

# SLOUGH TRADING STANDARDS



Service Delivery  
Plan 2016/2017

# The Consumer Protection and Business Compliance Group

Consumer protection and business compliance is an outward facing service group made up from:

- **Trading standards,**
- **Food and safety**
- **Licensing**
- **Community safety**
- **CCTV and 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.
- Playing a major role in residents' health, safety and economic wellbeing.

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 and 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 and business compliance**

Tel: 01753 475111 or e-mail : [ginny.dehaan@slough.gov.uk](mailto:ginny.dehaan@slough.gov.uk)

or

**Andrew Clooney, trading standards manager (trading standards)**

Tel: 01753 475111 or email: [andrew.clooney@slough.gov.uk](mailto:andrew.clooney@slough.gov.uk)

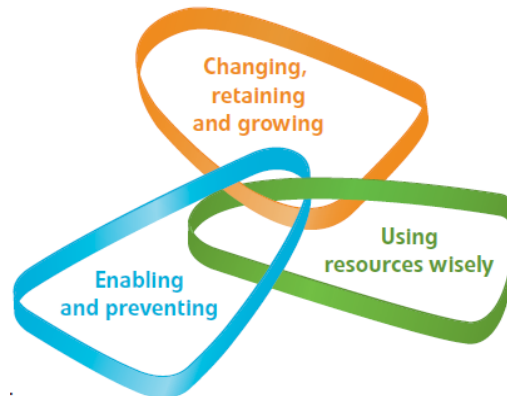
Address:

**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 underpins these objectives and also supports the two cross-cutting themes of the Slough Wellbeing Strategy and Joint Strategic Needs Assessment; civic responsibility and promoting the image of the town.

One aim is to protect and enhance public health and wellbeing while supporting local businesses.

We will achieve this through the attached action plan, (Appendix B); 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 shows how we are going to achieve this and demonstrates the golden thread in how we directly link with the 5 year plan to achieve the council's wider outcomes. 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 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;

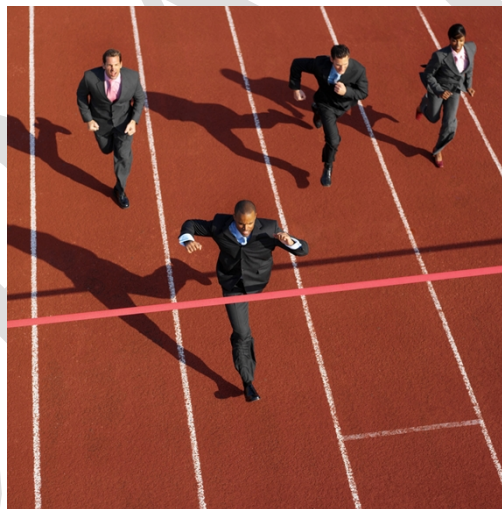
<http://www.slough.gov.uk/council/strategies-plans-and-policies/consumer-protection-and-business-compliance-enforcement-policy.aspx>

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

## **How did we perform during 2015/16?**

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 past year.



## Primary Authority Scheme



Primary Authority partnerships comprise 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 and safety.

Our officers are able to provide companies that trade across council boundaries robust and reliable advice, through the creation of these legal partnerships. The scheme also provides a safety net to ensure 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 38 successful Primary Authority 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 2015/2016, along with our colleagues in Food Safety, we obtained cost recovery of circa £94,000. 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 85 direct requests for advice from our Primary Authority portfolio of companies, and a large number of other interactions with all our Primary Authority companies were successfully completed; a high proportion of these were satisfied consumer complainants. We also liaised daily with other local authorities and act as a single point of contact for any enquiries concerned with our portfolio of Primary Authority companies, so reducing burdens on business and any unnecessary duplication. We also liaise with other local authorities to ensure any inspection and enforcement action reflects the advice we have already given, and is proportionate.

In the past year we received a total of 580 enquiries for companies for whom we act as Primary Authority. 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 council's 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](mailto:primary.authority@slough.gov.uk)

## Age restricted sales

*“Among 35 European countries, the UK has the third-highest proportion of 15-year-olds who report having been drunk 10 times or more in the past year.”*  
(Drinkaware statistics 2012)



- **Underage sales enforcement**, protects children from harmful items and substances and is a vital feed into the health and wellbeing and ‘safer communities’ priorities of the SCS.
- **FREE Proof of Age Cards** were provided to 16-year-olds at 10 of Slough’s 11 schools – last year 1,236 cards were processed. This figure is testament to the success of the scheme. Analysis of whether to continue with this work will be carried out in 2016/2017, as we assess whether resources could be invested better elsewhere (new schemes taking advantage of new technology are imminent).
- **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 underage sales matters. Many of these were distributed on Crime Reduction and Enforcement Days (CRED), which trading standards participated in throughout the year.
- **Licensing reviews** have been used for all traders failing a test purchase. This can result in conditions on the trader’s licence or even a complete revocation. Three traders are currently in the process of having their premises licence reviewed following sales of age restricted goods or other trading standards intervention. Trading standards supports licensing by preparing evidence packs to support the licensing review.
- **Testing purchasing** is essential and establishes whether local businesses are complying with the law and not selling restricted goods to children.

### Underage sales operations -figures for 2014/2015

- **Tobacco** - attempted purchases = 0 - sales = 0
- **Alcohol** - attempted purchases = 19 - sales = 0
- **Fireworks** - attempted purchases = 8 - sales = 0
- **e-cigarette (e-Cigs)** - attempted purchases = 19 - 2 sales



**Total sales = 2 out of 48 attempted purchases.**

In 2016/17 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.

## Legal highs (new psychoactive substances)

Throughout the year trading standards received worrying reports about the supply of 'legal highs' from traders in and around the town centre. The ramifications were tragic for those people taking the substances, with reports of near fatalities and hospital A&E admissions.

Unfortunately, the law in regards to legal highs was not fit for purpose and trading standards and the police faced an uphill struggle to rid our streets of their threat. However, with joint action, along with colleagues from the resilience and enforcement team, we managed to target the main source of legal highs in the town centre and disclaim all the substances found on site.

As of 26 May 2016, a new act - the New Psychoactive Substances Act - will come into force, which hopes to tackle the problem and give more clarity to the enforcement roles which local authority officers should assume alongside partners the police, and Home Office immigration enforcement.



## Serious organised crime

From late 2014 and throughout 2015 trading standards received a huge number of complaints about a local trader. The trader was involved in reconditioning and servicing engines. The service was inundated with so many complaints that we needed to seek the assistance of Thames Valley Police and our trading standards tri regional scambusters team of investigators to assist with the investigation. This culminated in Thames Valley Police leading on the case, with support from ourselves and our colleagues in tri regional scambusters. Four principles of the company were later charged with conspiracy to defraud and a trial is due at Reading Crown Court in January 2017.



## Tobacco control work

Slough trading standards is represented at the National Tobacco Focus Group meetings, to share regional best practice with colleagues from around the UK.

We are always looking to build partnerships with other agencies, to combat illegal tobacco supply. This year we have worked closely with Thames Valley Police, Her Majesty's Revenue and Customs, neighbouring local authorities, Slough licensing team, Slough neighbourhood enforcement team and Slough public health.



- During 2015/2016, trading standards carried out 11 inspections, with the assistance of tobacco detection dogs.
- Seizures of 201 packs of cigarettes, 40 packs of tobacco and 54 pouches of chewing tobacco. These products are calculated to have a retail value of more than £2,000.
- The products seized all had non-English health warnings, no pictorial health warnings or non-statutory warnings present.
- Most importantly, these seizures help to support those local businesses that are continuing to trade legitimately, and in doing so seeks to eliminate unfair competition and thus create a more level playing field for trading in the borough.
- 20 advisory visits were carried out, to ensure that businesses were compliant with the tobacco display ban (that came into effect for all traders on 6 April 2015).
- The department has also been involved in legal consultations and preparation for the introduction of the Tobacco Products Directive, which came into force on 20 May 2016.
- This legislation introduces the following requirements :
  - (i) Introduction of plain packaging for cigarettes and hand rolling tobacco
  - (ii) Minimum pack sizes for cigarettes (20 sticks minimum) and hand rolling tobacco (30g minimum)
  - (iii) A ban on flavoured tobacco (with the exception of menthol – which is allowed until 2020).
- Total plain packaging in the market will not take place until the transition period closes in May 2017.
- Enforcement action in this area has resulted in one prosecution, two simple cautions and one written warning.

