

SLOUGH TRADING STANDARDS TEAM



Service Delivery Plan 2015/2016

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 & Careline**

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 – Last year the department dealt with **4666 enquiries** which equated to a **11%** increase in enquiries received on the year before.
- 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:

Ginny de Haan, Head of Consumer Protection & Business Compliance

Tel: 01753 475111 or e-mail : ginny.dehaan@slough.gov.uk

or

Andrew Clooney, Trading Standards Manager (Trading Standards)

Tel: 01753 475111 or email: andrew.clooney@slough.gov.uk

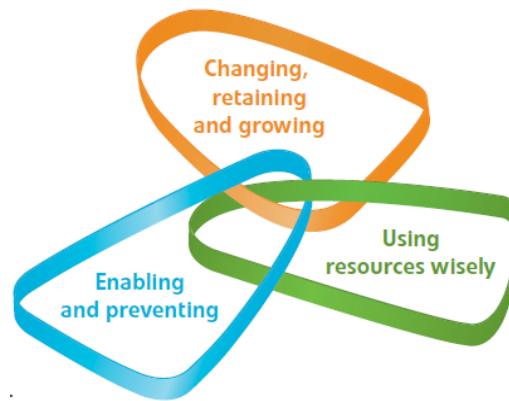
Address:

**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 performance last year and our plans for the year ahead.

Growing a place of opportunity and ambition



Our Vision

The Joint Wellbeing Strategy and the Council's 5 Year 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 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 5 year plan outcomes. More detail on the 5 year plan can be accessed at;

<http://www.slough.gov.uk/council/strategies-plans-and-policies/five-year-plan.aspx>

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 Action plan at the end of this service delivery plan shows how we are going to achieve this and

demonstrated the golden thread in how we directly link with the 5 year plan to achieve the councils wider outcome. The action plan should be read in conjunction with our Enforcement Policy.

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. However, firm action will be taken, including prosecution, where appropriate. The full Enforcement Policy can be accessed at;

<http://www.slough.gov.uk/council/strategies-plans-and-policies/consumer-protection-and-business-compliance-enforcement-policy.aspx>

The service plan sets out the actions we are taking to enhance and improve health, safety and wellbeing in Slough, whilst ensuring a fair, safe and equitable trading environment.

How did we perform during 2014/15

Our service plan will be reviewed on an annual basis and provides the opportunity to record our achievements and identify those key issues that still need to be addressed.

The following pages illustrate our performance and achievements over the last year.



Primary Authority Scheme



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.

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.

Since Slough Borough Council introduced Primary Authority partnerships in April 2011 we have already secured 43 successful PA partnership agreements. These services are uniquely provided by in house 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 2014/2015 we obtained cost recovery of circa £104,000 which was on budget. 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 we received 117 direct requests for advice from our PA portfolio of companies and a large number of other 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.

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. Maintaining and promoting the Primary Authority Scheme within Slough contributes to the councils overall aim of Slough being the premier location in the south east for businesses of all sizes to locate, start, grow, and stay.

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 – Last year 1234 cards were processed This figure is testament to the success of the Scheme. This work will be continued in 2015/16.
- **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. 3 traders had their premises license reviewed last year following sales of age restricted goods.
- **Testing purchasing** is essential and establishes whether local businesses are complying with the law and not selling restricted goods to children.

Under Age Sales Operations: Figures for 2014/2015

- **Tobacco** - attempted purchases = 24 - sales = 1
- **Alcohol** - attempted purchases = 18 - sales = 3
- **Fireworks** - attempted purchases = 9 - sales = 0



Total Sales = 4 from 51 attempted purchases.

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

In 2015/16 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 and other age restricted items. This work is hugely important in protecting children and restricting their access to unhealthy and dangerous products. The accessibility of such products to young children can manifest itself in numerous ways including early exposure to harmful products, early criminality and anti social behaviour.

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.

Trading Standards continues to explore ways of working with other agencies who work within the tobacco control field. We endeavoured to set up an East Berkshire Tobacco Alliance last year but due to various political reasons this was not possible. If an opportunity arises where we can work more closely with our neighbours we will endeavour to do so.

During 2014/2015, 9 premises were found in possession of illegal tobacco products.

Seizures of illegal cigarettes, hand rolling tobacco, chewing tobacco and tobacco shisha were made from these traders.



Five of these seizures were located with the assistance of Tobacco Detection Dogs; who were used by the department in two operations named Operation Henry (September 2014) and Operation Hector (March 2015). They uncovered substantial amounts of illicit tobacco, along with other counterfeit goods.

The Service also sent out 203 letters to all retailers advising them of the change to the Tobacco Display ban; which came into effect for smaller traders on 6th April 2015.

This illicit tobacco work alone has resulted in 3 written warnings, 1 simple caution and 2 prosecutions. The outstanding matters are still under investigation.

In the forthcoming year the Service, along with our partners in Environmental Health, intends to visit Shisha establishments in Slough, where intelligence suggests compliance with several laws may be an issue.

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.



