

# SLOUGH TRADING STANDARDS TEAM



## Service Delivery Plan 2012/2013

## Introduction

Slough Borough Council's Trading Standards Service has responsibility for the vast majority of consumer protection issues that arise in Slough.

As part of our duties we provide the following to the Slough community:-

- Advice and guidance to consumers and businesses based within the borough, in conjunction with Citizens Advice Consumer Service.
- Complaints handling – the department dealt with 1193 complaints from April 2011-March 2012. A reduction of 14.6% on the previous year.
- Working closely with our partner departments (e.g. Food & Safety Team, Environmental Health, Licensing Team, Community Safety Team, Drugs and Alcohol Team, etc.).
- Playing a major role in your health, safety and economic well being.

This Service Delivery Plan is provided as a means of keeping you informed of our plans and how we intend to achieve them, with the continued cooperation of our internal and external partners and stakeholders.

The work we have carried out and continue to carry out is achieved with the use of the following:-

- Prompt response to intelligence/complaints; triggering detailed investigations into consumer protection offences.
- Targeted project work.
- Participation in regional & national liaison groups.
- Risk based inspection programmes.
- Training and advice provided to both consumers and traders.
- Working with other organisations with similar priorities.
- Proportionate enforcement – with prosecution of offenders as a last resort (in line with our Enforcement Policy).

This plan is reviewed annually and we welcome your views, comments and suggestions on how it could be improved.

Please forward your views to :-

**Ginny de Haan, Trading Standards Manager,**

Tel. : 01753 477912 or e-mail : [ginny.dehaan@slough.gov.uk](mailto:ginny.dehaan@slough.gov.uk)

Or

**Dean Cooke, Trading Standards Team Leader**

Tel.: 01753 477911 or e-mail : [dean.cooke@slough.gov.uk](mailto:dean.cooke@slough.gov.uk)

Address :

**Slough Trading Standards, St Martin's Place,  
51 Bath Road, Slough, SL1 3UF.**

Or visit our website at : <http://www.slough.gov.uk/tradingstandards>

The following pages provide more information on our achievements last year and our plans for the year ahead.

# Proud to be Slough



## Our Vision

The focus of work within the Trading Standards service is to ensure that the Council is able to fulfil its **statutory obligations** under the relevant legislation and that this is geared towards Sloughs specific community and business needs, based on local intelligence, our work with partners, the Sustainable Community Strategy (SCS) and the Joint Strategic Needs Assessment (JSNA) incorporating wherever possible the key themes of

- economy and skills
- health and wellbeing
- housing
- regeneration and environment
- safer communities

Our work also supports the two cross-cutting themes of the SCS; civic responsibility and promoting the image of the town.

One aim is to protect and enhance public health and wellbeing whilst supporting local businesses. We will achieve this through the attached Action Plan; this should be read in conjunction with our Enforcement Policy which aims to ensure a graduated approach to enforcement based on risk.



The Enforcement Policy reaffirms our commitment to carry out our duties in an open, fair and consistent manner. We recognise that most people want to comply with the law; therefore, we want to support and enable them to meet their legal obligations without unnecessary expense. Assessment of risk and the likelihood of reoccurrence are major factors in our enforcement decisions. Firm action, however will be taken, including prosecution, where appropriate.

The service plan sets out the actions we are taking to enhance and improve health, safety and wellbeing in Slough

The following pages detail our achievements last year and our plans for the year ahead.

## Primary Authority Scheme

As part of the Sustainable Community Strategy (SCS) objective of supporting the town's economic prosperity, we have changed the way in which advice is provided to businesses with the establishment of Primary Authority Partnerships; this has brought many advantages to businesses in Slough.

**PRIMARY  
AUTHORITY**

BRDO

Primary Authority (PA) is a statutory scheme under the Regulatory Enforcement and Sanctions Act 2008 for businesses that trade in more than one local authority area or trade from websites and is governed by the Better Regulation Delivery Office of the Department of Business, Innovation and Skills (BIS). PA comprises a legally binding contract between the Authority and the business to provide ongoing specialist advice on specific areas of regulation applicable to that business, such as health & safety, food safety, fair trading, product labelling and product safety. Our Officers are able to provide to companies trading across council boundaries with robust and reliable advice, provided through the creation of legal partnerships. The scheme also provides a safety net to ensure that local authorities are consistent in the way they regulate businesses.

Since the introduction of Primary Authority partnerships in Slough in April 2011 we have already secured the 24 successful PA partnership agreements with the following companies – 1 & Internet, Azko-Nobel [ICI, Black & Decker, Burger King, Citroen, Fiat, Food Partners, Garden Centre Group, Grosvenor Consumer Products, Group SEB, Herbalife, Horlicks, Jumbo Ltd, LG, Mars, Mars Drinks, Mitchell Group usa, Parking Control Management [PCM], Ragus Sugars, Reckitt-Benckiser, Rollover.com, Superdrug, Telefonica Uk Ltd [02] and Bluebird Sports Drinks Ltd. This service is uniquely provided by in house Environmental Health & Trading Standards professionally qualified officers.

