

Service Name: **Trading Standards Service**

Responsible Senior Officer Name: **Sophie Leney**

Period covered: **2016-2017**

Latest update: 29 February 2016

What our service aims to achieve

The Trading Standards' ambition is to **build a safe, fair and legal marketplace for Norfolk; helping businesses succeed and safeguarding communities** through:

- Helping businesses succeed
- Tackling the most serious illegal trading, including e-crime
- Safeguarding communities from doorstep crime and scams
- Alcohol and tobacco control, affecting public health and antisocial behaviour
- Safety of goods
- Food safety and standards
- Animal disease prevention and control measures

The things we do

1. Providing businesses with access to information and compliance advice to help them succeed and providing targeted support to start-up, small, high-risk and non-compliant businesses
2. Providing calibration, verification and testing services to businesses
3. Protecting consumers and legitimate businesses by targeting the most serious fraudulent, illegal and unfair trading, including e-crime
4. Safeguarding vulnerable people by providing our Trusted Trader scheme and addressing rogue doorstep trading and scams
5. Safeguarding communities and public health by tackling the supply of alcohol, tobacco and 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 Plan 2016-17.

6. Ensuring fair and safe trading of goods and services, including foods and animal feeds through a programme of intelligence-led market surveillance and enforcement activities
7. Ensuring the standards, quality and safety of the food chain, including animal feeds and agricultural fertilisers

For further information see Annex II: Food & Feed Law Enforcement Plan 2016-17.

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 2016-17.

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 46 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).

There are 32,872 businesses in Norfolk (2014/15 CIPFA figures) and, with a net budget of £1,871,500, the Service costs £56.93 per business.

Monitoring our outcomes/performance

Measure	How we did in 2014/15	How we did last year	Our target for this year
Percentage of businesses brought to broad compliance with trading standards	Target = 94% Actual = 94.05%	Target = 94% YTD = 96.77%	95%
Percentage of doorstep and other rogue traders and most detrimental businesses brought to compliance	Revised Measure	YTD = 74.58%	80%
Percentage of scam victims supported to prevent further financial abuse	New Measure	YTD = 85%	85%
Percentage of targeted offenders (who have sold age restricted goods to young people) brought to compliance	New Measure	YTD = 95%	95%
Percentage of consumer goods, including foods, sampled or test purchased which are found to be non-compliant and are subsequently brought to compliance	New Measure	YTD = 85%	90%
Income generated: (a) through our calibration, verification and testing services, and (b) through other means, including chargeable business advice	Target = £320,920 Actual = £332,350	Target = £327,500 Forecast = £355,000 New measure	(a) £339,500 (b) £20,240
Proportion of Trading Standards Officers/Managers who hold necessary qualifications/current competencies to be authorised in each enforcement area		New Measure	Target to be set during 2016/17

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 = 85 Actual = 91.7	Target = 90 YTD = 92.7	94

How we compare to others delivering this/similar services

Who we compare against	Why	How did we compare last year (2014/15)	How do we compare this year	Actions we are taking
Other English County based Trading Standards Services (dependant on completion of CIPFA return)	Similar size and/or range of services delivered. However, Norfolk is a large rural county, with significant cost/pressures in supporting the farming economy. This is not something that is necessarily a big factor for other similar sized local authorities.	Net cost per business was £73.62. The average is £73.76 (maximum £104.32 and minimum £44.61).	2015/16 CIPFA statistics are awaited	If we use our net budget for 2016/17 in the 2014/15 calculation the net cost per business is £56.93, a 23% reduction of £16.69 per business.

Service changes/improvements planned for this year

What	Why	By When	Owner	How we are doing so far	What actions we are taking
Development of a full business case for a shared service between Norfolk Trading Standards and Suffolk Trading Standards	To build resilience, maximise budget effectiveness and protect service delivery	October 2016	Sophie Leney		
Development of Primary Authority Partnerships and implementation of our chargeable business advice model	To provide additional income of £20,240 per annum from 1 April 2016	31 March 2017	Jon Peddle		

Our key risks

Risk (Managed and monitored via the Communities Risk Register)
<p>Lack of capacity to respond to major incidents Existing staffing has limited ability to respond to a major incident (such as food safety or animal disease outbreak like 'foot and mouth')</p>
<p>Single points of knowledge Limited service capacity leads to areas where there are single points of knowledge. Loss of key individuals then results in an inability to deliver the appropriate service and increased pressure on remaining staff.</p>

