

Slough Trading Standards



Service Delivery
Plan 2018/2019

The Trading Standards service sits within Regulatory Services, which is an outward facing service group made up from:

- **Food & Safety**
- **Primary Authority**
- **Trading Standards**
- **Licensing**
- **Registration Service**
- **CCTV & Careline**
- **Community Safety**
- **Cemetery and Crematory**
- **Prevent**

Our aim is to deliver a wide range of effective and responsive public protection services for our residents, businesses and visitors.

Trading Standards

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

Trading Standards provide advice and guidance to consumers and businesses based within the borough, in conjunction with Citizens Advice Consumer Service. We play a major role in residents' health, safety and economic wellbeing.

This service delivery plan is provided to keep 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 completed and continue to carry out is achieved through:

- prompt responses 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 business
- working with other organisations with similar priorities
- proportionate enforcement – with prosecution of offenders as a last resort (in line with our enforcement policy).

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

Please forward your views to:

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or

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Address:

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

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

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

Slough

Growing a place of opportunity and ambition

Our vision

The Joint Wellbeing Strategy and the council's Five 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 Five Year Plan outcomes. More detail on the five year plan can be found at:

<http://www.slough.gov.uk/council/strategies-plans-and-policies/regulatory-and-enforcement-services-enforcement-policy.aspx>

Our work underpins these objectives and also supports the two cross-cutting themes of the Joint 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 a direct link with the five 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/regulatory-and-enforcement-services-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 2017/18?

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.



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Primary Authority Scheme



PRIMARY AUTHORITY

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 secured more than 40 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 2016/17, 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 by the Primary Authority at no extra cost to the council. Last year we received 77 direct requests for advice from our Primary Authority portfolio of companies. A large number of other interactions with our Primary Authority companies were successfully completed and 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, reducing burdens on business and preventing 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 355 enquiries from 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 Primary Authority website <https://primary-authority.beis.gov.uk/>

Businesses that would like to join the scheme can either contact 01753 475111 (option 5) or e-mail primary.authority@slough.gov.uk

Age restricted sales

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



- **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.
- **Test 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 2017/18

- **Alcohol** - attempted purchases = 2 - sales = 1
- **Knives** - attempted purchases = 9 - sales = 3
- **e-cigarette (e-Cigs)** - attempted purchases = 2 - sales = 0



Total sales = 4 out of 13 attempted purchases.

In certain circumstances where there has been a sale we offer alternative resolution options. This alternative resolution comprises a training pack pre read and an exam. Completion of the course avoids a potential criminal prosecution. This achieves two things:

1. It increases the knowledge and skill of the trader and in doing so, their ability and competence to prevent further sales.

2. It also avoids often protracted and expensive legal proceedings. The option to let any trader take on such a course is done so whilst having reference to our prosecution policy at every stage.

Last year two traders took this this option and successfully completed the course. One trader who failed the test in the previous year, retook it and passed!

Tobacco control work

Slough Trading Standards are represented at National Tobacco Focus Group meetings and share regional best practice with colleagues from around the UK.

Trading Standards work closely with other agencies such as Thames Valley Police, HMRC, neighbouring local authorities, Slough licensing team, Slough neighbourhood enforcement team and public health teams, both locally and regionally to tackle this issue.



Detection Dogs :-

During 2017/2018 trading standards carried out sixteen inspections of premises, with the assistance of tobacco detection dogs. Below is an outline of the illicit products discovered:

- 140 x packs of 20 cigarettes (2800 sticks in total)
- 100 x pouches of chewing tobacco (a total of 740g)
- 1 x 50g pack of hand rolling tobacco

Products were seized that either bore non-English health warnings, no pictorial health warnings, non-statutory warnings, or no warnings at all. Some seizures were also counterfeit tobacco products; that do not meet manufacturers quality controls and safety standards..

Electronic Cigarettes :-

The department has also carried out compliance checks on Nicotine Inhalation Products (more commonly known as e-Cigarettes) throughout the year.

Over 170 x e-cigarettes and e-liquid products were assessed for compliance during this project. 90 x e-liquid products were seized and signed over for destruction; bearing either excess container sizes, child appealing packaging and/or nicotine levels exceeding legal limits.

Shisha Bars :-

A number of shisha bar premises were visited with Thames Valley Police and Environmental Health to ensure all legal requirements were being met. Each business was provided with assistance to bring their practices in compliance with the respective legislation.

Tobacco Blunts:-

In addition, further checks were carried out on local retailers, in respect of Tobacco Blunts (rolling papers made out of tobacco leaf). The packaging of these products must not advertise any flavouring in the product. Our advisory visits showed an initial compliance level of approximately 50% (as a result of old stock still being present in some premises). Compliance levels rose following advice and removal of non compliant product. .