In the coming months, we will be investigating other avenues of enforcement, with the assistance of other partner agencies, in order to combat what is still a growing problem in the borough.

In respect of Nicotine Inhalation Products (more commonly known as e-Cigs), the department has carried out test purchasing exercises, to determine compliance of local businesses supplying these products. Out of 19 businesses visited, two traders sold an e-Cigarette to a volunteer aged under 18. No formal action was taken against the traders as the legislation was new. A less lenient approach will be taken should those traders sell again.

In the forthcoming year the service, along with our partners in environmental health, trading standards intends to monitor compliance among shisha establishments in Slough.

## Illegal money lending and credit

Loan sharks and illegal money lending can devastate communities and the lives of individuals.

Working with Slough trading standards, the national England Illegal Money Lending Team – based at Birmingham City Council – gave free training to staff at the council, care workers, police officers, youth workers and many more who come into contact with the community on a daily basis. It gave an insight into the key signs to look out for when dealing with people at risk who may engage with these unscrupulous individuals.

This training detailed the impact that illegal lenders have on our service users and community. It also gave practical information on how we can work together to stop people being ripped off and make Slough an even safer place to live.

Activities took place during October 2015, where trading standard officers and the illegal money lending team were out and about in Chalvey, knocking on doors and asking residents if they were aware of any illegal lending money from loan sharks.

A quiz completed on the doorstep indicated that few residents were aware of the implications, and possible repercussions of taking out these illegal loans.

People who lend money illegally, operating without a licence:

- Are dangerous & predatory
- Suck money out of communities
- Often force victims to pay huge rates of interest and threaten violence if victims cannot repay

Money lending advice was given by the Credit Union - a legal and safer way to borrow money.



## Food standards

Trading standards carried out 100 percent of their high risk routine food standards inspections in 2015/2016, in addition to other food standards enforcement visits.

- A total of 114 food standards visits were carried out last year.

### Further work included:

- Giving labelling advice to new food businesses
- Providing detailed food standards advice to the relevant Primary Authority partners
- We took part in the following food sampling and food related projects:

Imported food sampling - Total = 28

DNA sampling - Total = 12

Trading Standards South East (TSSE) foreign food project - Total = 10

This sampling was in conjunction with the Food Standards Agency (FSA), TSSE and the Public Analyst.

We also assisted 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 2016/17. **Targets for 2015/16 include:**

- Complete 100 percent high risk food inspections.
- Complete 50 percent medium risk food inspections.
- Complete 40 percent of low risk food inspections.
- 100 percent of unrated food premises to be inspected.
- Complete 100 percent Food Standards Agency funded imported food samples.
- Complete regional food sampling programmes as required.

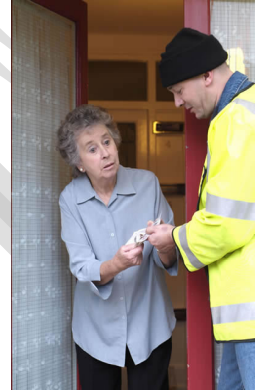
Slough trading standards also participates in the TSSE regional food focus group.

A total of 299 food standards inspections are allocated to be completed in the forthcoming year. The inspections are necessary to keep on track with the risk rating system of inspections, as detailed within the Food Law Code of Practice.

## Rogue traders, mass marketing scams and doorstep crime

The trading standards doorstep sales response team is constantly on hand to assist residents with any issues they have with rogue traders who 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 didn't need to carry out any response visits, indicating we don't have a major problem with rogue traders in the borough. This is good news and shows our work in this area is having an impact.
- The team works closely with the social services safeguarding team, providing advice and guidance to vulnerable adults. 45 scam cases that involved making a referral to the safeguarding team were handled during 2015/2016.. As a result of visiting the victims, eight people consented in being referred to the telephone preference service and 18 to the mail preference service. In the forthcoming year, officers will also be the eyes and ears of Royal Berkshire Fire and Rescue Service and report on 'at risk' people who have no, or faulty, fire alarms in their homes.



- A "rogue trader day" was carried out in April 2014, with the assistance of Thames Valley Police and the council's community wardens. This resulted in 55 visits to householders who were having maintenance work on their property. The visits were also carried out in partnership with Home Office immigration enforcement and HMRC. 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 the Home Office also apprehended three illegal workers and processed 13 more.
- Colleagues from HMRC initiated a total of 34 investigations.
- Further presentations to elderly and vulnerable groups were made this year to the Older people's forum senior tenants association group.

Effectively dealing with rogue traders and preventing and detecting doorstep crime remains a high priority for 2016/2017, 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, High Street, Langley;** This survey involved joint working with the School Nutrition Network Team, who carry out yearly surveys at nearly all of Slough's 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 2016/2017 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 that 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 and encourage further channel shift. This will be achieved by better communication and promotion of the website, as well as utilising our website and social media in new and novel ways.

## Publicity

With the varied remit of enforcement that trading standards covers, 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. They are vitally important in raising the profile of the service.
  - Examples of press releases this year include:
    - Bogus callers / doorstep sellers,
    - Raising awareness of loan sharks
    - Advice on the purchase and safe use of fireworks
  - Advice on avoiding counterfeit and unsafe toys in the lead up to Christmas.
  - Advice on scams and educating consumers of tell-tale signs and how to avoid them.
  - Warning of the issues of buying products from Gumtree.
- Naming and shaming of offenders, along with results on legal cases.
  - A total of 15 press releases were issued in 2015/16.
  - More than 50 'tweets' were issued on a wide variety of trading standards and consumer issues.

- The department also gave interviews to local radio stations. This year interviews were given on BBC Radio Berkshire about avoiding rogue travel companies - with respect to Hajj holidays - and the steps people should take to avoid being scammed when buying goods on websites like Gumtree.
- Over the Christmas period, we again conducted a campaign called '12 days of Christmas' 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, including social media. We also aim to ensure we promote the work of the service using social media in innovative ways, and in doing so, hopefully promote the work of the service to an audience never reached before.

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

Highlights from 2015/2016 include:

- Advising multi national companies of their labelling of paint and cosmetic products.
- Conducting product recalls.
- Checks carried out at the border points, resulting in 199 consignment being stopped from entering the UK and EU, involving more than 69,000 goods with an estimated retail value of £410,000
- Over the Christmas period, like all trading standards services, we were inundated with issues concerning 'hoverboards'. During that period the service suspended more than 3,000 boards until the majority were brought back into compliance through our discussions with the importers. The influx of boards across the nation brought huge pressures on trading standards services including ours. We have since lobbied both regionally and nationally for trading standards to be better equipped and resourced to deal with such incidents.
- The service dealt with 114 enquiries relating to product safety.
- Active participation on the national and regional groups of which Slough is a member and chair.

## Animal health



Trading standards carries 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 and Maidenhead and Bracknell Forest 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.

Trading standards has regular liaison and enforcement work with the council's dog warden in order to address problems with the supply of puppies, particularly incorrect descriptions of medical history, parentage and health. Further liaison with the dog warden will continue this year.

## Counterfeit goods

The fake goods market – where people copy work and goods that have a good reputation has been going on for years. To combat this, legislation was passed in the 1990s which made it an offence to use a legitimate and registered trademark without permission by the trademark owner.



The illegal use of trademarks gives the counterfeiter an advantage. The goods are not made by the owner, are not subject to the same quality control and safety checks and ride upon the back of the legitimate owner, who will have made a considerable investment in research and development, pays taxes and business rates and pays their workers a decent wage. In addition, the sale of counterfeit goods disadvantages the honest retailer and may put consumers at risk of consuming a poor quality product.

The concentration of activities in this area during 2015/6 has been on tobacco products, alcohol and camera accessories. Where we have found illegal spirits and tobacco in local shops, they have been seized and the shop subject to legal proceedings.

We have also had cause to investigate the sale of counterfeit camera accessories throughout the year. Some of those accessories have been shown to be dangerous, such as battery chargers that can explode, catch fire or electrocute because they are so badly made. As a result of those investigations, trading standards has seized several thousand fake items with a street value of more than £100,000. This came from only two operations! This is in addition to three ongoing investigations and a pending court case. We also send 'cease and desist' warnings where the amount of goods for sale is small.

