

### Trading Standards Service Plan 2017-18

Responsible Senior Officer Name: **Sophie Leney**

Period covered: **2017-2018**

Latest update: **14 February 2017**

### What our service aims to achieve

The Trading Standards Service's core function is to build a safe, fair and legal marketplace for Norfolk, helping businesses succeed and safeguarding communities. Our three 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

### 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 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 illicit alcohol and tobacco

For further information see Annex I: Enforcement of Age Restricted Sales and Illicit Tobacco Products Plan 2017-18.

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 2017-18.

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 2017-18.

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 five teams:

- Business, Food & Farming
- Calibration, Verification & Testing Services
- Community Safety and Fair Trading
- Intelligence and Legal Enforcement
- Investigations.

The Service has a full time equivalent staffing complement of 45.62 FTE with a headcount of 48. 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 885,000\* and there are 31,365\* active enterprises in Norfolk. With a net budget of £1,853,340, the annual cost of the Trading Standards Service is £2.09 per head or £59.09 per enterprise. \*2015 Office of National Statistics figures.

## Monitoring our outcomes/performance

Measure	How we did in 2015/16	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% YTD = 95.85%	95%
Percentage of rogue traders and most detrimental businesses brought to compliance	74.47%	Target = 80% YTD = 83.18%	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		600 'Friends Against Scams' in Norfolk
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% YTD = 96%	93%
Income generated through our commercial activities of calibration, verification and testing services	Target = £327,500 Actual = £361,848	Target = £339,500 Forecast = £387,000	£355,000
Income generated through our commercial activities of Primary Authority Partnerships and bespoke advice	New measure	Target = £20,240 Forecast = £3,750	£20,580
Proportion of Trading Standards Officers/Managers who hold necessary qualifications/current competencies to be authorised in each enforcement area	New measure	Target = 100% YTD = 94%	100%

## Feedback from our customers

Measure	How we did in 2014/15	How we did last year	Our target for this year
Business satisfaction with Trading Standards services	Target = 90 Actual = 91.60	Target = 94 YTD = 91.20	93

## Service changes/improvements planned for this year

What	Why	By When	Owner	How we are doing so far	What actions we are taking
Further development of Primary Authority Partnerships and full implementation of our chargeable business advice model	To better support businesses whilst providing additional income of £20,580 per annum from 1 April 2017	31 March 2018	Jon Peddle		
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 2018	Adrian Chapman		
Further development of our Consumer and Community champions schemes and the national 'Friends Against Scams' scheme	To improve community resilience to scams and rogue trading	31 March 2018	Brian Chatten		
Further development of our collaborative working with Suffolk Trading Standards through implementation of the Collaborative Working Action Plan	To reap the benefits of greater efficiency, effectiveness and resilience	31 March 2018	Alice Barnes		

## Our key risks

<b>Risk (Managed and monitored via the Communities Risk Register)</b>
Limited service capacity could lead to enforcement areas where there are single points of knowledge. Loss of key individuals would then result in an inability to deliver the appropriate service and increased pressure on remaining staff. Current staff have limited ability to respond to a major incident (such as a food safety alert or animal disease outbreak such as avian influenza).
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

<b>Budget</b>	<b>Pressures and risks</b>	<b>Savings to be delivered</b>	<b>Actual spend</b>	<b>Forecast spend by end of year</b>	<b>Actions we are taking</b>
£489,860 Business, Food & Farming	Inability to attract Primary Authority Partners and other chargeable business advice Inability to market our Trusted Trader scheme as successfully as previously Reductions in grant funding from the Food Standards Agency (FSA)	£19,000 (already accommodated in our 17/18 budget)			
(£69,640) 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).				
£533,460 Community Safety & Fair Trading					
£296,360 Intelligence and Legal Enforcement	Increasing costs of legal enforcement, as experienced in 2014/15, 2015/16 and 2016/17 Inability to recover prosecution costs or proceeds of crime assets				

<b>Budget</b>	<b>Pressures and risks</b>	<b>Savings to be delivered</b>	<b>Actual spend</b>	<b>Forecast spend by end of year</b>	<b>Actions we are taking</b>
£422,010 Investigations					
£181,290 Trading Standards Service		£11,940 (already accommodated in our 17/18 budget; having brought forward the 15% transport savings and 20% supplies and services savings previously agreed for 18/19)			
Net total = £1,853,340					

## Supplementary information

Please see the diagram below, our 'golden thread' which summarises our strategic control strategy. This 'Plan on a Page' seeks to illustrate in one place the relationship between the Norfolk County Council Strategic Priorities, our Trading Standards' Priorities and the detailed Trading Standards Action areas. Also shown are the Trading Standards Performance measures and National Regulatory Outcomes.

