

## **Trading Standards Service Plan 2019-20**

Responsible Senior Officer Name: **Sophie Leney**

Period covered: **2019-2020**

Latest update: **4 February 2019**

### **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. The four outcomes we are seeking to achieve are:

- **Enabling economic growth** by providing support to businesses to help them succeed
- **Safeguarding communities and vulnerable people**
- **Protecting public safety**, health and well-being and farmed animal health and welfare
- **Ensuring trading is legal, honest and fair** and securing a level playing field by tackling the most serious illegal trading

Our priorities for the 2019/20 service year are to:

- Focus on product safety, food safety, weights and measures and illegal tobacco in our market surveillance
- Respond to the impact of EU exit
- Commission community protection activities
- Further develop our commercial services.

Our vision, outcomes 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**

- Local service strategy: proactively targeting our services in the places where they are most needed

## The things we do

1. Provide businesses with access to information and compliance advice, including chargeable, bespoke services; targeting support to start-up, small, high-risk and Primary Authority businesses
2. Provide commercial services, including calibration and safety testing to the public and private sectors
3. Protecting consumers and supporting legitimate businesses by tackling the most serious fraudulent, illegal and unfair trading, including e-crime
4. Safeguard vulnerable people and build community resilience with partners; tackling scams, fraud and rogue traders; including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme
5. Protect consumers and support legitimate businesses by tackling non-compliance, focusing on the most serious fraudulent, illegal and unfair trading, including e-crime
6. Through programmes of intelligence-led market surveillance, education and enforcement activities:
  - a) Safeguard communities and public health by tackling the supply of age restricted products to young people and illegal tobacco and alcohol  
  
For further information see **Annex I: Enforcement of Age Restricted Sales and Illegal Tobacco Plan 2019-20**
  - b) Ensure the safety, standards and quality of the food chain, including food, animal feeds and agricultural fertilisers  
  
For further information see **Annex II: Food & Feed Law Enforcement Plan 2019-20**
  - c) Safeguard the standards of animal health and welfare and reduce the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health  
  
For further information see **Annex III: Delivery of Animal Health & Welfare Framework 2019-20**
  - d) Ensure the safety of consumer products, fair trading and legal measurement of goods.

## 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 43.65 FTE with a headcount of 45. 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 898,390\* and there are 33,715\*\* active enterprises in Norfolk. With a net budget of £1,781,320, the annual cost of the Trading Standards service is £1.98 per head or £52.83 per enterprise.

\*2017 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

We will know we have made a difference when:

- Businesses understand and comply with trading standards, boosting economic growth and benefiting consumers
- Illegal and/or unsafe goods are prevented from entering or removed from the marketplace
- Traders who flout the law are punished and/or brought to compliance
- More people can protect themselves and others from financial abuse as Friends Against Scams and/or NAS partners

Measure	How we did in 2015/16	How we did in 2016/17	How we did in 2017/18	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% Actual = 94.69%	Target = 95% YTD = 95.60%	95%
Percentage of products, including foods and feeds, sampled or test purchased, which are found to be non-compliant and are subsequently brought to compliance or removed from the market place	Base-lining measure	Target = 90% Actual = 94%	Target = 93% Actual = 95.45%	Target = 93% YTD = 95.49%	93%

Measure	How we did in 2015/16	How we did in 2016/17	How we did in 2017/18	How we did last year	Our target for this year
Percentage of rogue traders and most detrimental businesses brought to compliance	74.47%	Target = 80% Actual = 85.58%	Target = 85% Actual = 78.10%	Target = 85% YTD = 80.57%	95% (revised definition)
Number of (a) Norfolk people who are 'Friends Against Scams' and (b) partners in the Norfolk Against Scams Partnership (NASP); protecting people from financial abuse	New measure		(a) FAS Target = 600 (a) FAS Actual = 626	Discontinued	No target set
Income generated through our commercial activities of calibration, verification and testing services	Target = £327,500 Actual = £361,846	Target = £339,500 Actual = £397,846	Target = £355,000 Actual = £410,533	Target = £375,000 Forecast = £417,500	£425,000
Income generated through our commercial activities of Primary Authority Partnerships and bespoke advice	New measure	Target = £20,240 Actual = £868	Target = £20,580 Actual = £20,522	Target = £21,030 Forecast = £13,326	£21,280

During the 2018/19 service year, the Trading Standards Service:

- Worked with Great Yarmouth Borough Council to introduce a selective licensing scheme for landlords. Through the scheme, we provide guidance to landlords to enable them to meet their trading standards obligations. In addition, our GYBC colleagues are able to flag any non-compliances so we can work with the landlords concerned to correct them.
- To date, has handled over 500 requests for business advice and support and dealt with over 2,730 consumer complaints.
- Is forecast to generate income of £418,500 through the provision of 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 Calibration, Verification and Testing Services team has completed 1,144 jobs, calibrated 17,700 weights and weighing machines (adjusting 1,321 or (7.5%)), issued 2,390 certificates and attracted 30 new customers. The team is also responsible for maintaining Norfolk Trading Standards own weights and measures and, via Section 101 agreements, those of Cambridgeshire, Suffolk, Bedfordshire and Luton.

