

SLOUGH TRADING STANDARDS TEAM



Service Delivery Plan 2014/2015

The Consumer Protection & Business Compliance Group

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

- **Trading Standards,**
- **Food & Safety**
- **Licensing**
- **Community Safety & CCTV**

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 is 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 1242 complaints from April 2013-March 2014. A decrease of 7.6% on the previous year.
- 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 achievements and future plans and how we intend to deliver 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:

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or

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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 Joint Wellbeing Strategy and the Council's Corporate Plan set out a vision for Slough, for the people, the place, the prosperity and the town, and the things that need to be done to make this a reality. Businesses and other partners within Slough are already working together to improve life in the Borough.

The themes incorporated into the Corporate Plan are:

- Health
- Economy & Skills
- Housing
- Regeneration & environment
- Safer Slough

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 and the Corporate Plan objectives.

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 Trading Standards Team will during 2014/15 actively support the objectives of the Local Area Action Plan (LAAA) and in particular deliver with partners a pilot Community Alcohol Partnership in the Langley area to tackle under age drinking and associated alcohol related problems.

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

Primary Authority Scheme

Assured advice is provided to businesses with the establishment of Primary Authority Partnerships or through co-ordinated 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 fair trading, product labelling, product safety, food safety and health & safety.

Our Officers are able to provide companies which trade 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 Slough Borough Council introduced Primary Authority partnerships in April 2011 we have already secured the 32 successful PA partnership agreements. These services are uniquely provided by in house by specialist officers.

Cost recovery is an essential element of the contracts and applicable to Primary Authority partnerships with an hourly charge for any work undertaken. In 2012/13 we obtained cost recovery of nearly £80k, during 2013/14 cost recovery was £108,000 an increase of 26%. Projected income for 2014/15 remains at £110K this cost recovery enables the Council to support businesses in Slough and increase the availability of specialist officers who are funded from Primary Authority at no extra cost to the Council. Last year 970 interactions with all our PA companies were successfully completed; a high proportion of these were satisfied consumer complainants.

As a Primary Authority we have had communication with many other Council's 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 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 <https://primaryauthorityregister.info/par/index.php/home>

Businesses that would like to join the Scheme can either contact 01753 475111 (option 5) 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.
- **FREE Proof of Age Cards** are provided to 16 yr olds at all of Slough’s 11 schools – 1398 x cards were processed in 2013/14. This figure is the highest number of uptakes since the Scheme was launched in 2005. This work will be continued in 2014/15.
- **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 2013/14

- **Tobacco** - attempted purchases = 24 - sales = 1
- **Alcohol** - attempted purchases = 17 - sales = 1
- **Fireworks** - attempted purchases = 15 - sales = 9



Total Sales = 11 from 56 attempted purchases.

Criminal proceedings on some of the previous matters are still ongoing.

In 2014/15 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 are represented at 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 Public Health, Solutions 4 Health, Smoke Free Slough team, Neighbourhood Enforcement, Children's and Young Persons team, Berkshire Fire Service, Her Majesty's Revenue and Customs along with the Public Health/Trading Standards Services of other East Berkshire local authorities.



The aim of the Alliance is to contribute to a reduction in smoking prevalence across the area 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 works with the National Trading Standards illegal money lending team (put together to investigate suspect loan sharks across the country) 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 10 credit licence checks and a debt compliance audit of a Limited Company, on behalf of the Office of Fair Trading, in order to establish that businesses applying for credit licences are suitable to hold one.

Trading Standards will cease to conduct credit license checks from 1st April 2014 as the new regulator namely, the Financial Conduct Authority (FCA) has taken over this role. However, advice on credit is still relevant, and the FCA are currently looking into a memorandum of understanding for intelligence sharing with National Trading Standards.

Food Standards

Trading Standards carried out 100% of their high risk routine Food Standards Inspections in 2013/2014, in addition to other food standards enforcement visits.

- A total of 91 x Food Standards visits were carried out last year.