This is one of the highest number per authority in the country and a remarkable achievement for Slough, reflecting the ongoing positive relationships we have with businesses in the town. Effective local regulation requires confidence and mutual trust. Slough businesses are able to rely upon our Regulatory advice received in the knowledge that it is expert opinion, applicable across the UK, and a secure basis for investment and operational decisions.



Cost recovery is an essential element of the contracts and applicable to Primary Authority businesses with an hourly charge for any work undertaken. Although this was only the start up year for the Scheme £56,000.00 costs were recovered during 2011/12 enabling the Council to support businesses in Slough and increase the availability of specialist officers. In that time 374 interactions with all our companies were successfully made; a high proportion of these were satisfied consumer complainants

As a Primary Authority we have already had communication with many other councils to ensure that inspection and enforcement action reflects the advice we have already given, and is proportionate. We are already working with the businesses to produce national inspection plans, and giving guidelines to other councils to avoid unnecessary checks and tests.

A further benefit this offers is a closer relationship with just one local authority and single point of contact for issues and queries, saving time and bringing greater clarity. Significantly under Primary Authority other regulators are unable to challenge the authority when actions are based on specific advice provided by us under Primary Authority. In addition we have already had examples where legal action has been avoided by our intervention.

The number of businesses joining in Primary Authority Partnerships with the Council continues to grow and this will have a profound impact upon how we deliver the service requiring a flexible approach to our management of resources.

More information on Primary Authority Partnerships can be found on the website <http://www.bis.gov.uk/brdo/primary-authority>

Businesses that would like to join the Scheme can either contact 01753 875255 or e mail [primary.authority@slough.gov.uk](mailto:primary.authority@slough.gov.uk)

## Age restricted sales

*“Among 35 European countries, the UK has the third-highest proportion of 15 year olds who report having been drunk 10 times or more in the past year.”*

(Drinkaware statistics 2012)

- Under age sales enforcement, protects children from harmful items and substances and is a vital feed into the ‘Health & Wellbeing’ and ‘Safer Communities’ priorities of the SCS.

- **Awareness Plays in Schools** – enquiries have been made to local schools to allow performances of “Last Orders” (alcohol awareness play – provided by Solomon Theatre Group) One performance has been booked, with further to follow.



- **FREE Proof of Age Cards** are provided to 16yr olds at all of Slough’s 11 schools - 1163 x cards were issued in 2011/12.
- **Trader Information Packs** were distributed to local businesses; providing information on the law on age restricted products, along with advice on due diligence and further information/documents to assist staff training on under age sales matters.
- **Licensing Reviews** have been used for all traders failing a test purchase – this can result in conditions on licence or even a complete revocation
- **Testing purchasing** is essential and establishes whether local businesses are complying with the law and not selling restricted goods to children.

Figures for 2011/12

- **Tobacco** — attempted purchases = 25 - sales = 3
- **Alcohol** – attempted purchases = 24 - sales = 4
- **Fireworks** – attempted purchases = 9 - sales = 0



**Total Sales = 7 - from 58 attempted purchases.**

This failure rate of 12%, remains unchanged from the previous year.

Criminal investigations into these matters have resulted in 2 x simple cautions against one of the businesses. All other matters are currently outstanding.

## Tobacco control work

With the assistance of funding from the Department of Health, Trading Standards were able to continue vital work in the control of tobacco products in the borough; the funding comes as a direct result of our membership of Trading Standards South East (TSSE)

Work here covered enforcement on:-

- Illegal tobacco – seizures of smuggled and counterfeit tobacco
- Tobacco Vending machines – enforcement of the recent ban on 1<sup>st</sup> October 2011.
- Advice visits on the impending tobacco display ban.
- 27 premises were visited,
- 6 premises were found to have smuggled / counterfeit tobacco products
- Almost 200 items of illegal tobacco were seized.



**Criminal investigations were carried out into these contraventions, resulting in the issue of 2 x written warnings, 3 x simple cautions and 2 x prosecutions (with fines totalling £1800.00).**

This work is essential in dealing with the availability and demand of tobacco products, as well as contributing to smoking cessation initiatives and assisting in reducing cancer rates in the borough.

## Illegal money lending and credit

Slough Borough Council work with the TSSE illegal money lending team (put together to investigate suspect loan sharks in the region) as part of the Borough's 'Safer Communities' & 'Health & Wellbeing' priorities.

- Loan Sharks have a considerable negative impact on the economic
- Wellbeing of communities and individuals who are affected
- Illegal money lenders flourish in austere times and it is imperative that mechanisms are in place to deal with issues as soon as they arise.
- Solutions can include the setting up of credit unions; to give consumers an alternative source of credit.



- Short term loan agreements can offer varying APR (Annual Percentage Rate) rates - further research is planned, by Slough Trading Standards, to find out what options are open to consumers looking to get credit for low amounts over a limited period.

The department has also carried out credit licence checks (27 in total over the year) on behalf of the Office of Fair Trading, in order to establish that businesses applying for credit licences are suitable to hold one.

