

APPENDIX C

SLOUGH TRADING STANDARDS TEAM



Service Delivery Plan 2013/2014

The Consumer Protection & Business Compliance Group

Consumer Protection & Business Compliance is an outward facing service group made up from the:

- **Trading Standards,**
- **Food & Safety and**
- **Licensing Teams**

Our aim is to achieve a safe, healthy and fair trading town for our residents, businesses and visitors. The wide ranging work of the group is risk based and fundamental in creating a level playing field in which responsible businesses can flourish and our communities remain protected from rogues.

Trading Standards

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 1340 complaints from April 2012-March 2013. An increase of 12.3% 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, Head of Consumer Protection & Business Compliance

Tel. : 01753 875255 or e-mail : ginny.dehaan@slough.gov.uk

Or

Sarah Langley, Interim Trading Standards Manager

Tel.: 01753 875255 or e-mail : sarah.langley@slough.gov.uk

Or

Angela Satterly, Compliance Team Leader (Trading Standards)

Tel.: 01753 875255 or email: angela.satterly@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.



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 Slough's 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

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 Partnerships comprises a legally binding contract between the Authority and a 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 companies trading across council boundaries robust and reliable advice, through the creation of these 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 32 successful PA partnership agreements with the following

companies – 1 & 1 Internet, Acer, 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], Autodata, GRAB Distribution, Perry Bishop & Chambers Ltd, Innovation bites and Bluebird Sports Drinks Ltd. This service is uniquely provided by in house Environmental Health & Trading Standards officers. Our portfolio of PA partners is set to continue growing.



Cost recovery is an essential element of the contracts and applicable to Primary Authority businesses with an hourly charge for any work undertaken. Although the scheme is relatively new to Slough Borough Council, almost £78,500 costs were recovered during 2012/13, **an increase of 40%** from £56,000 in 2011/12. Projected income for 2013/14 is £120k. This cost recovery enables the Council to support businesses in Slough and increase the availability of specialist officers who are funded from PA cost recovery at no extra cost to the Council. Last year 728 interactions with all our PA companies were successfully completed; 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 continue to work with the businesses to produce national inspection plans, and give guidelines to other councils to avoid unnecessary checks and tests.

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.

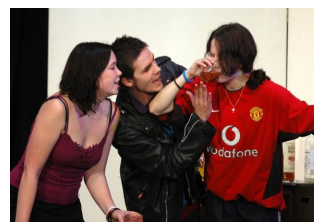
More information on Primary Authority Partnerships can be found on the website <http://www.bis.gov.uk/brdo/primary-authority>

Businesses that would like to join the Scheme can either contact 01753 875255 or e mail primary.authority@slough.gov.uk

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** – Three performances were delivered of "Last Orders" (alcohol awareness play and workshop) and "Skin Deep" (knife crime awareness play and workshop), both provided by Solomon Theatre Group in 2012/2013 to 380 young people (13-15 year olds). We are exploring possible sources of funding so we can deliver more educational training to young people in 2013/14.



- **FREE Proof of Age Cards** are provided to 16yr olds at all of Slough's 11 schools – 1187 x cards were processed in 2012/13. This work will be continued in 2013/14.
- **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 2012/13

- **Tobacco** – attempted purchases = 27 - sales = 1
- **Alcohol** – attempted purchases = 26 - sales = 1
- **Fireworks** – attempted purchases = 14 - sales = 0



Total Sales = 2 from 67 attempted purchases.

Criminal proceedings into the above matters are still ongoing.

In 2013/14 Trading Standards will continue to provide trader information packs and advice to local businesses and conduct a programme of age related test purchasing to ensure businesses are compliant and underage young people are protected from alcohol, cigarettes and the dangers of fireworks.

Tobacco control work

Slough Trading standards continue to have representative attendance on the National Tobacco Focus Group meetings, to share best practice with colleagues from around the UK.



In addition to this, Slough Trading Standards have re-launched the East Berkshire Tobacco Alliance.