This Service plan is supplemented with our 17/18 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 Illicit Tobacco Products Plan 2017-18
- Annex II: Food & Feed Law Enforcement Plan 2017-18
- Annex III: Animal Health & Welfare Service Delivery Plan 2017-18.

Norfolk County Council Strategic Priorities	Trading Standards Priorities	Trading Standards Actions	Performance measures
<p>1. Excellence in Education</p> <p>2. <b>Real Jobs</b> Our vision:</p> <ul style="list-style-type: none"> <li>Secure more high value jobs</li> <li><b>Make Norfolk the first choice for business</b></li> <li>More people who are able to work have the opportunity to do so</li> </ul> <p>Success will be:</p> <ul style="list-style-type: none"> <li>More people have jobs that pay more and have better prospects</li> <li>People on benefits can find work more quickly</li> <li><b>More people are supported to start and successfully grow their own businesses</b></li> <li>More people with learning disabilities secure employment</li> </ul> <p>3. Good Infrastructure</p> <p>4. <b>Supporting Vulnerable People</b> Our Vision:</p> <ul style="list-style-type: none"> <li><b>All vulnerable people who live, work, learn and are cared for in Norfolk will be safe</b></li> <li><b>Vulnerable people are more self-reliant and independent</b></li> </ul> <p>Success will be:</p> <ul style="list-style-type: none"> <li>More children able to live permanently in a family setting</li> <li><b>More people able to live in their own homes for longer</b></li> <li>Wherever possible people with long term conditions manage their own care</li> </ul>	<p><b>Enabling</b> economic growth by providing support for businesses and ensuring a level playing field by tackling the most serious illegal trading</p> <p><b>Safeguarding</b> communities and vulnerable people by engaging with communities and businesses to build resilience to scams and rogue traders</p> <p><b>Protecting</b> public safety, health and well-being and ensuring trading is legal, honest and fair</p>	<p>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</p> <p>Providing calibration, verification and testing services to businesses and other agencies</p> <p>Protecting consumers and supporting legitimate businesses by tackling the most serious fraudulent, illegal and unfair trading, including e-crime</p> <p>Safeguarding vulnerable people by tackling rogue traders and scams</p> <p>Building community resilience through our Consumer and Community Champions, No Cold Calling Zones, HomeShield and Trusted Trader schemes</p> <p>Safeguarding communities and public health by tackling the supply of alcohol, tobacco and other age restricted products to young people and the supply of illicit alcohol and tobacco</p> <p>Ensuring the standards, quality and safety of the food chain, including food, animal feeds and agricultural fertilisers</p> <p>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</p> <p>Ensuring the safety of consumer products, fair trading and legal measurement of goods through a programme of intelligence-led market surveillance and enforcement activities</p>	<p>Business satisfaction with Trading Standards services</p> <p>Percentage of businesses brought to broad compliance with trading standards</p> <p>Percentage of rogue traders and most detrimental businesses brought to compliance</p> <p>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</p> <p>Percentage of consumer goods, including foods, sampled or test purchased which are found to be non-compliant and are subsequently brought to compliance</p> <p>Income generated through our commercial activities including calibration, verification &amp; testing services, Primary Authority Partnerships and bespoke advice</p> <p>Proportion of Trading Standards Officers/Managers who hold necessary qualifications/current competencies to be authorised in each enforcement area</p>
<p><b>National Regulatory Outcomes</b></p> <ul style="list-style-type: none"> <li><b>Economy:</b> Support economic growth, especially in small businesses, by ensuring a fair, responsible &amp; competitive trading environment</li> <li><b>Environment:</b> Protect the environment for future generations</li> <li><b>Public and product safety:</b> Ensure safe neighbourhoods and safe products</li> <li><b>Health &amp; Wellbeing:</b> Help people to live healthier lives by preventing ill health and harm and promoting public health</li> <li><b>Food Chain Infrastructure:</b> Ensure a safe, healthy and sustainable food chain for the benefits of consumers &amp; the rural economy</li> </ul>			<p><b>National Control Strategy Areas</b></p> <ul style="list-style-type: none"> <li>Doorstep Crime</li> <li>Mass Marketing Scams</li> <li>Fair Trading Issues</li> <li>Product Safety</li> <li>Illegal Money Lending</li> <li>Intellectual Property</li> </ul>