## Control of explosives

### Fireworks



Trading standards has a responsibility to licence retailers of fireworks. The 2015/16 licensing period was our first run of licensing under the Explosives Regulations 2014. Only 16 businesses are now licensed within the borough - two of which are licensed to sell all year round. These new regulations also allow for businesses to be licensed to store fireworks for more than a year - several





businesses took advantage of this and are licensed to store them for up to five years.

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

## Weights and measures

Trading standards is responsible for checking the accuracy of any weighing and measuring equipment in use for trade. This is in addition to ensuring that goods are of the correct weight or measure. The jurisdiction here could range from a small shop, pub or petrol station through to a large factory.

- 41 visits were carried out, checking a range of things from spirit measures, traders weighing scales and checkweighers to packaged goods and weighbridges.
- Inspectors of weights and measures provide advice to local businesses that pack by weight or volume, to make sure their systems are robust and durable; ensuring consumers can have confidence in the purchases that they make.
- This year, inspectors dealt with a number of enquiries relating to weights and measures, including petrol pumps, cash for gold premises, short weights on food products, etc.
- The department also provides weights and measures advice and assistance to our Primary Authority companies in the borough.

In the forthcoming year we plan to complete a project into public weighbridges. This project is part of a national audit of weighbridges that are used either to sell goods by weight or calculate a charge such as landfill tax. The aim is to ensure their accuracy and to ensure the companies responsible for maintaining the equipment are fulfilling their legal obligations. It is being overseen by the National Measurement Regulation Office, a division of the Department of Business, Innovation and Skills.

Slough has 13 weighbridges in use for trade. Considerable amounts of goods are weighed every day and the amount of money assessed is of a correspondingly high value. The previous year has been taken up with ascertaining the various maintenance companies for each weighbridge and obtaining the dates of the next scheduled visit. This will enable officers to attend, check the legality of the work and ensure the weighbridge is accurate. This is scheduled for the period from June to November, with a report anticipated in December 2017.

## Road traffic checks

Trading standards carries out checks (with Thames Valley Police) on the weight of commercial vehicles, from small transit 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'.

During the past year trading standards has participated in several joint operations with Thames Valley Police, Home Office immigration enforcement and other council departments. This gives the opportunity to examine vehicles and their loads and, if suspected of being overloaded, take them to a suitable weighbridge. If they are confirmed overloaded, then the driver and operator may be subject to legal proceedings. In addition, the vehicle can be prohibited from continuing until the load is reduced to legal limits.

## 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 the models adopted by other local authorities would bring greater benefits to our loyal members and local residents..

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, and any agreement will have to support local business and be done in the best interest of both residents and traders.

In the interim the Buy with Confidence Scheme has been effectively suspended.

## Additional targeted project work

**Food traceability project work.** This project (project B) was a continuation of similar work carried out in early 2015 (carried out, in conjunction with the National Trading Standards Board). The aim was to find out how much waste food is currently being recycled. A lot of waste food is recycled and eventually used to produce animal feed. Officers investigated the traceability of surplus food locally, in order to ensure its composition when it enters the supply chain to be used as animal feed. The Horse meat scandal exposed a void in such traceability and this national project was aimed to monitor this aspect of traceability.

- This project also focused on the traceability of food stuffs i.e. out of date food taken back from retailers and disposed of by suppliers.
- "Project B on Surplus Food", focused on 15 local medium/large manufacturers (including caterers and butchers).
- Out of the businesses surveyed, 40 percent were found to be disposing of their food to the animal feed industry.

- Of the remainder, 40 percent disposed to landfill, 13 percent sent their waste to incineration and 7 percent of them re-worked their food waste.
- The most common types of food going to animal feed was bakery waste, eggs, spent grain and fruit/veg.
- All the local businesses investigated and disposing of their waste food to the feed industry, were registered with ourselves, a requirement under under EC Regulation 183/2005. Therefore all our local traders were deemed to be in compliance which is encouraging.

#### **Lettings agent project:**

This project was commissioned as a result of new legislation which came into force regulating letting and property agents. The legislation was twofold, that being: The Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc)(England) Order 2014 and the Consumer Rights Act 2015. The legislation imposes new requirements for letting agents to display their prices and to be a member of a recognised ombudsmen scheme to assist with any dispute resolution. The letting agents industry has featured highly on research into scales of consumer detriment and this new legislation is welcome. It also closely supports Outcome 2 of Slough Councils 5 Year Plan: *There will be more homes, with quality improving across all tenures to support our ambition for Slough with the necessary infrastructure to support and sustain the community.*

- All agents on our records were advised of the new legislation and their responsibilities to both be a member of a property ombudsman scheme and to list all their prices.
- Following the advice, letting agents were monitored and the vast majority were found to be compliant. Some were found to be falsely claiming to be member of other trade associations and are being investigated.
- Nationally there has been a 14% increase in lettings membership of an recognised ombudsmen scheme since the new legislation was introduced on 1 October 2014.

## **Complaints and enquiries**

Throughout 2015/16 we have continued to work with our partners for the Citizen's Advice Consumer Service (CitA). Citizen's Advice Consumer Service (CitA) are funded by government to offer civil advice nationally through their contact centres and website. Any enquiries they receive which concern either Slough residents or traders and then referred to Slough trading standards and where we can identify a criminal breach, are investigated accordingly. During the last year, CitA updated their case management system, which in turn has led to our system of recording referrals and notifications to also change. This has meant we cannot provide comparable figures to those in previous service delivery plans.



Based on the figures we are able to obtain from CitA, our enquiries and complaints have decreased by 11 percent and complaints which require a follow up have decreased by 9 percent. We surmise this is due to better and more reliable information available to consumers via the web, coupled with our efforts to signpost people to our self help guidance sheets. Also, our increased use of

social media and other information sources have been exploited to encourage channel shift and to minimise avoidable contacts to the service, where other agencies are better placed to respond.

We also carried out a comprehensive review of our customer contacts process. In doing so we introduced a new system of risk rating enquiries, in accordance with the national intelligence operating model. This has assisted officers in grading enquiries according to risk and the process enables them to better assess which contacts are worthy of follow up, which in turn has reduced the number of complaints deemed necessary to follow up. This in turn has released capacity for officers to concentrate on those issues and enquiries which are more serious and which fit into both local, regional and national priorities.

- Last year we set ourselves a target of increasing hits on our consumer and business advice webpage by 5 per cent. We set out to achieve this by consistently profiling our web page on all correspondence, within any press release and also internally among partners and stakeholders. During 2014/2015 there were 1032 unique page views of our website advice pages. During 2015/2016 there were 3587 unique page views of the same pages, an increase of 247 per cent.
- We also received a total of 580 enquiries for companies for whom we act as Primary Authority, (38 companies in total).

## Enforcement action and policy

Trading standards has 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 high 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 the service meets the high standards expected.
- Our commitment to working with local businesses and the local community enables us to improve levels of satisfaction.
- We will support economic growth and continually strive to provide a fair, consistent and high quality service.
- We aim to enhance the quality of life of residents within the borough, making Slough a safer environment to live, where service users can access advice and make healthy and informed choices.



- During 2015/2016 customer satisfaction levels remained at 100 percent, although surveys were not carried out throughout the year as the survey forms were amended to better reflect our activity and the expectations of stakeholders.
- Likewise, we also achieved 100 percent satisfaction with our business 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 employs eight staff, two of whom are part time staff (effectively seven full time employees).

The allocated budget for 2016/2017 is £268,180.

We aim to increase the commercialisation of the service to maximise our cost recovery activities and further offset the cost of service delivery, while 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, while maintaining continuous improvement and providing value for money.

The Regulators Code requires that the council's 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:

- **Psychoactive Substances Act 2016**
- **Standardised Packaging of Tobacco Regulations 2016**
- **Tobacco and Related Products Regulations 2016**

We will monitor the impact these new pieces of legislation have on the work we do. The implementation of the Psychoactive Substances Act 2016 will require a strategic assessment to be carried out by police and the council. There will also need to be a memorandum of understanding, or similar policy document, detailing how the different enforcement authorities should engage with suppliers. The trading standards manager will seek to get clarification from police at a regional level on this in the near future.