The Alliance is a partnership with our new colleagues in Public Health, working with additional stakeholders in Solutions 4 Health, Smoke Free Slough team, Neighbourhood Enforcement, Childrens and Young Persons team, the Berkshire Fire Service, HMRC, along with the Public Health/Trading Standards departments of other local authorities.

The aim of the Alliance is to contribute to a reduction in smoking prevalence across the region and assist in reducing smoking related illness in Berkshire as a whole. The East Berkshire Alliance is also exploring closer working arrangements with the West Berkshire Alliance; to encourage a Berkshire Wide approach to Tobacco Enforcement, Cessation & Smoke Free promotion.

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. During 2012-2013 a total of 48 credit checks were completed; an increase of 78% on 2011/12. Trading

Standards will continue to conduct credit license checks as requested by OFT in 20-13/14.

Food Standards

Trading Standards carried out 100% of their high risk routine Food Standards Inspections in 2012/2013, in addition to other food standards enforcement visits.

- A total of 93 x Food Standards visits were carried out last 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 :-
 - 18 Imported Food – on the correct labelling & composition of food imported from outside the EU.
 - 10 P.A.H Smoked Food samples – for excess polyphosphates
 - 8 TVN BBQ samples – for freshness of meat in sauces
 - 7 DNA samples on behalf of the FSA, in response to the horsemeat scandal
- Assisting our 'in-house' Nutritional Advisor to compile further data on Primary and Secondary school children's lunchbox foods.
- In total 43 samples were procured during 2012 -2013 on composition, allergens, freshness and DNA.

A separate Food Standards Plan has been produced for Trading Standards for 2013/14. Targets for 2013/14 include:

- Complete 100% high risk food inspections
- Complete 50% medium risk food inspections
- Complete 100% Food Standards Agency funded imported food samples
- Complete regional food sampling programmes as required

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.
- In 2012/13 Trading Standards were able to stop a rogue trader ripping off a consumer as it was happening; saving the resident £3000.00.
- The team work closely with Social Services Safeguarding Team; providing advice and guidance to vulnerable adults. Five cases were handled during 2012 -2013 that were referred to the safeguarding team.
- A **“Rogue Trader Day”** was carried out in April 2012, 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”**. In total 6 presentations were given to these groups during 2012 – 2013.

Effectively dealing with rogue traders and preventing doorstep crime remains a priority for 2013/14, and Trading Standards will continue to provide a rapid response team and share intelligence with neighboring authorities and Thames Valley Police to protect vulnerable consumers from becoming victims of doorstep crime.

Education

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

During 2012/13, Slough Trading Standards, provided the following training:-

- **Nutritional labelling workshops** – Food awareness teaching sessions to schools in the Borough (Foxborough School, Common Road, Langley); 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 School Nutrition Network Team.

- **Trader Packs and Newsletters** are also provided to local businesses, to give advice on compliance with the law. During 2012/2013 twelve trader packs were delivered to businesses in the Borough.

In 2013/14 Trading Standards will be providing a range of educational services to both businesses and consumers, relating to the nutritional composition of food and healthy eating.

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 :-
 - Bogus callers / Doorstep sellers,
 - Raising awareness on Loan Sharks
 - Advice on the purchase and safe use of fireworks
- Naming and shaming of counterfeiters
-along with results on recent legal cases.
- A total of 12 press releases were issued in 2012/13.
- The department also give regular interviews to local radio stations
- Officers in the team have also appeared live eight times over the year on the “Anne Diamond Show” on BBC Radio Berkshire; providing advice on areas such as counterfeiting, cold calling, the Olympics and mobile phone contracts.

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.



- Highlights from 2012/1213 include:
- 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 or Europe.
- There are 37 x ‘ERTS’ in the Slough Borough that deal with safety related products.
- 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, 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.
- **Inspections of the Langley Horse Fair** – monitoring welfare issues and educating on legal requirements.
- **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).
- 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 resulting in the economic detriment of the purchaser. The honest trader will also suffer as they will not be able to compete on price. Much of the money from counterfeit & illicit smuggled trade can go to fund people trafficking, prostitution and other organised crime activities. Counterfeit alcohol may contain harmful substances, be over strength and may not be made with any quality control.

