within the Service

During the 2017/18 service year, the Trading Standards Service:

- Implemented our revised Business Services Policy, including our chargeable business advice model and entered into six Primary Authority Partnerships with businesses. The Service is on target to recover £20,580 of costs associated with providing businesses with bespoke advice.

- Worked with the Office of Product Safety and Standards (OPSS) (formerly Regulatory Delivery (RD)), the New Anglia Local Enterprise Partnership (NALEP), the Growth Hub and regulators, economic development and resilience colleagues across Norfolk and Suffolk to launch the Better Business for All (BBfA) initiative, which aims to improve the business support offer to East Anglian businesses.
- Provided calibration, verification, testing and hire services to a wide variety of local and national businesses and organisations including Norse Care and Norfolk and Suffolk Constabularies. To date, the CVTS team has completed 1,036 jobs, calibrated 13,838 weights and weighing machines (adjusting 1,267 or (9%)), issued 2,347 certificates and attracted 40 new customers. It is anticipated that the team will generate £410,000 in income.
- Targeted enforcement activities including business advice, inspections and investigations at the car trade, home improvement sector and furniture retailers, increasing business compliance and reducing detriment to Norfolk people.
- Successfully prosecuted or cautioned nine offenders for a variety of offences including shoddy home improvements, unsafe equipment, the supply of illegal tobacco and fraud and recovered £40,000 in costs as a result of Proceeds of Crime Act (POCA) enforcement.
- Disrupted the supply of illegal tobacco in the County, seizing 160,000 illegal cigarettes and over 65kg of illegal rolling tobacco. No duty was paid on the tobacco which was counterfeit, incorrectly packaged with the required health warnings and/or unsafe due to a failure to self-extinguish.
- Worked with Suffolk Trading Standards to implement joint intelligence functions including joint tasking and coordination and led the review and development of the regional intelligence tasking and coordination process operated by the East of England Trading Standards Authorities (EETSA).
- Supported Highways in developing and implementing investigation and legal processes to combat the fraudulent use of Blue Badges.
- Encouraged 551 people to become Friends Against Scams (to date), expect to exceed our target of 600 FAS by year end and jointly hosted the 'Uniting Norfolk Against Scams and Financial Abuse' conference with the Norfolk Adults Safeguarding Board to raise awareness of scams and enable people to protect themselves and their families, friends and neighbours from financial abuse.
- Established 25 No Cold Calling Zones (to date) taking the total to 185 across the County and ensuring that 8,453 households (to date) are protected from rogue door step trading.
- Worked with the county's Early Help Hubs to ensure that Trading Standards support and protection is provided to people who need our help.
- Worked with the Animal and Plant Health Agency (APHA) and our Suffolk Trading Standards colleagues to ensure that all poultry keepers in the Avian Influenza control zones complied with the disease control measures in place to ensure AI did not spread throughout their flocks.
- Worked with Norfolk Fire & Rescue colleagues to ensure that residents in Norfolk's high rise housing received advice and guidance on fire safety and the safety of consumer products in their homes in the aftermath of the Grenfell Tower disaster.
- Sampled and test purchased a variety of goods, from foods including meat products and take away meals, animal feeds including livestock feed and pet food to consumer products, including second hand electrical items, cheap jewellery, toys and leather goods to ensure all complied with compositional and safety standards, making certain that those that failed were removed from the marketplace.

Feedback from our customers

Measure	How we did in 2015/16	How we did in 2016/17	How we did last year	Our target for this year
Business satisfaction with Trading Standards services	Target = 90 Actual = 91.60	Target = 94 Actual = 91.20	Target = 93 YTD = 93.00	93

Service changes/improvements planned for this year

What	Why	By When	Owner	How we are doing so far	What actions we are taking
Exploration with Members of a potential Norfolk Against Scams Partnership (NASP).	To improve community resilience to scams. Seeking to recruit NCC Members and staff and partner organisations to the partnership to take a stand against scams.	31 March 2019	Alice Barnes		
Exploration with Members of the potential transfer of Calibration, Verification and Testing Services' governance to a business wholly owned by NCC	To future proof services to businesses and other agencies whilst continuing to provide income for NCC	31 March 2019	Adrian Chapman		

Our key risks

Risk (Managed and monitored via the Trading Standards Risk Register)
The Food Standards Agency, through its "Regulating our Future" Review and Strategic redesign, has determined that the current model for ensuring food is safe and as described is not meeting their expectations. The role for local authorities in any proposed new delivery model is not yet clear but could result in a major change in responsibilities for the Service.