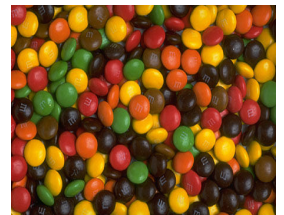
## **Food Standards** – Food composition & Food labelling

Trading Standards carried out 100% of their high risk routine Food Standards Inspections this year, in addition to other food standards enforcement visits.

- A total of 84 x Food Standards visits were carried out this year.

### **Further work in Food Standards include:-**

- Assistance to local businesses; including labelling advice to new food businesses,
- Primary Authority work with more established companies in the borough (e.g. Mars (UK) Ltd, Horlicks, Jumbo Ltd, Food Partners, Ragus Sugar, Burger King, etc.)
- Food sampling projects, in various different areas, in conjunction with the TSSE group, including projects on :-
  - **Artificial Colours in Food** – regarding the use of restricted colours in food.
  - **Traceability of eggs** - and the law surrounding their sale.
  - **Nutritional Claims Project** – searching websites for misleading claims on food.
  - **Imported Food project**– on the correct labelling & composition of food imported from outside the EU.
- Assisting our 'in-house' Nutritional Advisor to compile further data on Primary and Secondary school children's lunchbox foods.



## **Rogue Traders and Doorstep Sales**

The Trading Standards doorstep sales response team are constantly on hand to assist residents with any issues that they have with rogue traders that carry out work and then charge extortionate amounts for their services.

- Residents can be quoted one price and then the cost increases as the job progresses.
- Rogue traders tend to target elderly or vulnerable people, who may be easier to manipulate or intimidate.
- Some cases have reported victims being driven to banks/building societies to draw out large sums of cash to pay these traders.
- Trading Standards usually hear of the problem after it has happened and after the trader has left; usually leaving little trace of their whereabouts.
- This year, however, Trading Standards were able to stop a job while it was happening; saving the resident £1800.00.
- The team work closely with Social Services Safeguarding Team; providing advice and guidance to vulnerable adults.



- A **“Rogue Trader Day”** was carried out in July 2011, with the assistance of Thames Valley Police and the Slough Borough Council Community Wardens.
- Visits were made to premises where building work was being carried out; to establish that these traders were providing proper paperwork and good quality work.
- Further presentations to elderly and vulnerable groups were made this year to the **“Older Peoples Forum”**, the **“Carers Rights Day”** and the **“Age Concern AGM”**.

## Education

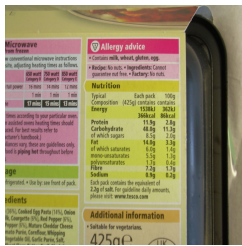
Education is vital for consumers, in order for them to make informed choices when purchasing and to prevent them being ripped off.



During the year, Slough Trading Standards, provided the following training:-

- **Trickster/Scambusters** - 2 x performances of an awareness play for Age Concern; warning of the dangers of rogue and scam traders.

- **Nutritional labelling workshops** – 3 x food awareness teaching sessions to schools in the Borough ( Khalsa School, Westgate School and Slough & Eton School); raising awareness of how to read food labels and find out how much fat and sugar is present in certain foods.



- Most of the workshops were provided for Year 6 children and involved joint working with NHS Trust Obesity Strategy group.

- **Trader Packs and Newsletters** are also provided to local businesses, to give advice on compliance with the law.

## Publicity

With the varied remit of enforcement that Trading Standards cover, it is essential that this is publicised to inform people of the work we do.



- Press releases are published to advise of results that we have achieved or to provide warnings to the public of issues that have arisen.
- Examples include advice on :-
  - Council Tax & Digital Switchover scams,
  - Warnings on fake champagne
  - Illegal fireworks,
  - ...along with results on recent legal cases.

- A total of 17 press releases have been issued this year.
- The department also give regular interviews to local radio stations
- Officers in the team have also appeared live on the **“Anne Diamond Show”** on BBC Radio Berkshire; providing advice on areas such as car clamping and bogus charity collections.



## Product safety

Trading Standards enforce safety legislation on a variety of different products; e.g. toys, cosmetics, electrical and gas appliances, nightwear clothing, etc. where there are specific UK or EU regulations

- Safety checks at **Enhanced Remote Transport Sheds (ERTS)** have been carried out part of a regional TSSE Safety Project.
- The ERTS are customs bonded warehouses where imported goods are stored prior to their dispatch to the rest of the UK.
- There are 20 x 'ERTS' in the Slough Borough that deal with safety related products.
- In June 2011, over 40 cases of unsafe lip gloss (posing a potential choking hazard to small children) were seized These items were signed over by the importers and dispatched for secure destruction.
- Safety product recalls have also been carried out as part of our work with local **Primary Authority** companies.



## Animal Health

Trading Standards carry out inspections for Animal Health, Animal Welfare, Feeding Stuffs, Fertilisers and Animal by products, including:-

- **Inspections on livestock & other animals** (e.g. sheep, goats, chickens, pigs, horses, cattle, etc.), to provide welfare enforcement and advice.
- **Checks on animal feeds and fertilisers**; as food safety can be affected by what is fed to an animal or by the soil that food is grown in.
- **Animal By-Products** (e.g. butchers waste, retail raw meat waste, animal carcasses, etc.) - to ensure that certain raw meat waste is disposed of correctly and doesn't go to landfill sites.
- We work with our colleagues in the Royal Borough of Windsor & Maidenhead and Bracknell Forest (for livestock inspections) and with the City of London Animal Health team (in relation to inspections of the local Horse Fair in Langley).