During 2014/2015 training was provided in conjunction with the Illegal Money Lending Team (IMLT) to various establishments across the borough including 10 schools where students were offered training modules and a helpful cartoon video. Other agencies who received training included Children's Services, Family Support, Citizen's Advice staff, volunteers at Slough Food Bank and response Officers in Slough Police. 100% of attendees said they found the training useful.

A "Community Quiz" was organised which gave residents knowledge about loan sharks whilst having the opportunity to win a £50 shopping voucher. Where applicable residents were also signposted to a credit union. Flyers in taxi, community vehicles and Age Concern shops have been provided warning of the risks of dealing with load sharks.

As a result of all this work intelligence gathered was passed onto the Illegal Money Lending Team and 1 Investigation was instigated where a warrant was issued on an address in Slough on 11th March 2015 a male was arrested by TVP and interviewed by the Illegal Money Lending Team. This investigation is still ongoing.

Trading Standards ceased to conduct credit license checks from 1st April 2014 but advice on credit is still relevant and will continue to be offered to traders where relevant

Food Standards

Trading Standards carried out 100% of their high risk routine Food Standards Inspections in 2014/2015, in addition to other food standards enforcement visits.

- A total of 92 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:

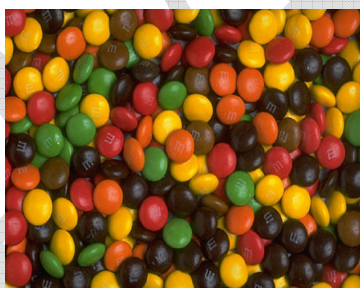
Imported Food - Total = 35

DNA - Total = 14

TSSE Burger Project – Total = 3 (DNA)

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.



New food legislation:

The Food Information Regulations came into force on 13th December 2015. Particular focus was given to new rules on allergens in food.

- We informed all catering establishments in Slough by writing to them and providing tables of the 14 known allergens and advice that they could use to ensure compliance with the regulations.
- Catering establishments in Slough included, takeaways, restaurants, importers, and mobile vans a total of 946 businesses received this information.
- We e-mailed the same advice to all schools in Slough via the "Gateway"
- We e-mailed all known nurseries in Slough

This advice will ensure that people suffering from a food allergy will find Slough a safe place in which to eat out.

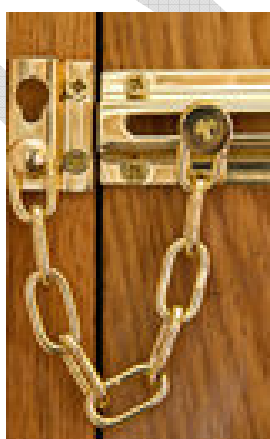
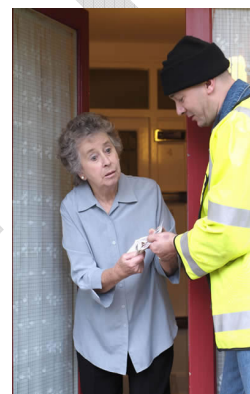
A separate Food Standards Plan has been produced for Trading Standards for 2015/16.
Targets for 2015/16 include:

- Complete 100% high risk food inspections
- Complete 50% medium risk food inspections
- 100% of unrated food premises to be inspected.
- 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.
- The team carried out 9 Rapid Response Visits where contact with the Service suggested Rogue Traders being present within the borough and targeting residents.
- Trading Standards usually hear of the problem after it has happened and after the trader has left; usually leaving little trace of their whereabouts.
- The team works closely with Social Services Safeguarding Team; providing advice and guidance to vulnerable adults. 56 scams hub visits/cases were handled during 2014/2015 that were referred to the safeguarding team.



- A "Rogue Trader Day" was carried out in April 2014, with the assistance of Thames Valley Police and the Slough Borough Council Community Wardens. This resulted in 82 visits to householders who were having maintenance work on their property. The visits were carried out in partnership with Thames Valley Police and 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.
- As a result of the visits various levels of preventative advice was given out. Our colleagues from Thames Valley Police also apprehended 7 illegal workers of which 5 were arrested and detained.
- Further presentations to elderly and vulnerable groups were made this year to the **"Older Peoples Forum"** **"Senior Tenants Association Group"** and the **YMCA "The Hang Out"** in Chalvey.

Effectively dealing with rogue traders and preventing and detecting doorstep crime remains a high priority for 2015/2016, 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 2014/15, Slough Trading Standards participated in the schools lunch box survey at the;

- **Holy Family School, Langley High Street;** This survey involved joint working with the School Nutrition Network Team who carry out yearly surveys at nearly all Slough Primary Schools to collate data and provide feedback to schools as to whether children's school meals and packed lunches are balance and healthy.
- **Trader Packs and Newsletters** are also provided to local businesses, to give advice on compliance with the law.
- **Slough Trading Standards Website.** Provides a host of advice to both business and consumers on Trading Standards legislation and matters.

In 2015/2016 Trading Standards will be providing a range of educational services to both businesses and consumers.