Seizures made in Slough in 2012/13 include:

- 132 bottles of Counterfeit **wine & spirits**
- 250 items of illegal / counterfeit **tobacco products**.
- 39 items of counterfeit clothing



Criminal investigations into these matters are ongoing.

We were, however, pleasantly surprised by the lack of counterfeit activity before and during the Olympic and Paralympic games. Trading Standards officers were on call and Community Wardens assisted by acting as our eyes and ears on the ground.

Control of Explosives and Poisons

Fireworks

- 28 explosives registrations were issued for local traders in 2012/13.
- All premises were inspected under the **Health & Safety at Work Act 1974**, to establish safe storage and sale of explosives/fireworks.
- 1 retailer was also licensed to sell fireworks throughout the year.
- 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 2012. No sales were made.



Poisons



- Poisons Licence visits have been carried out to assess products that are restricted under the Poisons Act 1972.
- There are 25 businesses which are authorised to store and sell poisons within the borough.
- 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 deal with a number of complaints relating to weights and measures matters, ranging from inaccurate weighbridges, petrol pumps, cash for gold premises, short weights on food products, etc.
- The department also provide weights and measures advice and assistance to our Primary Authority companies in the borough.

Buy with Confidence/ Support with Confidence

Our approved trader scheme has been operating since 2006, registering business fields as diverse as estate agents, landscape gardeners to financial advisors.

- BWC is an initiative run by Trading Standards South East and Trading Standards South West (SWERCOTS) and is fast becoming a national scheme.
- Over 5000 registered businesses across 53 authorities nationally and many more being approved.
- In Slough, registration for businesses costs £25.00 at present but is under review for the coming year.
- Anybody who wishes to sign up for Buy With Confidence should contact us on 01753 875255 or buywithconfidence@slough.gov.uk
- If you are looking to find an approved trader, further details can be found at 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

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'.

However, for the first time in many years, no overloads have been found.



Targeted Project Work

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

- **KITE (Kettles, Irons, Toasters & Electric Blankets) Testing –**
- In 2012/13 Trading Standards and Electrical Safety experts carried out testing of local residents' electrical equipment to ensure that it was safe to use at a local retirement home.
- 32 electrical appliances were tested, including kettles, toasters, irons, vacuum cleaners and electric blankets.
- Out of these tests 7 items failed safety testing and were deemed to be unsafe to use. One item was considered a fire hazard due to a faulty fuse.
- Slough Trading Standards are planning to carry out another KITE testing day at a different venue, later this year and will be working in partnership with The Royal Berkshire Fire & Rescue Service to deliver this service.
- **Energy Performance Certificates (EPC's)** – a pilot project will be carried out in 2013/14 to establish the compliance of Landlords, Estate Agents, Letting Agents with EPC legislation, i.e. ensuring that properties that are rented/marketed in the Borough are compiling with the requirements of the legislation.

THE OLYMPICS 2012



During 2012 our service prepared for the Olympics in a significant co-ordination approach with other service departments to ensure that businesses were aware of their responsibilities and that residents and visitors to the borough had confidence in their Olympic experience in Slough.

These advance preparations were essential as Slough was a major transport gateway and adjacent to the rowing events at Dorney for both the Olympics and Para Olympics as well as the earlier torch relay passing through the borough. We were anticipating an increase in demand on our businesses such as hotels, shops, restaurants, public houses and taxis. We wished to ensure that businesses continued to trade legally, that no short cuts or safety risks were taken. We were particularly concerned that counterfeit Olympic merchandise would be available, which deprives the games organisers (LOCOG) of funding to run the games. Officers received training from LOCOG to identify counterfeit products.

This increase in business was potentially seen as an opportunity for any less reputable businesses to take advantage over legitimate traders. As part of our preparations special duty officers were available throughout the torch relay and games period to respond to any concerns or complaints raised. We were also able to linked in to a national Trading Standards intelligence reporting system.