The trading standards service will also have to enforce the new tobacco regulations. A lot of our enforcement work involves the supply of illicit tobacco, so these pieces of legislation will have an impact on how we carry out our duties. The legislation has also been drafted poorly and a question over whether trading standards officers have any powers has been identified. Trading standards officers have already been trained on this anomaly to protect themselves going forward.

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 and reflected upon in the next service plan.

**APPENDIX A – PROSECUTION RESULTS 2015/2016**

<b>Defendant details and outline of offences</b>	<b>Outcome</b>
<p>Case: SBC v Timothy Gokool and Elite Home Services Limited</p> <p><b>Offences:</b> Fraud offences and no provision of cancellation notices concerning building work.</p>	<p>21 months custody, suspended for 18 months. 200 hours of unpaid work completed within 12 months, and a victim surcharge of £100. £12K compensation to the victim). No order as to costs due to the defendant's lack of means and his ill health.</p>
<p>Case: SBC v Cherrydale Ltd (t/a Harman Autos) and Ajay Kara</p> <p><b>Offences:</b> Selling a clocked motor vehicle.</p>	<p>Cherrydale Ltd - fine £2500. Victim surcharge £250. Mr K - 12 month Community Order. 100 hours of unpaid work. £60.00 victim surcharge. £2,500.00 in costs. Compensation to Mr H of £627.20.</p>
<p>Case: SBC v Paul Singh Khangura, Kulwinder Singh and Apna Punjab Ltd</p> <p><b>Offences:</b> Possession of illicit tobacco not having statutory health warnings.</p>	<p>Mr K and Mr G (each): £1,375 fine; costs of £283; and victim surcharge of £120. AP Ltd fined £750; costs of £283 and victim surcharge of £120.</p>
<p>Case: SBC v Saroop Singh, Avtar Singh and S&amp;G Trading Limited</p> <p><b>Offences:</b> Possession of illicit tobacco not having statutory health warnings</p>	<p>Cumulative = £1,200 fine; £600 costs; and £120 victim surcharge.</p>
<p>Case :SBC v Mr Manmeet Singh Kalra (Owner) Indeeep Singh Limited (Owner)</p> <p><b>Offences:</b> Illicit tobacco not having statutory health warnings.</p>	<p>Cumulative = £14K fine; £3K costs; and £120 victim surcharge.</p>
<p>Case: SBC v Manjit Sahota</p> <p><b>Offences:</b> Falsely claiming to be a member of various trade associations.</p>	<p>£3K fine; £1,751.27 costs; £100 victim surcharge and disqualification as company director for 2 years.</p>

SBC Prosecution - High Street Food & Wine

**Offences:** Sale of alcohol to a person under 18.

Mr S fined £235; £194 costs; £20 victim surcharge. The company was fined £50; £191 costs; and £20 victim surcharge.

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## TRADING STANDARDS ACTION PLAN 2016/17

<b>Directorate:</b> CUSTOMER AND COMMUNITY SERVICES	<b>Service Manager:</b> Andrew Clooney
<b>Division:</b> Consumer Protection & Business Compliance	<b>Budget:</b> £268,180
	<b>Number of staff employed:</b> 7 FTE Dealing with all Trading Standards matters, Food Standards and Animal Health. Quota includes 1 full time Business Support post.
<b>Team: TRADING STANDARDS</b>	
<p><b>Trading Standards Service Objectives:</b></p> <p>To promote a safe fair and equitable trading environment and to support and help legitimate business prosper and grow within Slough.</p> <p>Provide a value for money service within the Consumer Protection and Business Compliance division, with excellent customer focus and well motivated competent staff, to deliver our statutory obligations and the specific needs and priorities of Slough. Where at all possible, all outcomes will fit directly into a five year plan outcome area.</p> <p>The timely delivery of specific work plans, evidence based initiatives and joint working with partners both within and beyond the Council to improving the quality of life in Slough and protect customers whilst supporting business growth and enterprise.</p> <p>The outcomes from all our work has strong links to the Councils 5 Year Plan, which is indicated against each service activity below. The work of the Trading Standards team is essential in securing safe building blocks from which the council can deliver its plan. Trading Standards promote and support legitimate business, whilst taking strong action against traders who persistently flout the law, and in doing so we help build a safe, healthy and vibrant place to live, work or visit. If legitimate business is to prosper and new inward investment is to thrive, then Trading Standards is an essential service to support such aims.</p>	

Service Activity	Priority & 5 YP Outcome & Statutory Requirement	Targets	Key Actions	Anticipated Outcomes	Responsible Officer	Time Scale & Measures
<b>Primary Authority (PA) &amp; Compliance Support</b>	<p><b>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</b></p> <p><b>3. The centre of Slough will be vibrant, providing business, living and cultural opportunities</b></p> <p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>7. The Councils income and value of its assets will be maximised</b></p> <p><b>Economy and Skills</b></p> <p><b>Health</b></p>	<p>Develop existing PA's and explore new PA's opportunities, creating income in line with projected target.</p> <p>Support the Councils Open for Business Strategy and the Corporate Business Growth plan</p> <p><b>Target:</b> Increase PA revenue in line with increased income targets.</p> <p><b>Target:</b> Carry our PA Service Review and implement changes / areas for improvement as highlighted from review process.</p>	<p>Designated officers to work closely with PA businesses to:</p> <p>Develop open and close partnerships with PA clients</p> <p>Provide specific advice in relation to management systems &amp; procedures and controls adopted by the company nationally</p> <p>Issue 'formal PA advice' where procedures and controls are deemed suitable and compliant.</p> <p>Issue best practice advice</p> <p>Handle referrals from other local authorities and central government bodies on behalf of that business</p> <p>Develop and publicise Inspection Plans</p> <p>Issue of advice and guidance to other Enforcement Authorities on the companies activities</p> <p>Maintain an accurate record of any advice and guidance</p> <p>Hold meetings with partner businesses on a regular timetable of mutual agreement, along with annual action plans, where mutually agreeable.</p> <p>Respond to request within in line with Customer Charter and Pledge, or as agreed with the PA.</p> <p>Support business through PA in line with Open for Business goals.</p>	<p>Generate income</p> <p>Improved standards, efficiencies and compliance within PA's, with less enforcement action taken by Enforcement Authorities (EA).</p> <p>Efficient and effective regulation by other EA nation wide, via the provision of PA support which has a national impact.</p> <p>Reduced regulatory burden on PA businesses.</p> <p>Net financial savings for businesses through the Primary Authority Scheme</p>	<p>Food &amp; Safety Manager</p> <p>Trading Standards Manager</p> <p>All Food Safety &amp; Trading Standards Officers</p>	<p>March 2017</p> <p>Monthly Reports on hours and income generation</p> <p>Quarterly Reviews</p> <p>Yearly overview of individual company Action Plans</p> <p>Virtual PA Management Team.</p>

			Liaise with other council departments in order to support business in more holistic way, supporting the Slough Open for Business model.			
<b>Income Generation and Commercialisation</b>	<p><b>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</b></p> <p><b>3. The centre of Slough will be vibrant, providing business, living and cultural opportunities</b></p> <p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>6. More people will take responsibility and manage their own health, care &amp; support needs.</b></p> <p><b>7. The Councils income and value of its assets will be maximised</b></p>	<p><b>Target:</b> Incorporate requirement of commercial and financial skills as part of officers professional development.</p> <p><b>Target:</b> TS Manager to attend training specific to commercialisation/innovation within regulatory role.</p> <p><b>Target:</b> Partner with at least one assured trader scheme, support that scheme through in house Intel checks, supporting administration and data retrieval and processing, including invoicing and financial management.</p> <p><b>Target:</b> As and when partnership</p>	<p>Develop commercialisation opportunities to generate income, in line with projected income target.</p> <p>Provide free signposting to comprehensive self help support and guidance to new business start ups and existing SME's in Slough.</p> <p>Grow our offer of chargeable business support options for all types of businesses, both inside and outside Slough, including but not limited too:</p> <ul style="list-style-type: none"> <li>• Primary Authority</li> <li>• Tailored business advice</li> <li>• Assessment of labelling/brochures/website</li> <li>• Pre-start up advice</li> <li>• Regulatory Health Check</li> <li>• Training &amp; Talks</li> <li>• Training needs assessment</li> <li>• Analysis of statutory defence</li> <li>• Review of policy &amp; procedures</li> <li>• Audit of systems</li> <li>• Support in achieving 5 FHRS</li> <li>• Supply of SFBB material</li> <li>• Buy with Confidence</li> <li>• Support in achieving catering for health award</li> <li>• Alternative Enforcement resolutions</li> <li>• Assured Trader Schemes</li> <li>• Funded projects from regional or national groups (TSSE/NTS)</li> </ul> <p>Explore whole package offers, including licensing and</p>	<p>Generate income</p> <p>Develop more resilient service.</p> <p>Improved standards, efficiencies and compliance within businesses.</p> <p>Reduced regulation by the council and other EA's.</p> <p>Developed skilled workforce, with a range of commercial , enterprise and business support abilities.</p> <p>Evaluate possibility of alternative enforcement options as an alternative to formal action, such as mandatory training, workshops, conditional cautions etc. thus reducing legal costs and potentially bringing in revenue</p>	<p>Food &amp; Safety Manager</p> <p>Trading Standards Manager</p> <p>All Food Safety &amp; Trading Standards Officers</p>	<p>March 2017</p> <p>Monthly Reports on hours and income generation</p> <p>Quarterly Reviews of progress with support options available.</p> <p>Number of businesses given chargeable business support.</p> <p>Number of hits on our website.</p>