Specifically, we will be encouraging both traders and consumers alike, to use our self help guidance sheets listed on our website. The promotion of our website as a first point of call is an important action as it will hopefully relieve the pressure on front line officers who would usually have to respond to enquiries which can be dealt with by simple signposting to our website.

We will be monitoring website footfall throughout the year to measure how many people are going to our website compared to the previous year. We aim to increase website footfall by 5% this year. This will be achieved by better communication and promotion of the website as well as signposting to our website in new and novel ways.

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
- Advice on avoiding counterfeit and unsafe toys in the lead up to Xmas.

- Advice of Scams and educating consumers of tell tale signs and how to avoid them.
- Naming and shaming of offenders along with results on legal cases
- A total of 11 press releases were issued in 2014/15.
- The department also gave interviews to local radio stations. This year interviews were given on BBC Radio Berkshire and gave advice on avoiding and being aware of illegal money lending techniques and scams.
- Over the Christmas period, we conducted a campaign called '12 days of Xmas' along with daily Tweets with top tips which were sent to ensure residents enjoyed a safe Christmas.

In the year ahead we aim to maintain a high media profile and use the media wherever possible to promote the work of the Service. We also aim to ensure we promote the work of the Service using social media in novel and new ways and in doing so hopefully promote the work of the service to an audience hitherto never reached.

Product Safety

The Trading Standards team enforces a wide variety of legislation from the EU and UK. These pieces of law affect all consumer [non-food] products. As well as generic safety laws there are also sector specific areas of product safety which include toys, plugs and sockets, electrical appliances and furniture.



Trading Standards are responsible for checks on non food items at the border points. In Slough we have 37 custom bonded warehouses which are subject to products safety controls and also the National Royal Mail distribution hub. This work is part of a National Trading Standards and TSSE project.

Highlights from 2014/2015 include:

- Advising multi national companies of their labelling of paint & cosmetic products;
- Conducting product recalls;
- Checks carried out at the border points has resulted in 427 items being stopped from entering the UK and EU with estimated retail value of £2500.
- Advising a national importer of carbon monoxide detectors on the serious risk they pose.
- Active participation on the National and Regional groups of which a member of the team is the chair of both.

Animal Health



Trading Standards carry out inspections for Animal Health, Animal 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.
- **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** was updated last year, and was necessary to be reviewed again due to several outbreaks of avian flu around the country and is compiled with regular liaison with our Emergency Planning team.
- **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.

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 2014/2015 Trading Standards seized 7537 alleged counterfeit goods which ranged from alcohol to cigarettes to high end photographic equipment and vehicle data software. The estimated retail value of the items concerned is £73,227.

Criminal investigations into these matters are ongoing.



Control of Explosives and Poisons

Fireworks



Trading Standards has a responsibility to licence retailers of fireworks. During 2014/15 the law changed, however we managed to get our licensees registered under the previous regime. These licences are renewed annually.

There are 20 businesses licensed to sell fireworks in the borough, two of which have an additional licence to sell fireworks all year round.



We also conducted underage test purchasing of fireworks and none of the businesses sold to our volunteers.

Poisons



Another responsibility of Trading Standards is to licence the retail sale of non-medicinal poisons. There are currently 14 businesses which are licensed as such.

Note: From 26th May 2015 the responsibility for poisons licensing moves to the Home Office. Our website will signpost any interested parties to the appropriate Home Office portal when these changes come about.

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.

- 54 visits were carried out ranging from spirit measures, traders weighing scales, checkweighers, packaged goods and 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'.



Last year we carried out 2 operations alongside Thames Valley Police where we checked a variety of vehicles. Encouragingly no overloaded vehicles were intercepted.

Buy with Confidence

Following the decision taken by other local authorities to enter into a partnership with a large commercial assured trader scheme, we are conducting a review of our Buy With Confidence scheme here in Slough to determine if there are benefits to our loyal members and local residents in the model the other Local Authorities have adopted.

No decisions have yet been taken as to whether we will enter into a similar sort of arrangement with another provider but we will keep our members informed throughout.

As such, the Buy with Confidence Scheme was effectively suspended throughout the duration of the 2014/2015 year. As a result, only 1 new member was signed up to the scheme.

Additional Targeted Project Work

- **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. 56 Scams Hub Visits were tasked to us last year, including 6 priority referrals which indicated that the victims were very vulnerable.
- **DoH Tobacco visits.** The Department of Health funded a test purchasing project which targeted smaller retailers of tobacco to monitor their compliance with the law. The work received funding for each test purchase attempted and required the officers to gather intelligence during each visit regarding signage, staff awareness etc. in total we visited 24 premises and unfortunately got 1 sale.
- **Food Traceability Project** – this project was carried out, in conjunction with the NTSB. It focussed on the traceability of 'sale or return' food stuffs; i.e. out of date food taken back from retailers and disposed of by suppliers.
 - The aim was to find out how much waste food is currently being recycled back into the food chain, by being used to produce animal feed.
 - 80 x local businesses were approached, the majority of them face to face visits.
 - The information provided by the retailers identified 62 x suppliers operating Sale or Return arrangements in the borough.
 - The project concluded that for food being picked up from traders in Slough, only 4% was being used for animal feed; with 83% still being disposed of to landfill.