- Established the Norfolk Against Scams Partnership (NASP) to enable organisations to protect people and businesses from scams, doorstep crime and fraud and to help those who are defrauded. The Partnership has 34 public, private and voluntary sector organisations as members (to date) with a further 12 in the pipeline.
- Increased our number of Friends Against Scams to 2,685. We also have 41 SCAMchampions and 11 SCAMBassadors in the county, all working to raise awareness of scams and help to make Norfolk a scam free county. We have partnered with NatWest Community Bankers, as well as our SCAMchampions, who deliver the bulk of our Friends Against Scams workshops and events.
- Worked with Norfolk Police on the Banking Protocol such that the Service has been contacted 18 times where banking staff have concerns about people seeking to make payments to scammers and fraudsters. The Service has attended incidents with the police and prevented payments on driveways, home improvements, dating, investment and lottery scams.
- Joined the Police, Her Majesty's Revenue and Customs (HMRC) and Environmental Health on multi-agency days of action, pro-actively checking trade vehicles in King's Lynn, Heacham and Thetford, targeting criminals and providing advice and information to local traders.
- Established 36 No Cold Calling Zones (NCCZ) (to date) taking the total to 220 across the county and ensuring that 10,205 households (to date) are protected from rogue door step trading. In a recent survey of NCCZ Champions, 98% said the level of cold calling had reduced since the NCCZ scheme was introduced. Comments included: "Very effective initiative", "The zone appears to be working well and has significantly reduced the number of cold callers" and "Very pleased that you installed signs, it has certainly worked."
- Successfully prosecuted 11 offenders for a variety of offences including the sale of mis-described meat, shoddy home improvements, fraudulent trading, the supply of illegal tobacco and breach of an Animal Welfare Act banning order.
- Worked with the Norfolk County Council Planning Enforcement Team to recover £30,000 in costs as a result of Proceeds of Crime Act (POCA) enforcement.
- Disrupted the supply of illegal tobacco in the county, seizing nearly 1.24 million illegal cigarettes and nearly 900kg 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.
- Conducted 90 inspections at food businesses and took 53 samples to check their allergen information and controls. The Service also launched the #JustAsk/@Ask for allergens campaign; raising awareness with young people of food allergies, empowering those with allergies to ask food businesses about allergens in the food they supply and reporting poor performing businesses to the Service. We have attended five educational establishments across Norfolk, reaching out to over 1,200 students and keeping them informed through our twitter account. The account is also being followed by leading allergen campaign groups, the Food Standards Agency and bereaved relatives of youngsters who have died as a result of their allergies. We have developed business and consumer advice pages: <https://www.norfolk.gov.uk/business/trading-standards/ask-for-allergens-campaign> and worked with our Breckland Council partners at Environmental Health Training & Consultancy to secure access to low cost training on allergens for all Norfolk food businesses.

- Responded to a variety of food alerts to ensure that, for example, palm oil containing unsafe Sudan dyes, jelly cup and cone type sweets that present a choking hazard and cake decorations containing illegal colours were not on sale in Norfolk. During 2018, as a result of sampling activity, the Service raised a number of food incidents with the Food Standards Agency regarding undeclared allergens in prepacked and non-prepacked foods, that latter arising from consumer complaints due to illness/injury caused by the foods.
- Following the successful collaborative response to two Avian Influenza outbreaks, in 2017/18, agreed a memorandum of understanding with Suffolk Trading Standards to enable a joint response capability, through the sharing of resources, in the event of an animal disease outbreak or major animal welfare event.
- Dealt with a large number of welfare complaints over the very hot summer period, investigated a number of illegal importations of animals, including quarantining those animals, to prevent any risk of rabies and worked with Norfolk Police to assist on a number of investigations involving animal welfare and dumped carcasses.
- Conducted market surveillance on behalf of the Department of Business, Enterprise and Industrial Strategy, focusing on medical weighing equipment, which highlighted that the previous arrangements set up in conjunction with the local NHS Trusts continue to perform well in ensuring the equipment in use in hospitals is accurate.
- Undertook market surveillance, including inspections at fulfilment houses and sampling of jewellery for heavy metals, seaside and Christmas toys and Halloween costumes; resulting in unsafe products, including over 1,000 items of jewellery, approximately 1,200 “squishy” toys, 500 splat balls & 40 tins of magnetic putty being removed, either voluntarily or by seizure, from the marketplace.
- Provided advice and information via the media and social media on ‘Child Safety Week’, ‘Gas Safety Week’, Bonfire Night and Halloween costumes, Christmas toys and ‘Register My Appliance Day’ as well as regular safety alerts to consumers via our twitter and Facebook profiles and Trading Standards Alerts.