	<p><b>8. The Council will be a leading digital transformation organisation</b></p> <p><b>Economy and Skills</b></p> <p><b>Health</b></p>	<p>formed with commercial assured trader scheme provider, support, promote and market such scheme.</p> <p><b>Target:</b> Root and branch analysis of legal costs structure, and how best to identify our costs, trace their movement through court and SBC financial system, and recoup them.</p>	<p>planning teams.</p> <p>Explore partnership arrangements with other authorities.</p> <p>Develop easy to access payment services, including;</p> <ul style="list-style-type: none"> <li>- Telephone and online payments</li> <li>- Chip &amp; Pin HHD</li> </ul> <p>Develop marketing strategy to promote and advertise services, including working with other council departments, producing brochures, website, and case studies.</p> <p>Support officers to develop their soft skills and become business and commercially minded.</p> <p>Support the Councils Open for Business Strategy and the Corporate Business Growth plan</p> <p>Benchmark where possible with other local authorities who have embarked on commercial enterprises to highlight best practice.</p>	<p>Ensure an outcomes based approach to budget management.</p> <p>Increased % of court costs recouped.</p>		
<p><b>Food Standards Inspections and work.</b></p>	<p><b>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</b></p> <p><b>3. The centre of Slough will be vibrant, providing business, living and cultural</b></p>	<p><b>Target:</b> 100% of high risk businesses 50% of medium risk and 40% of low risk premises to be inspected. To be monitored monthly</p> <p><b>Target:</b> 100% of unrated premises to be inspected and rated.</p>	<p>Allocation of interventions based on risk priority.</p> <p>Make full use of Alternative Enforcement Strategies (AES) to applicable businesses in line with FSA CoP, including newsletter, SAQ's, targeted advice sessions and other relevant advice.</p> <p>Inspections based on risk and where poor performing businesses identified, they are targeted with appropriate interventions</p> <p>To tackle Food Fraud</p>	<p>Safer food businesses in Slough &amp; increase in % of broadly compliant premises</p> <p>Increased awareness among traders of their legal responsibilities in respect of Food Standards.</p> <p>Working alongside</p>	<p>Trading Standards Manager/ Food Standards Lead Officer</p> <p>Food Safety Team Leader</p> <p>All TS Food Officers</p> <p>FS/NET/ Licensing acting</p>	<p>Ongoing until March 2016</p> <p>Monthly and Quarterly review</p>

	<p><b>opportunities</b></p> <p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>6. More people will take responsibility and manage their own health, care &amp; support needs.</b></p> <p><b>8. The Council will be a leading digital transformation organisation.</b></p> <p><b>Statutory Requirement</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p><b>Target:</b> Carry out Intel led meat traceability project to establish which food operators are gathering the appropriate documentation to verify the authenticity of their food products. Calculate amount of traders brought into compliance.</p> <p><b>Target:</b> Participation in national/regional sampling programmes as and when directed by Food Standards Agency.</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>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> <p>Offer chargeable business support options as detailed above.</p> <p>Publicise enforcement action taken against non compliant premises as a deterrent to other businesses and incentivise improvements.</p>	<p>our colleagues in Food Safety the aim will be to provide consumers with greater information on food standards and local business hygiene standards in order that they can make informed choices on where to eat and purchase food.</p> <p>Working in partnership on local, regional and national basis.</p> <p>Better understanding of compliance levels in take away sector in relation to food standards.</p>	<p>as 'eyes and ears'</p> <p>Support material from the FSA</p>	
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			<p>Enhance advice and signposting for businesses on SBC web site.</p> <p>Focused interventions and sector specific projects on high risk premises or where local intelligence suggests necessary</p> <p><i>Added Value:</i></p> <ul style="list-style-type: none"> <li>- <i>Assessing compliance with all consumer protection legislation</i></li> <li>- <i>Identify matters which may be relevant to other services</i></li> </ul>			
<p><b>Reactive Investigations, response to intelligence from other areas of work, consumer complaints, walk ins &amp; response to service requests</b></p>	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>7. The Councils income and value of its assets will be maximised</b></p> <p><b>8. The Council will be a leading digital transformation organisation.</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p><b>Target:</b> Respond to 100% of service request within 5 days and in line with customer charter.</p> <p><b>Target:</b> Ensure all enquiries from Citizens Advice are captured via the xml data from the internet portal directly into our case management system. Ensure 90 day processing change is managed</p> <p><b>Target:</b> 100% of investigations proceeding to formal action to be reviewed by Team</p>	<p>Investigate service requests and where issues are identified use a full range of enforcement options to ensure compliance and safety.</p> <p>Take a minimum tolerance approach to serious incidents, whilst managing customer expectations in line with Customer Charter.</p> <p>Promptly close service requests which are not serious or present health risks, managing customer expectation from the beginning. Where appropriate signpost customers to self help resources.</p> <p>Work in line with Enforcement policy, prosecution template and internal procedures. Outcome from QA - in line with procedures</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>Better support for businesses and stakeholders in Slough.</p> <p>Reduced incidence of food poisoning.</p> <p>Consumers and business perceptions of standards in Slough will rise, in doing so, promoting other outcomes.</p> <p>All Complaints and service requests dealt with in line with Customer Service Charter and Pledge</p> <p>Streamline flare database</p>	<p>Trading Standards Manager</p> <p>All officers</p>	<p>Ongoing until March 2016</p> <p>Assess during 1:1 meetings and Case Reviews</p> <p>Number of businesses and customers provided with regulatory support</p>