Further work in Food Standards include:-

- Labelling advice to new food businesses
- Detailed Food Standards advice is given to the relevant Primary Authority Partners
- We took part in the following food sampling projects:
 - 26 Imported Food – on the correct labelling & composition of food imported from outside the EU
 - 3 Burger samples – for DNA Species
 - 7 DNA samples in response to the horsemeat scandal
- This sampling was in conjunction with the Food Standards Agency (FSA), Trading Standards South East (TSSE) and the Public Analyst.
- Assisting our 'in-house' Nutritional Advisor to compile further data on Primary and Secondary school children's lunchbox foods.

A separate Food Standards Plan has been produced for Trading Standards for 2014/15. Targets for 2014/15 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
- Further DNA samples on behalf of the FSA, in response to the horsemeat scandal
- Slough Trading Standards also participates in the Regional food focus group.

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 2013/14 Trading Standards put a stop a rogue trader who ripped off Slough residents for nearly £100,000.
- The team works closely with Social Services Safeguarding Team; providing advice and guidance to vulnerable adults. 18 cases were handled during 2013 -2014 that were referred to the safeguarding team.



- A “**Rogue Trader Day**” was carried out in April 2013, with the assistance of Thames Valley Police and the Slough Borough Council Community Wardens. This resulted in 65 visits to householders who were having maintenance work on their property.
- 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**” and the “**Age Concern AGM**”.

Effectively dealing with rogue traders and preventing doorstep crime remains a priority for 2014/15, 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 2013/14, 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.
- We also participated in the schools lunch box survey and food awareness week.
- **Trader Packs and Newsletters** are also provided to local businesses, to give advice on compliance with the law.

In 2014/15 Trading Standards will be providing a range of educational services to both businesses and consumers, relating to the nutritional composition of food, allergens 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 legal cases
- A total of 17 press releases were issued in 2013/14.
- The department also give regular interviews to local radio stations. This year interviews were given on BBC Radio Berkshire, Asian Star FM and BBC Radio 4.
- Over the Christmas period, we conducted a campaign called 'Savvy Christmas' where daily Tweets with top tips were sent to ensure residents enjoyed a safe Christmas.

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 2013/1214 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 handle safety related products.
- We received funding from the National Trading Standards to check the post coming in at the International Postal Hub for unsafe items.
- Safety product recalls have also been carried out as part of our work with local **Primary Authority** companies.
- Slough Trading Standards also participates in the Regional and National product safety focus groups

Animal Health

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

- **Inspections on livestock** to provide advice on transportation and welfare enforcement. This is achieved with our partners at the Royal Borough of Windsor & Maidenhead and Bracknell Forest District Council.
- **Inspections of the Langley Horse Fair** – monitoring welfare issues and educating on legal requirements. This is achieved with the City of London Animal Health team.
- **Animal By-Products** to ensure that certain raw meat waste is disposed of correctly and doesn't go to landfill sites.
- Animal diseases are always a threat. The **Slough Notifiable Animal Disease Contingency Plan** is updated constantly with regular liaison with our Emergency Planning team.



Animal

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, such as methanol, be over strength and may not be made with any quality control.

During 2013/14 Trading Standards seized 11,895 alleged counterfeit goods which ranged from Alcohol, Cigarettes and Condoms to computer software.

Criminal investigations into these matters are ongoing.



Control of Explosives and Poisons

Fireworks

- 29 explosives registrations were issued for local traders in 2013/14.
- All premises were inspected under the **Health & Safety at Work Act 1974**, to establish safe storage and sale of explosives/fireworks (except for those retailers in a Primary Authority Partnership) and were compliant.
- 2 retailers were also licensed to sell fireworks throughout the year.
- From our annual underage fireworks test purchasing it was disappointing to find that 9 retailers sold to our underage volunteers.



Poisons



- Poisons Licence visits have been carried out to assess products that are restricted under the Poisons Act 1972.
- There are 15 businesses which are authorised to store and sell poisons within the borough.
- During routine inspections officers found that retailers areas were stocking products such as caustic soda, kettle descaler, weed killer (classified as a poisons under the Act) without holding the necessary licence.