Food standards

Trading standards successfully completed 100 per cent of their high risk routine food standards inspections in 2017/2018, in addition to other food standards enforcement visits.

A total of 214 food standards visits were carried out last year.

Interventions on these visits:

- > 72 – Written Warnings issued;
- > 92 – Compliant on First Visit;
- > 24 – Non-compliant on first visit:
- > 30 – Compliant on Contact
- > 6 – Non-compliant on contact
- > 1 – Compliant on Revisit
- > 0 – Non-compliant on revisit

Further work included:

giving labelling advice to new food businesses
 providing detailed food standards advice to the relevant Primary Authority partners
 taking part in the following food sampling and food related projects:

Trading Standards South East (TSSE), Traceability sampling - Meat species and coconut water Total = 13

Trading Standards South East (TSSE), free from Allergens Project - Total = 5

Slough Trading Standards Traceability Project: - Total visits = 37

This project entailed visits to food business outlets (predominately take-aways and mobile food vans) to determine if the food being advertised was as described. It completed in conjunction with the Food Standards Agency (FSA), TSSE and the Public Analyst.

It was found that many of these outlets were incorrectly labelling the food and the business owners were advised at the time of the visit of the legal requirement.

Over the course of the project:

- 9 Improvement Notices were served: 7 Improvement Notices were complied with.
- Of these Improvement notices 3 were for failing to supply allergen information
- The remaining 7 improvement notices were for misdescribing the meat species
- 2 Improvement Notices are pending, awaiting the Public Analyst results

- 25 non-compliant (68%) in Traceability, Allergens & Genetically Modified Declarations
- Product Descriptions increased 32% to 89%
- Allergen compliance increased from 54% to 95%
- Genetically Modified Declarations increased 54% to 84%



A separate food standards plan has been produced for Trading Standards for 2018/19. Targets included in appendix B are:

- complete 100 per cent high risk food inspections
- complete 100 per cent medium risk food inspections
- complete 100 per cent of low risk food inspections
- 100 per cent of 'programmed' unrated premises to be inspected and rated within the year
- complete 100 per cent Food Standards Agency funded imported food samples
- complete SBC / Regional food sampling programmes as required.

Product safety



The trading standards team enforces a wide variety of legislation from the EU and UK. These laws 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 31 custom bonded warehouses which are subject to product safety controls, and also the

national Royal Mail distribution hub at Langley. This work is part of a national Trading Standards and TSSE ports project.

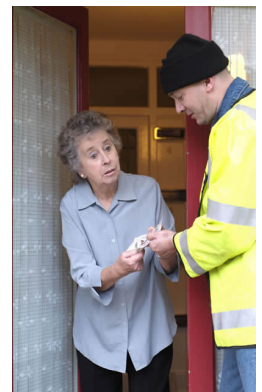
Highlights from 2017/2018 are below.

- Advising multi national companies on their labelling of cosmetic and healthcare products.
- Advising importers of cosmetics on roles and responsibilities.
- Conducting product recalls.
- Checks carried out at the border points, resulting in 124 consignments being stopped from entering the UK and EU, involving more than 35,000 goods with an estimated retail value of £65,000.
- The service dealt with 102 enquiries relating to product safety.
- Active participation on the national and regional groups of which Slough is a member and chair.
- Visit to primary authority partner with the Office for Product Safety and Standards (OPS&S).
- Attendance at Launch event of the new Product Safety standards (PAS 7100:2018) for product recalls and corrective actions.

Rogue traders 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 shoddy 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.



A “rogue trader day” was carried out in spring 2017.

A joint operation by Slough Borough Council, Thames Valley Police and their partners saw 41 homes visited across the borough as part of a national crackdown on rogue trading.

A 34-strong team targeted homes where building work was going on in a bid to weed out any rogue traders operating in the area.

Rogue traders are criminals who take advantage of householders by using high pressure sales techniques. The work is often sub-standard or not required at all.

No rogue traders were found operating in Slough during the operation.

However, as a result of the day of action, four building firms were warned about not issuing statutory 14-day cancellation notices, which are required by law to enable customers a cooling off period before committing to building work.

Immigration Enforcement checks found 11 men from India and one from Pakistan who had no right to be in the UK. All of the offenders were granted temporary release while their cases are progressed and must report to the Home Office routinely during this time. A further man was arrested for possessing a fake identity card. HMRC gathered information about possible income tax avoidance.

Effectively dealing with rogue traders and preventing and detecting doorstep crime remains a high priority for 2018/2019.

Mass Marketing Scams

Mass marketing scams are the scourge of our communities. They are operated by criminals with the sole purpose of identifying & exploiting often vulnerable, elderly and mentally impaired people. Scams can be a major factor in the decline of the health of older people and elderly victims are 2.4 times more likely to die or go into a care home than those who are not scammed. The average scam victim loses about £1000 to scams but some have lost their homes, their life savings and many thousands of pounds. Many other public services are required to help pick up the pieces and all this has a cost.