		<p>Leader/Manager at monthly 121's and with a view to processing at ½ way point of statutory time limit</p> <p><b>Target:</b> All intelligence which will add value to enforcement process, be that local or further afield, be placed onto IDB. Inputting to be monitored during 121's.</p> <p><b>Target:</b> Flare User group to be set up, attended and areas for improvement identified and acted upon.</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>Explore alternative enforcement opportunities on a case by case basis.</p> <p>Agree areas of APP Flare database which can be improved, and action those improvements where resources allow and authority given</p> <p>Agree data retention policy within CPBC for Flare records and durable format records.</p> <p>Agree list of action codes to be used within flare and construct a list of codes deemed 'obsolete'. Delete those codes as appropriate with consent of HoS/Director(s)</p> <p>Engage with APP Civica to attend APP User Group and seek to endorse findings and support outcomes/actions.</p> <p><i>Added value:</i></p> <ul style="list-style-type: none"> <li>- <i>Work to support % increase in compliant businesses</i></li> </ul>	<p>Consolidate flare database, improve user experience.</p> <p>Improve ability and speed by which flare database can be navigated and interrogated.</p>		
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<p><b>Product Safety &amp; Counterfeit Goods</b></p>	<p><b>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</b></p> <p><b>3. The centre of Slough will be vibrant, providing business, living and cultural opportunities</b></p> <p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p><b>Target:</b> All detections at Ports authorities for unsafe/illicit goods to be followed up according to Port Project Protocol.</p> <p><b>Target:</b> Maintain position of chair on the regional and national product safety groups.</p> <p><b>Target:</b> Participate in National / Regional projects which also reflect a local priority.</p> <p><b>Target:</b> Safety project to be conducted into sunglasses, to include the purchase and testing of &gt;10 sunglasses and follow up advice/guidance/action where necessary.</p> <p><b>Target:</b> Ensure complaints where risk assessment indicates a high risk are pursued with respect to Safety</p>	<p>Inspections at designated ports and ERTS.]</p> <p>Safety testing</p> <p>Product profiling.</p> <p>Feeding into intelligence database.</p> <p>Maintain detection rates within scope of National ports /ERTS Project</p> <p>Ongoing visits to ERTS distribution centres in Slough.</p> <p>Monitor a specific product and ensure its safety following Intel to suggest there may be a problem – sunglasses.</p> <p>Support PA companies and other legitimate trade within the borough and protect their intellectual property where appropriate and where duty to do so.</p> <p>Appropriate 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 focus groups and other partners and sharing data to build regional and national statistics.</p>	<p>Ongoing participation in the national “Ports project” and taking samples of suspicious products.</p> <p>Measurable improvement in consumer and business confidence.</p> <p>Resources are focussed in the right areas, where risk is highest and actions are intelligence led.</p> <p>Diminished potential for harmful accidents because unsafe and counterfeit products have been prevented from reaching the marketplace.</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>Trading Standards Manager</p> <p>Russell Clarke</p> <p>Peter Adshead</p> <p>All Officers to support</p>	<p>March 2017</p> <p>Monthly review</p>
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		and Counterfeiting and all enforcement option considered.		<p>Better functioning of market mechanisms through better-informed consumers and business.</p> <p>Promotes a fair, safe and equitable local, regional and national trading environment.</p> <p>Savings from accidents as a direct result of dangerous product being removed from the market place.</p> <p>Increased confidence that the goods offered for sale meet the appropriate safety standards.</p>		
<b>Under Age Sales</b>	<p><b>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</b></p> <p><b>3. The centre of Slough will be vibrant, providing business, living and cultural opportunities</b></p>	<p><b>Target:</b> At least 4 under age sales operations will take place throughout the year. They will be Intel lead or provoked by national or regional remit into specific areas.</p> <p><b>Target:</b> Proactively advise Primary Authority companies with</p>	<p>Develop a publicity campaign to advertise course, and where appropriate discounts to attract bookings.</p> <p>Evaluate course feedback and where necessary take appropriate action to ensure course delivery to high standard.</p> <p>Partnership working with all partners, but in particular SBC licensing and Thames Valley police in order to support a consensus approach to enforcement and follow up actions.</p> <p>All information on under age sales to be shared with SBC licensing.</p>	<p>Improved health and wellbeing for young people through reduced access to potentially harmful products.</p> <p>Supports businesses in regulatory compliance and reduce risk of reputational harm following media profile of under age</p>	<p>Trading Standards Manager</p> <p>Russell Clarke/Lina Johnson</p> <p>FS/NET/ Licensing/Thames Valley police acting as 'eyes and ears'</p>	<p>March 2017</p> <p>Quarterly review</p> <p>Feedback from candidates</p> <p>Number of candidates taught and pass rates</p>

	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>5. Children &amp; young people in Slough will be healthy, resilient &amp; have positive life chances</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p>retail outlets, where applicable, on their responsibilities on Age Restricted Products and due diligence defence.</p> <p><b>Target:</b> Develop and promote under age sales 'alternative resolutions' package', which gives sellers option to attend and complete BTEC training and in doing so no legal proceedings will be taken.</p>	<p>Support, with provision of evidence packs, any request from SBC licensing to instigate a licensing review following an under age test purchase operation which resulted in a sale and therefore identified a traders inability to comply with the licensing objective: protection of children from harm.</p> <p><i>Added Value:</i></p> <ul style="list-style-type: none"> <li>- <i>self funding training reducing delivery costs to SBC</i></li> <li>- <i>Positive impact on business compliance and awareness of legal responsibilities.</i></li> </ul>	<p>sales.</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&amp;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>		
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				<p>Enhanced confidence among parents 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>Ensure children and young people are emotionally and physically healthy Better health and improved life expectancy in respect of reduced access to illicit product.</p> <p>Fairer competition for all businesses.</p> <p>Enhanced parental confidence and those in positions of confidence.</p>		
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<p><b>Regional and National Projects</b></p>	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>Statutory Requirement</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p><b>Target:</b> Participate in any regional or national projects where intelligence supports our involvement and also, where the problem also fits into a priority outcome area within SBC 5YP or strategic plans.</p>	<p>Participating in National and Regional sampling programmes to investigate emerging food concerns, and to ensure food is safe</p> <p>Explore funding avenues from external organisations e.g. Food Standards Agency</p> <p>Timely follow up on 100% of sampling results, including investigation into unsatisfactory results where necessary.</p> <p>Explore joint sampling initiatives with Food Safety Officers where appropriate</p> <p>Undertake imported food sampling where intelligence suggests necessary</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>Contribute to local and national intelligence, which will support improved both hygiene and food standards levels in Slough and nation wide.</p> <p>Safer food locally and nation wide.</p> <p>Maintain participation on TSSE focus Groups and other associated supporting functions.</p>	<p>Trading Standards Manager / Lead Food Standards Officer.</p> <p>All officers to support</p>	<p>March 2017</p> <p>Quarterly review</p> <p>Number of samples taken</p>
<p><b>Becoming an enabling authority – providing self help and links to guidance and support</b></p> <p><b>Community Engagement</b></p>	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>6. More people will take responsibility and manage their own health, care and support needs</b></p> <p><b>8. The council will be a leading digital transformation organisation.</b></p>	<p><b>Target:</b> Promote channel shift via all communications with stakeholders, to the trading standards dedicated council website, whilst being sensitive to the needs of ‘at risk’ persons and isolated stakeholders. All press releases and forms to direct readers to website. Aim is to reduce avoidable contact</p>	<p>Publicise and direct users to councils website and dedicated email on all correspondence to businesses.</p> <p>Review and update information on council website on an annual basis, and when new information becomes available, ensuring its user friendly and information easily accessible.</p> <p>Work with the Town centre manager to support local shops</p> <p>Undertake monthly tweets of businesses with 0 &amp; % FHRS.</p> <p>Participate in the FSA national food safety week campaign.</p> <p>Publicise enforcement action taken against non</p>	<p>Increasing the number of users accessing the trading standards council website for information and self help</p> <p>Reduced demand on service from enquires which can be resolved via self help</p> <p>Improved consumer access and awareness of Trading Standards Issues.</p>	<p>Trading Standards Manager</p> <p>All officers to support</p>	<p>March 2016</p> <p>Quarterly review of information on website</p> <p>Number of website hits</p> <p>Feedback from website users</p>