Complaints and Enquiries

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

- Complaints and enquiries during 2013-14, received via CitA totalled 4153. Last year we received 4666 (630 referrals & 4036 notifications) accounting for a 11% increase in enquiries.
- Complaints requiring action in 2013/2014 totalled 446. Last year complaints requiring action reduced again to 413, a reduction of 8.5% on the previous year.
- We have also received a total of 651 enquiries for companies for whom we act as Primary Authority (PA).



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 2014/2015 customer satisfaction levels have remained at an impressive 100%.

- We also achieved 100% satisfaction with our businesses contacts

- 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 8 staff; 3 of which are part time staff (effectively 6.5 FTE's). The overall cost of the service for 2014/15 was £291,098

The allocated budget for 2015/2016 is 210,660

We aim to increase the commercialisation of the service to maximise our cost recovery activities and further offset the cost of service delivery whilst maintaining resilience and our ability to delivery our core statutory work

Staff Development

The on going development of the work force is paramount to ensure a comprehensive service is provided to the customer, whilst maintaining continuous improvement and providing value for money.

The Regulators Code requires that the Councils Regulatory Services maintains the competency of its officers and also that we have officers with sufficient skills to maintain the breadth of competency needed for Slough specifically.

Looking to the future and the challenges ahead

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

- **Consumer Rights Directive**, which comes into force on 25th March 2014 which include major changes to legislation in the areas of cancellation rights, distance selling, digital media and consumer rights.

The trading standards service plan for 2015/2016, 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 2014/15

Date of hearing	Offence	Fine/sentence	Costs	Additional Penalty
03/04/14	Out of date food	Written Warning	N/A	N/A
08/04/14	Under age sale of fireworks	Written Warning (x2)	N/A	N/A
15/05/14	Under age sale of fireworks	Simple Caution	N/A	N/A
30/06/14	Illegal tobacco – no English health warnings + no pictorial warnings	Written Warning	N/A	N/A
14/10/14	Illegal tobacco – no English health warnings + no pictorial warnings	Conditional Discharge	N/A	Licence Revocation on 02/09/14
16/10/14	Beef mince contaminated with lamb and chicken meat – not as described	Written Warning	N/A	N/A
20/10/14	Illegal tobacco – no English health warnings + no pictorial warnings	Written Warning	N/A	N/A
22/01/15	Illegal tobacco – no English health warnings + no pictorial warnings	Not Guilty	N/A	Licence Revocation on 15/10/14
24/02/15	Illegal tobacco – no English health warnings + no pictorial warnings	Written Warning	N/A	N/A
26/02/15	Illegal tobacco – no English health warnings + no pictorial warnings	Simple Caution	N/A	N/A
02/03/15	Illegal tobacco – no English health warnings + no pictorial warnings	Written Warning	N/A	N/A
26/03/15	Illegal tobacco – no English health warnings + no pictorial warnings	£1200.00 fine (2 x charges)	£600	£120 victim surcharge
	TOTAL	£1200.00	£ 600.00	

Appendix B - Trading Standards Action Plan 2015/2016

Directorate: CUSTOMER AND COMMUNITY SERVICES	
Division: Enforcement & Regulatory Services Consumer Protection & Business Compliance	Budget: £210660
	Number of staff employed: 7.0 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.	

TRADING STANDARDS ACTION PLAN 2015/16

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Service Activity	Priority & 5 YP Outcome & Statutory Requirement	Targets and anticipated Outcomes	Key Actions	Responsible Officer	Completion Date
Primary Authority (PA) & Compliance Support	<p>Economy and Skills</p> <p>Health</p> <p>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay.</p> <p>3.8 'Slough the place of innovation'.</p> <p>4. Slough will be one of the safest places in the Thames Valley</p> <p>7. The Councils income and value of its assets will be maximised</p>	<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>Provide a suite of support options for all types of businesses in Slough, including SMEs to include</p> <ul style="list-style-type: none"> • Primary Authority • Chargeable Advice • Assured Trader Schemes 	<p>Designated officers to work closely with Primary Authority businesses to:</p> <ul style="list-style-type: none"> • develop partnership working relations with PA 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, along with annual action plans <p>Document actions, decisions and time spent with the business on FLARE</p> <p>Provide support and guidance to new business start ups and existing SME's and where applicable chargeable advice.</p> <p>Cooperate in SBC Business Engagement</p>	<p>Food & Safety Manager</p> <p>Trading Standards Manager</p> <p>All Food Safety & Trading Standards Officers</p> <p>PA Virtual Management Team</p>	<p>March 2016</p> <p>Monthly Reports on hours and income generation</p> <p>Quarterly Review</p> <p>Yearly overview of individual company Action Plans</p>