The National Trading Standards Scams Team (NTSST) hosted by East Sussex County Council was set up in 2012 to tackle this problem. Mail scams, although not the most common channel for scammers, is one commonly used to target the elderly. This can be anything from lottery scams to the sale of grossly overpriced goods such as supplements. The NTSST obtains details of victims through the seizure of 'sucker's lists' or through work with partner organisations. The team then disseminates this information to local Trading Standards officers who are able to visit the victims and offer advice and support.

Last year a total of 127 visits were made by Slough Trading Standards to scam victims locally.

In addition to these visits, the Service also worked with partner organisations to raise awareness of scams, and in July 2017 a joint talk with Thames Valley Police was delivered to elderly residents at the Pines Care Home in Wexham.

In August 2017 the trading standards service once again teamed up with Thames Valley Police to attend an event at Herschel Park in Upton, where once again scams awareness was highlighted to local residents.

Anyone can be a Friend Against Scams and make a difference in their own way. To find out more please see the following link <http://www.friendsagainstscams.org.uk>

Slough Trading Standards also promote the mail marshal scheme. A mail marshal is a former victim of scams, but assists law enforcement by collecting their scam mail for intelligence purposes. If anyone is interested in scams, or helping their community fight scams please contact Trading Standards for advice. We signed up 1 mail marshal locally last year.

Illegal money lending

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 (IMLT) – executed a warrant in late 2016 where evidence indicated illegal lending from a loan shark. The perpetrators were recently in Court where they pleaded guilty to running an illegal money lending business. The court heard that the defendants issued loans totalling £410,623, which they applied interest payments of £219,510 too.

The prosecution added that the perpetrators issued loans ranging from £500 to £20,000. The standard loan was for a period of 10 months and a flat rate of 50% interest was added. They have now been charged and have been given a suspended prison sentence.

The England Illegal Money Lending Team (IMLT) in partnership with Slough Trading Standards launched a month of action to crack down on loan sharks in the town. This included a targeted leaflet drop over two days, talking to residents and explaining the dangers of using an unlicensed lender. More than 50 people were offered the chance to open an account with the Berkshire Credit Union after 3 months of saving they would receive a £25 .00 bonus.

As part of loan shark awareness week, Slough Trading Standards called on a total of 289 residents in the Langley area of Slough to raise awareness of loan sharks and how to avoid falling prey to one. This was in partnership with the National Money Lending Team.



The Banking Protocol

A new scheme, known as the Banking Protocol, is aimed at ensuring banks and police are more active in protecting customers, particularly the vulnerable.

It is being run locally as a joint venture between Thames Valley Police, Financial Fraud Action - which represents banks - and Slough trading standards supported by National Trading Standards.

All customer-facing bank staff will be told to look out for specific signs that a client may be the victim of ongoing fraud. If they have suspicions, they are encouraged to call the police and/or trading standards and we will look into the matter as a matter of urgency.

Adopt a post office scheme

The adopt a post office scheme was initially set up as post offices are seen as key community locations and as such can be places where residents could meet Trading Standards, police and fire officers on an informal basis and obtain relevant community safety and crime prevention advice. An event was also held at the Farnham Road, Slough Post Office on 17/8/17. The scheme should hopefully be rolled out at other post offices around Slough.

Animal health



Trading Standards carries out inspections for animal health, animal welfare and animal by-products.

Animal diseases are always a threat. The Slough Notifiable Animal Disease Contingency Plan was updated last year, and was referenced due to several outbreaks of avian flu around the country, and is compiled with regular liaison with our emergency planning team.

We will also continue to liaise with local poultry keepers, to ensure that they are aware of the restrictions imposed by DEFRA, in order to control recent H5N1 Avian Flu outbreaks; which can also affect the descriptions of eggs (i.e. free range eggs).

In spring 2017, we received a report from a concerned resident, about a pig in the back garden of a neighbour. The caller was concerned for the pig's welfare as it was lying down and had not moved for some time. On enquiry with the owner, it was found that the pig had recently been castrated and was in the process of recovery.

We have recently set up a Memorandum of Understanding with West Berkshire Trading Standards to ensure that we can respond to animal health, welfare and feedstuff complaint

Counterfeit goods

“There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey.” John Ruskin.



The effects of counterfeit goods are well known. Not only does the consumer suffer but so does the honest seller. Taxes and business rates are avoided and innovation and investment is stifled. This will also have a knock on affect on employment.