- Over the year, inspectors made 10 x unannounced inspections of the **Langley Horse Fair**, in Parlaunt Road; including monitoring for welfare issues and providing education on legal requirements for the traders visiting the site.
- The Horse Fair operates every Wednesday and with additional Sundays in March/April, July, October and November.
- We continue to liaise with representatives from the **RSPCA, World Horse Welfare** and the **British Horse Society**.
- Animal diseases are always a threat. The **Slough Notifiable Animal Disease Contingency Plan** is updated constantly and regular liaison with our Emergency Planning section is paramount.

## Counterfeit goods –

Counterfeit goods can be dangerous, as well as result in the economic detriment of the purchaser. Much of the money from counterfeit & illicit smuggled trade can go to fund people trafficking, prostitution and other organised crime activities.

Seizures made around Slough this year include,

- Counterfeit **wine & spirits** (113 bottles)
- Counterfeit **computer accessories** (1850 items seized).
- Counterfeit **DVD's** (over 5000) from 2 addresses in November 2011
- In addition to almost 200 items of illegal / counterfeit **tobacco products**.
- Criminal investigations into these matters are ongoing.



In advance of the **2012 Olympics**, liaison with LOCOG (The London Organising Committee of the Olympic and Paralympic Games) and HMRC Border Control is also vital regarding the potential flow of counterfeit goods via Heathrow.

## Control of explosives and poisons

### Fireworks

- 31 explosives licences were issued for local traders this Autumn.
- All premises were inspected under the **Health & Safety at Work Act 1974**, to establish safe storage and sale of explosives .
- The majority of traders were compliant,
- Some contraventions have warranted further investigation.
- Under age test purchasing for fireworks was carried out once again in early November 2011. No sales were made.
- Further investigation is currently in process following a sale of fireworks outside of the allocated 2011 time period of 15<sup>th</sup> October – 10<sup>th</sup> November.



### Poisons



- Poisons Licence visits have been carried out to assess products that are restricted under the Poisons Act 1972.
- Several visits have flagged up areas where traders are stocking products such as caustic soda, kettle descalers, weed killer (classified as a poisons under the Act) without holding the necessary authorisation.

## Weights and Measures

- As well as looking at the products that are sold, Trading Standards Officers also check the accuracy of the equipment and measures that are used to sell them.

- Checks are carried out at petrol pumps, spirit measures, supermarket scales, vehicle weighbridges and other equipment which is deemed to be the 'final determination of the quantity' of products being sold.
- Slough's team of Inspectors of Weights & Measures provide advice to local businesses packing by weight or volume, to make sure that their systems are robust and durable; ensuring that consumers can have confidence in the purchases that they make.
- This year, inspectors carried out checks on butchers scales around the borough, to test their accuracy.
- Out of 32 premises tested, 16% scales were found to be unsatisfactory.
- Traders were provided with notices to rectify these problems.



## Buy with Confidence/ Support with Confidence

Our approved trader scheme began operating in 2006, registering business fields as estate agents, landscape gardeners to financial advisors. We continue to audit traders on our register.

- BWC is an initiative run by TSSE and soon to be a national scheme.
- Over 3500 registered businesses nationally and many more being approved.
- In Slough, registration for businesses costs £25.00 for the coming year.
- Anybody who wishes to sign up for Buy With Confidence should contact 01753 875255 or [buywithconfidence@slough.gov.uk](mailto:buywithconfidence@slough.gov.uk)
- If you are looking to find an approved trader, further details can be found at [www.buywithconfidence.gov.uk](http://www.buywithconfidence.gov.uk)



Slough's Buy With Confidence team are currently in discussion with the council's Social Services Department, with the aim of implementing a similar scheme for social care services, called Support With Confidence. We are hoping that this comes to fruition in the coming year.

## Road Traffic Checks – overloaded & dangerous vehicles

Trading Standards carry out checks (with Thames Valley Police) on the weight of commercial vehicles; from small transits vans to large articulated lorries.

Overloaded road vehicles can contribute to

- Excessive noise,
- Increased air pollution,
- Road damage
- Vehicle accidents.
- Steering and braking problems

An overloaded vehicle could potentially endanger other road users and constitutes as 'dangerous driving'. As a result prosecutions brought by this department resulted some defendants receiving penalty points on their driving licences (15 pts in total).



in

5 x prosecutions (totally £4270.00 in fines and £1135.00 in costs) have been taken in this area; with 1 x Simple Caution and 2 x Written Warnings also being issued.