Advice letters were sent out to traders particularly drawing their attention not to promote non authorised Olympic material and to avoid counterfeit products.

Officers attended the torch relay and with police removed an unauthorised flag seller, liaised with our licensing colleagues over two unauthorised ice cream sellers and required two Chalvey traders to removed unauthorised Olympic promotional material.

During the Olympic period we received no related complaints regarding goods or services and we believe our preparations were a total success.

Complaints and Enquiries

From the 1st April 2012, the national consumer advice service has been transferred over to Citizen's Advice, with their new service Citizen's Advice Consumer Service (CitA).

- Complaints and enquiries for 2012-13, received via Consumer Direct were 4601; a slight increase (from last years 4116) of 485 or 11.8%.
- Complaints requiring action increased from 1193 to 1340; an increase of 12.3%.
- We have also received a total of 392 service requests for companies for whom we act as Primary Authority (PA).
- This is an increase on the 168 total from last year of 133%.



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.



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, 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 (2012/13) customer satisfaction levels were consistent with the previous year's results, at 90%.
- For the financial year 2012-13, a business satisfaction survey was also conducted for the first time from quarter two onwards. The Service received an excellent 100% business satisfaction feedback.
- 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 2013/14 will be £ 376,000.

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.

Trading Standards are looking at new ways of working with internal and external partners. The **Energy Performance Certificate Pilot Project** is a prime example of this. The team will be working closely with partners in Planning, Council Tax, Housing Standards, along with the CLG (Department for Communities and Local Government) national bodies, to ensure that local landlords and property sellers are compliant with the **Energy Performance in Buildings (Enforcement and Certificates) (England and Wales) Regulations 2012**. This legislation enables new tenants and property purchasers to have information on how much money it will cost to for utilities at their new property, before they conclude their contractual agreement.

It is clear that food sampling plays an important part in consumer safety, especially in the light of the horse meat scandal. Protecting consumers within Slough with regard to the composition and allergens present in food has never been more important than now, preventing food fraud is paramount. Reducing salt, fat and sugar in food by advising our food businesses helps towards controlling obesity in Slough.

The trading standards service plan for 2013/14, which outlines our planned work for the year is detailed in Appendix B

Variation from the service plan

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

APPENDIX A – PROSECUTION RESULTS 2012/13

Offence	Defendant Number	Fine	Costs	Additional Penalty
Unhallmarked gold	(1)	£ 1000.00	£ 1431.66	
Counterfeit wine	(1)	£ 450.00	£ 1300.00	
	(2)	£ 450.00	£ 1300.00	
Counterfeit wine	(1)	£ 625.00	£ 1400.00	
Under age sale of alcohol	(1)	£ 115.00	£ 350.00	
	(2)	£ 35.00	£ 150.00	
Under age sale of tobacco and alcohol	(1)	£ 300.00	£ 150.00	
	(2)	£ 900.00	£ 1005.74	
Sale of fireworks outside of allowed retail period	(1)	£ 1000.00	£ 850.00	
Counterfeit DVDs	(1)	N/A	N/A	6 months custodial sentence
	TOTAL	£ 4875.00	£ 7937.40	

Simple Cautions accepted for the following:-

2 x under age sale of tobacco and alcohol
 2 x under age sale of tobacco only
 2 x counterfeit champagne
 4 x counterfeit vehicle diagnostic software

Total Simple cautions = 10

Written warnings issued for:-

2 x for traces of chicken meat found in lamb mince
 1 x for out of date food
 1 x for possession of unhallmarked gold
 1 x for misleading omission of pricing by skip hire company
 1 x lack of fire extinguisher on fireworks inspection