In an effort to deter counterfeiters Trading Standards use the Trade Marks Act 1994, the maximum penalty for which can be up to 10 years imprisonment and an unlimited fine. Where it can be shown that the defendant benefitted monetarily from the criminal lifestyle, action can also be taken under the Proceeds of Crime Act (POCA). In addition, the seized goods can be ordered for forfeiture and destruction.

Several operations against counterfeiters in Slough took place in 2017 and investigations continue into electrical goods, car parts and tobacco with over 5,000 items seized. One particular operation that started in the previous year came before the courts and the defendant was found guilty and has been remitted to the Crown Court for sentence and confiscation proceedings under POCA.

Fireworks

Trading Standards has a responsibility to licence the storage and retail of fireworks. During 2017/18 we licenced 18 businesses within the borough - two of which are licenced to sell fireworks all year round.



Weights and measures



- Last year, qualified officers examined 258 pieces of equipment with a 99 per cent compliance rate.
- 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.
- The department also provides weights and measures advice and assistance to our Primary Authority companies in the borough, many of whom are packers so need to ensure their tolerances are correct on all their weight. Advice given included compost, food products and household cleaning products.

People who operate public weighbridges must demonstrate they are competent. During 2017-18 Slough Borough Council bought back in house their waste management services; this included the public weighbridge at Chalvey. The operator needed to be re-assessed for suitability by our inspectors.

Additional targeted project work

Lettings agent project:

The letting agents industry has featured highly on research into scales of consumer detriment and new legislation in this sector is welcome. Trading Standards are keen to support Outcome four of our 5 Year Plan: *Our residents will live in good quality homes*. As a result we continued monitoring this sector last year and will continue this year too. Last year

- All agents on our records were advised of the new legislation and their responsibilities to be a member of a property ombudsman scheme and to list all their prices in store and on their websites.
- Following the advice, letting agents were visited and monitored and the vast majority were found to be compliant.

Assured trader scheme(s)

Our Buy With Confidence scheme here in Slough is now managed by Hampshire Trading Standards.

We aim to look into the viability of entering a similar arrangement with another provider, to support local business and the best interest of both residents and traders locally.

Complaints and enquiries

Throughout 2017/18 we continued to work with our partners for the Citizen's Advice Consumer Service (CitA). Citizen's Advice Consumer Service is funded by government to offer civil advice nationally through their contact centres and website. Any enquires they receive which concern either Slough residents or traders are then referred to Slough Trading Standards and where we can identify a criminal breach, are investigated accordingly on a risk assessment basis.



Based on the figures we are able to obtain from CitA, our total unique enquiries received is calculated to be 1576. However, when we count the total amount of enquiries received about any issue the service has dealt with 2184 enquiries.

In essence the number of enquiries we have received has stabilised.

Thank you...

Last year the service received 7 separate letters of thanks from consumers and other stakeholders who wanted to express their appreciation for the work and service they had received.

Education and encouraging channel shift

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

Increasingly, we will be encouraging both traders and consumers to use the self help guidance sheets listed on our website: <https://www.slough.gov.uk/business/trading-standards/>.

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.

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.



- A total of 15 press releases were issued in 2017/2018.
- More than 50 'tweets' were issued on a wide variety of trading standards and consumer issues.

Again this year, we aim to maintain a high media profile and use the media wherever possible to promote the work of the service, including social media. Social media provides an opportunity to promote the work of the service to an audience never reached before.

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://www.slough.gov.uk/council/strategies-plans-and-policies/regulatory-and-enforcement-services-enforcement-policy.aspx>



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.



Freedom of Information

Last year the service dealt with 12 requests for information under the Freedom of Information Act 2000 which gives a right of access to a wide range of information held by public authorities.

Professional development

The on-going development of the work force is paramount to ensure a comprehensive and competent 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. Food standards officers and trading standards practitioners are also required to carry out 20 hours of CPPD activity per year.

Looking to the future and the challenges ahead

This coming year there will also be major changes with the onset of new regulations which will affect consumers, businesses and enforcers alike. These regulations include:

- **General Data Protection Regulations and Law Enforcement Bill**
- **Brexit**

We will monitor the impact these new pieces of legislation have on the work we do.

The Trading Standards Service plan for 2018/2019, which outlines our planned work for the forthcoming year, is detailed in **Appendix A**.

Resourcing

Slough Trading Standards employs eight staff, two of whom are part time (effectively seven full time employees). There are six FTE enforcement officer posts within the team.

This serves a estimated population of 149,400. This serves a business population of approximately 7000 enterprises.

We aim to increase the income generation and commercialisation aspects 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.