Our budgets

Budget	Pressures and risks	Savings to be delivered	Actual spend	Forecast spend by end of year	Actions we are taking
£488,819 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				
(£61,315) Calibration, Verification & Testing	Inability to market our verification, calibration & testing services as successfully as previously				
£517,084 Community Safety & Fair Trading					
£301,370 Intelligence and Legal Enforcement	Increasing costs of legal enforcement, as experienced in 2014/15 & 2015/16 Inability to recover prosecution costs or proceeds of crime assets				
£419,733 Investigations					
£205,809 Trading Standards Service					
Net total = £1,871,500					

Please see the diagram below, our 'golden thread' which summarises our strategic control strategy. This Service plan is supplemented 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 Plan 2016-17
- Annex II: Food & Feed Law Enforcement Plan 2016-17
- Annex III: Animal Health & Welfare Service Delivery Plan 2016-17.

Norfolk County Council: Putting People First	Trading Standards Ambition	Trading Standards Priorities	What this means	Performance measures
<p>Ambition: For everyone in Norfolk to succeed and fulfil their potential. By putting people first we can achieve a better, safer future, based on education, economic success and listening to local communities.</p> <p>Real jobs: We will promote employment that offers security, opportunities and a good level of pay. We want real sustainable jobs available throughout Norfolk.</p> <p>Good infrastructure: We will make Norfolk a place where businesses can succeed and grow. We will promote improvements to our transport and technology infrastructure to make Norfolk a great place to do business.</p> <p>Excellence in education: We will champion our children and young people's right to an excellent education, training and preparation for employment because we believe they have the talents and ability to compete with the best. We firmly believe that every single child matters.</p> <p>Improve the quality of life for all the people of Norfolk, and in particular to safeguard vulnerable people throughout the county.</p>	<p>Building a safe, fair and legal marketplace for Norfolk; helping businesses succeed and safeguarding communities</p>	<p>Helping businesses succeed</p> <p>Tackling the most serious illegal trading, including e-crime</p> <p>Safeguarding communities from doorstep crime and scams</p> <p>Alcohol and tobacco control, affecting public health and antisocial behaviour</p> <p>Safety of goods</p> <p>Food safety and standards</p> <p>Animal disease prevention and control measures</p>	<p>Providing businesses with access to information and compliance advice to help them succeed and providing targeted support to start-up, small, high-risk and non-compliant businesses</p> <p>Providing calibration, verification and testing services to businesses</p> <p>Protecting consumers and legitimate businesses by targeting the most serious fraudulent, illegal and unfair trading, including e-crime</p> <p>Safeguarding vulnerable people by providing our Trusted Trader Scheme and addressing rogue doorstep trading and scams</p> <p>Safeguarding communities and public health by tackling the supply of alcohol, tobacco and age restricted products to young people and the supply of illicit alcohol and tobacco</p> <p>Ensuring fair and safe trading of goods and services, including foods and animal feeds through a programme of intelligence-led market surveillance and enforcement activities</p> <p>Ensuring the standards, quality and safety of the food chain, including 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>Business satisfaction with Trading Standards services</p> <p>Percentage of businesses brought to broad compliance with trading standards</p> <p>Percentage of doorstep and other rogue traders and most detrimental businesses brought to compliance</p> <p>Percentage of scam victims supported to prevent further financial abuse</p> <p>Percentage of targeted offenders (who have sold age restricted goods to young people) brought to compliance</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 calibration, verification & testing services and other means, including chargeable business advice</p> <p>Proportion of Trading Standards Officers/Managers who hold necessary qualifications/current competencies to be authorised in each enforcement area</p> <p>Cost of the Trading Standards Service per Norfolk business</p>
<p>National Regulatory Outcomes</p> <p>Economy: Support economic growth, especially in small businesses, by ensuring a fair, responsible and competitive trading environment</p> <p>Environment: Protect the environment for future generations</p> <p>Public and product safety: Ensure safe neighbourhoods and safe products</p> <p>Health & Wellbeing: Help people to live healthier lives by preventing ill health and harm and promoting public health</p> <p>Food Chain Infrastructure: Ensure a safe, healthy and sustainable food chain for the benefits of consumers and the rural economy</p>				