Total No. of Written Warnings = 6

Appendix B - Trading Standards Action Plan 2013/14

Directorate: CUSTOMER AND COMMUNITY SERVICES	Service Manager: Sarah Langley – Interim manager
Division: Enforcement & Regulatory Services Consumer Protection & Business Compliance	Budget: £376,000
	Number of staff employed: 6.5 FTE plus Primary Authority resource funded by cost recovery
<p>Service Objectives:</p> <ul style="list-style-type: none"> • Provide a value for money trading standards service with excellent customer focus and well motivated competent staff. • The timely delivery of specific statutory work plans, evidence based initiatives focused upon local priorities; joint working with partners both within and beyond the Council to improving the quality of life for Slough residents, consumers and visitors. <p><u>Safer Communities</u> <u>'Reduce crime and fear of it'</u> Delivery a programme of underage sales, working with partners to achieve the licensing objectives and reduce anti-social behaviour, Investigate scams and rogue traders.</p> <p><u>Health and Wellbeing</u> <u>'Improve local people's health and quality of life.'</u> Reducing counterfeit and dangerous goods available within the town and their importation. Protecting consumers from food fraud; promoting the awareness of food labelling requirements and taking action in our role as enforcing authority for trading standards issues where there are evident concerns</p> <p><u>Economy and Skills</u> <u>'Maintain growth and attract business in the town'</u> Providing support for local employers to trade fairly and tackling those that seek to gain an advantage by not complying with consumer law requirements.</p>	

		ACTION PLAN FOR 2013/14			
Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Primary Authority Regulatory Services Wide Scheme	Economy and Skills	Refer to separate Action Plan for Primary Authority	Refer to separate Action Plan for Primary Authority	Keith Eaglestone (PAM)	Ongoing
	Health & Wellbeing	<p>Continue PA business growth in line with projected target</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>Amount of 'formal' advice issued ?</p> <p>Number of businesses in Portfolio</p> <p>Improved standards within partners business, with less enforcement action taken by Enforcement authorities,</p>	<p>Designated officers to work closely with Primary Authority businesses to:</p> <ul style="list-style-type: none"> • develop partnership working relations with PS client businesses • provide specific advice in relation to management systems & procedures and controls adopted by the company nationally • issue 'formal PA advice' where procedures and controls are deemed suitable and compliant • handle referrals from other local authorities and central government bodies on behalf of that business • publication of Inspection plans • Issue of advice and guidance to other Enforcement Authorities on the companies activities • maintain an accurate record of any advice and guidance • hold meetings with partner businesses on a regular timetable of mutual agreement. <p>Document actions, decisions and time spent with the business on FLARE</p>	<p>Ginny de Haan</p> <p>Trading Standards Manager</p> <p>Levine Whitham</p> <p>Mick Sims</p> <p>All Officers</p>	<p>Monthly Reports on hours and income generation</p> <p>Quarterly Review</p> <p>Yearly overview of contract</p>

TRADING STANDARDS ACTION PLAN FOR 2013/14

Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Underage Sales		To reduce the number of sales of age restricted products in the borough. Supporting community safety priorities	Test purchasing of age restricted products (e.g. alcohol, tobacco, fireworks, etc.). 2 x exercises on alcohol/tobacco + 1 x fireworks per year (dependant on level of intelligence received).	Fakhra Zaman (+ other officers)	March 2014 With quarterly monitoring of individual project work.
	Safer Communities	To educate local traders, in respect of under age sales legislation.	Review and refresh training seminars and trader packs jointly with the Licensing team	Fakhra Zaman	
	Health & Wellbeing	To continue to provide FREE proof of age cards to 16 year old at local schools in the borough.(funded by Safer Slough Partnership)	Issue of Proof of age cards in support of Safer Slough Partnership activities	Lina Johnson	
	Economy and Skills	To work with local schools to encourage uptake of alcohol awareness plays for young people.	Liaison with local schools to assist them in staging awareness plays in schools (e.g. "Last Orders", "Skin Deep", etc.)	Lina Johnson	
		To share intelligence and best practice with external agencies and other partners.	Develop other interventions with partners to provide efficiencies in delivery of corporate priorities Collaborative working with TSSE regional focus groups and sharing data to build regional and national statistics.	Fakhra Zaman	