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

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Appendix A

TRADING STANDARDS ACTION PLAN 2018/19

Directorate: Adults and Communities	Service Manager: Andrew Clooney
Division: Regulatory Services	Budget: £339,300 (+ additional £114,000 income target) Population: 145,700 Business's in Slough: 7000
Team: TRADING STANDARDS	Number of staff employed: 7 FTE dealing with Trading Standards, Food Standards and Animal Health issues. Figure includes one full time Senior Business Support Officer
Service objectives: To promote a safe, fair and equitable trading environment and to support and help legitimate business prosper and grow within Slough. Provide a value for money service within the Regulatory Services 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. The service will provide timely delivery of specific work plans, evidence and intelligence based initiatives and joint working with partners both within and beyond the council to improve the quality of life in Slough and protect customers, whilst supporting business growth and enterprise. The outcomes from all our work have strong links to the council's Five 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	

Service activity	Priority & 5 YP outcome & statutory requirement	Targets	Key actions	Anticipated outcomes	Responsible officer	Time scale & measures
<p>Primary Authority (PA) & Compliance Support</p>	<p>5. Slough will be an attractive place where people choose to live, work and stay</p> <p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents</p>	<p>Maintain income targets</p> <p>Develop existing PA's and explore new PA 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>Target: Meet and/or exceed Primary Authority income target of £79,000.</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 & 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>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>Liaise with other council departments in order to support business in more holistic way, supporting the</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>Reduced, 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>Food & Safety Manager</p> <p>Trading Standards Manager</p> <p>All Food Safety & Trading Standards Officers</p>	<p>March 2018</p> <p>Monthly reports on hours and income generation</p> <p>Quarterly reviews</p> <p>Yearly overview of individual company Action Plans</p> <p>Number of PA's in portfolio</p> <p>Virtual PA management team</p> <p>Increase in income</p> <p>Increase in capacity</p>

			Slough Open for Business model.			
Income Generation and Commercialisation	<p>3. Slough will be an attractive place where people choose to live, work and stay.</p> <p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents</p>	<p>Maintain income target</p> <p>Develop commercialisation opportunities to generate income, in line with projected income target.</p> <p>Support the Councils Open for Business Strategy and the Corporate Business Growth plan</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 and promote our offer of chargeable business support options for all types of businesses, both inside and outside Slough, including, but no limited to:</p> <ul style="list-style-type: none"> • Primary Authority • Tailored business advice • Assessment of labelling/brochures/website • Pre-start up advice • Pre-Inspection support visits • Regulatory Health Check • Training & Talks • Training needs assessment • Analysis of statutory defence • Review of policy & procedures • Audit of systems • Support in achieving 5 FHRS • Supply of SFBB material • Buy with Confidence • Assured Trader Schemes • Funded projects from regional or national groups (TSSE/NTS) <p>Generate income from charging for Food Hygiene Rating Scheme re-score visits and SFBB packs.</p> <p>Sent quarterly emails to all businesses due for inspection within the forthcoming quarter reminding them of their due food hygiene inspection date, and current FHRS, whilst offering a chargeable pre-inspection visit.</p> <p>Provide easy to access payment services, including;</p>	<p>Generate income</p> <p>Improved standards, efficiencies and compliance within businesses.</p> <p>Reduced the amount of regulation required by the council via business paying for support and improving standards before statutory inspections are undertaken.</p> <p>Developed skilled workforce, with a range of business support abilities.</p>	<p>Food & Safety Manager</p> <p>Trading Standards Manager</p> <p>All Food Safety & Trading Standards Officers</p>	<p>March 2019</p> <p>Monthly Reports on hours and income generation</p> <p>Number of businesses given chargeable business support.</p> <p>Number of businesses achieving 5 FHRS.</p> <p>Time spent on regulation, and number of planning inspections achieved.</p> <p>Number of hits on our website.</p> <p>Number of press released and publicity campaigns</p>

			<p>- Telephone and online payments</p> <p>Promote and advertise services, including working with other council departments, producing brochures, press releases, information on website and case studies.</p> <p>Benchmark where possible with other local authorities who have embarked on commercial enterprises to highlight best practice.</p> <p>Explore whole package offers, including licensing and planning teams.</p>			
<p>Food Standards Inspections and work</p>	<p>3. Slough will be an attractive place where people choose to live, work and stay.</p> <p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents.</p> <p>Statutory requirement</p>	<p>Target: 100% of high risk businesses 100% of Medium Risk Premises to be inspected. To be monitored monthly</p> <p>Target: 100% of low risk businesses to be inspected</p> <p>Target: 100% of unrated premises to be inspected and rated.</p> <p>Target: Carry out Intel led - Sampling on Takeaway meals for:- traceability, colours, GM oil, meat & fish speciation, and allergens at catering premises. Project to establish which food</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;</p> <p>- 100% inspection of A, B, C and all other non complaint food businesses</p> <p>- Identified poor performing businesses targeted with appropriate interventions and re-rating the risk</p> <p>To tackle Food Fraud</p> <p>Secure improvements where there are evident concerns, taking enforcement action where compliance is poor; in line with the council's business growth</p>	<p>Safer food businesses in Slough & 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 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>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 as 'eyes and ears'</p> <p>Support material from the FSA</p>	<p>Ongoing until March 2019</p> <p>Monthly and Quarterly review</p>