	<p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p>whilst promoting existing digital options.</p> <p><b>Target:</b> Disseminate guidance document, and provide training, to encourage trading Standards and Adult Social Care / Safeguarding to work better together and promote collaborative working around scams and at risk persons.</p> <p><b>Target:</b> No 'Walk in' appointments to take place without prior appointment. Advice cards to be distributed at council interface points. Provision will be given to the 'at risk' persons.</p>	<p>compliant premises as a deterrent to other businesses and incentivise improvements.</p> <p>Issue releases where necessary, such as product recalls, local enforcement against poor performing premises, local food hygiene award winners.</p> <p>Other initiatives undertaken, including sector specific initiatives, joint projects and visits with licensing and TS</p> <p>Lean review all customer facing processes</p> <p>Explore novel ways of using social media to profile work of the service.</p> <p>Further develop Trading Standards website to be more user friendly and sensitive to consumer and business expectations.</p> <p>Explore opportunities to engage with the community, such as campaigns at focus groups, schools, and libraries etc.</p> <p>Further engage with 'at risk' persons people by maintaining our partnership working with Adult Social Care, involvement with Safer Slough Partnership and community groups such as Elder care Forum etc.</p> <p><i>Added Value:</i></p> <ul style="list-style-type: none"> <li>- <i>Improve awareness and compliance of food safety and standards issues</i></li> <li>- <i>Supports Income generation</i></li> </ul>	<p>Quicker response times to enquires made to the service via <a href="mailto:tradingstandards@slough.gov.uk">tradingstandards@slough.gov.uk</a></p> <p>Promote channel Shift &amp; Avoidable Contact In accordance with the Varney Report (2006) on public sector delivery</p> <p>Choose channels which best suit customers needs.</p> <p>Increase awareness of trading standards and general consumer protection issues via local press, social media and the Council's website</p> <p>Increased community engagement initiatives and maintain our community engagement by highlighting Trading Standards outcomes via different sources and provide advice</p>		
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				and signposting to consumers.		
<b>Mobile and Agile Working</b>	<p><b>6. More people will take responsibility and manage their own health, care and support needs</b></p> <p><b>8. The council will be a leading digital transformation organisation.</b></p> <p><b>Economy and Skills</b></p>	<p>Set up a feasibility study and trial into mobile working options, to reduce the time taken to complete and administer all types of inspections</p> <p>Conduct lean review of current inspections, including their administration of.</p> <p>Engage with FS and try to source, or assist in the procurement of a secure workflow solution that allows departments to enter, schedule and manage work.</p> <p>Target: Monitor performance of work through pilot period and establish the</p>	<p>Explore business support completing administration of inspections for premises issued with ROV's.</p> <p>Review current inspection aid memoir to ensure lean and fit for purpose administration of process. .</p> <p>Trial a shortened inspection aid memoir for low risk premises</p> <p>Monitor performance, across range of activities, to ensure outcome are being addressed and performance in any particular area is being maintained or increasing.</p> <p>Keeping remote or home workers 'visible' with support and resources.</p> <p>Ensure staff are aware of SBC policy and procedure documentation, and any updates thereof, in relation to flexible working, mobile and home working.</p> <p>Ensure a risk assessment is/has been carried out to establish:</p> <ul style="list-style-type: none"> <li>• Eligibility criteria and authorisation</li> <li>• Health and Safety (including risk associated with the home environment)</li> <li>• Data Protection, Security and the confidentiality of materials</li> <li>• Flexible working arrangements and performance management</li> </ul>	<p>Personal flexibility will build a strong and loyal workforce.</p> <p>Reduce costs, create efficiencies and savings.</p> <p>Increase availability of limited expertise or resources</p> <p>Staff use of satellite offices to facilitate mobile working hubs (eg community centres).</p> <p>Enable learning and development activity to be undertaken remotely, including e-learning</p> <p>Enable them to work more effectively on a particular piece of work, where concentration is important, by avoiding the interruptions that are part of the office</p>	<p>Trading Standards Manager</p> <p>Food &amp; Safety Manager,</p> <p>All officers to support</p>	<p>March 2017</p> <p>Quarterly meetings to assess progress.</p> <p>Any Forms and procedure change addressed at team meetings/121's</p> <p>Any developments fed back to Outcome 8 lead.</p>

		<p>business case and the objectives of introducing such a scheme.</p> <p><b>Target:</b> Communicate the concept to staff at an early stage to realise the positive impact on the Service. Survey all employees to find what they would appreciate and value. Ensure this works both for the individual and the business.</p> <p><b>Target:</b> Agree with fellow CPBC managers and HoS what jobs can be flexible within the organisation.</p> <p><b>Target:</b> Review the plan to monitor the effectiveness and productivity of flexible / agile working..</p> <p><b>Target:</b> Manager(s) to ensure that they have systems in</p>	<ul style="list-style-type: none"> <li>• Allocation of equipment and financial support</li> <li>• Insurance arrangements</li> <li>• Council Tax/Business Rates</li> </ul> <p>Managers and staff must ensure that appropriate performance management arrangements are in place</p>	<p>environment</p> <p>Performance results in respect of mobile/agile working fed into Outcome 8 lead where appropriate.</p> <p>Take an enterprise approach to mobilizing staff</p> <p>Ultimate vision is that staff working within CP&amp;BC can access all relevant information, including regulations and legislation, and complete all job related forms via their allocated tablet or smartphone, whilst the information captured automatically updates back office records, removing the need to return to the office.</p> <p>Customer interaction with the organisation should improve.</p> <p>Any IT support via</p>		
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		place to maintain suitable office presence, as required and to monitor the level of available front line staff on duty at any one time		mobile device should have the following capability: <ul style="list-style-type: none"> <li>• Visibility of a full day / week schedule</li> <li>• Required job details are available of the mobile device</li> <li>• All relevant forms are prepopulated and ready to be completed</li> <li>• Receive any special instructions or notifications</li> <li>• Refer to previous notes and correspondence</li> <li>• Consult standards and regulations</li> <li>• Record time it takes to undertake job(s)</li> <li>• Capture images if required and attach them to case record</li> <li>• Record signatures staff in real time</li> </ul>		
<b>Safeguarding</b>	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>5. Children &amp; young people in Slough will be</b></p>	<p><b>Target:</b> To participate in national Rogue Trader Day/Operation Liberal.</p> <p><b>Target:</b> To</p>	<p>Pilot the 'Concern Card', and assess effectiveness of this avenue to reporting of safeguarding issues.</p> <p>All staff to undertake required SBC training for safeguarding adults and children on a annual basis</p> <p>Safeguarding to be on the agenda and discussed at team meetings, 121's, and appraisals.</p>	<p>Improve the safety of children and 'at risk' persons people in Slough.</p> <p>Increase officer's awareness of safeguarding issues.</p>	<p>Trading Standards Manager</p> <p>All officers to support</p>	<p>March 2017</p> <p>Monthly review and feedback to Head of Service during</p>



<p><b>healthy, resilient and have positive life chances</b></p> <p><b>6. More people will take responsibility and manage their own health, care and support needs</b></p> <p><b>Health</b></p>	<p>maintain and appropriately resource Rogue Trader Rapid Response Unit/Team.</p> <p><b>Target:</b> Ensure all staff are trained in safeguarding and follow the SBC safeguarding principles.</p> <p><b>Target:</b> Engage with Thames Valley police and pilot 'Adopt a Post Office' scheme from Langley.</p> <p><b>Target:</b> Engage with Thames Valley Police on pilot 'no cold calling zone'.</p> <p><b>Target:</b> All scams hub victims to be assessed to see if safeguarding are aware of them and after visit assessed to see whether the victim should be assessed by safeguarding.</p> <p><b>Target:</b> All scams victims to be asked</p>	<p>All officers to be vigilant and aware and express their 'professional curiosity' of safeguarding issues when making any face to face service user contact, and follow the corporate safeguarding principles if any concerns are raised.</p> <p>Partners such as Adult Social Care, Thames Valley Police, HM Revenue and Customs (Hidden Economy unit), Home Office Immigration and Community Wardens to be further engaged and encouraged to support trading Standards activity where safeguarding issues are prevalent, in particular Scams visits and Rogue Trader Day.</p> <p>Holistic approach to all operations which involve potential victims with safeguarding issues.</p> <p>Continue to participate in national Rogue Trader Day and engage with partners to ensure that the activity is both intelligence led and safeguards the most 'at risk' persons in the community whilst supporting legitimate trade.</p> <p>Continue to participate in the national scams campaign and identify local residents who have been targeted by mass media scams.</p> <p>Service Level Agreement with NTS Scams Hub to be reviewed.</p> <p>Talks and leaflets to elderly forums.</p> <p>Rapid response to complaints regarding doorstep sales/bogus callers.</p> <p>Liaise with Action Fraud when necessary.</p> <p>Promote fee counselling services such as Silver line,</p>	<p>Increase officer's interaction with Safeguarding services within Slough and beyond.</p> <p>Increased profile for the service amongst all stakeholders.</p> <p>All officers to use their professional curiosity when making face to face contact with service users, and refer concerns in a timely manner, 100% of the time.</p> <p>Increased community engagement.</p> <p>Service delivery and resources will be better targeted towards 'at risk' persons people.</p> <p>Increased number of reporting incidents concerning cold calling</p> <p>Stronger sense of public safety.</p> <p>Greater public</p>	<p>CPBC managers meeting.</p>
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		<p>for consent to register them with the Mail preference service and Telephone preference service.</p> <p><b>Target:</b> All scams victims to be asked if they should require a call blocker and where funding availability allows, for that call blocker to be installed.</p> <p><b>Target:</b> All scams victims to be assessed to see whether they have installed and working fire alarms in their homes/residence. Where not, Berkshire Fire Service to be informed.</p> <p><b>Target:</b> Engage with Thames Valley police Fraud Prevention officer to coordinate partnership visits to scams/fraud victims</p> <p><b>Target:</b> All Scams</p>	<p>Age Concern etc.</p> <p>Maintain presence on Outcome 6 group</p>	<p>confidence to resist cold callers and mass marketing scams.</p> <p>Increased reporting of cold calling and scams to the police and or Trading Standards</p> <p>Enhanced community safety and the promotion of a stronger sense of public safety, alertness to the problem and how to minimise risks. Promotion of a stronger sense of neighbourness and responsibility to protect the 'at risk' persons by galvanising the power of community.</p> <p>Reduction in loneliness.</p> <p>Reduction in premature death among elderly people.</p> <p>Sustainment of independent living for elderly and other 'at risk' persons people</p>		
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		<p>victims to be signposted to free resources such as Silverline, little book of scams etc.</p> <p><b>Target:</b> Disseminate guidance document, and provide training, to encourage trading Standards and Adult Social Care / Safeguarding to work better together and promote collaborative working around scams and at risk persons.</p>		for longer durations (with consequent saving on adult social care budget)		
<p><b>Road Traffic checks &amp; Weights and Measures</b></p>	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>Health &amp; Wellbeing</b></p> <p><b>Economy &amp; Skills</b></p>	<p><b>Target:</b> Two enforcement days working alongside Thames Valley Police and/or other partners to be conducted during the year.</p> <p><b>Target:</b> Testing and monitoring the</p>	<p>Working in partnership with Thames Valley Police based upon local evidence to tackle the number of over weight vehicles.</p> <p>Work with National Measurement Office to conduct verifier checks in accordance with National Project Brief</p>	<p>Positive effects on competitiveness, especially for small businesses, as fraudulent competition through misleading weights and measures is removed from the market.</p>	<p>Trading Standards Manager</p> <p>Peter Adshead / Lina Johnson</p> <p>All officers to support</p>	<p>March 2017</p> <p>Monthly review and feedback to Head of Service during CPBC managers meeting.</p>