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Counterfeit and illicit trade	Safer Communities Health & Wellbeing Economy and Skills	<p>To increase awareness of traders and consumers of the dangers of counterfeit and illicit products in the market, reducing the amount of counterfeit products available in Slough</p> <p>Number of actions and nature of products seized/ street value</p>	<p>Assess local information and prioritise as appropriate investigation and seizure of counterfeit and illicit products being sold in the borough at retail outlets, markets or online (e.g. alcohol, tobacco, DVDs, clothing and other branded items). Brand protection assistance and advice to PA companies.</p> <p>Working collaboratively with partners (e.g. Trade Mark holders, Police, HMRC, etc.) to redevelop other cost effective interventions</p>	<p>Peter Adshead + Fakhra Zaman / Lina Johnson (Training)</p> <p>All officers.</p>	<p>March 2014</p> <p>With quarterly monitoring of specific project work.</p>
Tobacco Control / Tobacco Alliance work	Health & Wellbeing	<p>Reduction in smoking prevalence and related health conditions</p> <p>Collaborative working locally and regionally between all agencies involved in smoking related work. Creation of a Berkshire Smoke Free Alliance</p>	<p>Collaborative working and agreement across Berkshire Trading Standards and the Public Health Teams.</p> <p>Joint interventions to promote tobacco awareness and close working with the Smoking Cessation provider</p> <p>Build upon links with Licensing and Food & Safety Teams to deliver joint initiatives on Smoke Free and tobacco sales</p>	<p>Dean Cooke (All Officers to support)</p> <p>Mick Sims Levine Whitham</p>	<p>March 2014</p> <p>With quarterly review on specific project work.</p>
Consumer Credit work	Safer Communities Health & Wellbeing Economy & Skills	<p>To provide consumer credit audits, for licence renewals; as requested by the OFT.</p> <p>To increase awareness of the dangers of Loan Sharks and encourage intelligence regarding local problems.</p>	<p>Build upon success of work with the Birmingham Loan Shark Team, extending Bite Back and with enforcement outcomes provided by Birmingham TS.</p> <p>Carry out credit licence audits to ensure that the trader is a fit and proper person to conduct this type of business.</p> <p>Working with internal and external partners (e.g. TV Police, Social Services, Benefits and the voluntary sector to raise awareness of safe and secure financing</p>	<p>Angela Satterly</p> <p>Jaspal Singh</p> <p>Angela Satterly</p>	<p>March 2014</p> <p>With quarterly review on specific issues.</p>

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Animal Health - Contingency Plans and Inspect horse/livestock dealers to bring into compliance.	Health & Wellbeing Safer Communities	<p>To ensure that all relevant Contingency plans & procedures are up to date.</p> <p>To inspect Langley Horse Fair and advise traders to bring them into compliance.</p> <p>To inspect local livestock dealers at medium risk premises.</p>	<p>Maintain all Animal Disease Contingency plans as directed by DEFRA, in partnership with Royal Borough of Windsor & Maidenhead and Bracknell Forest Trading Standards.</p> <p>To carry out a monitoring programme at the Langley Horse Fair, to ensure compliance.</p> <p>Inspection of local animal keepers and quarterly monitoring to ensure that all AMLS and AMES data inputting are completed within set targets.</p>	<p>Dean Cooke</p> <p>Dean Cooke and City of London AH officers.</p> <p>Dean Cooke & Shared AH Officer</p>	<p>Annual review December 2013</p> <p>March 2014</p>
Intelligence led test purchasing, inspections and projects to protect consumers from potentially dangerous product/substances	Safer communities Economy & Skills Health & Wellbeing	<p>To ensure that products which may pose a risk to consumers are prevented from entering the 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>Relevant enforcement action taken if necessary.</p>	<p>Russell Clarke</p> <p>Russell Clarke</p>	<p>March 2014</p> <p>with Quarterly Monitoring</p>
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	<p>Improved enhanced consumer protection and training opportunities by partnership working through the various TSSE specialist groups.</p> <p>Completion of regional projects relevant to Slough</p>	<p>Support TSSE Focus Groups and regional training etc</p> <p>Benefit from TSSE joint bids (where appropriate).</p>	<p>Ginny de Haan & TS Manager</p> <p>All officers to support</p>	<p>March 2014</p>