		<p>operators are gathering the appropriate documentation to verify the authenticity of their food products.</p> <p>Calculate amount of traders brought into compliance.</p> <p>Target: Participation in national/regional sampling programmes as directed by TSSE or the Public Analyst. Including Internet sellers within the Borough.</p> <p>To work collaboratively with TSSE to undertake the Food Standards that have been identified as a regional national problem</p> <p>Ensure all new food business registrations are risk assessed & inspected in line</p>	<p>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, health nutritional information, additives, allergens, colourings, GM Oil and traceability etc.), with further follow up enforcement as required.</p> <p>Undertake sampling as part of a suite of interventions to improve food standards and food hygiene focus on high risk and local needs and intel lead information.</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>Enhance advice and signposting for businesses on SBC web site.</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>		
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		with risk and FSA CoP	<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"> - <i>Assessing compliance with all consumer protection legislation</i> - <i>Identify matters which may be relevant to other services</i> 			
Product safety & counterfeit goods	<p>3. Slough will be an attractive place where people choose to live, work and stay</p> <p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents</p>	<p>Target: All detections at Ports authorities for unsafe/illicit goods to be followed up according to Ports Project Protocol</p> <p>Target: Participate in National / Regional projects which also reflect a local priority</p> <p>Target: Ensure all enforcement officers are competent to carry out ports project work</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</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>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>Promotes a fair, safe and equitable local,</p>	<p>Trading Standards Manager</p> <p>Russell Clarke</p> <p>All officers to support</p>	<p>March 2018</p> <p>Monthly review</p>

			<p>and other partners and sharing data to build regional and national statistics</p> <p>Record all intervention at ports and locally so that the volume and value of items can be calculated for future record retrieval and dissemination purposes</p>	<p>regional and national trading environment</p>		
<p>Under age sales</p>	<p>1: Slough children will grow up to be happy, healthy and successful.</p>	<p>Target: Trading Standards will investigate 100% of all age restricted sales complaints and enquiries they receive.</p> <p>Target: At least 4 under age sales test purchase operations will take place throughout the year. They will be Intel lead or provoked by national or regional remit into specific areas</p> <p>Target: 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</p>	<p>Enable children and young people have physically and emotionally healthy lives</p> <p>Ensure children and young people are supported to be safe secure and successful</p> <p>Evaluate alternative resolutions package 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>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>Added value: - Self funding training reducing delivery costs to SBC - Positive impact on business compliance and awareness of legal responsibilities</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 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</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 2018</p> <p>Quarterly review</p> <p>Feedback from candidates</p> <p>Number of candidates taught and pass rates</p>

		<p>taken</p> <p>Target: Trading Standards will continue to support the SBC Apprentice/NVQ scheme and host 1 candidate every 6 months</p>		<p>A&E departments through reduction in excess alcohol cases among under 18 year olds</p> <p>Improved health and wellbeing for young people through reduced access to potentially harmful products Reduced pressure on health services from long-term effects of smoking and alcohol consumption</p> <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</p>	
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				<p>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>		
<p>Becoming an enabling authority – providing self help and links to guidance and support</p> <p>Community engagement</p>	<p>3. Slough will be an attractive place where people choose to live, work and stay.</p> <p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents.</p>	<p>Target: Promote the increase in users of the Trading’s standards website for information and self help</p> <p>Target: Propose to set up a specific Slough TS social media profile</p> <p>Target: Where applicable, promote via press releases and social media any trading standards activity or issues relevant to residents and business.</p>	<p>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 whilst promoting existing digital options</p> <p>Publicise and direct users to council’s 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 and the Town Team</p> <p>Participate in the FSA national food safety week campaign</p> <p>Publicise enforcement action taken against non 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</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 and food standards (monitored via customer surveys)</p> <p>Quicker response times to enquires made to the service via CitA</p>	<p>Food & Safety Manager</p> <p>Trading Standards Manager</p> <p>All officers to support</p>	<p>March 2018</p> <p>Quarterly review of information on website</p> <p>Number of website hits</p> <p>Feedback from website users</p>