			<p>Strategy</p> <p>Support the Open for Business programme</p> <p>Engage with Economic Development Officer</p> <p>Participate in annual Economic Growth conference.</p> <p>Promote and brand Slough as “<i>the Smart City of the Future</i>” – <i>home of innovation and enterprise</i></p>		
<p>Food Standards Inspections</p>	<p>Health</p> <p>Economy and Skills</p> <p>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</p> <p>3. The centre of Slough will be vibrant, providing business, living and cultural opportunities</p> <p>4. Slough will be one of the safest places in the Thames Valley</p> <p>Statutory Requirement</p>	<p>Target: 100% of high risk businesses 50% of Medium Risk Premises to be inspected. To be monitored monthly</p> <p>Complaints and service requests dealt with in line with Customer Service Charter and Pledge</p> <p>Focused interventions and sector specific projects on high risk premises or where local intelligence suggests necessary</p> <p>Target: 100% of unrated premises to be inspected and rated.</p> <p>Participation in national/regional sampling programmes including:</p> <ul style="list-style-type: none"> - Imported Food - 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>	<p>Inspections based on risk;</p> <ul style="list-style-type: none"> - 100% inspection of A, B and all other non complaint food businesses - 100% inspection of approved premises - Identified poor performing food businesses targeted with appropriate interventions <p>To tackle Food Fraud</p> <p>Secure improvements where there are evident concerns, taking enforcement action where compliance is poor; in line with the council's business growth agenda, providing 'incubation periods' where suitable.</p>	<p>TS Manager</p> <p>Angela Satterly</p> <p>All Food qualified officers</p>	<p>Ongoing until March 2016</p> <p>Monthly and Quarterly review</p>

			<p>Provide free regulatory advice for new businesses starting up.</p> <p>Alternative interventions to low risk premises, including newsletter, SAQ's, targeted advice sessions and other relevant advice.</p> <p>Publicise enforcement action taken against non compliant premises as a deterrent to other businesses and incentivise improvements.</p> <p>Enhance advice for businesses on SBC web site</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 sampling as part of a suite of interventions to improve food hygiene and food standards and focus on high risk and local needs</p> <p>Participating in National and Regional sampling programmes to investigate emerging food concerns, and to ensure food is safe</p>		
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Reactive Investigations, response to intelligence from other areas of work, Consumer Complaints & response to service requests	Health Economy and Skills 4. Slough will be one of the safest places in the Thames Valley Statutory Requirement	<p>Work in line with Enforcement policy, prosecution template and internal procedures. Outcome from QA - in line with procedures</p> <p>Target: 100% of service requests responded to within 5 days</p> <p>Target: 100% of Infringement reports to be reviewed by Team Leader/Manager at ½ way to statutory time limit</p>	<p>Take a minimum tolerance approach to serious incidents, whilst managing customer expectations in line with Customer Charter, Enforcement Policy and Regulators Code.</p> <p>Full range of enforcement options used, as appropriate in line with the enforcement policy</p> <p>Explore the potential to use conditional cautions in cases where consumer detriment is established or where compulsory training is available to remedy the non compliance.</p>	<p>TS Manager/Angela Satterly</p> <p>All officers</p>	<p>Ongoing until March 2016</p> <p>Assess during 1:1 meetings and Case Reviews</p>
Assured Trader Scheme	Health Economy and Skills 3. The centre of Slough will be vibrant, providing business, living and cultural opportunities. 3.8 ‘Slough the place of innovation’. 4. Slough will be one of the safest places in the Thames Valley 5. More people will take responsibility & manage their own health, care and	<p>Seek out opportunity to partner with recognised and reputable assured trader scheme providers</p> <p>Target: Meet with and discuss potential partnership with at least 2 commercial trader scheme providers.</p> <p>Target: Contract(s) to be signed with an Assured Trader Scheme Provider if arrangement is deemed to be mutually beneficial.</p> <p>Target: Primary Authority agreement with any provider explored.</p> <p>Favourable feedback from Businesses % Customer satisfaction will be sustained</p>	<p>Continue to explore opportunities for partnership through TSSE</p> <p>Publicise the scheme locally at least once a year using relevant communications routes</p> <p>Ensure cost recovery base for any potential scheme and resources are available to support scheme administration/support.</p> <p>Explore potential of developing a PA agreement with any prospective assured Trader scheme provider.</p> <p>To share intelligence and best practice with external agencies and other partners.</p>	<p>TS Manager/Angela Satterly</p>	<p>March 2016</p> <p>Monthly review</p>