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On-going investigations and prosecutions	Safer Communities Health & Wellbeing Economy and Skills	<p>Work in line with Enforcement policy, CPS Guide for Crown Prosecutors and the Regulators Compliance Code.</p> <p>Adhere to time scales for prosecution file submission</p>	Allocation of resources to adequately respond to serious incidents to comply with statutory enforcement obligations	All officers	On going Assess during 1:1 meetings and case reviews
Internal Procedures including Officer competency and QA	Economy & Skills	<p>Review of all internal procedures annually</p> <p>Fully implemented QA</p>	Review and implementation of procedures to ensure compliance with FSA Competency and framework requirements, to monitor performance and support officers in a consistent approach.	TS Manager	March 2014
To enable consumers to make informed healthy lifestyle choices of food by enforcement of food standards legislation	Health & Wellbeing	<p>To ensure that :-</p> <ul style="list-style-type: none"> - 100% of high risk - 50% of medium risk <p>:- of food businesses are inspected and rated.</p> <p>Involvement in targeted sampling projects for compliance with a wide range of food legislation (e.g. compositional standards, compliant labelling, nutritional information, additives, allergens, etc.), with further follow up enforcement as required.</p>	<p>Undertake inspection programmes to focus on risk and local needs.</p> <p>Participation in national/regional sampling programmes including:</p> <ul style="list-style-type: none"> - Legally compliant nutrition and health claims. - Composition of curries/ Chinese meals/ kebabs. <p>To work collaboratively with TSSE to undertake the Food Standards Agency imported food sampling based on local priorities</p>	<p>TS Manager</p> <p>Angela Satterly + other officers where necessary</p>	March 2014 Quarterly review

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<p>To continue to working collaboratively with other agencies in seeking out and apprehending rogue traders</p> <p>Interventions to tackle rogue traders, unfair, illegal and unsafe trading practices.</p> <p>Further development of recommended trader scheme.</p> <p>Protection for the Elderly and Vulnerable</p> <p>Improving awareness of consumer protection scams/ risks.</p>	<p>Safer Communities</p> <p>Health & Wellbeing</p> <p>Economy and Skills</p>	<p>To protect elderly/vulnerable residents from doorstep crime.</p> <p>25% increase in the number of 'Buy With Confidence' businesses</p> <p>To organise educational presentations to vulnerable adult groups on the dangers of doorstep crime.</p> <p>Provide publicity to raise awareness of developing consumer issues (including scams).</p> <p>To support relative initiatives with other enforcement agencies, TSSE & NTSB.</p> <p>To deliver a strong enforcement message to potential suspects with robust enforcement action.</p> <p>To raise public awareness of doorstep crime and provide reassurance thereby reducing the fear of crime.</p>	<p>Rapid Response Team for reactive Doorstep interventions.</p> <p>Promotion of the Buy With Confidence Scheme and establish joint delivery arrangements to achieve efficiencies with Surrey Trading Standards</p> <p>Continue to promote service provision in this area</p> <p>BBC Radio Berkshire Interviews</p> <p>Press releases</p> <p>National Rogue Trader Day working with partners.</p> <p>Facilitate the necessary resources to support this service activity.</p> <p>Develop intelligence in respect of known suspects and to identify intelligence gaps</p>	<p>TS Manager</p> <p>Angela Satterly</p> <p>Fakhra Zaman</p> <p>Angela Satterly Jaspal Singh</p> <p>Fakhra Zaman</p> <p>All officers</p> <p>Jaspal Singh</p> <p>TS Manager</p> <p>All officers</p>	<p>March 2014</p> <p>With Quarterly monitoring</p>

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Road Traffic checks	Health & Wellbeing Economy and Skills	A reduction in the number of overloaded vehicles.	Working in partnership with Thames Valley Police based upon local evidence to reduce the number of over weight vehicles	Peter Adshead Fakhra Zaman (March 2014