			<p>premises</p> <p>Other initiatives undertaken, including sector specific initiatives, joint projects and visits with licensing and Food Safety/Health and Safety</p> <p>Explore novel ways of using social media to profile work of the service</p> <p>Ensure Trading Standards use Twitter to profile their work and emerging issues</p> <p>Explore opportunities to engage with the community, such as campaigns at focused groups, schools, and libraries</p> <p>Monitor website hits and advice requests received, for decide in requests, and increase in website hits</p> <p><i>Added value:</i></p> <ul style="list-style-type: none"> - <i>Improve awareness and compliance of food safety and standards issues</i> - <i>Supports Income generation</i> 			
<p>Tobacco Control / Tobacco Alliance work/legal highs</p>	<p>2: Our people will be healthier and manage their own care needs.</p> <p>3. Slough will be an attractive place where people choose to live, work and stay.</p>	<p>Target: To carry out two illicit tobacco enforcement days along with sniffer dogs and or other partner agencies including Police, HMRC, Licensing, NET Team, Border Agency, Public health etc, if available to support</p> <p>Target: Ensure we bid for any funds</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 & Safety Teams to deliver join initiatives on Shisha and illicit tobacco sales and explore the proportionality of reviewing licenses where appropriate</p> <p>Involve partners such as HMRC and Thames Valley Police on shisha operations. Liaise with those partners and other partners such as Solutions for Health in order to build upon intelligence picture</p> <p>Continue to contribute to the National drug and alcohol strategy at a local level to prevent individuals engaging</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</p>	<p>Trading Standards Manager</p> <p>Dean Cooke</p> <p>All Officers to support</p>	<p>March 2018</p> <p>Take enforcement measures that are appropriate and in line with enforcement policy</p> <p>Maintain TSSE tobacco focus group attendance</p>

		<p>which may come available in order to effectively enforce the range of legislation which deals with illicit tobacco in all its forms.</p> <p>Target:</p>	<p>in illicit and harmful drug use, particularly legal highs, and support individuals to become drug and alcohol free via signposting</p> <p>To share intelligence and best practice with external agencies and other partners</p> <p>Explore 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>Support public health in the development of preventative approaches to enable our residents to become more able to support themselves</p>	<p>expectancy in respect of reduced access to illicit product</p> <p>Fairer competition for all businesses</p>		
<p>Safeguarding, scams and intelligence sharing</p>	<p>1: Slough children will grow up to be happy, healthy and successful.</p> <p>2: Our people will be healthier and manage their own care needs.</p> <p>3. Slough will be an attractive place where people choose to live, work and stay</p> <p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for</p>	<p>Target: Trading Standards will intervene in 100% of all scam victim notifications they receive, from all stakeholders.</p> <p>Target: To participate in national Rogue Trader Day/Operation Liberal</p> <p>Target: Ensure all staff are trained in safeguarding and follow the SBC safeguarding principles</p>	<p>Staff use the 'Concern Card', and assess effectiveness of this avenue to rapid reporting</p> <p>All staff to undertaken SBC online 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>All officers to be vigilant and aware 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>Holistic approach to all operations which involve potential victims with safeguarding issues</p> <p>Ensure people are at the heart of the adult safeguarding process and are supported to manage any risks</p> <p>Safeguarding to be on the agenda and discussed at</p>	<p>Improve the safety of children and vulnerable people in Slough</p> <p>Improved life's of people in Slough</p> <p>Where appropriate more referrals to safeguarding</p> <p>Increase officer's awareness of safeguarding issues</p> <p>Increase officer's interaction with Safeguarding services within Slough and beyond</p>	<p>TS Manager</p> <p>Compliance Team Leader</p> <p>Dean Cooke</p> <p>Jaspal Singh</p> <p>All officers to support</p>	<p>March 2018</p> <p>Monthly review and feedback to Head of Service in CP&BC monthly meetings</p>