	<p>support</p> <p>Statutory Requirement</p>	<p>Improved customer awareness of the Schemes, and better informed choices when seeking the services of reputable trades people/services.</p>	<p>Collaborative working with TSSE regional focus groups and other partners and sharing data to build regional and national statistics.</p> <p>Promote and brand Slough as “<i>the Smart City of the Future</i>” – <i>home of innovation and enterprise</i></p> <p><i>Added Value</i></p> <ul style="list-style-type: none"> - work to support % increase in Broadly Compliant trading - Support compliant businesses. - Peer pressure to improve standards of trading across the board as service standards rise in line with competitive advantage. 		
<p>Product Safety & Counterfeit Goods</p>	<p>Health</p> <p>Economy and Skills</p> <p>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</p> <p>3. The centre of Slough will be vibrant, providing business, living and cultural opportunities</p> <p>4. Slough will be one of the safest places in the Thames Valley</p>	<p>Ongoing participation in the national “Ports project” and taking samples of suspicious products.</p> <p>Target: Current detection rate within Ports Project of 96 for 2014/2015 detections, will be maintained or increased.</p> <p>Target: All Incidents of Counterfeit Goods being sold within Slough, or having an effect on legitimate traders in Slough will be investigated in accordance with Enforcement Policy</p> <p>Diminished potential for harmful accidents because unsafe products have been prevented from reaching the marketplace.</p>	<p>To ensure that products which may pose a risk to consumers are prevented from entering the market place.</p> <p>Maintain detection rates within scope of National ports /ERTS Project</p> <p>Ongoing visits to ERTS distribution centres in Slough.</p> <p>Support PA companies and other legitimate trade within the council.</p> <p>Relevant enforcement action taken if necessary.</p> <p>To share intelligence and best practice with external agencies and other partners.</p> <p>Collaborative working with TSSE regional</p>	<p>Russell Clarke/Peter Adshead</p> <p>All officers to support</p>	<p>March 2016</p> <p>Quarterly review</p>

		<p>Enhanced public confidence that goods available for purchase can be relied upon to meet approved standards of safety.</p> <p>Reduction in harmful accidents to consumers through less availability of unsafe and dangerous products.</p> <p>Better functioning of market mechanisms through better-informed consumers.</p>	<p>focus groups and other partners and sharing data to build regional and national statistics.</p>		
Under Age Sales	<p>Health</p> <p>Economy and Skills</p> <p>5. More people will take responsibility & manage their own health, care & Support needs</p> <p>6. Children & young people in Slough will be healthy, resilient & have positive life chances</p> <p>6.3 Develop preventative approaches to ensure that vulnerable people become more able to support themselves</p>	<p>Target: 40 UAS Test Purchase attempts across profile disciplines</p> <p>Reduction in incidence of under-age young people purchasing alcohol, tobacco, fireworks and other dangerous and health-damaging items.</p> <p>Increase in retailers' compliance rates regarding the display of warning notices about tobacco and alcohol sales.</p> <p>Alleviation of pressures on hospital A&E departments through reduction in excess alcohol cases among under 18 year olds.</p> <p>Improved health and wellbeing for young people through reduced access to potentially harmful products.</p> <p>Reduced pressure on health services from long-term effects of smoking and alcohol consumption.</p> <p>Enhanced confidence among parents</p>	<p>At least 3 Under Age Sales Operations throughout the year.</p> <p>Operations to cover priority risk areas of Alcohol, tobacco and fireworks, but not exclusive of other age related products if necessary or intelligence illustrates a issue.</p> <p>Liaise and work with partners such as the Police, Licensing and Community Safety, SBC young Commissioners/Inspectors etc to work together in partnership to tackle problem areas.</p> <p>Have an intelligence lead approach to inspections/operations.</p> <p>Explore opportunity for non compliant traders to be 'trained' on age related issues, as an addendum to any enforcement action where appropriate.</p> <p>Continue to deliver the National drug and alcohol strategy at a local level to prevent</p>	<p>Russell Clarke</p> <p>Lina Johnson</p> <p>All officers to support</p>	<p>March 2016</p> <p>Quarterly Review</p>

		<p>and others in positions of responsibility (e.g. teachers), that those from who they are responsible cannot easily obtain health-damaging products. A 'level playing field' for legitimate businesses selling age-restricted items.</p> <p>Target: Issue over 1000+ citizen cards to Slough school children.</p> <p>Ensure children and young people are emotionally and physically healthy.</p>	<p>individuals engaging in illicit and harmful drug use and support individuals to become drug and alcohol free.</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>		
Tobacco Control / Tobacco Alliance work	<p>Health</p> <p>5. More people will take responsibility & manage their own health, care & Support needs</p> <p>6. Children & young people in Slough will be healthy, resilient & have positive life chances</p>	<p>To carry out a project into the compliance of retailers with the new Advertising Display Regulations.</p> <p>Target: Carry out at least 20 tobacco display regulations visits</p> <p>Target: To carry out 2 illicit tobacco enforcement days along with sniffer dogs and or other partner agency including Police, HMRC, Licensing, NET Team, Border Agency etc.</p> <p>To work in collaboration with our Environmental health colleagues on enforcement of legislation around Shisha Cafes</p> <p>Target: Carry out a Joint Agency visit</p>	<p>Joint interventions to promote tobacco awareness and close working with the Smoking Cessation provider and other partners.</p> <p>Build upon links with Licensing and Food & Safety Teams to deliver join initiatives on Shisha and illicit tobacco sales and explore the proportionality of reviewing licenses where appropriate.</p> <p>Involve partners such as HMRC and Thames Valley Police on shisha operations.</p> <p>Continue to contribute to the National drug and alcohol strategy at a local level to prevent individuals engaging in illicit and harmful drug use and support individuals to become drug and alcohol</p>	<p>Dean Cooke</p> <p>All Officers to support</p>	<p>March 2016</p> <p>Quarterly review</p>