Our budgets

Budget	Pressures and risks	Savings to be delivered	Actual spend	Forecast spend by end of year	Actions we are taking
(£76,410) Calibration, Verification & Testing	The proposed governance model may not provide the ability to transfer revenue to Trading Standards and could lead to additional costs incurred by Trading Standards for services currently provided by CVTS It could lead to a risk to the maintenance of TS equipment and provision of verification services (but contracting out options could be explored).				
£682,970 Food & Farming	Inability to attract Primary Authority Partners and other chargeable business advice Reductions in grant funding from the Food Standards Agency (FSA)				
£342,870 Intelligence & Enforcement Support	Inability to recover prosecution costs or proceeds of crime assets Inability to market our Trusted Trader scheme as successfully as previously				
£701,780 Safety & Fair Trading					
£195,090 Trading Standards Service					
Net total = £1,846,300		£63,000 (already accommodated in our 18/19 budget through the deletion of a management post)			

Supplementary information

In addition to the local vision and priorities outlined on page 1 above, the Trading Standards Service Plan has regard to the National Regulatory Outcomes, which are:

- Economy: Support economic growth, especially in small businesses, by ensuring a fair, responsible & competitive trading environment
- Environment: Protect the environment for future generations
- Public and product safety: Ensure safe neighbourhoods and safe products
- Health & Wellbeing: Help people to live healthier lives by preventing ill health and harm and promoting public health
- Food Chain Infrastructure: Ensure a safe, healthy and sustainable food chain for the benefits of consumers & the rural economy

and the National Trading Standards National Control Strategy Areas, which are:

- Doorstep Crime
- Mass Marketing Scams
- Fair Trading Issues
- Product Safety
- Illegal Money Lending
- Intellectual Property.

This Service plan is supplemented with our 2018-19 control strategy and with the following functional specific plans which describe how we will address statutory responsibilities relating to underage sales, food and animal feed safety and standards, and farmed animal welfare and disease control:

- Annex I: Enforcement of Age Restricted Sales and Illegal Tobacco Plan 2018-19
- Annex II: Food & Feed Law Enforcement Plan 2018-19
- Annex III: Animal Health & Welfare Service Delivery Plan 2018-19.

Please see the Trading Standards Service's plan on a page below.

Plan on a Page

What we'll do

Vision: To build a safe, fair and legal marketplace for Norfolk, helping businesses succeed and safeguarding communities

Outcomes and priorities:
Enabling economic growth by providing support for businesses and ensuring a level playing field by tackling the most serious illegal trading
Safeguarding communities and vulnerable people by engaging with communities and businesses to build resilience to scams and rogue traders
Protecting public safety, health and well-being and ensuring trading is legal, honest and fair

How we'll do it

Providing businesses with access to information and compliance advice to help them succeed; targeting support to start-up, small, high-risk and non-compliant businesses
Providing calibration, verification and testing services to businesses and other agencies
Protecting consumers and supporting legitimate businesses by tackling the most serious fraudulent, illegal and unfair trading, including e-crime

Safeguarding vulnerable people by tackling rogue traders and scams
Building community resilience, including through our Consumer and Community Champions, No Cold Calling Zones, HomeShield and Trusted Trader schemes

Safeguarding communities and public health by tackling the supply of alcohol, tobacco and other age restricted products to young people and the supply of illegal alcohol and tobacco
Ensuring the standards, quality and safety of the food chain, including food, animal feeds and agricultural fertilisers
Safeguarding the standards of animal health and welfare and reducing the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health
Ensuring the safety of consumer products, fair trading and legal measurement of goods through a programme of intelligence-led market surveillance and enforcement activities

How we'll know if we've made a difference

Businesses understand and comply with trading standards, boosting economic growth and benefiting consumers
Traders who flout the law are punished and/or brought to compliance
People can recognise scams and rogue trading and protect themselves and others from financial abuse
Illegal and/or unsafe goods, including food, alcohol and tobacco are removed from the marketplace

Values and behaviours that underpin everything

Promoting independence for vulnerable adults

Smarter information and advice

Commercialisation