## Targeted project work

Further to the aforementioned Food Standards project work, Slough Trading Standards carried out the following project work :-



- **Weighbridge testing** - testing of vehicle weighing equipment to establish their accuracy.
- **KIT (Kettles, Irons, Toasters) & Electric Blanket Testing** - safety testing to make sure that residents' electrical equipment is safe.
  - 2 x events on the 31<sup>st</sup> October 2011 & 16<sup>th</sup> December 2011 resulted in a 45% failure rate.
- **Teeth Whitening** – checking safety of imported teeth whitening products
- **Energy Performance Certificates (EPCs)** work planned for the new year, to ensure that properties marketed in the borough carry an EPC.
- Research into non-EU based companies using 'UK Mailbox' type addresses, giving the impression of a UK base.



## Olympics 2012

Slough will experience a dramatic increase in the number of visitors on route to the Dorney 2012 Events and in the number of people staying in accommodation within the town. There will be a corresponding increase in demand upon businesses such as hotels, shops, restaurants, public houses and taxis, creating opportunities for rapid spread of communicable disease and placing a strain on the safety of the food supplies.



It is the role of the Public Protection Teams to ensure that these negative impacts are controlled and that the Councils regulatory responsibilities are met. Our objectives are;

- To ensure that Slough remains a safe place for both residents and visitors, whilst supporting legitimate local businesses to trade fairly prior to and during the 2012 Games, without experiencing undue burdens.
- Protection of Slough from reputational risk as a result of uncontrolled/unmanaged hazards.
- To outline delivery protocols for a joint operations team based upon the anticipated demands/risks and the expectation of our partners including the ODA and LOCOG.
- Identification of operational priorities during three phases;
  - Pre- games proactive preparation
  - Games time operation
  - Post games recovery.

## Complaints and enquiries

For the last year, the first point of call for consumers requiring advice has been Consumer Direct on 08454 040506.

- From the 1<sup>st</sup> April 2012, this work has been transferred over to Citizen's Advice, with their new service Citizen's Advice Consumer Service (CACS).
- Complaints and enquiries for 2011-12, received via Consumer Direct were 4116; a slight increase (from last years 3946) of 170 or 4.3%.
- Complaints requiring action fell from 1397 to 1193; a reduction of 204 or 14.6%.
- We have also received a total of 168 service requests for companies for whom we act as Primary Authority (PA).
- As this is the first year of PA operation, we have no previous figures to compare this to.





## Enforcement Action:

Trading Standards have a comprehensive set of measures in place to protect consumers and promote business in the area.

- Any enforcement action taken will be graduated and proportionate; in line with Slough Borough Council's Enforcement Policy.
- A full copy of the policy can be found on our website:- <http://www.slough.gov.uk>
- A summary of our enforcement work for the year can be found in Appendix A.



Further to the usual enforcement approach, one enforcement problem was addressed from a different and, in this case, more effective angle.

- On the 23<sup>rd</sup> December 2011, Trading Standards obtained an **Enforcement Order** from Reading County Court, under the **Enterprise Act 2002**
- To prevent 'aggressive practices' being used by a car clamping company operating at Harrow Market, Langley.
- The Order prohibits the use of such practices as :-
  - **clamping vehicles while the driver is still in the car**
  - **blocking in vehicles to enable clamping to take place.**
- Failure by the firm to comply with the order, could result in 'Contempt of Court' proceedings (which could result in fines, imprisonment and/or seizure of assets).



## Variation from the service plan

Departures from this service will be exceptional, capable of justification and be fully considered by the Trading Standards Manager, Ginny de Haan, before varying action is taken. Reasons for any departure will be fully documented.



# Striving for Excellence

## Service Standards

Providing excellent customer service is one of our key priorities. In order to achieve this we will always:

- Be polite, friendly and offer a helpful service.
- Take time to listen and explain things.
- Provide accurate information and advice in a clear straightforward way.
- Deal with enquiries immediately, but if this is not possible, explain why.
- Provide you with any other contact details that you may need.
- Keep you informed of the progress and outcome of any investigations.
- Treat you fairly and with respect.



## Customer Pledge

- We aim to provide every customer with a quality service and will seek feedback from you to help further improve the quality of the services we provide.
- The Trading Standards Manager, Ginny de Haan, will contact you personally if you are unhappy with the service received.
- In addition, we have introduced the following standards against which we will monitor the responsiveness of our service, namely :

## Customer feedback:-

- Our quality assurance procedures assess the work of our officers to ensure that the service meets the high standards that is expected.
- Our commitment to working with local businesses and the local community enables us to improve levels of satisfaction
- In addition to supporting economic growth and continually striving to provide a fair, consistent and quality service.
- We aim to enhance the quality of life of residents within the borough, making Slough a safe environment to live, where service users can access advice and making healthy informed choices.



- Last year (2010-2011) we experienced a reduction in customer satisfaction feedback to 66.67%.
- This year (2011-2012) the figure has significantly improved and has increased to 92.5% satisfied with the service; an increase of 25.8%.
- All feedback received is used to enhance and

improve our service and to prioritise our resources in the most effective way.

## **Resourcing :-**

Slough Trading Standards employ 9 staff; 5 of which are part time staff (effectively 6.5 FTE's). The overall cost of the service for 2012/13 will be £ 368,000.