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.

- 42 visits were carried out ranging from petrol pumps, spirit measures, jewellers scales, to vehicle weighbridges.
- 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 dealt with a number of enquiries relating to weights and measures matters, ranging from 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.

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 vehicles.



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'.

One vehicle was recorded as having a 66% overload.

Buy 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 over 50 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 475111 or buywithconfidence@slough.gov.uk
- If you are looking to find an approved trader, further details can be found at www.buywithconfidence.gov.uk



Additional Targeted Project Work

- **Energy Performance Certificates (EPC's)** – a pilot project was 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 legislation.

- **Scam Hub project** – this project is delivered on behalf of National Trading Standards and other partner agencies. This project aims to protect the elderly and vulnerable from postal scams, lotteries and prize draw awards. Visits were carried out to residents on allocations given to Slough.

Complaints and Enquiries

The following referrals and notifications from Citizen's Advice Consumer Service (CitA).

- Complaints and enquiries for 2013-14, received via CitA 4153; a slight decrease (from last years 4601) of 448 or 9.7%.
- Complaints requiring action decreased from 1340 to 446; a decrease of 33%.
- We have also received a total of 780 service requests for companies for whom we act as Primary Authority (PA). This is an increase on the 392 total from last year of 50%.



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://static.slough.gov.uk/downloads/public-protection-enforcement-policy.pdf>



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.



- During 2013/14 customer satisfaction levels has improved on previous year and we went from 90% to 100%. We also achieved 100% satisfaction with our businesses.
- 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 2014/15 will be

Looking to the Future and the Challenges Ahead

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.

There will also be major changes in the respect of new regulations which will affect consumers, businesses and enforcers alike. These regulations are:

- **Food Information to Consumers Regulations**, which comes into force on 14th December 2014. Changes include allergen labelling on menus in restaurants, mobile caterers and caterers in general.
- **Consumer Rights Directive**, which comes into force on 13th June 2014. Changes include enhancements to cancellation rights, distance selling, digital media and consumer rights.

The trading standards service plan for 2014/15, which outlines our planned work for the year, is detailed in **Appendix B**

Variation from the service plan

Departures from this service plan 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.

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APPENDIX A – PROSECUTION RESULTS 2013/14

Offence	Defendant Number	Fine	Costs	Additional Penalty
Counterfeit wine & illegal tobacco	(1)	100 hours community service	£1500.00	Licence revocation
Illegal tobacco products	(1)	Ongoing prosecution	N/A	Licence revocation
Counterfeit camera and phone accessories	(1)	£2000.00	£3700.00	
Counterfeit i-Phones	(1)	8 months suspended sentence	N/A	Suspended for 12 mnths
Aggressive car clamping practices	(1)	£3000.00	£1800.00	Payment of fines back to consumers.
Under age sale of alcohol and tobacco	(1) (owner)	£1000.00	£600.00	
Under age sale of alcohol and tobacco	(2) (seller)	£200.00	£250.00	
	TOTAL	£ 6200.00	£ 7850.00	

Simple Cautions accepted for the following:-

2 x for possession for supply of illegal tobacco products

Total Simple cautions = 2

Written warnings issued for:-

1 x Failure to present an EPC (Energy Performance Certificate) for a marketable property

1 x Unauthorised use of a logo

1 x Possession for supply of illegal tobacco products.

9 x Under age sale of fireworks

2 x Possession for supply of out of date food products.

Total No. of Written Warnings = 14

Alcohol licences revoked :-

2 x Possession for supply of illegal tobacco products.

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Appendix B - Trading Standards Action Plan 2014/15

Directorate: CUSTOMER AND COMMUNITY SERVICES	
Division: Enforcement & Regulatory Services Consumer Protection & Business Compliance	Budget: £338,000
	Number of staff employed: 5.5 FTE
Service Objectives: <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.	