		<p>accuracy of local weighbridges to ensure that vehicles are being weighed accurately and the staff and verifiers who use those weighbridges are competent.</p> <p>Positive effects on competitiveness, especially for small businesses, as fraudulent competition through misleading weights and measures is removed from the market.</p>		<p>More business and consumers get supplied the measures they are contractually entitled to.</p> <p>Business receive fair payment for the quantity they have served.</p> <p>More accurate tax payments and yields. Excessively calibrated weighing equipment at landfill sites, transfer stations and recycling centres means local authorities pay more than they should, thus wasting public money.</p>		
<p><b>Lettings and Property Management Redress Scheme</b></p>	<p><b>2. There will be more homes in the borough, with quality improving across all tenures to support our ambition for Slough</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p><b>Target:</b> Continue project into compliance of local traders with the Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc)(England) Order 2014</p>	<p>Liaise and meet with SBC housing on best approach.</p> <p>Take enforcement action where necessary.</p> <p>Benchmark with other authorities who have carried out similar work, (Reading, LB Newark etc)</p> <p>Impose where appropriate, a fine of up to £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>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>Trading Standards Manager</p> <p>Lina Johnson</p> <p>All officers to support</p>	<p>March 2017</p> <p>Monthly review and feedback to Head of Service during CPBC managers meeting.</p>

		<p><b>Target:</b> Liaise with Reading Council and other LA's to adopt best practice in this area.</p> <p><b>Target:</b> 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)</p>	<p>Collaborative working with TSSE regional focus groups and member LA's as well as other partners and facilitate sharing of data.</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>Act 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, thus empowering consumers to make informed choices.</p>		
<p><b>Animal Health -Contingency Plans and Inspect horse/livestock dealers to bring into compliance.</b></p>	<p><b>1. Slough will be the premier location in the South East for businesses of all sizes to locate, start, grow and stay</b></p> <p><b>4. Slough will be</b></p>	<p>To ensure that all relevant Contingency plans &amp; procedures are up to date.</p> <p><b>Target:</b> Set up MOU with West Berkshire Trading Standards to</p>	<p>Maintain all Animal Disease Contingency plans as directed by DEFRA, in partnership with Royal Borough of Windsor &amp; 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</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</p>	<p>Trading Standards Manager</p> <p>West Berkshire Trading Standards Service</p> <p>Dean Cooke</p>	<p>Ongoing</p> <p>Quarterly review</p>

	<p><b>one of the safest places in the Thames Valley</b></p> <p><b>Health</b></p> <p><b>Economy and Skills</b></p>	<p>formerly recognise provision of this commissioned service.</p> <p><b>Target:</b> Inspect Langley Horse Fair and advise traders to bring them into compliance.</p> <p><b>Target:</b> Inspect local livestock dealers at medium risk premises.</p>	<p>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>cared for livestock.</p> <p>Better animal health</p> <p>Disease prevention</p> <p>A healthier and better cared for livestock.</p> <p>Prevention of and reduction of livestock disease</p>		
<p><b>Tobacco Control / Tobacco Alliance work/Legal Highs</b></p>	<p><b>4. Slough will be one of the safest places in the Thames Valley</b></p> <p><b>5. More people will take responsibility &amp; manage their own health, care &amp; Support needs</b></p> <p><b>6. Children &amp; young people in Slough will be healthy, resilient &amp; have positive life chances</b></p> <p><b>Health</b></p>	<p>To carry out a project into the compliance of retailers with the new Advertising Display Regulations.</p> <p><b>Target:</b> To carry out 2 illicit tobacco enforcement days along with sniffer dogs and or other partner agencies including Police, HMRC, Licensing, NET Team, Border Agency etc, if available to support.</p>	<p>Joint intelligence led 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 &amp; Safety Teams to deliver joint 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 free.</p> <p>To share intelligence and best practice with external agencies and other partners.</p> <p>Collaborative working with TSSE regional focus groups</p>	<p>Licensing reviews considered for any business being found to not be operating in compliance with licensing objectives.</p> <p>Positive impact on personal health and the economy through less sickness and time off work with respect to smoking related illness.</p> <p>Better health and improved life expectancy in respect of reduced access to illicit product.</p>	<p>Trading Standards Manager</p> <p>Dean Cooke</p> <p>All Officers to support</p>	<p><b>March 2017</b></p>

		<p><b>Target:</b> React to any intelligence of 'legal highs' being sold locally and consider joint action approach with Police and resilience team where appropriate.</p> <p><b>Target:</b> Produce SBC guidance leaflet for traders to illustrate changes in the law as a result of Tobacco and Related Products Regulations 2016 and Standardised Packaging of Tobacco Products Regulations 2015</p>	<p>and other partners and sharing data to build regional and national statistics.</p> <p>Collaborative working with Solutions4Health on aspects of tobacco control.</p> <p>To work in collaboration with our Environmental health colleagues on enforcement of legislation around Shisha Cafes</p> <p>Guidance leaflet to be distributed to all in the supply change, informing of changes and consequences of non compliance.</p>	<p>Fairer competition for all businesses.</p>		
<b>Looking Ahead</b>		<p>Psychoactive Substances Act 2016</p> <p>The Standardised Packaging of Tobacco Regulations</p>	<p>Engage with the local police to ensure a consensus on enforcement is agreed going forward. The New Psychoactive Substances Act commences on the 26<sup>th</sup> May 2016</p> <p>Additional pressure on resources, which have not been budgeted for, and could affect our ability to deliver the service in other areas.</p> <p>All these Regulations come into force during May 2016.</p> <p>No funding has been made available to Trading Standards to enforce these Regulations and their impact will have to be monitored closely to ensure we</p>	<p>Explore ways in which holistic multi disciplinary approach to enforcement of New Psychoactive Substances Act would be beneficial.</p> <p>Benchmark with other LA's on the adoption of enforcement protocol with the police and other partners concerning remit and roles with respect to</p>	Andrew Clooney	Ongoing

		Tobacco and Related Products Regulations 2016	can satisfy our 'duty to enforce' the Regulations Home Office Guidance Leaflet on 'Legal Highs' to be distributed to retail premises	New Psychoactive Substances Act 2016. All 'suppliers' (252) of tobacco products to be sent a guidance document to the new Regulations, informing of requirements and associated fines for non compliance.		
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