Officers sit on regional and national professional liaison groups, to enable sharing of good practice and consistency across the service (e.g. Food Standards, Fair Trading, Under Age Sales, Metrology, Safety, Law and Evidence, etc. We are also active members of TSSE.

## **Staff development:-**

All staff have regular 1 to 1's and Appraisals with their team leader and/or service manager. Where necessary, officers attend various training events during the year, to maintain their 'Continuous Personal & Professional Development', in addition to learning about changes in legislation and enforcement practices.

- **Mike Hembry** has recently qualified as SBC's first "Trading Standards Professional" (TSP), a new initiative within the service. Mike is currently one of only 50 TSP's in the UK.
- **Russell Clarke** has passed further modules in his DCATS qualification.
- **Dean Cooke** also obtained the 'Strategic Management in Local Government' qualification, following his appointment as the Interim Team Leader from July 2011.

## **Benchmarking:-**

Angela Satterly has been trained as a 'Peer Challenger' and is now able to carry out Peer Reviews throughout the UK. This is useful for the team, as we are able to assess our performance beforehand and prepare for audits and peer reviews in the future.

## **Looking to the future and the challenges ahead:-**

The current economic climate is continuing to create challenges in the Slough community and many traders are struggling to make ends meet. The department is committed to assisting business find solutions to their legal compliance in the most cost effective way possible. However, those that turn to criminal activity to make money will face strict enforcement action.

In addition, the transition of the new Citizens Advice Consumer Service takes effect from the 1<sup>st</sup> April 2012 (taking over from Consumer Direct). The department has provided full support to the new organisation, but are conscious that some 'teething problems' may present challenges to the service. We will continue to work together with Citizen's Advice to help to iron out any difficulties to ensure that Slough residents continue to receive a highly responsive service.

## APPENDIX A – PROSECUTION RESULTS 2011/12

Company/Individual	Offence	Defendant Number	Fine	Costs	Additional Penalty
Metro Food & Wine	Counterfeit champagne	(1) (2)	£ 200.00 Conditional Discharge (12 mnths)	£ 125.00 £ 125.00	
A1 Food & Wine	Counterfeit champagne	(1)	Conditional Discharge	£ 3004.46	
Harshini Food & Wine	Under age sale- Alcohol	(1)	£ 420.00	£ 170.00	
Slough Off Licence	Under age sale- Alcohol	(1) (2)	£ 400.00 £ 400.00	£ 200.00 £ 200.00	
Mr Robert Hunt	Overloaded vehicle	(1)	£ 0.00	£ 500.00	6pts on driving licence
IPS Fencing	Overloaded vehicle	(1) (2)	£ 100.00 £ 240.00	£ 200.00 £ 200.00	3pts on driving licence 3pts on driving licence
Mr Ahsan Shazad	Overloaded vehicle	(1)	£ 500.00	£ 0.00	3pts on driving licence
Roshni Food & Wine	Illegal Tobacco possession	(1)	£ 600.00	£ 750.00	
Euro Food & Wine	Illegal Tobacco possession	(1)	£1200.00	£ 747.08	
Harshini Food & Wine	Counterfeit	(1)	£1000.00	£ 640.00	
Mohayodeen Limited	Misdescribed Hajj Pilgrimage package	(1)	£ 0.00	£ 8000.00	Compensation orders to all complainants at £500.00 each x 7
Alpine Foods Ltd	Overloaded vehicle	(1) (2)	£ 210.00 £3000.00	£ 0.00 £ 150.00	
Mobile Jetwasher	Overloaded vehicle	(1)	£ 220.00	£ 85.00	
Sunview Home Improvements Ltd	False FENSA certification on windows	(1) (2)	£1000.00 Conditional discharge	£ 1850.00 £ 0.00	
		<b>TOTAL</b>	<b>£9490.00</b>	<b>£16946.54</b>	

**Further to the above prosecutions, the department has also issued additional enforcement actions :-**

**Simple Cautions accepted for the following :-**

3 x for under age sales of alcohol  
1 x for an overloaded vehicle  
3 x for possession of illegal tobacco products  
2 x for possession of unhallmarked gold  
1 x for misdescribed vehicle

**Total Simple cautions = 10**

**Written warnings issued for :-**

2 x for overloaded vehicles  
2 x for possession of illegal tobacco  
1 x for possession of unhallmarked gold  
1 x for possession of counterfeit alcohol