ACTION PLAN FOR 2014/15					
Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Primary Authority Regulatory Services Wide Scheme	Economy & Skills	<p>Refer to separate Action Plan for Primary Authority</p> <p>Continue PA business growth in line with projected target</p>	<p>Refer to separate Action Plan for Primary Authority</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' handle referrals from other local authorities and central government bodies publication of Inspection plans Issue of advice and guidance to other Enforcement Authorities maintain an accurate record of any advice and guidance hold regular meetings with partner businesses <p>Accurate recording of actions, decisions and time spent with each PA business on FLARE</p>	Primary Authority Board	Ongoing
	Health & Wellbeing	<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>Monthly Reports on hours and cost recovery. Head of CP&BC to advice Strategic Director of CCS</p> <p>Quarterly Review</p> <p>Yearly overview of contract</p>			<p>Ginny de Haan</p> <p>Trading Standards Manager</p> <p>Levine Whitham</p> <p>Mick Sims</p> <p>All Officers</p>

TRADING STANDARDS ACTION PLAN FOR 2014/15

Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Underage Sales	<p>Safer Communities</p> <p>Health & Wellbeing</p> <p>Economy & Skills</p>	<p>Effective partnership working to reduce the number of sales of age restricted products in the borough. Target: minimum 2 x exercises on alcohol/tobacco 1 x fireworks per year</p> <p>Informed and compliant local traders, in respect of under age sales legislation. Target:90% pass rate for candidates</p> <p>Issue of proof of age cards to 16 year old at local schools in the borough supporting young people and retailers in the town</p>	<p>Work with partners to plan and deliver joint test purchasing of age restricted products</p> <p>Review and refresh training seminars and trader packs jointly with the Licensing team and in line with the Community Alcohol Partnership</p> <p>Issue of free Proof of age cards in support of Safer Slough Partnership activities(funded by Safer Slough Partnership)</p> <p>To share intelligence and best practice with external agencies and other partners.</p> <p>Collaborative working with TSSE regional focus groups and other partners and sharing data to build regional and national statistics.</p>	<p>Fakhra Zaman (+ other officers)</p> <p>Fakhra Zaman</p> <p>Lina Johnson</p> <p>Fakhra Zaman</p>	<p>March 2015</p> <p>With quarterly monitoring of individual project work.</p>

Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Counterfeit and illicit trade	Safer Communities Health & Wellbeing Economy & Skills	Traders and consumers who are fully aware of the dangers of counterfeit and illicit products in the market, reducing the amount of counterfeit products available in Slough Targets:10% reduction in incidents Measure: Number of actions and nature of products seized/ street value	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. Working collaboratively with partners (e.g. Trade Mark holders, Police, HMRC, etc.) to redevelop other cost effective interventions	Peter Adshead & All officers.	March 2015 With quarterly monitoring of specific project work.
Tobacco Control / Tobacco Alliance work	Health & Wellbeing	Reduction in smoking prevalence and related health conditions Collaborative working locally and regionally between all agencies involved in smoking related work. Target:Creation of a Berkshire Smoke Free Alliance by December 2014	Collaborative working and agreement across Berkshire Trading Standards and the Public Health Teams. Joint interventions to promote tobacco awareness and close working with the Smoking Cessation provider Build upon links with Licensing and Food & Safety Teams to deliver joint initiatives on Smoke Free and tobacco sales	Dean Cooke & All officers. Mick Sims Levine Whitham	December 2014 With quarterly review on specific project work.

<p>Consumer Credit work</p>	<p>Safer Communities</p> <p>Health & Wellbeing</p> <p>Economy & Skills</p>	<p>To increase awareness of the dangers of Loan Sharks and encourage intelligence regarding local problems.</p> <p>Measure: Number of Loanshark interventions</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>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>All officers.</p> <p>Angela Satterly</p>	<p>March 2015</p> <p>With quarterly review on specific issues.</p>
<p>Service Activity</p>	<p>Priority</p>	<p>Targets and anticipated Outcomes</p>	<p>Key Actions</p>	<p>Responsible Officer</p>	<p>Completion Date</p>
<p>Animal Health - Contingency Plans and Inspect horse/livestock dealers to bring into compliance.</p>	<p>Health & Wellbeing</p> <p>Safer Communities</p>	<p>To ensure that all relevant Contingency plans & procedures are up to date.</p> <p>Target: inspect Langley Horse Fair and advise traders to bring them into compliance.</p> <p>Target: 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 & City of London AH officers.</p> <p>Dean Cooke & Sally Dunford (RBWM)</p>	<p>Annual review December 2014</p> <p>March 2015</p>