		<p>of at least 1 Shisha Premises along with colleagues from Environmental Health and Licensing and TVP</p> <p>Evaluate the number of shisha establishments in Slough and the compliance of such outlets with Trading Standards legislation</p>	<p>free.</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>Animal Health - Contingency Plans and Inspect horse/livestock dealers to bring into compliance.</p>	<p>Health</p> <p>Economy and Skills</p> <p>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</p> <p>4. Slough will be one of the safest places in the Thames Valley</p> <p>Statutory Requirement</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>Enhanced public confidence in standards of animal health and welfare and in the provenance and quality of meat products.</p> <p>A healthier and better cared for livestock.</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>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>Dean Cooke</p> <p>Dean Cooke & City of London AH officers.</p> <p>Dean Cooke & Sally Dunford (RBWM)</p> <p>All Officers to support</p>	<p>March 2016</p> <p>Quarterly review</p>

<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>Health</p> <p>Economy and Skills</p> <p>4. Slough will be one of the safest places in the Thames Valley</p> <p>Statutory Requirement</p>	<p>To protect elderly/vulnerable Residents from doorstep crime.</p> <p>Target: To participate in national Rogue Trader Day/Operation Liberal.</p> <p>Target: To maintain and appropriately resource Rogue Trader Rapid Response Unit/Team.</p> <p>To organise, where appropriate, 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>Increase in the level of reporting of cold callers/rogue traders to Trading Standards.</p> <p>Increase in the proportion of residents in an area indicating 'feeling safer' following operations, publicity, profile and advice/access to advice/ referrals to Safeguarding/Adults Social Care</p> <p>Target: Continue to participate in the Scams Hub campaign and visit those victims of scams and support them through council interface.</p> <p>Target: Codes will be set up on Flare to record referrals to Adult Social care/Safeguarding, Telephone Preference Service and Mail</p>	<p>To support relative initiatives with other enforcement agencies, TSSE & NTS.</p> <p>To deliver a strong enforcement message to potential perpetrators with robust enforcement action.</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>TS Manager</p> <p>Jaspal Singh</p> <p>Angela Satterly</p> <p>All Officers to support</p>	<p>March 2016</p> <p>Quarterly review</p>
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		<p>Preference Service.</p> <p>Target: At least 10 referrals (cumulatively) per annum to ASC/Safeguarding.</p> <p>Target: Set up monitoring protocol with ASC/Safeguarding to review all Trading Standards referrals.</p> <p>Target: Maintain training and competence of all TS officers in all Safeguarding related areas.</p> <p>To raise public awareness of doorstep crime and provide reassurance thereby reducing the fear of crime.</p>	<ul style="list-style-type: none"> • Strengthened strategic and operational multi-agency approach to identify, assess and intervene for: <ul style="list-style-type: none"> ○ children at risk of sexual exploitation ○ children at risk of harm from domestic abuse ○ children living with neglect ○ children at risk of FGM 		
Intelligence lead and Risk Based working	Economy and Skills The council will be a leading digital transformation Organisation	<p>Target: Set up 2 training sessions with TSSE Regional Intelligence Analyst.</p> <p>Target: Train staff members to be IDB Super users.</p> <p>TS Manager to maintain membership of Regional Tasking Group Team.</p> <p>Target: IDB input to rise by 100% and to be mandatory for all counterfeit, illicit tobacco, NPS, Rogue Trader</p>	<p>Improve Intelligence working model.</p> <p>Maintain and support Collaborative working across the TSSE region</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>TS Manager</p> <p>Dean Cooke</p> <p>All Officers to support</p>	<p>March 2016</p> <p>Quarterly review</p>

		<p>and car clocking cases.</p> <p>Maintain member presence on all appropriate focus groups.</p> <p>The promotion of a better enabled evidence and intelligence based model will better assist the service in demonstrating particular needs and will better support the request for external funding, bids or grants.</p>			
<p>Promotion of Trading Standards issues and involvement in joint projects with other partners. Profiling the work of the service</p> <p>Becoming an enabling authority</p> <p>Review customer facing activity</p>	<p>Economy and Skills</p> <p>4. Slough will be one of the safest places in the Thames Valley</p> <p>8. The council will be a leading digital transformation Organisation</p> <p>8.2 Streamline customer journeys to deliver savings</p> <p>3.8 'Slough the place of innovation'.</p>	<p>Target: 10 Press releases to be issued and accompany all prosecutions and initiatives.</p> <p>Target: Increase website footfall on the http://www.slough.gov.uk/business/trading-standards/ website by 5%</p> <p>Increase awareness of Trading Standards issues via local press, the Council's website, social media and the publication of Newsletters</p>	<p>Publicise enforcement action taken against non compliant premises as a deterrent to other businesses and incentivise improvements.</p> <p>Lean review all customer facing processes</p> <p>Identify overlaps and cost saving and non value adding activity between front and back office interface</p> <p>Explore novel ways of using social media to profile work of the service.</p> <p><i>Added Value:</i> <i>Improve awareness and compliance of Trading Standards issues</i></p> <p>Promote and brand Slough as "<i>the Smart City of the Future</i>" – home of innovation and enterprise</p>	<p>TS Manager</p> <p>All Officers to support</p>	<p>March 2015</p> <p>Quarterly review</p>