	<p>our residents.</p>	<p>Target: Participate in Slough Dementia Awareness Event</p> <p>Target: Participate in National Trading Standards Wellbeing project</p> <p>Target: Participate in scams awareness month with range of activity.</p> <p>Target: All scams hub victims to be assessed to see if safeguarding are aware of them</p> <p>Target: All scams victims to be asked for consent to register them with the Mail preference service and Telephone preference service</p> <p>Target: 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>team meetings, 121's, and appraisals</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 to be undertaken where necessary</p> <p>Rapid response to complaints regarding doorstep sales/bogus callers</p> <p>Liaise with Action Fraud when necessary</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 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>		
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		<p>Target: All scams victims to be assessed for fire safety in the home.</p> <p>Target: All Scams victims to be signposted to free resources</p> <p>Target: Promote Friends Against Scams, Scams Champion and Mail Marshal Scheme</p> <p>Target: NTS Scams website will be actively promoted</p>	<p>Promote fee counselling services such as Silver line, Age Concern etc.</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 neighbourliness 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 for longer durations (with consequent saving on adult social care budget)</p> <p>Raised awareness of illegal money lending and associated scams</p>		
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<p>Service improvement, resilience and capacity. Staff Training, competence and experience.</p>	<p>5. Slough will attract, retain and grow businesses and investment to provide opportunities for our residents.</p>	<p>Target: Each TS officer will be provided with and maintain a competency level to meet the requirements of the role and service need.</p> <p>Target: Each TS officer will carry out at least 1 formal enforcement action within the financial year.</p> <p>Target: A system of quality assurance and performance evaluation will be implemented.</p> <p>Target: The service will adopt the ACTSO impacts and outcomes model and report back annually on national performance figures.</p>	<p>Compliance with Regulators Code.</p> <p>Compliance with Better Business for All.</p> <p>Ensures effective delivery of enforcement policy.</p> <p>Ensures cost effectiveness as service don't waste money or time on training the 'wrong' areas (i.e. areas in which employees are already capable).</p> <p>Efficiency: The transfer gap between the training environment and working on the job is reduced substantially in a competency-based approach.</p> <p>Increased productivity</p> <p>Officers are competent in meeting their work objectives, know what the performance expectations are, receive recognition for their abilities, and have insight into the overall strategy of the team, department, and organization, they are usually more motivated and experience higher job satisfaction.</p> <p>Reduced risk: providing the organization with greater ability to scale and flex as needed, thereby reducing the risk it faces.</p> <p>Increased customer satisfaction</p> <p>Employees who have been trained and assessed are, by definition, able to perform the required tasks associated with a job. The knock-on effect is that, they are able to provide high service levels, thereby increasing customer satisfaction.</p>			
<p>Partnership days and regional profile</p>	<p>3. Slough will be an attractive place to live, work and stay</p>	<p>Target: At least 2 enforcement days / partnership days working alongside mosaic of partners</p>	<p>Liaise with community groups and partners on Trading Standards issues and ensure that we can provide them with appropriate guidance and signpost them to the best areas for advice and guidance, particularly where we are dealing with vulnerable residents/consumers.</p>	<p>Ensures a holistic approach to issues and bring with it</p>	<p>Trading Standards Manager Compliance</p>	<p>March 2018 Monthly review and feedback to Head of</p>

		<p>where appropriate and where Trading Standards presence will add value</p> <p>Target: To maintain active presence within TSSE and where their work also reflects a local priority, to engage in that work and provide necessary resources in which to do so, or access those resources as made available through TSSE</p> <p>Target: Carry out talks to community groups on trading standards issues</p>	<p>Maintain profile and presence on local regional and national groups where necessary to ensure the voice of Slough borough council and its residents are represented in respect of trading standards issues.</p>	<p>resilience and capacity and expertise to deal with issues which involve issues beyond Trading Standards.</p> <p>A positive effect on competitiveness, especially for small businesses, as fraudulent trading is dealt with in a holistic and regional manner</p>	<p>Team Manager</p> <p>All officers to support</p>	<p>Service during CPBC managers meeting</p>
<p>Lettings and Property Management Redress scheme</p>	<p>4. Our residents will have access to good quality homes.</p> <p>(Health Economy and skills)</p>	<p>Target: 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</p>	<p>Liaise and meet with SBC housing on best approach</p> <p>Take enforcement action where necessary</p> <p>Continue to benchmark with other authorities who have carried out similar work, (Reading, LB Islington, Milton Keynes etc)</p> <p>Ensure cabinet approval for issuing fines is sought.</p> <p>Impose where appropriate, a fine of up to £5,000 where an agent or property manager who should have</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 2018</p> <p>Monthly review and feedback to Head of Service during CPBC managers meeting</p>

		2014. Target: Set up surveillance protocol to monitor all estate and letting agents in the borough and ensure compliance within the sector. Ongoing.	joined a scheme has not done so.	Enforcement action includes the ultimate sanction of a £5000 fixed penalty notice		
Animal health - contingency plans and inspect horse/livestock dealers to bring into compliance	3. Slough will be an attractive place to live, work and stay. (Health)	Target: Maintain all Animal Disease Contingency plans as directed by DEFRA, in partnership with all recognised partners Target: Ensure MOU with West Berkshire Trading Standards is monitored to ensure cost effectiveness of service provision	To carry out a monitoring programme at the Langley Horse Fair, to ensure compliance Inspection of local animal keepers and quarterly monitoring to ensure that all AMLS and AMES data inputting are completed within set targets To share intelligence and best practice with external agencies and other partners Collaborative working with TSSE regional focus groups and other partners and sharing data to build regional and national statistics To ensure that all relevant Contingency plans & procedures are up to date	Enhanced public confidence in standards of animal health and welfare and in the provenance and quality of meat products A healthier and better cared for livestock Better animal health Disease prevention A healthier and better cared for livestock Prevention of and reduction of livestock disease	Trading Standards Manager West Berkshire Trading Standards Service Dean Cooke	March 2018 Ongoing Half year review