<p>Intelligence led inspections and seizures to protect consumers from potentially dangerous product/substances</p>	<p>Safer communities</p> <p>Economy & Skills</p> <p>Health & Wellbeing</p>	<p>To ensure that products which may pose a risk to consumers are prevented from entering the market place.</p> <p>Target:50% increase in detection Ongoing visits to 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 & All Officers.</p>	<p>March 2015</p> <p>with Quarterly Monitoring</p>
<p>To work with the 18 other trading standards authorities in the South East and local communities for a safe and fair trading environment to maximise local accountability.</p>	<p>Safer Communities</p> <p>Health & Wellbeing</p> <p>Economy & Skills</p>	<p>Improved enhanced consumer protection and training opportunities by partnership working through the various TSSE specialist groups.</p> <p>Target: 100% attendance at TSSE Board meetings, 75% attendance at Focus 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 &</p> <p>TS Manager</p> <p>All officers to support</p>	<p>March 2015</p>

Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
On-going investigations and prosecutions	Safer Communities Health & Wellbeing Economy & Skills	Work in line with Enforcement policy, CPS Guide for Crown Prosecutors and the Regulators Compliance Code. Target: Quality Assurance – 90% 90% Adhere to time scales for prosecution file submission	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	Review of all internal procedures annually Fully implemented QA Target: 90% compliance	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 2015
To enable consumers to make informed healthy lifestyle choices of food by enforcement of food standards legislation	Health & Wellbeing	Target - 100% of high risk - 50% of medium risk -: of food businesses are inspected and rated. Involvement in targeted	Undertake inspection programmes to focus on risk and local needs. Participation in national/regional sampling programmes including:	TS Manager Angela Satterly & All food officers	March 2015 Quarterly review

		<p>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>	<ul style="list-style-type: none"> - Legally compliant nutrition and health claims. - Composition of Food - DNA profiling. <p>To work collaboratively with TSSE to undertake the Food Standards Agency imported food sampling based on local priorities</p>		
Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
<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</p>	<p>Safer Communities</p> <p>Health & Wellbeing</p> <p>Economy & Skills</p>	<p>To protect elderly/vulnerable residents from doorstep crime.</p> <p>Target:100% Increase 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</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>Radio Interviews</p>	<p>TS Manager</p> <p>Angela Satterly</p> <p>Fakhra Zaman</p> <p>Angela Satterly</p> <p>Jaspal Singh</p> <p>All officers</p>	<p>March 2015</p> <p>With Quarterly monitoring</p>

<p>recommended trader scheme.</p> <p>Protection for the Elderly and Vulnerable</p> <p>Improving awareness of consumer protection scams/risks.</p>		<p>raise awareness of developing consumer issues (including scams).</p> <p>To support relative initiatives with other enforcement agencies, TSSE & NTS.</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>Press releases</p> <p>National Scams Hub Project</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>Fakhra Zaman</p> <p>Jaspal Singh</p> <p>TS Manager</p> <p>All officers</p>	
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Service Activity	Priority	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Road Traffic checks	<p>Health & Wellbeing</p> <p>Economy & Skills</p>	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 2015
<p>Support the Open for Business Corporate approach and work with partners and Town Centre Manager on the Business Development Strategy</p>	<p>Economy & Skills</p> <p>Safer Slough</p>	<p>To increase and enhance opportunity for business growth and development.</p> <p>Joined up approach to support economic development.</p> <p>100% attendance at Open for Business training and briefing events</p>	To assist in promoting business development and growth and provide advice and guidance on food safety and standards issues	All staff	<p>On going</p> <p>Individual personal development plans</p> <p>1 to 1s</p> <p>By March 2015</p>