Road Traffic checks & Weights and Measures	Health & Wellbeing Economy & Skills 4. Slough will be one of the safest places in the Thames Valley	Target: 2 enforcement days working alongside Thames Valley Police and/or other partners to be conducted during the year. Target: Testing and monitoring the accuracy of local weighbridges to ensure that vehicles are being weighed accurately and the staff and verifiers who use those weighbridges are competent. Positive effects on competitiveness, especially for small businesses, as fraudulent competition through misleading weights and measures is removed from the market.	Working in partnership with Thames Valley Police based upon local evidence to tackle the number of over weight vehicles. Work with National Measurement Office to conduct verifier checks in accordance with National Project Brief	Peter Adshead / Lina Johnson	March 2016 Quarterly review
E-Crime Investigations	Health and Wellbeing Economy and Skills 4. Slough will be one of the safest places in the Thames Valley 8. The council will be a leading digital transformation organisation	Target: Evaluate the resources required to set up covert Surveillance accounts and if achievable, proportionate and necessary, set up and manage these accounts in order to capture extent of criminality on social media sites supplying counterfeit, illicit and unsafe goods within Slough and trading of such goods from Slough. Enhanced alertness among consumers to the risks associating with shopping on-line and of awareness of the key obligations on traders in this environment which offer protection. Better functioning of on-line markets. Ensure a fair safe and equitable trading	Officers to be trained on the process and scope of E-Crime investigations. Officers to be trained and be competent in the use of surveillance techniques to be used within E-Crime investigations and potential repercussions for RIPA and the Human Rights Act and Criminal Procedures and Investigations Act. Resource such operations and training adequately to maintain proficiency and competency. Coordinate and manage intelligence gathered and ensure such intelligence is entered onto appropriate Intel databases, portals and 5*5*5's.	TS Manager Peter Adshead	Ongoing

		environment for local business's and that business's contemplating locating in Slough.			
Employment of Apprentice and NVQ	Economy and Skills 1. Slough will be the premier location in the south east for businesses of all sizes to locate, start, grow, and stay.	Target: If resources allow, 1 Apprentice and 1 NVQ person will work within Trading Standards during the financial year Target: Manage, monitor and support new Senior Business Support Officer (SBSO). Target: Survey Businesses & Customer satisfaction rates. Target: Amend balance score card to better fit outcomes which are measured within 5YP/Service Plan Support staff in compliance team to ensure they can carry out administration and support function which will ultimately add value to the Service.. Enable partners to support residents to develop skills to meet local employers' needs	Increase apprenticeships and traineeships Support staff under compliance team leader, including induction of SBSO. Set up new systems to ensure SBSO supports TS in its business function. Ensure SBSO and compliance team are competent to interrogate all integral databases used by TS particularly to facilitate Service planning, monthly reports, Cipfa, LAEMS returns etc.	TS Manager Angela Satterley Russell Clark	
Lettings and Property Management Redress Scheme	Health Economy and Skills 2. There will be more homes in the borough, with quality improving across all tenures to support our ambition for Slough	Target: Calculate amount of Letting agents and Property Management Agents within SBC Target: Carry out a project of defined scope, along with SBC Housing and other relevant agencies into compliance with the Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme	Liaise and meet with SBC housing on best approach. Take enforcement action where necessary. Benchmark with other authorities who have carried out similar work, (Reading, LB Newark etc) Impose where appropriate, a fine of up to	Lina Johnson	March 2016 Quarterly review

		<p>etc)(England) Order 2014</p> <p>Target: monitor compliance with those business's we have interface with on their compliance with the Chapter 3, part 3 of the Consumer Rights Act 2015 (the Chapter) which imposes a duty on letting agents in England and Wales to publicise a list of their relevant fees. In England lettings agents are also required to publicise statements regarding their membership of redress and client money protection schemes.</p> <p>Tenants and landlords with agents in the private rented sector and leaseholders and freeholders dealing with property managers in the residential sector will be able to complain to an independent person about the service they have received.</p> <p>Ultimately the requirement to belong to a redress scheme will help weed out bad agents and property managers and drive up standards.</p> <p>Empowering consumers to make informed choices.</p>	<p>£5,000 where an agent or property manager who should have joined a scheme has not done so.</p> <p>To share intelligence and best practice with external agencies and other partners.</p> <p>Collaborative working with TSSE regional focus groups and member LA's as well as other partners and facilitate sharing of data.</p>		
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