## Feedback from our customers

Measure	How we did in 2015/16	How we did in 2016/17	How we did in 2017/18	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 Actual = 92.90	Target = 93 YTD = 93	97% (revised definition)

## 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.

EU exit may result in a number of potential risks to the service:

- The Service may experience an increased demand on resources as a result of the need for Officers to familiarise themselves with new legislation and new institutions, new processes and new frameworks that underpin the operation of trading standards laws.
- The Service may experience an increased demand for advice from Norfolk businesses as they seek to understand new legislation and how it will operate in practice.
- If UK legislation diverges from EU legislation, the Service may lose the potential to generate income from chargeable business advice activities. Businesses that wish to trade within the EU market and need advice on EU law will seek advice from other sources as the Service will no longer be the statutory body for such law. Consequently, the Service may also lose contact and influence with Norfolk based businesses.
- EU exit will result in the loss of EU Notified Body Status for our Calibration, Verification and Testing Services (CVTS) unit at Hethel. EU notified bodies assess the conformity of certain products before they are placed on the EU market. There are proposals to give current EU notified bodies based in the UK a new “UK approved” body status but this will only apply to products to be placed on the UK market. This may result in a reduction in income for CVTS.
- If EU exit results in the removal of the free movement of goods imported from the EU, there may be a need to undertake additional market surveillance at points of import and inland. There may also be an increase in audits on UK market surveillance authorities by EU (and other international) regulators.

## Our budgets

Budget	Pressures and risks	Savings to be delivered	Actual spend	Forecast spend by end of year	Actions we are taking
(£110,800) Calibration, Verification & Testing	13% increase in income Planned income may not be achieved if marketing and financial process improvements cannot be implemented	£50,000 increase in income (already accommodated in 19/20 budget)			
£662,100 Food & Farming	Inability to attract Primary Authority Partners and other chargeable business advice Reductions in grant funding from the Food Standards Agency (FSA)	£30,000 deletion of Trading Standards Officer post (already accommodated in 19/20 budget)			
£335,960 Intelligence & Enforcement Support	Inability to recover prosecution costs or proceeds of crime assets Inability to market our Trusted Trader scheme as successfully as previously	£12,000 deletion of support officer post (already accommodated in 19/20 budget)			
£706,740 Safety & Fair Trading					
£187,320 Trading Standards Service					
Net total = £1,781,320		£92,000 (already accommodated in our 19/20 budget)			



## Supplementary information

In addition to the local vision, outcomes 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,

the National Trading Standards (NTS) National Control Strategy Areas and the East of England Trading Standards Authorities (EETSA) regional priorities, which are:

Mass Marketing Scams	NTS	EETSA
Doorstep Crime	NTS	EETSA
Product Safety	NTS	EETSA
Animal Health		EETSA
Food		EETSA
Tobacco Control		EETSA
Fair Trading – used cars	NTS	EETSA
Fair Trading – green energy and double glazing	NTS	EETSA
Fair Trading – other areas including travel and housing	NTS	
Intellectual Property.	NTS	

This Service plan is supplemented with our 2019-20 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 2019-20
- Annex II: Food & Feed Law Enforcement Plan 2019-20
- Annex III: Delivery of Animal Health & Welfare Framework 2019-20.

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

## Service: Trading Standards

### 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

Enabling economic growth by providing support to businesses to help them succeed

Safeguarding communities and vulnerable people

Protecting public safety, health and well-being and farmed animal health and welfare

Ensuring trading is legal, honest and fair and securing a level playing field by tackling the most serious illegal trading

#### Priorities for 2019/20

Focus on product safety, food safety, weights and measures and illegal tobacco in our market surveillance

Respond to the impact of EU exit

Commission community protection activities

Further develop our commercial services

#### How we'll do it

Provide businesses with access to information and compliance advice, including chargeable, bespoke services; targeting support to start-up, small, high-risk and Primary Authority businesses

Provide commercial services, including calibration and safety testing to the public and private sectors

Safeguard vulnerable people and build community resilience with partners; tackling scams, fraud and rogue traders; including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme

Protect consumers and support legitimate businesses by tackling non-compliance, focusing on the most serious fraudulent, illegal and unfair trading, including e-crime

Through programmes of intelligence-led market surveillance, education and enforcement activities:

- Safeguard communities and public health by tackling the supply of age restricted products to young people and illegal tobacco and alcohol
- Ensure the safety, standards and quality of the food chain, including food, animal feeds and agricultural fertilisers
- Safeguard the standards of animal health and welfare and reduce the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health
- Ensure the safety of consumer products, fair trading and legal measurement of goods

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

Businesses understand and comply with trading standards, boosting economic growth and benefiting consumers

Illegal and/or unsafe goods are prevented from entering or removed from the marketplace

Traders who flout the law are punished and/or brought to compliance

More people can protect themselves and others from financial abuse as Friends Against Scams and/or NAS partners

#### Values that underpin everything

Be business like

Be collaborative

Be evidence based

Make strategy happen

Take accountability