**Total No. of Written Warnings = 6**

**TRADING STANDARDS ACTION PLAN FOR 2012/13**

<b>Service Activity</b>	<b>Priority</b>	<b>Targets and anticipated Outcomes</b>	<b>Key Actions</b>	<b>Responsible Officer</b>	<b>Completion Date</b>
<p><b>2012 Olympics</b></p> <p><b>Council Wide Operations</b></p>	<p><b>Health &amp; Wellbeing</b></p> <p><b>Economy and Skills</b></p>	<p><b>Refer to separate 2012 Action Plans and Olympic Response Team Operations Plan</b></p> <p>Reports on potential impact/resources to go to to SBC 2012 Project board and Exec Group</p> <p>Liaison with other Public Protection managers via PPM Meetings Continuation of interventions started in Q4 (2011/12)</p>	<p><b>Refer to separate 2012 Action Plans and Olympic Response Team Operations Plan</b></p> <p>Identification of and response to of;</p> <ul style="list-style-type: none"> <li>• potential impacts/demands for Food Service;</li> <li>• unmet resource demands</li> <li>• planning and co-ordination between other LAs in area</li> </ul> <p>Attendance at relevant regional multi agency and specialist meetings</p> <p>Delivery of specific action plans to proactively manage impacts and</p>	<p>Ginny de Haan</p> <p>All PP Managers and their Teams</p> <p>Trading Standards Team Leader</p> <p>Food and Safety Team Leader</p>	<p>Quarterly Review</p> <p>Monthly reporting via Public Protection managers</p> <p>Sept 2013</p>
<p><b>Primary Authority</b></p> <p><b>Regulatory Services Wide Project</b></p>	<p><b>Economy and Skills</b></p>	<p><b>Refer to separate Action Plan for Primary Authority</b></p> <p>Response times in line with Customer Charter and Pledge</p> <p>Feedback from PA businesses</p> <p>Hours of advice provided</p>	<p><b>Refer to separate Action Plan for Primary Authority</b></p> <p>Designated officers to work closely with Primary Authority businesses to:</p> <ul style="list-style-type: none"> <li>• provide specific advice in relation to food and Food standards procedures and controls adopted by the company nationally</li> <li>• signed off as compliant with the relevant legislation those procedures and controls</li> <li>• handle referrals from other local authorities and central government bodies on behalf of that business</li> </ul> <p>Document actions, decisions and time spent with the business on FLARE</p>	<p>Keith Eaglestone (PAM)</p> <p>Ginny de Haan</p> <p>Trading Standards Team Leader</p> <p>Food and Safety Team Leader</p> <p>All Officers</p>	<p>Ongoing</p> <p>Monthly Reports on hours and income generation</p> <p>Quarterly Review</p>

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Underage Sales	<p><b>Safer Communities</b></p> <p><b>Health &amp; Wellbeing</b></p> <p><b>Economy and Skills</b></p>	<p>Link to</p> <p>Protecting young people</p> <ul style="list-style-type: none"> <li>- Number of interventions</li> <li>- Reduction in sales to young people</li> <li>- Increase in awareness</li> <li>- Reduction in Underage Smokers/drinkers</li> </ul>	<p>Test purchasing of age restricted products</p> <p>Alcohol, tobacco, knives, fireworks, etc</p> <p>Trader training seminars and packs</p> <p>Proof of age cards</p> <p>Awareness plays in schools.</p> <p>Creation of local baseline data to measure extent of local situation and improvements achieved</p> <p>( Link with CAP if resources are available)</p> <p>Key links maintained with Smoking Cessation, Tobacco Control and Smoke Free and associated PH interventions for young people</p>	<p>Fakhra Zaman</p> <p>Lina Johnson</p> <p>Lina Johnson</p> <p>Dean Cooke &amp; Ginny de Haan</p> <p>SBC and External partners</p>	<p>Quarterly Monitoring</p> <p>Specific project dates to be agreed</p>
Counterfeit and illicit trade	<p><b>Safer Communities</b></p> <p><b>Health &amp; Wellbeing</b></p> <p><b>Economy and Skills</b></p>	<p>Increased awareness amongst traders and public</p> <p>Number of actions taken</p>	<p>Investigation and seizure of counterfeit and illicit products being sold in the borough (e.g. alcohol, tobacco, DVDs, clothing and other branded items); which is likely to increase due to the impending London 2012 Olympics &amp; Paralympics.</p> <p>Bid Submitted to FSA for funds to carry out targeted interventions on alcohol pre Olympics</p>	<p>Dean Cooke</p> <p>All officers to support</p> <p>Peter Adshead</p>	<p>Quarterly Monitoring</p> <p>Specific project dates to be agreed</p>



Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
<p><b>Interventions to tackle rogue traders, unfair, illegal and unsafe trading practices.</b></p> <p><b>Protection for the Elderly and Vulnerable</b></p>	<p><b>Safer Communities</b></p> <p><b>Health &amp; Wellbeing</b></p> <p><b>Economy and Skills</b></p>	<p>25% increase in the number of Buy With Confidence Businesses in Slough Borough Council</p> <p>Development of Support with Confidence in line with Social services</p> <p>To organise 2 educational presentations to Age Concern groups on the dangers of doorstep crime.</p>	<p>BBC Radio Berkshire Interviews</p> <p>Continue to promote service provision in this area</p> <p>Buy With Confidence</p> <p>Support with Confidence</p> <p>Safe Place</p>	<p>Russell Clarke</p> <p>Dean Cooke</p> <p>Angela Satterly</p> <p>Fakhra Zaman</p>	<p>Quarterly Monitoring</p> <p>Ongoing</p> <p>March 2013</p>
<p><b>Animal Health - Contingency Plans and Inspect horse/livestock dealers to bring into compliance.</b></p>		<p>To ensure that all relevant plans &amp; procedures are updated during December 2012</p> <p>To inspect &amp; advise horse and dealers to bring them into compliance at Langley Horse Fair and livestock dealers at medium risk premises.</p>	<p>Maintain contact with DEFRA to update Emergency plans as directed and actively engage in all contingency plan exercises carried out either internally or externally..</p> <p>Quarterly monitoring to ensure that all AMLS and AMES data inputting are completed within targets set.</p>	<p>Dean Cooke</p>	<p>Annual review</p> <p>December 2012</p> <p>March 2013</p>
<p><b>Intelligence led test purchasing, inspections and projects to protect consumers from potentially dangerous product/substances</b></p>		<p>To ensure that products which may pose a risk to consumers are prevented from entering the retail market place.</p> <p>Visiting 100% the number of ERTS distribution centres in Slough.</p>	<p>Ongoing participation in the national "Ports project" and taking samples of suspicious products.</p> <p>Quarterly Monitoring</p> <p>Enforcement action taken in line with Enforcement Policy</p>	<p>Russell Clarke</p>	<p>March 2013</p>

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To work with the 19 other trading standards authorities in the South East and local communities for a safe and fair trading environment to maximise local accountability.	Safer Communities Health & Wellbeing Economy and Skills	Improved enhanced consumer protection and training opportunities by partnership working through the various TSSE specialist groups.  completion of regional projects that are relevant to Slough	Support TESSEL Focus Groups and regional training etc  Benefit from TESSEL joint bids where appropriate	Ginny De Haan  All officers to support	March 2013
Tobacco Control	Health & Wellbeing	Improved level of compliance and reduce under age sales of tobacco to less than 5%.  To help to contribute to cancer reduction.	Programme of initiatives involving test purchasing, educational seminars for the trade, educational leaflets and focused inspections  Quarterly Monitoring  <u>Key links maintained with Smoking Cessation, Tobacco Control and Smoke Free and associated PH interventions for young people</u>	Dean Cooke  All Officers to support	March 2013
On-going investigations and prosecutions	Safer Communities Health & Wellbeing Economy and Skills	Work in line with Enforcement policy, CPS Guide for Crown Prosecutors and the Regulators Compliance Code.  Adhere to time scales for prosecution file submission	Allocation of resources to adequately respond to serious incidents to comply with statutory enforcement obligations  Review use of Simple Cautions and Licence Reviews	All officers	On going  Assess during 1:1 meetings and Case Reviews
Internal Procedures including Officer competency and QA		Review of all internal procedures annually Fully implemented QA	Review and implementation of procedures to ensure compliance with FSA Competency and Framework requirements, to monitor performance and support officers in a consistent approach.	Dean Cooke	<b>31 March 2013</b>

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<p><b>To enable consumers to make informed healthy lifestyle choices of food by enforcement of food standards legislation</b></p>		<p>To ensure that 100% of high risk and 50% of medium risk food businesses are inspected,</p> <p>To ensure that all targeted sampling projects for compliance with a wide range of compositional standards, accurate labelling, nutrition information, additives etc are completed with follow up enforcement if required</p>	<p>Undertake inspection programmes to focus on risk and local needs.</p> <p>Participation in National and county wide sampling programmes including:</p> <p>Tracing from retail establishments to confirm whether organic / free range claims are accurate.</p> <p>Checking nutrition and health claims are in accordance with the legislation. Protocol to ensure that information is gathered from different business types and sizes.</p> <p>Analyse curries/ Chinese meals/ kebabs to check whether the meat content fit the description.</p> <p>To undertake the Food Standards Agency imported food sampling based on local priorities</p>	<p>Peter Adshead Angela Satterly</p>	<p>March 2013 Quarterly review</p>
<p><b>To continue to working collaboratively with other agencies in seeking out and apprehending rogue traders</b></p>		<p>To support relative initiatives with other enforcement agencies by:</p> <p>The delivery of a strong enforcement message to potential suspects coupled with a robust prosecution of offenders</p> <p>Raise public awareness of doorstep crime and provide reassurance thereby reducing the fear of crime</p>	<p>Co-ordinate the necessary resources to support the service activity</p> <p>Promote partnership working</p> <p>Develop intelligence in respect of known suspects and to identify intelligence gaps</p>	<p>Jaspal Singh</p>	<p>March 2013</p>

		Raise awareness of doorstep crime and its impact on the victims amongst respective agencies			
<p><b>Road Traffic checks</b></p> <p><b>To check weighbridge accuracy and the impact errors have on the environment, cost to businesses and local authorities</b></p>	<p><b>Health &amp; Wellbeing</b></p> <p><b>Economy and Skills</b></p>	<p>The number of over weight vehicles identifies</p> <p>Testing 100% of all weighbridges in the borough</p> <p>This project will seek to minimise the economic and environmental adverse impacts by ensuring that the weighbridges are accurate.</p>	<p>Partnership working with the TVP on reducing the number of over weight vehicles</p> <p>Evaluate all weighbridges by examination of the Certificate of Accuracy in association with other authorities and to collate results for regional and local analysis.</p>	<p>Peter Adshead</p>	<p>March 2013</p>